# HAPPY MOMENTS MOVIE THEATRE COMPANY DOCUMENTATION

**WEBSITE SPECIFICATIONS**

The objective is to create a website for a movie theatre.This is for advertising purposes and avoid wasting time,to make it easier for the customers to find show times and buy their tickets wherever they are through a digital platform hence saving time,money and their energy.The target audience for this movie theatre will be based on old women,couple and kids.

According to The Motion Picture Association of America(MPAA) the below age range goes to the movie theatre;

|  |  |  |
| --- | --- | --- |
| Age | Movie goers% | population |
| 18-24 | 12 | 9 |
| 25-39 | 26 | 21 |
| 40-49 | 15 | 13 |
| 50-59 | 13 | 14 |

which means 25-39 goes more often to movies theatre hence this website must focus on couple and married women.

**Information Design & Taxonomy**Graphical user interface

Description automatically generated