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BookMyShow is India's largest online entertainment ticketing platform, primarily known for facilitating ticket bookings for movies, concerts, sports events, and theater shows. Founded in 2007,, it operates as an aggregator, offering a wide range of event listings and allowing users to browse, book, and secure tickets in advance

Problem Statement:

BookMyShow faced significant user complaints during high-demand events like Coldplay and the Cricket World Cup, with slow booking processes, system crashes, and failed transactions. To prevent losing customers and partners, especially with Zomato District entering the entertainment ticketing space, BookMyShow must improve booking reliability, user experience, and optimize ticket management during peak events.

Market Landscape:

EXPECTED USER BASE GROWTH
(WORLDWIDE)
788 MILLION USERS BY 2029

EXPECTED USER BASE GROWTH (INDIA)
60.6 MILLION BY 2029

EXPECTED CAGR GROWTH (INDIA)
USD \$1.03 BILLION BY 2028

TOTAL ADDRESSABLE MARKET (TAM)
\$15 BILLION BY 2025

Book My Show Business Model

- 1

Commission-Based Revenue:

BookMyShow earns commissions from ticket sales through partnerships with event organizers, cinema chains, and live shows.
- 2

Convenience Fees:

Charges a convenience fee on each booking, which contributes to revenue. This fee is paid by the user on top of the ticket price.
- 3

In-App Purchases:

Users can directly purchase tickets for events, movies, and experiences. Special premium offerings like VIP packages or exclusive access provide additional revenue streams.
- 4

Advertising Revenue:

BookMyShow generates income through in-app advertisements, allowing brands to promote events, movies, or products for increased visibility on the platform.

Book My Show Statics



80 Million MAU (2023)



Total Visits **69.6M** (Sep – 2024)



App Downloads **100+** Million

Competitive Analysis



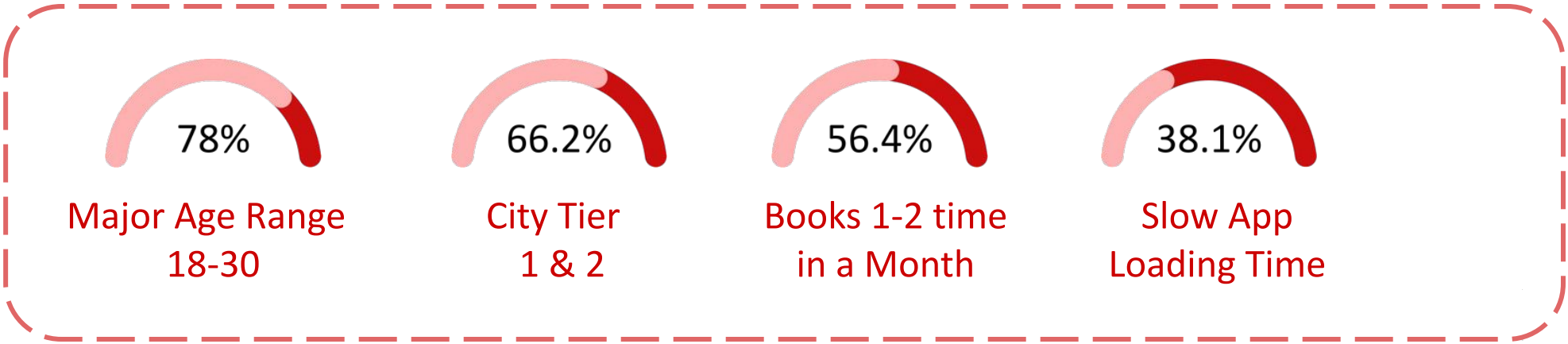
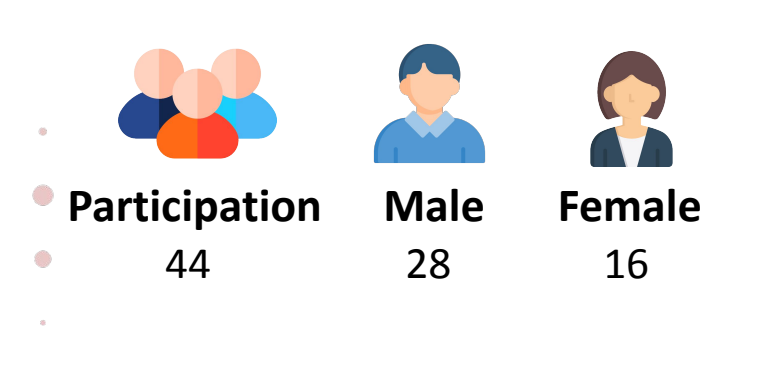
Zomato’s acquisition of Paytm Insider for **₹2,048 crore** has resulted in the launch of "District," their new app for live event and movie ticketing. District is expected to compete with BookMyShow and PVR, both dominant in the Indian market. BookMyShow holds a **75% market share**, while Zomato aims to leverage its massive user base to gain traction.

Zomato District currently facilitates over **10 million ticket sales** annually across events like concerts, movies, and stand-up shows



PVR INOX is India's largest cinema chain, operating **1,677 screens** across **114 cities** as of 2024. The PVR INOX app facilitates bookings for movies and live events, with an estimated annual ticket sale of **100 million+** across its cinema network

User Insight: User Responses



Targeted User Segment

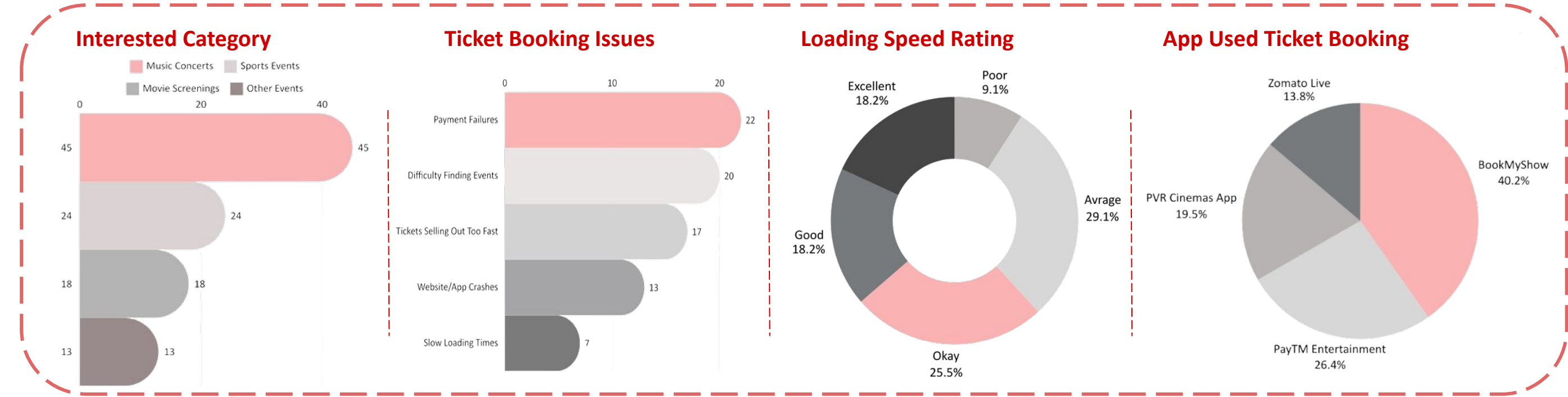
Age Range
18-30

Targeted City
TIER 1 & 2

Occupation
WORKING PROFESSIONAL AND COLLEGE STUDENTS

Booking Habits
BOOK TICKETS WEEKLY/MONTHLY FOR CONCERTS, STAND-UPS AND SPORT EVENTS

Values
EXCLUSIVE EVENTS, CUSTOMER SUPPORT, BOOKING SPEED



1:1 Interviews [3 Participants]:

“Booking concert tickets is a nightmare. The app crashes or freezes, and by the time it works, tickets are already sold out.”

“It’s frustrating when tickets sell out too fast, especially for concerts. I end up missing out on my favorite events.”

“I’m willing to pay extra for exclusive experiences, but finding events that suit my interests on the app takes too long.”

Segment Targeting Reason:

- 1. 60% of users from Metro and Tier-2 cities emphasize the need for a smooth booking experience in high-demand areas.
- 2. Users consistently engage with movies, concerts, and sports events on the platform.
- 3. Comfortable with digital tools, they are open to features like faster checkout and personalized recommendations.
- 4. Financially flexible, many are willing to invest in premium events and exclusive offers.

User Persona:



Komalpreet Kaur | Design Head
30 | Gurugram | Moderate Tech-Savvy
Preference: Prefers booking tickets for live concerts

Goals :

- Smooth booking experience for high-demand events like concerts and cricket matches.
- Receive personalized event recommendations based on past bookings.

Behavior Patterns:

- Books tickets immediately upon release to avoid missing out.
- Regularly attends music festivals and sports matches.
- Uses multiple devices (laptop and mobile) to access deals quickly.

Unmet Needs:

- More transparency around seat availability during high-demand events.
- Notifications for events with fast-selling tickets to plan better.
- Ability to hold a booking for a few minutes during checkout.

Pain-Points:

- Experiences slow load times during major events, resulting in missed bookings.
- Frustrated by limited payment options when events sell out quickly.
- High service fees on top of ticket prices.



Rishabh Jain | Business Analyst Lead
24 | Delhi | High Tech-Savvy
Preference: High demanding cricket & stand-up ticket

Goals :

- Book tickets for major cricket matches and exclusive stand-up comedy events as soon as they go live.
- Get VIP or early access to high-demand events.

Behavior Patterns:

- Logs in well before the booking opens for major events to secure the best seats.
- Regularly attends high-profile cricket matches and live stand-up performances by popular comedians.

Unmet Needs:

- Early access or priority booking for loyal customers to avoid missing out on popular events.
- Notifications for sold-out events when tickets become available again through cancellations.
- Better integration with payment apps for faster checkout.

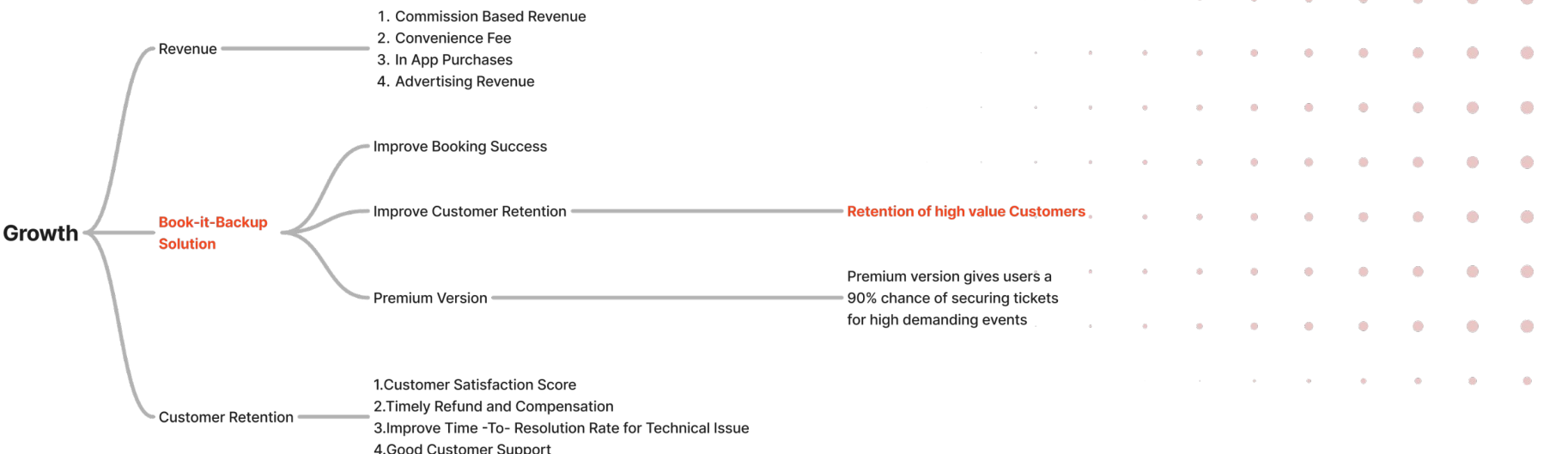
Pain-Points:

- Experiences app crashes and slow loading times during high-demand events.
- Finds limited seating options even though tickets were available when booking began.
- High service fees on premium events.

Job to be done for Bookmyshow

When I want to secure tickets for high-demand events,
But face slow loading times and technical glitches during the booking rush,
Help me seamlessly book tickets without delays or frustration,
So that I can attend my favorite events without worrying about missing out

Growth Metric: Mapping Business & Product Outcome





What are actual Problems?

- **App crashes** during peak booking times lead to missed ticket purchases for high-demand events.
- The **slow checkout process** results in abandoned carts and user frustration.
- **High-demand events** like concerts and sports sell out quickly, leading to dissatisfaction and missed opportunities.
- Users face difficulty **finding exclusive events** due to inefficient event discovery tools within the app.



Who is struggling with this problem?

Working professionals and college students from Metro and Tier-2 cities, who regularly book tickets for concerts, sports, and stand-up comedy events but face hurdles like slow app performance and missed bookings.



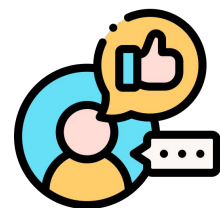
Why Solve this Now?



Market segment is expected to reach \$41.1B to \$71.6B by 2028



Improve app reliability and retention for Concert ticket booking, where user have crazy strong fan following



60% require smoother booking experiences



How do we know this problem needs to be solved?

1. **38.1% of users** report frustration with slow app loading times, especially during concert and sports event bookings.
2. **60% of users** from **Metro and Tier-2 cities** demand a smoother booking experience during high-demand events.
3. Frequent complaints of app crashes or freezing have led to missed booking opportunities, particularly for concerts.
4. A large portion of users have **canceled or avoided bookings** due to sold-out tickets caused by slow performance.



Impact of Addressing the Challenges



Boost User Satisfaction



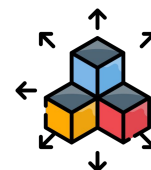
Increase Ticket Sales



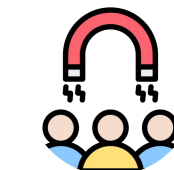
Strengthen Market Position



Drive Repeat Bookings



Improve Competitive Edge



Enhance Customer Loyalty



Book-it Backup

When the app crashes, users are instantly redirected to the website to continue their ticket booking seamlessly without losing their spot.



Queue Ninja

Implement a virtual queue that holds your place for high-demand events, ensuring fair access without constant refreshing or missing out.



Book My Show Superstar

With the premium Superstar version, users get a 90% chance of securing tickets for exclusive or high-demand events, reducing the frustration of sell-outs.

Solutions	Reach	Impact	Confidence	Effort	RICE Score [R*I*C/E]
Book-it Backup	3	3	3	1	27
Queue Ninja	3	2	3	1	18
Book My Show Superstar	2	3	2	1	12

The RICE framework prioritizes solutions using Reach, Impact, Confidence, and Effort.

Ratings: High = 3, Medium = 2, Low = 1. Effort is fixed at 1, assuming sufficient tech resources.






Score = (Reach × Impact × Confidence) / Effort.

Why this Solution?

"Book-it Backup" ensures users don't lose out on tickets during high-demand events due to app crashes. With **38.1% of users frustrated by slow app performance** and **60% of users** from metro and Tier-2 cities highlighting the need for smoother booking, this solution maintains user confidence and guarantees a seamless experience during **critical moments, reducing drop-offs and boosting retention.**

Customer Journey Map

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	Awareness	Consideration	Purchase	Service	Loyalty
Customer actions	Users discover BookMyShow through social media ads, recommendations, and search engine results.	Users explore the app or website, browse events, read reviews, and weigh options	Users select an event, add tickets to their cart, and proceed to checkout	If the app crashes, users are redirected to the website to continue booking	Users are pleased with their experience, leading to repeat bookings and recommending BookMyShow
Touchpoints	Social media, search engines, word of mouth.	App homepage, event listings, customer reviews	Event selection page, checkout	Website redirection page, payment completion	Follow-up emails, loyalty rewards, social media
Customer experience					
Pain Points	Limited details on booking features or app stability	Concerns about app reliability during high-demand events	App crashes during payment could disrupt the experience	Confusion or delay during redirection	App reliability concerns may linger if issues arise
Solutions	Provide clear messaging on seamless booking, promote reliability features	Highlight new crash redirection feature, improve event recommendations, and promote user feedback	Implement instant website redirection for uninterrupted booking, reinforce the stability of the process	Ensure a smooth transition to the website and display a reassuring message about retaining their booking progress	Promote consistent stability features, encourage app feedback, and offer loyalty rewards to enhance retention

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Open Book My Show App,
"Select Show"

A screenshot of a mobile application interface for an event titled "TRIBUTE TO COLDPLAY". The top status bar shows the time as 12:44, signal strength, 4G LTE, and 62% battery. The app header has a back arrow, the event title, and a share icon. Below the header is a large banner image with the text "TRIBUTE to COLDPLAY" in a stylized font against a cosmic background. Under the banner are two tabs: "Club Gigs" (selected) and "Music Shows". A light blue box contains the text "288 are interested" with a thumbs-up icon, followed by "Mark interested to know more about this event." and a red "Interested?" button. Below this, event details are listed: "Sun 10 Nov 2024", "4:00 PM", "3 Hours", "Age Limit - 21yrs +", "English, Hindi", "EDM, International, Pop, Rock, Trance, Tribute", and "Venue To Be Announced: Delhi (NCR)". A section titled "Top Offers For You" features a yellow and white icon and a box stating "Get 10% off on all Live events" with a "Tap to view details" link. The bottom section, "About The Event", shows the price "₹499 onwards" with a "Filling Fast" tag and a red "Book Now" button.

Click
“Book Now!”

The screenshot shows the Cricbuzz app interface for purchasing tickets to a Coldplay concert. At the top, the status bar displays the time as 12:44, signal strength, and battery level at 62%. The app header shows the event title "TRIBUTE TO COLDPLAY" with a back arrow on the left and a close icon on the right. Below the header, a progress bar indicates the current step: "1 Ticket" (selected) and "2 Review & Proceed to Pay". The event details section specifies the venue as "Venue To Be Announced: Delhi (NCR)" and the date/time as "Sun 10 Nov | 04:00 PM". The "Select Tickets" section informs the user that they can add up to 10 tickets. Three ticket options are listed: "PHASE 1 SINGLE ENTRY" for ₹599 (Fast Filling) with an "Add" button, "PHASE 1 COUPLE ENTRY" for ₹999 (Fast Filling) with an "Add" button, and "EARLY BIRD SINGLE ENTRY" for ₹499 (Sold out). The "EARLY BIRD COUPLE ENTRY" for ₹799 is also marked as "Sold out". Each available ticket option includes a note: "Limited seats left, book now!".

Select
"Type of Booking"

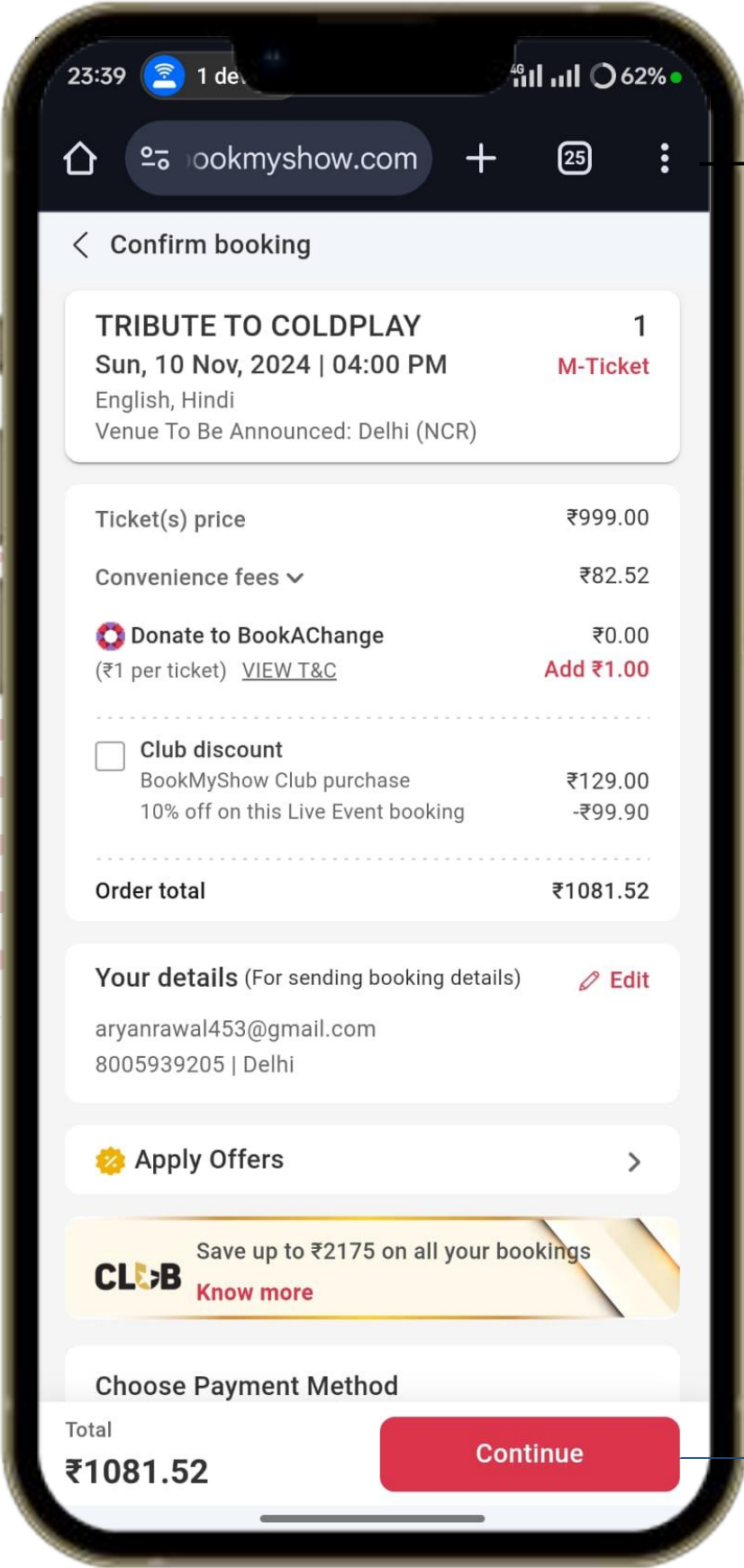
A smartphone screen with a white background. At the top, the status bar shows the time 12:44, signal strength, and battery level at 48.0%. A red circular graphic with a white number '1' is in the top right corner. In the center of the screen is a gray circular loading spinner. Below the spinner, the text 'Trouble booking tickets?' is displayed in a gray sans-serif font. Underneath that, the text 'Use this link to grab yours now!' is shown in a red sans-serif font, followed by a small red rectangular button with the text 'Book Now' in white. At the bottom of the screen is a solid red rectangular button with the text 'Book Via Website' in white.

Click ***“Book Via Website”***

Whenever the app crashes in the booking process, then user will receive a link to book tickets on the Website

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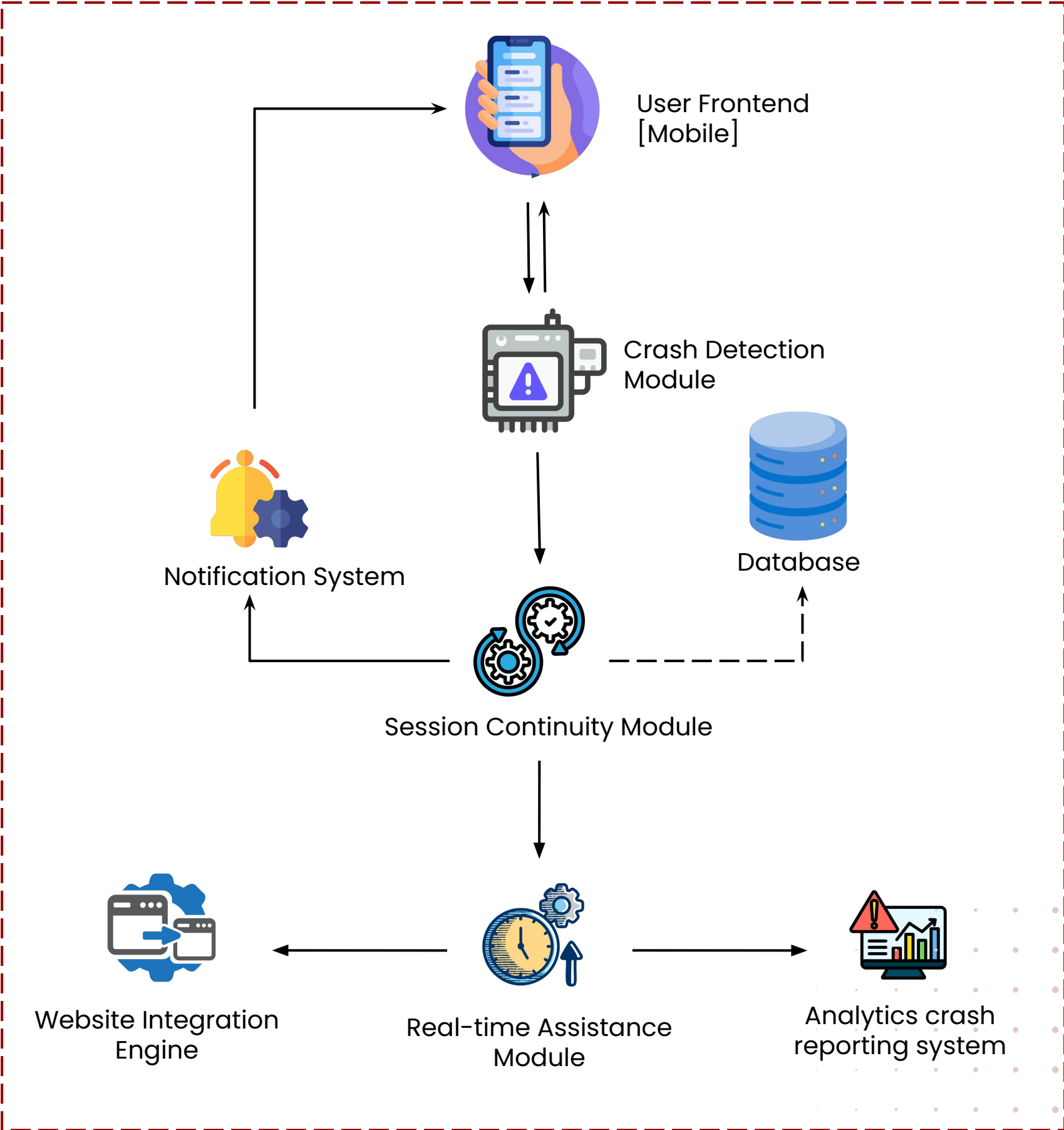
UI Designs



Now users will be shifted to the website for smooth booking

Now, Click on 'Continue', Pay and book tickets

High-Level System Design:



Metrics to measure success of feature

Type of Metric	Metrics	Description	Why
North Star Metric	Website Redirect Completion Rate	Percentage of users who successfully complete their ticket booking after being redirected to the website	Measures success of redirect feature by tracking post-crash purchase completions
L1 Metric	App Crash to Redirect Time	Average time it takes for users to be redirected to the website after the app crashes	Measures how quickly the app directs users to the website post-crash, ensuring minimal booking interruptions
L1 Metric	Review Submission Rate	Percentage of redirected users who successfully complete their purchase on the website	Tracks the success rate of the redirect, indicating how often users finalize their transactions post-crash
L2 Metric	Bounce Rate Post-Redirect	Percentage of users dropping off after website redirection	Tracks user drop-off post-redirect when app crashes
L2 Metric	Support Request Volume Post-Redirect	Customer support tickets for crashes and redirects	racks issues during/after redirects to gauge feature reliability
Activation Metrics	DAU/WAU/MAU of Redirect Feature Users	Tracks daily, weekly, and monthly active users who have been redirected to the website after an app crash	Monitors overall user engagement with the solution, ensuring that usage trends of the feature align with app stability and user retention

Possible Pitfalls of Feature

Loss of Users During Redirect:

- Some users may drop off during the redirection process, losing interest or encountering technical issues before completing their booking.

Browser Compatibility Issues:

- Not all users may have a seamless experience if their default browser does not support or handle the redirection well, leading to frustration.

Inconsistent Experience Across Devices:

- Users on older devices or slower networks might face delays, negatively impacting their booking experience even after being redirected.

Potential Data Sync Issues:

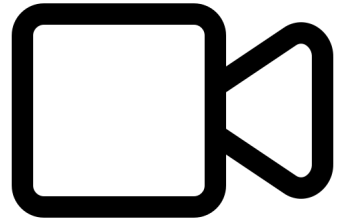
- In cases where user session data isn't transferred properly from the app to the website, users may lose their selected tickets or booking progress.

Decreased App Retention:

- Frequent reliance on web redirection could unintentionally push users away from the app experience, reducing engagement and retention within the app itself.

Redirect Fatigue:

- If the app crashes too frequently, users might become frustrated with constant redirection and lose trust in the app's reliability.



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