

Ideation Phase

Empathize & Discover

Date	13 April 2025
Team ID	SWTID1743509015
Project Name	iMovies – Online Movie Ticket Booking System
Maximum Marks	4 Marks

Empathy Map Canvas:

The **Empathy Map** is a visual tool used to understand the user's mindset, behavior, emotions, and needs. It helps us step into the shoes of our customers and design solutions that truly solve their problems.

In our **iMovies** project, we used the empathy map to better understand the expectations of movie-goers. By analyzing what they **think, feel, see, hear, say, and do**, we identify key pain points like extra booking charges and lack of personalized suggestions. This helped us shape a user-friendly platform that offers quick booking, trending movies, and a seamless experience.

Empathy Map for iMovies

