**MLDB Web Application**

**Business Requirements Document**

Project: MLDB Web Application

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# 1. Project Overview

This document describes the business/user requirements for the MLDB Application that will provide a basis for the following project activities:

* Introducing business/user requirements
* Creating test plans and test specifications
* Identifying stakeholders
* Devising solutions to project tasks
* Produce an application that will enable users to look for cinematic content online and purchase movie tickets according to their genres preferences and location
* Determining when the project is complete
* Assessing the degree to which the project succeeded

# 2. Document Information

**2.1 Audience**

| **Name** | **Business Unit** | **Role** |
| --- | --- | --- |
| Film Studious | Production Management | Partner/Supplier |
| Movie Theaters | Theater Management | Partner/Supplier |
| Topical Data Bases | Data Base Management | Partner/Supplier |
| Customers | Customer Payment Management | Web Application Users |

# 3. Business Opportunity

**3.1 Project Overview and Background**

Our goal is to create a Web based Application that will all users to seek various cinema related content in one place. Service will provide free of charge information that will contain detailed data about latest movie releases, cast members, TV shows (past and present), short trailers, production and movie theaters. Users will also be able to select movie theaters located nearby and purchase tickets to the available showings. The application will provide single point of reference for cinephiles around the globe and provide an easy-to-use interface to enable them to browse cinematic content on the web.

**3.2 Current State Analysis**

Currently it is hard to underestimate the power of screen. More and more people around the globe are getting attached to their phones, tablets, laptops, computers. Latest study shows that the users (globally) are spending 70% of their free time “inside” of an electronic device. One of the most popular content on the Web is entertainment that includes: movies, TV shows, streams, talk shows etc. Very often viewers are getting very attached to the characters and/or the plots of the aforementioned content and seek for more detailed information about it. One of the vivid examples is an Amazon owned website IMDB. We strongly believe that this niche market is not fully developed and is a great opportunity for new products. One of the very few examples of these types of websites include IMDB and TMDB. Movie Library Data Base will provide consumers with a similar service utilizing an attractive and intuitive interface. The project will be written in JAVA and JAVASCRIPT and will use a NoSQL database provided by Hadoop. The planning process for the application is currently underway, and the development of the project will span two semesters at Pace University.

**3.3 Future State Objectives**

The objective is to create a web application that will serve as a single point source for all things cinema. The website will offer a wide variety of detailed information on movies, TV shows, cast members, film studios. Users will also be able to select nearest movie theater to purchase tickets to their desired shows. One of our main objectives is to provide combined service of free entertainment information and move ticket sales.

**3.4 Stakeholders**

| **Stakeholders** |
| --- |
| Movie Theatres |
| Digital Market Companies |
| Topical Database Companies |
| Production Companies/Film studios |
| Costumers |
| Web Developer |
| Writing editor |
| Project Manager |
| Quality assurance |
| Content manager |

# 4. Business Requirements

**4.1 Business Scope**

Providing cinematographic information on motion pictures current and past. Our web application will serve as the leading online aggregator of all things cinema. It would include movies’ cast, personal biographies, plot summaries, ratings, fan and critics’ reviews. In principle, 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. MLDB is planned to function as a web application, made profitable by advertising, partnerships and ticket sales.

**4.2 Details of Business Requirements**

4.2.1 Content Management

4.2.1.1 Ability to create/edit content within the web application

4.2.1.2 Ability to block users

4.2.1.3 Ability to streamline partner’s content on our web application

4.2.2 Ticket Sales Management

4.2.2.1 Ability to keep tickets sales count

4.2.2.2 Ability to update tickets availability

4.2.3 Advertisement Management

4.2.3.1 Ability to generate sponsored ads and listings

4.2.3.2 Ability to view user browsing history within the website only

4.2.3.3 Ability to keep ads up-to-date

4.2.4 Finance Management

4.2.4.1 Ability to allow payment processing

4.2.4.2 Ability to verify payment form (i.e. check credit card activation)

4.2.4.3 Ability to inform customer of credit card authorization status

4.2.4.4 Ability to post order amount on customer’s corresponding bank statement

4.2.5 Customer Requirements

4.2.5.1 Web Users

4.2.5.1.1 Ability to open up web page

4.2.5.1.2 Ability to create and log in to personal account and have complete control of customer account

* Ability to change account information
* Ability to delete an account

4.2.5.1.3 Ability to purchase items without logging in (i.e. guest check-out)

4.2.5.1.4 Ability to sign-in to pre-existing account

4.2.5.2 Film Studios

4.2.5.2.1 Ability to browse the web application

4.2.5.2.2 Ability to request content modification

4.2.5.3 Advertising Media

4.2.5.3.1 Ability to generate sponsored ads and listings

4.2.5.3.2 Ability to request statistical information

4.2.5.3.3 Ability to keep ads up-to-dates

4.2.6 Operations Management

4.2.6.1 Ability to maintain stability of the web application

4.2.6.2 Ability to edit web application functionality

4.2.6.3 Ability to provide customer support

# 5. Non-Functional Requirements

|  |  |
| --- | --- |
| Category | Requirements |
| Usability | The application's GUI interface should feature a simple and intuitive design, with menu options clearly labeled and field functions obvious to any user. |
| Usability | The purpose of any section of the application should be immediately evident to any user. |
| Usability | The application should be easy to navigate, and users should be able to immediately access any significant functionality that they may need within a few clicks, ideally in one click. |
| Performance | The response time of the application should not be impacted by latency that will significantly impact the evident availability of application features or information |
| Performance | The application should be available for users 24/7/365. |
| Performance | The application should not make excessive demands on customer's computer or device memory capabilities |
| Performance | The application should support several users using simultaneously. |
| Security | The application will be protected from hackers and intrusion by various security measures |
| Security | Encryption for customer's personal data that is maintained on the web application's server |
| Database | Application will use the Hadoop HDFS and NoSQL database. |
| External System | Application will be able to interface successfully with social media websites, movie data base websites, credit card payment services, and other online resources |

# 6. External Data Feeds

- Payment System:

Enables customers to charge travel services to their provided credit card.

- Film Studios:

Provides latest information about Movies, TV shows, cast members, etc.

- Ads Management:

Provides systematic Ads feed

- Movie Theatres:

Provides and updates ticket availability.

-Open Source cinematic directory:

Provides cinematic data source.

# 7. Business Risks

While our application does not face a lot of competition online from other similar web applications, the risk of the market size is still to be accounted for. Being a niche application carries potential risk of small consumer base, which could present a risk to the profitability of our business model. Risks can be mitigated by adding additional functionality that may attract more users after the application's first release, and ensuring that our application's user interface is attractive, eye-catching and easy enough to use to encourage potential customers to explore the website after their first look. We can also inspire customer loyalty by offering movie ticket sales and promotions. Another business risk is the possibility of software issues that could lead the application not to work correctly; these would hopefully be discovered in the testing phase but would have to be dealt with quickly if discovered after the application's release. Another potential issue is the application's compatibility with external data sources; if there is some sort of incompatibility this may impact the functionality of the application. This can be mitigated by ensuring that our information about external data sources is kept fully up-to-date.