Questions
Could you walk me through the process of booking an adventure on BookMyShow?
Did you find the "Book an Adventure" feature easy to use? Why or why not?
Were there any particular steps in the booking process that you found confusing or difficult?
Were there any features or options you wished were available when booking an adventure on BookMyShow?
Did you encounter any issues or errors while using the "Book an Adventure" feature? If so, could you describe what happened?
Were the images and descriptions of the adventures helpful in making your decision to book?
Did you feel that the booking process adequately communicated the details of the adventure, such as location and equipment requirements?
Did you feel confident that you understood the pricing and payment options for the adventure?
Is there anything else you'd like to share about your experience using BookMyShow's "Book an Adventure" feature?
Is there anything that you feel BookMyShow could improve or do differently to make the "Book an Adventure" feature more user-friendly?

Problem Number	Screen/Flow	Problems Identified	severity	Business goals	Validation	Impact	Effort(estimated)	Confidence	ICE Score	Priority
1	Adventure search	Doesn't give correct results	4	User Engagement	No	8	8	6	7.333333333	High
2	Adventure details	Doesn't have social proofs	4	User Engagement	Yes	8	8	6	7.333333333	High
3	Adventure details	Ambiguity in details	3	User Experience	Yes	6	8	4	6	Medium
4	Adventure booking payment	Cannot go to previous page back	3	User Experience	Yes	4	6	4	4.666666667	Low