

Ideation Phase

Define the Problem Statements

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

Customer Problem Statement

I am	I am trying to	But	Because	Which makes me feel
a college student	quickly book a movie ticket online	most platforms charge high fees	I have a limited budget	frustrated and excluded

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a college student	quickly book a movie ticket online	most platforms charge high fees	I have a limited budget	frustrated and excluded
PS-2	a movie enthusiast	find trending movies across different genres	apps don't show personalized content	they lack smart suggestion features	overwhelmed and confused
PS-3	a casual viewer	know about the latest offers and discounts	I have to visit multiple websites	there's no centralized info hub	annoyed and disinterested
PS-4	a mobile user	easily register and login	many apps have a slow or complex UI	the experience isn't user-friendly	impatient and discouraged
PS-5	a new user	save my favorite movies	most apps don't offer it without logging in every time	sessions aren't persistent	disappointed and disengaged