

Enhancing User Experience in Online Movie Ticket Booking

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Abstract

The following paper explores the designs, prototypes, and deployment of an online cinema ticket reservation system. Our system aims to supply a simple way of flicking through movie listings and to check whether there are available seats. It also enables people to book their tickets online easily. We emphasize the architecture, capabilities, and technologies involved in its development - database administration, interface design, and payment arrangement. Moreover, the paper analyzes the barriers encountered during the course and the measures adopted combat the same. The study ends with an evaluation of how it has performed and the level of satisfaction it has brought to users, the system being found to be a crucial component of a good user experience.

Keywords: Ticket Booking Website, Movie

1. INTRODUCTION

The change in the film industry of today is being influenced by the advances in the technology and the changing behaviors of the consumers. Movie ticket booking website has become one of the most important things that changed the film markets totally and now almost all people purchase the tickets in online and watch the movie in the cinema houses. Undoubtedly, Online ticketing websites have become a key pillar of this new era of entertainment, providing consumers with the convenience of being to browse movie listings, check showtimes, and purchase tickets on their computers from home or on their mobile phones while they're on the go.

The current study focuses on the steps of developing, designing, and deployment of a movie ticket booking website focusing on the aspects of improvement of usability and addition of accessibility options. The site is custom-made to contain the user-friendly interface that features up-to-the-minute show times and seat selection option as well as real-time processing of payments. In this paper, we aim to uncover how online ticketing

With the inception of movie ticket booking websites, the mapping of the manner through which cinema tickets are bought changed completely, affording more opportunities than the conventional way of reserving seats. These systems have advanced the way of booking tickets and eliminating the queues though the technology as people

can book their tickets whenever they want. Online ticket booking sites are very useful as they have provide features that have made them viable option for cinema goers and the cinema too. These includes real time seat availability and secure payment processing among others.

2. LITERATURE REVIEW

After Understanding these 10 papers, we have understood the following points:

Cinema is under a major revolution process fueled by technology progress and ever-changing consumer choice. A big change that had the biggest impact is buying movie tickets through online websites , this changes had transformed the film market. Nowadays, most moviegoers buy tickets online as combined with the comfort that comes from online shopping platforms. Online ticketing websites are an essential part of the modern entertainment environment where spectators can scroll through the expected movie posters, time of the films and even book for tickets from their offices or on the move with their phones. This investigation deals with creating, designing and delivering a movie ticket booking website, which is a key aspect of the improvement in usability of a website. The site is created in a way that is easy to navigate and displays the times, the seats available, and an online payment system. This paper uses both qualitative and quantitative research to deepen our understanding of how online ticket systems facilitate the movie going experience for the audience members. Movie ticket websites' booking establishment has fundamentally altered the way people buy movie tickets, compared to the traditional way of reserving a seat through conventional process. These platforms have entirely improved booking procedure, enabling individuals to book tickets irrespective of the hour, a thing that removes the need to wait in the queue. E-ticketing sites give a variety of features, for example, real-time seat availability and secure payment activities, so they are the most popular choice for cinema-goers and cinemas. Lastly, online ticket booking sites have the major effect on the movie industry, achieving that consumers has access to the tickets with convenience and ease. via the method of making use of usability and accessibility, these websites have raised the movie going experience and contributed so much to the movie goers and cinemas alike.

3. CHALLENGES

Meeting multiple interface requirements, ensuring timely data transfers, integrating smooth redundant transaction processing, developer consumer interfaces for devices, interacting with theaters, and always trying to improve customers experience, especially under tough competitive circumstances, are the ones that online movie ticket reserving websites are dealing with.

User Interface Complexity: A user-friendly interface, added to the diversity and peculiarity of the users' needs, can be considered a hard task, thereby involving planting, navigation and interactive components with care.

Real-Time Updates: It becomes tough to keep the movie filings, showtimes, and the availability of seats in real-time updates, especially during the peak booking seasons where there is high demand.

Payment Security: The primary obstacle is the implementation of efficient security measures to protect user's data and making sure their transactions are secured online, these are basic requirements to the industry standards and regulations compliance.

Device Compatibility: The task getting the site to be flexible with the use3 of a wide range of devices is not simple because of variations in screen sizes and resolutions.

Integration with Cinemas: Sharing the ticketing systems with the cinemas human problem can be involving, hence requiring formation of cooperative and coordination groups.

User Experience Optimization: Maintaining and perfecting the user experience that is based on reviews and user behavior data can be laborious and it involves observation of what users repeatedly request which in turn requires monitoring of the website features and functionality.

Competition: Facing competition from other online ticket booking platforms and methods of conventional buying tickets can be difficult a fact that calls for creativity in marketing strategies and identification of unique selling points to be recited by target users.

4. RECAP

Industry Impact: Technology as well as consumer behavior adaptations lead to ubiquitous employment of online ticket booking services which reshape cinema market. Consumer Convenience: These websites provide a convenient way to check movie listings, showtimes and tickets from computers and mobile devices, thereby improving the movies going experience. Website Focus: The research focus on creating a user-friendly movie ticket booking website that have certain usability improvements and accessibility features. Key Features: The website features real-time showing schedules, selection of seats, and secure payment processing in order to make ticket booking of movies even easier.

5. RESULTS

This research work has not only revealed critical information related to designing, creating, and deploying a movie ticket booking website but also has added great value to the Internet. The study has brought to light the value of having a user-friendly interface in appealing to users and their retention through its analysis of the key components like interface design, functionality, and payment processes. Attributes including a user-friendly navigation system, a clear information display and a responsive design were determined to be the core aspects that impact directly on giving an optimised experience on different devices. Real time movie listing updates and show times, alongside the interactive features likes seat selection were the aspects which users loved most while undertaking online booking. Moreover, the research brought forward the issue of safe and trustworthy payment processing where the availability of wide choice of payment options and encryption technologies are named as the most successful approaches in improving the security of online transactions. Moreover, the final message is that the planning, the working efficiency, the user experience matters a lot in raising the movie ticket booking rate and expanding the business.

6. FUTURE SCOPE

In the following, the research results of the study seem quite affirmative. It paves for the ways for the further development of the online ticketing systems for the movie theaters in the nearest future. Another possible feature is the improvement of a more personalized experience, thus a potential that algorithm can offer to the users through its personalized movie recommendations based on users' tastes and preferences and his or her user history, hence a higher level of user engagement and satisfaction will last. Now, AR integrations would be a focus area. With this, it will be easier for users to access the virtual seating view and navigate through the interactive charts to ease their work in finding tickets. Moreover, this will enhance the quality of user experience. Moreover, the inclusion of social media functions, like sharing movie ideas with friends or finding trending movies in various social circles, may also be helpful to excite the customers and bring in more people eventually. Additionally, voice recognition features may be added to enable searching of movies, checking availability of tickets and as well as booking and each of these elements will enhance the booking process and make it more user friendly. Also, the most important will be continuing monitoring the security system of users Id and data and keeping it safe during the transactions as this is the way to keep the customers trust and confidence in the platform. Plugging virtual reality (VR) chemical experiences like virtual movie trailers or backstage footage into the platform would result in users having an extra immersive movie watching experience differentiating the platform from competitors. Also, it is worth noting that implementing sophisticated analytics tools for tracking users' activity, booking trend and ticket sale to generate valuable data is useful for cinema operators in order to enhance the marketing and performance of the business. Lastly, we can connect the website with smart devices like smart TVs or these made it more convenient to users as they can be able to access the tickets and booking options.

7. CONCLUSION

This research has illustrated the creation and use of a website that books movie tickets, expressing the role that design, functionality, and user experience have in user appeal. The research is based on creating a user-friendly interface, a real-time update on the movies listings, and the secure payment processing in order to make the process of movie viewing better. With the help of these observations, operations of the cinema could make their online ticket reservation system more refined which would in turn, serve to congregate more users and boost the industry.

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