**Task 4**

During the lockdown, business of BookMyShow hit rock bottom. Suggest at least 2 new

features through which they can explore new options in their app and increase their revenue. Make Wireframes (using Balsamiq) portraying these features. Define value propositions of the features and their success metrics.

**Feature 1**

**Feature:** BookMyShow allows users to buy or rent movies and series to watch them on-app. Users are also given offers on multiple such purchases. I would like to suggest a ‘Watch Party’ feature which the users can host and can invite their friends to share the entertainment. On choosing to host Watch Parties, users can avail discounts on the movies or shows and also have the priviledge of sharing the entertainment with friends.

**Motivation:** In these trying times, watching a movie or web series with friends can be a great source of relaxation. It is a socialization measure which brings us closer to our loved ones during the pandemic when we might be physically apart. Besides, this feature aims at offering the host a nominal cost for renting or buying movies and web series, rather than their normal renting or buying cost, which should be beneficial.

**Implementation:** There are many stages in the implementation as follows:

1. Watch party icon to be displayed for every movie/show chosen by user from BookMyShow Stream. The actual rent/buy price and the reduced one will be shown to the user. The price chart will be based on number of invitees the user wants to bring in. Once the user selects an option, they will be shown social media options to send invites to others. The user can also send customized invite texts such as planning for timing of the watch party, while sending the invite. Finally, the user will be taken to the payment page.
2. The user will be notified and encouraged to host more watch parties with alluring deals and price ranges and will also be notified to host on the release of new movies/web series. Offers will be shown to users on website too.
3. In the watch party, the user can view the movie and chat with their friends and also keep their webcams on while watching for a more real-time experience.

**Design:**

**Implementation (a):**

Graphical user interface, website

Description automatically generated

***Movie page with the Watch Party icon***

Graphical user interface, website

Description automatically generated

***On clicking the Watch party icon, the user is shown options for hosting with lesser cost and also limited one-time offers.***

***Graphical user interface, website

Description automatically generated***

***On choosing a suitable option, the user is shown the social media options to use to send invite link of the Watch Party to people.***

***Graphical user interface, application

Description automatically generated***

***The user can create a customized message for the invitees and send the invitation via the social media already chosen. The message will go along with it.***

***Graphical user interface, text, application, chat or text message

Description automatically generated***

***The user is now taken to the payments page.***

***:***

**Implementation (b):**

***Graphical user interface, application

Description automatically generated***

***Chrome notifications for the BookMyShow website to encourage users to host watch parties and avail low cost offers and also gain points.***

***Graphical user interface, website

Description automatically generated***

***The website page showing offers of reduced price on hosting watch parties and getting first 4 episodes free of selected series in watch party.***

**Implementation (c):**

***Graphical user interface, website

Description automatically generated***

***The Watch Party Screen***

**AARRR metrics:**

1. Acquisition: It is observed that many users avoid watching paid streaming of movies or web series. They prefer free streaming. This feature provides a fair bargain of offering a nominal cost of buying or renting the movie or web series in exchange of inviting a party of people to share the streaming with. This will aid user acquisition as more users will get attracted to the lesser cost of entertainment and the opportunity to share it with friends. Also, on inviting friends for the Watch Party, many more users will be acquired to the app.
2. Activation: The initial ‘aha-moment’ can be catered to the customer by providing exciting deals such as reasonable price reduction on bringing more friends to the party, availing cheaper deals even for individual watching on hosting a considerable amount of Watch Parties etc. Besides these, there will be intriguing UI and interactive movie experience with chat rooms and social media invites for ultimate entertainment. These features should aid user activation.
3. Retention: After acquiring more and more user via friend invites, retention becomes vital. This can be achieved through offers like availing cheaper price for renting or buying movies and even getting free movie opportunities or getting the first few episodes of a series free in exchange of inviting a large group for Watch party or hosting multiple Watch Parties. These offers should allure users to be retained to the app to pay less and enjoy more, that too with friends.
4. Referral: The entire feature depends on user referral. This is the most vital aspect of this feature. I envision this feature to have state of the art UI design, legitimate price deals and great advertisement, which would make the users bring more friends to watch movies together and refer the app to others so that they can also take advantage of these features.
5. Revenue: Although the feature revolves around attracting the users based on having nominal cost of renting or buying or streaming free on hosting watch parties but on the basis of user acquisition and user retention, hopefully this feature will be able to balance the revenue.

**Feature 2**

**Feature:** Introducing Points Bank where users can earn points on multiple streaming and watch parties. The points will be stored in the user’s account based on email sign-in to website. These points can be used to avail offers and discounts on movies and shows.

**Motivation:** This feature basically aims at user engagement. In exchange of introducing more users to BookMyShow through watch parties or watching multiple rentable movies, the users have the opportunity to earn points. They can do so in multiple ways, which will be shown to them in the website. The goal is to make BookMyShow more interactive and engaging.

**Implementation:**

1. The points bank icon can be clicked to get the current status of the points stored by user. Each movie/show, either in watch party or individual streaming should show all available options like free streaming for a certain amount of points earned, compromised rent rates with a chance to earn points, more points on bringing more users to the website by hosting watch parties.
2. The user should be notified about the offers and discounts.

**Design:**

**Implementation (a):**

**Graphical user interface, application, website

Description automatically generated**

***The user’s watch party history page shows how points have been incremented to user’s points bank for every watch party hosted.***

**Graphical user interface, website

Description automatically generated**

***The points bank icon is shown here. The offer to watch free for 200 points (if the user has earned that much) is available.***

***Graphical user interface, application, website

Description automatically generated***

***The user needs to login to his/her account to access their points bank. This screen appears after the user clicks the points bank icon.***

***Graphical user interface, text, application, email

Description automatically generated***

***Points Bank page with points status and exciting offers for the user to avail with the points gathered.***

***Graphical user interface, application

Description automatically generated***

***Points and cost chart for different number of invitees to Watch Party.***

**Implementation (b):**

*Graphical user interface, application

Description automatically generated*

*Notifying users about exciting offers to be availed with the points they have gathered.*

**AARRR metrics:**

**Acquisition:** The points feature is designed for user engagement. This feature encourages users to use BookMyShow more and more as entertainment medium in order to gather points. Points offers a virtual currency which balances the nominal cost offered, i.e, instead of paying Rs. 100 for a film, the user can pay Rs. 50 and spend 25 points, in order to avail cheap yet premium entertainment. This will acquire users to the app, more so because watch parties are given high priority in point assignment. More points will be given for more invites. This will urge users to bring more users home to the website.

**Activation:** The ‘aha moment’ here is the satisfaction of gaining by spending. The variety of lucrative discounts offered, time to time chrome notifications, limited offers like free hosting which enables users to host watch parties to share entertainment with friends, that too free of cost, but in exchange of points. This gives the users a chance to avail a win-win situation. This stands for user activation.

**Retention:** Retention will come from the deals offered which encourages the users to gain more points in order to avail cheaper entertainment. This should keep the users intrigued and interested.

**Referral:** User referral will depend mainly on watch parties which promises more points to users if they bring more friends to the party. Thus more people will be introduced to the website.

**Revenue:** The revenue will come from a fine balance between user acquisition by means of offering low cost entertainment or even free entertainment, and, the urge of users to spend less but gradually constantly in order to store more points.