**EXECUTIVE SUMMARY**

The *Concertbol Company* is poised to bring a synergy between event attendee, organizer s, vendors and artistes by providing a platform that is user friendly where these stakeholders can register accounts, manage and book for physical events. That is organizing a physical/live concert where all the stakeholders benefit either by selling or buying of product through the platform. Users can visit the site and view future events of particular interest. Simply put, this platform connects the attendee, visitor, organizer, vendor and artiste together in a manner that allows the organizer/ artiste to create their content by inputting of data to pre-existing space. Using the platform, attendees can purchase tickets and check various features related to the event as well as get updates of the event as it approaches.

While *Concertbol* provides an avenue where these stakeholders meet, there will also be premium charges for services rendered. It is of curious interest to note that artistes and organizers are more pre-occupied with the core aspects of their business than designing a platform for physical events. They prefer to use the third party service of those who are experts and professionals in designing eye catching platforms. In many ways technology has revolutionized how things are done, making life easier for all. Attendees don’t want to stand long queues to pay for a physical event where they have the option of doing that from the comfort of their homes or a remote location with their payment details being the sole requirement. It also allows organizers to plan ahead by knowing the exact number of attendees of a concert and plan accordingly.

In line with the vision of the company, the product manager has drawn up a list of tasks to be executed systematically by various engineers to create a platform where registered users can easily navigate through the online platform to either create or manage as well as book events. The platform is to be designed in an attractive style using simple and direct language as well as easily visible font icons to interest users. A correlation exists between a well-crafted site and the persuasiveness that generates traffic and gets users glued.

**INTRODUCTION**

In this digital age, technology has significantly influenced our interactions, shaped our approach to things and impacted our world. It is amazing how technology re-defined the way companies and organizations do business. There has been power shifts between companies/ organizations to customer from a hitherto one-way type to a more interactive style. Now, everyone gets to bring in their different offerings to the table for consideration. Now client is offered a platform where they can manage their physical event as well as let prospective attendees flip through the site to view events that excite them as well as back it up with payment. The company has the responsibility to provide an acceptable and easy to use platform with a mix of aggressive marketing to stimulate visitor to view the site, and even to proceed to either creating an event or book for upcoming event. The platform provider is faced with a huge challenge to deliver outstanding service acceptable to customers in order to maintain customer confidence and also attract new customers.

The company is well aware of the fact that customer satisfaction is critical to remaining in business, to break- even and to make profit. It is also aware that customers’ preference or needs are different as well as constant change of human behavior.

To this effect, the company has hired me as a product manager. To work with existing experts within the organization in line with the vision of the company to deliver an application that is user friendly; friendly in terms of navigation and ease of operation. The responsibility also includes creating and managing content once the customer is registered. The experts are to collaborate and work simultaneously to ensure the mapped out plan is executed as planned with the view of achieving the desired result. There is a detailed flow chart of the first step, second, third, next on… till the end. The Idea is basically to create a music concert application interface where artiste, organizer, attendees and vendor can choose applicable packages.

**Statement of problem/ Opportunity**

After series of research and study from available statistical data and the internet, it can be deduced that organizations are augmenting traditional marketing with digital marketing in order to enhance their reach of visitors. These visitors are the potential client/ customers if the product