Ideation Phase

Empathize & Discover

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

Empathy Map Canvas:

The empathy map outlines the behaviors, thoughts, and emotions of users interacting with digital movie libraries. Our target users include students, casual viewers, and film buffs who want an engaging and efficient way to browse, save, and manage their favorite movies.

Users desire a modern platform that offers easy movie discovery, watchlist customization, and clean UI/UX. However, they are often let down by cluttered layouts, unresponsive designs, and the lack of features to sort or log movie preferences effectively.

This empathy map reveals key expectations such as intuitive interfaces and meaningful filters while also highlighting frustrations like no login confirmation, hard-to-use dashboards, or missing movie metadata. It enables us to build a platform rooted in the real needs and feelings of our audience.

THINK & FEEL
- Is there enough variety?
- How are the reviews for this movie?
- Movie recommenlations
- Movie posters and trailer
- Rated movies

SEE
- Is there enough variety

SAY & DO
- Easy watchlist management
- Find movies by genre and rating
- Convenient browsing experience
- Trust previous reviewers

PAIN
- Unhelpful filters and search options
- Watchlist growing cluttered
- The site is difficult to use
- Can't reset forgottenpasswrd
- Frustrated by OTP confirma-

GAIN
- Easy watchlist management
- Find movies by genre and rating
- Convenient browsing experience
- Trust previous reviewers