



Buying a movie ticket on

# book **my** show

## Product Teardown & Redesign

*Learn in Public Challenge (3/6)*  
By Aditi Kalkal

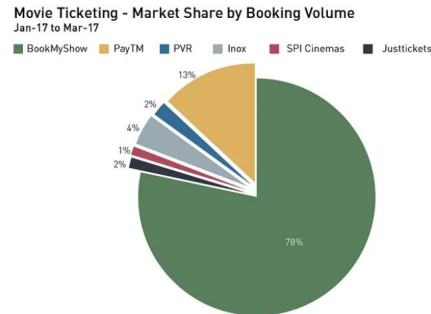
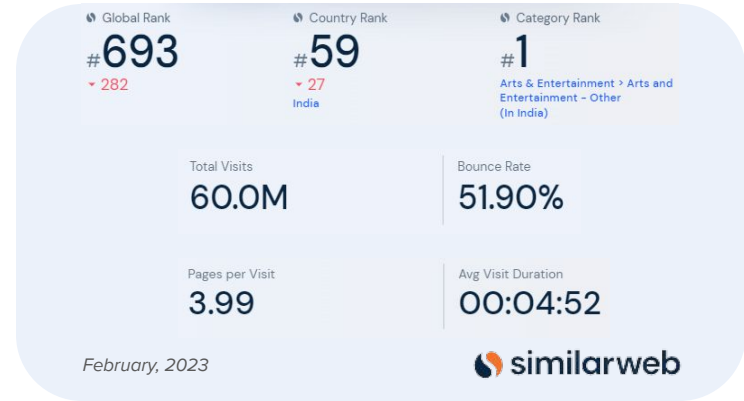
# BookMyShow Overview

BookMyShow offers a user-friendly platform that allows users to **search for events, book tickets, and pay online**. The platform also offers features like **seat selection, and event reminders**.

**Mission:** Delivering the very best movie experience to our dedicated customers.

Key features include:

- Movie Ticket Booking
- Event Ticket Booking
- Seat Selection
- Event Reminders
- Personalized Recommendations
- Reviews and Ratings
- Secure Payments
- Loyalty Programs
- Gift Cards



# Movie Ticket buying Journey

Selecting a movie to watch.

Selecting language and type of theatre

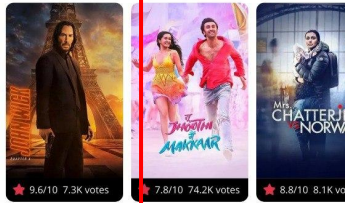
Choosing a date, timing and location that fits.

Reading and accepting the terms.



## Recommended Movies

See All >



Home Events Profile



★ 9.6/10 7.3K votes >

Add your rating & review

Your ratings matter

Rate now

2D, MX4D, 4DX, ICE, IMAX 2D English, Hindi, +2

2h 51m · Action, Thriller · A · 24 Mar, 2023

John Wick (Keanu Reeves) takes on his most lethal adversaries yet in the upcoming fourth installment ...more

## Applicable offers

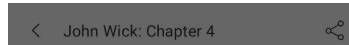
STREAMING MOVIES FOR FREE!!

Watch online, Limited Period Offer

## Cast



Book tickets



★ 9.6/10 7.3K votes >

Add your rating & review

Your ratings matter

Rate now

2D, MX4D, 4DX, ICE, IMAX 2D English, Hindi, +2

2h 51m · Action, Thriller · A · 24 Mar, 2023

John Wick (Keanu Reeves) takes on his most lethal

John Wick: Chapter 4

## Select language and format

ENGLISH

2D

4DX

ICE

IMAX 2D

HINDI

2D

4DX



English · 2D

Change >

₹0 - ₹200

₹201 - ₹300

₹301 - ₹400

₹401

PVR Promenade: Vasant Kunj

Cancellation Available

11:00 AM

4K DOLBY 7.1

02:30 PM

4K DOLBY 7.1

07:55 PM

4K DOLBY 7.1

09:30 PM

4K DOLBY 7.1

11:30 PM

4K DOLBY 7.1

INOX: RCube, Monad Mall

Non-cancellable

12:45 PM

INSIGNIA

04:15 PM

INSIGNIA

04:45 PM

INSIGNIA

07:45 PM

INSIGNIA

11:15 PM

INSIGNIA

11:35 PM

INSIGNIA

INOX: Nehru Place

Non-cancellable

09:00 AM

INSIGNIA

12:30 PM

INSIGNIA

04:05 PM

INSIGNIA

Indicates subtitles language, if available

Got it

## Terms & Conditions

1. Ticket is mandatory for 3 years+ aged children.
2. Person below 18 years cannot be admitted for 'A' certified movies.
3. Items like laptops, cameras, knives, lighter, matchboxes, cigarettes, firearms, and inflammable objects are strictly prohibited.
4. Items like carrying bags, eatables, helmet, and handbag are strictly prohibited inside the theatre and should be deposited at the baggage counter of the multi-cinema.

5. 3D movie ticket price includes 3D glass usage charges.

6. Seat layout page of Audi is for representational purposes and the actual seat layout might vary.

7. Outside food & beverages are not allowed on the cinema premises.

8. Decision(s) taken by Cinepolis management is final & binding.

9. Purchased tickets cannot be cancelled, exchanged, or refunded.

10. Cinepolis may contact the guest to seek feedback for service improvement.

11. Patrons under the influence of alcohol or drugs 13. Wearing the mask is mandatory.

4DX

1. 4DX movies do not have an interval. Patrons are requested to arrive 20 minutes before the showtime.

2. Do not bring children below 4 years of age or 3' 6" in height inside the 4DX Audi.

3. Children aged 4-10 years must be accompanied by a supervising adult.

4. Food & Beverages are not allowed inside 4DX Audi.

5. Do not wear delicate clothing to a 4DX movie.

6. Do not carry fragile articles/handbags as these are subject to damage by wind/water/bubbles/strong scents.

7. 4DX is not recommended to expectant mothers and patrons prone to motion sickness or who have any other medical condition (neck/spinal/heart/lower and joint related illness).

8. Cinepolis India does not take responsibility for the loss or damage of articles that patrons may carry inside the 4DX auditorium. Kindly check the list of prohibited items displayed at the cinema.

Cancel

Accept

Selecting number and position of seats.

Choosing what to eat or skipping to the next page.

Entering the contact details.

Apply coupons and proceed to pay.

John Wick: Chapter 4  
Cinepolis: DLF Avenue, Saket


Sat, 25 Mar

09:00 AM 12:30 PM 04:00 PM

Rs.800.00 VIP

Rs.520.00 PREMIUM

How many seats?



1 2 3 4 5 6 7 8 9 10

NORMAL	EXECUTIVE	PREMIUM
₹480.00	₹500.00	₹520.00
AVAILABLE	AVAILABLE	ALMOST FULL

VIP  
₹800.00  
ALMOST FULL

Select Seats

John Wick: Chapter 4  
Cinepolis: DLF Avenue, Saket

Sat, 25 Mar 1 Ticket

09:00 AM 12:30 PM 04:00 PM

Rs.800.00 VIP

Rs.520.00 PREMIUM

Rs.500.00 EXECUTIVE

Rs.480.00 NORMAL

All eyes this way please!

Sold Available Selected

Pay ₹ 520.00

Grab a Bite! Skip

Get 25% OFF\* on combos

All Popcorn Combos Beverages Snac

- Large Salted Popcorn  
₹370 Add
- Upsize Nachos Combo 810ml  
₹930 ₹1240 25% OFF Add
- Coke 580ml  
₹350 Add
- Friends Combo 810ml

Contact Details

Your Email  
aditikalka123@gmail.com

Your E-mail will only be used for sending ticket(s)

Phone number  
9012343432

To access the ticket(s) on other devices, Login with this Number

Terms & Conditions

Update Details

Almost there!

John Wick: Chapter 4 1  
English, 2D M-Ticket  
Sat, 25 Mar, 2023 | 04:00 PM  
Cinepolis: DLF Avenue, Saket (SCREEN 4)

Ticket Price ₹520.00

Convenience fees ₹63.72

Contribution to BookASmile ₹1.00  
(₹1 per ticket has been added) VIEW T&C Remove

Total Payable Amount ₹584.72

Contact Details  
aditikalka123@gmail.com  
9012343432 | Delhi Edit

Unlock Offers or Apply Promocodes

Choose Payment Method

Simpl  
Get 10% cashback up to ₹100/- \*T&C Apply  
LINK ACCOUNT

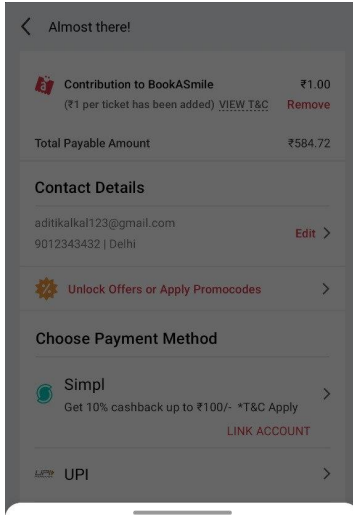
UPI

Pay ₹584.72

Reminder to carry an identity card as the movie is 'A rated'.

Choosing the payment method and making the final payment.

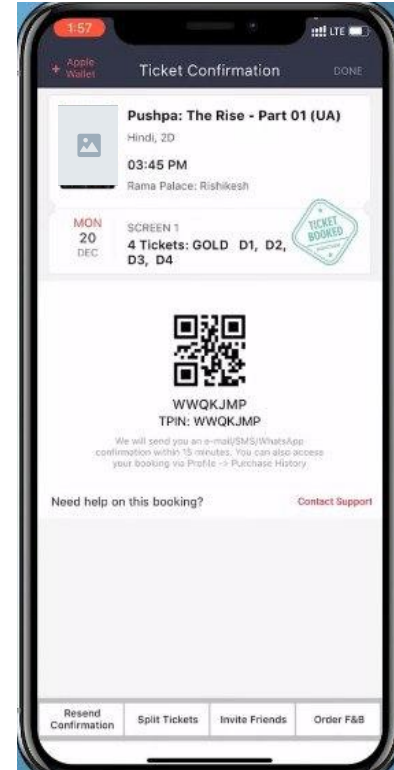
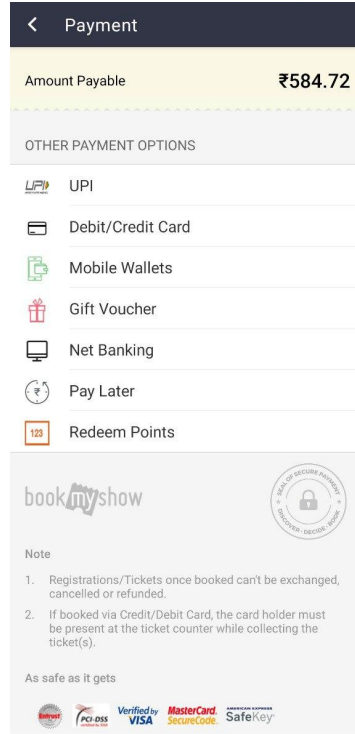
Ticket confirmation received.



#### Content warning

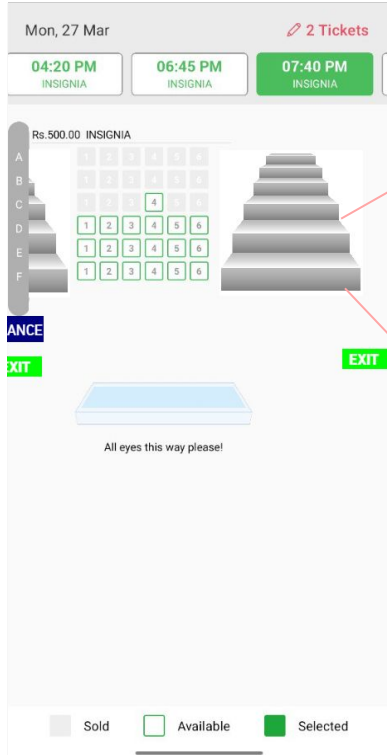
This movie has been rated 'A' and is for audiences above the age of 18. Please carry a valid Photo ID / Age Proof to the theatre. We will be unable to refund tickets once bought.

[Continue](#)



# Improving User Experience for Individuals with Mobility Limitations

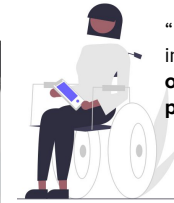
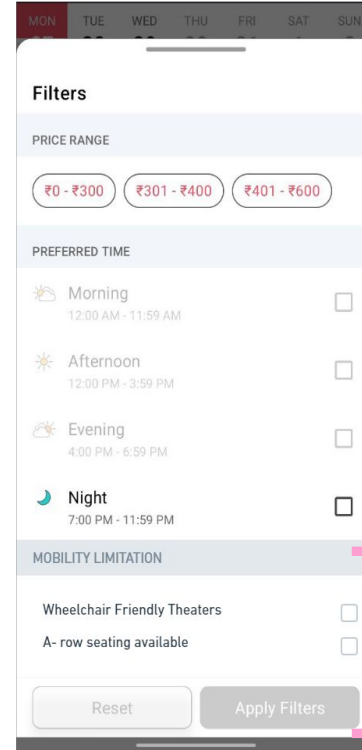
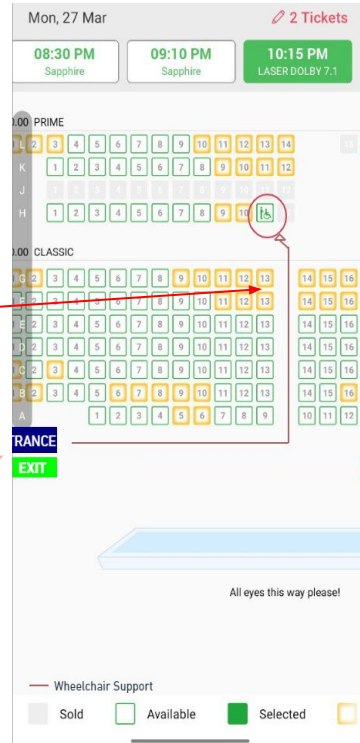
## Accessible Design Wireframes for BookMyShow



These features provide users with information on the **distance and effort required to reach their selected seat**, enabling them to plan their route/select a suitable seat and make more informed decisions."

Stairs/Ramps can be illustrated.

These indications provide important information regarding the **distance to the emergency exit and entrance** when selecting a seat, enabling users to make informed decisions.



"I recently had a leg injury, I'm temporarily on a wheelchair for a period of 5 months."

### Pain-points

- Limited access to information on websites about the accessibility of the theater or the available accommodations.
- Inaccessible seating
- Lack of ramps or lifts
- No information regarding the path of commute into the theatre.

This filter is designed to facilitate **easy access to available choices** for individuals with **leg impairment** due to injuries, recent accidents, or those **using wheelchairs**.

# Improving the Movie Selection Experience for Groups

"Introducing a polling feature for group movie selection! **Say goodbye to confusion and disagreements**, and easily choose a movie that everyone wants to watch."



"We are a group of 8 friends and we like watching movies together."

## Pain-points

- There are often disputes and disagreements when finalising a movie.
- An online poll eliminates biased decision-making influenced by friends when choosing a movie to watch.

Type and choose the movie you would like to add.

The added movie appears here.

Click here to start the poll.

## Create a Poll

### Title

### What's your name?

Make individual votes private

Off

Suggested set of Movies to vote for



### Poll Options

**START POLL**

You can invite others to vote by sharing a link generated after poll creation.

Give an exciting title to your poll.

Name of the person creating the poll.

Personalised set of movie collection suggested for voting to save time and confusion in picking them.

Can add the next movie from here.