**Identify Stakeholders**

The main stakeholders that would be affected by this system will be the ticket purchasers. This section will focus on the different types of ticket purchasers that may be possible users of this system.

**Young Adults**

A primary user of a system like ours would be the young adults. Young adults would be described as those that are in their early 20s and are in post-secondary school or are early into their careers. These users will be comfortable with purchasing tickets online and will need no training to become familiar with the site. Most of these users will have their own income whether through entry-level jobs or part-time work. In addition, most of these users will have very little disposable income and would not be interested in additional options like VIP tickets.

**Families**

Families would be another primary user of a system that sells movie tickets online. Families will usually have at least one person in the family who is comfortable with purchasing tickets online. Furthermore, these families will usually have at least one working adult in the family so disposable income will be higher. Due to having higher disposable income, families may also be interested in things more than just the regular ticket. Families will also need to see which seats are available and which seats will allow the family to stay together. In addition, some families will need to be able to easily purchase different tickets for children, or elderly members of the family.

**Working Adults**

Working adults would be another possible user of our system. Most of these users will be above 30 years old, have stable careers and have their own families. Some of these working adults will be comfortable with purchasing things online however there will also be a some that are uncomfortable with purchasing online. Most working adults are usually busy which makes our system convenient to them as they will be able to avoid the lines and save time by purchasing tickets online. Moreover, these users will have a lot more disposable income which might make them interested in VIP tickets, or other additional options above the regular ticket.

**Teens**

There will also be teens in high school or younger that would be interested in using a system like ours. These teens will mostly be comfortable with working online however some may be too young to really understand how to use the system properly. Most of these teens will be going to movies in groups and will need to see which seats will allow them to sit together. Another important attribute of this user base is that most will have no disposable income since they will be people which means most will only be interested in regular tickets. In addition, teens will prefer to pay cash as they might not have access to online payment methods which may make our system unappealing to a lot of them.

**Elderly**

Elderly customers above the age of 65 may also be interested in using our system. Most of these customers will not be comfortable with purchasing online. In addition, the majority of these customers will be retired and will want to avoid the stress of trying to learn how to purchase tickets online. These users may also have physical limitations that might give them difficulties when trying to interact with things like small text. In conclusion, most of these users will probably prefer to just purchase tickets the traditional way.