

## Project Design Phase

### Problem – Solution Fit Template

Date	15 February 2025
Team ID	SWTID1743003805
Project Name	iMovies - Movie Ticket Booking Application
Maximum Marks	2 Marks

#### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

#### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for your target group.

#### Template:

Problem-Solution fit canvas 2.0		Purpose / Vision
<div style="border: 2px solid #e91e63; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div><b>1. CUSTOMER SEGMENT(S)</b></div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-weight: bold;">CS</div> </div> <ul style="list-style-type: none"> <li>- Regular moviegoers (18-45)</li> <li>- Working professionals</li> <li>- Families planning outings</li> <li>- Tech-savvy young adults</li> <li>- Theater managers</li> <li>- Movie enthusiasts</li> </ul> </div>	<div style="border: 2px solid #e91e63; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div><b>6. CUSTOMER CONSTRAINTS</b></div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-weight: bold;">CC</div> </div> <ul style="list-style-type: none"> <li>- Limited internet connectivity</li> <li>- Varying digital literacy levels</li> <li>- Payment security concerns</li> <li>- Resistance to changing habits</li> <li>- Budget constraints</li> <li>- Device compatibility issues</li> </ul> </div>	<div style="border: 2px solid #e91e63; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div><b>5. AVAILABLE SOLUTIONS</b></div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-weight: bold;">AS</div> </div> <ul style="list-style-type: none"> <li>- Traditional box office counters</li> <li>- Basic phone reservation systems</li> <li>- Theater-specific websites</li> <li>- Third-party aggregators</li> <li>- Social media updates</li> <li>- In-person visits</li> </ul> </div>
<div style="border: 2px solid #ff9800; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div><b>2. JOBS-TO-BE-DONE / PROBLEMS</b></div> <div style="background-color: #ff9800; color: white; padding: 2px 5px; font-weight: bold;">J&amp;P</div> </div> <ul style="list-style-type: none"> <li>- Booking tickets without physical queues</li> <li>- Finding available seats in theaters</li> <li>- Coordinating group outings</li> <li>- Managing show schedules efficiently</li> <li>- Tracking ticket sales and occupancy</li> <li>- Comparing options across theaters</li> </ul> </div>	<div style="border: 2px solid #ff9800; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div><b>9. PROBLEM ROOT CAUSE</b></div> <div style="background-color: #ff9800; color: white; padding: 2px 5px; font-weight: bold;">RC</div> </div> <ul style="list-style-type: none"> <li>- Outdated ticketing systems</li> <li>- Siloed management systems</li> <li>- Heavy reliance on manual processes</li> <li>- Gap between expectations and operations</li> <li>- Lack of real-time data synchronization</li> <li>- Limited resources for digital development</li> </ul> </div>	<div style="border: 2px solid #ff9800; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div><b>7. BEHAVIOUR</b></div> <div style="background-color: #ff9800; color: white; padding: 2px 5px; font-weight: bold;">BE</div> </div> <ul style="list-style-type: none"> <li>- Online research before visits</li> <li>- Seeking peer recommendations</li> <li>- Early arrival for popular shows</li> <li>- Manual tracking of sales</li> <li>- Group booking preferences</li> <li>- Review checking before decisions</li> </ul> </div>
<div style="border: 2px solid #2e7d32; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div><b>3. TRIGGERS</b></div> <div style="background-color: #2e7d32; color: white; padding: 2px 5px; font-weight: bold;">TR</div> </div> <ul style="list-style-type: none"> <li>- Missing premiere shows due to sold-out tickets</li> <li>- Traveling to theaters only to find no seats</li> <li>- Time wasted in long queues</li> <li>- Exposure to digital solutions in other industries</li> <li>- Seeing friends use similar services</li> </ul> </div>	<div style="border: 2px solid #2e7d32; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div><b>10. YOUR SOLUTION</b></div> <div style="background-color: #2e7d32; color: white; padding: 2px 5px; font-weight: bold;">SL</div> </div> <p>iMovies platform offering:</p> <ul style="list-style-type: none"> <li>- Real-time seat mapping and selection</li> <li>- Secure multi-gateway payments</li> <li>- QR code digital tickets</li> <li>- Admin dashboard for theaters</li> <li>- Theater location maps</li> <li>- Centralized multi-theater system</li> <li>- Scalable architecture for high user volume</li> </ul> </div>	<div style="border: 2px solid #2e7d32; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div><b>8. CHANNELS of BEHAVIOUR</b></div> <div style="background-color: #2e7d32; color: white; padding: 2px 5px; font-weight: bold;">CH</div> </div> <ul style="list-style-type: none"> <li>- Social media platforms</li> <li>- Movie review websites</li> <li>- Theater websites</li> <li>- Entertainment news portals</li> </ul> </div>