Project Design Phase
Problem – Solution Fit Template

Date	13 April 2025
Team ID	SWTID1743509015
Project Name	iMovies – Online Movie Ticket Booking System
Maximum Marks	2 Marks

Problem – Solution Fit for iMovies – Online Movie Ticket Booking System

Customer Segment(s)	Customer Limitations	Available Solutions
Movie lovers, cinema-goers, college students, working professionals, families who book movie tickets online.	Budget-conscious users, basic smartphones, average internet connectivity, non-tech-savvy people.	BookMyShow, Paytm (Popular but charge fees, not personalized). Local apps (limited reach, outdated UI).
Problems / Pains	**Problem Root / Cause**	**Behavior**
Difficult UI in existing platforms, extra booking charges, lack of personalization, limited local theater support.	Centralized platforms profit-driven, not customer-first. Lack hyperlocal theater integration.	Frequently search for showtimes, compare prices, share plans with friends, use offers/coupons intensely.
Triggers to Act Movie promotions, weekend plans, group bookings, social media buzz, holiday releases. **Emotions** Before: Confusion, frustration After: Satisfaction, ease, excitement	**Your Solution** iMovies – A MERN-based, ad-revenue movie booking platform with no hidden fees, personalized recommendations, and seamless booking.	**Channels of Behavior** Online: Mobile apps, websites, social media. Offline: Posters, word of mouth, cinema counters.