

Project Design Phase
Problem – Solution Fit

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Project Name	I-Movies : Movie Ticket Booking System

Problem – Solution Fit:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is our customer?

- Moviegoers who prefer online booking
- Students and young professionals who want quick access to the latest films
- Families planning group outings
- Casual viewers who want convenience and flexibility
- Urban dwellers with access to multiple theaters
- Admins managing theaters and movie listings

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions?

- Limited access to high-speed internet
- Budget-conscious audiences looking for deals
- Users unfamiliar with digital booking systems
- Payment gateway failures or card issues
- Language barriers (if app isn't multilingual)

5. AVAILABLE SOLUTIONS

AS

- BookMyShow, Paytm Movies, Inox/Cinepolis native apps
- Walk-in counter ticketing
- Phone booking via multiplex chains

Pros:

- ✓ Known brands
- ✓ Multiple payment options
- ✓ Wide theatre network

Cons:

- ✗ Cluttered UIs
- ✗ No real-time seat sync in some cases
- ✗ Limited cancellation options
- ✗ Long load times during peak demand

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do we address for our customers?

- Book movie tickets quickly and securely
- Choose preferred seats and showtimes easily
- Find available movies, cinemas, and timings
- Get real-time updates on seat availability
- Cancel or modify bookings if plans change
- Admins need to manage seat layouts, shows, and cinema details efficiently

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists? What is the back story behind the need to do this job?

- Lack of a centralized, seamless, and real-time integrated booking experience
- Other platforms focus more on monetization and partnerships than UX
- Outdated systems in theaters create friction for real-time updates
- Admin tasks like updating showtimes, seat maps are manual and error-prone
- No clear feedback loop from user behavior to recommendations

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

Direct:

- Visit booking websites/apps
- Browse showtimes and seat layouts
- Compare prices and locations
- Choose seats, pay, receive e-ticket

Indirect:

- Ask friends for movie/showtime suggestions
- Check social media for reviews
- Browse YouTube trailers before booking

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act?

- Desire to watch a newly released movie
- A friend/family member invites to a show
- Social media/movie trailers generating hype
- Discounts or offers seen via online ads or apps
- Frustration with other booking platforms

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterward?

- Frustrated by complex or slow booking processes > Satisfied with fast, smooth booking
- Annoyed by failed payments or unclear seat info > Confident due to clear booking confirmation
- Uncertain if the booking was successful > Empowered by flexible features (cancel, change, rate)

10. YOUR SOLUTION

SL

- ✓ Intuitive UI for easy movie and seat selection
- ✓ Real-time seat availability and updates
- ✓ Smooth booking flow integrated with secure payment
- ✓ Admin panel for managing shows, theaters, and bookings
- ✓ Users can rate and review movies, adding social value
- ✓ Booking management tools (history, cancel, modify)
- ✓ Scalable backend using MongoDB, Express, React, and Node

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

- Google search for movie listings
- Social media (Instagram, Twitter, YouTube trailers)
- Review websites like IMDb or Rotten Tomatoes
- Online ads and promotions

8.2 OFFLINE

- Word of mouth
- Posters and movie hoardings
- In-theater promotional displays
- Walk-in booking counters

Extract online & offline CH of BE



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