Exploring the Habit-Forming Dynamics of BookMyShow

Bhavyaa Verma
LAB 2
DPD: Digi-Culture

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BookMyShow Story

- At BookMyShow, the journey began with a simple idea – to bring the joy of entertainment to everyone's fingertips.

- Founded in Mumbai in 1999 and launched in 2007, BookMyShow is the leader in the online entertainment ticketing space.

- The company has expanded its presence to over 650 towns and cities in India and sells over 15 million tickets a month across categories including movies, sports, events, plays and concerts.

Services

- BookMyShow initially kept itself to movie tickets but soon had its fingers in various pies.

- These days, it offers tickets for just about any type of entertainment, including plays, movies, fairs, sports, and more.
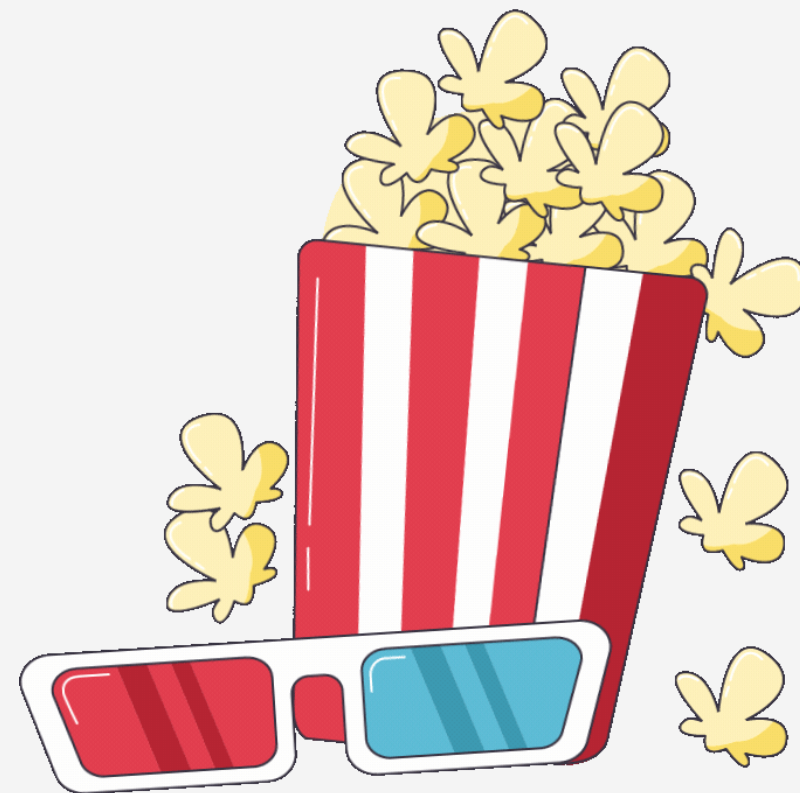
Growth

650+
Towns and Cities

15M+
Tickets a month

50M+
App downloads
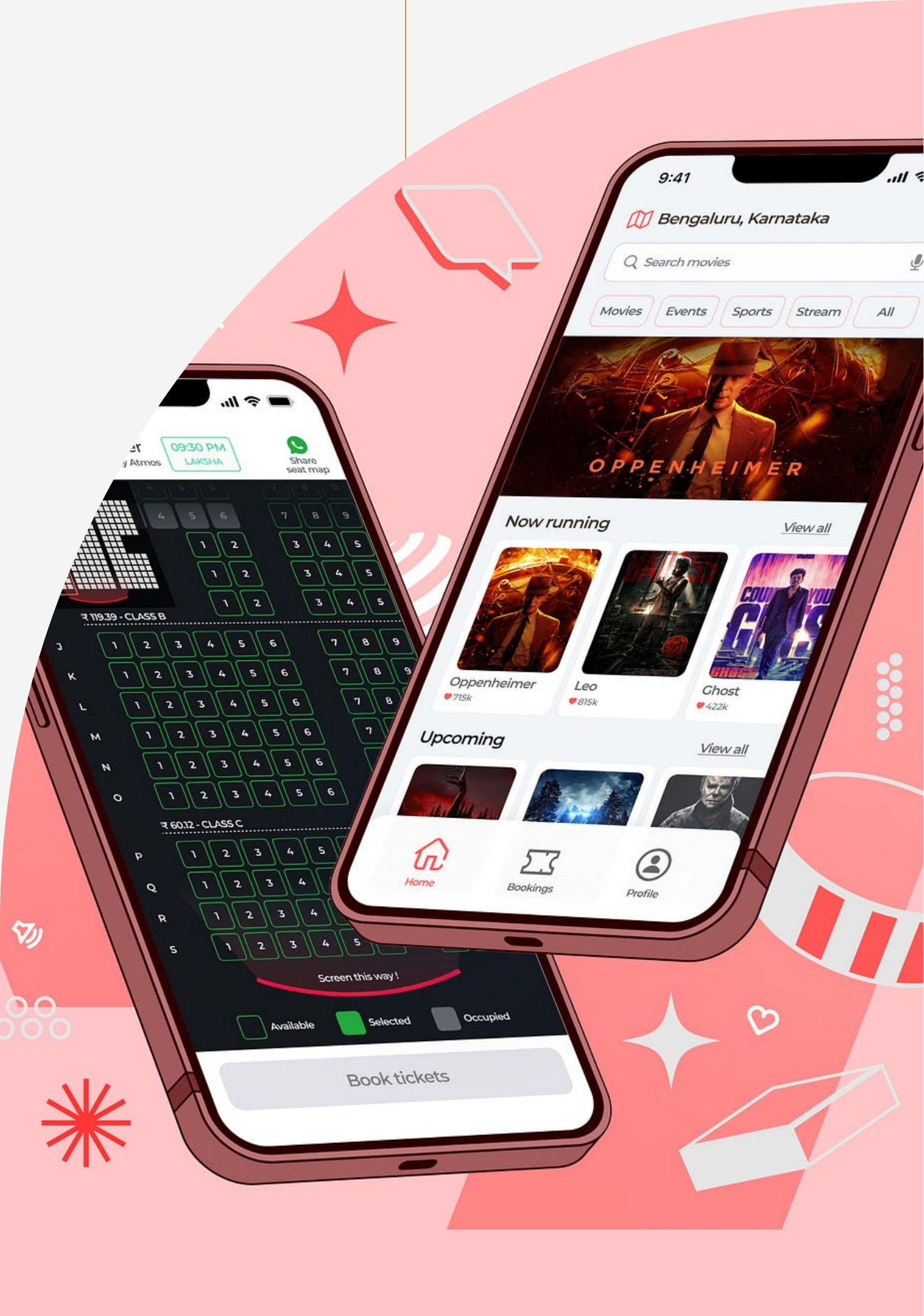
TRIGGERS

- BookMyShow, relies on several external triggers to become a habitual product for its users.

- Internal triggers are psychological cues that prompt users to engage with a product or service. For BookMyShow to become a habitual product, it needs to tap into internal triggers that drive users to instinctively turn to the platform.

External triggers

Email Reminders: BookMyShow sends regular emails to users reminding them about upcoming events, movie releases, or special promotions, prompting them to visit the platform.

App Notifications: notifications through the BookMyShow mobile app notify users about events matching their preferences, encouraging them to engage with the platform.

- **Social Media Integration:** Integration with social media platforms allows users to see what events their friends are attending or sharing, thereby encouraging them to visit BookMyShow and explore similar events.

- **Recommendations:** from friends, family, or colleagues about events they've attended or movies they've watched using BookMyShow can influence other users to visit the platform and explore available options.

Internal triggers

Boredom: When users feel bored and are looking for entertainment options, they may instinctively open the BookMyShow app or website to see what events or movies are available to alleviate their boredom.

Desire for Social Connection: The desire to socialize and spend time with friends or family can trigger users to visit BookMyShow to plan outings, book tickets for group events, or coordinate movie nights.

- **Stress Relief:** Planning and attending entertainment events can serve as a form of stress relief for users. When feeling stressed or overwhelmed, users may turn to BookMyShow as a way to unwind and relax by booking tickets for an enjoyable experience.

- **Curiosity:** Curiosity about new releases, trending events, or unfamiliar performances can trigger users to explore BookMyShow to satisfy their curiosity and discover new entertainment options.

- **FOMO (Fear of Missing Out):** The fear of missing out on popular events, blockbuster movie premieres, or limited-time offers can act as a powerful internal trigger, compelling users to visit BookMyShow to stay updated and make timely bookings.

- **Personal Interests and Hobbies:** Users with specific interests or hobbies, such as music, theater, or sports, may internally trigger the desire to explore related events or performances on BookMyShow.

- **Social Planning:** When users are planning social outings with friends or family, they may internally trigger the desire to find and book tickets for events or movies through BookMyShow. The need to coordinate plans and ensure availability prompts them to use the platform.
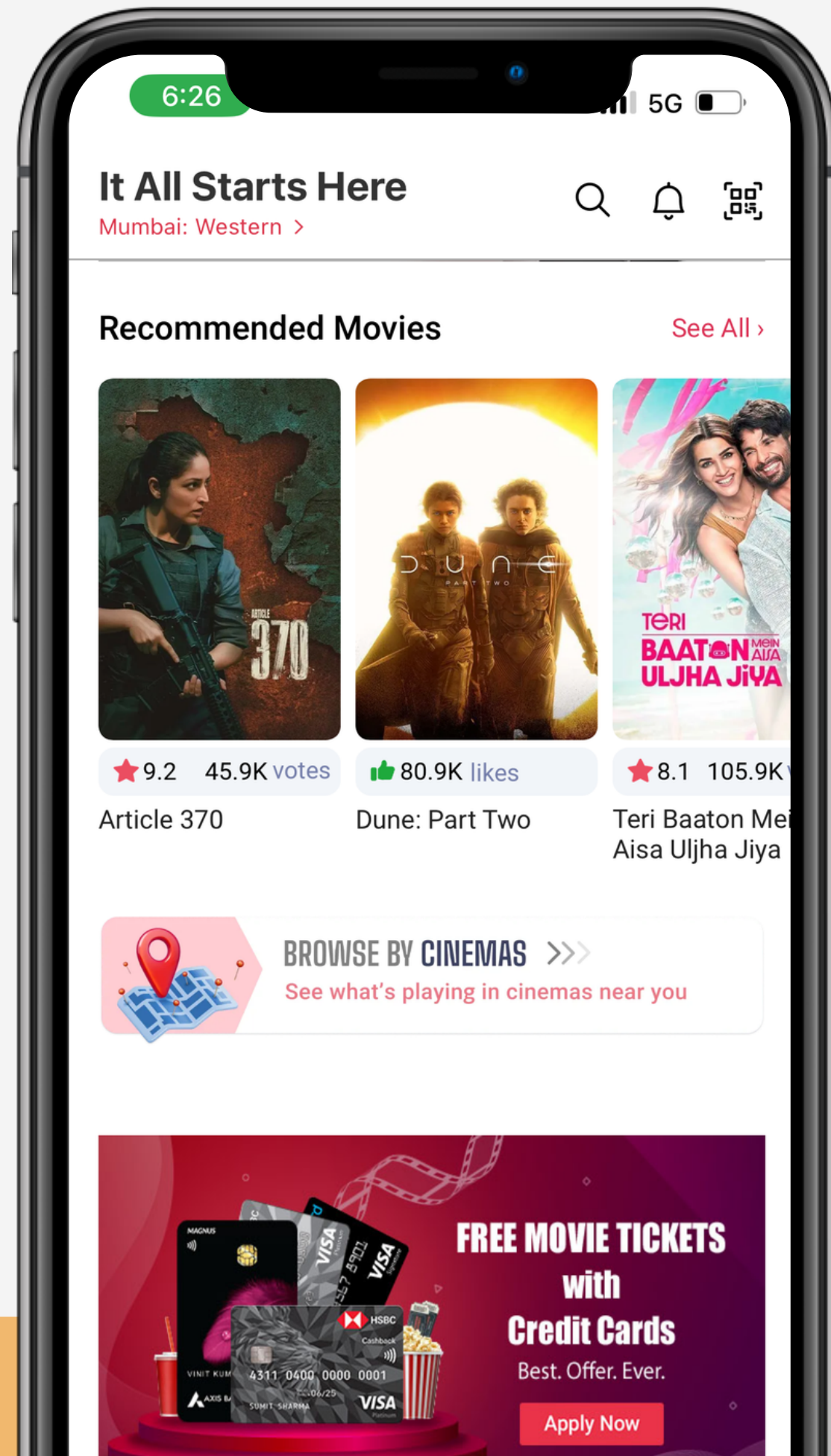
Action

Personalized Recommendations: the app's recommendation provides users with personalized suggestions for events, movies, and performances based on their past bookings, preferences, and browsing history, encouraging users to explore new entertainment options.

- **Timely Notifications:** Sends timely notifications to users about upcoming events, movie releases, and special promotions based on their interests and location. Reminds users to check the app regularly for new updates and opportunities to book tickets.
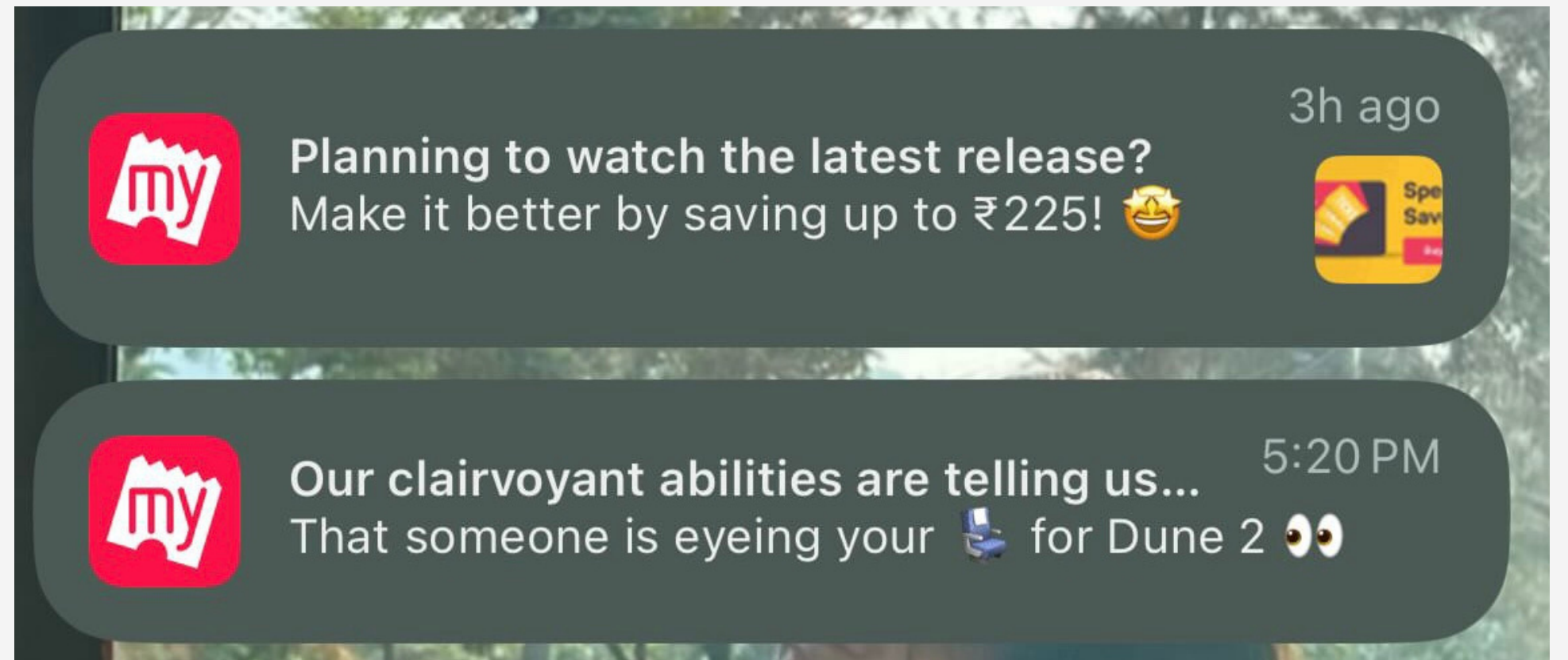
- **Ease of Booking Experience:** booking process making it seamless and user-friendly. Simplified navigation, and multiple payment options to ensure a smooth and hassle-free experience for users.
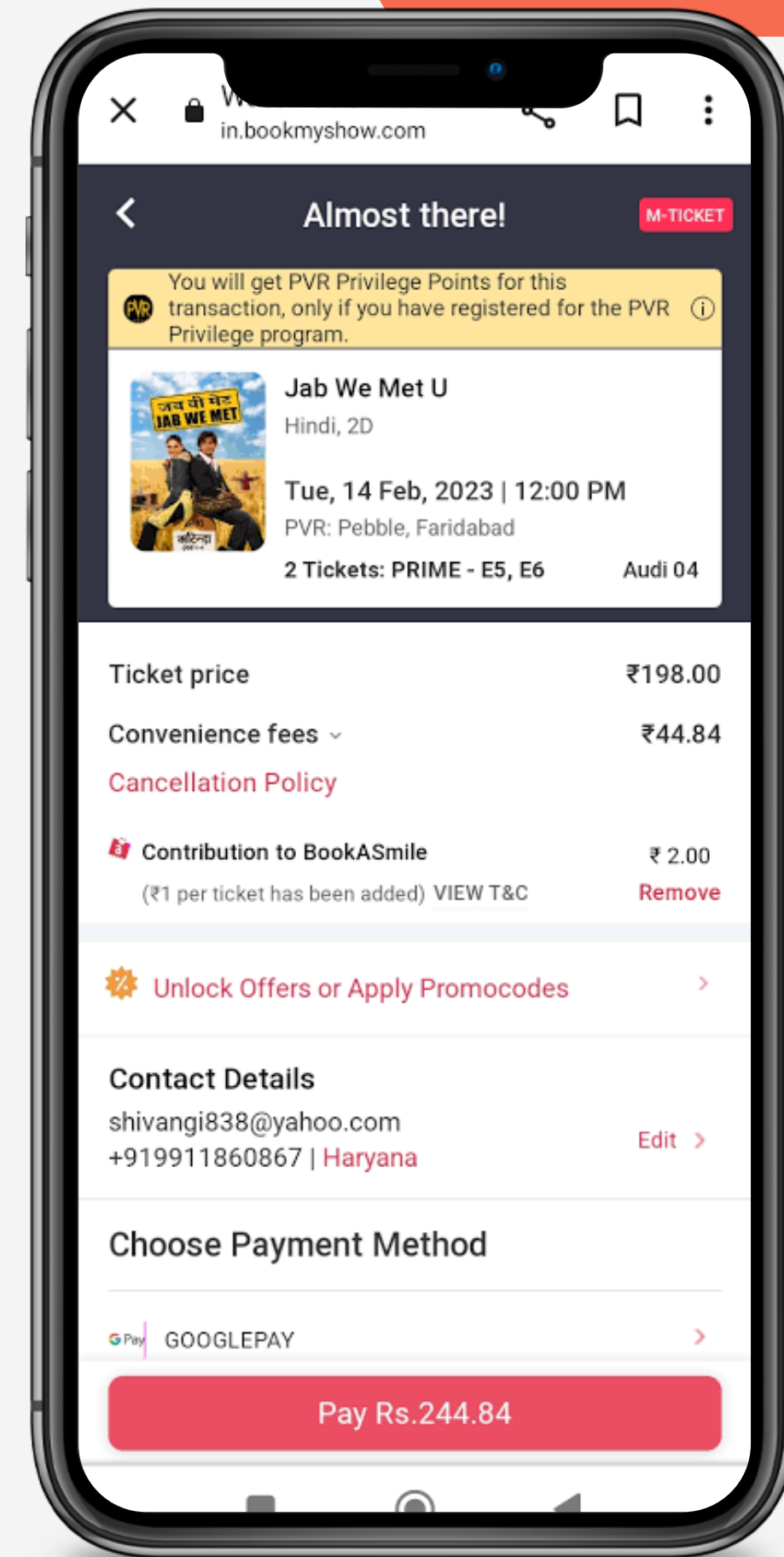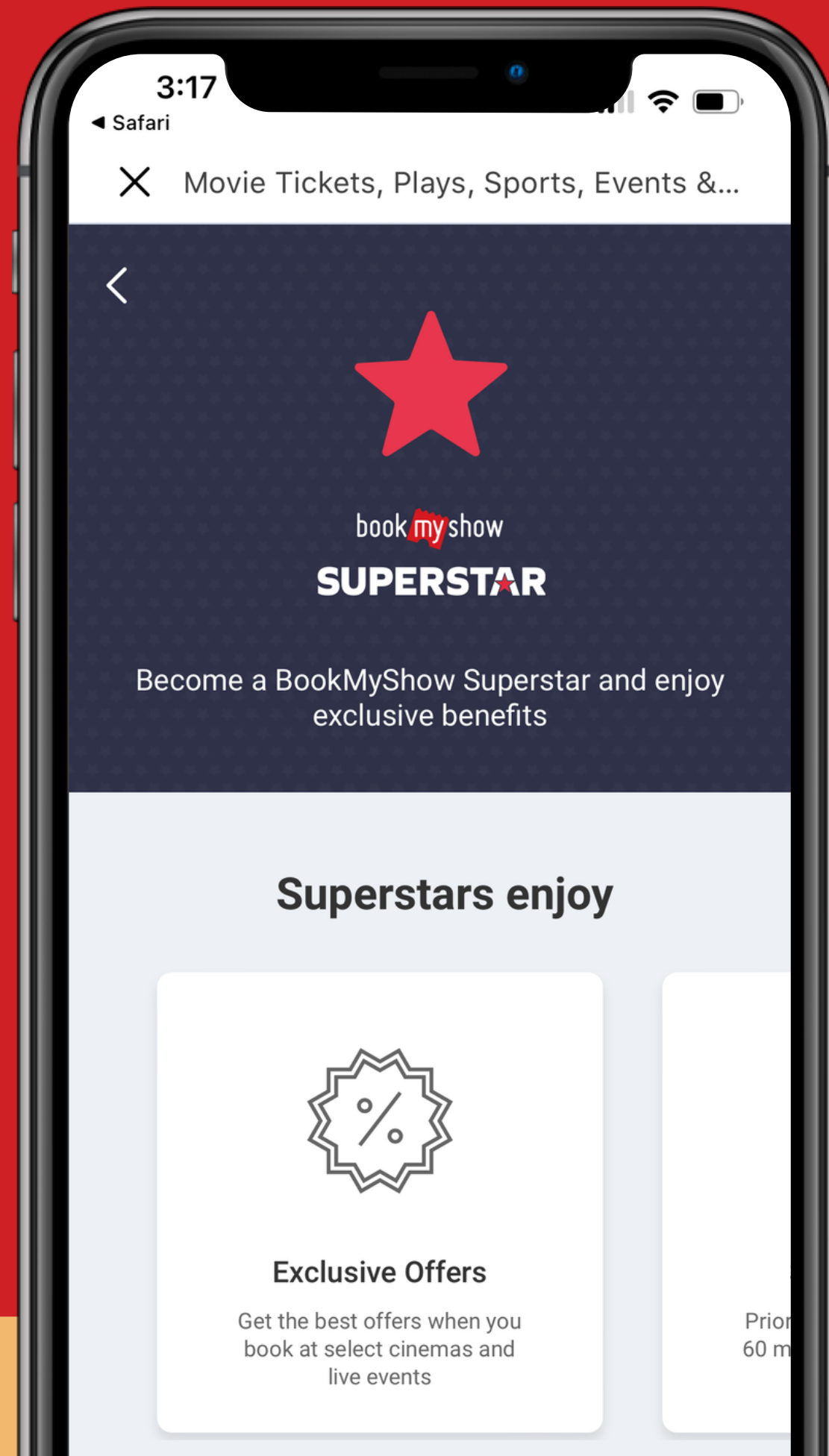
Rewards of tribe

Exclusive community events:
The "BookMyShow Superstars" program where active users are invited to exclusive events, movie screenings, or fan meet-ups.
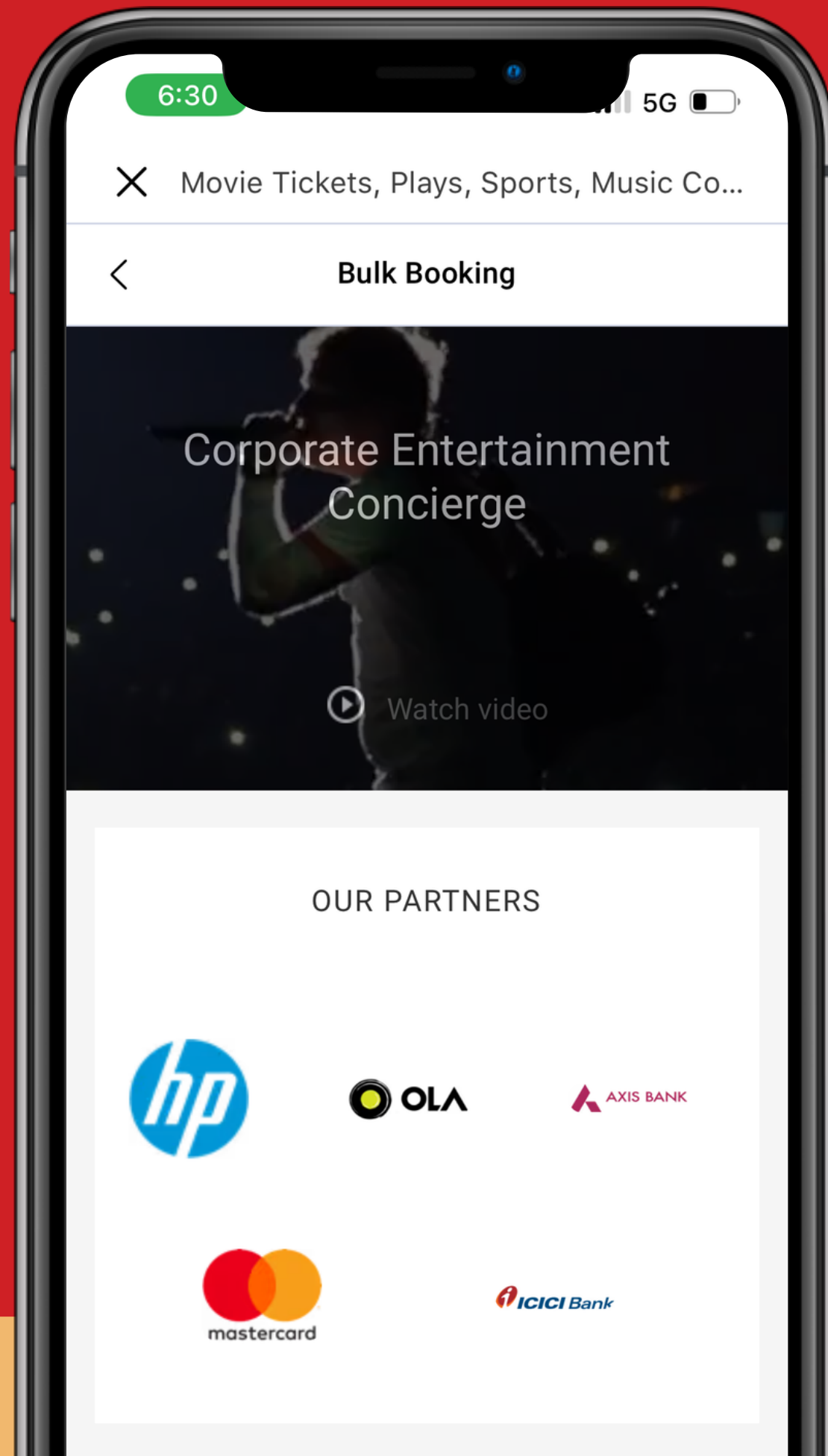
Bulk Booking Discounts:
Offers special discounts for group bookings through the app's "Bulk Booking" feature, encouraging users to invite friends and family to events.

Social Sharing Rewards:
Referral program for users to earn rewards for sharing their bookings or inviting friends to use BookMyShow through social media links integrated into the app.

Rewards of Hunt

Daily Offers Challenges:
Introduce daily challenges in the app's "Offers" section, where users must find and redeem limited-time offers within a specified time frame to earn bonus points or discounts.
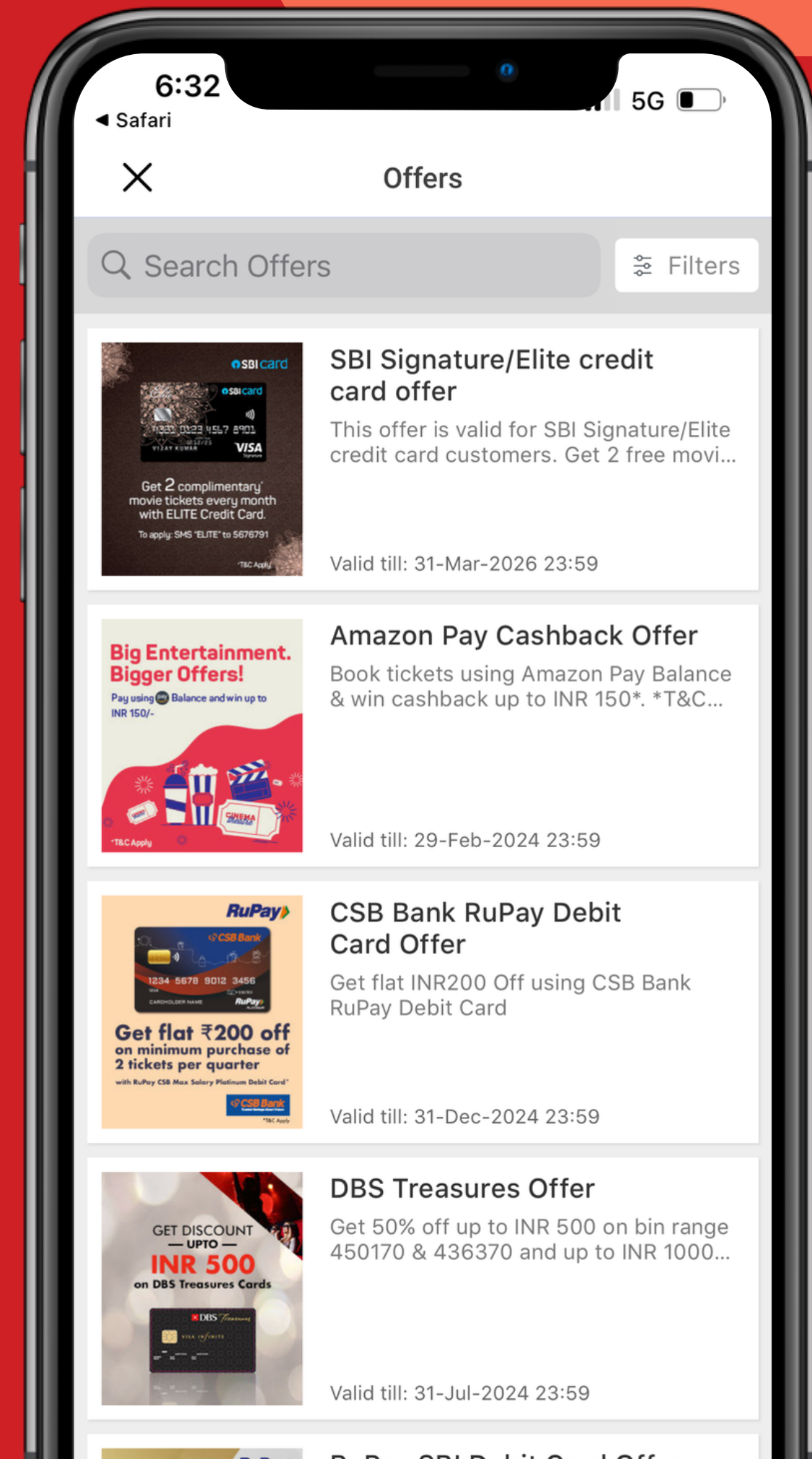
Referral Challenges:

referral challenges through the app's "Refer & Earn" feature, where users compete to refer the most friends, earning rewards such as bonus points or free tickets for successful referrals.
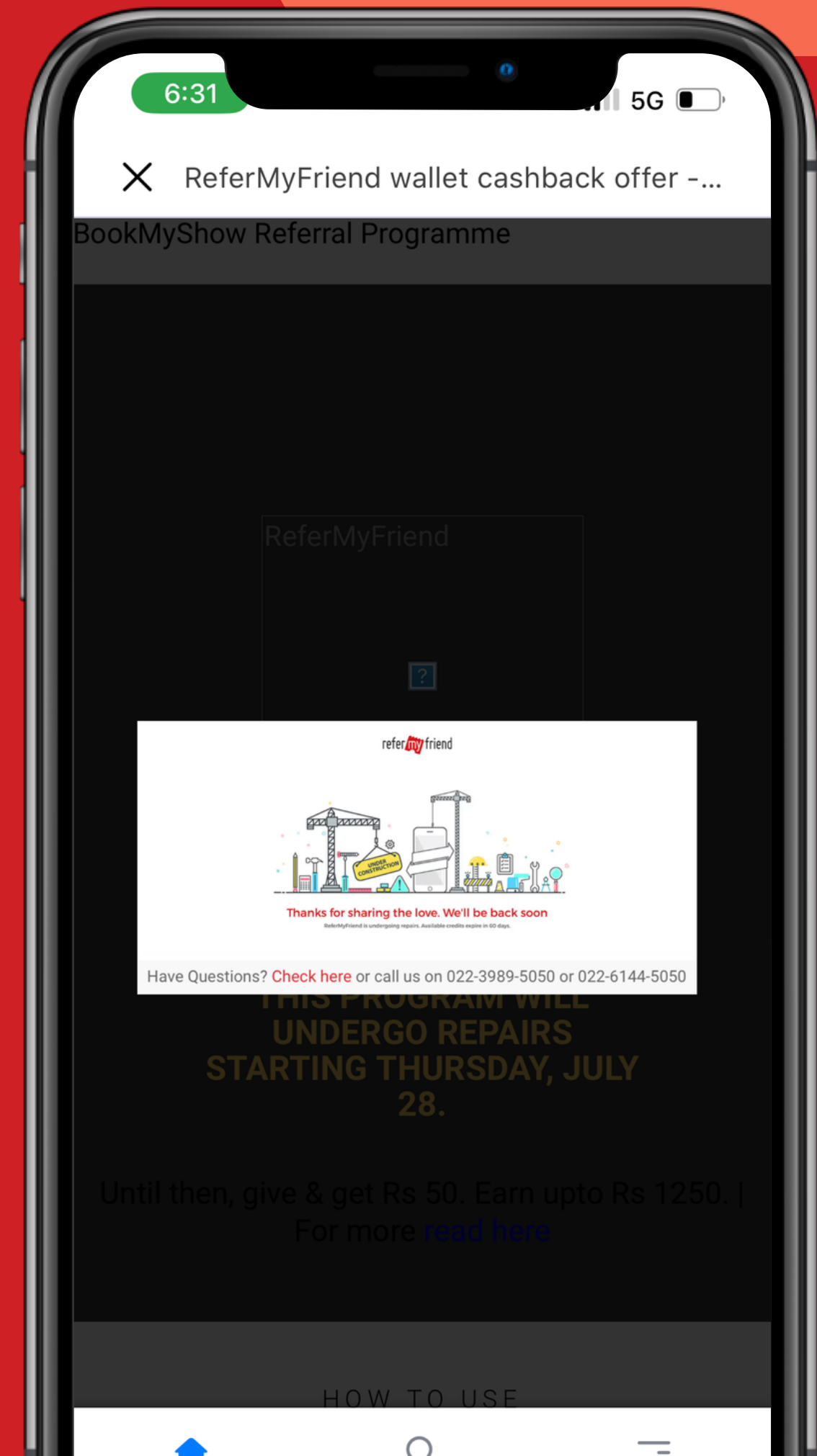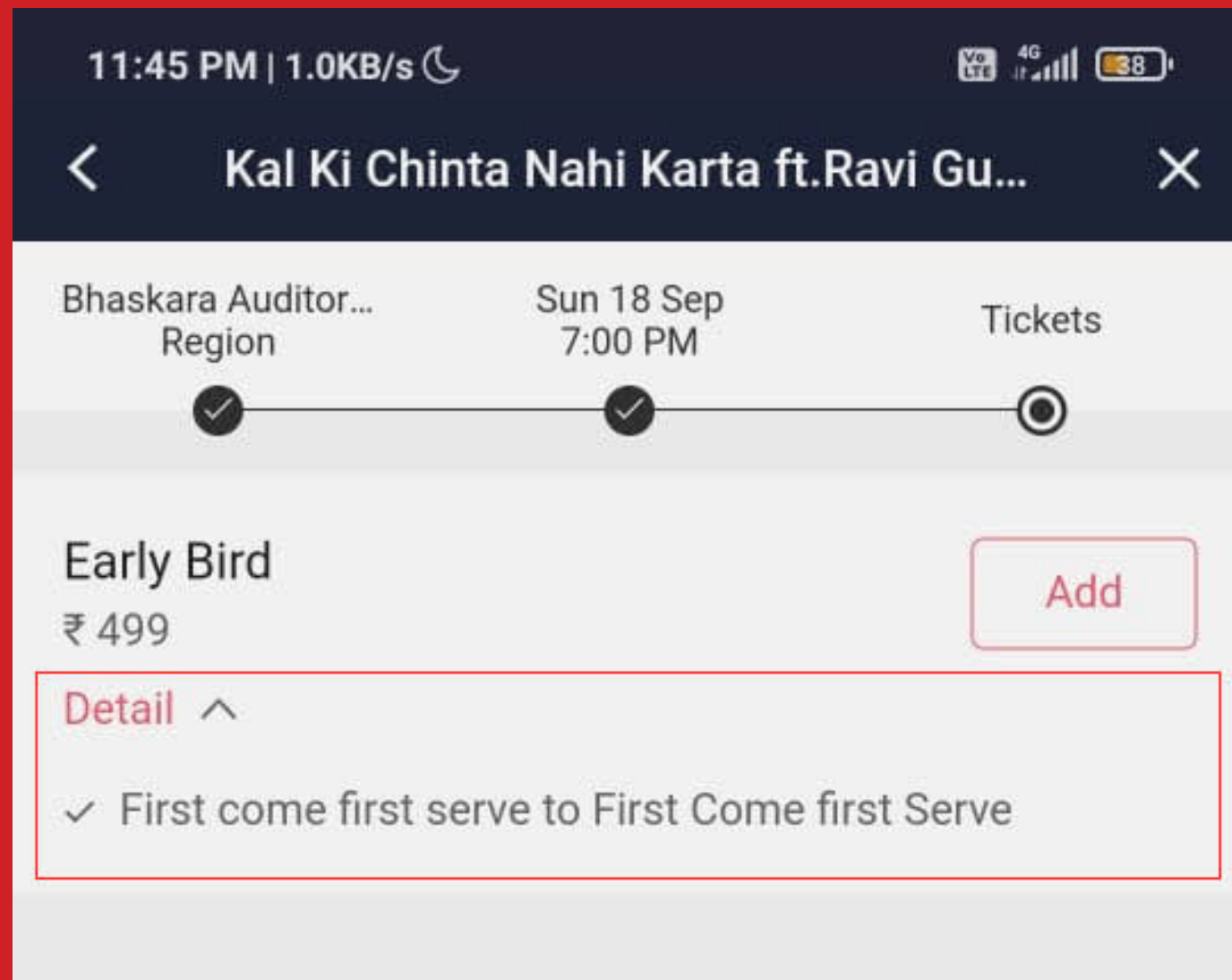
Rewards of Self

Early Bird Access:
Early Bird access to tickets for popular events or movie screenings through the app's "Exclusive Previews" section, rewarding users with priority booking.
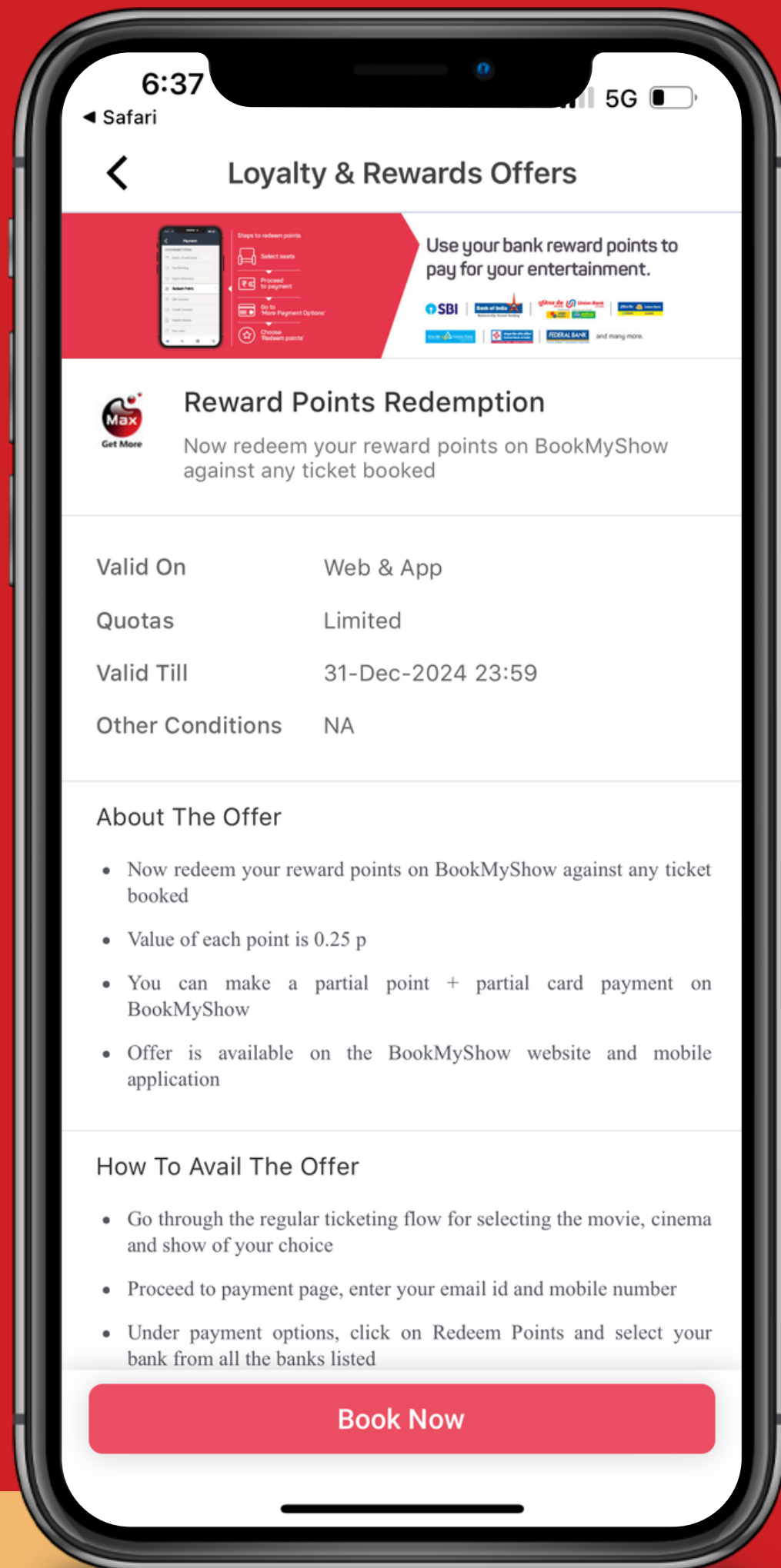
Loyalty Points and rewards:
Users earn loyalty points for every booking made, redeemable for discounts, free tickets, or merchandise in the "Rewards" section.

Exclusive Deals and Discounts: personalized offers and promotions to users through the app's notification system, offering exclusive deals and discounts based on users' preferences and booking history.

INVESTMENT

Time and Attention:
Users invest their time and attention in regularly using the BookMyShow app to browse upcoming events, concerts, movies, and other entertainment options. By consistently engaging with the app, users familiarise themselves with its features, discover new content, and stay informed about the latest offerings.

Financial Investment: Users invest their money in purchasing tickets and availing themselves of various offers, discounts, and promotions available on BookMyShow. This investment reflects their commitment to using the app for ticket bookings and entertainment experiences, with the expectation of receiving value in return.

Segment of
User Interviews

Gen Z (15-24)

Millenials (25-39)

Baby Boomers (40-55)

Akshada

"I love music festivals"

About

Age 19
Student

Story/ experience

She uses BookMyShow app to book movie tickets when she feels like going out with her friends and family. She scrolls through the app to explore music festivals and new movies.

ACTION

Open the BookMyShow app to browse upcoming music events, standup comedy or movies.

Receiving notifications from the app about music events.

Booking tickets and engaging more with app to get exclusive offers.

TRIGGERS

INVESTMENT

Akshada
Age 19

Friends discussing bout a show or a movie triggers her to go to the app and read about it.

Exclusive access to limited-time offers or discounts on tickets.

Exclusive access to Early Bird access to tickets for popular events.

REWARD

Jitender

Movie buff

About

Age 50

CIO

Story/ experience

He uses BookMyShow app to plan for his weekends for movies and standup comedy. He's really satisfied with the ease of boooking and other features of the app.

ACTION

Open the BookMyShow app to browse upcoming movies.

Purchase tickets for comedy shows or movies.

Booking tickets and engaging more with app to know about upcoming movies and shows and to get exclusive offers.

INVESTMENT

Feeling the need for relaxation or entertainment after a long week.

Jitender
Age 50

TRIGGERS

Exclusive access to limited-time offers or discounts on tickets.

Seeing app notifications about upcoming movies.

"BookMyShow Superstars" where he is invited to exclusive events, movie screenings and gets exlusive offers.

REWARD

Insights
of user interviews

Gen Z (15-24)

Millenials (25-39)

Baby Boomers (40-55)

ACTION

Open the BookMyShow app to browse upcoming or movies.

Purchase tickets for events or movies they're interested in attending.

Booking tickets and engaging more with app to get exclusive offers.

INVESTMENT

Receiving notifications from the app about upcoming events or movie releases.

TRIGGERS

Gen Z
(3 respondents)

Exclusive access to limited-time offers or discounts on tickets.

Seeing friend's social media posts about attending cool events or movies.

Exclusive access to Early Bird access to tickets for popular events or movie screenings

REWARD

Book tickets for themselves
and friends for upcoming
movies or events.

ACTION

Feeling bored or looking for
something fun to do on
weekends.

Use the app to discover
events, concerts, or movies.

TRIGGERS

Millenials
(2 respondents)

Receiving app notifications
about exclusive deals or
events.

Cashback or loyalty points for ticket
purchases.

REWARD

Engagement with the app's social features,
such as sharing event plans with friends.
Discover new content, and stay informed
about the latest offerings.

INVESTMENT

ACTION

Convenience of booking tickets online.

Purchase tickets for events or movies for themselves, or their families.

Feeling the need for relaxation or entertainment after a long week.

TRIGGERS

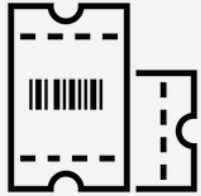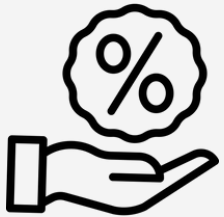Seeing advertisements for upcoming events or movies on social media.

Baby Boomers
(2 respondents)

REWARD

Exclusive access to limited-time offers or discounts on tickets.

Seeing app notifications about upcoming events

Booking tickets and engaging more with app to know about upcoming movies and shows and to get exclusive offers.

INVESTMENT

THANKYOU