

TWIST

a movie-theater website

1. Introduction

The idea is to build a movie theater website. The goal is to make a realistic website, that incorporates features you would expect to come across in a professional website.

The benefits of my website work both for the movie theater company, as well as the general audience(end-user). The theater company benefits from the promotion a website can provide and the end-user benefits from the various info provided by the website. Lastly both the company and the end user benefit from the booking mechanism available on the website.

2. Expected List of Features

The website should have the following features:

- A booking system
- Information about the movies
- Information about the theater
- Some section dedicated to the theater promotion

The movie-theater/company's needs come down to two things:

Promotion

Which can be solved using some promotional/special-offer sections, details about the theater and most important it's product, the movies.

A conversion system

That would be a mechanism that converts the website users to customers. That goal is achieved through the booking system.

The end-user's needs are also simple and can also be summarized in two things:

Information

The website user, when visiting our site, is searching for some specific information. The information can be:

- The theater address and contact information
- A specific movie
- The theater's schedule
- The cost of the services

Buy a ticket, which again is made possible through our booking system.

3. Market Survey

Most movie-theater websites offer:

- A booking system
- Information on upcoming movies
- A login system so users can leave their comments
- Promotion on special offers
- A schedule of the movies being played
- A search option

My website will be strictly a front-end project so a search system and a login/signup system won't be included. Though there will be a booking system to add some interactivity to the project and bring it to life. Other than that my website will contain pretty much everything you would expect to see in a movie-theater site.

3. References

<https://www.villagecinemas.gr/>

<http://odeon.gr/gr/>