

Ensemble

Viktorija VALSÖ Parmis KAMALI Tomasz SZCZYGIEL

CHANCTER

Your last chance tickets!

Application's Purpose

Chancter is your last chance tickets app for people that value the social element in their life; view, share and invite friends to a concert you want to go and see together, and if you are willing to "chance" your tickets till the very last minute, take advantage of discounts and special offers arranged by the concert organiser.

The concert organiser that we partner with have a unique opportunity to target the sales of tickets directly to users, based on their individual tracked artists. It is a unique opportunity to sell through any left tickets, and ensure greater audience presence, even at a concert of a lesser known artists.

The app enables to scan users' Spotify and iTunes apps in order to generate recommended artists list, but these can be created by individual users, either through search function or based on their friends' tracked artists.

The app is based on minimum intrusion, and notifies users about concerts 3 times, first time when the tickets become available, second if tickets are still available 1 week before the concert, and one last time the day of the event. At every point, the user can take action and buy tickets, check if friends are going to the concert and invite them, decide that it is not of interest, or snooze the notification till later. If you are willing to "chance" it, the possibility of receiving special discounted offer is greater. Welcome to Chancter!

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">Social element- concert app for people who view concerts as a social thing.Follow your friends' activity and organize nights out to the concert together.Share events and send invitations.Unique selling point- last minute ticketsNon-intrusive notification system that allows to follow selected artist and snooze event notification.Discounted tickets available for unsold/unpopular seats"Discovery" app for lesser known artistsSecure. App does not store any payment details and does not handle any payments directly. The app connects the customer with official concert organizers and authorised resellersFree service guarantees involvement from anyone who's willing to test the app, important for users who are less likely to pay but can provide important network effect and virality.	<ul style="list-style-type: none">Unknown in the industryDependant on word of mouth and advertising partners.The popularity depends on growing your network and on partners support, especially with ticket sales.The revenue relies on advertising and partners involvement.Difficulty in guarantee that last minute tickets are reduced in price.
Opportunities	Threats
<ul style="list-style-type: none">Connecting fans to concerts from their favourite artists is seen as an important part of the larger music discovery business today, and is an area the streaming services have moved into through partnerships and deals of their own (tech crunch)Promote events that do not sell out: opportunities for partners to have sold out showsConnecting fans to concerts from their favourite artists is seen as an important part of the larger music discovery business today, and is an area the streaming services have moved into through partnerships and deals of their own (tech crunch)Promote events that do not sell out: opportunities for partners to have sold out showsOpportunity for 'Ticket Marketplace' where users can sell tickets they can't use themselves under condition that tickets are verified and sold for retail value or less to avoid ticket scalping (UK Live Music Census found that 44% of respondents to the audience online survey had to resell a ticket for a live music event in the past 12 months, i.e. purchased a ticket and then found they could not attend)Growth of niche markets and new customer segmentsRetiring competitorsCultural movements and new technologyMany major labels are partnering with independent labels for mutual gain. The independent labels get infusions of working capital and the major labels gain access to trending new music. This can open opportunities for a service that targets unsold tickets to guarantee higher return on shows that are not sold out.Growth of niche markets and new customer segmentsRetiring competitorsCultural movements and new technologyMany major labels are partnering with independent labels for mutual gain. The independent labels get infusions of working capital and the major labels gain access to trending new music. This can open opportunities for a service that targets unsold tickets to guarantee higher return on shows that are not sold out.With growing popularity, opportunity for exclusive deals	<ul style="list-style-type: none">High competition on the market, many services and channels offering similar services (Spotify, Songkick, Bands in town, Eventbright, Evenement.se, Livenation, Soundcloud, Soundbuddy, Garmentel())Ticket prices are at record highs with service fees far from reduced.Small venues are experiencing growing threats due to noise complaints from people living nearby (More than three quarters of people surveyed had visited small music venues - defined as those with a capacity of up to 350 people - during the past year, and 74% had visited pubs and bars for live music in UK alone)

Functionality

For users:

- > Create account or log in with existing Spotify or Facebook profile
- > Receive notification based on artist you chose to follow
- > View suggestions based on your friends' activity, 'follow' friends that follow event activity in your area
- > Follow artist suggested to you based on your geo location, similar acts you follow already or your activity on social media
- > Third party promoters pop ups announcing events in your area (advertising revenue stream). If selected can save a new artist to follow
- > Save dates directly to your calendar
- > Receive notification when ticket sales begin, one week before the date and same day for last minute deals and special discount (possibility to opt out of notifications if you are not interested)
- > Invite friends to join via text message (one click to prepopulate sms body text via link)

For organisers:

- > Direct to customer notification/communication channel
- > Offer special discounts for events that are not selling through
- > Minimize empty venues and wasted tickets
- > Promote lesser known acts and up and coming artist
- > Target customers based on their geo location

Target Group

Target Demographic

Our app targets millennials, predominantly people in their 20s to mid-30s. The target are people across selected European markets, key target in Nordics and U.K. and is available in English language version. The app incorporates social element the target group is accustom to. The app utilizes login with Spotify and Facebook, as well as possibility to create a separate account. It integrates directly with other social media to allow for ease of sharing. The app targets both Men and Women living in big cities and identifying themselves as creative professionals, adventures and or impulsive. Family situation or culture background not important, but rather without children, not necessarily single. Tech savvy, vivid users of smartphones, rely on mobiles to help them organize their life, short attention span, less committed, more open to short burst of interests, less likely to be loyal, more likely to short term plan.

The average user is a person whom views concerts as social activity rather than music event. People with busy lifestyle, having difficulties planning these types of events in advance, the app allows more spontaneous approach for the forgetful one, with possibility of buying discounted tickets for unsold events, and less popular seats.

A person that enjoys social activities, identifies as spontaneous and does not usually plan ahead. Living in Nordics or U.K. and speaks English.

The app does not target the "music nerds" that go and see concerts on a usual basis, rather people that enjoy live events that don't have enough of a drive to track and actively follow each artist they listen to, to see them live.

"Do not miss out on an artist you'd love to see on a whim"- Viktorija VALSÖ

Key selling point/Development Opportunity

The app offers last minute tickets with possibility of reduced price due to unsold seats. It is an opportunity for event organiser to "sell-out" event, promote up and coming acts, and have a greater sell through on tickets by targeting the audience that does not actively pursue music events. Offering easy access to information regarding event they could be interested in- user can share and help promote the event, easy share function for existing contacts, integrated with calendar and direct messaging apps.

Development opportunities include a Ticket Marketplace for second hand sales of tickets, user will be unable to use themselves.

User journey

The user journey begins by either 'google' search of selected artist or by announcement on social media about concert coming up with suggestions about app to use to track the event. The user can also learn about the app from a friend that shares and upcoming event with them, or through advertisement placed on social media that promotes the key selling point, the last-minute tickets for concerts.

The app can be then downloaded from App Store (with the initial version build for iOS). The development opportunity lies in android version at a later stage.

The login can be created by signing up with Spotify or Facebook accounts, or by creating a separate account. No need for payment details because the app links users with individual ticket providers.

The users can create and follow artists of their choice and follow friends and the concerts they purchase tickets for. Each time an artist will announce a tour, the user is notified when the tickets go on sale. No action is required at this point and any notifications can be turned off until 1 week before the concert. 1 week before the concert, if tickets are still available, the user will be notified again. At this point, the notification can be turned off if there is no interest, the ticket can be purchased, and friends notified/invited to the concert, or the notification can be snoozed until the day of the concert. If the tickets are still available on the day of the concert, the user is notified one last time with the possibility of purchasing the tickets at discounted prices, especially for events that did not attract as much attention as expected.

The user that chose to purchase tickets is redirected directly to a ticket service provider.

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Technical Specifications

Programming language/Selected platform

The code app is planned to launch as a time exclusive for an iOS devices before it is ported to Android at a later date. The primary programming language for iOS apps, Objective-C, is fully integrated into all iOS and MacOS frameworks. Objective-C is slowly being replaced in the Apple ecosystem by Swift, and is recommended to mobile app programmers.

Technical functions

Easy to navigate and intuitive interface that focuses on connectivity between the app and other social platforms, especially encouraging towards integrating it with Spotify account. Minimizing clicks and actions, the app optimizes the necessary clicks and field entries to an absolute minimum, all without limiting functionality.

Seamless checkout, while minimizing fields is important, it's impossible to eliminate all fields completely and the checkout process is where the most information input is required. By integrating the app with third party ticket sellers, we only ask users to provide the payment information that the app does not store itself. By integrating social media profile/account with geo location offers opportunity to autofill information.

The Calendar API allows to create, display and modify the event directly in the phone's calendar as well as work with many other calendar-related objects, such as calendars or access controls. This document describes how to use RESTful calls and client libraries for various programming languages (Java, PHP, .NET, JavaScript, Node.js, Ruby, Python, Go, Android, iOS). User can also decide to share the event and set the events visibility in the app but also associated account (such as Facebook).

Send sms directly to your friends to invite them to concert. The app can use an MFMessageComposeViewController object to display the standard message composition interface inside the app. Before presenting the interface, it is populating the fields with the set of initial recipients and the message to be sent. After presenting the interface, the user can edit initial values before sending the message. The user may opt to cancel the composition interface, in which case the message and its contents are discarded. If the user opts to send the message, the Messages app takes on the responsibility of sending the message.

Logging in/Database

Instead of forcing a new user to fill out a sign-up form manually, which could potentially take 10 minutes or more, depending on the speed and 'annoyance level' of the user, the app offers opportunity to sign up using your Spotify/Facebook account by utilizing OAuth. OAuth is a protocol that helps 'big' websites (websites that have a very large number of users, such as Facebook etc.) grant access to its users' information to third-party websites or applications without sharing the users' passwords and other private, sensitive details. OAuth allows third-party websites to access and retrieve select pieces of information from these big websites to authenticate users.

Once logged in, a small dialog box describes the kind and extent of information that you'll be sharing with the third-party website. If you are okay with sharing the required info with that third-party website, you press the 'Continue' button. The app suggests Spotify as the first sign up/in option since we want to encourage users to share their music profiles to create artist lists to follow.

Accessibility

Key Features

- Visual impairments uses build-in screen readers available on mobile devices to identify text, links, images, headings, navigation elements, page regions, and so on.
- Possibility to zoom in to see clearer
- App utilizes good contrast between background, text and call to action buttons, as well as limited color scheme.

Screen readers also present information in strict sequential order: users must potentially listen to the description of the page until they come across something that is interesting to them; they cannot directly select the most promising element without first attending to the elements that precede it. However, some amount of direct access is available. If users expect news headlines to be in the middle of the page, they can place a finger in that general area of the screen to have the voice reader skip the page elements preceding that position, thus saving the time of listening to the entire page. If users expect the shopping cart to be in the upper right corner, they can touch that part of the screen directly.

- Drag one finger over the screen to explore the interface and hear the screen reader speak what's under your finger.
- Flick two fingers down the screen to hear it read the page from the top down.
- Single tap brings a button or link in focus (so you know what it is); double tap activates the control.

3-finger horizontal flick is the equivalent of a regular swipe.

3-finger vertical flick scrolls the screen up or down.

code being read: heading levels (H1, H2, etc.) convey main content sections. Text that ends

with the identifier "link" or "button" tells users that an item is actionable.

(<https://www.nngroup.com/articles/touchscreen-screen-readers/>)

Time Scale

Our design process took approximately 4 weeks on planning, strategic marketplace assessments, system diagrams, user experience mockups, style boards, user personas, and usability testing.

The app would take approximately 4-6 months to launch in alpha, and additional 3-4 weeks to develop consumer ready product for beta testing (figures based on companies that develop mobile applications). Considering our current skill level, external help would be required. The development time would be positively affected by utilizing payment methods of third party ticket vendors.

Marketing Strategy

We prefer working with not just one channel in our marketing strategy but instead targeting the right audience group through different online channels such as Social Media and with Search Engine Marketing.

Our target group is people who view concerts and other entertainment experiences as a social thing. They are avid social media users and stay connected, and use mainstream apps for convenience, such as Spotify and Instagram. They also dislike intrusive disturbing pop ups, so platform native advertisement like Instagram is a better way to have brand recognition. 85% of Instagram's audience is under the age of 35, and it's projected that by 2019 nearly two-thirds of all millennial smartphone users will use Instagram to stay connected. According to Gametime, one the biggest players in the same industry, demand exploded, particularly among Millennial fans, who tend to be last-minute shoppers. Today, about 71 percent of all Gametime users are 18- to 34-year-olds.

We will reach our target audience by broad advertisement and through ad targeting based on demographics, location, interest and behaviors. This will further build brand awareness on Social Media. We will personalize the ads by targeted advertisement for upcoming concerts on Facebook for the artists you follow on Instagram or in a city near you. One of gametime insights is that people are getting more interested in what their friends are up to, rather than what's next tonight or next weekend. For this reason, we work extensively with retargeting the right audience group and to target friends of who has downloaded the app.

Our SEM strategy involves creating campaigns in AdWords where we focus on finding the right keywords and continuous optimization. Our first campaign involves keywords such as 'Last minute', 'Tickets', 'Concert', 'Concert tickets' and 'Concert Stockholm/different cities'. For optimization we work with AB testing of ad-copy, bidding strategies, negative keywords mining and much more.

We will also drive traffic for the app by marketing through our partner sites such as Spotify and Tickster. We will use Spotify's interface and use the category 'Concerts' where they will link directly and drive downloads for the app. Since we are partnering with ticket sites such as Tickster, our banners will be displayed on all sites to promote our app and to furthermore increase ticket sales.

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Persona



Name
Catrin Rossen

Age
29

Job
Hair Stylist

Civil Status
Single

Catrin lives a very busy life. She works long hours and there is a lot of last minute jobs, so she needs to be as flexible as possible with her free time and has to be a little more spontaneous. She loves spending time with her friends, and be out at events, travel and go to concerts. Unfortunately her busy schedule makes it hard for her to plan, so she appreciates last minute opportunities. She has a good income, but not good enough to splurge on expensive travel tickets, she gets really happy when she gets to join her friends on their pre planned activities.

She values experiences in her life and wants to share her free time with friends whenever possible. She loves music and listens to many different artists. A lot of her music choices depends on the current mood so it is hard for her to pin point specific favourite artist or genre. Whenever she is going to see a concert, she always goes with friends, it is less important who are they going to see, and more that they experience it together.

Catrin often thinks that the artist she goes to see are in fact artists she enjoys to listen to, but due to time constraints and her hectic work life, she is unable to plan concerts in advance, or simply forgets about them till it is too late. Catrin wants to be more spontaneous and live her life more in the moment, she enjoys the spontaneous social events the most, they are always a lot more fun.

Catrin always wants to be more organized and spend more time on socializing with her friends. She likes to share the moments with her friends on social media and stay informed about events in her city, or cities she visits whenever she travels. She often thinks it should be easier to get together and encourages her friends to go out more. She wants to see more of her favourite artists live but finds it hard to keep up with all the concert dates and locations. She also wants to invite her friends to different events, but can't find the time to research them. She often thinks that tickets are not always sold out, and would be great to be able to get discounts to see someone perform live, just to have fun with her friends. With a good discount, she does not even care too much if it is a well-known artist or not, if she gets to do it with her friends. At the same time, she knows how busy her life can get, so she does not want to be bombarded with notifications if she really just does not have the time or the timing is not right.

Motivation: Track and view favourite artists, find out what concerts are your friends going to, receive updates, share with and invite friends, opportunity to receive discounts.

Frustrations: Missing out on artists playing live in the city, not being able to plan in advance, busy work schedule, forgetful, lack of time, spare free time.

Usability

We chose the contextual interview. The app was presented to two individuals for testing with series of questions to answer afterwards. We shared the link for the prototype and explain in a little detail what we wanted to achieve with the app.

Questions:

1. What is the app's main goal?
2. Is it intuitive?
3. Would you use it? If yes, how, if no, why?
4. Is it clear what to do?
5. Is the learning curve difficult or not?
6. Are there any possibilities for improvements/development?
7. Was it clear what are the key features?

The result was very positive, the goal of the app was clear as per the design, it was instantly compared to some of our competitors, but that also means that the app fits in the selected segment.

The app has been agreed as intuitive by the testers and the "track" feature compared with "like" and considered as catchy and relatable since other services use similar format.

Opportunities for improvement/development:

The sound bar logo could use a brand name to build more of a brand recognition
Possible opportunity is to include payments directly within the app in the future
Include Google as a login option, as it shares less information.

Feedback:

Tester 1

"Generally I can say it looks really professional. I've been thinking about it and I honestly believe that it could become a digital temple for concert people. It is direct, it could become platform for tickets sharing and swapping. And maybe also consider having a sort of social wall for broadcasting stories signed with the hashtag of the concert? So if a user did not buy the ticket, could watch some videos. And regretting it, could buy ticket for the next time?"

Tester 2

"You win with this project since the first time you spoke to me about it. Because it was all about the mood. So it is a good if you can track the choices of an user and if he/she does not buy that ticket they were checking several times, they can receive a push notification from the app: 'Have you missed out on Björk concert? Come and watch some clips on our social wall' "