**Project Design Phase**

**Problem – Solution Fit**

| Date | 15 April 2025 |
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| Team ID | SWTID1742572631 |
| Project Name | Movie Ticket Booking System |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Template:**

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer’s problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

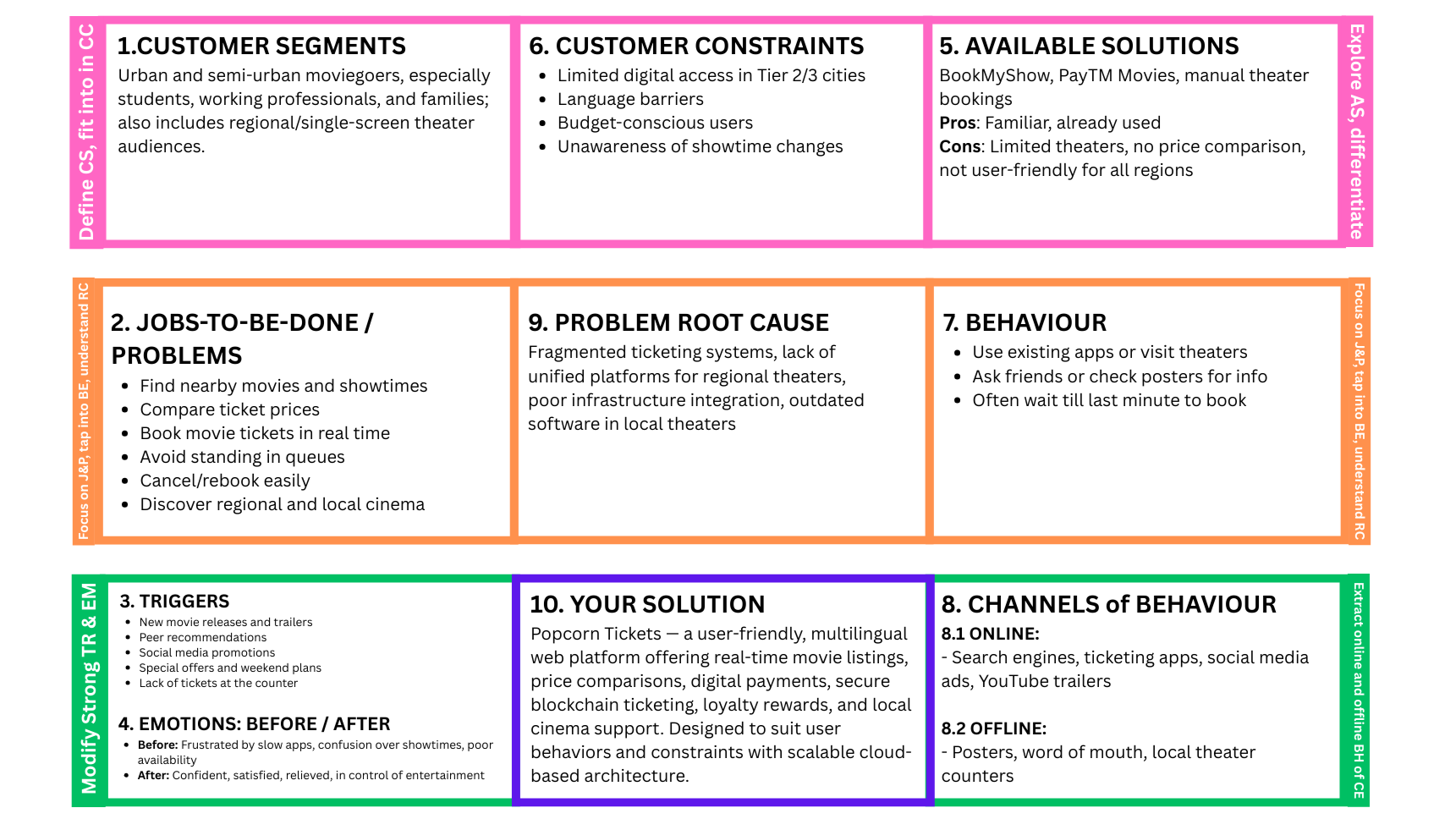
**Purpose:**

* Solve complex problems in a way that fits the current movie-going behavior of users, including both urban and rural populations.
* Succeed faster and increase solution adoption by leveraging digital habits, social media promotions, and word-of-mouth among movie fans.
* Sharpen communication and marketing by using cinema-centric language, local dialects, and movie fandom culture to connect emotionally.
* Increase user engagement by solving recurring issues like long queues, last-minute cancellations, lack of showtime clarity, and limited theater options.
* Understand the fragmented ticketing ecosystem and create a centralized, seamless platform for better experience and theater visibility.

**Problem:**

* Existing ticket booking platforms are either too complex or inaccessible for a portion of the population.
* Regional and single-screen theaters are often left out of mainstream apps.
* Users struggle to compare prices, find real-time seat availability, and often face last-minute surprises.
* Many users in Tier 2 and Tier 3 cities rely on manual ticket booking or outdated systems.

**Template:**

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