Ideation Phase

Problem Statement

"Users face inconvenience and delays due to manual and outdated ticket booking processes at cinemas. There is a need for a seamless, digital, and responsive movie booking system."

Empathy Map Canvas

Think & Feel: Frustrated with waiting lines, wants quick access

See: Complex apps or offline booking hassles

Say & Do: Complains about poor user experience

Hear: Friends recommending better apps

Pain: Booking failure, double booking, unavailability

Gain: Easy booking, reliable seat info, secure payment

Brainstorming Sessions Outcomes

- Use MERN stack for full flexibility

- Prioritize secure login and booking confirmation

- Keep UI minimal and mobile-friendly

- Integrate optional admin panel for movie/showtime management