

# **Proposal for Android App: TicketPoints+**

## **Introduction**

A proposal for the development of an Android app named "TicketPoints+." This app is designed to enhance the user experience of attendees at stadiums by offering a streamlined process for purchasing, scanning tickets, and earning points. Additionally, the app will feature functionalities such as scanning checks, an in-app club store, and targeted advertisements. The primary goal is to create a user-friendly interface that caters to the needs of fans attending sporting events while integrating innovative features to engage and reward them.

## **Features**

### **Ticket Management**

**Buy Ticket:** Users can purchase tickets for games through the app, simplifying the ticket buying process and eliminating the need for physical tickets.

**Scan Ticket:** The app will feature a ticket scanner that allows users to easily scan their tickets' barcodes upon entry to the stadium, thus validating their attendance and enabling them to earn points.

**Points System:** Users will accumulate points based on their attendance and engagement with the app, creating a loyalty reward program that can be redeemed for various benefits.

### **Scan Checks**

The app will extend its functionality to enable users to scan checks with barcodes for easy processing and record-keeping.

### **Club Store**

An in-app club store will offer fans the opportunity to purchase team-related merchandise and exclusive items using their earned points.

### **Localization**

The app will be available in both English and Arabic to cater to a wider user base.

### **Advertisement Integration**

The home page of the app will display targeted advertisements from partner companies, generating additional revenue and providing users with relevant offers.

Users can swipe through advertisements for offers from various brands, including Adidas and others.

## User Interface

Home Page: Features advertisements from partner companies, quick links to new updates, details about the next game, and the game schedule.

Scan Page: Contains the ticket and check barcode scanning functionality.

Settings Page: Allows users to configure their app preferences.

Profile Page: Enables users to manage their account details, change passwords, and update personal information.

## Milestones

### MVP Development (By August 31)

Implement basic ticket purchasing and scanning functionality.

Develop a simple user profile management system.

Integrate basic localization support for English.

### Full App Development

Expand ticket scanning capabilities to include checks.

Develop the points system and integration with the club store.

Implement the advertisement integration system.

Finalize UI/UX design for all app pages.

Conduct rigorous testing and bug fixing.

## Localization

Complete localization for both English and Arabic languages.

### Quality Assurance and Testing

Thoroughly test all app functionalities, ensuring smooth performance and reliability.

### Deployment and Launch

Publish the app on the Google Play Store.

Launch a marketing campaign to attract initial users.

#### Team and Resources

Our dedicated team of experienced Android developers, UI/UX designers, and QA testers will collaborate to ensure the successful development and launch of the TicketPoints+ app. We will allocate appropriate resources for design, development, testing, and project management.

#### Conclusion

The TicketPoints+ app aims to revolutionize the fan experience at stadiums by offering a seamless ticket management system, loyalty rewards, and a user-friendly interface. With its innovative features and user-centered design, this app has the potential to become an essential tool for sports fans. We are excited to embark on this journey and create an app that brings value to both fans and partner companies.