**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 31 January 2025 |
| Team ID | SWTID1744365286 |
| Project Name | Movie Ticket Booking System |
| Maximum Marks | 2 Marks |

Customers who enjoy watching movies and prefer booking tickets online often face difficulties when using current platforms. They want a quick and hassle-free way to search for movies, select seats, and make payments—especially from their phones while on the go. However, they frequently encounter problems like unresponsive mobile interfaces, confusing seat layouts, app crashes, or payment failures. These barriers cause frustration and may lead them to abandon the process entirely. A better, more intuitive solution is needed to enhance their booking experience and meet their expectations for speed, ease, and reliability.

|  |  |
| --- | --- |
| I am | a busy, tech-savvy movie enthusiast who values convenience and digital experiences |
| I'm trying to | book movie tickets quickly and choose the best seats without standing in long queues |
| but | I often face limited seat availability and confusing interfaces that slow down my booking |
| because | current platforms either lack real-time seat tracking, are not personalized, or are cluttered |
| which makes me feel | frustrated and stressed, making me avoid booking or miss good shows |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| I am  A busy, tech-savvy movie enthusiast who values convenience and digital experiences | I am trying to  book movie tickets smoothly using a mobile app or website without delays or confusion. | But  I often face last-minute booking failures, poor seat layouts, and payment issues. | Because  the platform lacks real-time seat updates, is poorly optimized for mobile, and crashes during high traffic. | Which makes me feel  irritated, anxious, and disappointed—especially when I miss out on my preferred movie or showtime. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | a movie lover | book a movie ticket quickly from my mobile | the app keeps crashing or freezing | it is not optimized for mobile and cannot handle peak traffic | frustrated |
| PS-2 | |  | | --- | |  |  |  | | --- | | a working professional | | book a last-minute ticket for an evening show | I face delays and confusing seat selection | UI not user friendly | anxious and annoyed |