



Upsales

1 message

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To: Anson Jablinski <ansonjablinski@gmail.com>

Hey Anson,

At the last meeting I brought up something that I overlooked when I did the requirements document. I believe that Yi is working on this but I wanted to give you the details as well.

Occasionally we have a band that wants to sell an additional "Upsale" package - such as a VIP Meet & Greet or a new CD. I'm thinking basically build this function into the Build Show page much like the Additional Questions.

Here's the email I sent to Yi about Additional Questions and Upsales

Additional Questions and Upsales

The "Additional Questions" are for marketing purposes.

Some examples of additional questions:

- 1) How did you hear about the show?
- 2) Who else would you like to see perform?

To answer these questions the customer should have a text field where they can input the answer, not from a predetermined list of options.

I would like to have the questions be created on the Venue page where there is an option to select them as "active" which means they appear as an active (checked) option on the Build Show page.

Then the Build Show page would have the active Additional Questions where they could be deselected (checkbox) or selected - if they are active on the Venue page then they are defaulted to selected on the build show page). The selected Additional Questions would then appear to the customer on during the purchase process, and the data would be stored and can be viewed through the reporting section.

"Upsales" are a separate function (not related to Additional Questions) where a Yes/No question is asked, and the Yes answer results in a designated financial Upcharge.

Upsales were left out of the original documentation. I see them as working similarly to the Additional Questions, but used much less frequently and with a couple minor differences.

Some examples of Upsales:

- 1) Would you like to purchase a VIP Meet and Greet with the Artist?
- 2) Would you like to purchase a CD by the Artist?

For Upsales I think it would be best to add them to the Build Show page (not the Venues page). Have an option to Add an Upsale Question (blank text field) and then assign a Price to it in an adjacent field. Have an option (checkbox) to designate if the Upsale is active or not.

Then the Upsale would appear to the customer during the payment process after tickets have been selected

Upsales should have a maximum sellable quantity (the artist may only want to do 30 Meet and Greet, for example)

Upsales should be tied to the show and the customer - where as if we do a customer lookup on the transaction we would see the Upsale purchase

Please let me know if you have any questions - I assume it's already in the works but since you weren't at the last meeting I wanted to fill you in

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Brad Said

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