

book  show



What does BookMyShow currently do?

Customer Side

When I want to watch the latest movie release,
Then I would like to book the tickets easily,
To enjoy it in the theatre.

When there is a live sporting event,
Then I want to buy seats according to my preference,
To watch and support my favourite team.

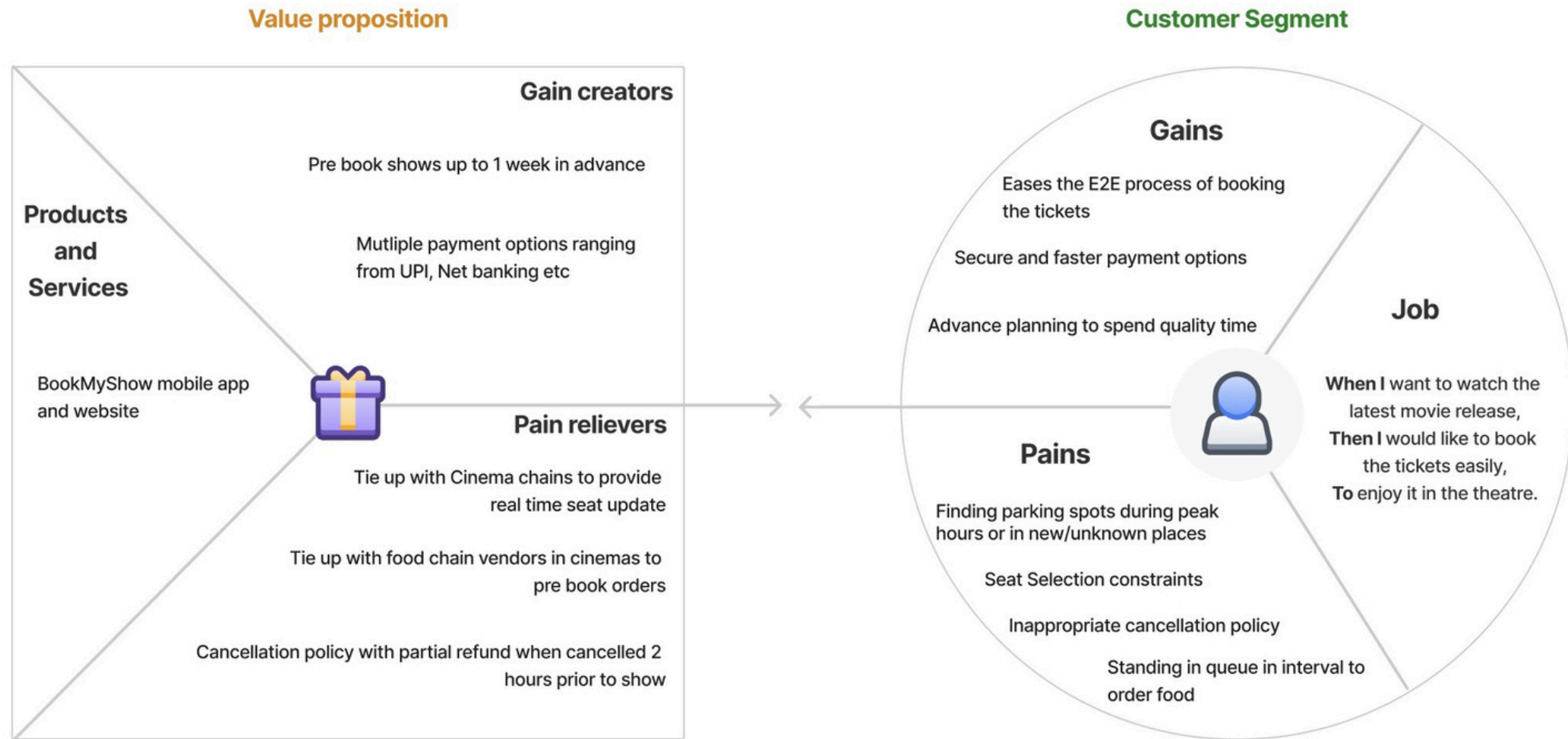
When there is a live event that interests me,
Then I want to buy the event passes,
To immerse myself in the offered experience.

Producer Side

When I have to host an event,
Then I want to list it on a commercial medium,
To reach the maximum people and gather an audience.

Primary JTBD





Few of the pain points and gains of the customers using our app were identified as follows:

Pain:

- Finding parking spots during peak hours or in new/unknown places
- Seat Selection constraints
- App navigation and usability
- Inappropriate cancellation policy
- Standing in queue in interval to order food

Gain:

- Eases the E2E process of booking the tickets and reaching the venue
- Secure and faster payment options
- Advance planning to spend quality time

Barriers:

- Collaboration with Parking space providers
- Unavailability of Parking spaces
- Unorganised Parking space industry

Enablers:

- Integration with Google Maps
- Integration with venue/mall parking space managers/providers
- Real-time tracking technology

- A qualitative analysis of the pains and gains was done
- Addressing pain points related to parking was prioritised



Proposed Micro JTBDs to be pursued based on prioritized pain points:

Assumption: People do not want to miss the opening minutes of the show

1

Situation

When I have booked tickets on BookMyShow

Motivation

Then I want to avoid last minute hassle of finding a parking spot

Outcome

To not miss the opening minutes of the show



BookMySpot

EPIC

By providing our valued clients with helpful parking assistance, we can enhance the entire user experience and help them quickly and easily find convenient parking spots near the event venue. This offering will ensure a seamless and trouble-free experience for everyone and strives to reduce any last-minute hassles and the possible stress connected with locating adequate parking.

2

When I have booked tickets on BookMyShow

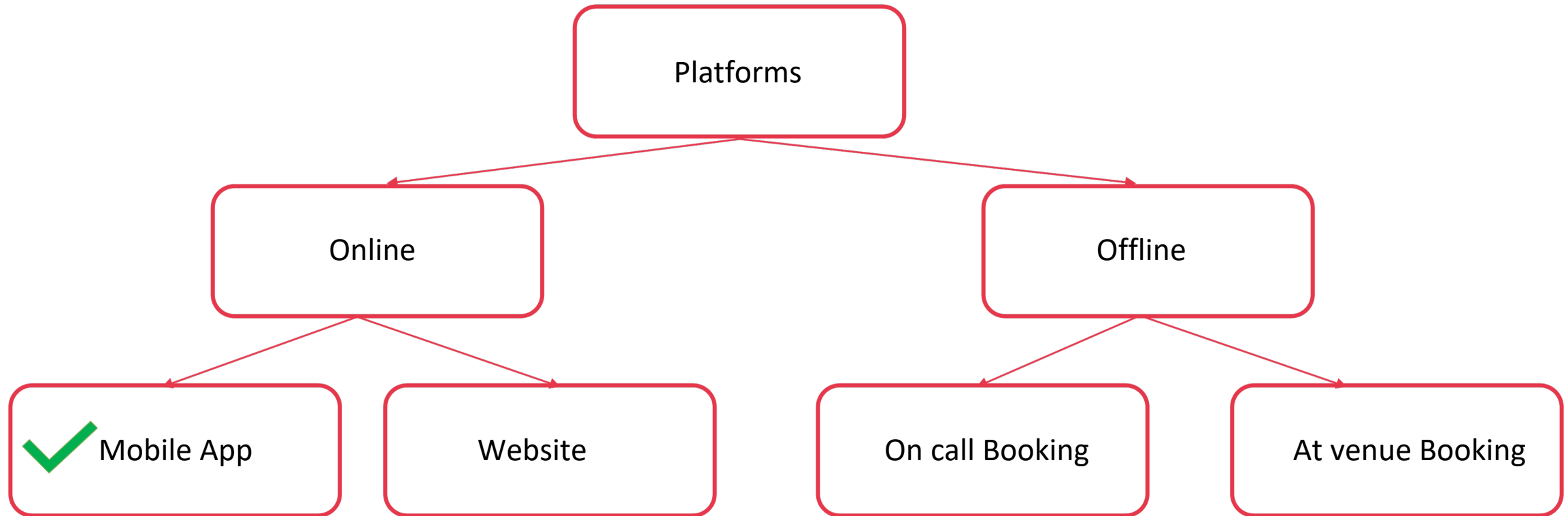
Then I want frequent reminders before the start

To not miss the opening minutes of the show



TrackMyTime

Implementing real-time tracking supported by timely nudges will enhance the customer experience and ensure that users never miss the start of their selected event. Efficient scheduling and tracking of locations using cutting-edge technology will enable people to plan their travel properly. Personalised nudges will act as helpful reminders to motivate users to be on time and make the most of their chosen event. Our goal is to make sure every consumer has a smooth and stress-free experience so they never have to worry about missing the opening minutes of a show.



Prioritize the implementation on the app. The app can leverage features like GPS, maps and push notifications and provide experience for users. App has a wide reach and can provide valuable insights.

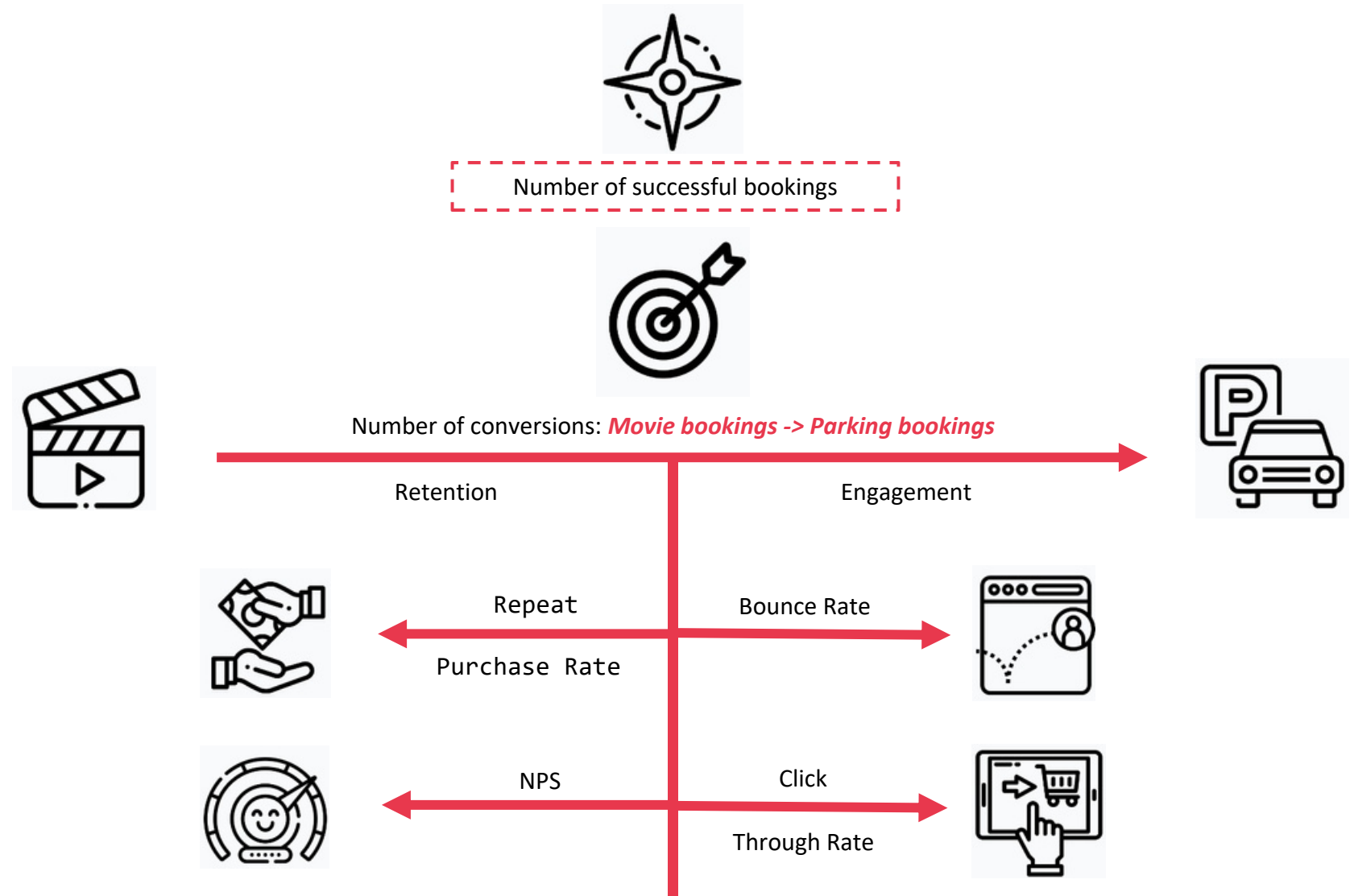
Second priority is the website(Currently only looking at the app). This allows users to use the platform through a browser(mobile/desktop) to use the new features. Like the app, the website also has a wide reach and can provide insights.

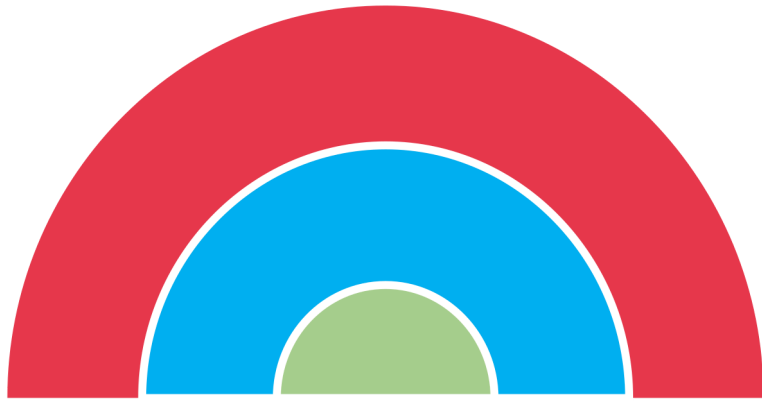
Revisit the offline options later. Gauge the feasibility and demand for such offline approaches after implementing on the digital platforms. Offline modes are high effort and may be inconvenient.

North **starmetric**

Focus **metric**

L1 **metrics**





TAM

Total Addressable Market =
Indian population
= **1.4 Billion**

SAM

Service Addressable Market
= Indian population living in
serviceable cities with internet
access and smartphones = 1.4
Bil * 0.70 * 0.10 = **100 Million**

SOM

Service Obtainable Market
= People who enjoy watching
movies/live events = 100
Million * 0.50 = **50 Million**

Cost to company	Benefit to company
<p>Cost drivers:</p> <ol style="list-style-type: none"> 1. Parking space partnerships/ Reserving Parking spaces 2. Development costs <p>Assumptions:</p> <ol style="list-style-type: none"> 1. Development team of 6 members, with compensation of 50,000/-per month. Time estimate to roll out features -1 year Cost = $6 * 12 * 50000 = 36,00,000$ /- 2. Cost of partnership = 10,00,000 /- <p>Year 1 cost = $36,00,000$ /-+ $10,00,000$ /-=</p> <p>46,00,000/-</p>	<p>Qualitative</p> <ol style="list-style-type: none"> 1.Increasing customer satisfaction 2. Increasing retention 3. Increase number of bookings 4.Increase engagement 5. Increase activation <p>Quantitative</p> <p>Assuming 1% conversion of the SOM = $50 \text{ Million} * 0.01 = 5,00,000$</p> <p>Assuming commissions of 3% per transaction and cost of each transaction = 50</p> <p>Total Benefit = $5,00,000 * 50 * 0.03 = 250000$</p>
Cost to customer	Benefit to customer
<p>Pricing strategy: Dynamic Pricing : Starting with a normal cost + markup policy and then switching to a surge pricing based on time of booking.</p>	<ul style="list-style-type: none"> • Improved customer experience • Convenience –Book parking from the comfort of your home • Hassle free parking on arrival • Never miss the opening minutes of a show

User Persona and User Journey



Diya
30 Yrs
Influencer

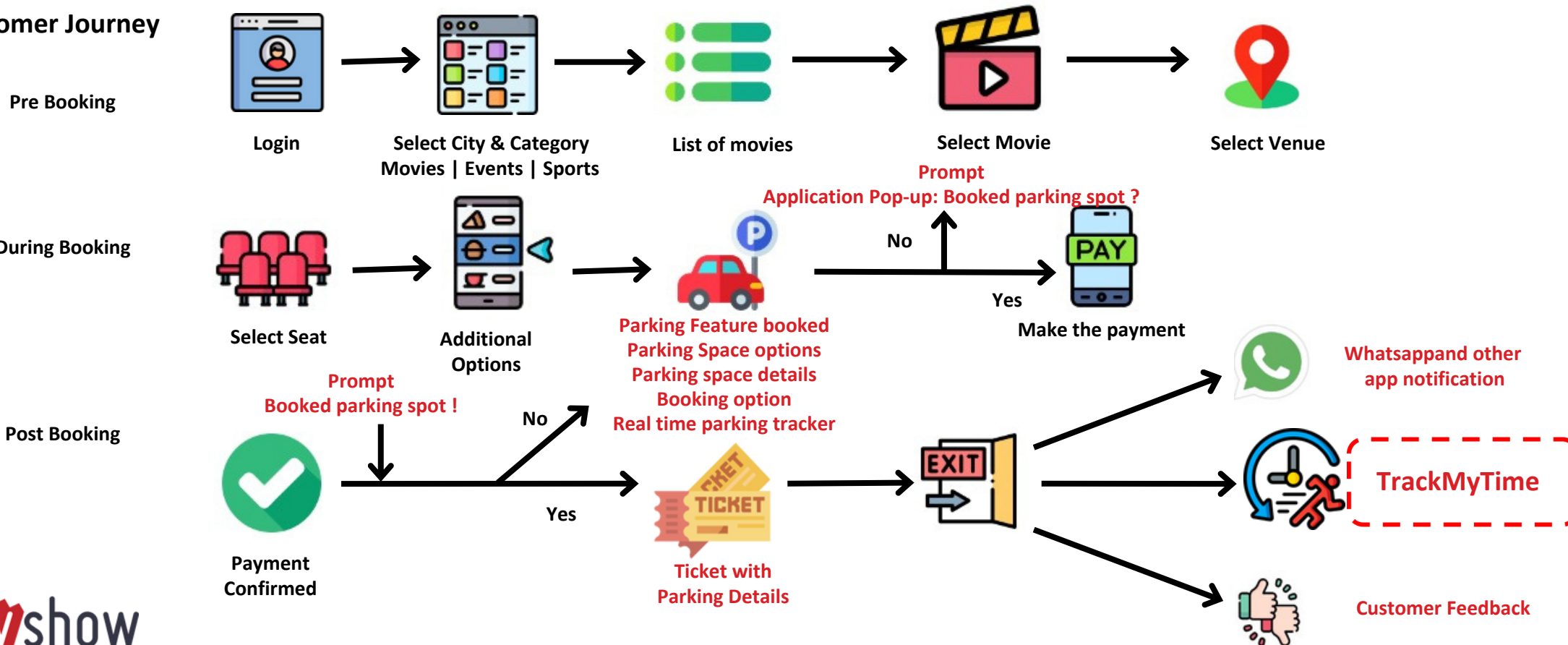
As an Influencer I am very particular about my schedule. I am a frequent BookmyShow user but due to packed schedule I won't always get late to movies and miss the opening. I want a feature that can send frequent reminders for the shows I booked



Varun
45 Yrs
Movie
Critic

I am a movie critic and it is essential for me to watch every second of the movie. But whenever I go to malls with my family I always face issue with parking and I miss some part of the movie. As a BookmyShow user I expect if the app can help me with a parking facility

Customer Journey



Features

Value vs Complexity

Pre-booking

Parking Indicator

Post-booking

1. Notifications:

A. Booking Prompt

- Application notification
- WhatsApp notification
- Email notification

B. Confirmation of booking

- Application notification
- WhatsApp notification
- Email notification

3. Showing of nearest parking spots

- Showing distance & address
- Showing static map view
- Nearest landmark
- Add on parking tab

4. Booking of parking spots

- Real-time tracking of parking availability
- Parking payment page
- Filters for parking spots

5. Navigation

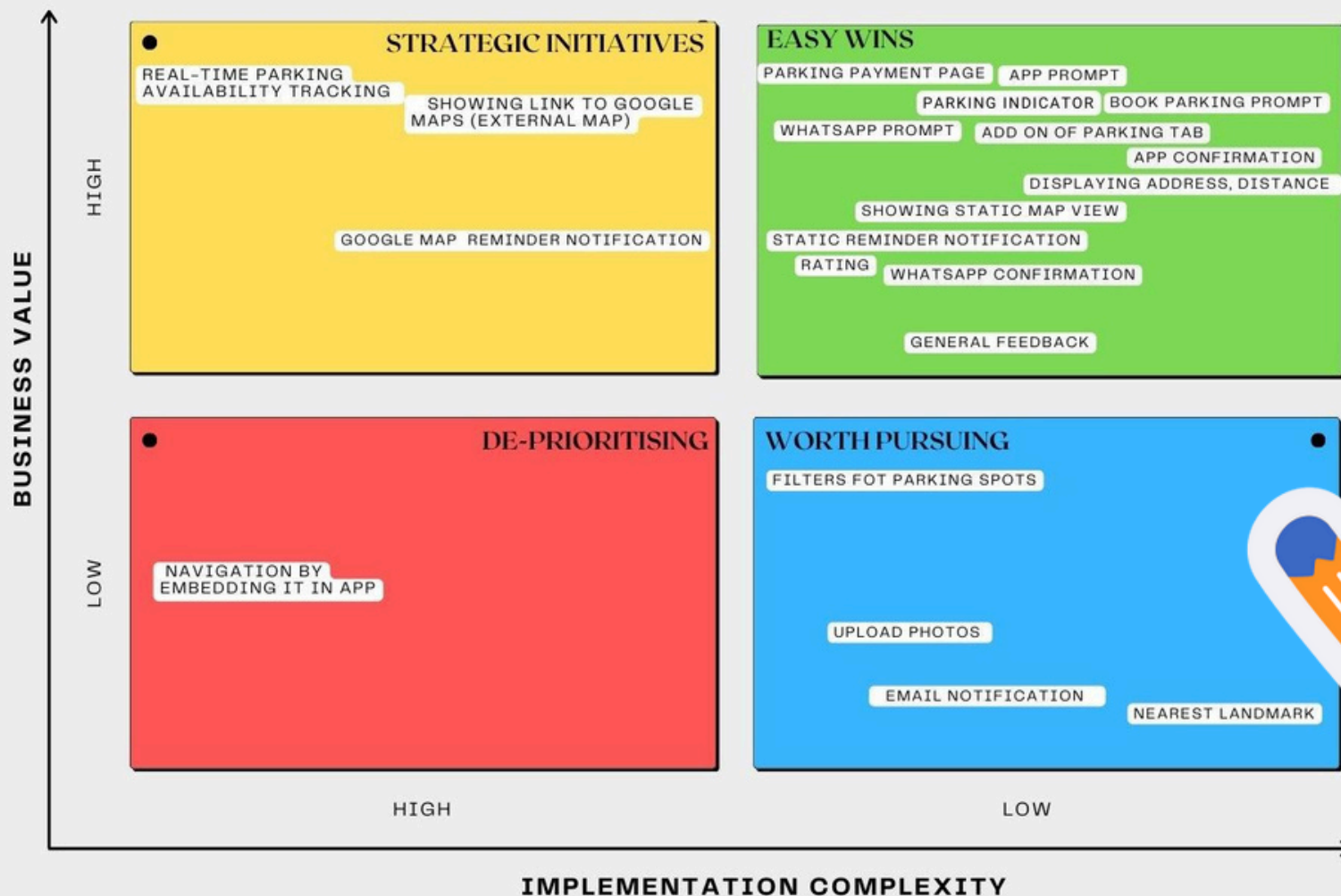
- Showing link to Google Maps (External Map)
- Navigation by embedding it in app

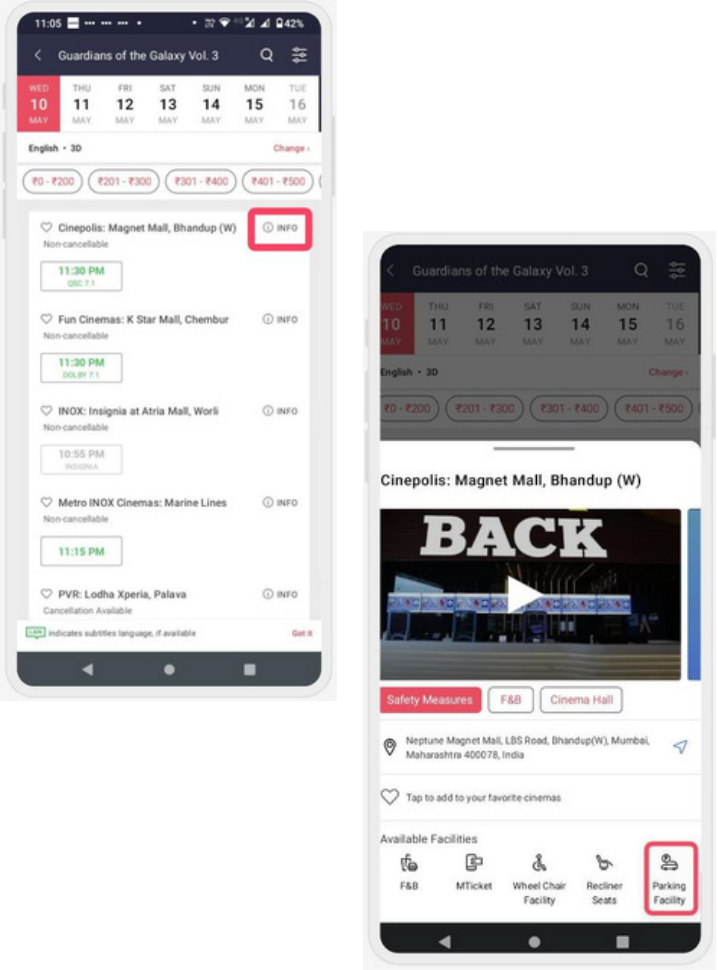
6. Review

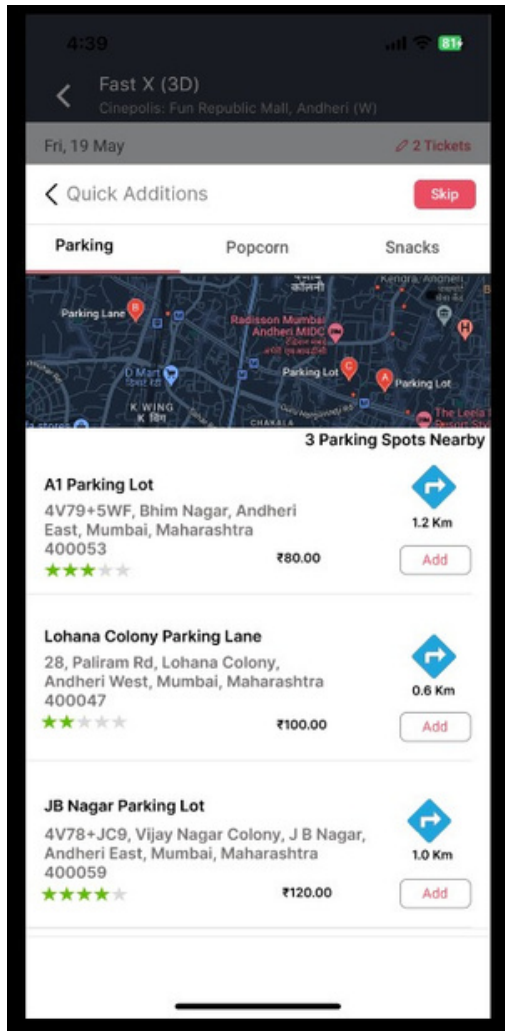
- General feedback
- Rating
- Upload photos

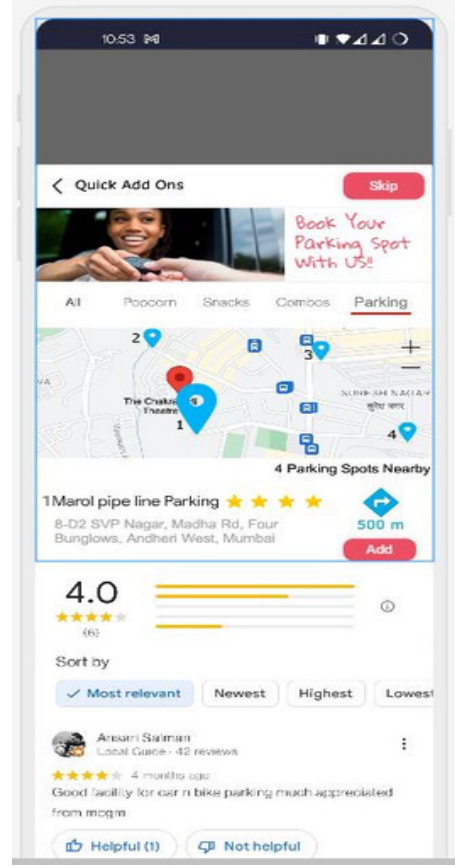
7. Reminders

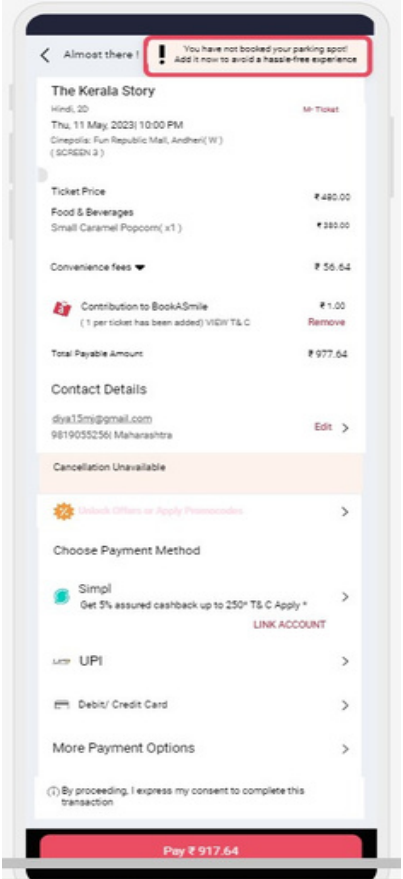
- Static reminder notification
- Google map reminder notification

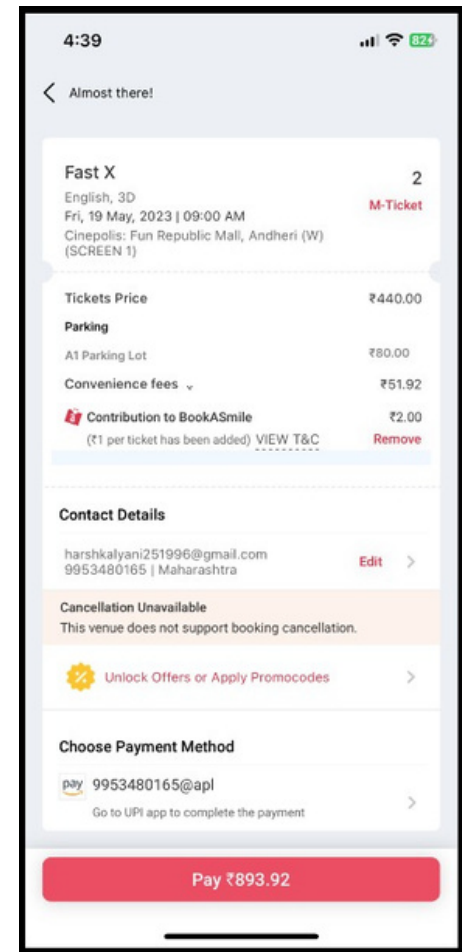


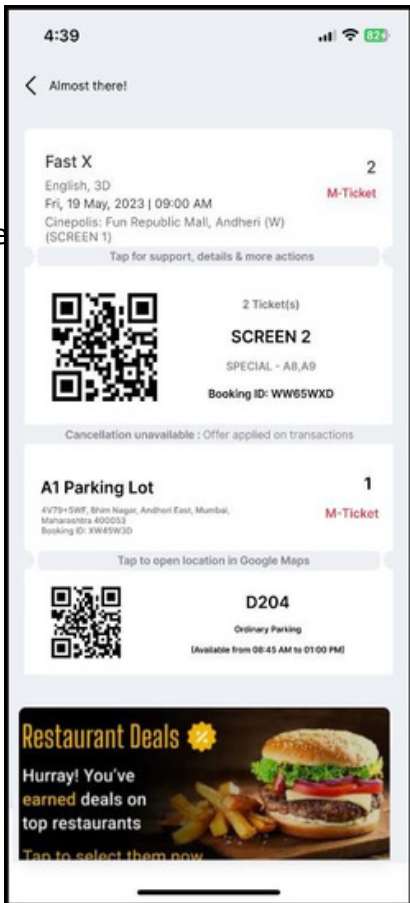
User Story	Sub Tasks	Acceptance Criteria	Wireframe and Notes
<p>Info Button:</p> <p>User story:</p> <p>As a platform user who is traveling by a personal vehicle, I want to quickly check the parking availability near the venue, so that I can book my tickets accordingly</p>	<p>Sub-Task 1: Create an information button beside each event venue which is clearly visible.</p> <p>Sub-Task 2: Implement a parking availability indicator which retrieves data from a backend table.</p>	<p>Given a user searches for an event venue</p> <p>When a user is displayed the name of the venue</p> <p>Then an information button should be available beside the name</p> <p>Given a user clicks on the information button</p> <p>When a user is displayed the parking indicator</p> <p>Then the indicator should be highlighted if parking space is available and crossed out if unavailable</p>	

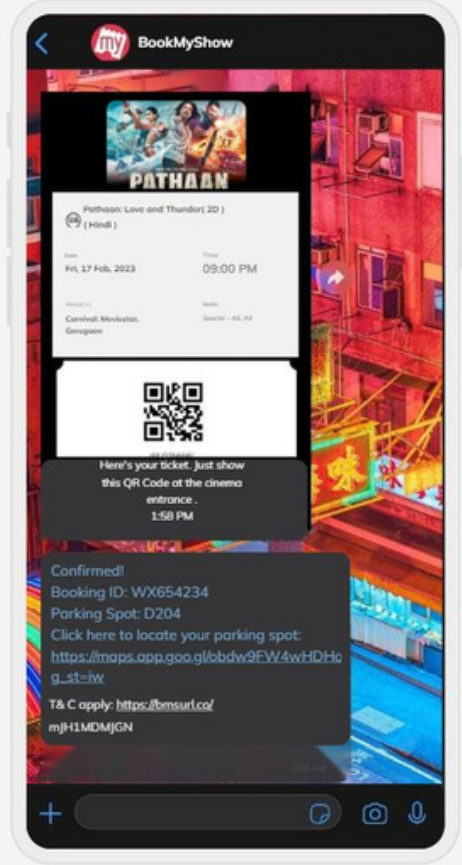
User Story	Sub Tasks	Acceptance Criteria	Wireframe and Notes
<p>As an attendee who is driving by himself to the event, I want to quickly add a parking spot along with my food and beverages after I have selected my seats,</p> <p>So that I do not have to hassle for template, showing the location of the event finding a booking spot right before the venue and nearby available parking area the event starts</p>	<p>Sub Task 1: Create a new tab under Food and Beverages by the name Parking and highlight it.</p> <p>Sub Task 2: Rename Food and Beverages to Quick Add Ons</p> <p>Sub Task 3: Display google maps</p> <p>Sub Task 4: Display the details of available parking spots nearby (Name, Address)</p> <p>Sub Task 5: Display the distance of parking spot from venue, distance data to be retrieved from google maps API</p> <p>Sub Task 6: Display Add CTA for the user to add parking spot</p> <p>Sub Task 7: Arrange the available parking spots in ascending order of distance</p> <p>Sub Task 8: Display ratings based on data collected from google maps API</p>	<p>Given a user selects seat</p> <p>When a user is displayed option to add food and beverages</p> <p>Then parking tab should display along with Popcorn, Snacks at the end under "Quick Add Ons"</p> <p>Given a user selects seat</p> <p>When a user is displayed option to add food and beverages</p> <p>Then a google maps visual template should show the location of venue and nearby available parking spots</p> <p>Given a user selects seat</p> <p>When a user is displayed option to add food and beverages</p> <p>Then a list of nearby available parking spaces should show up, below the map, with Name, address, distance from venue arranged in ascending order of distance from venue</p> <p>Given a user selects seat</p> <p>When a user is displayed option to add food and beverages</p> <p>Then rating should show up along with each parking spot</p>	

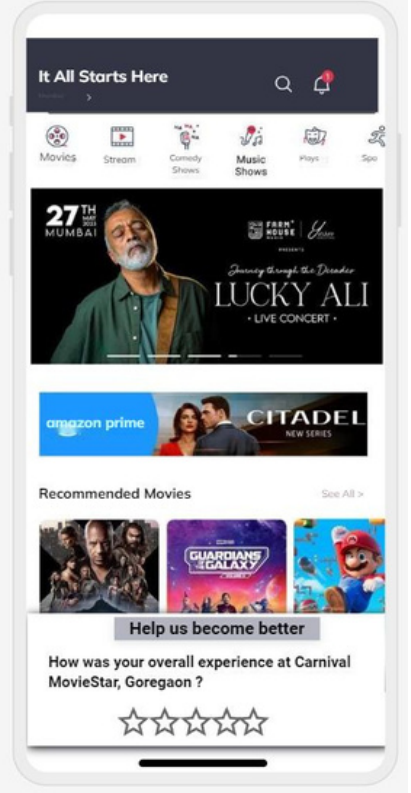
User Story	Sub Tasks	Acceptance Criteria	Wireframe and Notes
<p>As an attendee who is driving by himself to the event, I want to know the review and user feedback of the available parking spots,</p> <p>so that I can park my vehicle with a reliable authority and enjoy my show without worrying about it</p>	<p>Sub Task 1: Create a collapsible menu, which will be triggered upon clicking address of parking slot</p> <p>Sub Task 2: Display Ratings Ulas shown in the wireframe with user feedback retrieved from google maps API and provide filter options based on "Most relevant", "Newest", "Highest" & "Lowest"</p>	<p>Given a user has selected Parking under Quick Add Ons When a user clicks on any one parking spot address Then a collapsible menu should open, displaying Ratings, User feedback and Filters</p>	



User Story	Sub Tasks	Acceptance Criteria	Wireframe and Notes
<p>PROMPT TO BOOK ON PAYMENT As a purchaser who buys tickets to an event, I want to know about the BookParking spot option before I make the payment, So that I do not miss out on anything that can make my experience more pleasant</p>	<p>Create pop-up/notification/alert as a reminder for exploring Parking option</p> <p>Create dismiss option in the pop-up/notification/alert to turn the reminder off</p> <p>Create do-not show again checkbox to prevent future messages from popping up</p>	<p>Given a user enters the payment page When user tries to move to the next page Then application must display reminder to try the Parking feature Given the reminder prompt is displayed to the user When user clicks on the dismiss button Then reminder prompt should be dismissed Given the reminder prompt is displayed to the user When user clicks on Do-not show again button Then the reminder should not be displayed for future transaction</p>	


User Story	Sub Tasks	Acceptance Criteria	Wireframe and Notes
<p>PAYMENT OF PARKING FEE ON PAYMENT PAGE</p> <p>As a purchaser who buys tickets to an event, I want to get a complete summary of my purchases, So that I can make an informed decision about my purchase</p>	<p>Create Parking Fee header under Payments if and only if Parking feature was available</p> <p>Display cost of parking as shown with currency and 2 decimal places</p> <p>Include parking fee in the total cost computation</p>	<p>Given a user has completed all purchases When the user enters the payments page Then display Parking fee under Particulars as shown</p> <p>Given a user has completed all purchases When the user enters the payments page Then display parking fee next to the</p> <p>Parking fee header</p> <p>Given a user has completed all purchases When the user enters the payments page Then the final cost computation must include the parking fee</p>	 <p>The wireframe shows a mobile app interface for a payment page. At the top, it says 'Almost there!' with a back arrow. Below, it lists ticket details: 'Fast X' (English, 3D) for 2 tickets, dated Fri, 19 May, 2023 at 09:00 AM, at Cinepolis: Fun Republic Mall, Andheri (W). The costs are broken down: Tickets Price ₹440.00, Parking A1 Parking Lot ₹80.00, Convenience fees ₹51.92, and a contribution to BookASmile ₹2.00. A 'Contact Details' section shows an email and phone number with an 'Edit' option. A 'Cancellation Unavailable' message states the venue does not support booking cancellation. There's a section for 'Unlock Offers or Apply Promocodes' and a 'Choose Payment Method' section showing a UPI payment option. At the bottom, a large red button says 'Pay ₹893.92'.</p>

User Story	Sub Tasks	Acceptance Criteria	Wireframe and Notes
<p>As a user, who has booked an event ticket through BookMyShow along with a parking spot, I want confirmation details of my bookings, So that I can be reassured of my payment and booking.</p>	<p>Check from the backend the available list of Parking Spots and randomly assign a Parking Spot to the user.</p> <p>Generate a unique QR Code corresponding to the user's event ticket for the Parking Ticket.</p> <p>Generate a unique ID corresponding to the user's event ticket for the Parking Ticket.</p> <p>Display the above parking details under the event ticket details</p> <p>Display the address of the parking spot and the Google map link of the parking spot.</p>	<p>Given the user has paid for a parking spot, When the user was booking a ticket for an event, Then application must assign a parking spot to the user.</p> <p>Given the user has paid for a parking spot, When the user was booking a ticket for an event, Then application must generate a QR code for the parking ticket.</p> <p>Given the user has paid for a parking spot, When the user was booking a ticket for an event, Then application must generate a Unique ID.</p>	<p>1. Parking ticket should Consolidate all the details. (QR Code, Unique ID, Google Maps link and Address) in one box.</p> <p>2. Parking tickets should be like the Event ticket But a little smaller in size.</p> 

User Story	Sub Tasks	Acceptance Criteria	Wireframe and Notes
<p>As a user, who has booked a ticket along with a parking spot through the platform, I want to receive my booking details on WhatsApp, So that I can access those details anytime without a hassle.</p>	<p>Fetch below details for the user from backend:</p> <ul style="list-style-type: none"> a. Parking ID b. Parking Spot c. Google Map Location. <p>Generate a text message containing all these details Through BookMyShow Business WhatsApp account, send the text message to the user.</p>	<p>Given the application has generated a parking ticket for the user, When the user had booked a parking spot along with booking the event, Then the application should fetch the Parking ID, Parking Spot and corresponding Map Location. Given the application has generated a parking ticket for the user, When the user had booked a parking spot along with booking the event, Then the application should fetch the user's WhatsApp number Given the application fetched the user details, When the application was generating a message, Then the application should generate a WhatsApp message and send it to the user</p>	<p>1. WhatsApp messages should contain keywords like "Confirmed", "Parking Spot", "Booking Id". 2. Google link should be a clickable link 3. Terms and conditions should be mentioned at the end of the message</p> 

User Story	Sub Tasks	Acceptance Criteria	Wireframe and Notes
<p>As an event goer, who uses services provided on the platform, I want to provide feedback on the facility, so that my concerns are addressed.</p>	<p>Create UI for 5-star feedback Integrate the 5-star feedback with database</p>	<p>Given the user wants to provide feedback When feedback popup appears Then show 5 stars to put feedback in</p>	<p>Further improvement: Create a feedback system that lets user write feedback</p> 

User Story	Sub Tasks	Acceptance Criteria	Wireframe and Notes
<p>As an event goer, who does not want to miss the initial few minutes of the shows,</p> <p>I want a reminder about the show, so that I can leave for the place well in advance.</p>	<p>Implement notification triggers by checking user's show registrations</p> <p>Develop a user interface with static notification and dismiss buttons for Android application</p> <p>Integrate the system to develop the feature of reminder notification on the application.</p>	<p>Given a user has completed booking</p> <p>When 30 minutes are remaining for the show to start</p> <p>Then Whatsapp notification must be sent to the user with appropriate message</p> <div></div>	<p>Periodic notification feature on different intervals.</p> <div></div>

User Story	Sub Tasks	Acceptance Criteria	Wireframe and Notes
<p>As a time-conscious person, who wants to reach an event on/before time as I am unaware of the route and traffic, I want the platform to notify me when to leave for the venue, So that neither I am late, nor too early at the venue of the event.</p>	<p>Implement notification triggers by checking user's show registrations</p> <p>Develop a user interface with Google map template embedded in the notifications showing the location of venue</p> <p>Display the ideal time to leave for the venue, based on real time calculation from the data retrieved from Google Maps API</p>	<p>Given it is time for me to leave</p> <p>When I check my app notifications</p> <p>Then push notifications are shown with Google Maps location</p>	 <p>The wireframe shows a notification card at the top with a red speech bubble icon. The text reads: "Its time for you to leave", "Pathaan is waiting for you at", "INOX: Megaplex, Inorbit Mall, Malad", and "Leave by 17:45". Below the notification is a map of the area around Malad, Mumbai. The map shows several locations: "Global Vipassana Pagoda", "Infiniti Mall", "INOX Megaplex" (marked with a red pin), "KANDIVALI", and "MALAD". A blue location pin is also visible on the map.</p>

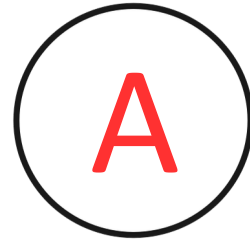


BookMySpot

A feature on the BookMyShow app to book a parking spot in advance to avoid last minute hassle.

TrackMyTime

A feature on the BookMyShow app to keep you on track for the movie by giving you constant time updates. Never again will you miss the opening minutes of an act !



BookMySpot

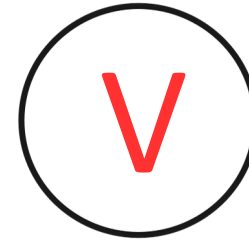
- BookMyShow Mobile App

TrackMyTime

- BookMyShow Mobile App (In-app notifications & Push notifications)
- Whatsapp notifications

Future Scope:

Create a chatbot on Whatsappto connect to BookMyShow APIs



Company

Detailed analysis on the next slide

Customer

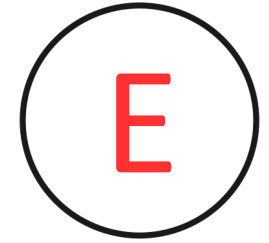
Pricing strategy:

- Cost Plus (Short-Term) :

Cost drivers: Reserving parking spaces,
Tie-ups with parking space providers,
R&D cost

- Dynamic Pricing (Long-Term) :

Introduce surge pricing based on availability and time of booking with respect to event start time



Education

- Highlighting new features through pop-ups/zoom-ins
- Personalized notifications to appeal to specific user pain points
- Video demonstrations of app journey in social media platforms/TV ads underlining the

Value Prop

- Creative BookMySpot posters at parking spots

Key partners

1. Production houses
2. Movie studios
3. Movie distributors
4. Movie Theaters
5. Event management companies
6. Payment apps and gateways
7. Banks
8. Marketing companies
9. ISPs

Key activities

1. Online ticket booking platform features development
2. Regular maintenance of the platform
3. Negotiations with partners and relationship management
4. Marketing and promotions
5. Customer service and engagement initiatives
6. Analysis of data

Key resources

1. Web and smartphone app
2. Marketing team
3. Customer service team
4. IT team and IT infrastructure
5. Payment systems
6. Cyber security systems
7. Databases

Value propositions

1. User-friendly ticket booking experience
2. Seamless and trusted payments
3. Wide range of movies and events for selection
4. Price competitiveness
5. Offers, discounts and loyalty programs
6. Fast delivery of event tickets
7. Personalized recommendations
8. Live Streaming

Customer relationships

1. 24*7 customer support
2. Automated ticket booking
3. Self service tools
4. Personalized recommendations
5. Customer survey
6. Feedbacks
7. Offers, discounts and loyalty programs

Channels

1. Web and smartphone app
2. Email Push notifications
3. Referral programs
4. Sponsorships
5. Strategic Partners
6. Social Media
7. Digital marketing firms
8. Email newsletters

Customer segments

1. Movie and drama enthusiasts
2. Music festival and live event goers
3. Sports fans
4. Corporates
5. Group booking clients
6. Tourists
7. Movie studios
8. Production houses

Cost structure

1. Salaries and employee benefits
2. Software development and IT infrastructure costs
3. Payment processing fees to third party and banks
4. Cyber security costs
5. Customer support costs
6. Marketing and promotion
7. Regulatory expenses
8. Venue costs for inhouse events

Revenue streams

1. Ticket booking fees
2. Convenience charge
3. Premium offerings
4. Value added offerings
5. Sponsorship revenues
6. In-app advertising revenue
7. Data monetization and analytics
8. Referral programs

- Due to the product and new features proposal, there will be additional cost for a parking facility that will be transferred to customers who want to avail of the facility. The convenience charge will be levied which will act as additional revenue streams
- To implement this feature, we will leverage our existing IT capabilities and infrastructure. The promotion teams can be leveraged to better market the feature.
- We will not require more physical assets but the current IT team's work will increase. Also, The WhatsApp free API can be leveraged to enable the notifications functionality.

Key partners

- ~~1. Production houses~~
- ~~2. Movie studios~~
- ~~3. Movie distributors~~
4. Movie Theaters
5. Event management companies
6. Payment apps and gateways
7. Banks
8. Marketing companies
9. ISPs
10. Parking providers

Key activities

1. Online ticket booking platform features development
2. Regular maintenance of the platform
3. Negotiations with partners and relationship management
4. Marketing and promotions
5. Customer service and engagement initiatives
6. Analysis of data
7. Finding nearest parking spot
8. sending event notifications to users

Key resources

1. Web and smartphone app
2. Marketing team
- ~~3. Customer service team~~
4. IT team and IT infrastructure
5. Payment systems
6. Cyber security systems
7. Databases
8. WhatsApp

Value propositions

1. User-friendly ticket booking experience
2. Seamless and trusted payments
3. Wide range of movies and events for selection
4. Price competitiveness
5. Offers, discounts and loyalty programs
6. Fast delivery of event tickets
7. Personalized recommendations
8. Live Streaming
9. Booking car parking
10. Alert/ notifications system

Customer relationships

1. 24*7 customer support
2. Automated ticket booking
- ~~3. Self-service tools~~
- ~~4. Personalized recommendations~~
5. Customer survey
6. Feedbacks
- ~~7. Offers, discounts and loyalty programs~~
8. Parking discounts

Channels

1. Web and smartphone app
- ~~2. Email Push notifications~~
- ~~3. Referral programs~~
- ~~4. Sponsorships~~
5. Strategic Partners
6. Social Media
- ~~7. Digital marketing firms~~
- ~~8. Email newsletters~~
9. Whatsapp

Customer segments

1. Movie and drama enthusiasts
2. Music festival and live event goers
3. Sports fans
4. Corporates
5. Group booking clients
6. Tourists
- ~~7. Movie studios~~
- ~~8. Production houses~~
9. Parking Space providers

Cost structure

1. Salaries and employee benefits
2. Software development and IT infrastructure costs
3. Payment processing fees to third party and banks
4. Cyber security costs
5. Customer support costs
6. Marketing and promotion
7. Regulatory expenses
8. Venue costs for inhouse events
9. Parking spot providers collaboration cost

Revenue streams

1. Ticket booking fees
2. Convenience charge
3. Premium offerings
4. Value added offerings
5. Sponsorship revenues
6. In-app advertising revenue
7. Data monetization and analytics
8. Referral programs
9. Parking spot booking convenience fee



[Figma Link](#)