

Ideation Phase

Define the Problem Statements

Date	04 April 2025
Team ID	SWTID1742930170
Project Name	I-Movies : Movie Ticket Booking system

Customer Problem Statement:

The **I-Movies Movie Ticket Booking System** is designed to provide a seamless experience for users to book movie tickets online. However, inefficiencies in the system create **friction points** that impact both users and administrators.

User Challenges:

Users **struggle with the booking process** due to:

- A **complicated ticket reservation system** that lacks intuitive navigation.
- **Unclear seat availability**, leading to situations where selected seats may no longer be available by the time of payment.
- **Limited flexibility** in modifying or canceling bookings, making it inconvenient when plans change.
- **Inconsistent payment experiences**, where transaction failures do not always reflect in booking statuses.
- **Lack of personalized recommendations**, making it difficult to find relevant movies based on past preferences.

Administrative Challenges:

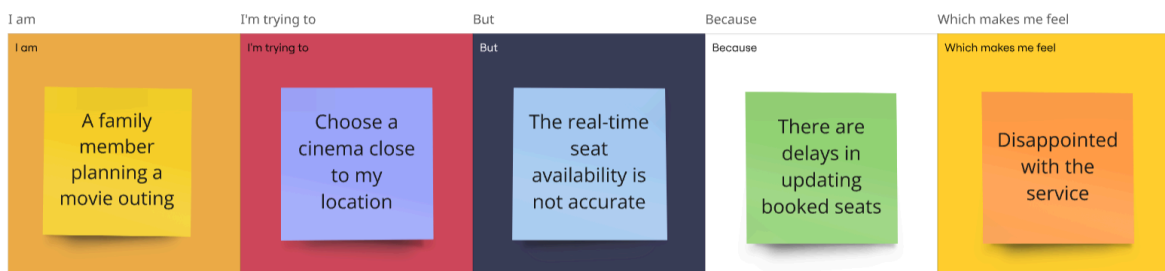
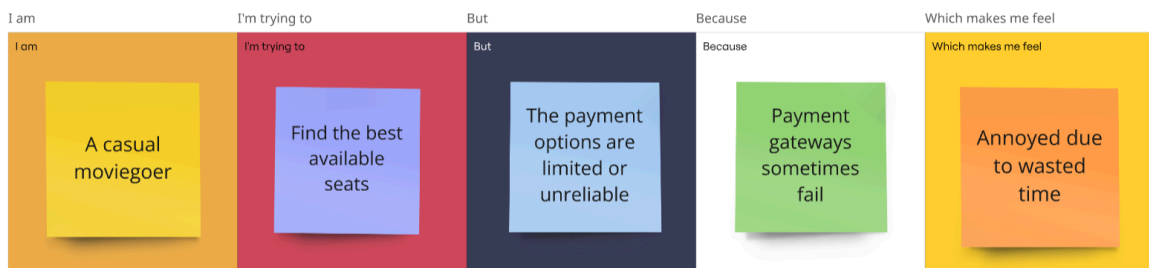
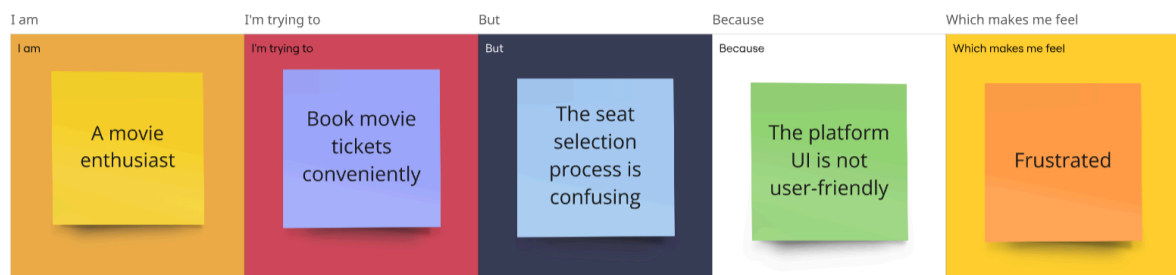
The administrative backend is responsible for managing **movies, shows, theaters, and bookings**, but **lacks real-time synchronization and efficient controls**:

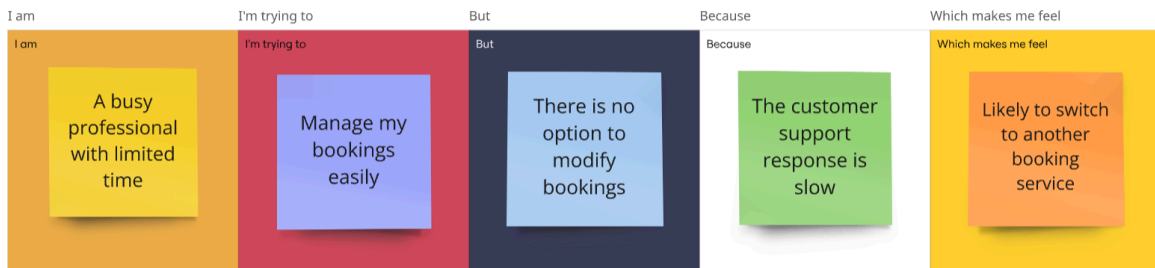
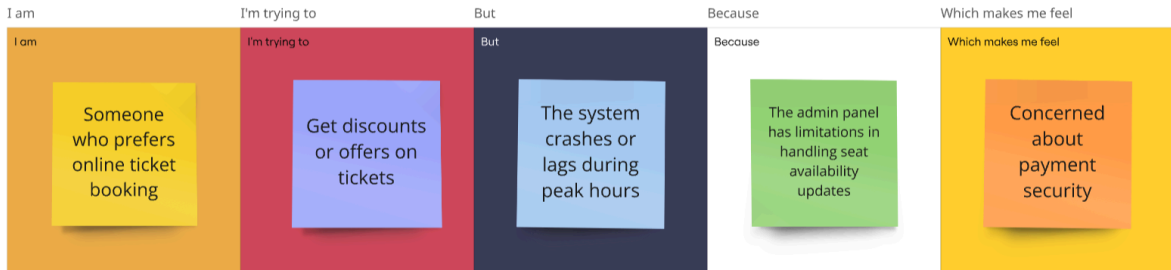
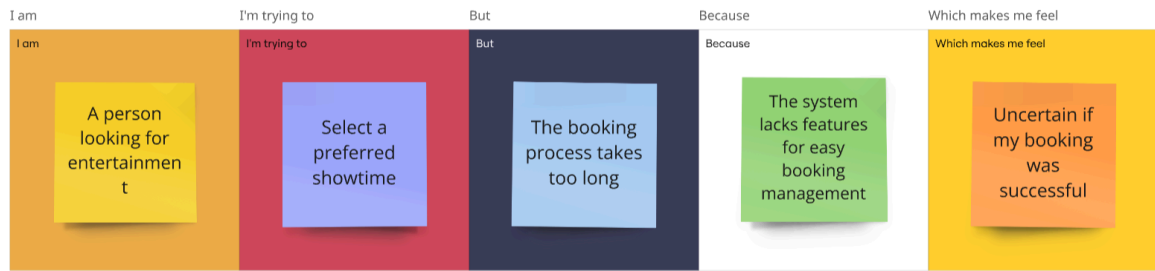
- **Seat allocation updates are not dynamic**, increasing the risk of double bookings.
- **Show and theater management processes are rigid**, making it difficult to adjust schedules or pricing dynamically.
- **Movie listings require manual updates**, which can slow down the addition of new releases or changes in showtimes.

- **User engagement data is not utilized**, leading to missed opportunities in recommending trending movies or offering promotional deals.

These inefficiencies **reduce customer satisfaction, increase operational burdens, and limit the platform's ability to scale efficiently**. Addressing these gaps with **real-time updates, a user-friendly interface, and better administrative tools** will improve the overall functionality of the I-Movies system.

Customer Problem Statement:





Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A movie enthusiast	Book movie tickets conveniently	The seat selection process is confusing	The platform UI is not user-friendly	Frustrated
PS-2	A casual moviegoer	Find the best available seats	The payment options are limited or unreliable	Payment gateways sometimes fail	Annoyed due to wasted time
PS-3	A family member planning a movie outing	Choose a cinema close to my location	The real-time seat availability is not accurate	There are delays in updating booked seats	Disappointed with the service

PS-4	A person looking for entertainment	Select a preferred showtime	The booking process takes too long	The system lacks features for easy booking management	Uncertain if my booking was successful
PS-5	Someone who prefers online ticket booking	Get discounts or offers on tickets	The system crashes or lags during peak hours	The admin panel has limitations in handling seat availability updates	Concerned about payment security
PS-6	A busy professional with limited time	Manage my bookings easily	There is no option to modify bookings	The customer support response is slow	Likely to switch to another booking service