1. Contextualization

XYZ Company wants to build an online movie ticket booking platform that caters to both B2B (theatre partners) and B2C(end customers)

1. Key Goals

* Enable theatre partners to onboard their theatres over this platform and get access to a bigger customer base while going digital.
* Enable end customers to browse the platform to get access to movies across different cities, languages, and genres, as well as book tickets in advance with a seamless experience.