**Ideation Phase**

**Define the Problem Statements**

| Date | 31 January 2025 |
| --- | --- |
| Team ID | SWTID1742572631 |
| Project Name | Movie Ticket Booking system |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you’ll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| --- | --- | --- | --- | --- | --- |
| PS-1 | A movie lover | Book tickets for a weekend show | The website crashes | It cannot handle high traffic during peak hours | Frustrated |
| PS-2 | A student | Get a discount on my ticket | The offers are confusing and hard to apply | There are too many conditions, and the process is unclear | Not Satisfied |
| PS - 3 | A budget watcher | Get tickets for a good rate | High hidden charges | Customers usually don't know the original price for the ticket | exasperate |
| PS - 4 | A food lover | Get food in theatres for reasonable rates | Unrealistic food rate makes it impossible | Theatres have high rates and booking service usually don't offer a discount for snacks | annoyed |
| PS-5 | A group watcher | Get tickets of neighbouring seats for group to be together | Unable to find them quickly and have to search through multiple shows | Continuous seats are usually blocked by one or two middle seats being booked | Inefficient and frustrated |
| PS-6 | A casual viewer | Get tickets at an instant, not too long before the movies time | The seat I select becomes unavailable | The website doesn’t update in real time and only when I manually refresh | Frustrated |
| PS-7 | A customer | Select seats for a movie | The seats get booked while selecting | The system doesn’t update availability in real-time | Annoyed and uncertain |
| PS-8 | A customer | Complete payment for my booking | The transaction fails or redirects | The payment gateway is slow or unreliable | Anxious and frustrated |