

**Ideation Phase**  
**Define the Problem Statements**

Date	10/04/2025
Team ID	SWTID1743003805
Project Name	IMovies - Movie Ticket Booking Application
Maximum Marks	2 Marks

**Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

## Customer Problem Statement Template

I am

I'm trying to

But

Because

Which makes me feel

I am

I'm trying to

But

Because

Which makes me feel

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a regular moviegoer	book tickets for a new movie release	I have to wait in long queues at the theater	the traditional booking system is manual and inefficient	frustrated and worried that tickets might sell out before my turn

PS-2	a working professional with limited free time	check seat availability before heading to the cinema	I can't see real-time seat maps without calling or visiting the theater	there's no digital platform showing live seat availability	uncertain and anxious about wasting my time
PS-3	a theater manager	efficiently manage movie schedules and track sales	I have to maintain multiple manual systems	we lack an integrated digital solution for administration	overwhelmed and concerned about human errors
PS-4	a young tech-savvy customer	book tickets and select specific seats	I can't complete the entire process digitally	most theaters only offer basic online booking without seat selection	limited in my choices and inconvenience d
PS-5	a family planning a weekend movie outing	find a theater with enough adjacent seats	I can't easily check multiple theaters and showtimes	there's no centralized platform comparing availability across venues	Stressed about coordinating the family outing