

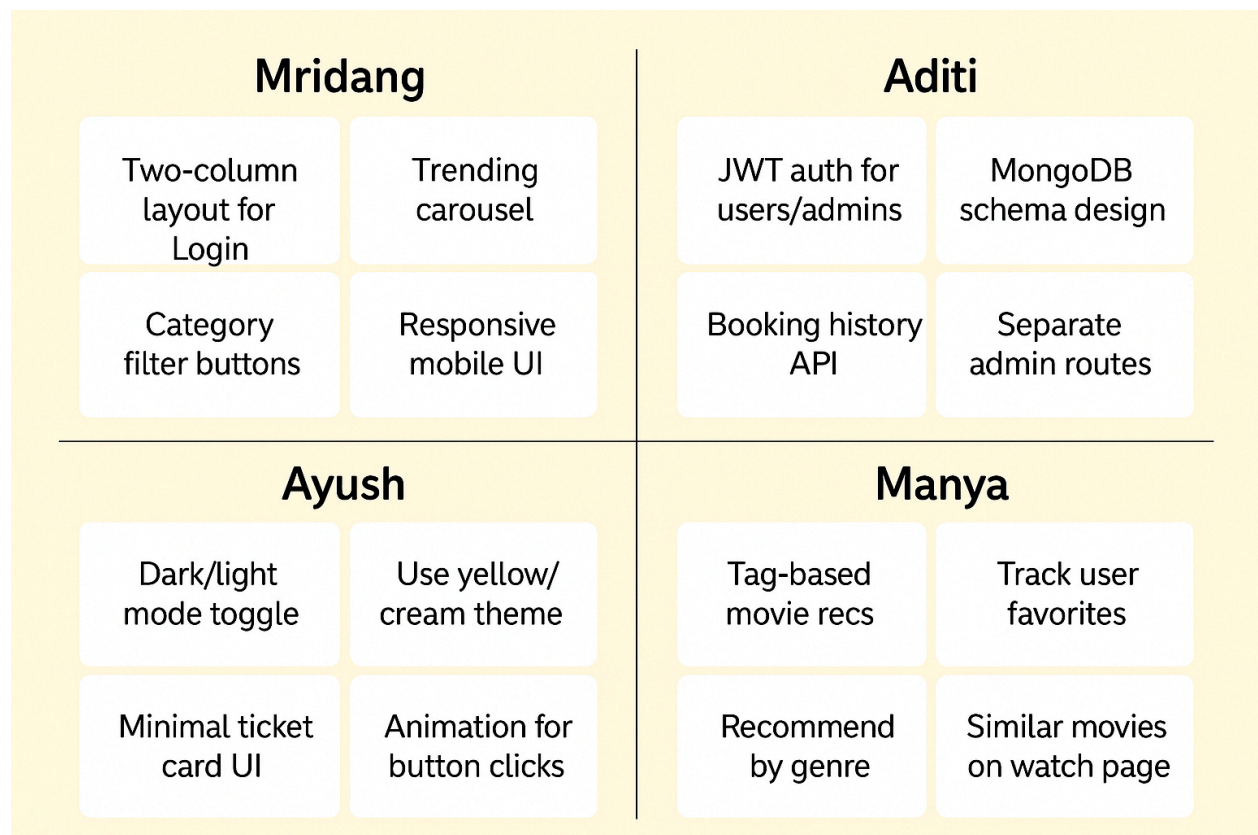
Ideation Phase

Brainstorm & Idea Prioritization

Date	16 April 2025
Team ID	SWTID1743606103
Project Name	iMovies - Online Movie Ticket Booking System
Maximum Marks	4 Marks

Brainstorming Board

Step-1:



Step-2: Idea Listing and Grouping

During the brainstorming session, each team member contributed a set of focused ideas aligned with their respective responsibilities. These ideas were visually organized into four sections based on ownership to ensure clarity and collaboration:

- **Mridang** focused on UI layout and design elements, such as login page structure, carousels, category buttons, and responsive behavior.
- **Aditi** concentrated on backend architecture, including user authentication, schema design, and route handling.
- **Ayush** emphasized user experience and interactivity through theme toggles, color schemes, and UI animations.
- **Manya** proposed recommendation-based features like movie suggestions based on tags, genres, and user history.

Grouping these ideas helped identify functional clusters:

- UI/UX (Mridang + Ayush)
- Backend and APIs (Aditi)
- Personalized recommendations (Manya)

This grouping enabled us to establish boundaries between frontend, backend, and user-centric features while maintaining interconnectedness.

Step-3: Idea Prioritization

To efficiently move forward, we prioritized ideas based on:

- User Impact
- Development Complexity
- Dependency Chain

Top-priority features included:

- JWT Authentication (Aditi) — essential for secure access

- Trending Carousel & Responsive Layout (Mridang) — improves first impression and usability
- Recommendation Engine (Manya) — adds personalization, increasing user retention

Medium-priority features:

- Admin Route Separation (Aditi)
- Dark/Light Mode & Theming (Ayush)
- Category Filters and Genre-based Suggestions (Mridang & Manya)

Low-priority but value-adding features:

- UI Animations and Ticket Card Styling (Ayush)
- Booking History and Favorites Tracking (Aditi & Manya)

This prioritization helped us structure the development timeline effectively and align our MVP with key project goals.