

Story

Every week, film studios launch new movies and cinema owners have multiple decisions to make. They have to decide which films to display, how many movie theaters will be dedicated to each film, schedules, ticket prices, just to name a few.

On the other hand, movies being shown need to be evaluated periodically in order to assess if people are buying enough tickets to keep them in theaters.

- Segmentation: Movie theater industry.
- Targeting: Movie theater owners, Cinema managers and any other employee who possess resource management capabilities like the following:
 - Decide which movies to show in theaters.
 - Decide the schedules of such movies and the prices for tickets.
- Positioning: The Fiori app we are building will present all the information in a simple and coherent way in order to make these decisions easier. The application will provide
 - A list of available movies with all its information (length, ratings, genre, etc.)
 - A module to optimize time required to generate weekly schedules
 - Help predict popularity of films using data from Google Trends and social media
 - Ability to manage ticket prices and discounts
 - Charts showing sales evolution through time



POV

Mike, the planning manager needs a way to quickly schedule the multiple movies that are available in the cinema so that he can give customers the best cinema experience and keep coming back.

Mockups

Available Movies	Movie Fact Sheet
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <input type="text" value="Search"/> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Deadpool Sony Entertainment Playing Length: 106 Rating: 8.5</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Grimsby Warner Bros Playing Length: 120 Rating: 7.2</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Creative Control 20 Century Fox Playing Length: 110 Rating: 9.1</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Hello, My Name Is Doris Sony Entertainment Playing Length: 100 Rating: 6.3</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Zootopia Warner Bros Playing Length: 127 Rating: 8.8</p> </div> <div style="border: 1px solid #ccc; padding: 5px;"> <p>London Has Fallen 20 Century Fox Playing Length: 128 Rating: 5.5</p> </div>	<div style="border: 1px solid #ccc; padding: 10px;"> <p>Deadpool</p> <p>Sony Entertainment Playing Length: 106 Rating: 8.5</p> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> Info Ticket Prices Sales Report Schedule </div> <div style="margin-top: 20px;"> <p>Official Sites Movie WebPage Mockup</p> <p>Country Movie Country Mockup</p> <p>Language Movie Language Mockup</p> <p>Genres Action</p> <p>Release Date 1-Aug-15</p> </div> <div style="text-align: center; margin-top: 20px;">  </div> <div style="text-align: right; margin-top: 10px;"> Accept </div> </div>

Available Movies	Movie Fact Sheet										
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <input type="text" value="Search"/> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Deadpool Sony Entertainment Playing Length: 106 Rating: 8.5</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Grimsby Warner Bros Playing Length: 120 Rating: 7.2</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Creative Control 20 Century Fox Playing Length: 110 Rating: 9.1</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Hello, My Name Is Doris Sony Entertainment Playing Length: 100 Rating: 6.3</p> </div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Zootopia Warner Bros Playing Length: 127 Rating: 8.8</p> </div> <div style="border: 1px solid #ccc; padding: 5px;"> <p>London Has Fallen 20 Century Fox Playing Length: 128 Rating: 5.5</p> </div>	<div style="border: 1px solid #ccc; padding: 10px;"> <p>Deadpool</p> <p>Sony Entertainment Playing Length: 106 Rating: 8.5</p> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> Info Ticket Prices Sales Report Schedule </div> <div style="margin-top: 20px;">  <table border="1" style="margin-top: 5px; font-size: small;"> <caption>Deadpool Sales Data (March 2016)</caption> <thead> <tr> <th>Date</th> <th>Sales</th> </tr> </thead> <tbody> <tr> <td>3-March-2016</td> <td>1000</td> </tr> <tr> <td>4-March-2016</td> <td>900</td> </tr> <tr> <td>5-March-2016</td> <td>800</td> </tr> <tr> <td>6-March-2016</td> <td>500</td> </tr> </tbody> </table> </div> <div style="text-align: right; margin-top: 10px;"> Accept </div> </div>	Date	Sales	3-March-2016	1000	4-March-2016	900	5-March-2016	800	6-March-2016	500
Date	Sales										
3-March-2016	1000										
4-March-2016	900										
5-March-2016	800										
6-March-2016	500										

Available Movies

Deadpool
 Sony Entertainment **Playing**
 Length: 106 Rating: 8.5

Grimsby
 Warner Bros **Playing**
 Length: 120 Rating: 7.2

Creative Control
 20 Century Fox **Playing**
 Length: 110 Rating: 7.2

Hello, My Name Is Doris
 Sony Entertainment **Playing**
 Length: 100 Rating: 7.2

Zootopia
 Warner Bros **Playing**
 Length: 127 Rating: 7.2

London Has Fallen
 20 Century Fox **Playing**
 Length: 128 Rating: 5.5

Movie Fact Sheet

Deadpool

Sony Entertainment
Length: 106

Playing
Rating: 8.5

Enter a date or date and time... Add Movie to Schedule

	09	Enero	2014	9	47
	10	Febrero	2015	10	48
	11	Marzo	2016	11	49
	12	Abril	2017	12	50
	13	Mayo	2018	13	51

10 March 2016 >

21:00	22:00	23:00	0:00	1:00
	Deadpool			
	The revenant			

Accept