

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.





1

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.



Key Focus Areas:

-  • User-friendly interface for movie selection and seat mapping
-  • Seamless integration of multiple payment options
-  • Robust backend to support scalability and real-time updates
-  • Enhanced administrative functionality for schedule and revenue management.

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

2

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

3

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 can break it up into smaller sub-groups.

🕒 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.

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

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

