

BookMyShow is currently India's largest entertainment ticketing platform. It was launched in 2007 to cater cloud-based ticket booking of events, movies, live events, sports, and plays. It allows users to check show timings, book tickets, read reviews, watch trailers, and more

GOAL: To enhance user experience while booking in order to ensure that BookMyShow does not lose potential partners and customers

ASSUMPTION: infinite tech bandwidth

Ticketing Industry in india



- 1. Ticket Sales Commissions 🔷
- 2. Convenience Fees
- 3. Advertising •
- 4. Corporate Services 🜹
- 5. Partnership Revenues



Box office collection

No. of ticket booked in

The average cinema-goer in India watched

> Live events market in India was valued

BookMyShow hosted live events across 250+ cities, with 13.5 million attendees

Increase bms saw in ticket sales for pandemic.

domestic acts post-

Projected TVoD market in India is in

Avg. ARPU in the event tickets market forecasted in 2023.

26,359

VALUE PROPOSITION

- Wide Entertainment Options: Offers movie tickets, live events, concerts, sports, theater, and more.
- <u>User Convenience</u>: Easy-to-use app/website for seamless ticket booking, seat selection, and secure payments.
- Personalized Experience: Tailored recommendations based on user behavior and preferences.
- Innovative Features: Includes services like BookMyShow Stream for pay-per-view content and BookMyShow Live for premium event experiences.
- Local and Global Reach: Active in over 650 cities in India with select international offerings.
- Event Promotion & Ticketing: Comprehensive solution for event organizers for ticket sales and event marketing.

COMPETITORS









Company stats

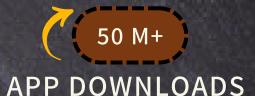






CUSTOMERS







TICKETS / MONTH



PAGE VIEWS / MONTH



Compititor analysis

Aspect	BookMyShow	PVR INOX	Paytm & Insider	Justickets	TicketNew
Core Service	Movies, events, sports, plays	Movie ticketing (offline + online)	Movies + live events	Movies (South India focus)	Movies & events (Tier-2/3)
Market Position	Market leader in online ticketing	3rd largest ticket aggregator	2nd largest movie ticket platform	Strong South India focus	Tier-2/3 city strength
Strengths	Diverse offerings, loyalty base	Largest exhibitor (1,756 screens)	Finance + entertainment synergy	Local expertise	Strong city-level presence
Challenges	CX issues, rising competition	High operational costs	Focus shift post-IPO	Limited regional presence	Brand awareness challenge
Opportunities	Expand to Tier-2/3 cities, sports	Grow online channels, live sports	Lead in live events (Insider)	Deepen regional foothold	Capitalize on local events

Business Model

BookMyShow's business model thrives on its diverse revenue streams. At the heart of it all are ticket sales, which make up about 66% of its impressive ₹1,023 crore revenue in FY23. This includes tickets for more than 5,000 screens across India, plus a rapidly growing number of live events, where revenue skyrocketed by 9.5 times to ₹237 crore.

Beyond ticket sales, the platform generates additional income through convenience fees and advertising, bringing in around ₹87 crore. They also cater to businesses with BookMyShow Business, providing tailored event management services to over 1,000 corporate clients. With a presence in multiple countries and a commitment to enhancing user experience through innovative technology, BookMyShow is well-equipped to continue its journey of growth and to connect people with the joy of live entertainment.



The following insights are drawn from user surveys and interviews conducted to gain a better understanding of userbehavior

- users fall in the 18-34 age group, representing young, techsavy, and event-engaged audiences.
- User group frequently attends live events (once a week or 1-3 times a month).
- Movies, music concerts, and sports events are the most popular choices.
- users demand quick access and seamless booking for highdemand events like concerts and sports matches.
- Evening (4 PM 8 PM) and Night (8 PM 12 AM) are the preferred booking windows, aligning with their work schedules.
- Ease of use and fast booking experience are top priorities, followed by discounts and offers.
- Users find the idea of booking slots (e.g., VIP booking windows) helpful, spreading traffic to reduce system crashes.
- Many users express interest in quizzes or gamified queues to earn booking priority, boosting engagement during wait times

TARGET USER SEGMENT

DEMOGRAPHICS:

- Age: 25-40 years
- Location: Tier-1/Metro cities
- Employment Status: Working professionals
- Income Level: Mid to high income

LIFESTYLE

- Busy Schedules: Users lead fast-paced lives, balancing work and personal commitments.
- Preference for Online Shopping: They prefer the convenience of purchasing tickets online

TECHNOLOGY USE

- Tech-Savvy: Comfortable with digital platforms and technology.
- High Online Order
 Frequency: Regularly
 engage in online
 transactions for various
 services

NEEDS & PREFERENCES:

- Strong Need for Convenience: Value solutions that save time and effort.
- Willing to Spend: Open to paying a premium for a better experience.
- Limited Time to Visit Shops: Prefer online solutions due to their hectic schedules.

WHY CHOOSE THAT SEGMENT?

BookMyShow's most valuable customers, aged 25-40, love premium experiences and frequently book for movies, concerts, and sports. They value convenience and group outings, making their loyalty essential for sustained growth and platform stability.

USER PERSONA



Rahul Sharma
Age: 32
Occupation: Marketing
Manager
Location: Mumbai

• Goals: Enjoys watching movies and live events with family, wants a hassle-free ticket booking experience.

- Frustrations: Faces long waits, app crashes, and missed opportunities for big events like Coldplay concerts or Cricket World Cup.
- Tech Habits: Uses BookMyShow app regularly, prefers simple, intuitive interfaces.
- Needs: Reliable, smooth ticket booking during peak events, fair access to tickets, and real-time updates.



Priya Kapoor Age: 26 Occupation: Graphic Designer Location: Delhi

Goals: Loves exploring weekend activities, including live shows, movies, and concerts with friends.

Frustrations: Annoyed by app slowdowns and long queues during high-demand events, leading to missed tickets.

Tech Habits: Regularly uses multiple apps for entertainment beakings, values

for entertainment bookings, values convenience and speed.

Needs: Quick, reliable access to tickets for popular events, transparent updates, and no system crashes during peak demand

USER'S PAIN POINTS

- Unfair Access & Scalping: Early users placed far back in queues or blocked by bots/scalpers.
- Inefficient Queuing System: Long, unpredictable virtual queues with no clear priority for early logins.
- Communication & Transparency: Lack of clarity about delays, ticket allocation, and queue positions.
- Technical Glitches: Website crashes and freezes blocked ticket purchases
- Scalping & Resale: Exorbitant resale prices and fake tickets on secondary platforms.
- Scalping Prevention: Bots bulk-buying tickets, creating artificial scarcity

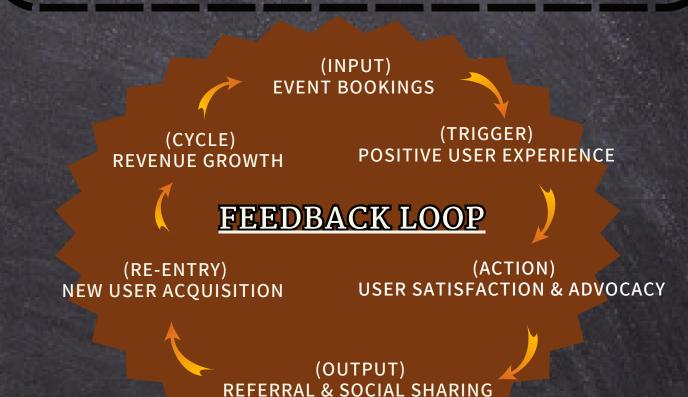
JOBS TO BE DONE

WHEN I'm excited to buy tickets for big events like concerts or sports matches on BookMyShow, BUT the system crashes or I end up waiting forever and miss out on tickets to bots or scalpers, PLEASE HELP ME get a simple and fair way to book tickets, SO I don't have to worry about missing out and can focus on enjoying the event with friends and family.

HYPOTHESIS

If BookMyShow enhances its system to handle high-demand events smoothly, with features like better queue management

Scalping and protection against bots, users will feel less frustrated, enjoy a smoother booking experience, and be more likely to stay loyal to the platform. This could lead to happier customers, more ticket sales, and stronger retention.



WHAT IS THE TRUE PROBLEM?

BookMyShow is struggling to provide a smooth and fair ticket-buying experience for its users during popular events like big concerts or sports matches. When excitement is high, the system often crashes, or users are stuck in long waits, only to find out that bots or scalpers have already snapped up the tickets. For genuine fans, this is not just frustrating—it's disheartening.

WHO ARE THE FACING THE

- Movie Buffs : Users who regularly book movie tickets on BookMyShow to spend quality time with family and friends. They experience issues during the booking process, especially for blockbuster releases.
- The Weekenders: Users who enjoy exploring weekends by attending live shows, concerts, plays, and other entertainment events. These users face difficulties during high-demand events like major concerts or sports matches, with app crashes.

PROBLEM FRAMING

HOW DO WE KNOW IT IS A REAL PROBLEM?

User Feedback: Customers express disappointment on social media about ticket booking difficulties for events like the Coldplay concert and Cricket World Cup, citing long wait times, crashes, and failed transactions.

Competitor Moves: Other platforms are stepping up their game by enhancing their features, and Zomato's recent move into the ticketing space shows just how much people are craving reliable options for buying tickets.

User survey: Research reveals that users truly value a hassle-free ticket booking experience, especially when it comes to peak events. Surveys show that people prioritize ease of use and reliability, and they feel let down when the app doesn't deliver.

WHAT IS THE VALUE GENERATED BY SOLVING THIS PROBLEM?

Value for the User: Fixing these issues translates into a hassle-free ticket booking experience that brings joy and satisfaction. With shorter wait times and fewer system glitches, everyone gets a fair shot at securing tickets to their favorite events. Plus, better updates will build trust, making users more likely to turn to BookMyShow for their future plans.

Value for the company significantly increase its revenue and solidify its place in the market. enhancing the brand's reputation. Additionally, successfully managing high-demand events can open doors to new partnerships and opportunities for growth.

WHY SHOULD WE SOLVE THIS PROBLEM NOW?

GROWING COMPETITION



CUSTOMER RETENTION

USER DEMAND







<u>IDEATING POTENTIAL SOLUTIONS:</u>

<u>PROBLEM</u>	<u>SOLUTIONS</u>	RICE SCORE
HANDLING HIGH TRAFFIC DURING DURING TICKET SALE OF HIGH-DEMAND EVENTS	STAGGERED RELEASE WITH A FEATURE "VERIFIED FAN" TO MOVE UP IN THE QUEUE Implement a staggered release of tickets over multiple windows. Additionally, a Verified Fan program could be introduced, requiring users to complete a short quiz about the artist to move up in the queue	(9+9+8+8)/4=8.5
HANDLING INEFFICIENT QUEUING SYSTEM	ADVANCE QUEUE MANAGEMENT SYSYTEM Even though BMS is using a third-party queuing system to manage high-demand events, it may still face challenges such as Scalability Issues, User Experience Problems. This can be optimized by addressing the high traffic issue	(5+5+5+8)/4=5.7
SCALPING / BOT PREVENTION	IMPLEMENTING DYNAMIC CAPTCHA The CAPTCHA would appear after a user has clicked "Book Now" for an event, especially for high-demand events like Coldplay concerts or World Cup matches, right before proceeding to the queue	(8+8+7+8)/4=7.7
SCALPING & RESALE	BLOCKCHAIN, COMBINED WITH NFTS AND USER VERIFIED IDENTITY blockchain can help create a decentralized, tamper-proof ledger where each ticket appears as unique and verifiable digital assets. Fans can purchase tickets with confidence, knowing that they are authentic and traceable back to the original sale	(8+8+5+9)/4=7.5



OPEN THE APP/WEBSITE

SELECT THE ENTERTAINMENT CATEGORY

SELECT MOVIE /EVENT

SELECT VENUE

SELECT NO. **TICKETS AND SEATS**

PAYMENT

BOOKING DONE

STEP 1: SCHEDULING FOR STAGGERED RELEASE OF TICKETS

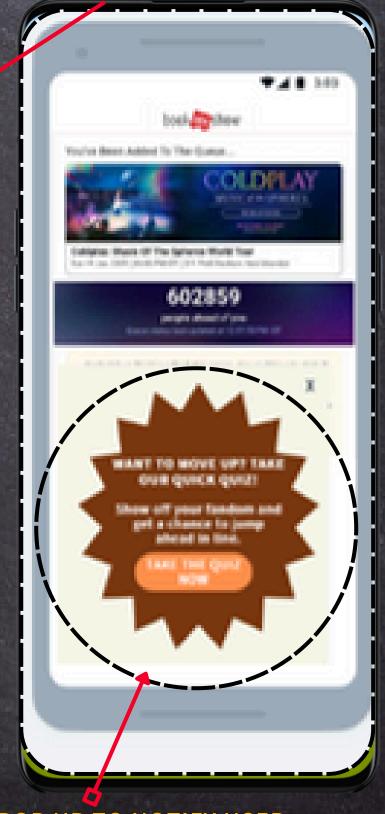
- 1. User Opens the BookMyShow App: The user launches the BookMyShow app and heads straight to the event page for the movie or concert they're excited about.
- 2. User Picks a Ticket Purchase Window: On the event page, they see three available time slots to buy tickets. They choose the time that works best for them.
- 3. User Registers: Once they've picked their time slot, they hit the "Register" button to secure their spot for when tickets go live.
- 4. User Verifies with Email: To move forward, the user is asked to enter their email address for verification. This ensures everything is set up and ready.
- 5. Email for Future Updates: The entered email will be used later to send important updates—like the link and slot to join the queue when it's time to grab those tickets.

STEP 2: JOINING THE QUEUE

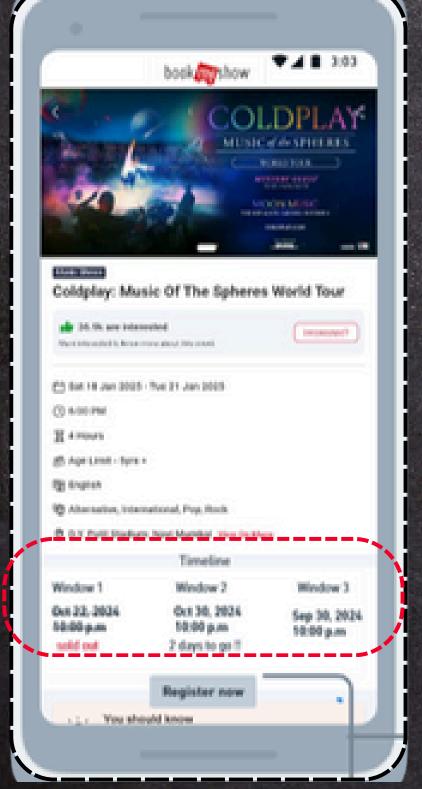


- 1. User Gets an Email: The user receives an email with a link to join the queue for tickets.
- 2. User Clicks the Link: They click the link, ready to join the queue.
- 3. Quick CAPTCHA Check: Before entering the queue, they quickly complete a CAPTCHA to prove they're not a bot.
- 4. Join the Queue: After the quick check, the user is directed to the queue, waiting for their chance to grab tickets.
- 5. As soon as user join the queue a pop up appears prompting user to take the quiz





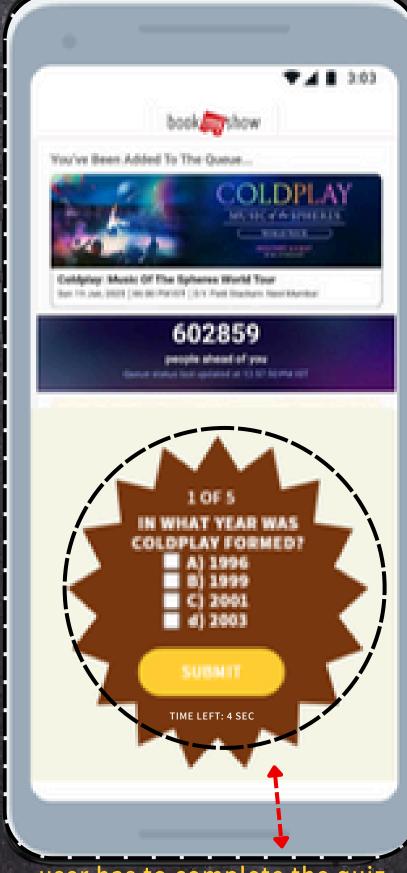
POP UP TO NOTIFY USER TO TAKE THE FAN QUIZ.



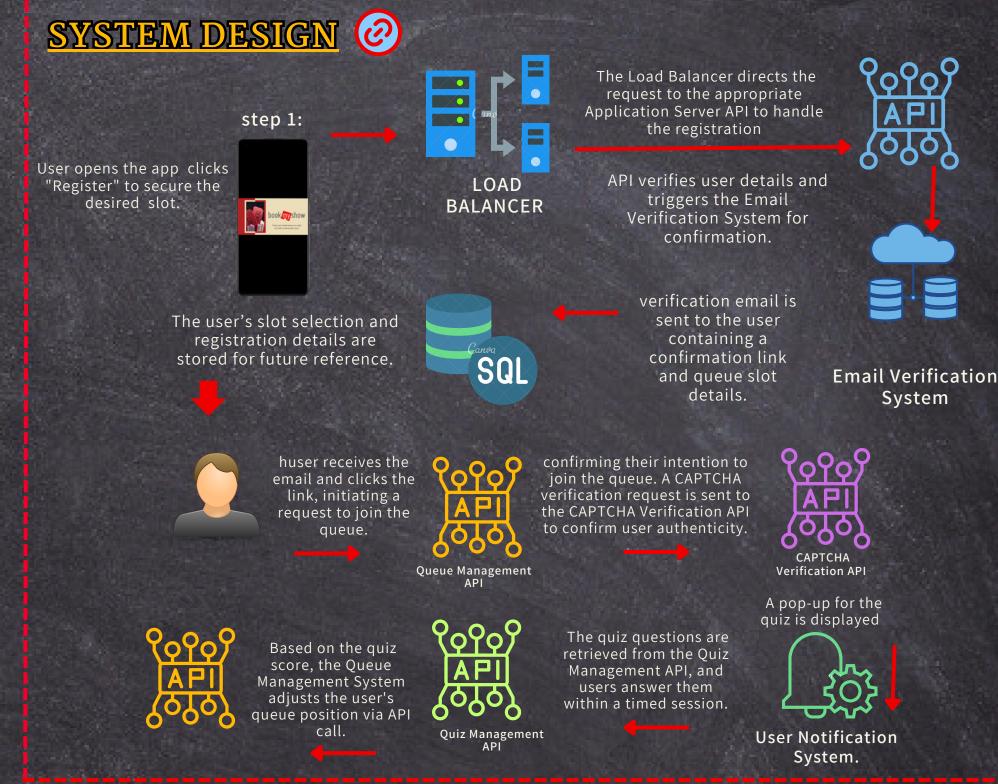
STAGGERED RELEASE OF **TICKETS**

STEP 3: USER TAKES THE QUIZ

- Quiz Execution: The quiz assesses users' knowledge about the artist and event. The number and difficulty of questions can vary, and it will have 5 sec time limit to avoid delays in queue movement.
- Evaluate Quiz
 Performance:Once
 completed, the quiz score is
 calculated in real-time. Users
 may earn points or a "Verified
 Fan" badge based on their
 performance.
- Move Up the Queue: The queue management system updates the user's position via API. High performers move up the queue for priority access, while average or low performers stay in their current position.
- Continue in the Queue:After the quiz and queue adjustment, users wait for their turn to purchase tickets, with their position dynamically updated for a seamless experience.



user has to complete the quiz within time frame ie 5 sec for every question.



API REQUIRED

- <u>User Management API:</u> Manages user profiles, registrations, and quiz results.
- Queue Management API: Adjusts user positions in the queue based on quiz outcomes.
- Quiz Management API: Supplies quiz questions and processes user scores.
- <u>Email Verification API:</u> Handles email confirmation and queue access links.
- <u>Notifications API</u>: Sends updates regarding registration status and ticket availability.

METRICS

Conversion Rate:	(Successful Transactions / Total Visitors) * 100
Queue Abandonment Rate	(Users Who Leave Queue / Total Users in Queue) * 100
Page Load Time	Total Page Load Time / Total Page Load
Verified Fan Engagement	(Verified Fan Participants / Total Eligible Users) * 100
System Uptime:	(Total Uptime / Total Scheduled Time) * 100
Revenue per Event (RPE)	Total Event Revenue / Total Tickets Sold
Support Tickets:	Support Tickets / Total Users Booked

RISK AND MITIGATION

1. <u>High Traffic Load</u>

- Risk: During high-demand ticket sales, the system might become overwhelmed with user requests.
- Mitigation: Use a Load Balancer to evenly distribute incoming traffic across multiple Application Servers, ensuring the system can handle the load smoothly.

2. Email Verification Issues

- Risk: Users might not receive or access the verification email, hindering registration.
- Mitigation: Implement a reliable Email Service and consider alternative verification methods, like SMS, to ensure users can complete the registration process.

3. <u>CAPTCHA Vulnerability</u>

- Risk: Automated bots could potentially bypass CAPTCHA checks.
- Mitigation: apply behavioral analysis to detect suspicious activity.

4. Quiz Cheating

- Risk: Users might try to cheat on the quiz for a better queue position.
- Mitigation: Randomize quiz questions and answers, and enforce a timer to discourage cheating

6. Queue Management Errors

- Risk: Users might find themselves in incorrect queue positions due to system glitches.
- Mitigation: Employ a reliable Queue Management System that includes real-time monitoring and alerts to detect and resolve inconsistencies quickly.