Cinema Standoff Appendix

TABLE OF CONTENTS

FINAL CHARTER	3-5
DETAILED DATA MODEL	6
DETAILED PROCESS MODEL	7
SYSTEMS ARCHITECTURE	8
PROTOTYPE SCREEN SHOTS	9-10

Project Charter
MIS 4596

Project Title	***Cinema Standoff***	***Product/Process Impacted***	***Theater attendance incentives***
Start Date	***9/06/2016***	***Organization/Department***	***Temple University***
Target Completion Date	***11/29/2016***	***Champion***	***Munir Mandviwalla***

	Description
1. Project Description	With the extraordinary popularity of home-entertainment options, such on-demand streaming services like Netflix, movie theater attendance has been on a steady decline for decades. To compensate, ticket prices have been rising as fast as attendance is falling. However, theaters that serve dinner and drinks to guests in plush recliners are comparatively booming. According to numerous studies, millennial and younger generations are willing to pay premium prices for experiences. Cinema Standoff will round out the movie going experience by offering pre-preview gaming competitions for both individuals and groups of friends. Games could be tailored for upcoming movies/advertisers, and loading screens used as air time for short commercials. In addition to adding another immersive aspect to the theater going experience, winning players will receive prizes (concessions vouchers, free tickets, occasionally bigger prizes during promotions) for high scores, frequent play, and other in game achievements.
2. Project Scope	Our project is limited to a non functional, but high fidelity prototype showing how the user will access and manage their interaction with the games. It does not include the games themselves. For this aspect, we are assuming partnership with another company like AirConsole that already has a portfolio of games ready to deploy in this fashion.

Project Goal and Deliverables

Reach an average of 30% engagement across theater audiences that use app

50% of users return to app

Theaters will app see 10% boost in attendance

Metrics	Baseline	Current	Goal
Engagement	0	0	30% of theater audience
Repeat app usage	0	0	50% repeat users
Attendance boost			10% increase in attendance

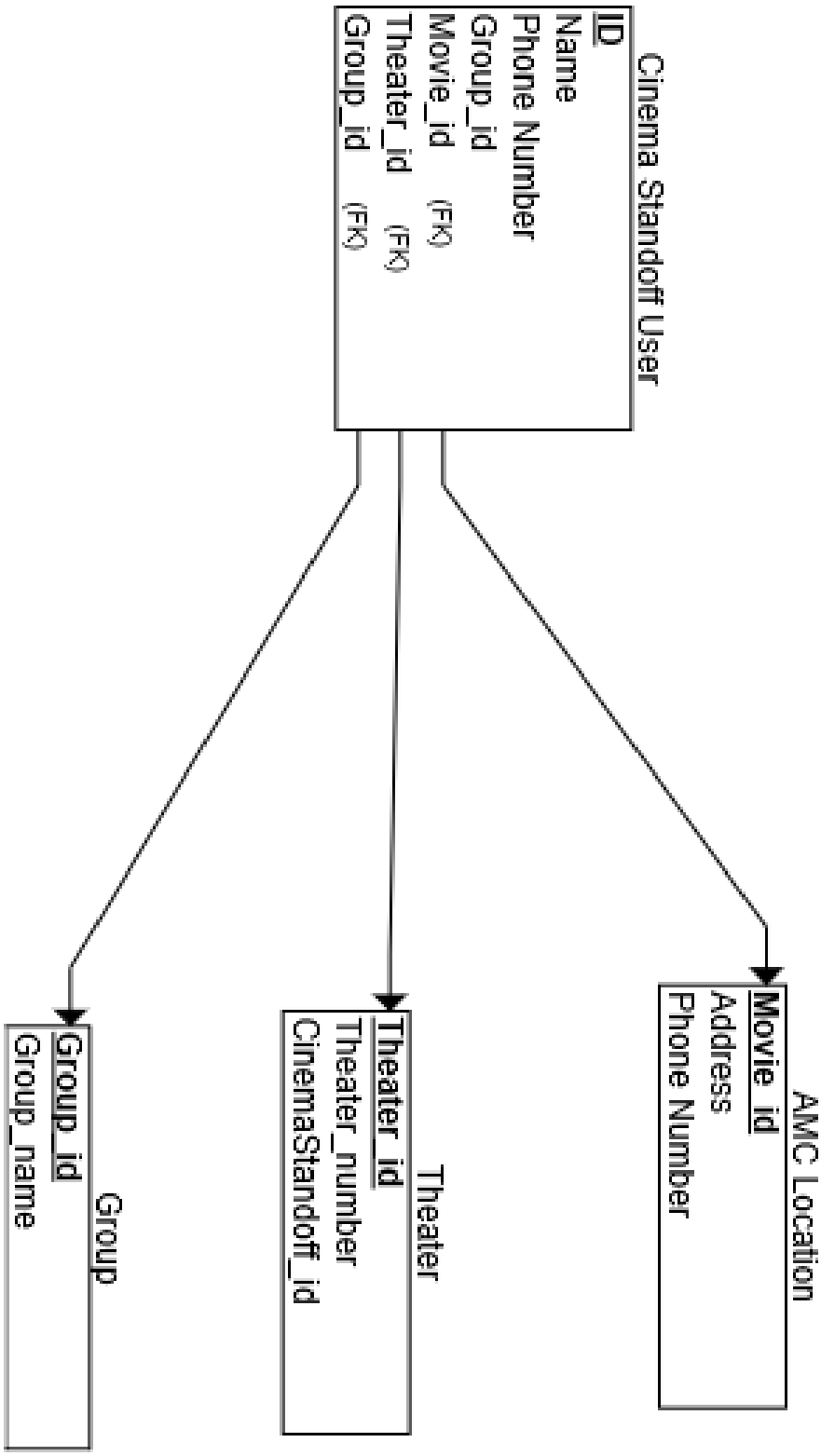
4. Business Results Expected	By offering rewards and incentives for seeing movies and participating in the Cinema Standoff games, moviegoers will feel more inclined to return and make use of their vouchers they'll receive from winning their bouts against fellow moviegoers. Not only will the prizes entice viewers to return for more films; additionally, the thrilling, competitive nature of the app itself will help to increase attendance by providing entertainment during the myriad advertisements and commercials shown prior to a film starting. We can also expect, similar to Hulu there will be 30 second advertising clips between times game rounds to pay for the vouchers and coupons that are redeemed by the winning parties at the concession stands.

5. Team members	Dominick Falco Tyler Petrides Caitlyn Cignarella Nicole Forrester Munir Mandviwalla – Project Champion
6. Support Required and risks	SMEs of the cinema industry would help provide clarity on core processes that I may have overlooked or misunderstood regarding common practices/legal issues etc.
7. Customer Benefits	Moviegoers will see a number of benefits after implementation of the Cinema Standoff app including: increased entertainment during pre-screening commercial time, free vouchers for concession items and movie tickets, as well as various trivia prizes like prime theater seating or other optional incentives depending on the participating theaters.
8. Technology Architecture	We will be using the Balsamiq tool to develop a lo fi prototype for the Cinema Standoff application, and then Photoshop/Marvelapp to fine tune the look and show the user flow through the app. In the past I have worked in Justinmind to develop a new website prototype for the Temple University Press, a social media marketing application for the Pennsylvania Ballet, and a number of other minor applications for various class assignments.

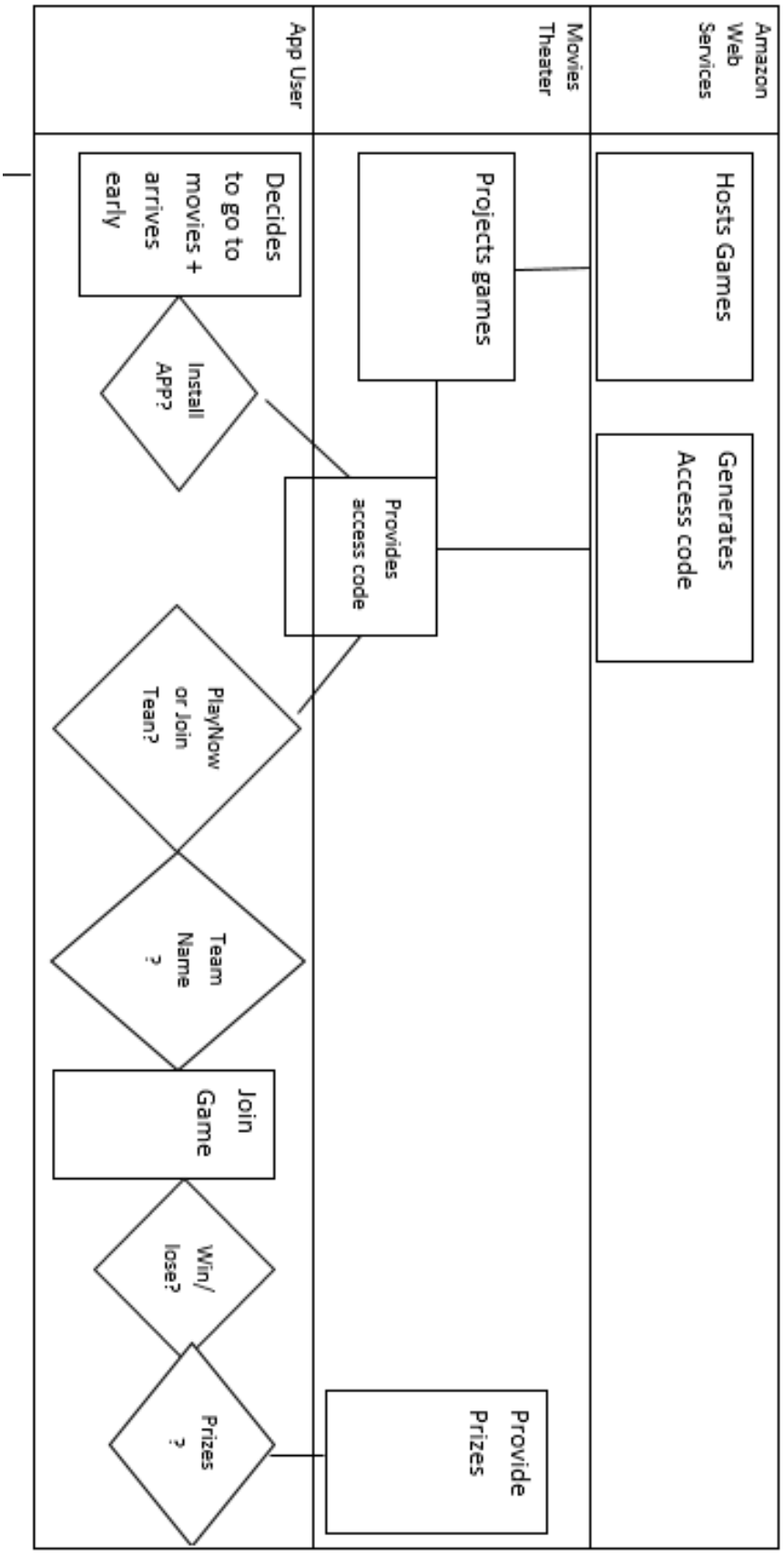
9. Overall schedule/Work Breakdown Structure (Key milestones & dates)	**Responsible individual**	**Output (notes, diagrams, interviews, screen prints)**	**Date started if in progress Or Expected completion date**	**Date completed or date completion is expected**
Planning Project Proposal Project charter Revisions Final revisions	Tyler Petrides		 9/06 9/13 11/18 11/29	 9/06 9/13 11/18 11/29
Analysis Status Report Revisions	Tyler Petrides		 9/13 9/27 11/18 11/29	 9/13 9/27 11/18 11/29
Design Brainstorming prototype ideas	Tyler Petrides Caitlyn Cignarella Nicole Forrester		10/10	10/10
Implementation: Construction Prototype creation	Nicole Forrester	Diagrams, screen prints Rough Prototype	10/18 10/30	10/18 10/30
Mentor meetings	Tyler, Nicole, Caitlyn	1st meeting 2nd Scheduling final	10/24 11/15 11/29	10/24 11/15 11/29

Implementation: Testing Prototype revision	Nicole Forrester	Revisions 1 -pretty it up Revisions 2 -added prizes Revisions 3 -add “Play Now” feature	11/1 11/10 11/13	11/3 11/10 11/13
Installation Prototype completion	Nicole Forrester		12/6	12/6
Design Community Site draft Revisions Revisions	Tyler Petrides, Nicole Forrester, Caitlyn Cingarella		11/1 11/6 11/14	11/1 11/6 11/14
Design Final Slides draft Revisions Collaboration	Tyler Petrides Nicole, Caitlyn	Slides 1-5 Slides 6-7 added Slides changed	11/17 11/19 11/29	11/17 11/19 11/29

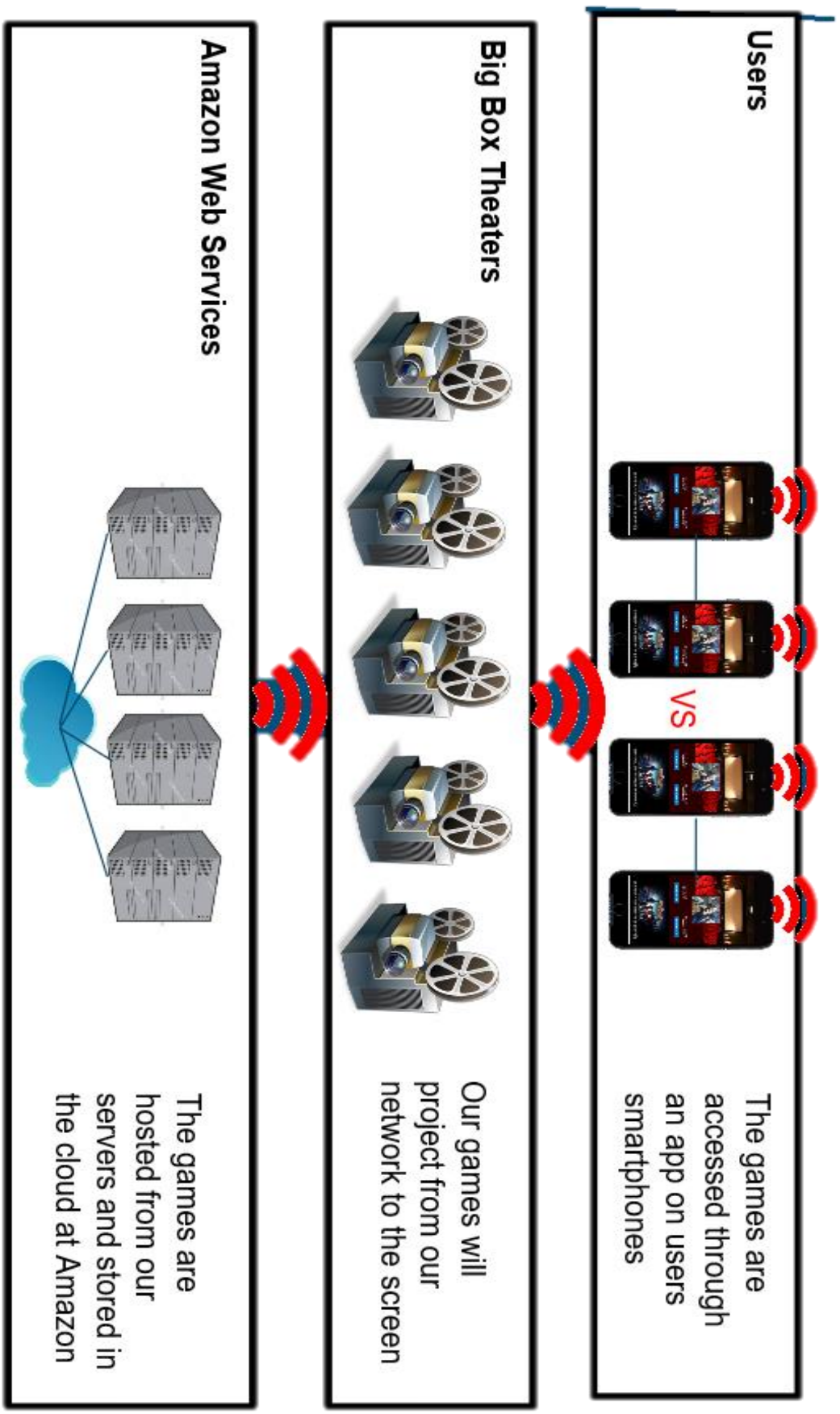
Detailed Data Model



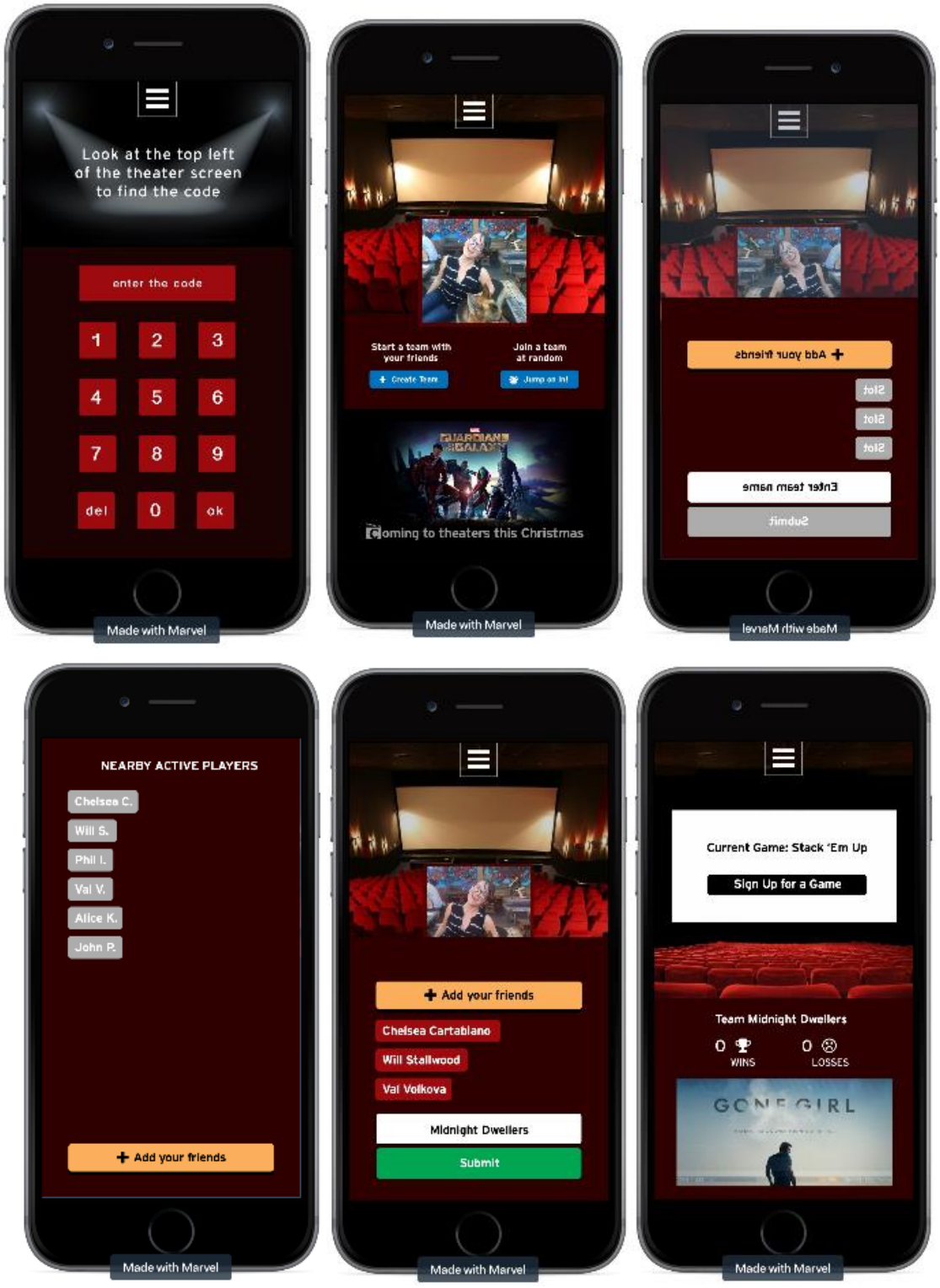
Detailed Process Model

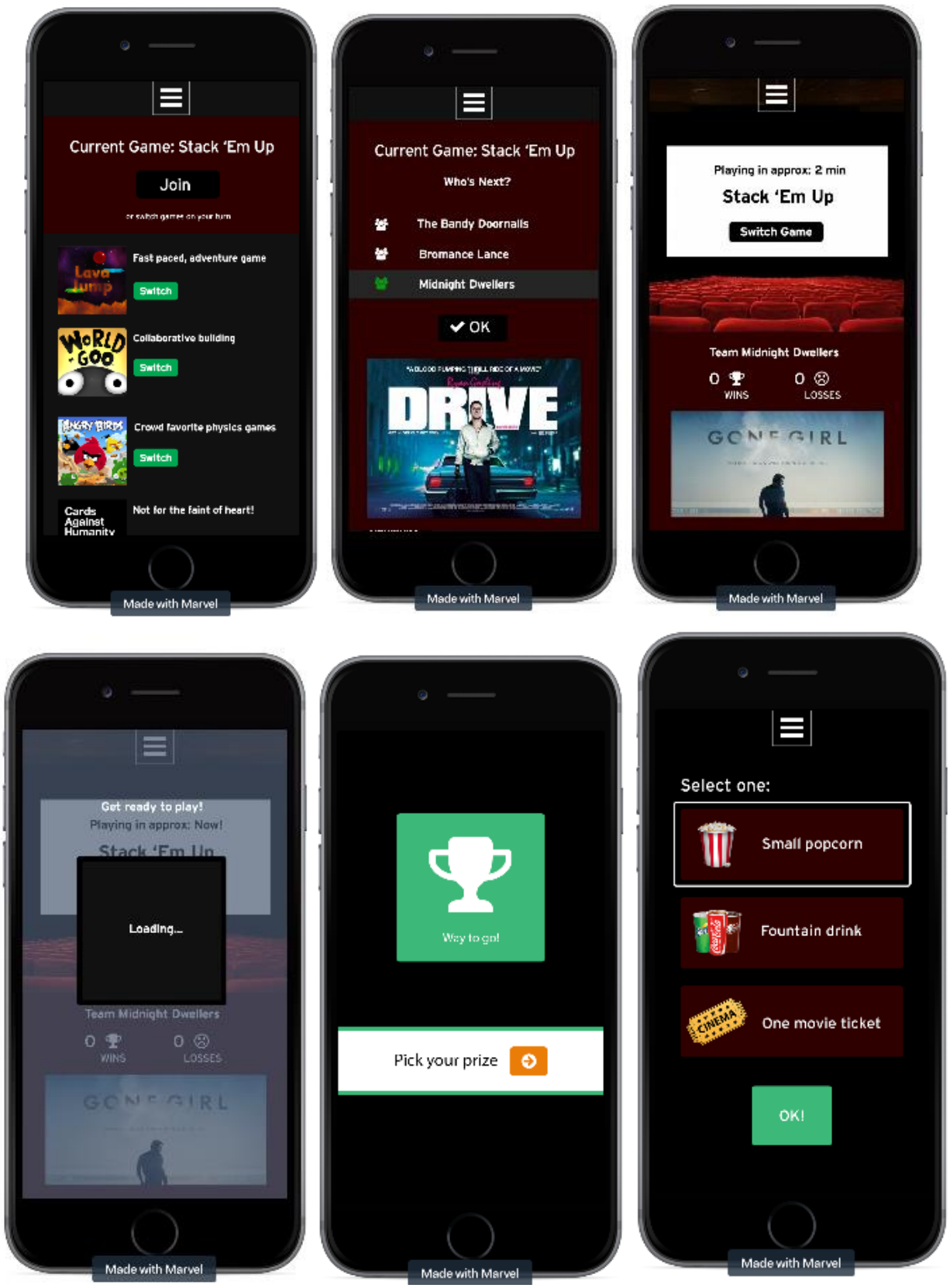


Detailed Systems Architecture



Prototype Screen Prints




Current Game: Stack 'Em Up
Join
Fast paced, adventure game
Switch
Collaborative building
Switch
Crowd favorite physics games
Switch
Not for the faint of heart!
Made with Marvel
Current Game: Stack 'Em Up
Who's Next?
The Bandy Doornails
Bromance Lance
Midnight Dwellers
OK
DRIVE
Made with Marvel
Playing in approx: 2 min
Stack 'Em Up
Switch Game
Team Midnight Dwellers
0 WINS
0 LOSSES
GONE GIRL
Made with Marvel
Get ready to play!
Playing in approx: Now!
Loading...
Team Midnight Dwellers
0 WINS
0 LOSSES
Made with Marvel
Way to go!
Pick your prize
Made with Marvel
Select one:
Small popcorn
Fountain drink
One movie ticket
OK!
Made with Marvel