

Project Overview:

The project is an online social event ticketing platform. We aim to transform the way people discover and attend events. With our innovative platform, we're bringing together event enthusiasts, promoting community engagement, and unlocking a world of unforgettable experiences. Our *mission* is to provide a dynamic social ticketing platform that empowers event-goers, event organizers, and artists alike. We strive to create a seamless and personalized ticketing journey, fueled by innovative technology and social engagement, enabling memorable experiences, fostering meaningful connections, and unlocking the magic of live events.

Deliverables + Scope of Work:

Phase 1:

- 1) Building web pages (with animation) for the ticketing platform including **but not limited to (subject to change)** -
 - a) Home
 - b) Events
 - c) About Us
 - d) Contact Us at the bottom of every page linking to a page with contact us details + inquiry form
 - e) Log in action button - 2 options - user & event organizer (the organizer gets their login details from TIXME after event verification & profile building done through calls and communication)

For user-
 - i) login through google
 - ii) login through facebook
 - iii) login through email - email verification
 - f) Profile management - (account details, change password, order history, transfer tickets, change email)
- 2) Logo animation for the company for loading screens and other sources wherever needed.
- 3) Branding (according to Heidi Sanborn brand book) & according to our color scheme and logo.
- 4) Website is to be operated in multiple countries - UK, India, USA, Singapore, and UAE **for now, more countries will be added as time goes on.**
- 5) Adding hobbies and interests under each individual user profile to make their feed personal to the type of events they usually would attend. For example: John loves football and picks it as interest, his top feed will be showing football events nearby him first.
- 6) Payment gateway installation and setup on the website so that users can purchase tickets. Use of multiple payment gateways for each country, be able to track the location of purchase and offer the payment gateway available in that region.
 - i) Stripe - USA
 - ii) HitPay & Stripe - Singapore
 - iii) Razorpay & Stripe (maybe Paytm) - India
 - iv) UK & UAE - tbd
- 2) Ability to use Apple Pay, Google Pay to make payments.
- 3) Database & server management - confidential access to admin.
- 4) Event Categories and Filters - ability to categorize events by **type** (concerts, sports, theater, etc.) and provide **filters** to help users find events based on their **preferences & location**.
- 5) Seat maps for customers to choose seats from (depends on the event). **[Phase 2]**
- 6) Membership for the customers (Bronze, Silver, Gold, Platinum {allocation of points and tier list is not yet finalized}) based on the number of events/tickets they purchase. They receive points upon purchase for tickets and redeem them for discount codes.
- 7) ***Personalized QR Code*** generation setup system (**holograms**, engraving, designs, **time validity** (e.g: make tickets available only 1 hour before event) once tickets are purchased.
- 8) Ability to add purchased tickets in apple wallet & google wallet.
- 9) Ability to send tickets to users via email as confirmation with personalized QR code link (time validity to be discussed in further detail).
- 10) For example, If a group of 5 ticket is purchases as bundle, the email should contain 5 different qr codes
- 11) Three login credentials: one for customers purchasing tickets (can purchase as a guest but no rewards), one for event organizers, and one for super admin to manage everything.
- 12) Event organizers can view analytics for each event on their dashboard which includes data such as but not limited to:
 - a) Sales & Revenue
 - b) Attendance & Capacity
 - c) Demographics of customers
 - d) Conversion Rates
 - e) Marketing campaign performance - TIXME puts the data in
- 13) Excellent Customer Support and Help Desk (livebot, whatsapp, email) - support system to handle customer inquiries, ticket exchanges or refunds, and help with any issues related to ticket purchases or event attendance.
- 14) Transferring tickets on this platform, verified users can transfer their ticket and ID on the ticket changes only if the transfer is accepted by another party. (to be discussed before starting & implementation)
- 15) Ability for event organizers to contact TIXME to list their event - through a contact form.
- 16) Ability for admin to change prices and add/delete data from websites as per our convenience.
- 17) Once the website is set up and functioning, I would like to convert this platform to an app for IOS and Android. One login for customers and one login for event organizers (or 2 apps with different logins). Use the app to scan the qr codes to keep track. **[Post WebApp completion]**
- 18) Social Sharing and Integration - to enable users to share events with their friends and followers, as well as to facilitate social login and registration. **[Phase 2]**
- 19) Integration with Third-party APIs - Integration with external services like event discovery platforms, email marketing tools, or CRM systems to streamline operations and enhance marketing efforts.
- 20) Real-time Availability Updates - display **real-time ticket availability**, indicating the number of tickets remaining for an event to create a sense of urgency for users, and also **real time scanning updates** to admin & event organizer.
- 21) May add NFT ticketing as a feature in the future.
- 22) Webapp only in one language - English.
- 23) Ability to track the user's location and display events from that country, but also have the option for them to change their country in the top menu and view other countries' events - similar to what Amazon & Eventbrite do.
- 24) Ability to send customer emails for feedback and then send it to event organizers for references.
- 25) Google Map feature for location of events.
- 26) Ability to have different payment segments - early bird, round two, round three, and final tickets.
- 27) Ability to host events with paid and free tickets (create guestlist for event organizers with details)
- 28) Ability to send emails/notifications to customers for reminders for events they have bought tickets to.
- 29) Ability to host virtual events with zoom links sent to users through email who signed up.

Look at these websites for reference/inspiration for the aesthetic & functionality:

<https://www.tixr.com/>, <https://ticketer.sg/>, <https://www.ticketmaster.com/>, <https://www.eventbrite.com/>