# ABSTRACT

Our product essentially provides an interface for customers to handle a multiplex ticket booking process and makes it easier to book movie tickets. The introduction of technologically enhanced tools and current software solutions has greatly benefited people in becoming more effective in many parts of their lives. Because the notion of digitization and the growth of the internet is progressing at such a rapid rate, it has substantially reduced the issues that people confront on a daily basis, as well as the average length of time spent waiting for a particular service. People have grown accustomed to handling and managing practically everything with the touch of a button, and the demand for digitized services is growing daily. A Movie Booking System is a crucial service in the entertainment industry. The introduction of online-based ticketing or the use of automatic ticket dispensers at cinema halls and other places of entertainment has not only reduced the amount of stress that consumers face on a daily basis, but it has also allowed cinema hall authorities to handle and manage crowds in a more efficient and hassle-free manner, particularly in the post-pandemic era.

The project aims to revolutionize the cinema ticketing experience in Kenya by implementing an online seat booking system empowered by the M-Pesa Daraja API. Kenya's vibrant cinema industry faces challenges with the traditional ticketing process, characterized by long queues, limited seat availability, and manual operations. To address these issues, the project proposes an innovative solution that enables patrons to browse movie listings, reserve seats, and make payments conveniently from their mobile devices or computers.

The online seat booking system leverages the power of the M-Pesa Daraja API to facilitate secure and seamless payment transactions, enhancing accessibility and convenience for cinema-goers across Kenya. By integrating with M-Pesa, the system provides users with a familiar and trusted payment platform, minimizing barriers to adoption and fostering greater financial inclusion.

Key features of the proposed system include real-time seat availability, dynamic pricing options, automated notifications, and advanced analytics capabilities. These features empower cinema owners to optimize revenue, streamline operations, and deliver personalized experiences to patrons.

Through a comprehensive development and testing process, the project aims to demonstrate the feasibility, effectiveness, and scalability of the online seat booking system in Kenya's diverse cultural landscape. By embracing innovation and technology, the project seeks to transform the cinema ticketing experience, enhance customer satisfaction, and drive growth within Kenya's dynamic entertainment industry.