



Scene change ! Possible Modifications...

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01. Whatsapp Verification

Getting Whatsapp number to share more alerts via whatsapp.

02. Knowing More

To better understand the user's preferences, additional details would be useful.

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Were feasible, the space could be used more effectively.

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User's certainly do not appreciate ads twice.





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The theatrical plan has been realigned to enhance user convenience.



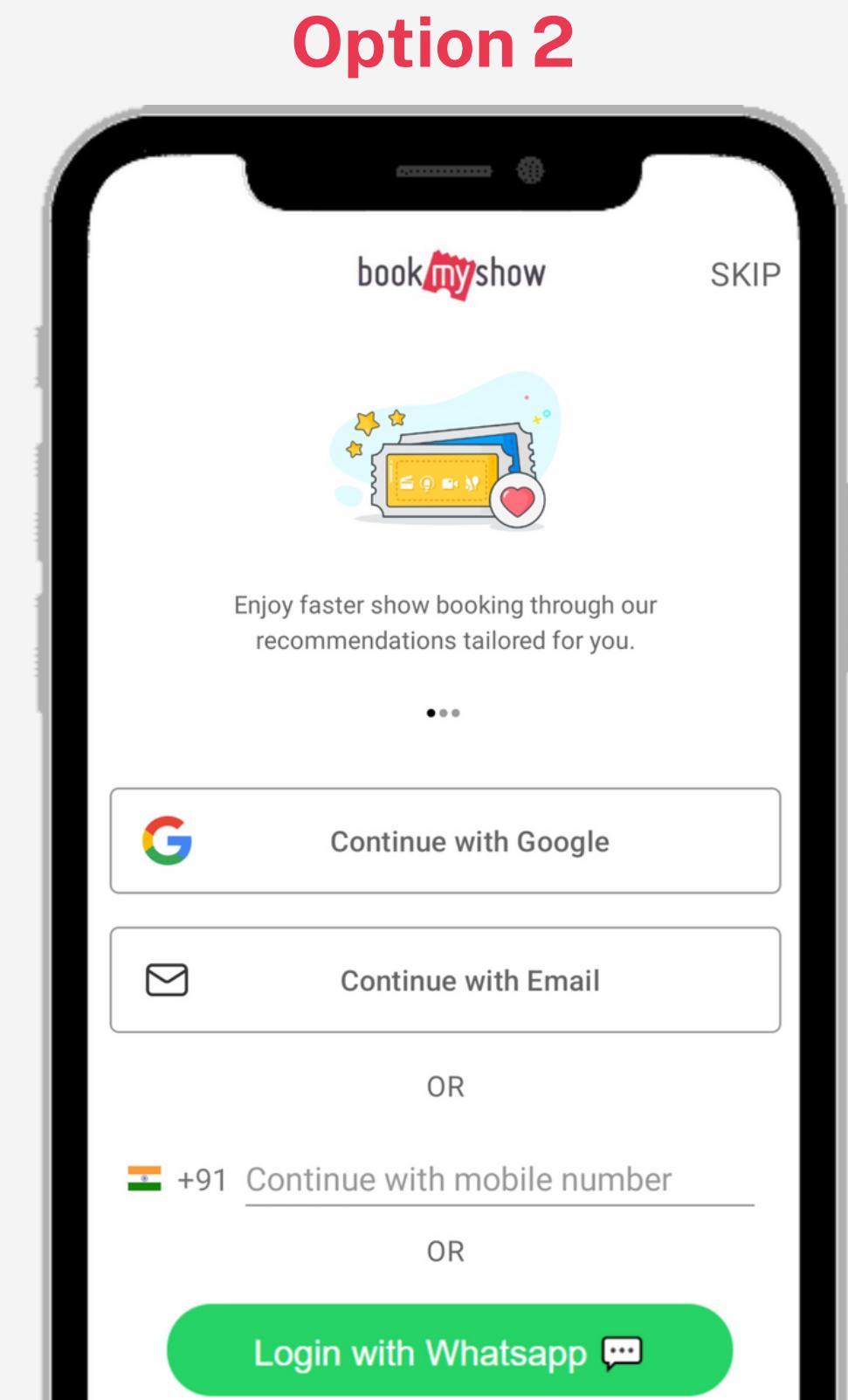
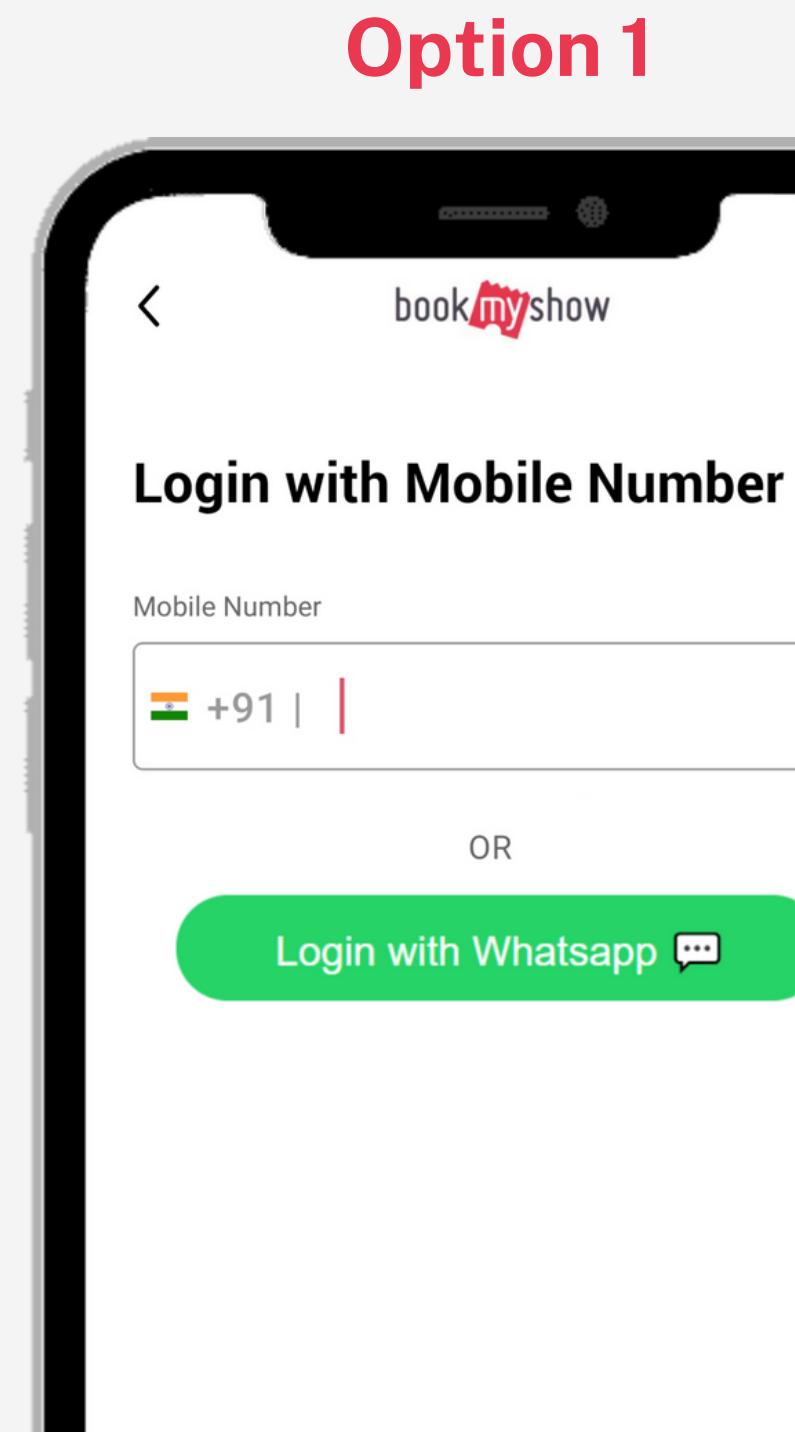
Whatsapp Verification



01

Getting Whatsapp number to share more alerts via whatsapp

- Currently most of users have dual sim card running in their mobiles.
- As per new law, a person should have valid recharge to get incoming messages & calls.
- Incase the user wants to enter the number that does have valid recharge, he/she'll not receive the OTP.
- Thus adding an option "Login with Whatsapp" will be helpful.
- Even getting User's Whatsapp number will open doors to share relatable alerts with user on whatsapp in future.



Knowing More

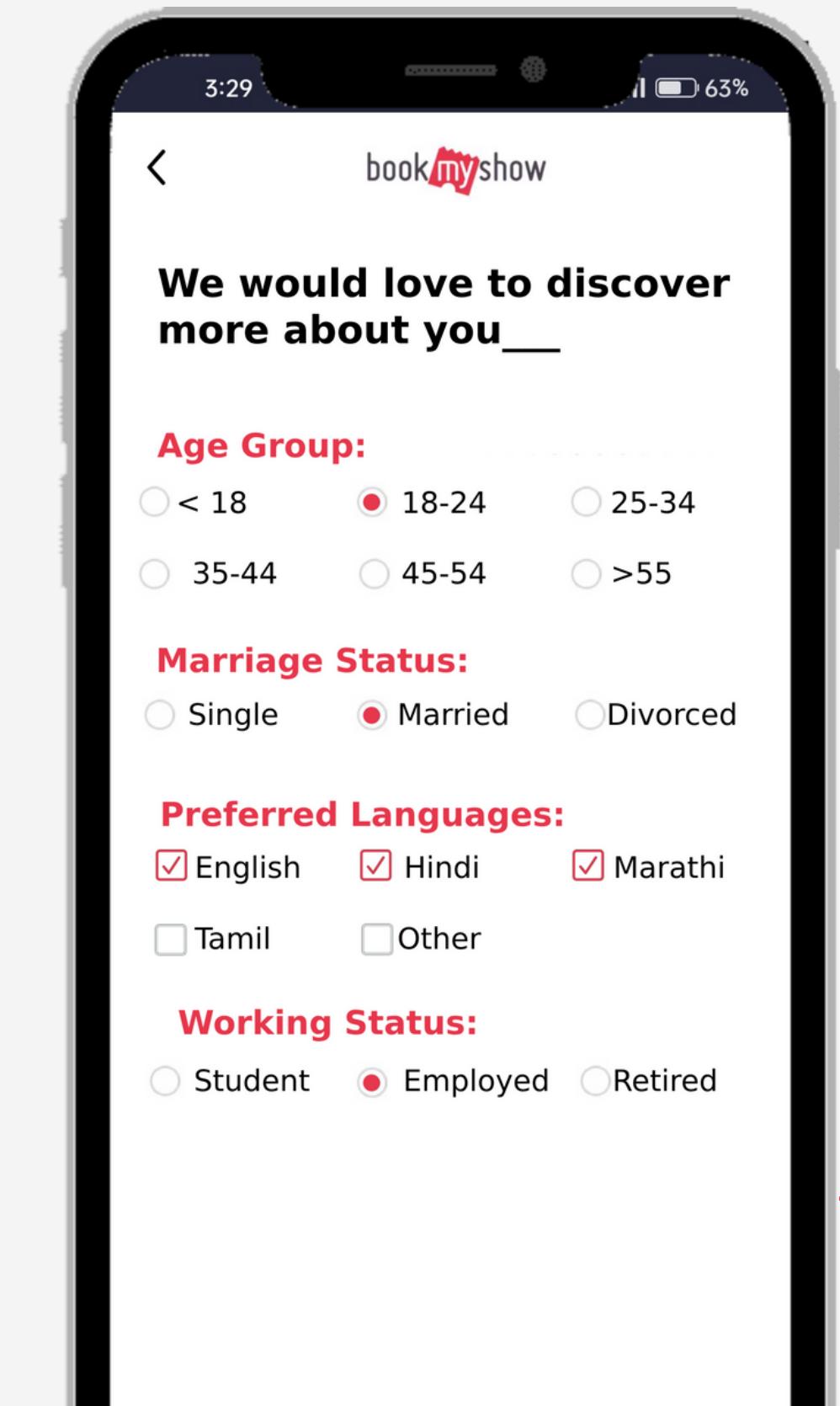
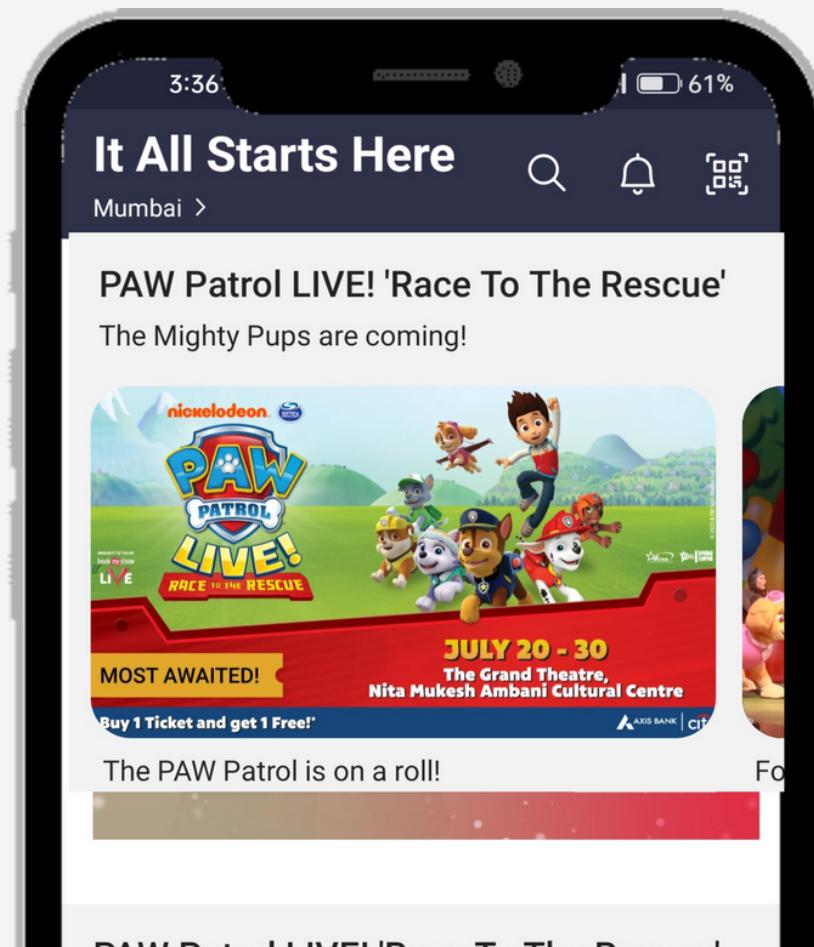


To better understand the user's preferences, additional details would be useful.

- To derive assumptions about the user's preferences, following data would play an crucial role.
 - Age Group
 - Preferred Languages
 - Marriage status
 - Working Status
- For an e.g. If an user's age is between 35-44 , who is Married & is currently working.
- Then probability of him having an Kid would be higher.
- Even he'll also be interested in watching Cartoon Movies on Stream & Theatre as well.
- Thus we can share such relatable alerts to him & even customize the positing of ads & movies poster in ascending order to his preference within the app.

02

Example



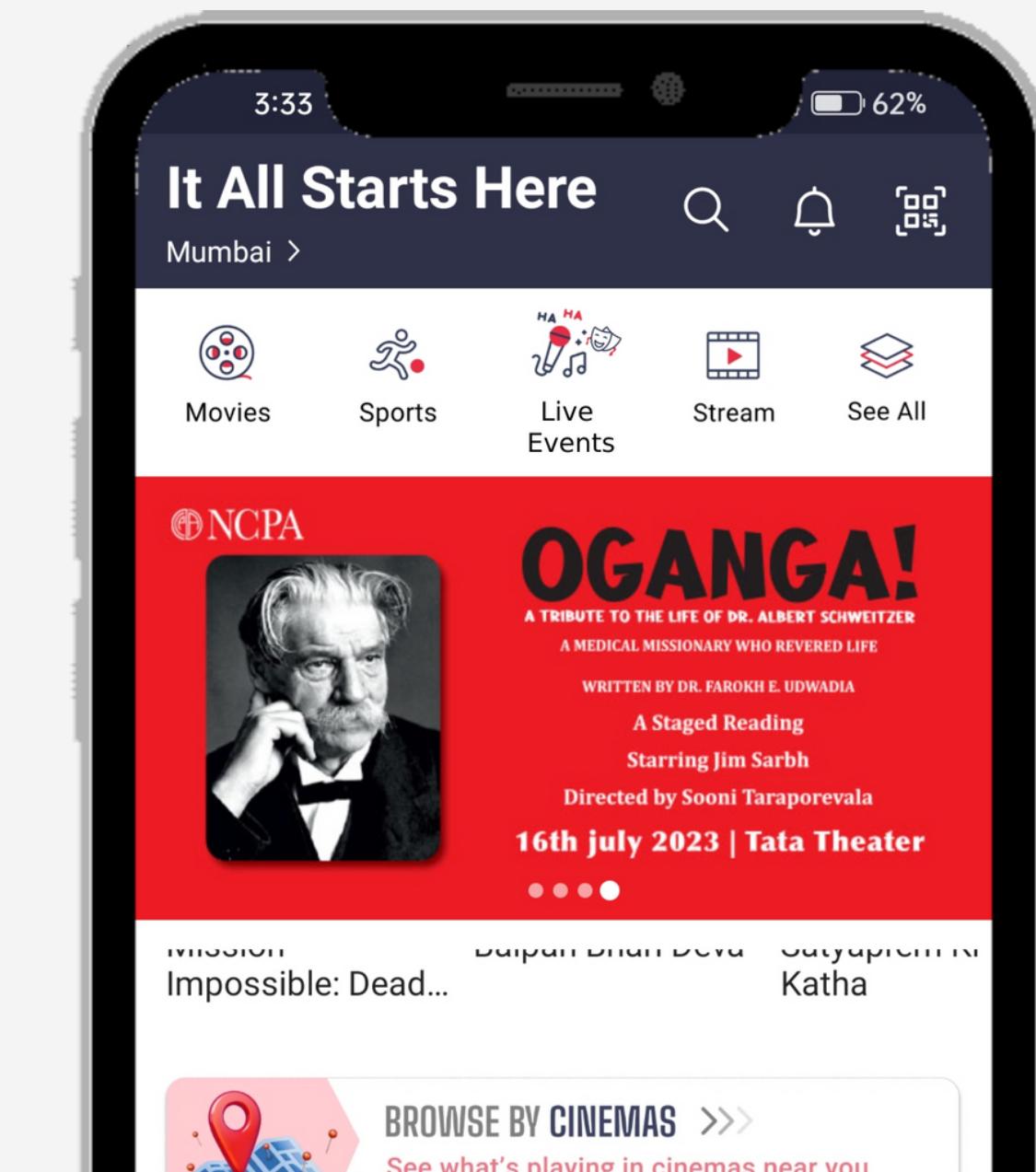
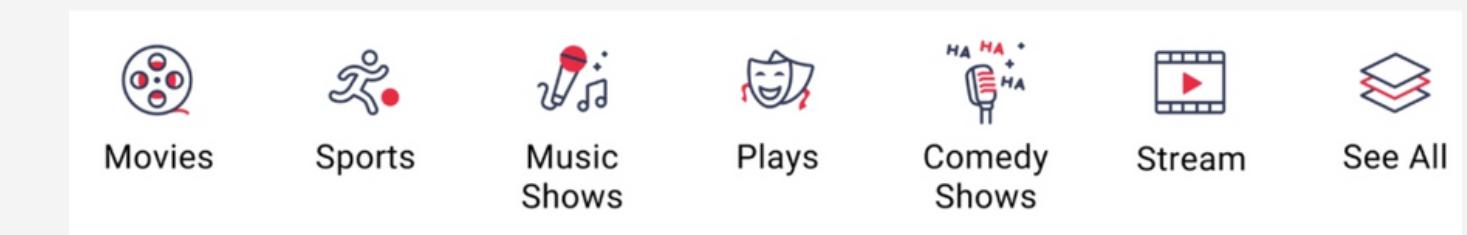
Data Compression



03

Were feasible, the space could be used more effectively.

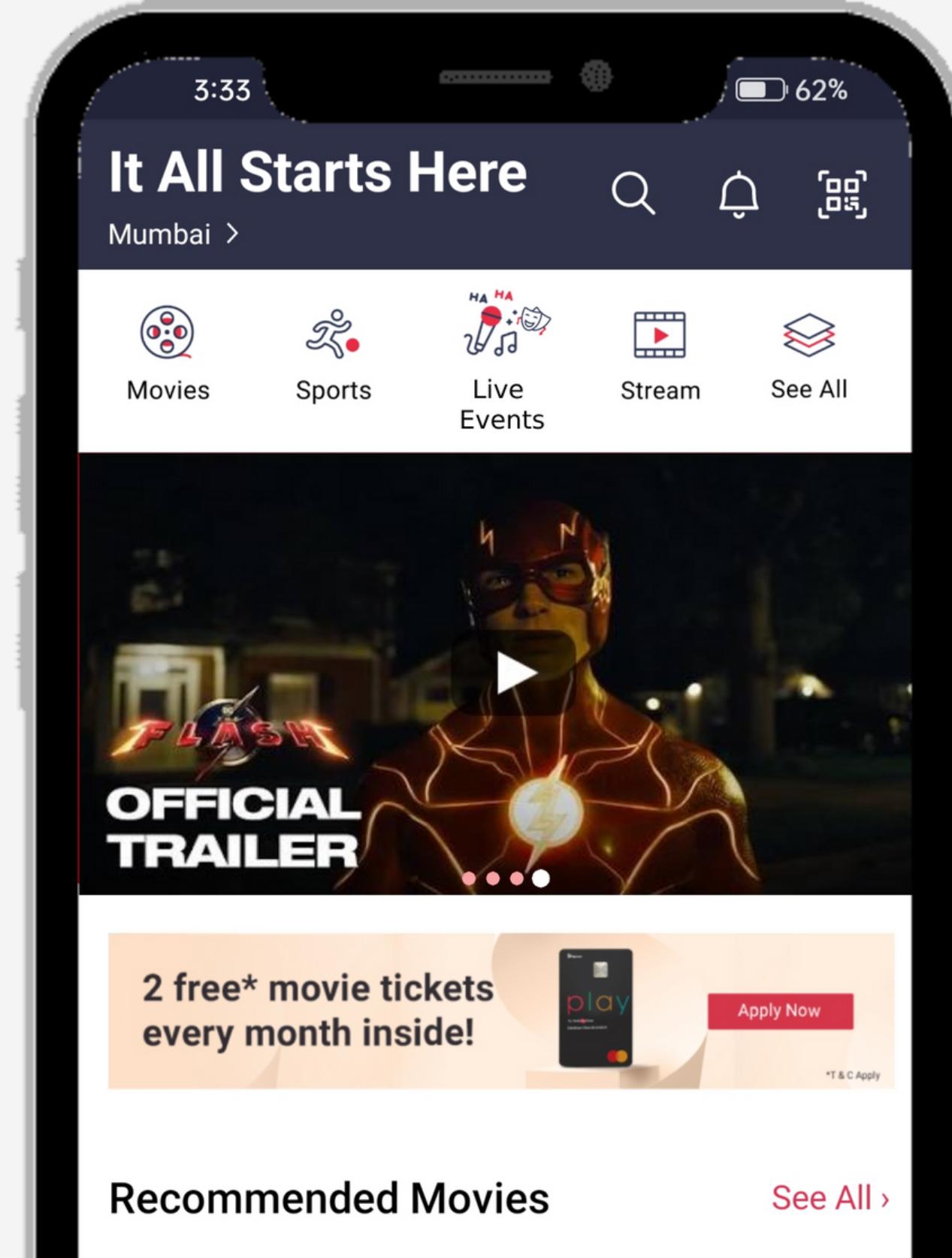
- Options present in the top sliding bar are kind of similar to the bottom panel.
- Currently there are 7 options in the given banner, user needs to slide bar to explore more.
- Of which majority of the times user would rarely slide the bar to explore all the options.
- Thus we can optimize the space by merging few categories in it.
- And user would click on the mentioned options if really wants to explore about it.



Trailer Preview



04



Factor that might Hook & enhance user's curiosity.

- Instead of having Ads in all of the banners, we can add trailer in one of the poster which automatically plays when an user scrolls.
- Trailer which matched with the user preference data would only be played.
- Thus it will increase the chances of user getting hooked & thus would lead to book the ticket.

Pickup & drop service collaboration

- In the ads panel, we can even give an options of Pick up & Drop Service to the theatre in collaboration with other apps.
- BMS can earn commission through this affiliate as well.

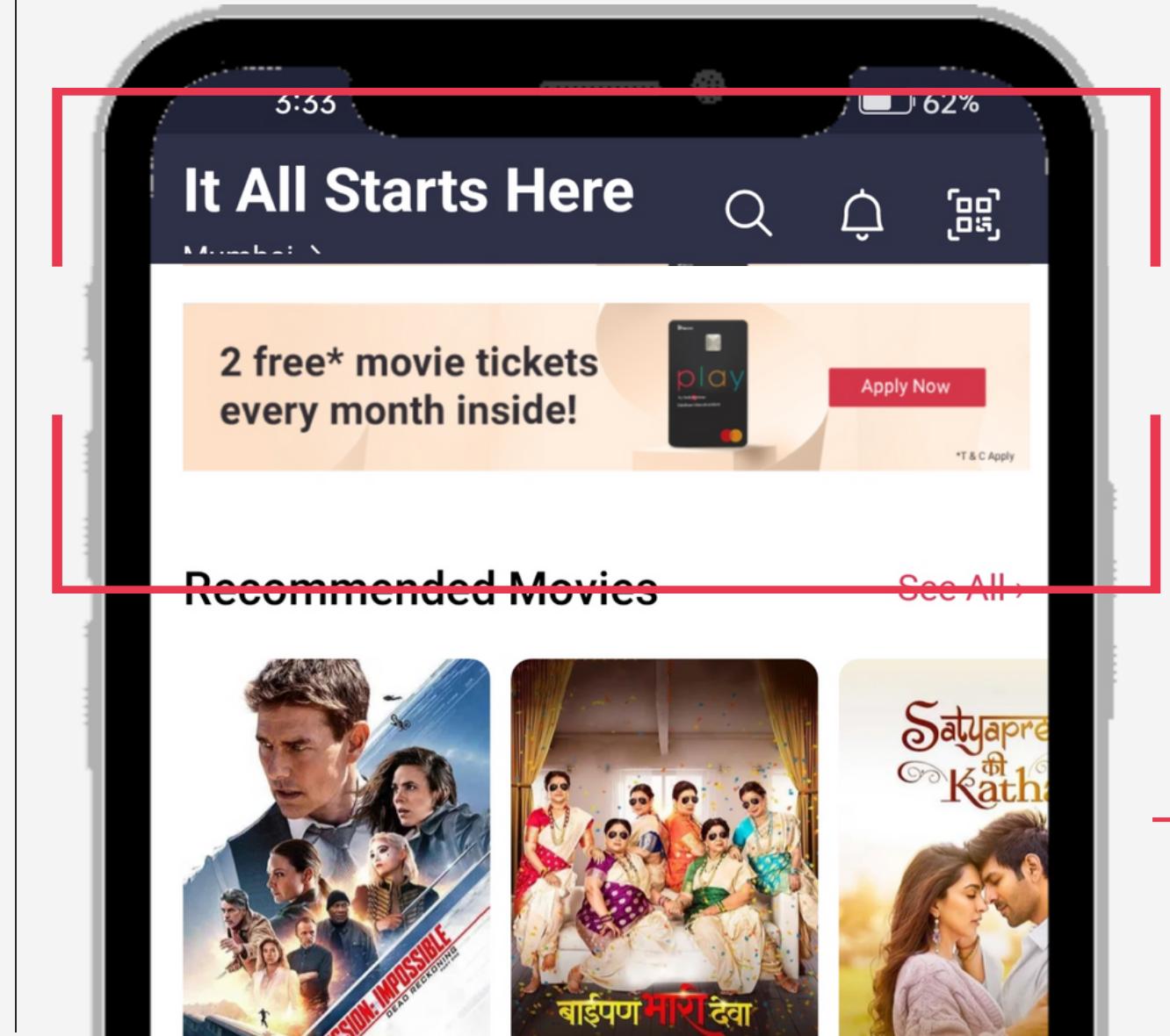
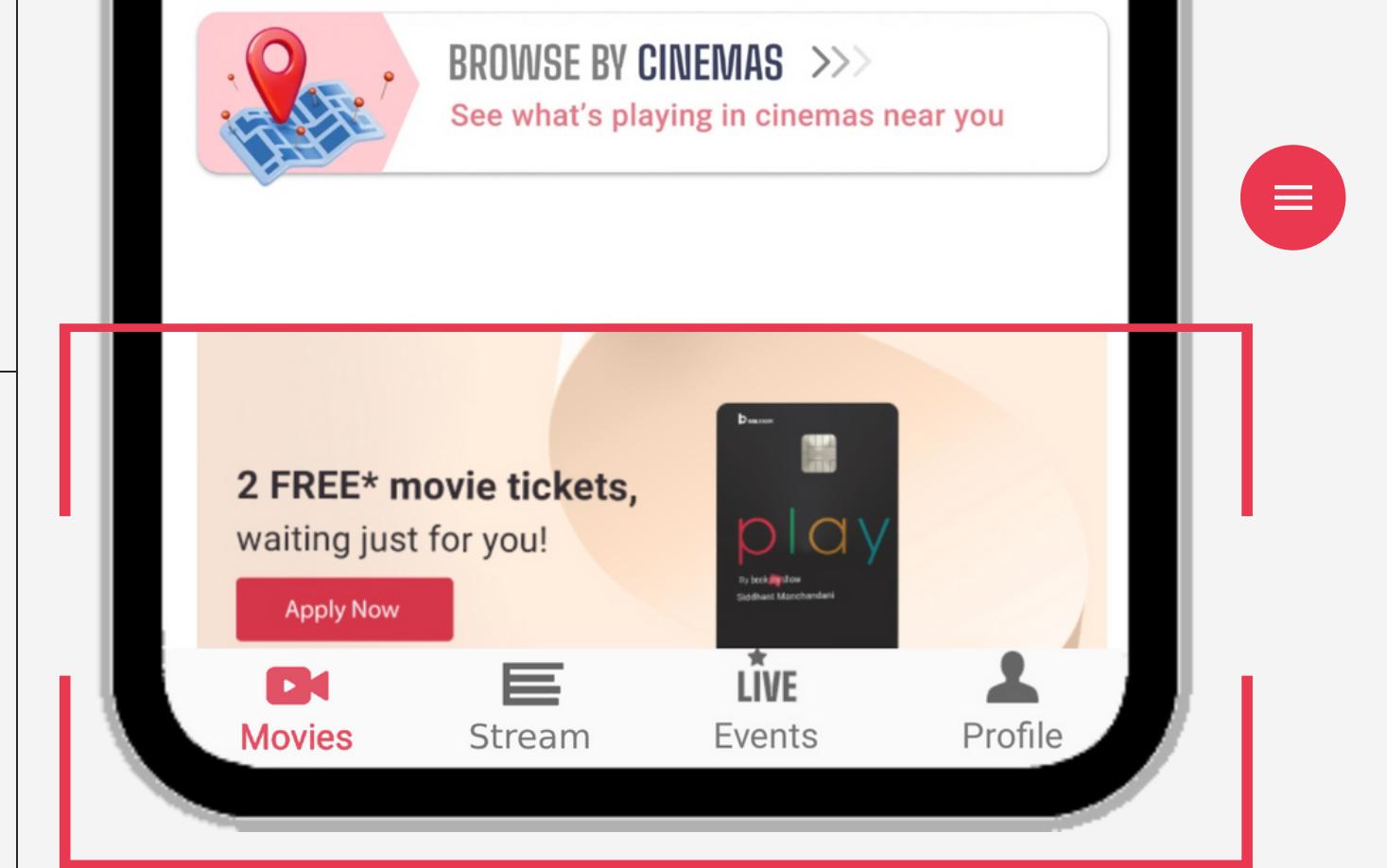


Repeats Reduction

05

User's certainly do not appreciate ads twice.

- While using the app, many times it was observed that the same ad was displayed twice.
- As user hates ads, it would be kind of annoying to see same ads twice.
- Let's optimize the overall app that it would effectively display the ads without any repetitions.
- Or else more of an movies suggestions would be displayed and lesser of product ads.



Eligible Discounts

06

Prior determination of discount eligibility

- To get an discount for particular card, the card must satisfy all the terms & conditions.
- Many times user would have an required bank card yet would not be able to avail discount due to few additional conditions.
- This would act as an factor that might disappoint the user's hopes.
- If we have the user's card details that he/she uses more often, we can suggest the user that he/she is eligible for the discount prior to making an booking .
- Seeing discounts prior to booking will be really powerful and would have higher booking probability.



DEAD RECKONING Trailers (4)

Releasing on 12 Jul, 2023

131.3K are interested

Releasing on 12 Jul, 2023

Are you interested in watching this movie?

I'm interested

2D, MX4D, ICE, 4DX, IMAX 2D, 2D SCREEN X English, Hindi, +2

2h 45m • Action, Adventure, Thriller • UA

In Mission: Impossible - Dead Reckoning Part One, Ethan Hunt (Tom Cruise) and his IMF team embark on ...more

Top offers for you

IDBI BANK Get 25% Off upto INR 250 on total ... Tap to view details Eligible

Cast

Book tickets

Top offers for you

IDBI BANK Get 25% Off upto INR 250 on total ... Tap to view details Eligible



Column Compression

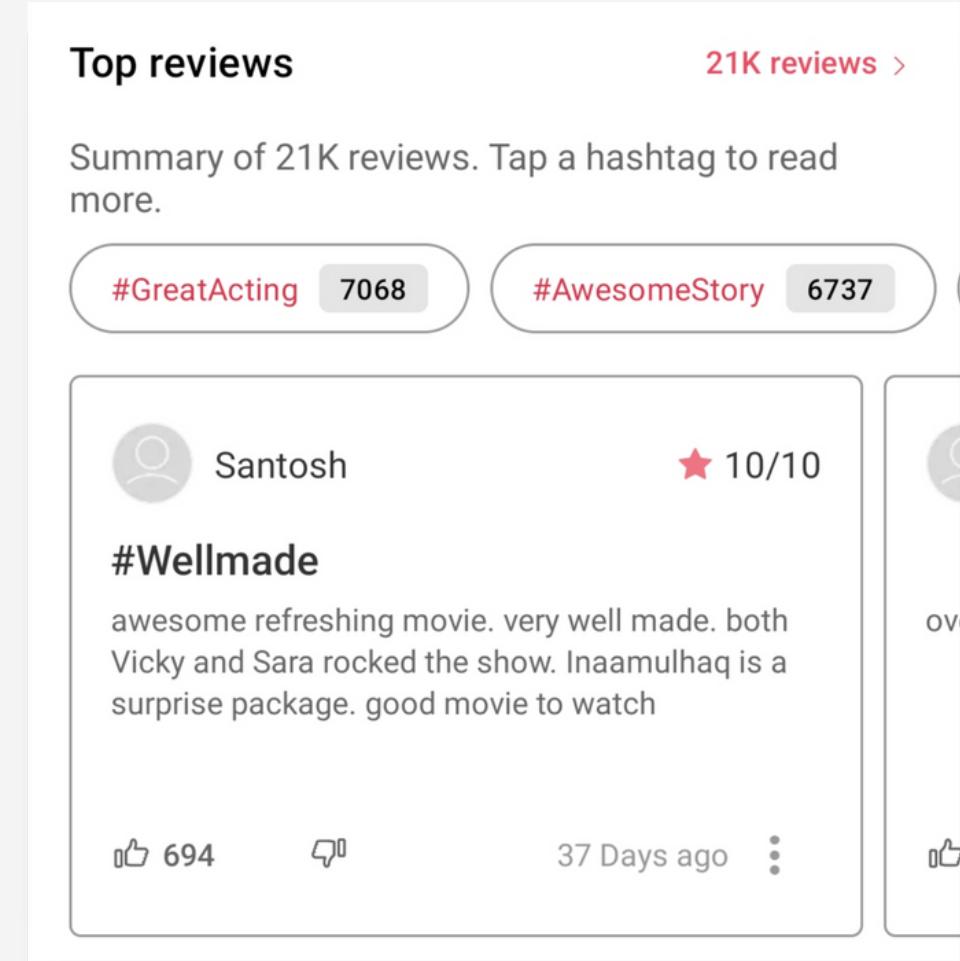


Optimizing the Review Column.

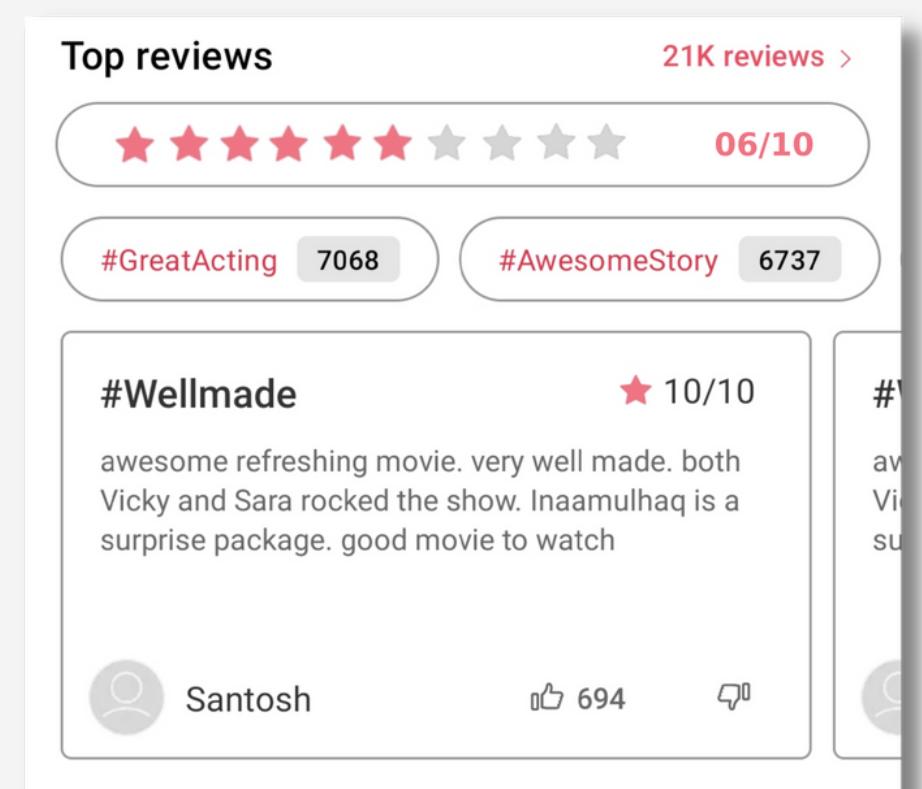
07

- It was observed that Review Column was consuming more space then required.
- Thus we could optimize the space by modifying few arrangements.
- Even an graphical representation of summary would be more helpful to know the overall opinion of people on that movie.

Before



After



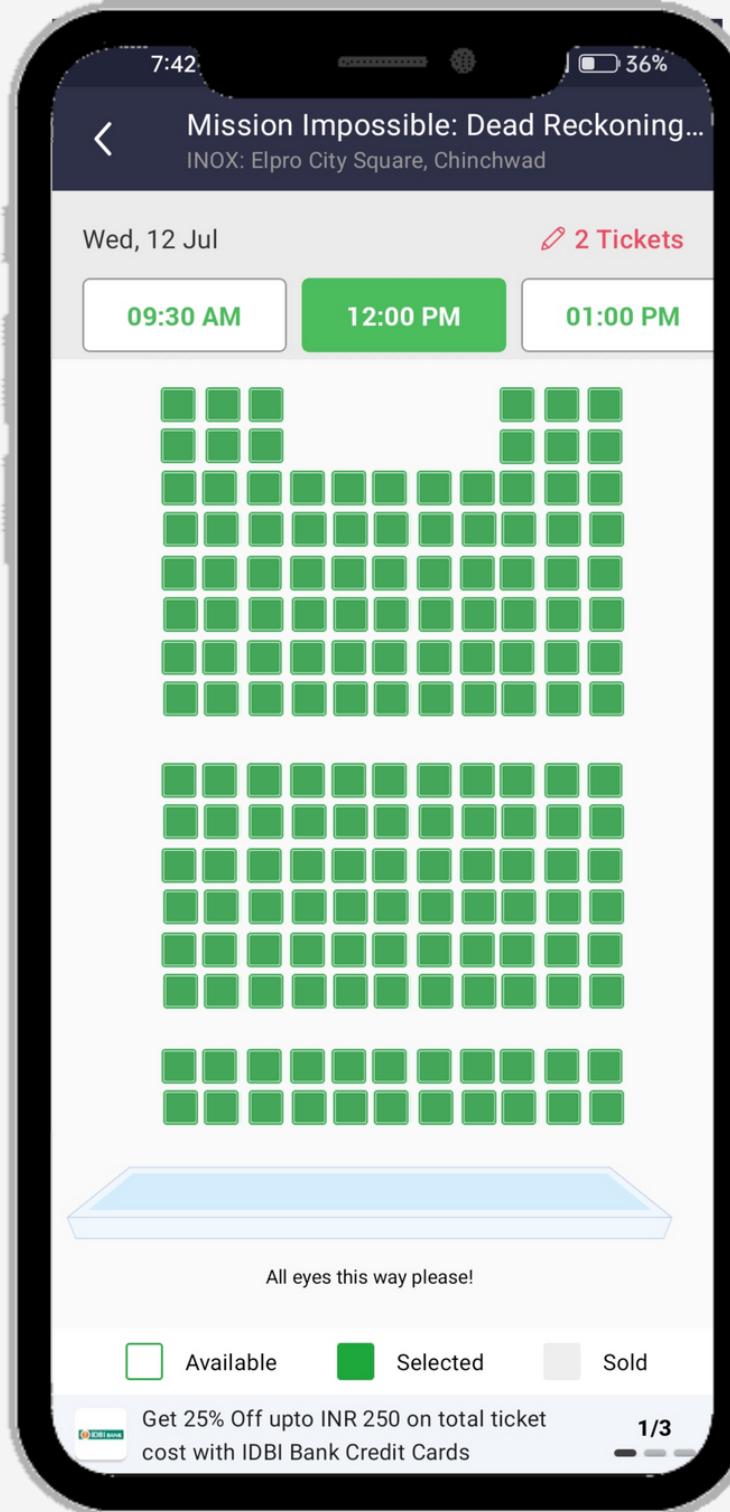


Convenient Positioning



08

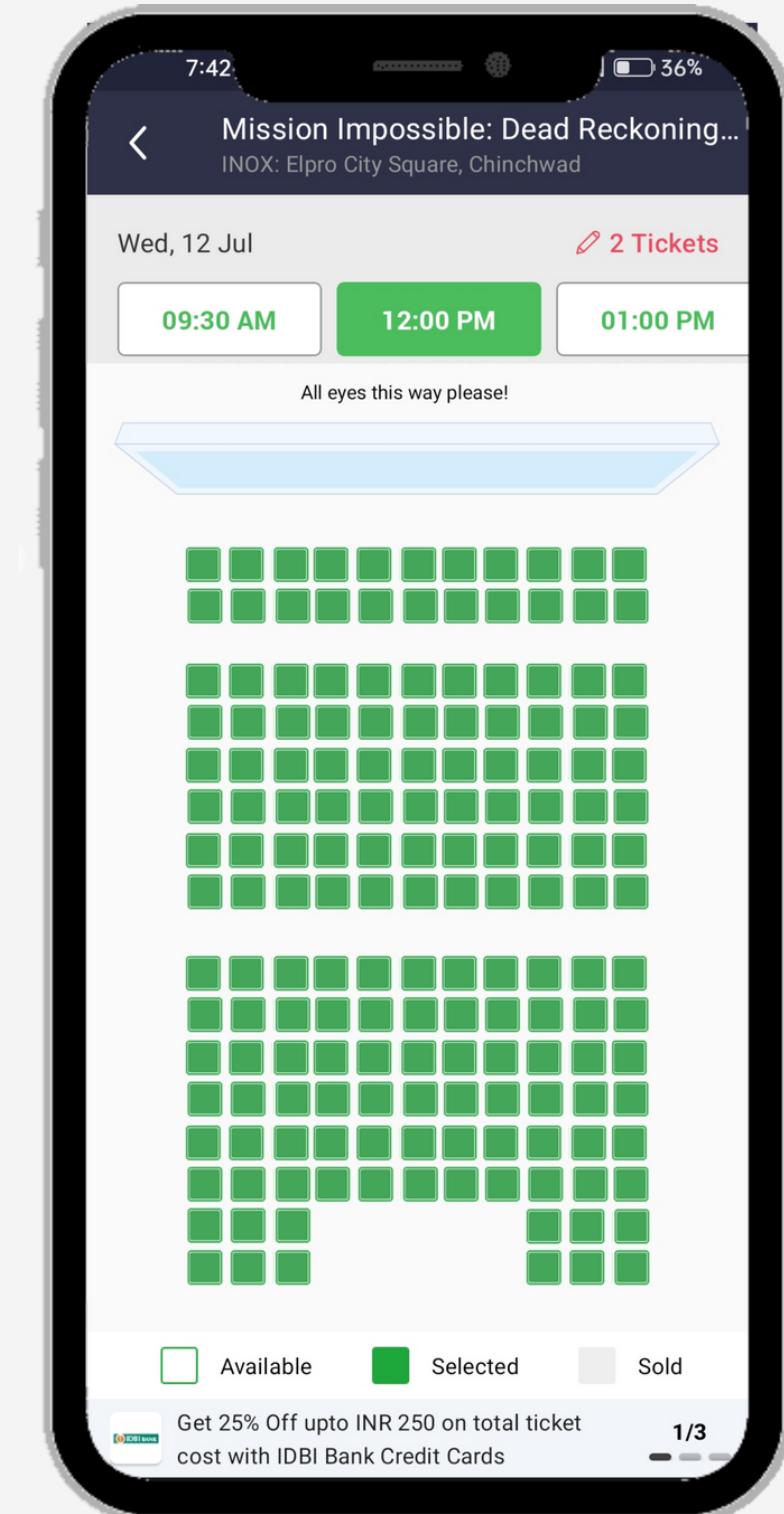
Before



The theatrical plan has been realigned to enhance user convenience.

- Current alignment of theatre plan would create a certain level of confusion on real site while finding the position of seat with respect to screen. As everything would be mirror in actual theatre.
- Lets optimize the alignment plan which would be more helpful for the user to relate the position of seat with respect to screen on mobile as well as on actual site

After



BOOK MY SHOW



Thank You !

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