Vision and Scope Document

for

Touch cinema Ticket Booking System

Version 1.0 approved

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Process Impact

May 23, 2018

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Revision History

# Business Requirements

## Background

People usually go to Touch cinema to watch movies. There are about 300 - 400 people going to the cinema, purchasing tickets, popcorn and drinking every day. However, people have to go all their ways to the cinema to buy tickets, that could lead to some disadvantages for the customers such as:

* To get information about movie schedules or movies that will be performed, they must go to the cinema or see in posters, banners ...
* Not knowing neither the status of the ticket nor the promotions until the customers come to the cinema. For example, they want to see "Deadpool 2" at 8:00pm, and they arrive at the cinema at 7:50pm, and unfortunately, all tickets are sold out.
* At the high peak time or when there is a blockbuster film, the customers have to make such long queues, which makes the cinema crowded and insecurity.
* The traditional ticket is made from paper, which is easily lost or damaged. Moreover, to make fake tickets is not a difficult problem.
* The customers can't choose seats they want in advanced.

## Business Opportunity

To solve the above problems, the cinema’s managers have required a system that would permit a user to book ticket online. Such a system would save customers' time and it would increase the chance of getting information about the current promotions. The more convenient way of booking tickets, the more customers have an urge of going to the theater. With the dramatical development of E-Commerce, the Touch cinema Ticket Booking System is expected to help Touch cinema gain more profit and customers adapt the current technology.

## Business Objectives

* BO-1: Increase the customers coming to cinema by 15% within 6 months following initial release.
* BO-2: Reduce ticket selling operation costs by 60% within 10 months following initial release.
* BO-3: Increase the fame of the cinema with the ticket online sales online by 20% within 6 months following initial release.
* BO-4: Increase the effective of employees' works by 10% within 8 months following initial release.

## Success Metrics

* SM-1: 60% the amount of booking tickets in 6 months is from our website after the initial release.
* SM-2: The average rating on satisfaction survey always above 7 on a scale of 1 to 10 in the first 3 months and raised 1.5 in the last 3 months.
* SM-3: The amount of booking tickets increased by 5% every month
* SM-4: The cost of printing tickets decreased by 45% in 6 months

## Vision Statement

For customers who want to order tickets on-line from The Touch cinema, the Touch cinema Ticket Booking System is an Internet-based web-application that will provide a convenient way of booking tickets, processing on-line payments. Unlike the current traditional way of purchasing tickets, customers who use our product will not have to go to the cinema in advanced to get tickets, which will save them time and will increase the ticket choices available to them.

For cinema's managers who directly observe the ticket status of The Touch cinema, the Touch cinema Ticket Booking System is a useful web-application that will provide a visual way of managing tickets, keeping track of the business through charts and setting up promotions. Unlike the current traditional way of managing tickets by monthly documents and reports, our product will generate all visual reports and charts required to comply with the need that the revenue is always under the control.

## Business Risks

* RI-1: The cinema might have difficulties in managing between traditional tickets and on-line tickets because of the delay in synchronization of data.
* RI-2: Too few customers might use the system, reducing the return on investment from the system development and the changes in cinema operating procedures.
* RI-3: Banks might not agree to supply the service of internet banking, which would limit customers who are using services of other banks from booking tickets online.

## Business Assumptions and Dependencies

* AS-1: Customers who has booked tickets online but not arrive at the cinema on time.
* AS-2: The online system must be able to handle many customers booking at the same time.
* AS-3: The customer wants to watch a movie that its tickets already have been out of stock.
* DE-1: Customers who has booked tickets online must arrive at the cinema before the movie starts 15 mins or their tickets will be cancelled.
* DE-2: The online tickets booking system must synchronize with the traditional tickets booking system and work smoothly when there are many customers using the system, in order to show the most accurate result.
* DE-3: There will be suggestion for movies that its tickets have already been out of stock

# Scope and Limitations

## Major Features

* FE-1: Book tickets from web to get the code of those tickets.
* FE-2: View the list of the movies going to be showed in a day.
* FE-3: View the banner showing the cinema's current special promotions.
* FE-4: View the movie list and movie information.
* FE-5: Provide system access through corporate internet, smartphone, tablet by authorized customers.

Figure 1. Partial feature tree for the Touch cinema Ticket Booking System.

Use promotion code

Choose movie

**Make payment**

Choose seats

**Internet**

**Mobile Devices**

Smartphone

Cancel ticket

**Make changes**

Get promotion code

**View the details**

**Promotions**

View by movie

View by date

**View movie schedules**

**Booking tickets online**

**Access the TCTBS**

Tablet

## 2.2 Scope of Initial and Subsequent Releases

Change seats

seatse

Enter Internet Banking account

Change password

Check point

Change information

**Member Operations**

**Check member information**

**Sign up for member**

|  |  |  |  |
| --- | --- | --- | --- |
| Feature | Release 1 | Release 2 | Release 3 |
| FE-1: Book tickets from web to get the code of those tickets. | Accept users to choose seats by the visual interface: a box presents a seat in the cinema | Accept internet banking payments. Generate captcha code and sent to customers by phone number. | Generate QR code and send to customers by phone number and email |
| FE-2: View the list of the movies going to be showed in a day. | Only view movies showed in the current date | View movies showed on selected date in the future | Fully implemented |
| FE-3: Provide system access through corporate internet, smartphone, tablet by authorized customers. | Responsive interface for multiple kinds of devices such as smartphone, tablet, laptop, … | Accept users to register through Facebook account and Google account | Fully implemented |

## Limitations and Exclusions

* LI-1: With online booking tickets system you can only book tickets online but not order popcorns, snacks, ...
* LI-2: TCTBS can only be used for Touch cinema.
* LI-3: TCTBS only works for Vietnam IP address.
* LI-4: Some users who don’t use service from any bank or use service from banks which don’t agree to supply the internet service will not book tickets online.
* EX-1: TCTBS will not provide customers any of other tickets booking system that is not for Touch cinema.
* EX-2: Some of national movies will only be shown exclusively for Touch cinema will be available to book at TCTBS.
* EX-3: Touch cinema's member will gain some benefit from promotions that Touch cinema organize.

# Business Context

## Stakeholder Profiles

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stakeholder | Major Value | Attitudes | Major Interests | Constraints |
| Corporate Management | Improved employee productivity; cost savings for printing paper tickets | Strong commitment through release 2; support for release 3 contingent on earlier results | Cost and employee time savings must exceed development and usage costs | None identified |
| Cinema Staff | More efficient use of staff time throughout the day; higher customer satisfaction | Concern about union relationships and possible downsizing; otherwise receptive | Job preservation | Training for staff in Internet usage needed |
| Cinema Managers | Increased sales; marketing exposure to generate new customers | Receptive | Minimal new technology needed | None identified |

## Project Priorities

|  |  |  |  |
| --- | --- | --- | --- |
| Dimension | Constraint | Driver | Degree of Freedom |
| Features | All features scheduled for release 2.0 must be fully operational |  |  |
| Quality | 90% of user acceptance tests must pass; all security tests must pass |  |  |
| Schedule | The final release must be available by November of 2018 |  | release 1 planned to be available by end of July, release 2 by end of September; overrun of up to 2 weeks acceptable without sponsor review |
| Cost |  |  | budget overrun up to 15% accept able without sponsor review |
| Staff | There must be at least 1 project manager, 5 developers and 2 full-time testers | team size is half-time project manager, half-time BA, 5 developers, and 2 testers; additional developer and half-time tester available if necessary |  |

## 

## Deployment Considerations

The web server software will need to be upgraded to the latest version. In the first release, the server must be stabilized and the internet services from banks must be available. The app's interface must be compatible with laptop screen as part of the second release, and with the mobile and tablets to follow for the third release (Because TCTBS is a web-based application, so it can be used on any smartphone devices with multiple kinds of System Operation). Videos no more than three minutes in length shall be developed to train customers how to use web-based version of TCTBS.