Cinema System

A multi-screen cinema complex has decided that it is time to replace its current ticket issue system with a new state-of-the-art computer system.

An interview, with the Cinema Manager, tells us the following:

Q: What do you want the system to do?

A: We want to record all the tickets we sell and see how many we have left in each showing. We'd also like to be able to go back over previous sales to see how a particular film performed. Sometimes other cinema groups ring us up and ask us how long should they show a film for. If it was a flop, we'll tell them the percentage of tickets we sold for it. We'd also like to be able to place people together if they come to see a film and sell them seats in the premium seating area, if possible.

How many screens?

We have 10 screens.

What is the average transaction like?

There are a few average transactions; in the evenings, the average transaction is for two people to go to the cinema together. We sell much more premium tickets in the evenings than during the day. During the day, it is mostly groups or single sales. Single sales are mostly over the counter sales – they don't normally book. Group sales can be booked in advance over the phone, or they can be bought at the counter.

How concurrent does the system have to be?

…Pardon?

> **How often does the system need to be updated?**
>
> I don't know what you mean… We get new films every Thursday, and if a film is still showing well, we keep it for another week. If it's not getting many viewers, we might finish it a week early, but we never introduce a film on another day. We have a pool of reviewers who look out for new films from the distributors, and they decide what new films should be offered, and give them priority ratings.

How do you want them to be able to book their tickets?

At the moment, we take credit card bookings over the phone and customers are asked to bring in their credit card and we can look up their bookings in our pre-booked tickets drawer.

Who will be using the system?

Well, it would be good if the reviewers could let us know in advance what films are available and from when. It would also be good if people could book directly over the Internet, but I don't know how we'd manage to issue their tickets if we did. Also, I'd like if customers could buy their tickets in the lobby, without having to wait for a booking desk to be free.

I make any changes that are necessary to things like screens being available for viewings, etc – i.e. I decide which theatre screens a particular film at a time. Our buyer buys the rights to show films for a particular period of time and he lets me know what they are.

Our counter staff can change tickets or refund them, as well as selling them.

What is the method of payment?

Sometimes cash, but mostly credit card.

Are there membership or loyalty benefits?

Not at the moment, but we're open to suggestion.

Should they use a card or PIN if they book online to get tickets?

We haven't thought that through. Maybe you could suggest something?

Should tickets be purchased through a person or online?

At the moment, we have the first option, but we'd like to introduce the second.

The client, when asked, says:

– We'd like customers to be able to book tickets either over the phone or on the Internet. When they arrive at the cinema, we'd like there to be a machine that will read their credit card and issue their tickets automatically.

– The cinema manager views percentages and decides what the schedule is going to be. He can change the schedule if a film is showing well, or badly. Sometimes he does this while he's viewing percentages.

Cinema Listings

International Cinema

Branch: **Blanchardstown,
WestEnd complex D19.
Ph:83223332 (Branch Ref: 4)**

Week ending:　31/01/2004　Every day

Screen	Screen Capacity	Film Name	Film Rating	Duration	Start time
1	250	Lord of the Two Towers	12PG	2:00	11:30
2	150	The Importance of being Earnest	U	1:50	13:00
1	250	Lord of the Two Towers	12PG	2:00	13:00
3	75	Einstein's big adventure	U	1:30	14:00
2	150	The House of Horrors	15PG	2:00	15:00
1	250	Beautiful Horizons	12PG	2:00	15:15
3	75	The Importance of being Earnest	U	1:50	15:45
2	150	The House of Horrors	15PG	2:00	17:15
1	250	Marion and Michelle	18only	2:30	18:00
3	75	The House of Horrors	15PG	2:00	18:15
2	150	The Importance of being Earnest	U	1:50	19:30
1	250	Marion and Michelle	18only	2:30	20:15
2	150	Lord of the Two Towers	12PG	2:00	21:30
3	75	The House of Horrors	15PG	2:00	22:00

Figure 1 Weekly Cinema Listing

4.　　The form shown in Figure 1 shows the cinema listings for a week in January, for the Blanchardstown branch of the International Cinema. The International Cinema has branches throughout Ireland and the UK, varying from some very large branches in London, to very small ones in rural towns. To keep the programming simple, International Cinema shows the same film schedules throughout the week - there is no variation between weekdays in any of their branches. However, each branch has its own schedule, depending on the number of screens it has, and the tastes of the local population.