

TOPIC: BOOKMYSHOW

PROJECT PRESENTATION

CS798H: HUMAN COMPUTER INTERACTION

PRESENTED BY:

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Why BookMyShow??

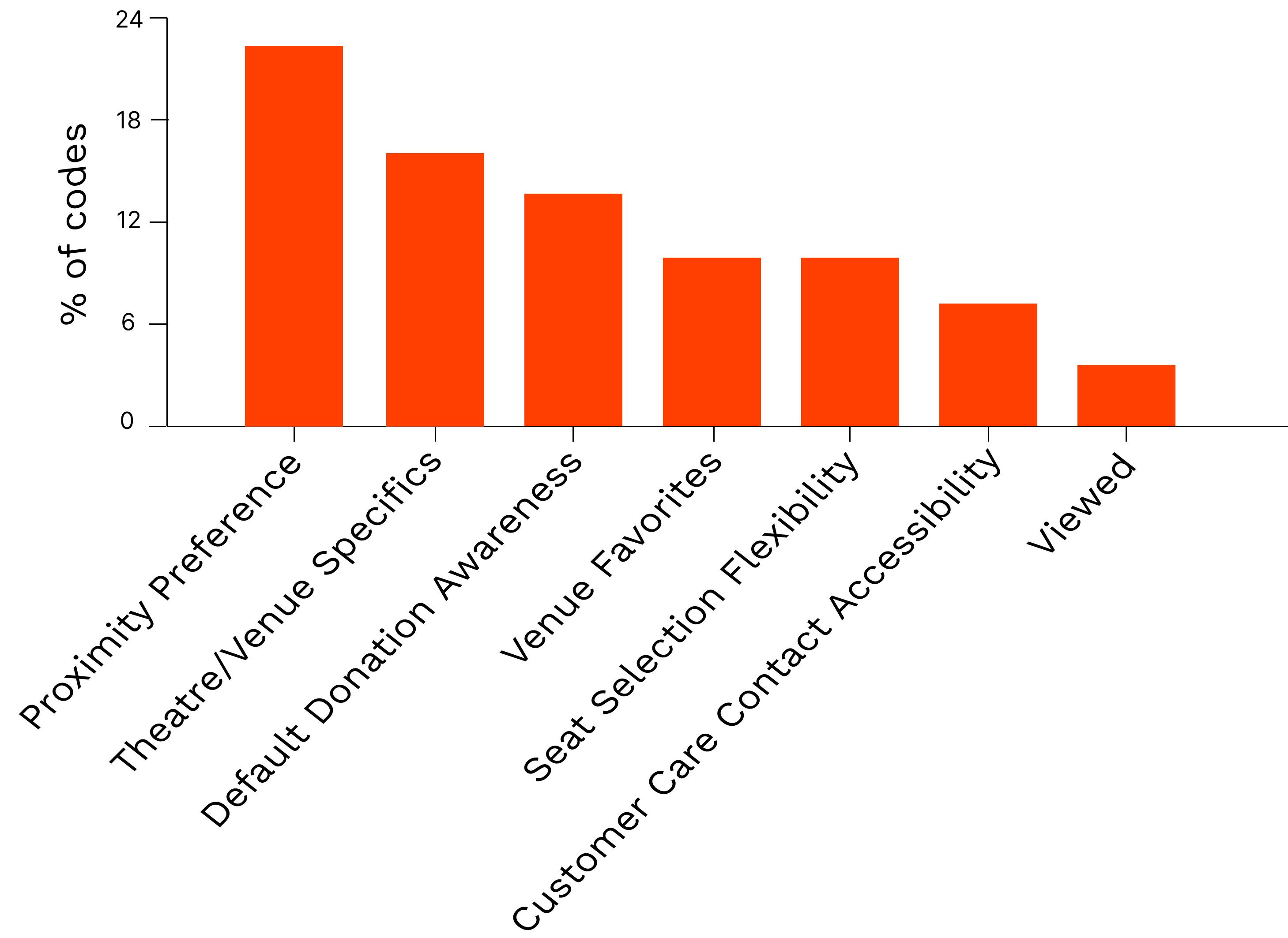
- The online entertainment ticketing market in India is substantial, with a size of 1594 million US Dollars. BookMyShow attracts a massive user base, with over 2 billion page views each month.
- The availability of abundant data, particularly reviews, makes studying BookMyShow's performance and user experience convenient and insightful.
- We have applied Web Scraping techniques to gather data.
- The data we have used for formative evaluation:
BookMyShow: Movies & Events Reviews 2024 | [Google Play](#)
BookMyShow: Movies & Events - [AppStore](#)
BookMyShow: Movies & Events - [MouthShut](#)
BookMyShow: Movies & Events - [PissedConsumer](#)



Our Results

- 01 Proximity Preference
- 02 Default Donation Awareness
- 03 Customer Care Contact Accessibility
- 04 Theater/Venue Specifics
- 05 Viewed
- 06 Venue Favorites
- 07 Seat Selection Flexibility
- 08 Change in seat location

Insights



Our Prioritization

We have selected the following problems
to work on, in order of priority

01

Seat Selection Flexibility

02

Theatre/Venue Specifics

03

Proximity Preference

04

Venue favorites

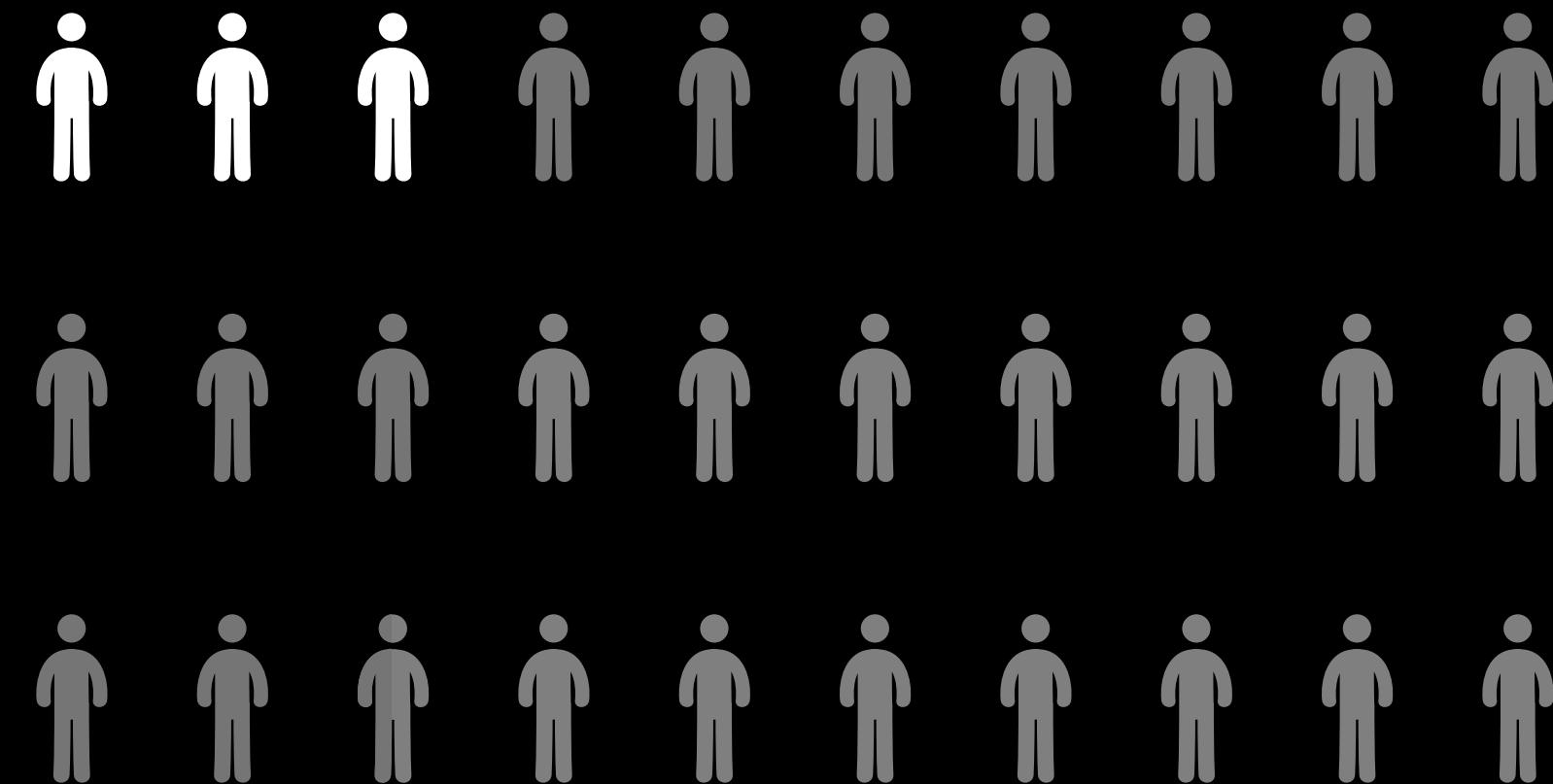
The Problem

SEAT SELECTION

FLEXIBILITY

3 out of 30
reviews
mentioned seat
selection
flexibility as a
concern

Our Insight



Seat Selection Flexibility

CURRENT INTERFACE



Rs. 139 3D SUPER

A	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
B	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
C	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24

Rs. 139 3D BALCONY

D	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
E	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
F	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
G	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
H	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
I	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
J	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24

Rs. 139 3D SENIOR

K	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
L	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
M	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24

Pay Rs.695

Seat Selection Flexibility

SUGGESTED PROTOTYPE



Rs. 139 3D SUPER

A	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
B	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
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Rs. 139 3D BALCONY

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M	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	

Pay Rs.695

Problem

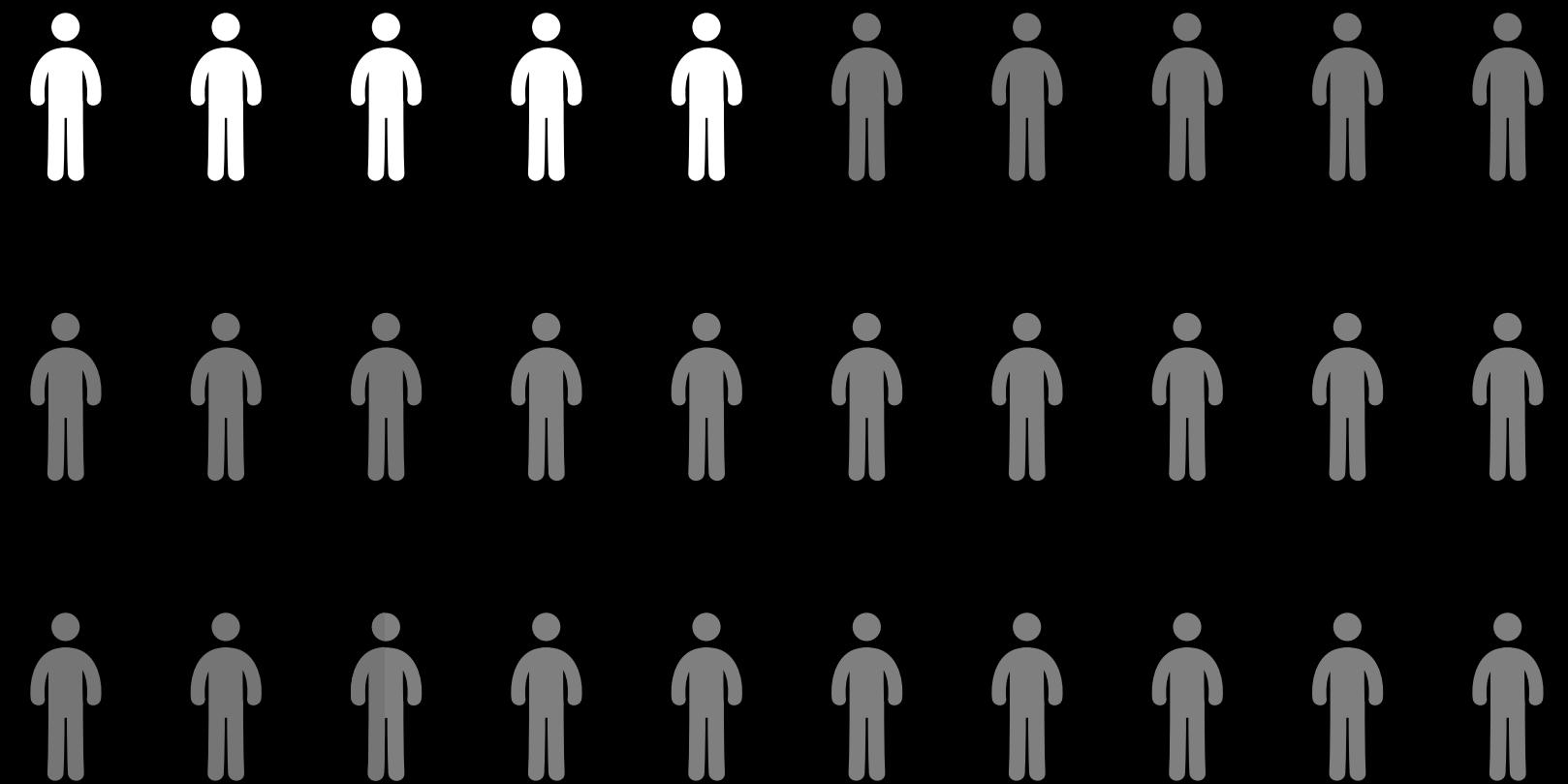
THEATRE/VENUE SPECIFICS

★★★★★ March 31, 2024

BookMyShow

5 out of 30
reviews
mentioned
theatre specifics
as a concern

Our Insight



Theater/Venue Specifics

SUGGESTED PROTOTYPE

Bade Miyan Chote Miyan (3D) - Hindi

UA ACTION COMEDY THRILLER

< WED
24 APR THU
25 APR >

Hindi - 3D

Filter Price Range

Filter Show Timings



● AVAILABLE ● FAST FILLING LAN SUBTITLES LANGUAGE

Heart Miraj Cinemas: Gurdev Pammi, Kanpur i INFO
M-Ticket Food & Beverage 10:00 AM 03:10 PM

● Cancellation Available

Heart INOX: Z Square, Bada Chauraha i INFO
M-Ticket Food & Beverage 02:20 PM

● Cancellation Available

Heart PVR: Deep, Kanpur i INFO
M-Ticket Food & Beverage 03:20 PM

● Cancellation Available

Heart Rave Moti Cinemas: Kanpur i INFO
M-Ticket 11:00 AM 4K Dolby Atmos 05:20 PM 4K Dolby Atmos

● Cancellation Available

Heart INOX: Z Square, Bada Chauraha

📍 3rd Floor, Z Square Mall, Bada Chauraha, Mahatma Gandhi Road, Mall Road, Downtown, Kanpur, Uttar Pradesh 208001, India ↗

Details ^

Available Facilities



Ticket
Cancellation



F&B



MTicket
Wheel Chair
Facility



WED
24
APR



THU
25
APR

Select Price Range



Select Show Timings



● Cancellation Available

● AVAILABLE

● FAST FILLING

LAN SUBTITLES LANGUAGE

Crew (UA)

Hindi, 2D

10:05 AM

03:20 PM
INSIGNIA

09:55 PM
INSIGNIA

Bade Miyan Chote Miyan (UA)

Hindi, 2D

11:00 AM

12:00 PM
INSIGNIA

05:40 PM

Bade Miyan Chote Miyan (UA)

Hindi, 3D

02:20 PM

Love Sex Aur Dhokha 2 (A)

Hindi, 2D

11:05 AM

[Movies](#) [Stream](#) [Events](#) [Plays](#) [Sports](#) [Activities](#) [Favorites](#)[ListYourShow](#) [Corporates](#) [Offers](#) [Gift Cards](#)

Heart INOX: Z Square, Bada Chauraha

📍 3rd Floor, Z Square Mall, Bada Chauraha, Mahatma Gandhi Road, Mall Road, Downtown, Kanpur, Uttar Pradesh 208001, India [Get Directions](#)

[Details ^](#)

Available Facilities



Ticket
Cancellation



F&B



MTicket



Wheel Chair
Facility



Capacity: 200

Screen Size: 25.9 ft. × 49.21 ft.

Surround Sound: Yes

Recliner: Yes

◀ WED
24
APR

THU
25
APR

▶

● Cancellation Available

Select Price Range

Select Show Timings



● AVAILABLE ● FAST FILLING LAN SUBTITLES LANGUAGE

Crew (UA)

Hindi, 2D

10:05 AM

03:20 PM
INSIGNIA

09:55 PM
INSIGNIA

Bade Miyan Chote Miyan (UA)

Hindi, 2D

11:00 AM

12:00 PM
INSIGNIA

05:40 PM

09:00 PM

Bade Miyan Chote Miyan (UA)

Hindi, 3D

02:20 PM

The Problem PROXIMITY PREFERENCE

Problem

★★★★★ March 31, 2024

Really frustrating app, charging so much convenience fee, and after that playing games with customers for their offers, just once if you go back to select a different seats for movie or different category of tickets, they won't allow you to use the offer you were trying to use just a few min back they just want to loot the customer as much as possible, and even after charging hell lot of convenience fee, it's us who should pay for book a smile as well, which is automatically added to total.

BookMyShow

41 people found this review helpful

Did you find this helpful?

Yes

No

Did you find this helpful?

Yes

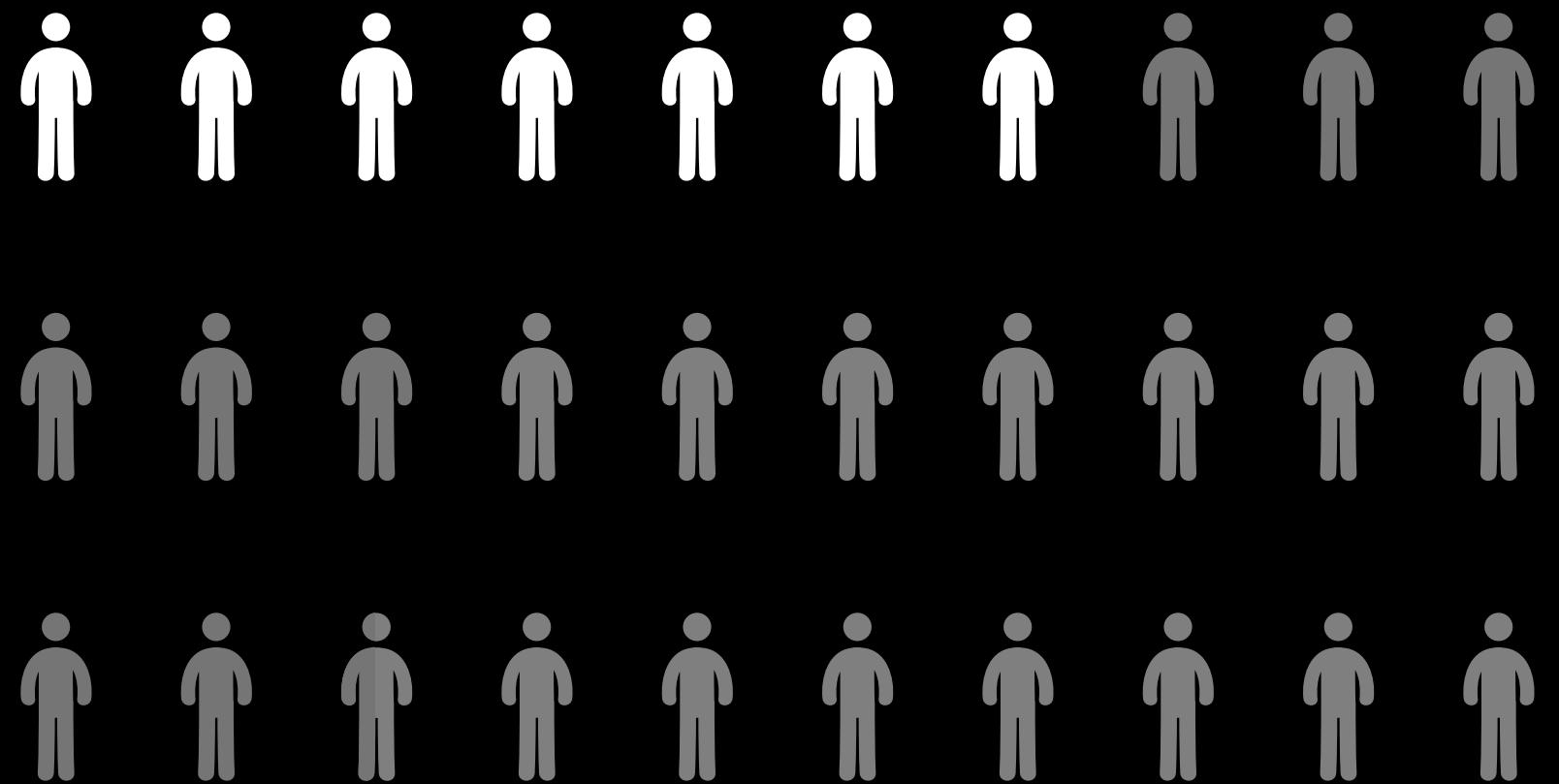
No

PROXIMITY

PREFERENCE

7 out of 30
reviews
mentioned
proximity as a
concern

Our Insight



CURRENT INTERFACE

Filters

^ Languages Clear

Hindi English Malayalam
Kannada Multi Language
Punjabi Tamil Telugu

▽ Genres Clear

▽ Format Clear

[Browse by Cinemas](#)

Movies In Kanpur

Hindi English Malayalam Kannada Multi Language Punjabi Tamil Telugu

Coming Soon

[Explore Upcoming Movies >](#)

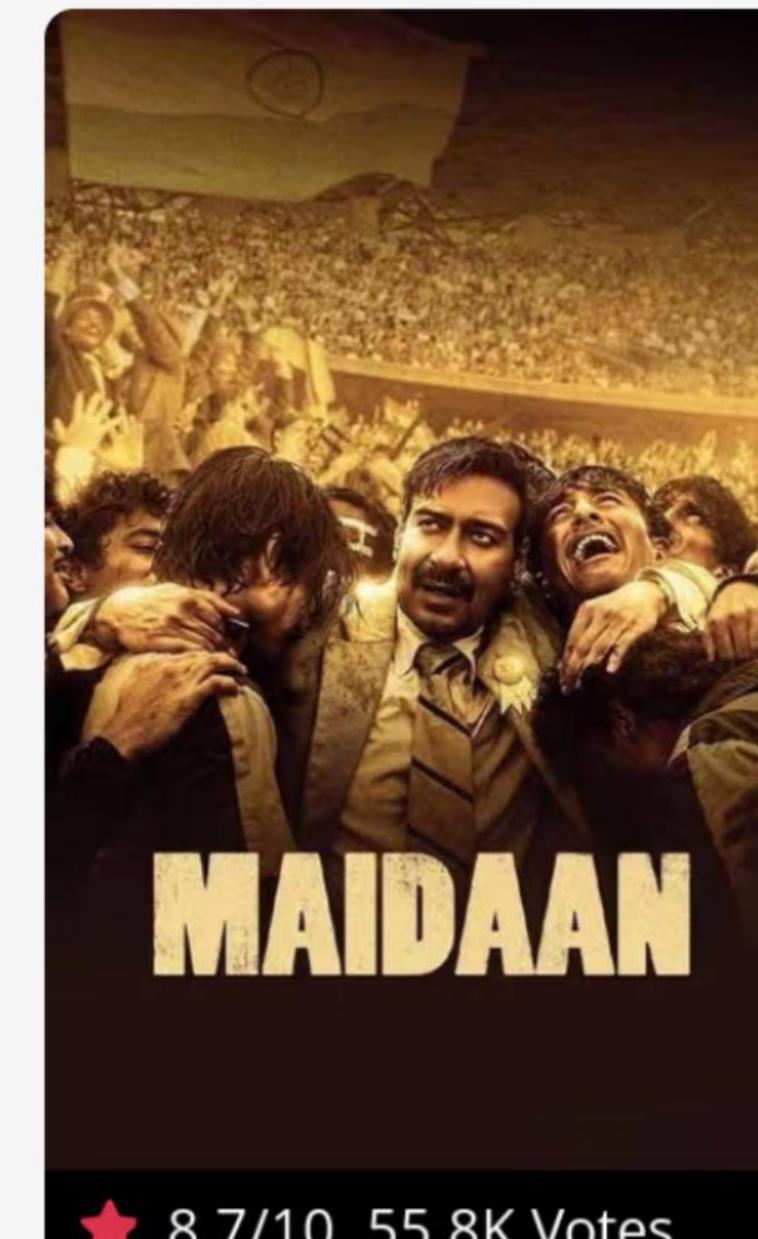


★ 6/10 56.4K Votes

Bade Miyan Chote Miyan

UA

Hindi, Tamil, Telugu, Malayala...

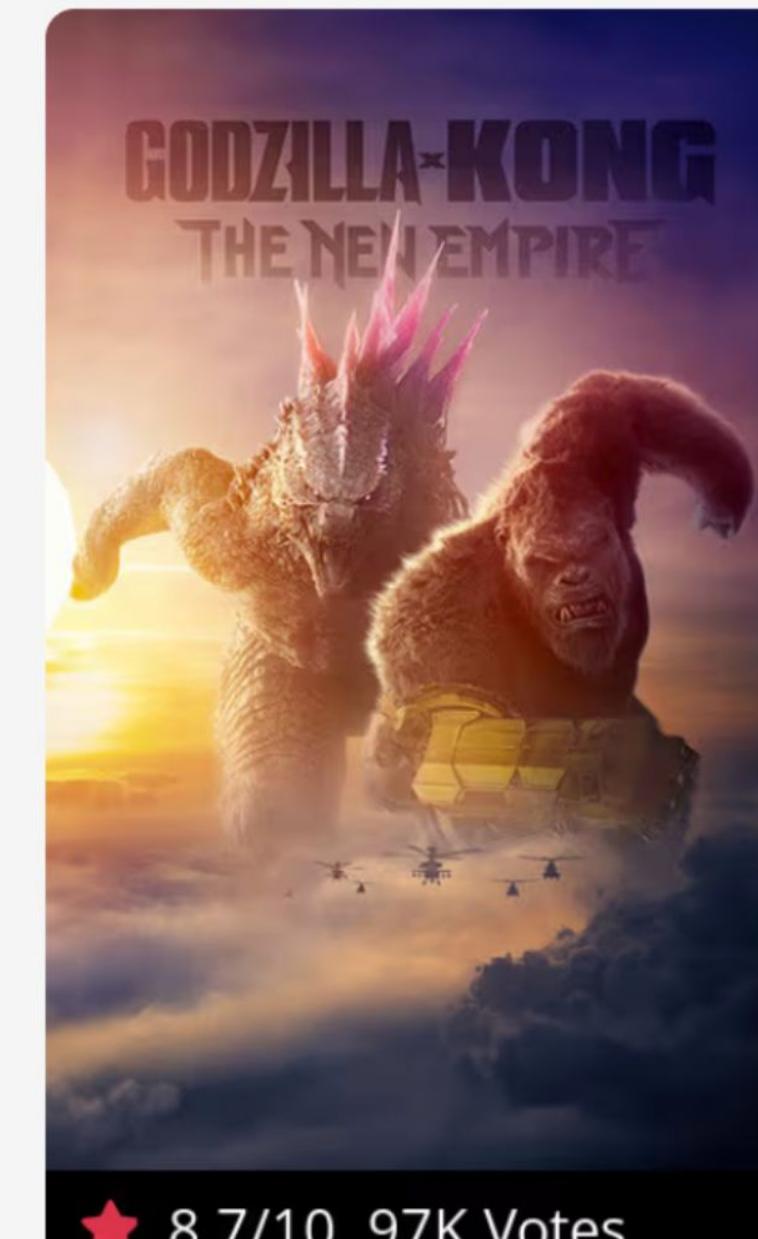


★ 8.7/10 55.8K Votes

Maidaan

UA

Hindi



★ 8.7/10 97K Votes

Godzilla x Kong: The New Empire

UA

English, Hindi, Tamil, Telugu



★ 6.8/10 63.8K Votes

Crew

UA

Hindi

SUGGESTED PROTOTYPE

Filters

^ Languages Clear

Hindi English Malayalam
Kannada Multi Language
Punjabi Tamil Telugu

▼ Genres Clear

▼ Format Clear

▼ Distance Clear

Browse by Cinemas

Movies In Kanpur

Hindi English Malayalam Kannada Multi Language Punjabi Tamil Telugu

Coming Soon

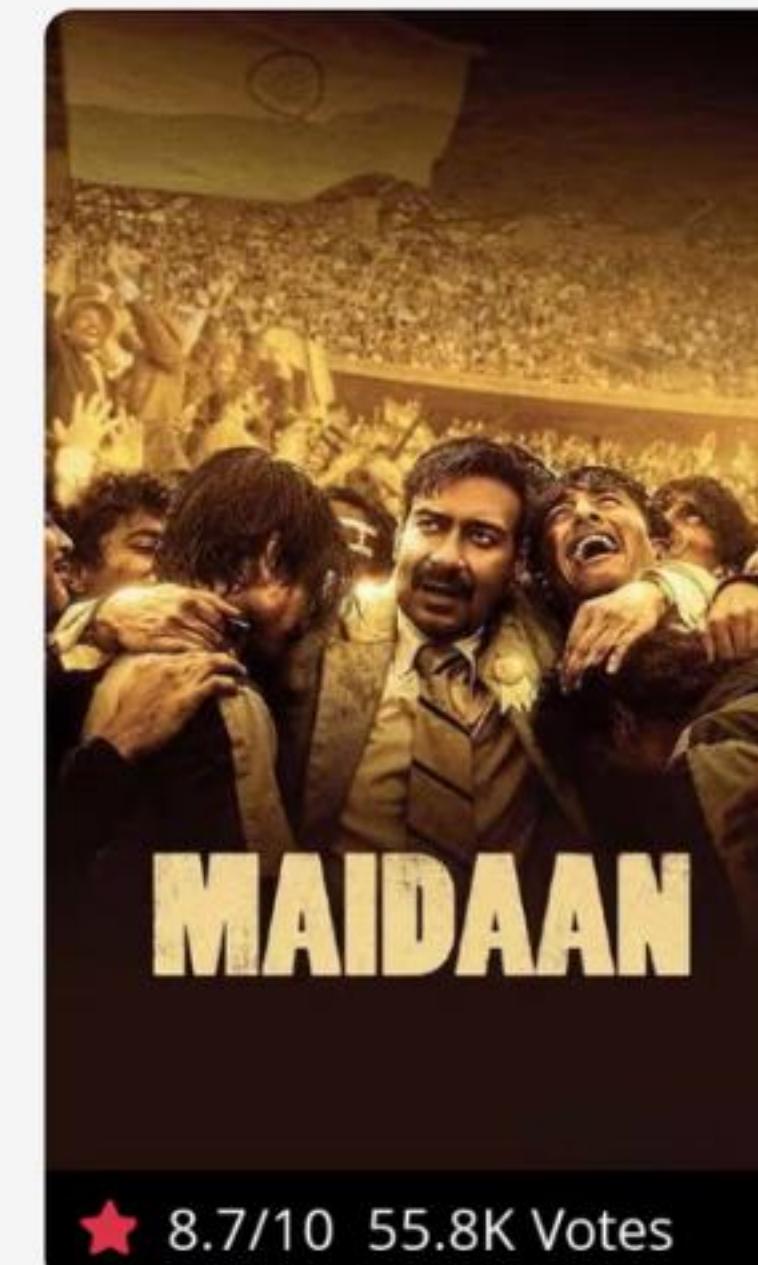
Explore Upcoming Movies >



Bade Miyan Chote Miyan

UA

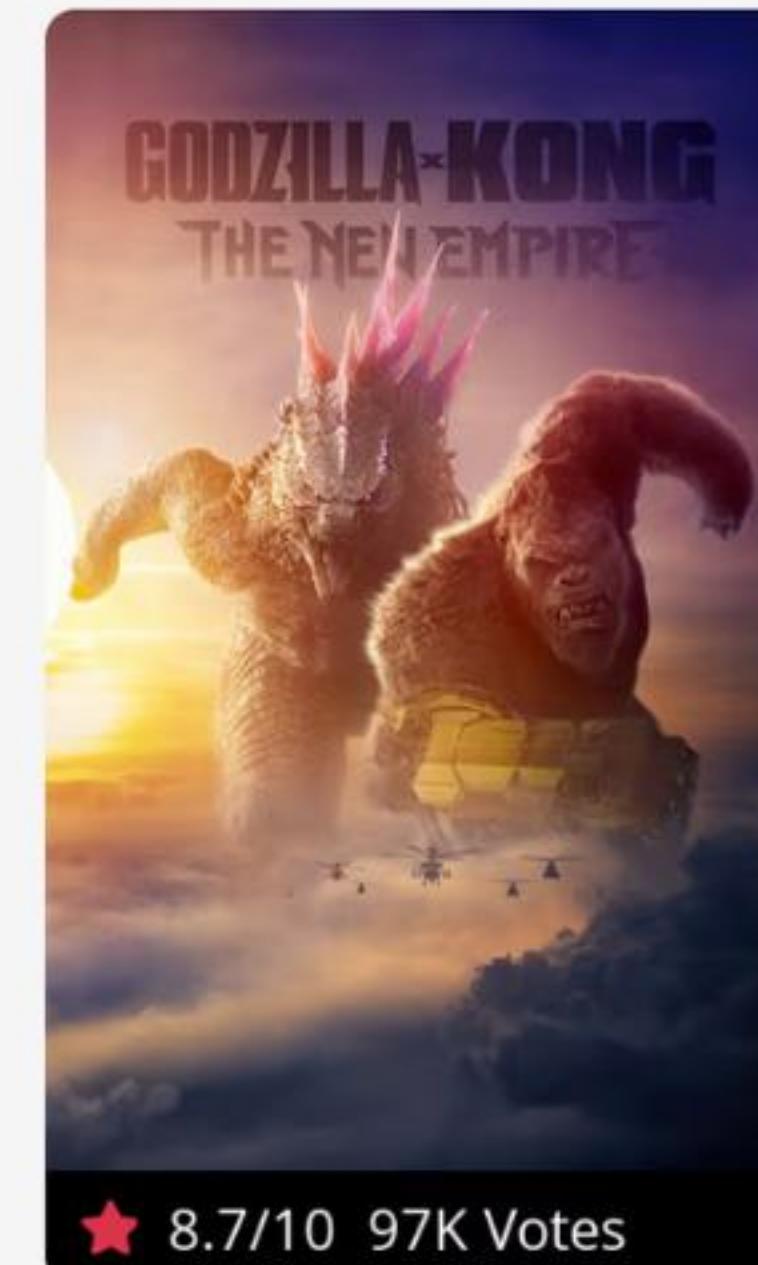
Hindi, Tamil, Telugu, Malayala...



Maidaan

UA

Hindi



Godzilla x Kong: The New Empire

UA

English, Hindi, Tamil, Telugu



Crew

UA

Hindi

Filters

Languages Clear

Hindi English Malayalam
Kannada Multi Language
Punjabi Tamil Telugu

Genres Clear

Format Clear

Distance Clear

0 20 km 100

Browse by Cinemas

Movies In Kanpur

Hindi English Malayalam Kannada Multi Language Punjabi Tamil Telugu

Coming Soon

Explore Upcoming Movies >



Salaar: Cease Fire - Part 1
A
Telugu, Kannada, Hindi, Tamil,...



Shayar
U
Punjabi



Varshangalkku Shesham
U
Malayalam



Madgaon Express
UA
Hindi

The Problem

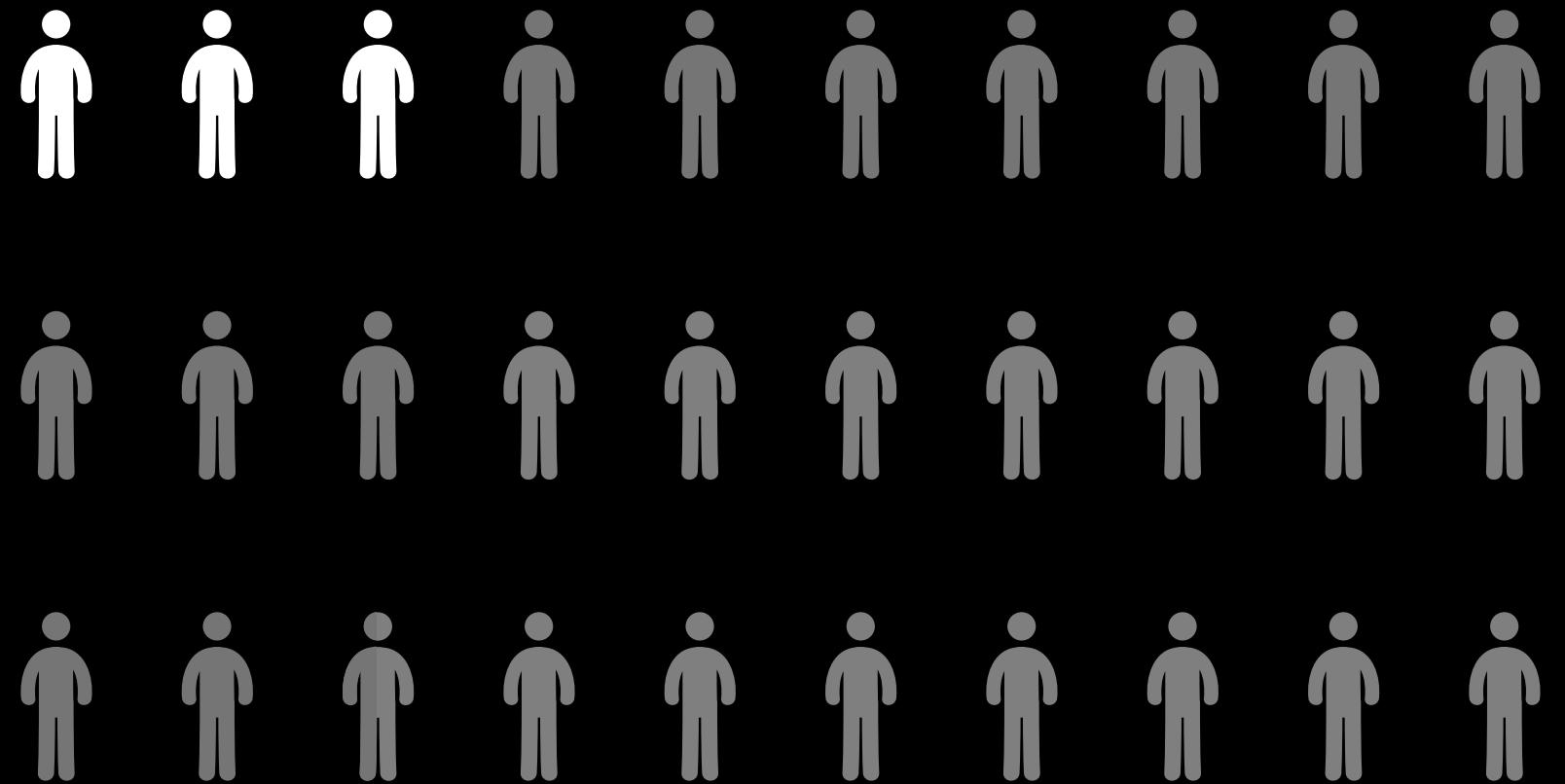
VENUE

FAVORITES

Problem

3 out of 30
reviews
mentioned venue
favorites as a
concern

Our Insight



SUGGESTED PROTOTYPE

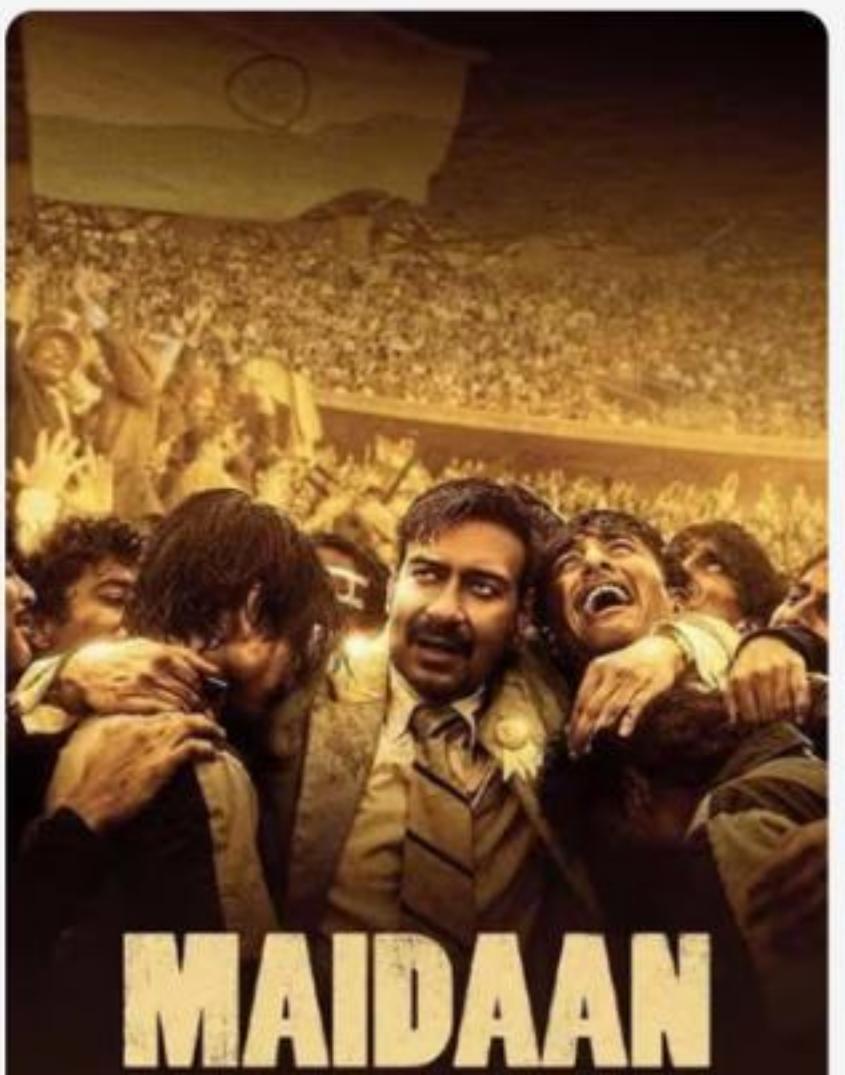
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L BANK

C's Apply



Recommended Movies

[See All >](#)

Favorites

 INOX: Z Square, Bada Chauraha Rave Moti Cinemas: Kanpur NY Cinemas: Heer Palace, Kanpur PVR: Deep, Kanpur Miraj Cinemas: Gurdev Pammi, Kanpur[Browse by Venues](#)

Movies in Kanpur

Theatre

★ 6.8/10 67.9K Votes



★ 3.6/10 6.8K Votes



★ 7.4/10 2.6K Votes



★ 8.3/10 637.5K Votes

Crew

UA

Hindi

Love Sex Aur Dhokha 2

A

Hindi

Do Aur Do Pyaar

UA

Hindi

Salaar: Cease Fire - Part 1

A

Telugu, Kannada, Hindi, Tamil,...

[Movies](#) [Stream](#) [Events](#) [Plays](#) [Sports](#) [Activities](#) [Favorites](#)[ListYourShow](#) [Corporates](#) [Offers](#) [Gift Cards](#)

Favorites

 INOX: Z Square, Bada Chauraha Rave Moti Cinemas: Kanpur NY Cinemas: Heer Palace, Kanpur PVR: Deep, Kanpur Miraj Cinemas: Gurdev Pammi, Kanpur[Browse by Venues](#)

Movies in Kanpur

[Theatre](#)

★ 6.8/10 67.9K Votes



★ 7.4/10 2.6K Votes

Crew

UA

Hindi

Do Aur Do Pyaar

UA

Hindi

Evaluation methods

1. We chose to do heuristic evaluation. We used Nielsen and Normal's usability heuristics. The set of heuristics we felt was most related to our study were:
 - Flexibility and efficiency of use
 - Error prevention
 - Recognition rather than recall
 - Aesthetic and Minimalistic design
2. Three of us practiced heuristic evaluation once on another platform.
3. Our heuristic evaluation for BookMyShow is [here](#).

Problems in existing prototypes

1. Proximity Preference

- We cannot numerically input the distance.
- Slider should have been marked with references of some intermediate distances.
- Distance scaling on the slider should be dynamic based on location of user so that extreme right of the slider should cover whole city.

2. Seat Selection Flexibility

- It is tiring and frustrating to click and deselect and then select new seats individually. At times while deselecting and selecting user may loose the count of total number of seats.
- Many users may not realise that they have option to change selected seats.

Problems in existing prototypes

3. Theater/Venue specifics

- The design is inconsistent.

4. Venue favorites

- At times people click on heart by misclick.
- The location of the favorites gives a feel as if it is general audience's favorites making it look like recommendations.

Potential fixes

1. Proximity Preference

- We can add a numerical input taking feature which sets the proximity radius equal to input value in the distance filter.
- New design of slider with marked references should be used and when the user slides the slider to extreme right, whole city should be covered.

2. Seat Selection Flexibility

- We can add the feature of click and drag, in which if you select a certain seat and you drag your cursor the seats you are dragging it through would also get selected and otherwise too.
- We should also have a display of the number of seats that are currently selected and if the person selects less or more number of seats then we can send a warning message.

Potential fixes

3. Theater/Venue specifics

- We can design it in such a way that we can put a rectangular panel for showing images and specifics of the venue similar to google's interface when we search for location.

4. Venue favorites

- As soon as a user add a venue to favorite a small dismissible message quoting “you have added xyz venue to your favorites.undo”. Also change the word favorites in interface to YourFavorites.

THANK YOU!!