

## Frequently Asked Questions - Customer

### *General information:*

#### **What does the Theatergemeinde München do?**

The Theatergemeinde e.V. München (TheaGe) is a non-profit audience organisation with the task of cultural mediation. It arranges reduced-price tickets for the entire spectrum of Munich's cultural offerings and also acts as an organiser itself. The aim of the cultural association is to facilitate access to culture for as many people as possible and to make it as inexpensive, pleasant and uncomplicated as possible in the long term.

#### **What advantages does the community platform offer me?**

On the platform, like-minded people from the cultural sector can exchange ideas in forums, give advice and rate events. The platform offers each user individual event recommendations, discounted tickets and exciting insights from the industry. Members can also benefit from TheaGe's expertise and receive digital individual consultation as well as on the phone.

#### **How do you get to the TheaGe community platform?**

Every member has access to the platform via a permalink on the official TheaGe website and their individual registration data.

#### **How can new members register on the platform?**

New members register by clicking the registration button on the login page. After entering their username, email and password the user will get a verification code to their email, which they can use to complete the registration.

#### **Who can access the Community Platform?**

All members of TheaGe can access the community platform.

#### **Is my data secure?**

The platform handles members' personal data confidentially in accordance with the basic data protection regulation (Regulation (EU) 2016/679).

### *Membership/Customer account*

#### **How much does the TheaGe offer cost me?**

As a member of TheaGe you get access to all offers and actions of TheaGe for an annual payment of 29€.

#### **How do I register?**

To become a member of TheaGe and to participate in the many offers and activities you have to pay the annual fee of 29€. You can find the corresponding registration form on the website of TheaGe. With the access data received, every member can then register on the platform.

#### **How do I pay the contribution?**

The contribution can be paid conveniently and securely via Paypal or SEPA direct debit. You can also choose between monthly (2,50€) or annual (29€) payment.

#### **How can I edit my profile?**

On the tab "My Profile" you can update your personal data as well as profile picture, username and privacy settings and notifications.

#### **How do I end my membership?**

Membership can be terminated at any time by contacting TheaGe headquarters via a contact form on the platform.

#### **How can I exchange information with other members in the form?**

In the "Forum" section you can exchange information with other members and discuss cultural experiences and opinions. The latest posts are also visible for users.

## D3I Project Study

### Team 2: Theatergemeinde Munich

#### **How can I exchange information with other members in the blog?**

The "Blog" section provides you with information about events and all the news about cultural life in and around Munich. You can record your thoughts, opinions, or experiences as a TheaGe-theater diary.

#### *Features*

##### **How can I get access to the blog?**

The platform has many features as you can see in the menu above. With a click on the "Blog" you will forward to the blog directly.

##### **How can I create a new forum post?**

The forum is divided in different categories e.g. "Events" which are divided in different subcategories e.g. Theatre. In the "Categories" overview you have to click on one subcategory. After that you have to click on the red button "Create a new post" on the left side to create a new forum post.

##### **How to reply to forum posts?**

To reply on an existing post, scroll to the end of the last forum comment of this post where you can find a "create a comment" button. Type your message in the given text field, click the button "create a comment" and the comment will be published in the forum.

#### *Events and Activities*

##### **On what basis are the personal recommendations made?**

TheaGe's platform registers the events in which the member is interested or has visited and thus develops a catalogue of recommendations with similar events.

##### **Which events can I see?**

Every month, TheaGe members are recommended more than 250 events in the surrounding area and in Munich. After approval, recommendations tailored to individual cultural tastes can also be generated via a personalised record of member activity. Using the filter function, you can limit your results.

#### **How can I specify my event preferences?**

You can enter your preferred cultural events and preferences in your profile under "My profile". You can also add events you have already attended or events you are interested in to your interest profile.

#### **How are the top 50 events selected?**

The Top 50 events are selected monthly by TheaGe employees according to the criteria of ticket demand and event size.

#### *Tickets*

##### **How do I get tickets via the Community Platform?**

The palette offers all necessary information about the event. A link is used to connect the member to the selling organisation.

##### **How do I get my tickets?**

After clicking on the link to the sales page, you will shortly receive an e-mail from the selling organisation with all ticket details. You can either save the ticket as an e-ticket or present it printed out on site.

##### **How do I get a personal ticket consultation?**

TheaGe's staff is available for you until further notice from Tue-Thu from 8:30 - 12 o'clock and 13 - 17 o'clock via live chat or on the phone. You can also contact TheaGe outside opening hours at the following e-mail address: [info@theage-muenchen.de](mailto:info@theage-muenchen.de). Furthermore there is the possibility to use the contact form or the live chat.

## Frequently Asked Questions – Client

### Why do we design a platform and not a new business model?

TheaGe has a long traditional history and the basic model was quite successful. Due to the decreasing number of members there is a need for action. The new community website should address new target groups and thereby acquire a large number of new members.

### What are the benefits of a community platform?

The features of the community platform give members extensive access to the advantages of a cultural community. People interested in culture can exchange and discuss their opinions and questions in valuable contributions. Especially the exchange with similarly thinking people is very important in today's networked and digital world. Through data collection, recommendations can be presented directly tailored to the member. Through a filter system, members can be informed quickly and easily about their preferred events or individual cultural tastes.

### Does the platform replace a marketing concept?

No, in spite of the platform, which is primarily intended to address and retain the new target group, it is recommended to increase the awareness of TheaGe and its great offers.

### Why is the Community Platform the right concept for the target group?

As stated in our survey, the focused target group attaches great importance to quick and easy access to information. With its simple user interface, the platform ensures a good overview of current events and important news (blog). At the same time, the website ensures a heterogeneous networking of members within a community through discussions and user contributions.

### Is the concept still up-to-date due to the COVID-19 pandemic?

Yes, it is. Due to the corona pandemic, people are longing for events and interpersonal exchange all the more. The event industry, which has been badly affected by the crisis, is dependent on an environment

that is as networked as possible. The digital aspect of the platform allows more people to be reached.

### What is the basis for our thesis that our community platform will appeal to the target group?

To better understand the target group and to validate our assumptions, we developed a survey for the focus group. In addition, two master's thesis from the TU Munich and previous surveys provide a solid information base.

### Where does the content for the platform come from?

All content for the community platform will be built on the basis of the existing TheaGe website and the numerous inputs from TheaGe.

### Which tools are used?

The structure of the platform is created with the help of the Amazon web-based Service (AWS). The AWS offers numerous functions to integrate important features.

### How can the admin maintain the data?

With a separate admin access the responsible persons of TheaGe can make administrative, organisational and technical changes to the platform.

### Which activities are needed to run the platform?

This can be seen in detail in the attached roadmap.

### Which cost blocks can be expected?

The maintenance of the platform will probably take some working hours per week. The costs consist of an initial site launch, marketing and maintenance.

### When is Go-Live?

After the handover of the prototype, it must be implemented. The further steps are clearly shown on the roadmap.

## D3I Project Study

### Team 2: Theatergemeinde Munich

#### **How is Community Management operated?**

The platform is actively operated through regular contributions, news and information flows. The content could correspond to the current newsletter. Similar to a social media concept, the community is stimulated to interact and communicate with each other. In the long term, an employee is needed to take over the community management.

#### **Is the platform a replacement for the existing service?**

No, the concept of the Community Platform is a digital extension of the existing TheaGe service. Existing offers and traditional structures will not be dissolved but supported by the digital adaptation and enhanced.

#### **What is the task of the Theatergemeinde München on the new digital platform?**

The purpose of the TheaGe Munich is to act as a cultural mediator. In doing so, a mediation between the clients, the external organizers and the offers of the theatre community should take place. The task of the TheaGe Munich is therefore to bring the members and official users into dialogue and to promote a lively exchange through the blog and the forum.

#### **How will it be possible for the Theatergemeinde München to act as a cultural moderator on the new digital platform?**

The TheaGe Munich wants to act as a cultural mediator. In doing so, a mediation between the clients, the external organizers and the offers of the theatre community should take place. As a result, the information from the forum is used to understand the current concerns of the users and to transform them into well-founded solutions. These approaches are developed and realized with external partners. In this way, not only the user benefits from a permanent optimization of the offer, but also the external partners and TheaGe by receiving valuable feedback directly from the audience and the theatre community. Not only the offer of the community platform, but also the events and additional offers can be improved through feedback.