

# PRODUCT TEARDOWN

WRITING A REVIEW

ON

book  show



# STORY OF TICKETING GIANT



bookmyshow

Once upon a time in **1999**, three long time friends went for holidaying in South Africa and started **BigTree Entertainment** to revolutionize the ticketing industry.

Despite the 2002 dot-com bubble, they persevered and in **2007** they launched **BookMyShow** now a leading ticketing portals in country.

The 2008 financial crisis posed another challenge, but they emerged stronger ultimately dominating the **online movie ticket market** with a **78%** share. Their journey of resilience and innovation turned their vision into reality.

**50  
Million+**

APP DOWNLOADS



**15  
Million+**

TICKETS A MONTH



**2 Billion+**

PAGE VIEWS A MONTH



Source

# STORY OF TICKETING GIANT



**Ashish Hemrajani, Parikshit Dar & Rajesh Balpande** has scaled BookMyShow to **5** countries, **500** cities and towns, **5000+** screens and **30+ million** customers. Now apart from movies they sell tickets of almost every entertainment from sports, plays to concerts.

THE ECONOMIC TIMES | tech  
English Edition • | 31 May, 2024, 10:03 AM IST |

BookMyShow turns profitable; FY23 operating revenue nears Rs 1,000 crore

## How are they earning ?

- **Commission** on ticket sales
- **Convenience fee** on ticket booking
- **Advertisements** on their platform

"To enable **seamless exploration** and **discovery** of **all entertainment events** around you, and to provide the convenience of **booking tickets** from the **comfort of your home**."

## Market

### Event Tickets

Market Volume

**\$2058m** (By 2028)

CAGR

**2.99%** (2024-28)

## Competitors

Cinema Ticketing



Other Events Ticketing



eventbrite

Source

# USER PERSONAS

## Movie Buff



### Naina Gupta

Female, 27, Lives in Gurugram,  
Marketing Manager

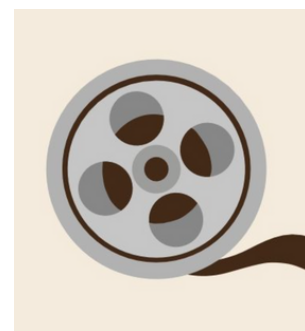
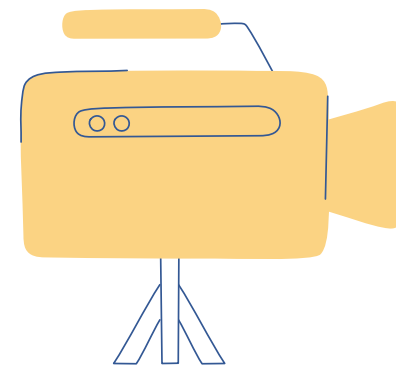
"I love watching movies on big screen, 3 hours of emotions rollercoaster, you would find me in cinemas on weekends"

#### Needs & Goals

- To book tickets in advance to plan the weekend better
- To choose her favorite seats as she doesn't like front seats much
- To share her experience of movie with the community of movie buffs

#### Pain Points

- To go to ticket counter in advance to book tickets with limited seating choice
- Long queues for popular movies
- No community to share experience with



## Family Man



### Raman Sharma

Male, 34, Married, Lives in Pune,  
Tech Lead

"I go to movies with my family to spend some quality time followed by dinner"

#### Needs & Goals

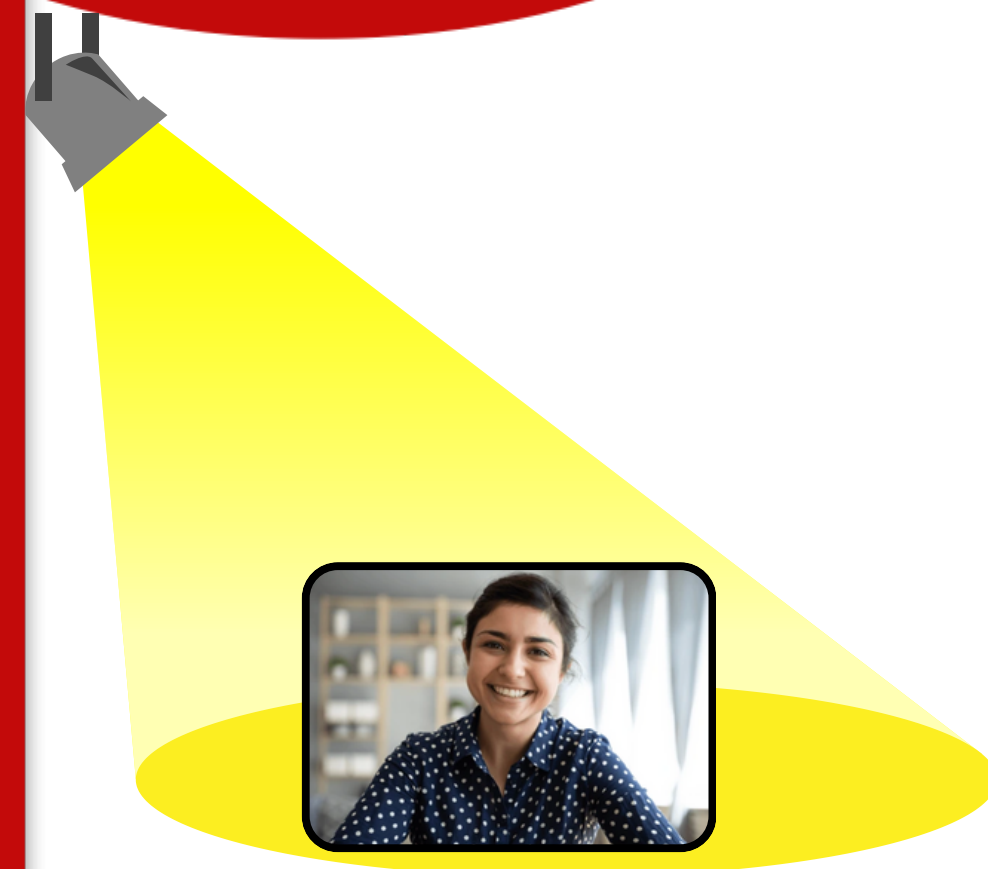
- Need family movie recommendations
- Need to know if the movie is worth watching
- List of cinemas where he can watch that movie

#### Pain Points

- No way to know if the movie is worth watching or not
- Long queues for popular movies
- Restricted to nearby cinemas

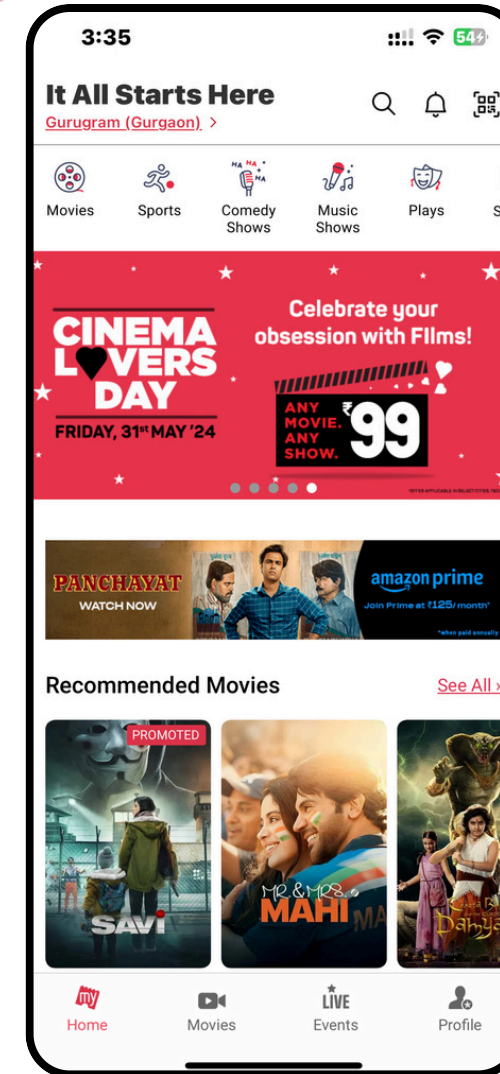


# USER JOURNEY MAP



**Naina Gupta**

She has just come home after watching a fantastic movie and she wanted to share her experience



## Step 1

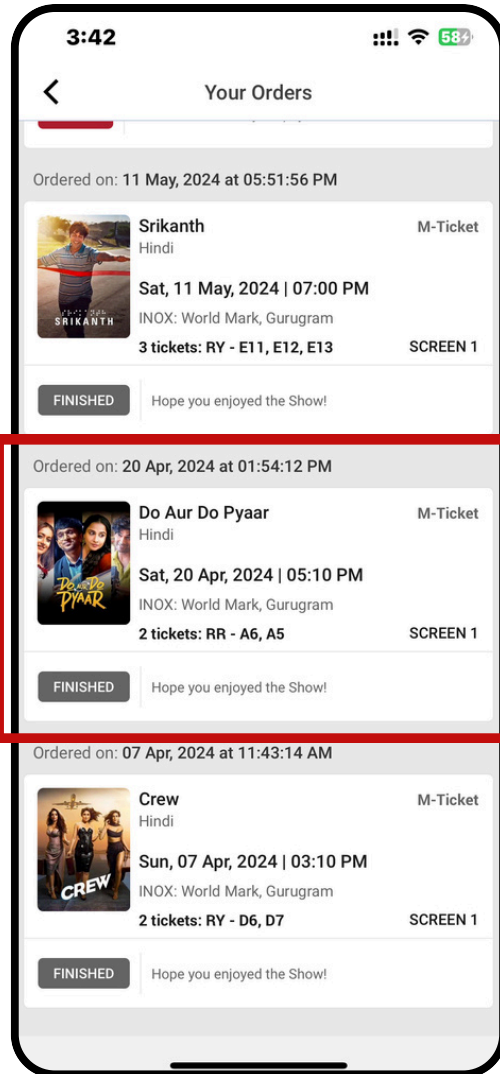
Open BookMyShow App



*"Hmmm, lot of things, let me find movie which I just watched"*



# USER JOURNEY MAP



## Step 2

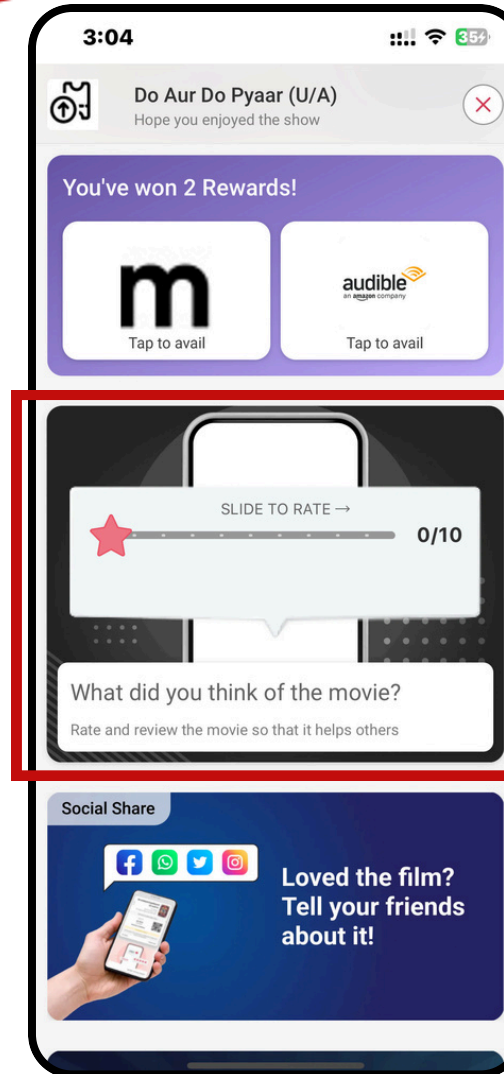
### Find movie to review



"Got the movie which I want to review"

### Recommendation

- Review option could be given on this page only as Zomato does. "Hope you enjoyed the show" would have been complimented the review option



## Step 3

### Review Banner & Slide to Rate



"Wow, Got the option to rate the movie but why the rating scale is not out of 5 🤔"

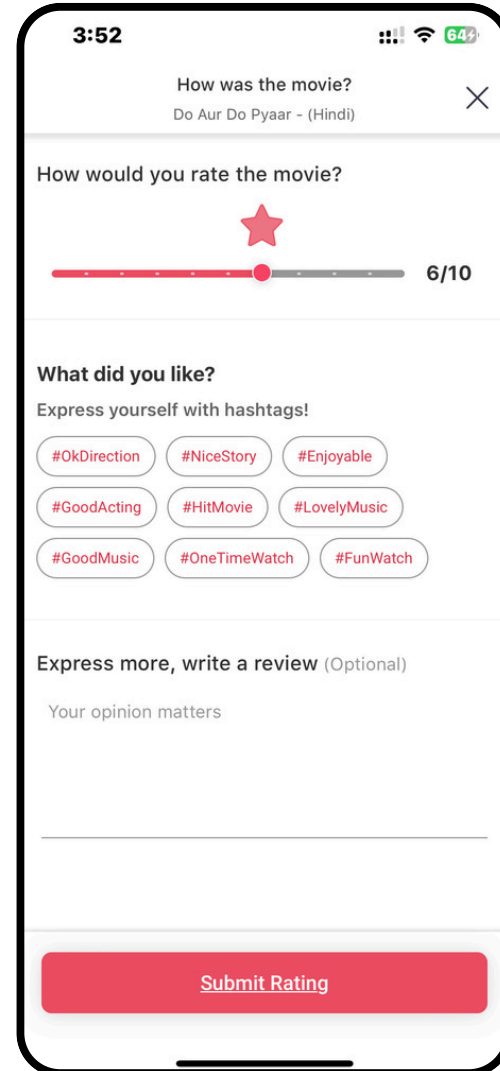
### Pros

- 'Slide to rate' with moving star is good UX
- Writing the impact: 'it will help others'

### Recommendation

- This looks more like an ad here, we could keep it separate on the top or change the color coding to differentiate
- Rating scale can be out of 5 instead of 10 as it a standard among movie critics

# USER JOURNEY MAP



## Step 4

### Complete Review



"Why can't I make my own hashtags?"

"I have things to write but how to start?"

### Recommendation

- We can give user feature to add their own hashtags
- We can give some ideas on what to write on basis of what other people have spoken/written

## 💡 Key Learnings 💡

**Emotional connect** in a push feature like "writing a review" is important. Ex: Showing impact of how it can help others.

**Follow the latest trend** to relate with users more. Ex: Instagram has made hashtags an art of expression

Always make user feel that **product is helping him** to complete this task. Ex: Dropping hints on what to write

# KEY METRICS



## NORTH STAR METRIC

#Reviewers

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#Customers



## L1 METRIC

#Users completed review process

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#Users started review process