Ideation Phase
Empathize & Discover

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Project Name	I-Movies : Movie Ticket Booking System

Empathy Map Canvas:

An empathy map is a visual tool that captures knowledge about a user's behaviors, attitudes, goals, and challenges in an intuitive way. It helps teams develop a deeper understanding of their users by considering their thoughts, feelings, actions, and environment.

In the context of the Movie Ticket Booking System, the empathy map provides insights into:

- **Who we are empathizing with:** Moviegoers looking to book tickets easily and find shows quickly.

- **What they HEAR:** Reviews, convenience for last-minute plans, frustrations with payment failures.

- **What they SEE:** Competitor platforms advertising better deals, social media reviews, and digital payment trends.

- **What they SAY:** Requests for better recommendations, notifications about ticket availability, and concerns about refund policies.

- **What they THINK & FEEL:**

  - **PAINS:** Slow loading times, payment failures, app crashes, and booking errors.

  - **GAINS:** A **smooth, secure, and hassle-free booking process**, integration with food ordering, and flexible refund options.

- **What they DO:** Compare prices across multiple apps, use promo codes, prioritize apps with better UX, and share bookings with friends.

- **What they NEED TO DO:** Book tickets earlier, choose the best seats, and find the most cost-effective platform.

By visualizing user needs, frustrations, and motivations, this empathy map helps teams create a more user-centric and efficient movie ticket booking experience.

I-Movies : Movie Ticket Booking System

WHO are we empathizing with?

- Book movie tickets easily
- Moviegoers
- Find shows, select seats

GOAL

- Book tickets earlier

What do they need to DO?

- Quickly find and book tickets
- Choose the best seats
- Competitor platforms advertising better deals
- Rising popularity of digital payment
- Friends and family booking tickets through mobile apps

What do they HEAR?

- Wish it showed reviews
- Saves a lot of time
- Really convenient for last-minute plans
- Payment fails during peak hours
- I can choose my seats

What do they THINK and FEEL?

PAINS

- App crashing during high traffic times
- Booking the wrong movie, time, or seat
- Payment getting deducted but tickets not confirmed
- Not receiving confirmation on time
- Slow loading times or confusing UI

GAINS

- Smooth, quick, and hassle-free booking process
- A reliable and secure payment system
- Plan movie outings easily
- Integration with food ordering
- Options for refunds and cancellations

What do they SEE?

- Posting reviews and ratings after watching movies

What do they SAY?

- I wish it could recommend movies
- It should notify me about available tickets
- Why can't I cancel my ticket easily?
- Leave reviews or ratings
- Booking is easy

What other thoughts and feelings might influence their behavior?

- Likes having control over seat selection
- Frustration from previous bad experience might cause hesitation
- Thinks about whether the price matches the experience

What do they DO?

- Relying on one app for trailers, ratings, booking
- Browse multiple apps to compare showtimes
- Use promo codes and discounts
- Prioritize apps with better UI/UX