**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These challenges usually arise from outdated interfaces, missing genre-specific filters, lack of watchlist management, and absence of responsive or mobile-friendly designs.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 |