# A : Produce an Executive Summary

## Company overview

**Before**

Movie Ville was originally a private cinema founded and run by Bob and Margaret Canton in the 1960s. Because the cinema was located in a trendy town in North London, cinemas have become extremely popular. period of fame and success in the art and indie films. In the cinema, Bob and Margaret Canton are the two ticket managers and operators of the projectors. With the success of the theater, they also hired more people to run the concession stand and clean the theater. As far as is known, Movie Ville has 3 theaters. Every day, the theater has 4 movie screenings. Each theater can accommodate 120 people. Outside the theater, the Franchise Counter also sells popcorn, soft drinks, and candy. However, due to the development of the digital age, in 2008, sales began to decline. According to the figures, the number of theater patrons dropped by up to 40% due to Netflix streaming services

**After**

As Bob and Margaret Canton got older, they also let their children David help with the business. Six months ago, Bob and Margaret decided to retire and give full ownership of the theater to David. In light of this news, David wanted to plan on modernizing the theater's facilities and business processes. In contrast to his parents who only worked with pen and paper, afraid of change, he was determined to change everything.

Along with the money he inherited, he started planning a modern system with online ticket sales on platforms. Besides that, he also hopes to transfer all forms of buying and selling including popcorn and water from buying and paying at the counter by simply selecting items through the touch screen and paying or buying via email. via software on the spot.

However, because of his ignorance about creating software systems, he decided to hire Gunner Satumo to advise him and propel the project.

After reviewing David's ideas, Gunner suggested developing a mobile booking application as this would upgrade existing ticketing operations and also attract more customers. That app is called "Movie Ville"

## "To Be" System

To develop the system, Gunner and David scheduled a meeting where staff members could offer their advice, opinions, and wishes about the system. In the meeting, there were many participants including:

* Gunner Satumo (Consultant) (Chair) David Canton (Managing Director) Patricia Hatton
* (Interior Designer) Zaria Guay (Accountant)
* Taylor Lessing (Concession)
* Barney Conway (Ticket Sales)
* Manfred Smith (Contracted Systems Developer)
* Melody Kissack (Secretary to the Managing Director) Secretary

The staff gave a lot of ideas although sometimes misdirected. However, in essence, the new system will revolve around the main functions of registering and booking movie tickets on the application. One of the meeting participants included a system developer. He is also the product development lead. After the meeting, Gunner wanted to be able to use Agile and DSDM to develop the system.

# High level requirements analysis and MoSCoW prioritisation

## B1:  Review the ‘high level requirements’ list given at the end of Appendix A and identify any of the requirements that you feel are not appropriate high-level requirements, giving your reasons for this.

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|  | Requirement | Type | Reason |
| 1 | The user interface must be sleek. Not flashy, but elegant, to show that we have flair. | Non-functional | Since this is a requirement for the quality of the system to the end-users in order to improve Engagement and improve aesthetics, this is one of the non-functional requirements. Moreover, the customer has requested that the UI of the system should not only be beautiful but also be suitable for the end-user object and usage context in order to increase the user experience. |
| 2 | We need to have the look and feel of the app similar to the colour schemes of the theatre’s interior to preserve the branding. | Non-functional | This requirement is similar to the above requirement, so it is also classified as non-functional requirement |
| 3 | The site must be safe and secure. | Non-functional | This is one of the non-functional related to Security, related to the security requirements in the process of using the system. |
| 4 | The app should be error free. Nothing is more infuriating than an error message. | Non-functional | This requirement is related to the completeness and availability of the system. When released, the application must have a certain degree of completion and should minimize errors that may occur, affecting the user experience. |
| 5 | Customers must have an account to buy tickets, From there, I have their details so I can market to them. | Functional | This is a requirement |
| 6 | People need to be able to choose their seats when making the booking. | Functional | This is a functional requirement that must be had in the system, it makes it more convenient for customers to be able to choose a seat after making a reservation, increasing interaction between the user and the application. |
| 7 | People can rate a movie after watching it and discuss the movie with other customers using the app. | Functional | This is a functional requirement that should be present in the system, it will help increase interaction between the user and the application |
| 8 | Customers should be shown a map of the seating areas in the theater so they can choose their favorite seats | Functional | This is a functional requirement that should be present in the system, it will help increase interaction between the user and the application |
| 9 | The system should allow people to see upcoming attractions. | Functional | This is a functional requirement that should be present in the system, it will help increase interaction between the user and the application |
| 10 | The mobile application can trigger notifications when new movies come out. | Functional | This is a function that the system should have. Besides being able to increase the interaction between the user and the application, it also helps the company to attract customers and help customers not to miss the movies. |
| 11 | There should be a feedback system where people can make suggestions for improvements to the facilities. | Functional | This is a functional requirement that should be had in the system. It will help managers better understand the advantages and disadvantages of the theater and the system. From there, business can correct and improve shortcomings from customer feedback |
| 12 | The app should allow people to choose a movie and buy tickets for that movie by specifying the number of seats. | Functional | This is a functional requirement must have in the system. With this function, customers can book tickets more conveniently, no longer taking too much time to book. |
| 13 | The app should generate a digital ticket for all the purchased tickets. | Functional | This is a must-have functional requirement in the system. With this function, booking tickets will become easier and won't take too much time. |
| 14 | The app should allow a PDF download of the tickets to be generated so it can be printed. - Couldn’t we create a website instead of an app? It has a wider audience. | Functional | This is a functional requirement that should be had in the system. In addition, can increase user interaction with the application, it also helps businesses attract more customers to use the system. |
| 15 | The app should generate monthly reports on the number of bookings for each showing so we can draw statistics from this. | Functional | This is a functional requirement to have in the system because it can help control the number of tickets sold, avoiding possible unfortunate situations. |
| 16 | The app should allow people to pay for their transactions in standard ways, such as credit cards and PayPal. They should be able to store payment details for easy future purchases. | Functional | This is a functional requirement must have in the system. With this function, customers can book tickets more conveniently, no longer taking too much time to book. |
| 17 | The app should integrate a reward system for buying tickets and referring friends. | Functional | This is a functional requirement that should be had in the system. In addition, can increase user interaction with the application, it also helps businesses attract more customers to use the system. |

## B2:  Rewrite, and add to, the list to end up with a total of 8-10 ‘updated’ high level requirements that you feel are required for building the system. Briefly justify the need for each of your high-level requirements against information you have gathered from the case study.

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|  | Requirement | Reason |
| 1 | People need to be able to choose their seats when making the booking. | A website system for cinemas should have the most basic function of booking tickets and choosing seats. With this function, users can order tickets conveniently, businesses will also easily manage their theaters and seats. |
| 2 | The app should allow people to choose a movie and buy tickets for that movie by specifying the number of seats. | Besides booking tickets and choosing seats, the system should have a function for users to choose the number of tickets so that when choosing seats, the system can offer seating options for guests and guests can choose what to buy. seats close together. |
| 3 | The app should allow people to pay for their transactions in standard ways, such as credit cards and PayPal. They should be able to store payment details for easy future purchases. | After successfully booking tickets and selecting seats, customers need to pay online instead of going to the counter and paying cash there. Therefore, the application needs to integrate payment methods via credit card and Paypal. In addition, the system also needs to store payment information so that the next time customers can pay easily without having to re-enter the information. |
| 4 | The app should allow people to create an account and log in. | One of the must-have functions for every business website is the ability to create an account and log into the system. This function will help users manage their personal information, help personalize the system through their usage habits and location. The ability to create accounts will also help businesses secure customers and manage users more organized. |
| 5 | The app should allow people to choose a movie, which will then show a short synopsis. | To make it easier for customers to choose movies, each movie should have a short synopsis and general information about the movie's performance, duration,... |
| 6 | The user interface must be sleek. Not flashy, but elegant, to show that we have flair. | Interface is an important thing for every system. Because the interface is the user's first experience for each website. If the website is bad, not convenient, customers can leave and choose other competing systems. Therefore, a website should have an easy-to-see, user-friendly interface. |
| 7 | There should be a feedback system where people can make suggestions for improvements | An intelligent system is a system that needs feedback to improve. That is why the application needs a feedback system. That system will collect user feedback, including comments about the current application, suggestions for improvement. From those feedbacks, the application will improve and develop. |
| 8 | The mobile application can trigger notifications when new movies come out. | To attract customers to come back to the theater again and again, the application needs to notify the user when a new movie is available. Thereby, stimulating the consumption ability of users. |
| 9 | We need to think how counter ticket sales will be conducted. Will we also use the application at the counter, or will there be another system that uses the same database? | One of the important things is that the system needs to synchronize the data between the ticketing and booking data on the app and the ticketing data at the counter. Otherwise, there will be data inconsistencies, causing shortage of tickets, lack of seats, adversely affecting the user experience. |

## B3: Use the MoSCoW/Timebox rules to prioritise the requirements in your updated ‘high level requirements list’.

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|  | Requirement | Priority | Reason |
| 1 | People need to be able to choose their seats when making the booking. | Must have | For a cinema system, one of its basic functions is that customers can choose their seats. This is a must-have function for the system to work. Without this function, the system will become useless. |
| 2 | The app should allow people to choose a movie and buy tickets for that movie by specifying the number of seats. | Must have | As explained above, this is also the basic function required of a system. |
| 3 | The app should allow people to pay for their transactions in standard ways, such as credit cards and PayPal. They should be able to store payment details for easy future purchases. | Must have | The system is required to have an online payment function and store payment information for a later time. This is a function to increase convenience for customers, besides, this function will help to accurately determine the number of tickets and seats of customers and avoid the case of keeping seats for customers but they do not come, wasting seats. |
| 4 | The app should allow people to create an account and log in. | Must have | One of the conditions for customers to be able to use the online booking and payment function is that the customer must have an account and log in to the system. Therefore, it leads to the work that this is a must-have function of the system. It will help businesses manage and make plans to attract customers. |
| 5 | The app should allow people to choose a movie, which will then show a short synopsis. | Could have | For a new system, this is a could have function because it is used to increase the customer experience. This function information, the row may be easy to the selection. Without it, the system wouldn't be affected too much either. |
| 6 | The user interface must be sleek. Not flashy, but elegant, to show that we have flair. | Should have | The interface is the first thing users experience in each system. Therefore, it should be made in an easy-to-see, user-friendly way. However, it is not so important for the system because for the customer, the essential and most important functions revolve around choosing and booking movie tickets. |
| 7 | There should be a feedback system where people can make suggestions for improvements | Could have | A system should absorb customer feedback so that it can better understand the user, which in turn can improve the system. Without this function, the system also has no effect on user experience so that is a could-have function. |
| 8 | The mobile application can trigger notifications when new movies come out. | Could have | One of the functions to attract customers and help customers return to use the system is to notify and remind customers when new movies are released. However, it is not so important for a new system because it does not affect the user's process of using the system. |
| 9 | We need to think how counter ticket sales will be conducted. Will we also use the application at the counter, or will there be another system that uses the same database? | Must have | To are not also between the state missing seat tickets as well as the state of waste, errors in seats, the system needs to synchronize data on the system and at the ticketing site. By then, this is a must-have function |