Movie Ticket Booking System Business Requirements

1. Creation and customization of customer profiles which include the customer information as well as the movie reviews they have written, movies they have bought tickets to go and see, and genres they like the most. The profiles can adapt to individual preferences to better the user experience.
2. Implementation of analytics that provide personalized movie recommendations based on movie purchases patterns and movie reviews. This will enhance the user experience of choosing what movie to see because they won't have to make totally blind purchase decisions.
3. Provide real-time seat availability information, based on movie theater, screen room, and showtime information, in order for customers to accurately select the seat they want when performing the booking process.
4. Allow a user to edit details of their confirmed booking. Details would include the chosen movie, showtime, or seat. Such details would be modified on their ticket to reflect an up-to-date booking confirmation. This will improve user experience by offering a customer flexibility to comply with their needs, as long as they follow theater policy.
5. Provide access to reviews of movies during the booking process, to help users in choosing which movie they buy tickets for. This will allow users to gain some information on a specific movie, to help them make their choice and improve customer satisfaction.
6. Alert users regarding movies that are coming to theaters, promotions, or special showtimes. This would be done through text or email notifications. This would allow users to be more reliant on the system, freeing them of any hassle regarding remembering their plans, increasing accessibility and convenience.
7. Integrate advanced search and filter capabilities to look up movies based on title, genre, reviews, showtimes, and or movie theater. This will help speed up the booking process time, leading to enhanced customer experience and promote greater usage of the system for its convenience.
8. Provide customers with the ability to initiate automated refunds and showtime cancellations. If their tickets are refunded they will have their payment amount reimbursed. This will increase customer satisfaction because they can have more faith in the system's ability to protect their needs in case they can't make a showtime.
9. Allow users to share information about their booking experience (movie seen, movie theater, screen room, showtime, review) through social media. In addition they could share a rating for their experience, encouraging others to use the booking system.

10. Incorporate a chat system in which customers who have bought tickets, or plan to buy one, can communicate with a movie theater representative or admin in a real-time messaging platform included within the system. Customers can inquire about showtimes, movie theater policies, ticket transactions.
11. Maintain logs of customer purchase history, payment history, as well as movie reviews. This will help with customer-admin interactions regarding such details about their movie going experiences.
12. Manage the scheduling of movies for various showtimes, as well as their screen rooms, based upon the history of ticket sales for those movies in affiliated theaters or the same one. Movie reviews would also be something to consider within this process. Such history will be more profitable for the theaters because they can confidently make their screening decisions based on the statistics of what is more likely to sell out.
13. Include a paired food and beverage inventory management system that can calculate whether or not the movie theater has enough supply to accommodate the projected number of movie-goers based upon ticket sales. This would ensure that theaters have the minimum amount of food and beverage supplies they need, so nothing sells out and movie customers have an improved experience because they can enjoy their movie with any treat.
14. Provide a mobile form of accessing the booking system. This way theater admins can operate on the system without being restricted to a planted desktop position, but rather with a company mobile device. Customers can also perform booking operations with the convenience of their own mobile device, and at any time they please.
15. Implement a meta-analysis feedback system which is accessible for customers and admins, to provide feedback on the performance of the system itself. This would allow updates to be made to the system that cater to what the needs of the users are.