## **USER JOURNEY MAP**

## Group 29 - ShowGo (Movie booking app)

Onboarding and Choose Seats and Confirmation **STEPS** Discover App **Browse Movies** Select Movie Payment Login and Experience Time "Need a fun plan for the "Wow, lots of options. But "This one looks good, but are" "Ugh, the best seats are" "Hope my card works... Don't "Awesome! Got the ticket. weekend. Let me check this "Nice UI. Quick login. This is what should I watch?" these reviews real?" gone! But this time works." want to start over!" Can't wait!" app." smooth so far." **Emotions and** Thoughts

Actions

Opportunities

- via ads, store, or a friend.
- Discovering the app
  Sign up/login using email, phone, or social login.
  - Add guest mode
- Highlight exclusive
- Show trending/nearby movies on home.
- offers for new users Offer biometric login
  - Keep onboarding minimal
- language, rating)

with filters (genre,

Browsing movie list

- Improve recommendation engine
- Enable social filters (what friends are watching)
- Personalized carousels

- Viewing details like trailers, synopsis, cast, reviews
- Add verified reviews Show real-time seat One-tap payments
- More detailed trailers/snippets
- Highlight crowd reviews
- Selecting date, showtime, seats, and ticket type
- filling status
  - Suggest alternate timings
- Seat previews

- Choosing payment
  Receiving ticket, method, entering details, completing payment
- (UPI, wallets)
- Apply coupons automatically
- Retry failed payments

- adding to calendar, attending the show
- Add map/directions to theatre
- Send reminders
- Reward points for attending
- Feedback after show