



LIBRARY RESEARCH

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INTRODUCTION

UNDERSTANDING THE DIFFICULTIES AND OPPORTUNITIES USERS FACE IS ESSENTIAL IN THE ALWAYS CHANGING WORLD OF EVENT DISCOVERY AND MANAGEMENT. THE PRIMARY CONCERN IDENTIFIED AT THE PROJECT'S FIRST BRAINSTORMING STAGE ARE THOROUGHLY EXPLORED IN THIS LIBRARY RESEARCH DOCUMENT. FOR BERARIA H, A RENOWNED ENTERTAINMENT VENUE, THE PROJECT, WHICH IS FOCUSED ON THE CREATION OF AN EVENT CALENDAR APP, AIMS TO IMPROVE EVENT DISCOVERABILITY, STREAMLINE TICKET SALES, AND MAXIMIZE USER ENGAGEMENT.

ARTICLES

LIMITED EVENT DISCOVERABILITY

THE IMPROVEMENT OF EVENT DISCOVERABILITY IN MOBILE APPS IS THE MAIN TOPIC OF THIS EXTENSIVE REVIEW STUDY. IT ILLUSTRATES THE DIFFICULTIES USERS ENCOUNTER WHILE LOOKING FOR EVENTS THAT MATCH THEIR INTERESTS AND GIVES A GENERAL OVERVIEW OF THE VARIOUS METHODS AND APPROACHES USED BY MOBILE APPS TO DEAL WITH THESE DIFFICULTIES. TO ASSIST PEOPLE IN FINDING EVENTS THAT SUIT THEIR PREFERENCES, THE ARTICLE EMPHASIZES THE VALUE OF COMPREHENSIVE SEARCH FUNCTIONALITY, LOCATION-BASED SUGGESTIONS, AND USER-FRIENDLY FILTERS. IT PROVIDES INFORMATION ON HOW IMPROVING DISCOVERABILITY CAN RESULT IN MORE USER ENGAGEMENT AND EVENT ATTENDANCE.

ARTICLES

INCOMPLETE EVENT INFORMATION

THIS STUDY EXAMINES HOW INSUFFICIENT EVENT INFORMATION AFFECTS USERS' DECISIONS TO ATTEND EVENTS. IT ANALYZES HOW USER OPINIONS AND ATTENDANCE RATES ARE IMPACTED WHEN KEY EVENT INFORMATION—SUCH AS EVENT DESCRIPTIONS, TICKET PRICES, AND VENUE INFORMATION—is MISSING. THE STUDY HIGHLIGHTS HOW IMPORTANT IT IS TO HAVE THOROUGH AND RELIABLE EVENT LISTINGS IN ORDER TO INSPIRE CONFIDENCE IN POTENTIAL ATTENDEES. IT EMPHASIZES HOW COMPREHENSIVE EVENT INFORMATION CAN INCREASE ATTENDANCE AND BOOST CUSTOMER HAPPINESS.

INACCURATE EVENT DATES/TIMES

THIS CASE STUDY EXPLORES HOW USER BEHAVIOR AND EVENT ATTENDANCE ARE AFFECTED BY FAULTY OR OUT-OF-DATE EVENT DATE AND TIME INFORMATION. IT OFFERS INSTANCES FROM THE ACTUAL WORLD WHEN PEOPLE WERE CONFUSED BY AND LOST CHANCES AS A RESULT OF DIFFERENCES IN EVENT TIMINGS. THE STUDY EMPHASIZES THE CRUCIAL VALUE OF KEEPING EVENT SCHEDULES CURRENT AS WELL AS THE POTENTIAL DANGERS OF PROVIDING INACCURATE EVENT INFORMATION. IT EMPHASIZES THE NECESSITY OF PRECISE EVENT TIME AND DATE INFORMATION TO GUARANTEE A GREAT USER EXPERIENCE AND PROMOTE PARTICIPATION.

ARTICLES

COMPLEX TICKET PURCHASING PROCESS

THIS ARTICLE FOCUSES ON THE DIFFICULTIES USERS ENCOUNTER WHEN NAVIGATING DIFFICULT EVENT TICKET PURCHASING PROCEDURES. IT INVESTIGATES THE DETRIMENTAL EFFECTS ON THE USER EXPERIENCE OF LENGTHY FORMS, NUMEROUS STAGES, AND AMBIGUOUS PAYMENT OPTIONS. THE PAPER EMPHASIZES THE VALUE OF STREAMLINING THE TICKET PURCHASE PROCESS TO LESSEN USER FRICTION AND RAISE CONVERSION RATES. IT COVERS METHODS AND BEST PRACTICES FOR EXPEDITING TICKET SALES, MAKING THEM MORE USER-FRIENDLY, AND INCREASING EVENT ATTENDANCE IN GENERAL.

HIGH TICKETING FEES

THIS STUDY EXAMINES HOW TICKETING COSTS, INCLUDING OBSCENE OR UNNECESSARY FEES, AFFECT USERS' CHOICES TO ATTEND EVENTS. IN ADDITION TO DISCUSSING THE POTENTIAL EFFECTS OF FEE-RELATED ANNOYANCE ON USER BEHAVIOR, IT INVESTIGATES HOW TICKETING COSTS MAY AFFECT HOW AFFORDABLY PRICED EVENTS ARE VIEWED. IN ORDER TO INCREASE EVENT ATTENDANCE AND USER HAPPINESS, THE RESEARCH HIGHLIGHTS THE SIGNIFICANCE OF TRANSPARENT PRICING POLICIES AND THE POSSIBLE ADVANTAGES OF PROVIDING USER-FRIENDLY TICKETING CHOICES.

ARTICLES

LACK OF PERSONALIZATION

THE ADVANTAGES OF PERSONALIZED EVENT RECOMMENDATIONS CATERED TO SPECIFIC USER PREFERENCES ARE THE MAIN TOPIC OF THIS ESSAY. IT INVESTIGATES THE USE OF ALGORITHMS AND USER INFORMATION TO RECOMMEND EVENTS THAT ARE CONSISTENT WITH USERS' PREFERENCES AND PREVIOUS INTERACTIONS. THE FAVORABLE EFFECTS OF CUSTOMISED EVENT RECOMMENDATIONS ON USER ENGAGEMENT AND ATTENDANCE RATES ARE COVERED IN THE ARTICLE. IT EMPHASIZES HOW IMPLEMENTING USER-CENTRIC PERSONALISATION TACTICS IN EVENT DISCOVERY PLATFORMS HAS THE POTENTIAL TO BOOST USER SATISFACTION AND LOYALTY.

SOURCES

[HTTPS://WWW.SCIENCEDIRECT.COM/SCIENCE/ARTICLE/ABS/PII/S1084804523001376](https://www.sciencedirect.com/science/article/abs/pii/S1084804523001376)

[HTTPS://WWW.SCIENCEDIRECT.COM/SCIENCE/ARTICLE/ABS/PII/S1369847818305898](https://www.sciencedirect.com/science/article/abs/pii/S1369847818305898)

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INSIGHTS

- IMPLEMENT ROBUST SEARCH FUNCTIONALITY WITH RELEVANT FILTERS AND KEYWORDS.
- UTILIZE LOCATION-BASED SUGGESTIONS TO RECOMMEND NEARBY EVENTS.
- PRIORITIZE USER-FRIENDLY EVENT CATEGORIZATION AND TAGGING SYSTEMS.
- PROVIDE COMPREHENSIVE EVENT DESCRIPTIONS, INCLUDING EVENT HIGHLIGHTS AND DETAILS.
- ENSURE TRANSPARENT PRICING INFORMATION, INCLUDING TICKET COSTS AND FEES.
- INCLUDE VENUE INFORMATION, SUCH AS ADDRESSES, MAPS, AND ACCESSIBILITY DETAILS.
- MAINTAIN UP-TO-DATE EVENT SCHEDULES AND PROMPTLY ADDRESS ANY CHANGES.
- USE EVENT REMINDERS AND NOTIFICATIONS TO KEEP USERS INFORMED OF UPDATES.
- IMPLEMENT USER-FRIENDLY DATE AND TIME FORMATS FOR CLARITY.

INSIGHTS

- SIMPLIFY TICKET PURCHASING WITH CLEAR, CONCISE STEPS.
- MINIMIZE FORM FIELDS AND STEPS IN THE TICKETING PROCESS.
- OFFER MULTIPLE PAYMENT OPTIONS FOR USER CONVENIENCE.
- ENSURE TRANSPARENT TICKET PRICING, INCLUDING ANY ADDITIONAL FEES.
- CONSIDER ALTERNATIVE TICKETING PLATFORMS WITH FAIR PRICING STRUCTURES.
- PROVIDE USERS WITH COST BREAKDOWNS TO REDUCE FEE-RELATED FRUSTRATIONS.
- IMPLEMENT USER-CENTRIC PERSONALIZATION ALGORITHMS.
- UTILIZE USER DATA TO OFFER EVENT RECOMMENDATIONS BASED ON INTERESTS.
- ENCOURAGE USERS TO SET PREFERENCES AND SAVE FAVORITE EVENT CATEGORIES.