**Table of Contents**

[**1.0 Introduction** 2](#_Toc179758038)

[**1.1 Purpose & Goals** 2](#_Toc179758039)

[**1.2 Target Audience** 3](#_Toc179758040)

[**2.0 Problem Statement & Justification** 4](#_Toc179758041)

[**2.1 Problem Statement** 4](#_Toc179758042)

[**3.0 Functional Specification** 4](#_Toc179758043)

[**4.0 Wireframe** 4](#_Toc179758044)

# **1.0 Introduction**

## **1.1 Purpose & Goals**

An IMDb-integrated dashboard is an interactive interface that organizes and displays real-time movie-related data, offering a clear overview of trends, ratings, and industry insights. Its purpose is to help users monitor and analyse films, TV shows, and entertainment efficiently, making informed decisions and comparisons with up-to-date information.

To achieve the above mentioned for the users, the main goals are presented trough the key functions available and presented by the dynamic dashboard. These key functions include visualizing data, such as ratings and box office, centralizing various IMDb sources in one place, tracking performance, supporting decision-making with actionable insights, and providing near real-time updates. The dashboard features a user-friendly interface, customizable metrics, seamless IMDb data integration, and actionable insights into entertainment trends to ensure a smooth and quality user experience. Its responsive design allows access across devices, dynamically updating IMDb feeds and offering interactive elements like clickable charts and personalized recommendations. This tool is tailored for efficient entertainment research and decision-making for users of all types.

## **1.2 Target Audience**

There are few and various target audiences that the dashboard website is dedicated to cater for, all of which will have access and fully utilise the functionalities provided.

**Entertainment Industry Professionals**

This particular group includes film producers, directors, actors, casting agents, marketers, and talent scouts – the key decision-makers in the movie and TV industry. These professionals need real-time insights into box office performance, movie ratings, actor popularity, and industry trends. They track specific metrics such as film success, audience reception, and talent recognition to guide decisions on casting, marketing strategies, and future projects. The dashboard website would offer accurate and updated data to stay competitive, spot upcoming trends, and optimize content development. This would fulfil their needs, for instance, a casting director could use the dashboard to identify emerging talent, or a producer might monitor the performance of films in specific genres to determine the viability of new projects.

**Movie Enthusiasts and Fans**

This group consists of casual moviegoers, cinephiles, passionate fans of particular genres, or even people considering to enter the entertainment industry. These users would need access to up-to-date movie rankings, personalized recommendations, reviews, and cast details. They are looking for real-time insights on trending titles, upcoming releases, and their favourite stars. To satiate their needs, the dashboard websites offer fans and enthusiasts to stay informed about new releases, discover movies aligned with their tastes, and engage with their desired content. For example, a fan of action films may track the top-rated films of the week, while others may explore actor profiles and filmographies to delve deeper into their interests.

# **2.0 Problem Statement & Justification**

## **2.1 Problem Statement**

Users often struggle to make consistent, informed decisions about their entertainment choices due to poor tracking of their viewing habits. Without a clear system to monitor their preferences and behaviour over time, they miss out on personalized recommendations, insights into their evolving tastes, and the ability to compare past and current viewing patterns. This lack of habit tracking leads to a disconnected experience with the vast IMDb dataset, making it difficult for users to discover new content or optimize their viewing experience.

To solve this, there is a need for a dynamic, responsive web-based dashboard using the IMDb dataset that integrates habit tracking. By capturing users' viewing habits—such as preferred genres, directors, and movie ratings—the dashboard can provide tailored recommendations, facilitate comparisons of past behaviours, and offer real-time analysis of trends. This solution will empower users to make more personalized, data-driven decisions about what to watch, while fostering greater engagement with IMDb’s extensive movie and TV database.

**2.2 Justification**

As a result, there is a critical need for a dashboard website that addresses these shortcomings. By capturing users' viewing habits—such as preferred genres, directors, and movie ratings—the dashboard can provide valuable information on viewing habits. This dashboard would whereby serve as an all-in-one platform, enabling users to:

* Receive personalized recommendations based on their tracking data, helping them set realistic goals and stay motivated.
* Compare their progress against previous performance, set benchmarks, or even compare against peer or community averages to gain better perspective on their improvement.
* Analyse detailed patterns and insights to identify which habits are successful and where adjustments are needed, through visual data representation such as charts, graphs, and summaries.

By providing real-time tracking, interactive visualizations, and tailored feedback, the dashboard will empower users to take a data-driven approach to habit formation. This will help users to stay engaged and make informed decisions.

# **3.0 Functional Specification**

## **3.1 Comparison of web apps**

|  |  |  |  |
| --- | --- | --- | --- |
| Feature | Box Office Mojo | IMDbPro | FlixPatrol |
| |  | | --- | | **Primary Focus** |      |  | | --- | |  | | |  | | --- | | Box office data and revenue analysis |      |  | | --- | |  | | |  | | --- | | Industry insights, talent management, and filmography |      |  | | --- | |  | | |  | | --- | | Streaming and box office rankings |      |  | | --- | |  | |
| |  | | --- | | **Box Office Tracking** |      |  | | --- | |  | | |  | | --- | | Yes (Domestic & International) |      |  | | --- | |  | | |  | | --- | | Yes (with in-depth analysis for pros) |      |  | | --- | |  | | |  | | --- | | Yes (Streaming and some box office data) |      |  | | --- | |  | |
| |  | | --- | | **Subscription** |      |  | | --- | |  | | |  | | --- | | Free (limited data) & Pro version (detailed data) |      |  | | --- | |  | | |  | | --- | | Paid (IMDbPro subscription required) |      |  | | --- | |  | | |  | | --- | | Free (basic), Paid (Pro features) |      |  | | --- | |  | |
| |  | | --- | | **Data Granularity** |      |  | | --- | |  | | |  | | --- | | Detailed box office stats (weekly, daily, opening weekend, etc.) |      |  | | --- | |  | | |  | | --- | | Extensive industry data, including box office, cast, and crew |      |  | | --- | |  | | |  | | --- | | Focus on rankings by country, streaming platforms |      |  | | --- | |  | |
| |  | | --- | | **Streaming Data** |      |  | | --- | |  | | No | |  | | --- | | No |      |  | | --- | |  | | |  | | --- | | Yes (tracks Netflix, Disney+, HBO, etc.) |      |  | | --- | |  | |
| |  | | --- | | **Content Availability** |      |  | | --- | |  | | |  | | --- | | Box office data for movies globally |      |  | | --- | |  | | |  | | --- | | Insights into talent, movies, TV shows |      |  | | --- | |  | | |  | | --- | | Streaming availability across platforms |      |  | | --- | |  | |
| |  | | --- | | **Target Audience** |      |  | | --- | |  | | |  | | --- | | Film enthusiasts, industry analysts, media outlets |      |  | | --- | |  | | |  | | --- | | Industry professionals, talent agents, filmmakers |      |  | | --- | |  | | |  | | --- | | Streaming enthusiasts, content creators |      |  | | --- | |  | |
| |  | | --- | | **User Reviews/Rating** |      |  | | --- | |  | | |  | | --- | | No |      |  | | --- | |  | | No | |  | | --- | | No (focus on rankings and viewership) | |
| |  | | --- | | **Talent Insights** |      |  | | --- | |  | | |  | | --- | | Limited (movie cast info) |      |  | | --- | |  | | |  | | --- | | Yes (detailed cast/crew profiles, industry contacts) |      |  | | --- | |  | | |  | | --- | | No |      |  | | --- | |  | |
| |  | | --- | | **Global Coverage** |      |  | | --- | |  | | |  | | --- | | Yes |      |  | | --- | |  | | |  | | --- | | Yes |      |  | | --- | |  | | |  | | --- | | Yes |      |  | | --- | |  | |
| |  | | --- | | **Custom Dashboards** |      |  | | --- | |  | | No | Yes (with personalized analytics) | |  | | --- | | Yes (streaming performance and trends) |      |  | | --- | |  | |
| |  | | --- | | **Historical Data** |      |  | | --- | |  | | Yes | |  | | --- | | Yes |      |  | | --- | |  | | Yes (for streaming platforms) |

## **3.2 Main and sub-functional specifications**

**Box Office Mojo**

Box Office Mojo happens to be the go-to platform for highly detailed and specific statistics on the performance of movies in terms of its financial aspect, including both domestic as well as international box office numbers. The main functional specification of Box Office Mojo is to provide comprehensive box office performance data and analytics for a large variety of movies or films.

Some of the sub-functionalities which can be found in Box Office Mojo are as shown below:

**Revenue Tracking**

Users have the option to track the total revenue of individual films daily, weekly or monthly. Users also have the option to separate domestic and international earnings for each film.

**Historical Box Office Data**

Users may have access to an extensive archive of past movie performances including all-time box office revenue lists. There is also the option to view historical trends of films by the user based on their release dates.

**Box Office Rankings**

The app allows users to view films after sorting them through rankings such as sorting through weekend performance, where top-grossing films for specific weekends are displayed, all-time rankings, where a list of highest grossing movies may be viewed or even yearly and monthly charts where users may view the top movies per month or year depending on their selection.

**Release Calendar**

Users may view the release date of upcoming films as well as view the projections for the future box office earnings of these films.

**Distributor and Theatre Information**

The app allows for the user to view data on movie distributors as well as the number of theatres showing specific movies.

# **4.0 Wireframe**