# Ideation Phase Brainstorm & Idea Prioritization Template

Date	10/04/2025	
Team ID	SWTID1743003805	
Project Name	IMovies - Movie Ticket Booking Application	
Maximum Marks	4 Marks	

#### **Brainstorm & Idea Prioritization Template:**

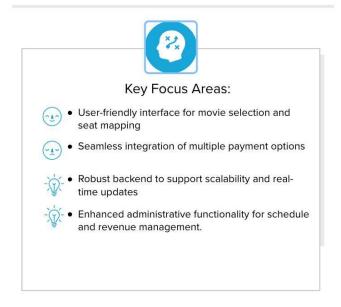
Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.



#### **Problem statement**

Develop a digital movie ticket booking application that simplifies the entire process—from browsing movies and selecting seats to payment and ticket confirmation—while providing theater administrators with real-time management tools.



#### Step-1: Team Gathering, Collaboration and Select the Problem Statement



#### **Brainstorm**

Write down any ideas that come to mind that address your problem statement.

10 minutes

## Person 1

Easy movie browsing interface Real-time seat availability Fast secure ticket booking

## Person 2

Efficient scheduling management dashboard Real-time sales tracking analytics

Easy movie listing updates

## Person 3

Multiple secure payment options Robust transaction processing system Fraud detection mechanism enabled

## Person 4

Scalable modular system architecture

Seamless API integration framework

Real-time data update technology

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



### **Group ideas**

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

① 20 minutes

#### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

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Person 1	Seat Selection Page	Allows users to choose seats in real time with visual availability indicators and automatic updates when others book simultaneously.
Person 2	Admin Dashboard	Manages movie listings, showtimes, theater info, and tracks booking and revenue analytics via a graphical interface.
Person 3	Payment and Ticket Confirmation	Handles multiple payment modes with encryption, verifies transactions, and generates digital ticket receipts instantly.
Person 4	Performance Testing Module	Ensures the system performs well under high traffic using JMeter/Postman, simulates 2000+ concurrent users, and validates API response times and load balancing.

Step-3: Priotizing

