Business Case

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| **Application Name** | MLDB (Movie Library Database) |
| **Type of business model** | Ad revenue |
| **Target audience of users** | Cinephile Providing |
| **Value proposition** | Providing cinematographic information on motion pictures current and past |
| **How the system is used** | Web Application  Our web application will serve as the leading online aggregator of all things cinema. It would include movies' cast, production crew and personal biographies, plot summaries, trivia, ratings, fan and critical reviews. Here are some perks the customers would enjoy visiting our website:   1. Checking ratings for movies and TV shows. 2. Grabbing synopses and runtime details before deciding to watch something. 3. Browsing cast lists because you recognize a face but don't quite remember from where. 4. Content Advisory Guide. 5. Find detailed contact and representation information.   In principal the platform will unite all the cinephiles around the globe. Providing a niche specific online outlet that will facilitate discussions and interactions amongst professional movie makers, online streamers, movie goers. |
| **Revenue generation** | Advertisement |
| **Partners/Suppliers**  **(Stakeholders)** | Movie Theatres, Digital Marketing Companies, Topical Database Companies, Production Companies, Film Studios. |
| **Groups of internal stakeholders, users** | Content Managers, Web Developers, Software Engineers, Writing Editor, Project Manager, Product Owner, Quality Assurance. |
| **Expected Benefits** | One hub that stores information related to films, television programs, home videos, streaming content online. |
| **Known Prototypes** | TMDB:  <https://www.themoviedb.org/>  Rotten tomatoes:  <https://www.rottentomatoes.com/>  IMDB:  <https://www.imdb.com/> |