**Ideation Phase**

**Empathize & Discover**

| Date | 12 April 2025 |
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| 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.

