Task - 4

Name- Bhushan Bharat Yelpale
Email- bhushanyelpale1545@gmail.com

Project Management Internship: Understanding User Needs for BookMyShow

 I propose a multi-step approach that leverages user research, requirement analysis, and Agile methodology.

1. User Research:

Conduct user interviews and surveys to understand:
- Preferred booking platforms and their functionalities.
- Pain points and faults with existing services.
- Features users find most important in an entertainment booking app.

2. Requirement Gathering:
- Compile data from user research to identify core user needs.
- Incorporate business objectives and technical feasibility to define the application's functionalities.
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3. Requirement Analysis:
- Analyze the collected data to prioritize features and user types.
- Develop a clear understanding of desired functionalities from both user and business perspectives.

4. Documenting User Stories (INVEST Criteria):
Translate requirements into user stories following the INVEST criteria:

- **Independent:** Each user story focuses on a single, well-defined functionality.
- **Negotiable:** Open to refinements based on discussions with stakeholders.
- **Valuable:** Delivers value to the user (e.g., easy ticket purchase) and the business (e.g., increased bookings).
- **Estimable:** Effort required to complete the user story can be assessed for project planning.
- **Small:** Achievable within a reasonable timeframe for efficient development.
- **Testable:** There's a clear way to determine if the user story is successfully implemented (e.g., the user completes a booking successfully).

Here are some example user stories for the new application:
- "As a user, I want to search for upcoming movies by title, genre, or location."
- "As a moviegoer, I want to view showtimes, theater details, and available seats."
- "As an admin, I want to manage movie listings, theater information, and ticket prices."

- "As a user, I want to receive booking confirmation emails."

5. Prioritize User Stories:
- Arrange the user stories in order of priority. Consider business value, user impact, and dependencies.
- High-priority stories should be addressed first during development.

6. Collaborate with Development Teams:
- Work closely with developers, designers, and testers to refine and estimate the user stories.
- Break down larger stories into smaller tasks if needed.

7. Review and Refine:
- Continuously review and refine the user stories based on feedback and changing requirements.
- Ensure that the stories align with the overall project goals.

I am confident that my skills in user research, analysis, communication, and Agile methodology will enable me to excel in this role.

Thank you for your time and consideration.

Sincerely,
Bhushan Yelpale.