

Ideation Phase

Define the Problem Statements

Date	12 April 2025
Team ID	SWTID1744468652
Project Name	i-movies: movie ticket booking system
Maximum Marks	2 Marks

Customer Problem Statement

The customer problem statement identifies the typical frustrations faced by users when managing or browsing movie databases across different platforms. Users such as students, cinephiles, and casual viewers often experience a lack of personalization, inefficient search options, and limited tools to organize or plan their watchlists.

These challenges usually arise from outdated interfaces, missing genre-specific filters, lack of watchlist management, and absence of responsive or mobile-friendly designs. Recognizing these gaps guided our team in developing a more user-friendly, full-stack movie management platform that prioritizes intuitive navigation, content control, and personalized discovery.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a college student	Discover new movies	i cant find relevant content	the recommendations are generic	Uninterested

PS-2	a film enthusiast	keep tracks of movies i've watched	there's no watchlist feature	nothing helps me log or organize	Disappointed
PS-3	a reviewer	filter movies by genre and rating	filtering options are limited	there is no dynamic filter system	restricted
PS-4	a casual movie watcher	use the platform on mobile devices	the UI breaks on small screens	its not responsive	annoyed
PS-5	a content admin	manage and update movie listings	its hard to update content	admins tools are not user friendly	overwhelmed