Scope Statement – Top Gun: Maverick AI Chatbot

Project Scope Description:

The *Top Gun: Maverick* AI chatbot was designed to enhance fan engagement and drive ticket sales ahead of the movie's theatrical release. By providing interactive trivia-based conversations, seamless ticket booking via Fandango, and an incentive-driven coupon system, the chatbot created an engaging digital experience for users. The project included chatbot development, social media integration, performance tracking, and ongoing support to ensure optimal engagement.

Key Deliverables:

- AI Chatbot Development: Build a conversational AI chatbot tailored for audience interaction.
- Interactive Trivia Feature: Implement engaging questions to encourage participation.
- Fandango Ticket Booking Integration: Enable seamless redirection for ticket purchases.
- Coupon Code System: Reward users with incentives to boost conversions.
- Creative Asset Implementation: Integrate branding elements such as promotional images and videos.
- Social Media Integration: Deploy chatbot on Facebook and Instagram to maximize reach.
- Testing & Soft Launch: Conduct rigorous testing in a controlled environment before public deployment.
- Performance Tracking & Reporting: Generate weekly reports on user engagement, chatbot interactions, and ticket sales.
- Final Wrap-Up Report: Provide insights and recommendations for future engagement initiatives.

In Scope:

- AI chatbot development, testing, and deployment.

- Trivia-based engagement with dynamic conversation flows.

- Direct integration with Fandango for ticket bookings.

- Social media chatbot deployment on Facebook & Instagram.

- Continuous monitoring and reporting of user interactions and engagement rates.

- Soft launch and post-launch optimization based on initial feedback.

Out of Scope:

- Handling customer service inquiries (not supported by chatbot).

- Processing payments for movie tickets (managed by Fandango).

- Development or modification of Fandango's booking system.

Project Constraints:

- Launch Deadline: The chatbot must be operational before the movie release to maximise impact.
- Content Approval: All chatbot conversations and branding elements require studio and marketing approval.
- Platform Compliance: Integration with social media platforms (Facebook & Instagram) must adhere to their API guidelines.

Assumptions:

- Users will actively engage with the chatbot and follow the journey to ticket purchase completion.
- Third-party vendors will deliver chatbot workflow components on schedule.
- Facebook and Instagram chatbot integration will function without major API restrictions.