

Project Design Phase
Problem – Solution Fit Template

Date	16 April 2025
Team ID	SWTID1743606103
Project Name	iMovies - Online Movie Ticket Booking System
Maximum Marks	2 Marks

Problem – Solution Fit

0. Vision		
1. CUSTOMER SEGMENT(S) Moviegoers	6. CUSTOMER LIMITATIONS Unable to book tickets in person	7. AVAILABLE SOLUTIONS Other online booking platform
2. PROBLEMS / PAINS Long queues at cinemas	9. ROOT / CAUSE of Problem High demand, limited counters	7. BEHAVIOR Frustration, impatience
3. TRIGGERS TO ACT Avoiding waiting in line	10. YOUR SOLUTION Online movie ticket booking website	8. CHANNELS OF BEHAVIOR Online + in cinema
EMOTIONS Anxiety → Relief		