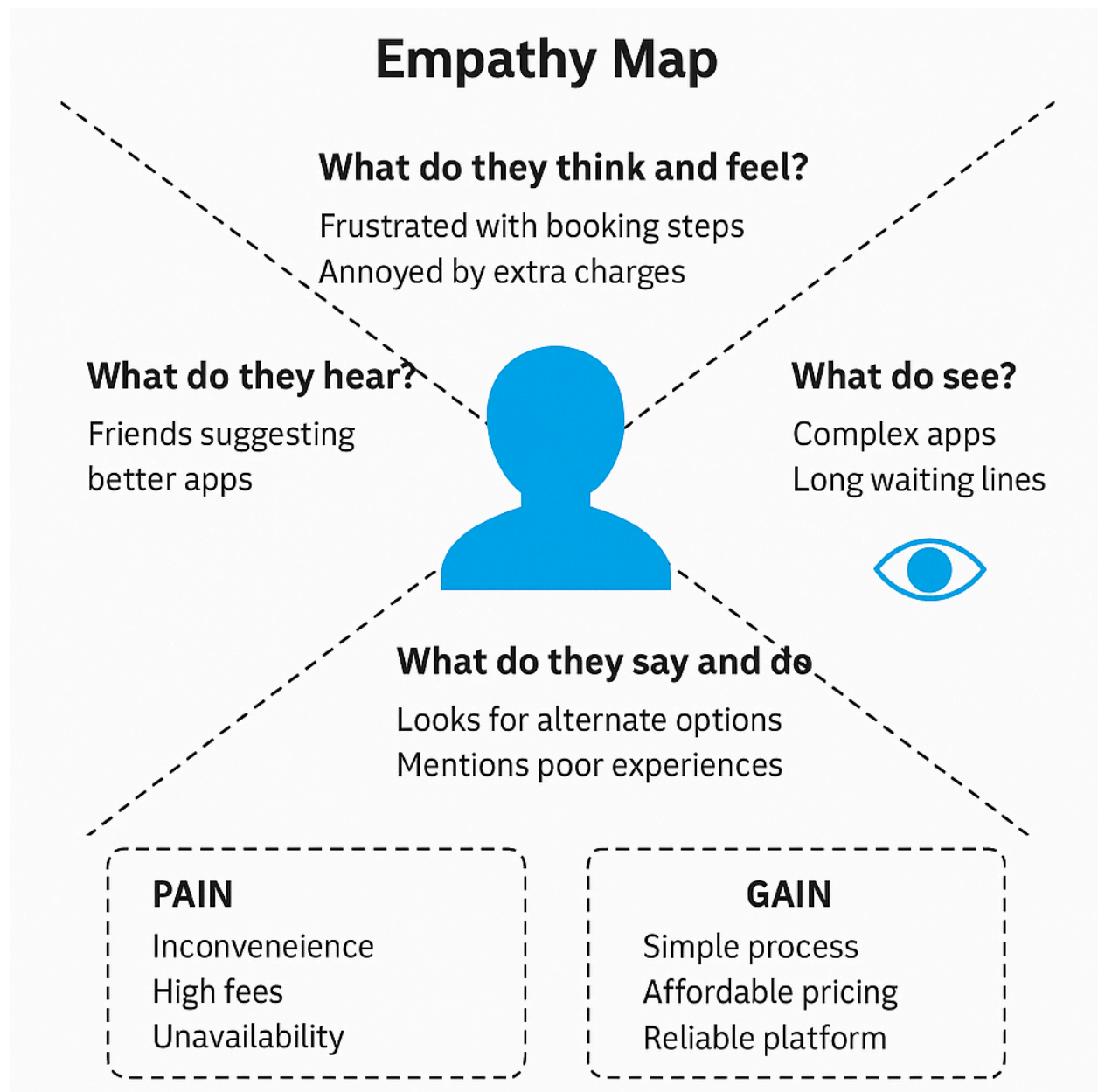


**Ideation Phase**  
**Empathize & Discover**

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

**Empathy Map Canvas:**



- The empathy map captures the emotional and behavioral patterns of our primary user
- It helps us understand what users feel, hear, say, and do while interacting with the movie ticket booking system
- It reveals users' frustrations with manual data entry and the need for quick and efficient tools.
- It highlights the importance of accessibility, user-friendliness, and trust in ticket booking platforms.
- By identifying user pains and gains, we can design better experiences tailored to real needs.
- The map supports building empathy among developers and designers towards end-users.