Ideation Phase Brainstorm & Idea Prioritization

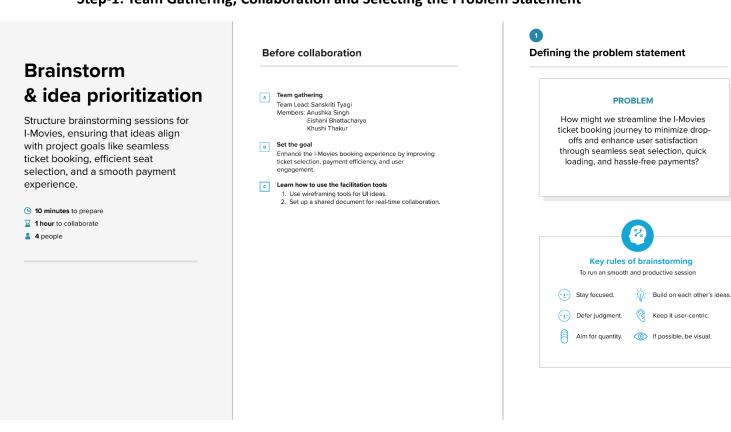
Date	06 April 2025
Team ID	SWTID1742930170
Project Name	I-Movies : Movie Ticket Booking System

I-Movies: Brainstorm & Idea Prioritization

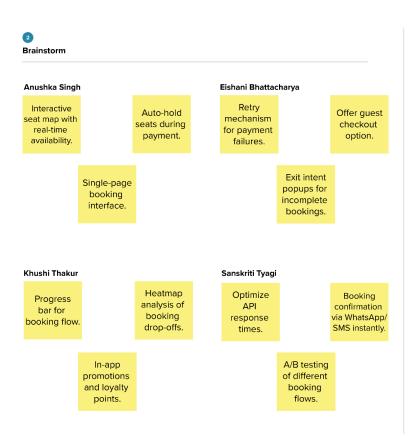
Brainstorming offers a creative space for the team to explore innovative ways to improve the movie ticket booking experience. This collaborative process empowers every team member—developers, designers, product managers, and marketers—to contribute ideas that solve real user problems and enhance system performance.

In this session, we encourage **quantity over perfection**. Out-of-the-box ideas are welcomed and expanded upon. Every voice counts in helping us develop smarter, user-friendly, and scalable solutions for I-Movies.

Step-1: Team Gathering, Collaboration and Selecting the Problem Statement



Step-2: Brainstorm, Idea Listing and Grouping



3 Group ideas

Simplifying and Speeding Up the Booking Flow

- Interactive seat map with real-time availability
- Single-page booking interface
- Progress bar for booking flow
- Optimize API response times
- Auto-hold seats during payment
- Retry mechanism for payment failures

Recovering Drop-Offs and Boosting Engagement

- Exit intent popups for incomplete bookings
- A/B testing of different booking flows
- Heatmap analysis of booking drop-offs

Enhancing User Convenience and Trust

- Guest checkout option
- Booking confirmation via WhatsApp/SMS instantly
- . In-app promotions and loyalty points

Leveraging Analytics for Continuous Improvement

- Heatmap analysis of booking drop-offs
- Exit intent popups based on user behavior patterns

Step-3: Idea Prioritization

