Cinema Quest (A movie exploration app)

A PROJECT REPORT

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE AWARD OF THE DEGREE
OF

MASTER OF DESIGN
IN
PRODUCT DESIGN

Submitted by

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Candidate's Declaration

I, **Sambit Dam**, Roll No - **2K21/MDPD/12**, student of M.Des (**Department of Design**), hereby declare that the project Dissertation titled **"CinemaQuest (A movie exploration app)"** which is submitted by me to the **Department of Design**, Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Design is original and not copied from any source without proper citation. This work has not previously formed the basis for awarding any Degree, Diploma Associateship, Fellowship, or other similar title or recognition.

Place: Delhi

Date: 28.04.2023 Sambit Dam

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Certificate

I hereby certify that the Project Dissertation titled **"CinemaQuest (A movie exploration app)"** which is submitted by **Sambit Dam**, Roll No - **2K21/MDPD/12**, **Department of Design**, Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Design, is a record of the project work carried out by the students under my supervision. To the best of my knowledge, this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

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Date: 28.04.2023

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Lastly, I would like to thank my family, friends, and well-wishers for being supportive throughout.

Place: Delhi

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Abstract

This thesis investigates the design of a movie ticket booking app that focuses on movie exploration and discovery for avid movie lovers. The aim of the study is to provide an enhanced movie experience that allows users to discover new and exciting films, uncover hidden gems, and immerse themselves in the world of cinema. The app was designed using a user-centered approach and employed a combination of qualitative and quantitative methods to evaluate user preferences and behaviors in relation to the app's design.

The study finds that the app's emphasis on movie exploration and discovery significantly improves user engagement and satisfaction. Furthermore, the research highlights the importance of designing user-friendly interfaces that allow users to easily navigate and discover movies based on their interests and preferences.

Overall, this thesis contributes to the understanding of the role of design in enhancing the movie experience and supplies insights for designers and movie industry professionals interested in creating user-centered movie ticket booking apps that prioritize movie exploration and discovery.

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Chapter 1

INTRODUCTION

This thesis project was conducted under Neuracle Technologies, a leading engineering solutions provider for its client QC Technologies, a provider of end-to-end digital cinema technology and solutions. QC Technologies has a strong background in cinema technology and revolutionizing the film industry.

Neuracle Technologies, is dedicated to leveraging emerging technological advancements to develop exceptional user experiences. The company offers real-time analytical dashboards and integrates chatbots to address complex issues that arise during the digital transformation journey of enterprises. By providing consulting services and promoting agile practices, Neuracle Technologies assists organizations in identifying software needs aligned with their business objectives and driving digital innovation. The company's mission is to accelerate the adoption of modern technologies and foster ongoing innovation, resulting in the success of its clients.

QC Technologies has a rich history in the film, video, and audio domains. Over the past three decades, the company has been at the forefront of technological revolutions in the cinema industry. QC Technologies played a pivotal role in introducing computer-based digital non-linear editing to India, transforming the editing process for Indian film and television programs. Additionally, the company brought digital cinema sound to India with DTS**.**

The design brief provided by QC Technologies for this project was to create a movie ticket booking flow that goes beyond transactional aspects and emphasizes movie exploration. The goal was to design an application that enables users to discover and explore new films while maintaining a seamless ticket booking process. The focus was on enhancing the user experience and providing personalized

recommendations to cater to individual preferences. As part of the project, the major screens for the application were designed to align with these objectives.

In the following sections of this thesis, the research, analysis, and design process will be discussed in detail. The insights gained from market research, user interviews, and competitive analysis informed the design decisions, resulting in a user-centric and feature-rich movie ticket booking application. The thesis will explore the user personas, empathy mapping, user journey map, and key findings from the primary research. Additionally, the thesis will present the designed screens and justify their relevance to the user needs and preferences identified throughout the project.

Chapter 2

RESEARCH

2.1 Movie Cinema Market Study

The Indian movie cinema market is a robust and expanding industry, with significant growth potential. This section provides an overview of the market size, key drivers, major players, and the online movie ticket booking segment. The Indian movie cinema market was valued at over 172 billion Indian rupees (US$2.3 billion) in 2022. It is projected to surpass 250 billion Indian rupees (US$3.3 billion) by 2025, indicating substantial growth potential within the industry.

Market Drivers:

Several factors contribute to the growth of the Indian movie cinema market:

1. Growing middle class with disposable income: The increasing affluence of the middle class enables higher spending on leisure activities, including movie ticket purchases.

2. Increasing urbanization: Urbanization drives the demand for entertainment options, leading to a rise in movie ticket sales, particularly in urban areas.

3. Rise of multiplexes: The proliferation of multiplex cinemas offers a superior movie-watching experience and attracts a larger audience, contributing to market growth.

4. Popularity of Bollywood films: Bollywood films, produced in Hindi, the widely spoken language in India, are known for their grandiose productions, captivating music, and engaging narratives, making them highly popular among Indian audiences.

Major Players:

The Indian movie cinema market is fiercely competitive, with several major players dominating the industry. The key players include:

1. PVR Cinemas: PVR Cinemas is one of the largest cinema chains in India, known for its extensive network of screens and a focus on providing a premium movie experience.

2. INOX Leisure: INOX Leisure is another prominent cinema chain in India, offering state-of-the-art facilities and a diverse range of films to cater to different audience preferences.

3. Cinepolis: Cinepolis is a leading global cinema exhibitor with a strong presence in India. It emphasizes high-quality projection, sound, and comfortable seating.

4. Carnival Cinemas: Carnival Cinemas is a rapidly growing cinema chain that operates in various regions of India, targeting diverse consumer segments.

2.2 Online Movie Ticket Booking Market:

The online movie ticket booking market in India is witnessing substantial growth and is projected to continue its upward trajectory. The collected data indicates that the market was valued at over 20 billion Indian rupees (US$250 million) in 2022, with an estimated growth to exceed 30 billion Indian rupees (US$375 million) by 2025.

Market Drivers:

The growth of the online movie ticket booking market is fueled by the following factors:

1. Increasing popularity of online shopping: The rise in online shopping habits has translated into a preference for online movie ticket booking, as users seek convenience and ease of access.

2. Growing number of internet users in India: The expanding internet user base in India has opened new avenues for online movie ticket bookings, with more people embracing digital platforms for their entertainment needs.

3. Preference for online booking: Consumers are increasingly favoring the convenience of online movie ticket booking over traditional offline methods due to factors like time-saving, seat selection, and special offers available exclusively online.

Major Players:

The online movie ticket booking market in India is dominated by the following major players:

1. BookMyShow: BookMyShow is the leading online ticket booking platform in India, offering a comprehensive range of movie options, showtimes, and secure payment options.

2. Paytm: Paytm, a popular digital payments and e-commerce platform, has also made significant inroads into the online movie ticket booking market, leveraging its extensive user base and seamless payment integration.

Key Trends:

The online movie ticket booking market in India exhibits several noteworthy trends:

1. Growth of mobile-based booking: With the proliferation of smartphones, consumers increasingly prefer booking movie tickets through mobile apps, providing them with on-the-go access to movie options and hassle-free ticket purchasing.

2. Popularity of online payment options: Online payment gateways have gained traction as users appreciate the convenience and security offered by digital transactions, contributing to the growth of the online ticket booking market.

3. Demand for personalized movie recommendations: Users now expect personalized movie suggestions based on their preferences, creating an opportunity for platforms to enhance user engagement and improve the overall movie discovery experience.

4. Use of data analytics: Movie ticket booking platforms are leveraging data analytics to analyze user behavior, preferences, and purchasing patterns. This data-driven approach helps in enhancing the customer experience, tailoring recommendations, and improving service offerings.

2.3 Competitive Analysis

I conducted a comparative analysis of popular movie exploration apps, such as IMDb, Rotten Tomatoes, Spotflik, Cinexplore, and top movie booking apps, including BookMyShow, Paytm, PVR Cinemas, and INOX. The analysis aimed to identify their strengths, weaknesses, and unique features to inform the design of a movie ticket booking application that emphasizes movie exploration.

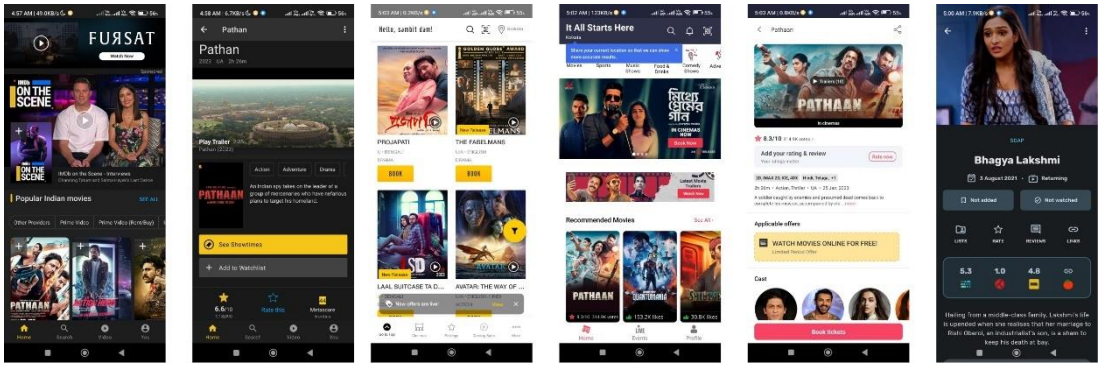


Figure 1: Screenshots of competitor applications

Movie Exploration Apps:

1. IMDb: IMDb stands out as the most widely used movie exploration app, known for its extensive information database.

    - Key Strengths: Offers comprehensive movie details, including reviews, ratings, trailers, and industry news. Has a vast user community that contributes to ratings and reviews.

    - Weaknesses: Lacks integrated ticket booking functionality, limiting the user's ability to seamlessly transition from exploration to booking.

2. Rotten Tomatoes: Rotten Tomatoes is a popular movie review aggregator platform.

    - Strengths: Provides a summary of critical reviews and audience ratings, helping users gauge the overall reception of a movie.

    - Weaknesses: Similar to IMDb, lacks built-in ticket booking features, requiring users to switch to a different platform for ticket purchase.

3. Spotflik: Spotflik is a movie exploration app that focuses on providing personalized recommendations.

    - Strengths: Offers a personalized movie discovery experience, suggesting movies based on user preferences and watching history.

    - Weaknesses: Limited in terms of movie information and lacks integrated ticket booking functionality.

4. Cinexplore: Cinexplore aims to create a community-driven platform for movie lovers.

    - Strengths: Facilitates discussions and interaction among users, allowing them to share movie recommendations and opinions.

    - Weaknesses: Limited in terms of comprehensive movie information and lacks ticket booking features.

Top Movie Booking Apps:

1. BookMyShow: BookMyShow is a leading movie booking app in India.

    - Strengths: Streamlined and user-friendly ticket booking process, offering a wide range of movie options, showtimes, and convenient payment options.

    - Weaknesses: Focuses primarily on ticket booking and lacks extensive movie exploration features.

2. Paytm: Paytm, a popular digital payment platform, also offers movie ticket booking services.

    - Strengths: Seamlessly integrates ticket booking with its payment ecosystem, providing users with a convenient and secure booking experience.

    - Weaknesses: Similar to other booking apps, lacks comprehensive movie exploration features.

3. PVR Cinemas: PVR Cinemas is a prominent cinema chain with its dedicated booking app.

    - Strengths: Offers a straightforward ticket booking process, access to exclusive offers, and the ability to select preferred seats.

    - Weaknesses: Lacks robust movie exploration features and community-driven content.

4. INOX: INOX Leisure is another major cinema chain in India with its booking app.

    - Strengths: Provides seamless ticket booking experience, with options for seat selection and secure payment.

    - Weaknesses: Limited in terms of movie exploration capabilities, primarily focusing on ticket booking.

Based on the comparative analysis, there is currently a gap in the market for a movie ticket booking application that integrates both movie exploration and ticket booking functionalities. While the existing movie exploration apps, such as IMDb and Rotten Tomatoes, offer extensive movie information, they lack ticket booking features. On the other hand, top booking apps like BookMyShow and Paytm primarily focus on ticket booking and lack comprehensive movie exploration options.

2.4 Primary Research: Interview Insights

As part of the primary research, 16 individuals were interviewed to gain insights into their movie exploration methods, experiences with various apps and websites, and their feedback on these platforms. The interviews supplied valuable information about user preferences, decision-making factors, and expectations when it comes to movie discovery and ticket booking.

Key Insights from Interviews:

1. Movie Selection Factors:

- Participants primarily rely on factors such as reviews, ratings, cast, genre, and recommendations from trusted individuals when deciding which movies to watch.
- They value authentic and diverse reviews to gauge the quality and appeal of a movie.

2. Group Movie Selection:

- Several interviewees mentioned that movie outings are often planned with friends or family members, and the movie choice is usually based on discussions and finding a movie that suits everyone's preferences.
- They appreciate platforms that facilitate sharing and discussing movie recommendations among groups.

3. Personalized Recommendations:

    - Users expressed a desire for personalized movie recommendations based on their previous movie preferences and watching history.

    - They value platforms that can suggest movies tailored to their tastes, making it easier to discover new films they are likely to enjoy.

4. Timely Notifications for Upcoming Movies:

    - Interviewees indicated that they would like to be notified about upcoming movies at least one day before the ticket booking starts.

    - Early notifications allow them to plan their movie outings in advance and ensure they don't miss out on highly anticipated releases.

5. Perception of Ticket Booking Apps:

    - Established ticket booking platforms like BookMyShow and Paytm were noted for their reputation of fast and convenient ticket booking.

    - Participants mentioned that they associate these platforms with a seamless booking experience, which may influence their choice of platform.

    - However, for movie exploration and recommendations, participants tended to turn to platforms like IMDb due to their perception as reliable sources of movie information.

6. Interest in Fun Facts and Trivia:

    - Interviewees expressed an interest in accessing interesting and fun facts about movies, actors, and related trivia.

    - They value additional information beyond basic movie details and appreciate platforms that provide such engaging content.

Chapter 3

METHODOLOGY

3.1 Affinity Mapping

To analyze the data gathered from interviews, an affinity mapping exercise was conducted. This exercise helped identify patterns, common themes, and key insights from the interview responses. Here are the insights derived from the affinity mapping:

1. Movie Selection Factors:

    - Reviews, ratings, cast, genre, and recommendations emerged as significant factors influencing movie selection.

    - Users rely on these factors to assess the quality, appeal, and relevance of movies.

2. Group Movie Selection:

    - Participants highlighted the importance of discussing movie choices within their groups to accommodate everyone's preferences.

    - Sharing movie details in social messaging apps emerged as a preferred method for group discussions and decision-making.

3. Personalization and Recommendations:

    - Users expressed a strong interest in personalized movie recommendations based on their individual preferences.

    - They appreciate platforms that offer tailored suggestions, helping them discover movies aligned with their tastes.

4. Timely Notifications for Upcoming Movies:

- Interviewees emphasized the importance of receiving timely notifications about upcoming movie releases.

- Being informed at least a day before the ticket booking starts allows users to plan and secure their movie outings in advance.

5. Perception of Ticket Booking Apps:

    - Established ticket booking apps like BookMyShow and Paytm were seen as reliable and efficient platforms for ticket booking.

    - Participants associated these apps with seamless, hassle-free experiences and preferred them for transactional purposes.

    - The name of the app played a major role in shaping users' perception and trust in the platform. A well-chosen name can contribute to a positive perception of the app.

6. Movie Exploration Platforms:

    - Participants recognized the value of dedicated movie exploration platforms like IMDb for comprehensive movie information, reviews, and recommendations.

    - These platforms are perceived as trusted sources for movie exploration and are often consulted for in-depth movie details and industry news.

7. Interest in Fun Facts and Trivia:

    - Users showed a keen interest in accessing interesting and fun facts about movies, actors, and related trivia.

    - Additional content beyond basic movie details enhances engagement and enriches the movie discovery experience.

3.2 Empathy Mapping

3.2.1 Type 1: Movie Enthusiast

SAYS:

- "I always look for new and exciting movies to watch. I enjoy discovering films across different genres and exploring unique storytelling."
- "I want to know the plot, cast, and reviews before deciding on a movie. It's important for me to have enough information to make an informed choice."
- "Finding convenient showtimes and nearby theaters is important to me. I prefer to watch movies at theaters that are easily accessible and offer comfortable seating."
- "I prefer a seamless and hassle-free booking experience. It should be quick, secure, and allow me to choose my preferred seats."

DOES:

- Explores movie listings and trailers on different platforms. She enjoys browsing through various movies, watching trailers, and getting a glimpse of what the films have to offer.
- Reads reviews and ratings before deciding on a movie. She values the opinions of others and wants to ensure that she invests her time in movies that are well-received by both critics and audiences.
- Searches for showtimes and theaters near her location. She wants to find movie timings that fit her schedule and locations that are convenient to reach.
- Books tickets using online platforms or mobile apps. She prefers the convenience of booking tickets digitally and expects a smooth and user-friendly booking process.

THINKS:

- "I hope this movie lives up to its hype and meets my expectations. I don't want to be disappointed after all the anticipation."
- "I wonder if any of my friends have seen this movie and what they think of it. Their recommendations and opinions influence my movie choices."
- "I need to plan my schedule and make sure I have enough time for the movie. I want to ensure that I can fully enjoy the movie without rushing."
- "I hope the theater has comfortable seating and good audiovisual quality. It significantly enhances my movie-watching experience."

FEELS:

- Excited about discovering new movies and experiencing different genres. The anticipation of finding hidden gems or blockbuster hits brings her joy and enthusiasm.
- Frustrated when movie details and showtimes are not easily accessible. Difficulty in finding correct and up-to-date information can be a source of annoyance and hinder her decision-making process.
- Anxious about booking tickets quickly before they sell out. Popular movies or limited seating availability can cause a sense of urgency to secure tickets in time.
- Satisfied when the booking process is smooth and efficient. A seamless and hassle-free experience brings a sense of relief and contentment, making her more likely to use the platform again.

3.2.2 Type 2: Occasional Moviegoer

SAYS:

- "I like to watch movies with my family or friends on weekends. It's a form of entertainment and a way to spend quality time together."

- "I prefer movies with good ratings and positive reviews. I want to ensure that the movie is enjoyable and worth the money."
- "Finding convenient showtimes that fit my schedule is important. I have limited time, so I need movie timings that align with my availability."
- "The booking process should be quick and easy. I don't want to spend too much time navigating through complicated steps."

DOES:

- Checks movie listings and showtimes on mobile apps or websites. He wants to quickly see the available options and their respective showtimes.
- Skims through movie summaries and ratings to make a decision. He doesn't have much time for in-depth research and relies on summaries and ratings to assess the movie's potential.
- Looks for discounts or offers before booking tickets. Saving money or taking advantage of promotions is important to him.
- Books tickets online or through mobile apps. He prefers the convenience of booking tickets digitally and expects a streamlined process.

THINKS:

- "I hope the movie I choose is entertaining and worth the money. I don't want to feel like I wasted my time and resources."
- "I wonder if there are any discounts or promotions available for this movie. Saving a few bucks would be a nice bonus."
- "I need to check if there are any potential spoilers or plot twists in the movie. I want to avoid any spoilers and enjoy the movie fully."
- "I hope the theater is not too crowded and I can find parking easily. A comfortable and hassle-free movie experience is ideal."

FEELS:

- Happy when he finds a movie that appeals to him and fits his schedule. Discovering a movie that matches his preferences and availability brings satisfaction.

- Annoyed when the booking process is complicated or time-consuming. A convoluted booking process can lead to frustration and deter him from completing the transaction.

- Satisfied when he receives confirmation and a smooth ticketing experience. A seamless booking experience with clear confirmation provides a sense of reassurance.

- Relieved when he secures good seats for his preferred showtime. Finding available seats for the desired showtime brings a sense of relief and anticipation for the movie-watching experience.

3.3 User Persona

Persona 1 : Sarah Prakash

Age: 27

Occupation: IT Professional

Location: Bengaluru, India

Education: Bachelor of Science

QUOTE:
"I want a movie ticket booking experience that makes discovering and exploring new films just as enjoyable as watching them on the big screen."

SUMMARY

Sarah is a young professional who loves going to the movies. She is tech-savvy and regularly uses her smartphone to book tickets, order food, and manage her schedule. Sarah is also interested in staying up to date with the latest film releases and enjoys discovering new movies to watch.

BEHAVIOUR AND PATTERN:

- Active Explorer: Sarah regularly explores different movie genres and enjoys discovering new films to watch. She spends time browsing through movie listings, watching trailers, and reading reviews to make informed choices.
- Social Engagement: Sarah likes sharing her movie experiences with friends and discussing the latest films. She often seeks recommendations from friends and considers their opinions when making movie selections.
- Tech-savvy: Sarah is comfortable using her smartphone for various tasks, including movie ticket booking, food ordering, and schedule management. She prefers digital platforms and apps that offer a seamless and convenient experience.

- Stay Updated: Sarah wants to stay up-to-date with the latest movie releases, news about her favorite actors, and upcoming franchises. She actively seeks information through social media, entertainment websites, and newsletters to keep herself informed.

GOALS:

- Active Explorer: Sarah regularly explores different movie genres and enjoys discovering new films to watch. She spends time browsing through movie listings, watching trailers, and reading reviews to make informed choices.

- Social Engagement: Sarah likes sharing her movie experiences with friends and discussing the latest films. She often seeks recommendations from friends and considers their opinions when making movie selections.

- Tech-savvy: Sarah is comfortable using her smartphone for various tasks, including movie ticket booking, food ordering, and schedule management. She prefers digital platforms and apps that offer a seamless and convenient experience.

- Stay Updated: Sarah wants to stay up-to-date with the latest movie releases, news about her favorite actors, and upcoming franchises. She actively seeks information through social media, entertainment websites, and newsletters to keep herself informed.

FRUSTRATIONS:

- Limited Information about Movies: Sarah finds it frustrating when she encounters limited or incomplete information about movies, including missing plot details, cast information, or accurate showtime listings. Insufficient information can hinder her decision-making process.

- Lack of Personalized Suggestions: Sarah feels frustrated when she doesn't receive personalized movie recommendations that align with her preferences and interests. She wants the application to understand her movie taste and provide relevant suggestions accordingly.

- Forgetting Release Dates: Due to her busy schedule, Sarah sometimes forgets the release dates of movies she was looking forward to watching. This leads to missed opportunities or last-minute rushes to book tickets for highly anticipated films.
- Inconsistent User Experience: Sarah is frustrated when the movie ticket booking process is inconsistent across different platforms or theaters. She expects a consistent and seamless experience that ensures convenience and reliability throughout the entire journey.

Persona 2: Mahesh Rao

Age: 35

Occupation: Entrepreneur

Location: Delhi

Education: Master of Business Administration

QUOTE:
"I want a hassle-free movie ticket booking experience that lets me quickly find and book tickets for movies I want to watch, without spending too much time on research or complicated booking processes."

SUMMARY

Mahesh is a busy professional who enjoys watching movies occasionally. He sees movie outings as a way to unwind and relax after a long work week. Mahesh prefers a simple and convenient movie ticket booking experience that allows him to quickly find and book tickets for his preferred movies without hassle.

BEHAVIOUR AND PATTERN:

- Time-Conscious: Mahesh has a busy schedule and values time efficiency. He prefers a movie ticket booking experience that allows him to quickly find suitable showtimes and book tickets without spending excessive time on research or complex processes.

- Minimal Research: Mahesh does not have the time or inclination to extensively research movies. He relies on summaries, ratings, and occasional recommendations to make his movie choices quickly.

- Convenience-Seeker: Mahesh looks for convenience in the entire movie experience. He prefers easily accessible theaters with ample parking and seeks a hassle-free ticket booking process to ensure a smooth and enjoyable movie outing.

- Occasional Engagement: Mahesh's movie-watching frequency is sporadic. He typically goes for movies on weekends or special occasions, such as date nights or outings with friends. He wants a straightforward ticket booking experience tailored to occasional moviegoers.

GOALS:

- Find and Book Tickets Efficiently: Mahesh's primary goal is to find and book tickets for movies he wants to watch quickly and efficiently. He wants a ticket booking experience that allows him to easily search for movies, check showtimes, and complete the booking process in a few simple steps.

- Time-Saving Convenience: Mahesh seeks a hassle-free ticket booking experience that saves him time. He wants to avoid spending excessive time researching movies or navigating through complex booking processes. He prefers a streamlined and user-friendly interface that simplifies the entire ticketing process.

- Secure Good Seats: Mahesh wants to secure good seats for his preferred showtime. He desires a ticket booking system that provides clear seating options

and availability, ensuring he can choose desirable seats without any complications.

- Stay Informed about Offers and Updates: Mahesh aims to stay informed about any special offers, discounts, or promotions related to movie ticket booking. He wants the application to notify him about available deals or updates, ensuring he can make the most of any cost-saving opportunities.

FRUSTRATIONS:

- Complicated and Time-Consuming Booking Processes: Mahesh finds it frustrating when the ticket booking process is overly complicated, requiring multiple steps or unnecessary information. He wants a straightforward and time-efficient process that minimizes any unnecessary hurdles or delays.

- Limited Availability of Convenient Showtimes: It frustrates Mahesh when he struggles to find showtimes that fit his schedule. Limited availability of showtimes during his preferred time slots can restrict his movie-watching options and cause inconvenience.

- Difficulty Finding Parking or Dealing with Crowded Theaters: Mahesh is frustrated when he encounters challenges in finding parking or dealing with.

3.4 User Journey Map

1. Signup and Personalization:

    - The user signs up on the movie ticket booking application, providing necessary details like name, email, and password.

    - They are prompted to fill out their movie preferences, including movies they have watched and liked, favorite genres, and any other relevant information to personalize their movie recommendations.

2. Home Screen and Personalized Recommendations:

    - After signup, the user is directed to the home screen of the application.
    - The home screen displays personalized movie recommendations based on the user's preferences, including movies similar to the ones they have watched and liked.
    - The user can browse through the recommended movies and view their details, such as posters, ratings, and brief summaries.

3. Discover Screen and Upcoming Movies:

    - The user has the option to visit the "Discover" screen, which displays all the upcoming movies regardless of their preferences.
    - On the Discover screen, they can explore a wide range of movies, including those outside their usual genres or previously watched films.
    - The user can sort and filter the movie list based on release dates, genres, or other criteria to find movies of interest.

4. Selecting a Movie to Watch:

    - The user selects a movie from either the personalized recommendations on the home screen or the list of upcoming movies on the Discover screen.
    - Upon selecting a movie, they are directed to the movie details page.

5. Movie Details Page:

    - On the movie details page, the user finds comprehensive information about the selected movie, including the duration, trailer, synopsis, cast, crew, and fun facts.
    - They can watch the trailer to get a better idea of the movie's tone and storyline.

- The user can also read reviews, ratings, and comments from other users to gauge the general reception of the movie.

6. Selecting a Movie Theatre:

    - After exploring the movie details, the user proceeds to select a theater to watch the movie.

    - They can view a list of available theaters nearby, along with their addresses, ratings, and distance from their location.

    - The user selects their preferred theater and moves on to the next step.

7. Selecting Showtimes:

    - In the theater selection, the user is presented with a list of available showtimes for the chosen movie at the selected theater.

    - They can check the showtime options, including date and time, and select the most convenient one that fits their schedule.

8. Seat Selection:

    - Once the user selects the desired showtime, they are directed to the seat selection screen.

    - They can view the theater seating layout, available seats, and their prices.

    - The user chooses their preferred seats and proceeds to the payment step.

9. Payment:

    - The user is presented with a secure and user-friendly payment interface where they can enter their payment details.

    - They confirm the booking and receive a confirmation email or digital ticket.

    - The user has successfully booked their movie ticket and is ready to enjoy the movie in theaters.

Chapter 4

RESULT AND DISCUSSION

After conducting detailed research and analyzing the findings from user interviews, market analysis, and competitive analysis, key insights were derived to inform the design of the movie ticket booking application. These insights were instrumental in identifying the primary features and functionalities that would address user needs and enhance the overall user experience.

With the key features in mind, I designed screens for the movie ticket booking application. The screens were carefully crafted to ensure a user-friendly interface, intuitive navigation, and a visually appealing design. As seen below, each screen serves a specific purpose and contributes to the overall seamless experience of the application.

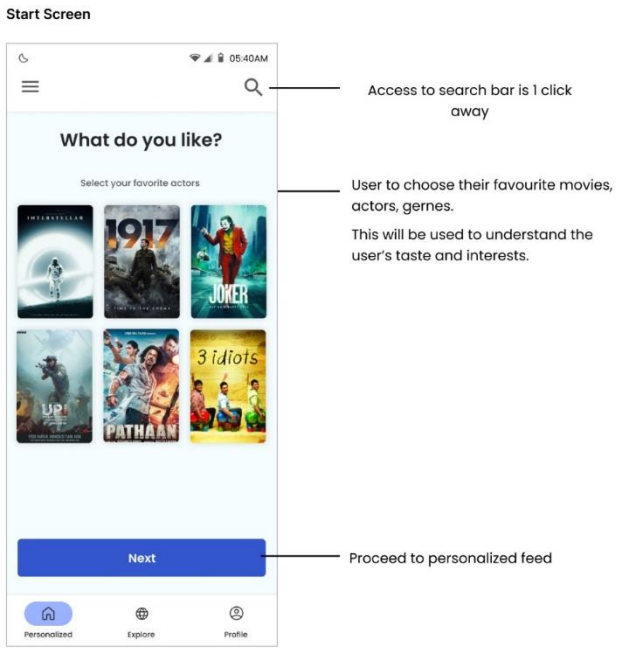


Figure 3: Start Screen after signup

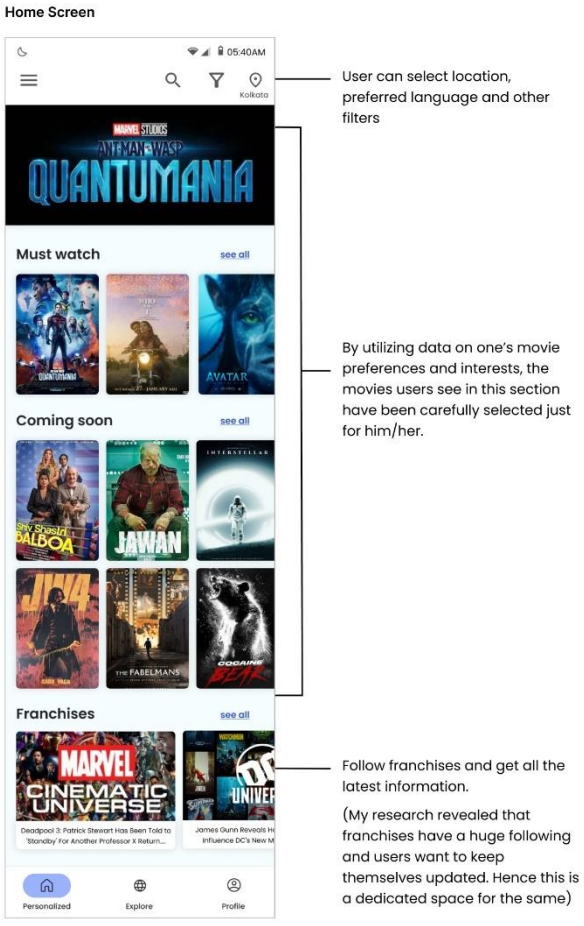


Figure 2: Personalized Home Screen

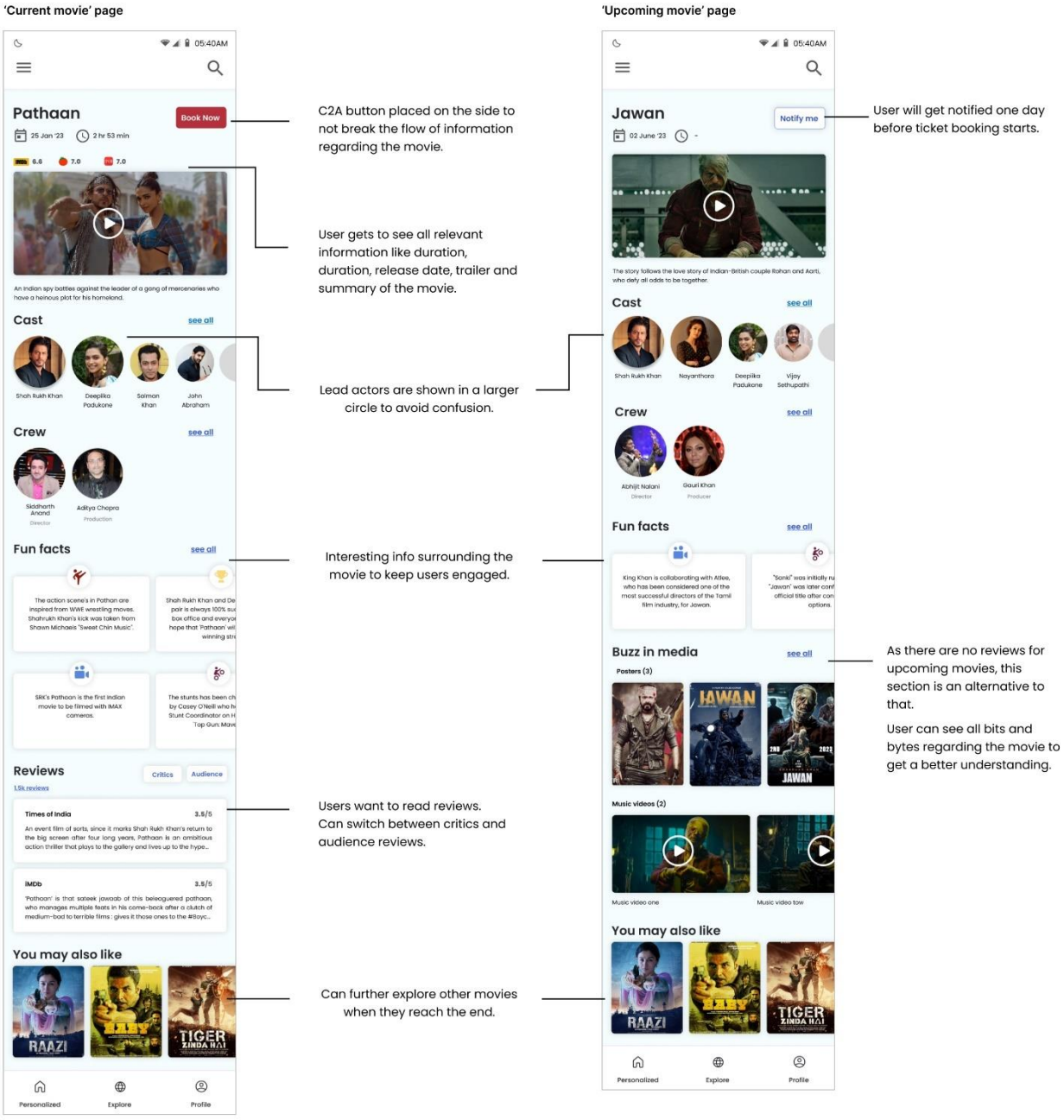
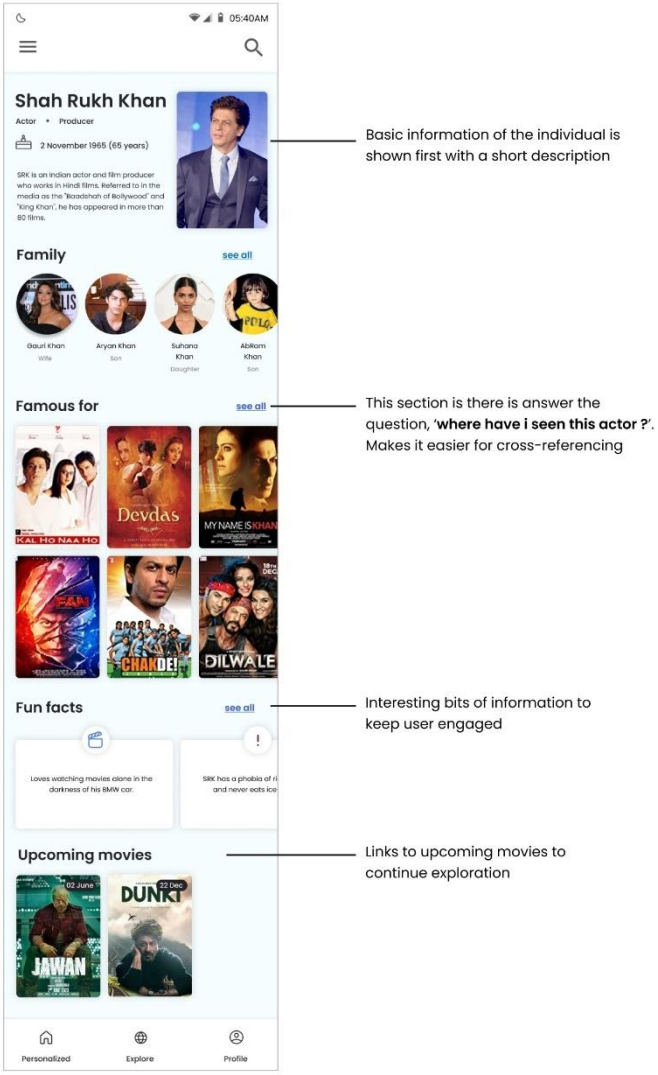


Figure 4: Current and Upcoming Movie screen

'Individual' page



Basic information of the individual is shown first with a short description

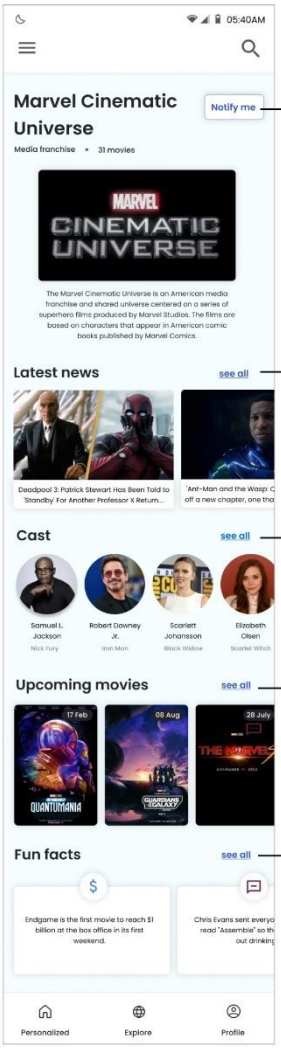
This section is there is answer the question, '**where have i seen this actor ?**'. Makes it easier for cross-referencing

Interesting bits of information to keep user engaged

Links to upcoming movies to continue exploration

Figure 6: Actor details screen

Movie franchises page



Users will receive notifications about the most recent and thrilling updates, including movie release dates, which will boost their engagement.

Links to the latest news for fast access

Links to the latest news for fast access

Users can see all the movies that are lined up with release dates. Notification will be sent when release date approaches.

Interesting info surrounding the franchise to keep users engaged.

Figure 5: Franchise details screen

Additionally, during the research and analysis phase, it was discovered that the name of the application plays a crucial role in user perception and engagement. To ensure a captivating and memorable brand identity, several potential names were brainstormed, including Cinema Cruise, Movie Mania, Film Flix, Movie Map, Cinema Quest, Quest Cinema, and Film Fista. After a thorough review and collaboration with the client, the final name "CinemaQuest" was chosen.

With the final name in place, the next step was to create an introduction and tagline that encapsulated the essence of the application. The goal was to convey the unique value proposition of CinemaQuest as a movie ticket booking app that goes beyond mere transactions and focuses on the exploration and immersion of cinema.

- “Introducing CinemaQuest, the movie ticket booking app that takes you on a journey beyond just transactions. With the tagline "Your ticket to endless cinema adventures," CinemaQuest aims to cater to movie lovers who seek to discover new and exciting films, explore hidden gems, and fully immerse themselves in the world of cinema. Whether you are searching for the latest blockbuster, upcoming releases, or films within a specific genre, CinemaQuest offers a diverse range of options to cater to every preference. Join us on this thrilling journey of endless cinema adventures and get ready to be entertained.”

By presenting CinemaQuest as a platform that goes beyond ticket bookings and emphasizes the exploration of movies, the introduction and tagline effectively convey the app's value proposition to potential users.

Chapter 5

CONCLUSION AND FUTURE SCOPE

In this thesis project has involved extensive research, analysis, and design to create a movie ticket booking application that focuses on movie exploration and offers a seamless user experience. The collaboration with QC Technologies, a leading provider of digital cinema technology, has provided valuable insights and expertise in understanding the intricacies of the cinema industry and ticket booking process.

The project is currently ongoing, and I am working closely with QC Technologies to refine and improve the application based on user feedback and testing. The following are the key accomplishments thus far:

- Conducted comprehensive market research and interviews to understand the Indian movie cinema market, online ticket booking trends, and the competitive landscape.
- Developed detailed user personas and empathy maps to gain a deep understanding of user needs, goals, and frustrations.
- Designed the screens for the entire movie exploration and ticket booking process, considering the user's preferences and preferences.

Throughout this project, I have gained valuable insights into the world of cinema theatres and ticket booking, as well as the importance of a user-centric approach in designing digital solutions.

Looking ahead, the next steps involve conducting user testing and gathering feedback to further refine the application. By incorporating thoughtful insights gained from user testing, additional revisions and enhancements will be made to the application. This iterative process will ensure that the final product meets the needs and expectations of the users.

The future scope of this project includes delivering the final product to QC Technologies for further evaluation and potential implementation. The goal is to create a robust and user-friendly movie ticket booking application that revolutionizes the movie-going experience and exceeds user expectations.

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