

## Ideation Phase

### Brainstorm & Idea Prioritization

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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

### Brainstorm & idea prioritization

Structure brainstorming sessions for I-Movies, ensuring that ideas align with project goals like seamless ticket booking, efficient seat selection, and a smooth payment experience.

- 🕒 10 minutes to prepare
- 🕒 1 hour to collaborate
- 👥 4 people

#### Before collaboration

- A Team gathering**  
Team Lead: Sanskriti Tyagi  
Members: Anushka Singh  
Eishani Bhattacharya  
Khushi Thakur
- B Set the goal**  
Enhance the I-Movies booking experience by improving ticket selection, payment efficiency, and user engagement.
- C Learn how to use the facilitation tools**
  1. Use wireframing tools for UI ideas.
  2. Set up a shared document for real-time collaboration.

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#### Defining the problem statement

##### PROBLEM

How might we streamline the I-Movies ticket booking journey to minimize drop-offs and enhance user satisfaction through seamless seat selection, quick loading, and hassle-free payments?



##### Key rules of brainstorming

To run a smooth and productive session

- 🎯 Stay focused.
- 💡 Build on each other's ideas.
- ⏸️ Defer judgment.
- 👂 Keep it user-centric.
- 🗣️ Aim for quantity.
- 👁️ If possible, be visual.

#### Step-2: Brainstorm, Idea Listing and Grouping

Anushka Singh

Interactive seat map with real-time availability.

Auto-hold seats during payment.

Eishani Bhattacharya

Retry mechanism for payment failures.

Offer guest checkout option.

Single-page booking interface.

Exit intent popups for incomplete bookings.

Khushi Thakur

Progress bar for booking flow.

Heatmap analysis of booking drop-offs.

Sanskriti Tyagi

Optimize API response times.

Booking confirmation via WhatsApp/SMS instantly.

In-app promotions and loyalty points.

A/B testing of different booking flows.

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

