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| **No.** | **Idea** | **Type** | **Reasons needed to build the system** |
| **1** | Customers must have accounts to purchase tickets, as I want their details to be able to market to them. | Functional | The account is used to store the information of each customer. This is to identify customers and record transactions with the theater. In addition, the account is also used to book tickets and pay online. |
| **2** | The app should allow people to choose a movie, which will then show a short synopsis. | Functional | Short synopsis or trailer of the movie so that customers can get more information about the movie. This feature is like an introduction to the actors, directors or genre of the movie for the purpose of providing information. |
| **3** | We need to show them maps of the theatre seating areas so they can choose their preferred seats. | Functional | With the reservation feature, customers need to see a map of the seating area, and available seats to choose their preferred location. Online booking should have the same options as buying tickets in person. |
| **4** | People can rate a movie after watching it and discuss the movie with other customers using the app. | Functional | People can express their feelings by rating or discussing the movie. This feature needs to be on the app for customers to have a larger community than just discussing with friends. Besides, those who have not seen it can also see the feedback and reviews to decide to choose the movie. |
| **5** | If people can choose their own seats, we need to guard against too many single seats being left open. Last minute purchases could suffer if groups cannot sit together. | Functional | Seating is essential, but the way people choose to sit needs to be managed because there are no employees to control. This can be controlled with the feature of not leaving single seats if customers are booking in groups. Because the following customers have to sit separately will cause a bad experience. |
| **6** | The app should generate a digital ticket for all the purchased tickets. | Functional | Creating digital tickets for quick check-in is convenient. This also is to prove that the customer has purchased the ticket instead of having to check the transaction history, which can reveal information and waste time. |
| **7** | The app should allow people to pay for their transactions in standard ways, such as credit cards and PayPal. They should be able to store payment details for easy future purchases. | Functional | This feature is necessary because customers use different payment methods. Having multiple payment methods makes it easier for customers. |
| **8** | The site must be safe and secure. | Non-functional | Any system needs safety and security. This is even more necessary because this system is concerned with the personal information of customers and payment information. |
| **9** | We can probably have people purchase their snacks on the app too and serve it to them in the theatre once they are seated. | Functional | Similar to the ticket booking feature, pre-payment for snacks is also convenient and saves time for customers. |
| **10** | There should be a feedback system where people can make suggestions for improvements to the facilities. | Functional | Quality improvement is very important. With the feedback function, theaters can more easily gather feedback for improvement. |