Enhancing BookMyShow's Cricket World Cup Ticketing Experience

A Strategy for a Flawless Cricket Enthusiast Journey

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USER RESEARCH INSIGHTS -Pain Points

PAIN POINT 2

Users found the ticket purchasing process to be complicated & time-consuming, leading to potential drop-offs.

PAIN POINT 3

Users find it challenging to select the best seats in a stadium. The existing process is cumbersome, resulting in confusion and suboptimal seat choices.

PAIN POINT 1

Users often face frustration due to uncertainty about ticket availability. Lack of real-time updates leads to missed opportunities for booking desired seats.

PAIN POINT 5

Users are disappointed when their desired match is sold out. They desire a solution that keeps them informed if tickets become available, as missing out on their favorite match is a major pain point.

USER RESEARCH INSIGHTS- User Expectations

Real-time Availability Updates:

- Users expect instant updates on ticket availability.
- They want real-time notifications to eliminate the uncertainty associated with ticket booking.

Interactive Seat Map:

- Users expect an intuitive, visually-driven seat selection process.
- They anticipate a feature that simplifies the seat choice, offering a clear view of the stadium layout.

Waitlist Feature:

- Users expect the ability to join a waitlist for sold-out matches.
- They desire timely notifications if tickets become available, ensuring they don't miss out on their preferred match.

FEATURE PRIORITISATION

Real-time Availability Updates:

- Instant updates on ticket availability.
- Eliminates uncertainty for users.

Interactive Seat Map:

- Visual selection of seats on a stadium map.
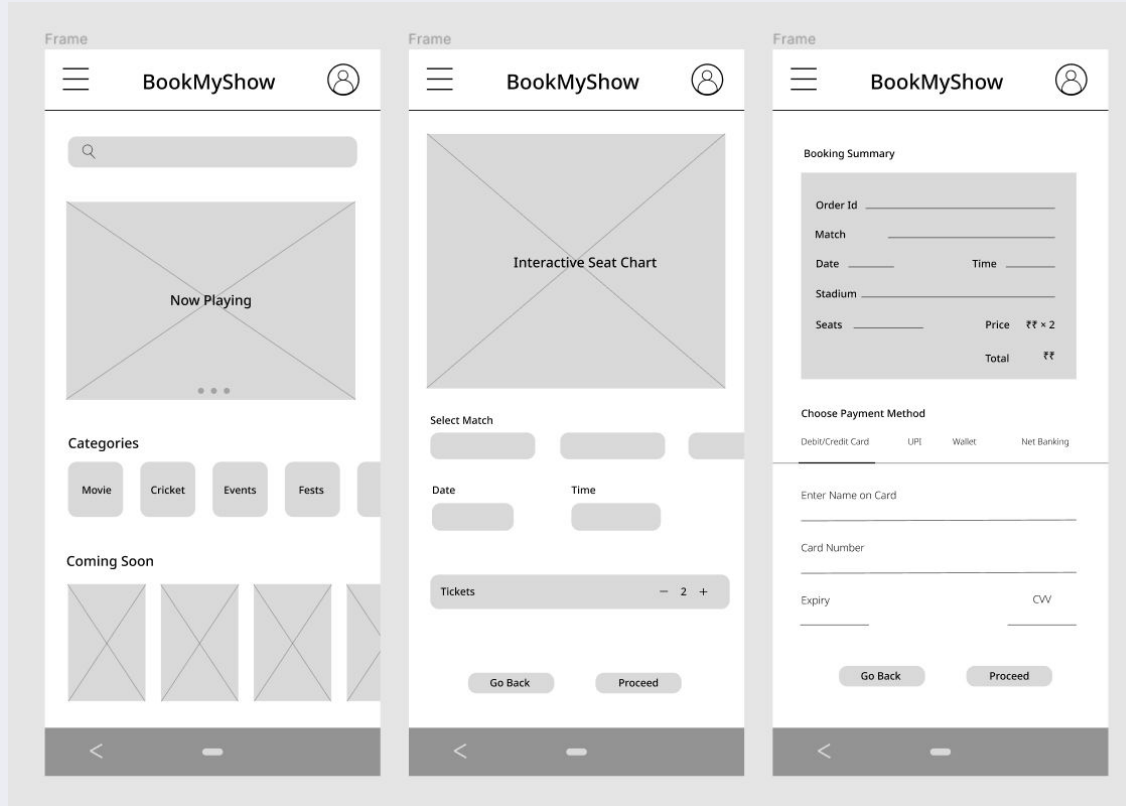- Enhances the seat selection process.

Waitlist Feature:

- Allows users to join a waitlist for sold-out matches.
- Notifies users if tickets become available.

Development & Testing

WIREFRAMES

USABILITY STUDY

Research Questions

1. Did you encounter any challenges or confusion about ticket availability for your desired cricket match?
2. Were you able to locate and choose your preferred seats with ease? Did the interactive seat map provide a clear view of the stadium layout and available seats, as per your expectations?
3. How did you find the process of joining the waitlist, and did you receive notifications promptly when tickets became available? Were you satisfied with the waitlist feature's functionality and its ability to address the issue of sold-out matches?
4. What are your overall impressions of the app's design in terms of intuitiveness and user-friendliness?

Study Insights

1. People praised the new interactive seat selection feature
- All study participants found the feature useful and intuitive.

2. People praised the waitlist feature.
- Almost all study participants appreciated real-time updates of ticket availability

3. People appreciated optimised and smooth booking process after addition of new features.
- Almost all study participants reported that new features made booking process smooth and seamless

GO-TO MARKETING STRATEGY

Pre-launch marketing strategies:

- Engaging teaser campaigns and social media promotion.
- Building anticipation and excitement among cricket enthusiasts

Coordinated launch with Cricket World Cup organizers:

- Synchronizing our feature launch with the event.
- Leveraging the event's visibility and credibility

GO-TO MARKETING STRATEGY (contd.)

Dedicated customer support channels:

- Providing efficient customer support through phone, chat, and email.
- Ensuring users' inquiries and issues are addressed promptly.

Referral program for user growth:

- Implementing a referral program with incentives.
- Encouraging users to refer friends, fostering user growth.
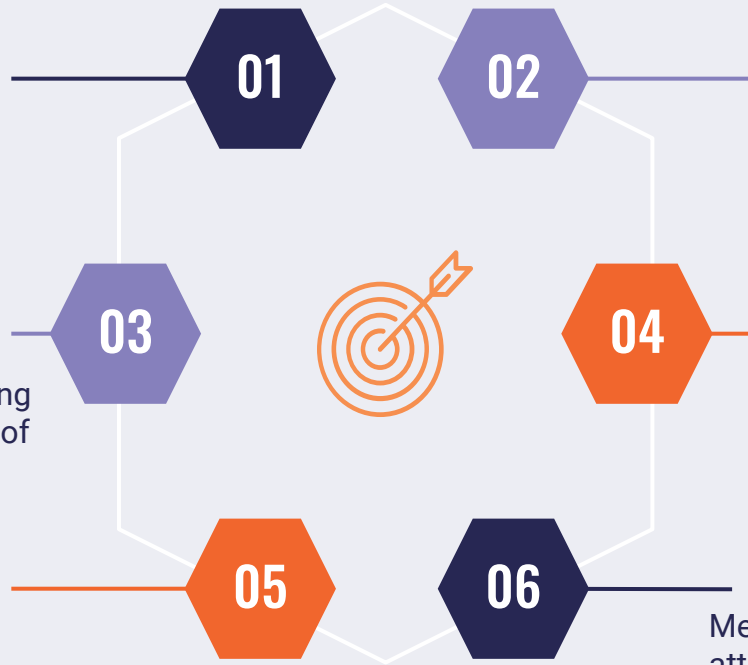
POST LAUNCH METRICS

Conversion Rate

01

Track the conversion rate visitors who become ticket purchasers specifically for new features introduced

User Retention

02

Track the number of users who engaged with new features & returned for subsequent purchases.

Feature Adoption Rate

03

Measure how quickly users start using new features to indicate the success of feature promotion and user adoption.

Funnel Analysis

04

Break down the user journey within new features. Identify potential drop-off points and areas for improvement.

Customer Satisfaction

05

Collect CSAT ratings for the new features to gauge user satisfaction.

Revenue Growth

06

Measure the increase in revenue attributed to implementation of new features.

CONCLUSION & FUTURE OUTLOOK

01

Leveraged user research insights to prioritize features, ensuring a more personalized and seamless experience.
Our go-to-market strategy aims to build anticipation and engage users effectively, with a focus on user retention and satisfaction.

02

Our strategy can serve as a foundation to expand and enhance the ticketing experience for other sports events, movies, and live entertainment, further cementing BookMyShow's position as a top entertainment destination.

03

The results from our usability testing indicate successful implementation of flawless ticketing experience.
In conclusion, our strategy to enhance BookMyShow's ticketing system for cricket enthusiasts is well-positioned for success.

THANKS!

Mohak Sharma
mohaksharma269@gmail.com