



NFC (near-field-communication) EVENT BUSINESS ASSISTANT

Business Concept Flow and Explanation

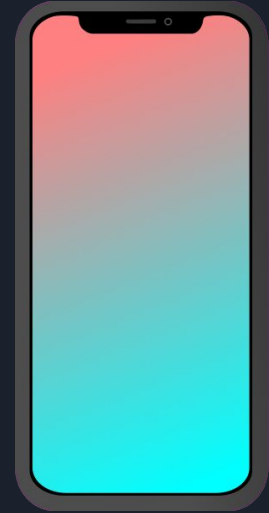
Prepared by Gediminas Zilius

NEA - digital event assistant

NEA - NFC Event Assistant mobile application is designed and coded with focus on taking off the pressure for event staff and organisers, as well as saving time and cost before, during and after the event.

Application is powered by near-field communication (NFC) technology to read, write and track information exposed in the range of NFC chip. Once device connects to the internet network information is being sent to the Application's Admin Panel for data report and collection, management.

To have full benefits of NEA the issued cards must have individual identification number (as well as card holder profiles).





Pluses

- No traffic for token exchange during events.
- No cash handling for staff and guests.
- Real-time statistics (bar stock, income)
- Membership Profile (Login Account)
- Client engagement with the event/venue.
-

Minuses

- Requires internet connection.
- One-off card/registration fee.
- Transaction Fees (Twint, Credit Card).
-



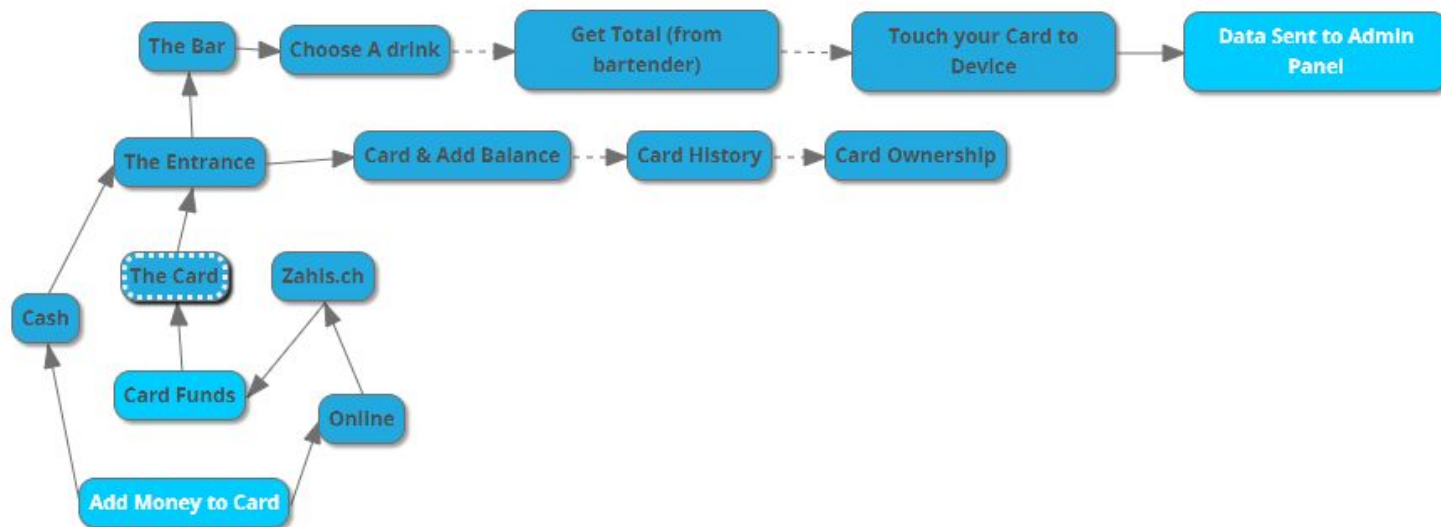
Opportunities

-

Risks

-

To be developed





Inside the Admin Panel

(key app features)

- Amount of people entered and left the event
- Total amount of tickets scanned at the door.
- Total amount of income on the bar(s).
- Bar stock levels real-time update.
- Staff activity log and push notifications.
- Lock / Unlock cards remotely (by card ID).
- Bar product and pricing editing tools.
- Notifications to each and individual device.
- Visitors spending/behaviour data collection.
- Contact information (email, phone) collection.

Security View

Check-In

Call
Admin

Notific
ations

Door Staff View

Button 1

Card History

Balance Top Up

Push Notifications

Bar View / Menu

Beer

Wine

Softs

Vodka

Whisk
ey

Gin

Beer

Beer

Beer

Beer

Beer

Beer

(Total Sum)

Charge / Pay

Event Host

Sign-up for
Newsletter

Guestlist
Management

Check Guest
Account Balance

Button 1

Button 2

Request for
Membership

Admin Panel (app)

Total People

Button

Total Income

Button

Total Tickets In

Button

Total Tickets
Remain

Button

Push
Notification

Button

Admin Panel (web)

Remember. If something sounds like common sense, people will ignore it.

Highlight what is unexpected about your topic.

Tip

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Tip

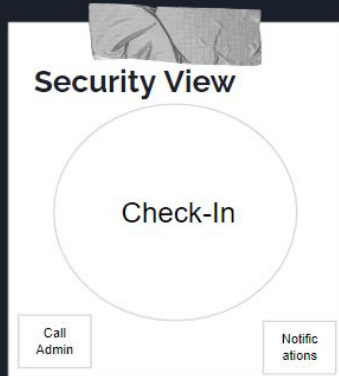
Remember. If something sounds like common sense, people will ignore it.

Highlight what is unexpected about your topic.

Security View

Security view is only for the person on the doors, he has no other permissions just to check-in/out the guest.

Circle button appears on the Security Tab/View so once pressed he touches the card with the mobile app/device. Security will activate the cards issued by checking them in.

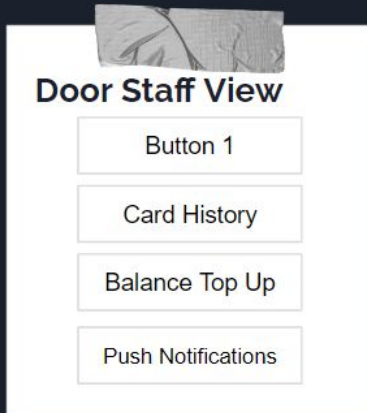


- Touch Button on the mobile device for security to physically engage.
- Direct phone call to event admin for any urgent communication.
- Security and/or Door Staff can push notifications (i.e. 100 capacity reached).
- Security has no other permissions just to check-in/check-out people.
- See (pop up notification) if the card is inactive (about to be activated).
- ?
- ?

Door Staff View

Staff “on the doors” or ticketing have their own tab to participate and ensure operations during the event. User’s permission/rights can be changed according to the event needs.

.....more text to add.....

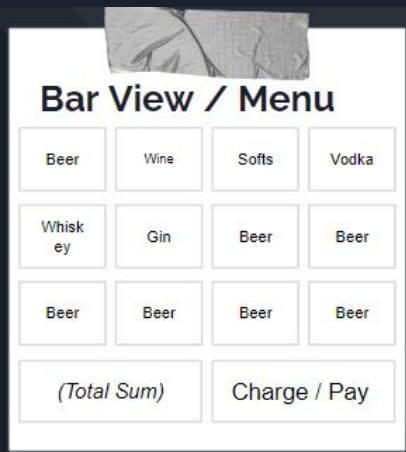


- Button 1 - not sure yet which function to add here
- Card History - Rights to see/display user his balance/spend history.
- Balance Top Up - Right to add (cash deposit) tokens to the card on the spot.
- Push Notifications - One-way communication with the rest of the team.
- ?
- ?
- ?

Bar View and Menu

Bar staff tab contains only of the bar menu items, loading page for final sum and NFC touch connection notification to charge the card.

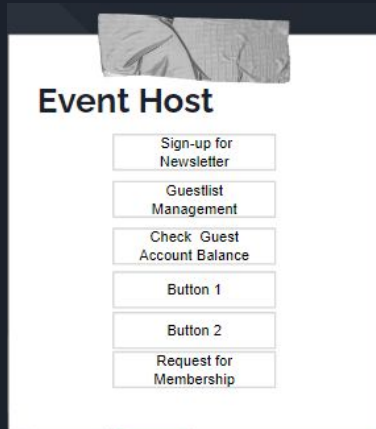
More text tomorrow



- Menu prices pre-set (Admin Panel) before the event.
- One button push = 1x drink (display total of drinks + amount at the loading page?)
- Total Sum = to be displayed automatically once a button has been selected.
- Charge/Pay button to bring up the totals loading page and charge option.
- Bar staff has no other permissions just to sum up products and charge final sum.
- (Should it have permission to check the card balance (before clients orders)?).
- ?

Event Host View

As event host during the event you interact with guests. Ability on hand to have collecting contact information and potential future guest is very valuable. Bringing out the best pick up line about your reason here tonight - just a button away from signing him up for emailing list for events.

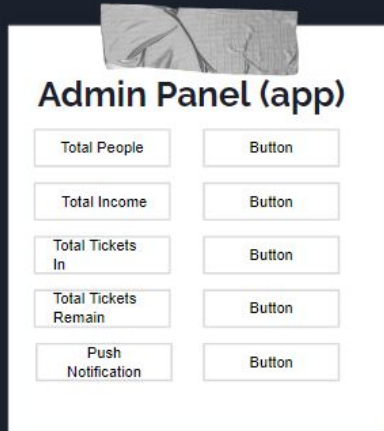


- Newsletter - Guest sign-up for latest news emailing list.
- Guestlist Management - Import (excel), Add or Remove guest in real time.
- Permission to check card balance and history by request of the guest.
- Button 1 ?
- Button 2?
- Membership - guest sign-up for waiting list of membership cards/spots.
- ?
- ?
- ?
- ?
- ?

Admin Panel View

The entire app meaning is in this tab/view. Ability to track live stock, guest and everything whats captured with NFC tag - is displayed here on the app **(or just do sums on the web??)**

More text tomorrow



- Shows total without pressing on a button or need to press and go to another page?
- ?
- ?
- ?
- ?
- ?



The Team

IT - Justas

Product - Gedis

Coding - Coderis

UX - Uxeris - **reikia rasti abudu**



Financial Reality

(will try to track it down where we at right now)