Operations

Requirements Specification

Marketing Maestros

(For queries contact Team Leader)

CONTENTS

Explanation

The marketing team needs access to the venue calendar to schedule films and sell unused spaces for meetings.

"Marketing can only book films if the Main Hall is empty"
(see Page 4 of Lancaster Music Hall User Needs)

What we are requesting

- A method to RETRIVE AVAILABLE TIME SLOTS/DAY
- An interface for RESERVING A TIME SLOT for marketing's film showings PROVIDED TIME SLOT > FILM DURATION
- A method to NOTIFY Marketing when a venue slot is released and is available

Film Cost vs. Ticket Sales

Explanation

The marketing team is supposed to track the costs of films compared to how much revenue the films' showing is generating.

"Marketing orders films and needs to comapre cost vs. sales"
(see Page 4 of Lancaster Music Hall User Needs)

What we are requesting

- An interface for LOGGING FILM COSTS
- A method to RETRIVE ticket sales data for films

Venue Usage Reports

Explanation

The marketing team should know when spaces are in use to avoid scheduling conflicts. Marketing team is able to book films in the MAIN HALL and is also able to books SINGLE MEETING ROOMS available, a maximum of 3 weeks in advance.

"Operations tracks venue usage daily"
(see Page 2 of Lancaster Music Hall User Needs)
"Marketing can book single meeting rooms if Operations hasn't assigned them"
(see Page 4 of Lancaster Music Hall User Needs)

What we are requesting

- A method to generate DAILY VENUE REPORTS
- A method to check room availability for Marketing's meeting bookings
- A rule to prevent Marketing from booking MORE THAN 3 WEEKS AHEAD (if meeting room booking is overridden by Operations, Marketing should be notified)
- A function to reserve a meeting room

Revenue & Accounting Reports

Explanation

The marketing team needs revenue tracking for its promotions and film bookings. If Marketing notices higher ticket sales with certain types of films/shows then this can be compared.

"Operations Manager tracks ticket revenue and venue income"
(see Page 2 of Lancaster Music Hall User Needs)

What we are requesting

- A way to get a 'financial summary' per event. (Similar to the one that the manager requires.)
- An interface to track revenue split for ticketed events vs. venue hire

Online Review API Access

Explanation

The marketing team wants to automate show and venue rewiew collection.

"Operations manually collects review from an online sire but an API esits"
(see Page 2 of Lancaster Music Hall User Needs)

What we are requesting

- A function to fetch reviews from the external review website
- An interface to 'push' these reviews to marketing's advertising system