**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 31 January 2025 |
| Team ID | SWTID1744365286 |
| Project Name | Movie Ticket Booking System |
| Maximum Marks | 4 Marks |

**Brainstorm & Idea Prioritization Template:**

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

**Step-1: Team Gathering, Collaboration and Select the Problem Statement:**

**Problem Statement:** In a fast-paced world where people value convenience and efficiency, moviegoers face challenges such as long queues at theaters, lack of real-time seat availability, and poor booking interfaces. Our aim is to develop an intuitive and responsive online movie ticket booking platform, iMovies, that streamlines the process of selecting movies, showtimes, and seats, while providing a personalized and seamless user experience.

**Step-2: Brainstorm, Idea Listing and Grouping**

**Raw Ideas:**

1. User authentication and profile management
2. Browse movies by genre, language, or theater
3. Real-time seat availability visualization
4. Showtimes filtering by location and timing
5. Add movies to a watchlist
6. Secure payment integration
7. Booking history and digital tickets
8. Backend API for managing users, bookings, movies, and shows
9. Admin panel for adding/editing shows and theaters
10. Notifications for upcoming shows or booking reminders
11. Mobile responsive design
12. Dark/light theme toggle
13. Guest login or OTP-based login
14. Rating & reviews for movies

**Grouped Ideas:**  
User Experience & Interface:

* Browse/filter movies
* Watchlist
* Rating/reviews
* Theme toggle
* Responsive design

Booking Functionality:

* Real-time seat layout
* Showtimes by location
* Secure payment gateway
* Booking history

Backend & Infrastructure:

* RESTful APIs with Express.js
* MongoDB collections for users, bookings, theaters, etc.
* Admin dashboard
* Notifications
* Discount code management

Graphical user interface, application

Description automatically generated

Graphical user interface, treemap chart

Description automatically generated

**Diagram

Description automatically generated**