An Online ticketing platform for:
Movies, Events, Concerts, Sports Matches and other

What?

to provide convenience and ease of access for users

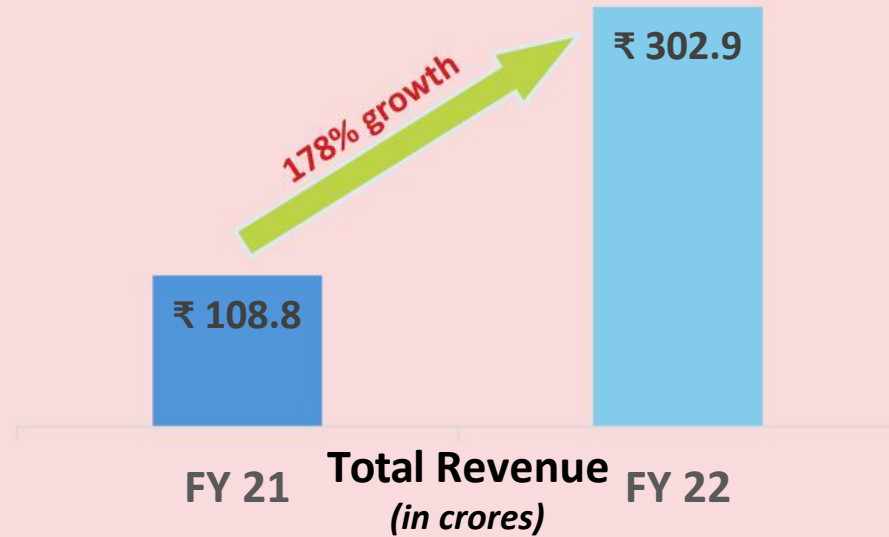**Why?**

Business Model?

How?

- Available on multiple platforms (android, ioS, website)
- Enables secure payments
- Digital tickets (m-tickets)
- Reviews & Ratings
- Exclusive deals & discounts

Commission-based Sale

Advertisement-based Sale

Subscription-based Sale

₹ 302.9

178% growth

₹ 108.8

FY 21

Total Revenue
(in crores)

FY 22

Global Presence

India

Indonesia

Singapore

UAE

Sri Lanka

50M+
App Downloads

15M+
Tickets per Month

2B+
Page Views per Month

2007
Launch Year

4.8
749K+ Ratings

Competitors

paytm

PVR CINEMAS

JUSTICKETS

INOX LIVE the MOVIE

amazon pay

USER PERSONA

| 28 Years | Marketing Manager | Mumbai | Unmarried | Living Alone |

Anvi Sharma is a busy professional working in the marketing department of a multinational company (GroupM) in Mumbai. She enjoys exploring new movies, attending live concerts, and occasionally watching stand-up comedy shows to unwind after a hectic week at her workplace. Anvi values convenience and prefers to plan her entertainment activities in advance (1-2 days) to ensure a hassle-free experience.

> **I struggle to efficiently plan and book tickets for my desired entertainment activities due to my demanding work schedule and the overwhelming variety of options available**

Goals

- **Convenient Booking**: Seeks a **user-friendly platform** for effortless movie browsing, seat selection, and secure ticket booking with preferred timings
- **Personalized Recommendation**: Values **personalized suggestions** from past bookings and interests to explore new movies, events, or shows matching her preferences
- **Mobile Accessibility**: Prefers a **mobile app for on-the-go access**, allowing her to book tickets anytime, anywhere, via her smartphone
- **Rewards & Discount**: **Interested in Rewards** like discounts, cashback, or exclusive deals to economize on entertainment expenditures

Pain Points

- **Time Constraints**: **Limited time due to her busy schedule** limits her to pre-plan and purchase tickets for entertainment activities in advance
- **Decision Overload**: Amidst various entertainment choices, she occasionally faces **difficulty in selecting suitable events that match her preferences** and availability
- **Ticket Availability**: **Struggles to obtain tickets** for in-demand events or films, particularly on weekends or during busy periods, pose significant challenges.
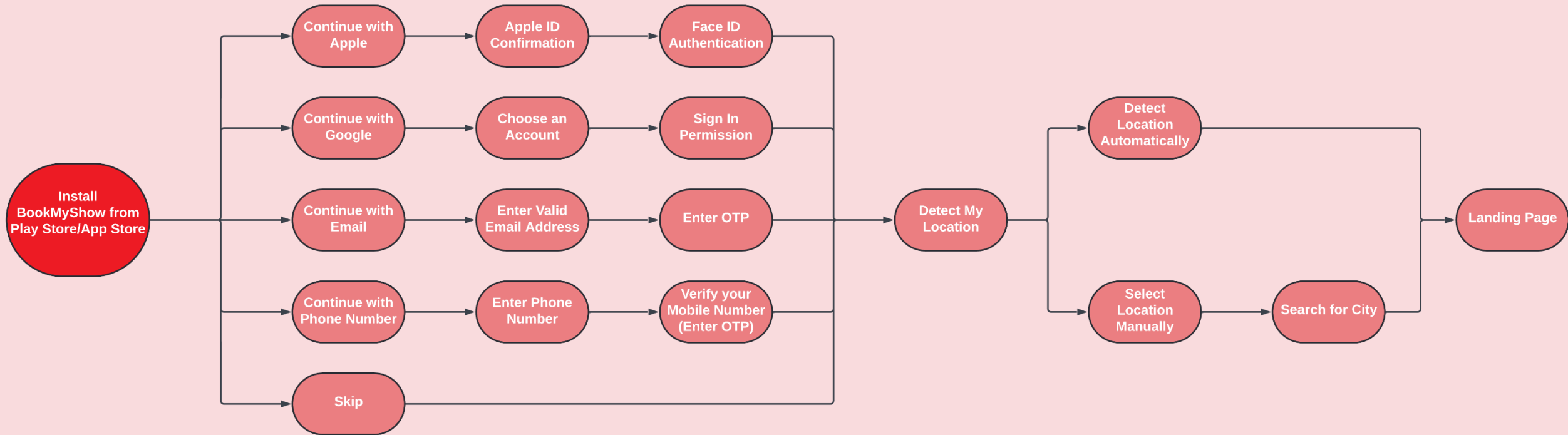
USER JOUNREY MAP

```
Install BookMyShow from Play Store/App Store
  ├─ Continue with Apple ──→ Apple ID Confirmation ──→ Face ID Authentication
  ├─ Continue with Google ──→ Choose an Account ──→ Sign In Permission
  ├─ Continue with Email ──→ Enter Valid Email Address ──→ Enter OTP
  ├─ Continue with Phone Number ──→ Enter Phone Number ──→ Verify your Mobile Number (Enter OTP)
  └─ Skip

  → Detect My Location
        ├─ Detect Location Automatically ──→ Landing Page
        └─ Select Location Manually ──→ Search for City ──→ Landing Page
```
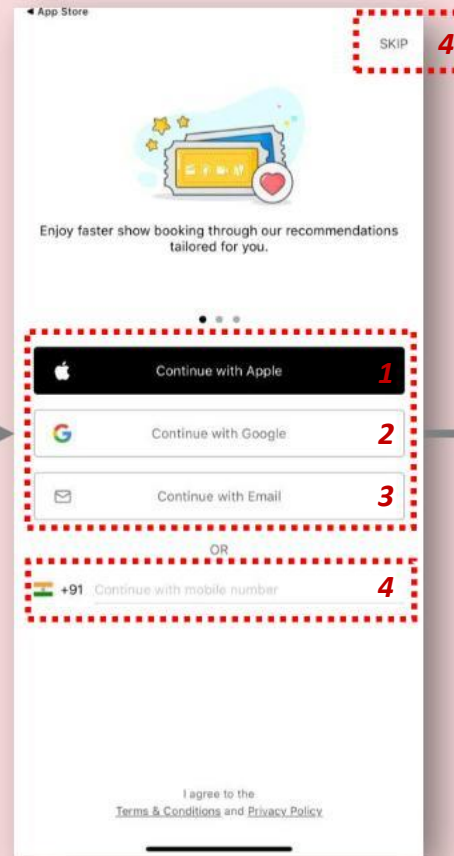
USER JOUNREY MAP
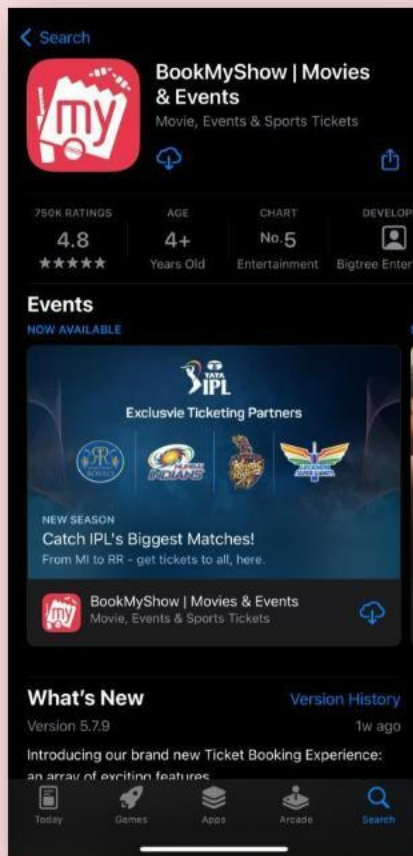
Step 1
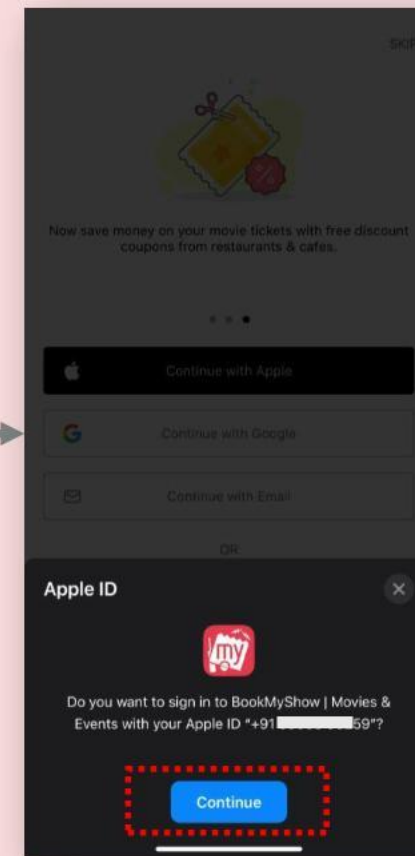Install BookMyShow from App Store/Play Store

Step 2
Open BookMyShow App

Step 3
Either use Apple ID, Google Account, Email, Mobile Number or Skip

Step 3.1
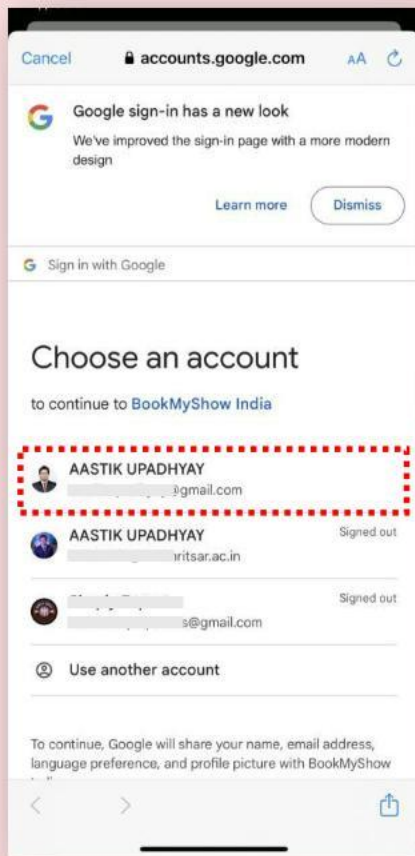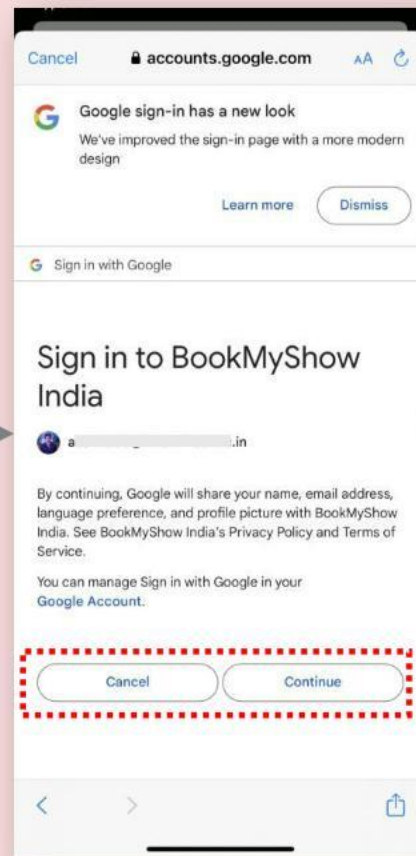Continue with Apple (Apple ID Confirmation & Face ID Authentication)

USER JOUNREY MAP

Step 3.2
Continuing with Google
(Choose an Account)

Step 3.2.1
Continuing with Google
(Sign In Permission)

Step 3.3
Continuing with Email
(Enter Valid Email ID)

Step 3.3.1
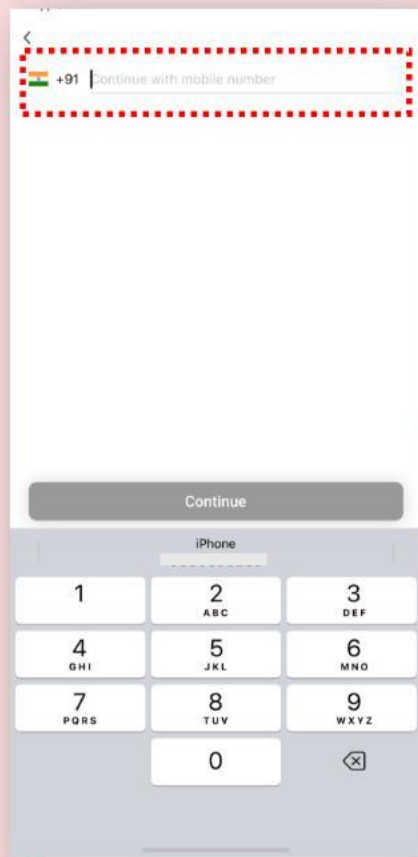Continuing with Email
(OTP Validation)
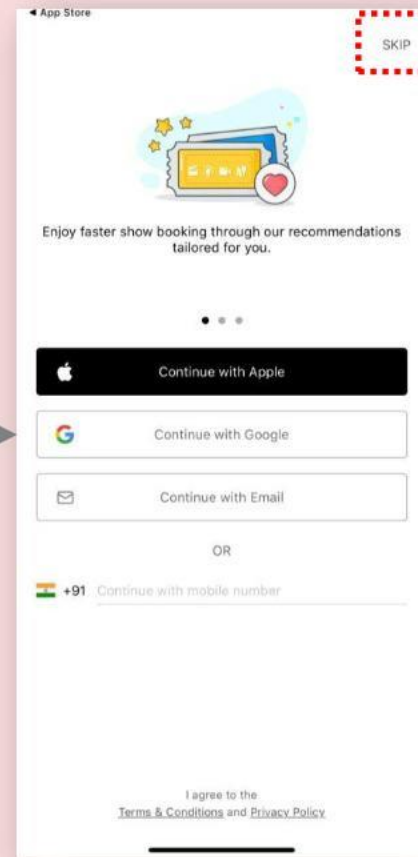
USER JOUNREY MAP

Step 3.4
Continuing with Phone Number
(Enter Mobile Number)

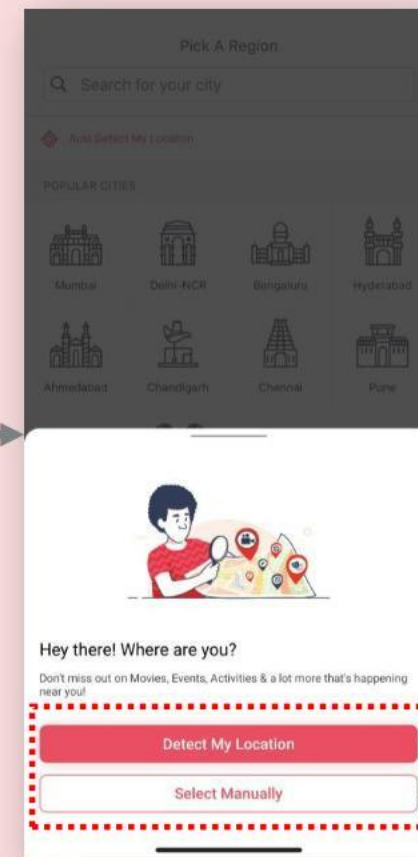**Step 3.4.1**
Continuing with Phone Number
(OTP Validation)

Step 3.5
Continuing with
'Skip'

Step 4
Detect my
Location

USER JOUNREY MAP

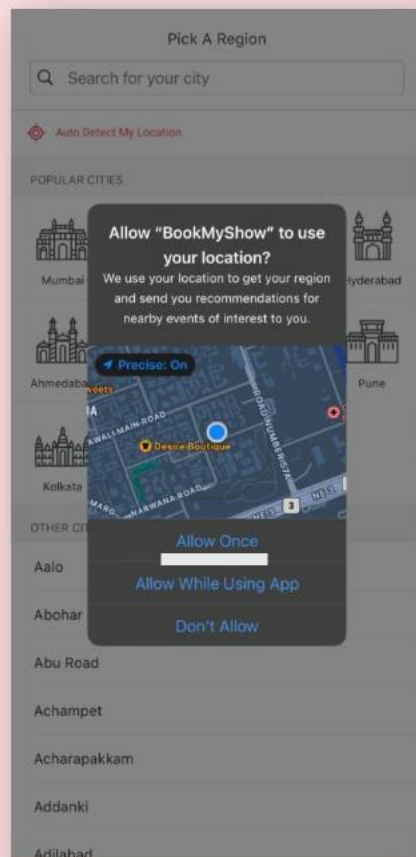## Step 4.1
Detect Location Automatically
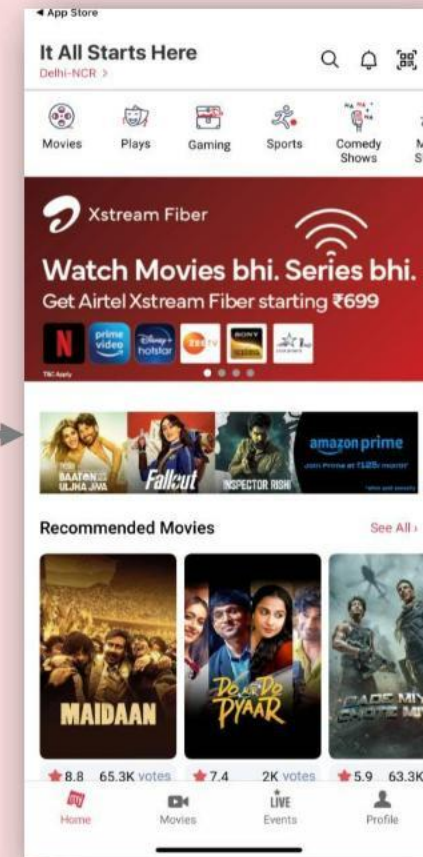(App seeking GPS permissions)

Step 4.1.1
Detect Location Automatically
(Location Identification)

Step 4.2
Select Location Manually
(Select or Search for City)

Step 5
Landing Page
(Home Page)

USER JOUNREY MAP

Stage	App Installation	Login Process	Location Selection	Home Page/ Landing Page
Steps	Steps 1 & 2	Step 3	Step 4	Step 5
Thoughts	"App Preview on the App Store is exceptionally well-done; it provides a comprehensive overview of the app's key features and events" "App got downloaded quickly; Nice 5G internet here in Mumbai" "Initial opening page is aesthetically pleasing, with a red background that enhances its visual appeal"	"Ohh wow, impressive, I have multiple options available in the application. I will attempt to log in using my Google account" "Wait a minute, I can see 'SKIP' option. Lemme first try this out. Maybe It may alleviate the need for disclosing my personal information" "Wow, it allowed me to go further even without putting my personal info; This is great"	"Why it is asking for my location?" "Ohh, now I got this. Obviously, it will show events/movies nearby to my locations only" "Instead of putting effort, I should allow it to pick my location automatically. But wait, is it safe?"	"Great, the initial processes were quick. It hardly took 15-20 seconds to reach the home page" "Wow, I can see multiple options like movies, plays, sports sections here. I guess now I won't be bored in my free time" "Let me explore which Bollywood movies are there available in my location"
Emotions	Excited & Curious	Impressed	Confused	Happy & Excited

USER EXPERIENCE

The new user **onboarding process is exceptionally streamlined**, facilitating easy access to the homepage

Additionally, the inclusion of a '**Back Button**' at each step ensures smooth navigation for the first-time users

Positives

- Multiple Sign-in options (Google, Apple, Email, Mobile Number)
- Explore complete BookMyShow App without even signing up (Skip Option)
- Reach quickly to the Home Screen (~15 seconds for Apple and Google; ~45-60 seconds for Email and Mobile Number)
- Multilevel accessibility (Web + Mobile App)
- Availability of 'Back Button'

Back — Ratings & Reviews

4.8 out of 5

750K Ratings

User Testimonial

Honest review ★★★★★ — 14 Mar — DiSid Saga
Booking on this app is very easy and nice experience. From designing to navigation, everything is impressive.

Best ticket booking app ★★★★★ — 10 Mar — kalpesh9871
Best and easy app for booking your tickets

To My dearest ★★★★★ — 5 Apr — Adityy_0008
Really giving the best experience for hassle free ticket bookings !!

Book my show app ★★★★★ — 1 Mar — Anookool
Very user friendly app

USER EXPERIENCE

The overall *App Store rating* of *4.8* indicates predominantly positive customer experiences

However, numerous users encounter issues with *BookMyShow Filmy Pass*, technical *glitches in app*, and *high convenience fees*

Manual location selection fails — 14 Apr — Habeebur
★☆☆☆☆
When I search for my city manually, it shows in the list but not able to select the city in the list. Not only my city , in fact none of the city in the list is selectable

Server down — 2 Apr — 1609999
★☆☆☆☆
Server went down while paying for my IPL tickets and now tickets are no more available.
Is this a scam ? Scam to increase traffic on your app ?

Worst app — 27 Mar — miss nilu
★☆☆☆☆
Worst and corrupt app I ever seen. I wanted to book ipl ticket. But they logged out me. Worst worst worst

iOS app issue — 1 Mar — COOKIEOREOYUMMY
★☆☆☆☆
Pages do not load Error 1000 sometimes error 429
Please look into this ASAP

Convenience charges very high — 13 Apr — Babloo dn
★☆☆☆☆
Don't promote convenience fee is very high

Scam alert — 8 Apr — Haramkhori
★☆☆☆☆
Filmy Pass is a scam

Negatives

- Inadequate focus on the customer's long-term experience
- Many users find difficulty in the manual city selection process
- Unavailability of Social Media logins (like Instagram, Facebook, etc)
- The movie booking experience is quite dull (technical glitches and high convenience fees)
- Users are highly frustrated with the BookMyShow Fimly Pass

RECOMMENDATIONS

- Prioritize reassessing Filmly Passes, as it aids in retaining current customers & attracting new ones through enticing offers
- Enhance the location (city) selection process to ensure smoother user onboarding
- Incorporate an "aha moment" within the movie ticket booking process, akin to the approach adopted by PVR

KEY METRICS

Total # Impressions on App Store
(for BookMyShow App)

Total # of Downloads

Explore the App first
(using 'Skip' feature)

Total # of
'Sign-In'

L1 Metric
Bounce Rate: % of viewers who clicked and downloaded the app

L2 Metric
User Experience: % of downloaders who skipped the sign-in process and explored the app's features

North-Star Metric
(Most Important Metric to track)

$$\frac{\text{\# of Users Signing-In}}{\text{Total \# Impressions}}$$