

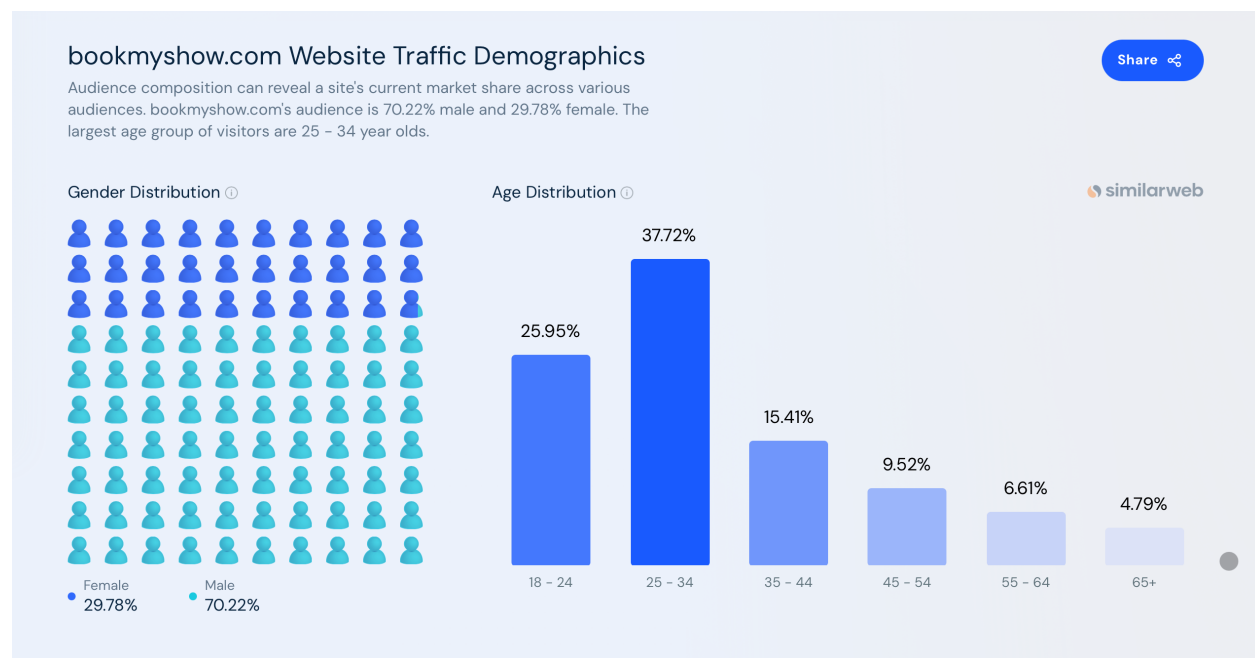
Assignment 1- Phase 2

Pick Your Segments

Primary segment: Tier 1 cities corporate folks who want to enjoy their weekend or holiday watching movies or experiencing any event with their families and friends.

Why Primary segment?

- Age: 25-34 years, accounting for 45-48 years.
- Gender: Male (As per report, 82.9% os users are identified as male)
- Income: Upper middle class, who can afford leisure activities and movie tickets
- Frequency: Book tickets once in two months
- Busy in their work full week, want to spend time with family and friends
- Motive: Wanted to spend free time, Social status, social media sharing
- Easy and convenient option without much thinking



Interview script:

Thanks for your time. I'm trying to understand how people really use bookmyshow to book tickets and what is their user experience, not test any particular idea. There are no right or wrong answers - I just want to learn about your actual experience.

This is for learning; I'll take notes and may record for my own transcription. Is that OK?"

1. What do you do, can you tell me about yourself?
2. When you think of going out or doing something fun, what types of activities usually come to mind?
4. When was the last time you wanted to explore something *new* (like a festival, exhibition, workshop, concert)? How did you look for it?
5. How did you decide what to attend? What steps did you take from the moment you thought of going out?"
6. Can you walk me through the last time you attended a non-movie event (concert, workshop, expo, sports match, etc.)? How did you find it, choose it, and book it?
7. When you think about going to events, what's the usual barrier? What stops you?
8. Tell me about the last time you bought tickets online for anything — how did you feel about the total price at checkout
9. Have you ever compared online booking vs offline booking? What happened?
10. Have you ever abandoned a booking online? What triggered that?

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11. When you're in your hometown/smaller cities, how do people usually book tickets for movies or events?
 12. Tell me about the last time you or someone you know avoided online booking. What led to that decision?
 13. In smaller towns, what makes people comfortable or uncomfortable about booking tickets digitally?

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1. When you go out with friends/family, how do you all decide which show/time/event to book?
 2. Tell me about the last time planning with others became messy or took too long. What happened?
 3. How do you share seating options or show options with the group currently?

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1. What tools or apps (if any) do you use when deciding what to attend?

2. If you could fix one thing about how you book tickets today, what would it be?

1. Is there anything about going out for entertainment that most apps don't solve for you yet?

SWOT Analysis

Strength:

Go to app for movie booking,
User friendly for booking MOVIES mostly.
Never slow
Smooth payment with cancellation information given
Wide range of categories covered.

Weakness:

Discovery of other events
No option to collaborate and select seats and movies with friends, people have to drop off and use apps like WhatsApp to collaborate.
Artist familiarisation is missing from the app
Hard for users to connect with event organisers.
Help section mostly unclear (refund, cancellation updates)
Higher convenience fees

Opportunity

1. Growing market for leisure activities
2. **Personalisation and recommended selection**
3. **Opportunity for conducting events in tier 2 cities**
4. **Group planning and social collaboration tools**
5. **Advance parking booking options, queue less entry**
6. **Virtual seat map tour before booking**

Threats

1. **Direct booking by PVR or similar platform apps**
2. **Competitors in event booking space like district, Paytm insider**
3. **Local competitors for event booking.**

4. **Challenges with convenience fees**
5. **Challenges with seat pre-booked to increase the hype**

Goal Setting - Linking User Pain to Business Impact

Increase the discovery and booking of non-movie event by 25% among the existing movie users.

Persona: 2

Short Tagline

"I want my weekends to feel memorable — exploring events, movies, and activities with my friends."

Background

Name: Raya

Age: 29

Role: IT Developer

Location: Bangalore

Origin: Jalandhar, moved due to work

Bio:

Raya is a young working professional with 5+ years of IT experience. Having lived in multiple cities for work, she appreciates platforms that make it easy to discover entertainment options in a new place. She loves movies (OTT + theatre), exploring cafés, local activities, and spending her weekends with friends. Social experiences matter to her more than solo activities.

Goals (What she wants to achieve)

- **Discover new and interesting weekend events** without needing to manually search every platform.
 - **Easily coordinate plans with her friends**, especially for events that require group decisions.
 - **Avoid last-minute hassles** like long queues, seat issues, or hidden costs.
 - **Stay updated** on events happening nearby that match her interests.
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Behaviour (How she uses platforms)

- Uses BookMyShow **primarily for movies**, occasionally checking events but not regularly.
 - Finds **Instagram more reliable** for discovering events and creators than BMS.
 - Prefers **experiences she can share** with friends (stand-up shows, workshops, festivals).
 - Often **compares prices** between the BMS app and booking directly at the venue.
 - Doesn't browse BMS proactively; checks only when she has a plan in mind.
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Frustrations (Pain Points)

- **Price Differences:** Tickets on BMS are often costlier due to convenience fees; she feels "penalized" for using the platform.
 - **Poor Collaboration:** No smooth way to share options with friends or jointly pick seats.
 - **Discovery Gap:** Local events, workshops, and exhibitions are often **missing or hard to find**.
 - **Reliance on Instagram:** Has to depend on Instagram creators/event pages to know what's happening — BMS is not her "event discovery" app.
 - **Unpredictable Experience:** Despite online booking, she sometimes ends up facing queues or unclear seat availability at event venues.
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Quote

"I just want one place that shows me all the exciting things happening around me — without hidden costs or hassles."

Motivations

- Wants meaningful, enjoyable weekends.
 - Values convenience + clarity above everything.
 - Prefers curated recommendations instead of endless lists.
 - Social influence matters — chooses events friends are excited about.
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Barriers to Using BookMyShow More Frequently

- Doesn't trust BMS to show *all* events happening in the city.
- Perceives BMS as a "movie-only app."
- Discovery feels passive; she rarely gets personalized alerts.
- Collaboration tools are missing, so event planning feels manual and scattered.

Persona 2

Short Tagline

"I use my free time to stay entertained and stay ahead — with movies for fun and seminars for professional growth."

Background

Name: Yatish

Age: 42

Role: Startup Founder

Location: Mumbai

Origin: Cochin

Bio:

Yatish is a seasoned entrepreneur with 10+ years in the tech industry. He began his journey as a junior developer and gradually built his own startup. Living in Mumbai with his family and two kids, he balances entertainment and professional learning. Movies are his family-time ritual, but he also actively looks for tech events, seminars, and summits to stay updated with industry shifts.

Goals (What he wants to achieve)

- **Effortlessly book movie tickets** for family and friends, always in advance.
 - **Discover tech-related seminars, workshops, and summits** that fit his interests.
 - **Use one platform** for entertainment + professional enrichment instead of jumping between multiple apps.
 - **Find good deals** and maximize value using discounts and membership perks (e.g., BMS club).
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Behaviour (How he typically uses the app/platform)

- Uses BookMyShow **only for movies** — not conditioned to explore non-movie categories.
- Often **pre-books seats** to avoid last-minute rush or sold-out shows.
- Occasionally checks for seminars or tech events but **rarely finds anything relevant**, so switches to other platforms (LinkedIn Events, Meetup, Paytm Insider, Eventbrite).
- Looks for **discounts and BMS club offers** before booking.

- Prefers reliable, predictable processes — expectations are shaped by his founder mindset.
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Frustrations (Pain Points)

- **Lack of tech-focused events:** Says BMS shows “only entertainment,” making him feel the platform isn’t meant for professionals.
 - **No streaming options:** Would like to stream movies or events online, especially when travelling or during late-night free time.
 - **Misleading seat availability:** Feels that some seats appear “blocked/pre-booked” to create hype, reducing trust.
 - **No unified event discovery:** Must use multiple platforms to stay updated on industry seminars.
 - **Limited utility:** App does one job well (movies), but doesn’t evolve with his needs.
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Quote

“BookMyShow is smooth and reliable — the movie part is excellent. But beyond movies, I don’t find much value.”

Motivations

- Wants a **productive + enjoyable balance** in his limited free time.
- Strong appetite for **continuous learning** (tech trends, founder talks, seminars).
- Loves structured planning — advance ticketing, clear availability, and transparent pricing.
- Wants a **trusted, consolidated discovery hub** instead of scattered platforms.

P0 (Primary Problem to Solve)

P0 — Weekend entertainment seekers struggle to discover relevant online and offline events due to low visibility and awareness on existing platforms, resulting in missed opportunities, low engagement, and minimal event bookings

- Large population → Almost all non-movie users face this.
- Intensity: High
- Frequency: Most user, who are interested in an event, they found it difficult to explore and notified about any events happening nearby.

P1—"Users booking group events often struggle to coordinate with friends and family—seat selection, show timing, and event choice—because existing tools do not support real-time collaboration, leading to booking delays or abandonment."

- Large Population → Non-movie users who booked events few times a year.
- Intensity → Medium
- Frequency → Most of the time, when users plan to attend an event faced this difficulty.

P2- Users perceive a mismatch between online ticket prices and at-venue prices, reducing trust and willingness to book.

- Less to Medium Population → Non-movie users find discrepancy while booking tickets online vs offline.
- Intensity → Low
- Frequency → Happened rarely, when compared.

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