

Movie Booking System

The Movie Booking System will be used to allow users to purchase movie tickets and snacks online as well as select their preferred seats. It will consist of all movies playing in the user's area and can be filtered by a user's preferred theatre for viewing. The app will also allow users to purchase snacks in advance.

The system is primarily designed for use by the consumer. It will allow users to purchase tickets to whichever movie they want to see, at whichever theatre they choose (assuming availability). Snacks may also be purchased ahead of time to avoid the inconvenience of lining up to place an order at the theatre.

Movie theatre management will also have access to the system and will receive valuable analytical benefits. They will be able to record data on which movies are getting the most bookings and which snacks are being purchased the most. They can then view that data in easily parsable graphs and charts.

The early version of the system will use a stub database to show users which movies are available. Upon successful demonstration, a real database of movies from various theatres will be implemented to allow users to pick a movie from theatres of their choice. The impartial nature of our system would provide benefit to both independent theatres and franchises by offloading the operation cost and maintenance of an online movie booking system to our product. Due to the inclusion of various types of theatres, our system will be able to provide broader filtering capabilities such as: listing luxury theatre options, and classical movie screenings.

The movie booking system will be an improvement to current movie theatres, which include long wait times, crowded lobbies and customer frustration. The system will allow customers to save time, by getting rid of lines, and save money by showing them discounts and promotions. As a result, customer frustration will be reduced, and satisfaction of both employees and customers will increase.

Future iterations will include the ability for users to leave reviews and share movie recommendations on their social media channels which should further increase theatre revenues. This will provide the opportunity for affiliate advertising by the user which can be rewarded by theatre companies in the form of discounts/rewards for being movie advocates. The user will be able to set reminders for when their selected movies will be airing. Various features like user reviews, movie trailers and digital tickets to skip box office lines could potentially be implemented. The system also has the potential to help theatres conduct experiments like updating their snack menu or providing more auditoriums for the same movie. Entire theatre bookings can also be booked at once through the movie booking system.

The system will be considered successful if 50% of ticket purchases are completed online and 10% of snack purchases are completed online instead of in-theatre. Likewise, if independent theatres gain 20% more ticket purchases than their usual Friday/Saturday bookings; and established theatres reduce excess inventory purchases while meeting consumer snack demand then the system will be successful.

Big User Stories:

View Movies

As a customer, I want to be able to view a list of movies playing at my local theatres.

Priority: High, Cost: 10 Days

Added by jareedC

Make an Order

As a customer, I want to be able to select a seat and viewing time for a movie.

Priority: High, Cost: 9 Days

Added by jareedC

Confirmation Page

As a customer, I want to have my final order summarized in one place.

Priority: High, Cost: 3 Days

Added by jareedC

Snacks

As a customer, I want to order my snacks in advance.

Priority: Medium, Cost: 6 Days

Added by jareedC

Trailers

As a customer, I want to view movie trailers.

Priority: Medium, Cost: 5 Days

Added by kagememeeo

Statistics

As a theatre operator, I want to see statistics on movie and snack sales.

Priority: Medium, Cost: 7 Days

Added by kagememeeo

Special Promotions

As a customer, I want to view discounts and special viewings.

Priority: Low, Cost: 5 Days

Added by jareedC

Ticket Representation

As a customer, I want a scannable representation of my ticket for easy movie entry.

Priority: Low, Cost: 3 Days

Added by jareedC

Reminders

As a customer, I want to be reminded of the movie play time.

Priority: Low, Cost: 4 Days

Added by jareedC

User Reviews

As a customer, I want to view and leave movie reviews.

Priority: Medium/Low, Cost: 6 Days

Added by jareedC

Detailed User Stories for Iteration 1:

View and Pick Showtimes

Show a list of showtimes for specific movie (at a specific theatre)

Priority: Medium, Cost: 1 Day

Added by jareedC

See Cost Breakdown

Show the selected movie with the preferred seat and time.

Priority: Medium, Cost: 2 Days

Added by jareedC

View and Select Movie

Display currently airing movies with titles and posters. Have them be selectable.

Priority: High, Cost: 5 Days

Added by kagememeeo

View and Pick a Theatre

Show list of theatres airing the current movies.

Priority: High, Cost: 4 Days

Added by kagememeeo

View and Pick Seats (Includes Quantity)

Pick seats using a visual representation of the theatre.

Priority: High, Cost: 8 Days

Added by kagememeeo

Sort Movies

Show list of movies based on
genre/cast/popularity/reviews

Priority: Low, Cost: 2 Days

Added by NickD-BHSc

See the Details of the Movie

Display cast, duration, synopsis,
3D/Regular, Ratings, etc for the selected
movie

Priority: Low, Cost: 3 Days

Added by jareedC

Make a Payment

Have an online payment options including
credit and paypal.

Priority: Low, Cost: 1 Day

Added by jareedC