Ideation Phase

Brainstorm & Idea Prioritization

Date	12 April 2025
Team ID	SWTID1744468652
Project Name	i-movies: movie ticket booking system
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

The initial ideation phase of the MERN Movie App involved creative brainstorming sessions to define the most impactful features for a seamless movie browsing and management experience. Our team focused on understanding user expectations, exploring technical feasibility, and aligning with MVC principles to shortlist functional goals.

The purpose of this exercise was to identify the core functionalities necessary to deliver an MVP (Minimum Viable Product) while setting a foundation for future feature expansion and scalability.

Step 1: Team Gathering, Collaboration & Problem Identification

- Conducted a team kickoff meeting to outline our objective: building an intuitive, full-stack movie platform.
- Discussed common user pain points in movie tracking platforms such as lack of personalization, poor UI, and missing genre filters.
- Finalized the core problem: "Users need a personalized, interactive movie platform that supports watchlist planning and admin-level control for managing content."

Step 2: Brainstorming, Idea Listing & Grouping

User-Side Features

- Movie listing with filters
- Search bar with dynamic suggestions
- Add to Watchlist / Remove from Watchlist
- Rating & genre-based filtering
- Responsive UI with pagination
- Secure login/register (JWT based)
- Forgot password with OTP validation

Admin-Side Features

- Add/edit/delete movie entries
- Add/edit/delete genres
- Dashboard analytics (future scope)
- Image upload using Cloudinary

Common Features

- Authentication system
- RESTful API architecture
- Modular codebase using MVC
- Tailwind for design
- Axios for API communication

Grouped Ideas into Modules:

- Authentication Module
- Movie Management Module
- User Interaction Module
- Admin Dashboard Module
- Utility & UX Enhancements

Step 3: Idea Prioritization

We used the MoSCoW (Must-have, Should-have, Could-have, Wont-have) method for prioritization:

Must-Have Features (MVP)

- User authentication (register/login with JWT)
- Movie listing, filtering, and search
- Add/remove to watchlist
- Admin movie and genre management
- OTP-based password reset

Should-Have Features

- Image upload to Cloudinary
- Responsive UI with Tailwind CSS
- Pagination and sorting

Could-Have Features (Planned Enhancements)

- Movie ratings and reviews
- Social login (Google/Facebook)
- Recommendation engine
- Analytics dashboard for admin

Won't-Have (Out of Scope for MVP)

- Real-time chat or comments
- Payment integration
- Multi-language support