

# Event Creation Requirements

**As an event admin, I want to be able to customize the event page with specific event details, so that it reflects the theme and purpose of my event.**

Acceptance Criteria:

I can upload event-specific images, logos, and banners.

I can edit the event description, including text, videos, and links.

**As an event admin, I want to set up different ticket types for my event (e.g., general admission, VIP), so that I can offer different pricing tiers and access levels.**

Acceptance Criteria:

I can create multiple ticket types with different prices and access rights (e.g., general admission, VIP, early bird).

I can set specific quotas and limits for each ticket type.

I can enable or disable ticket types as needed.

I can specify whether tickets are available for a limited time or based on availability.

**As an event admin, I want to be able to select an audience for the event, so that I can tailor the event experience to a specific group.**

Acceptance Criteria:

I can filter and select event audience based on available audience list in our data warehouse (comes from Customer.io).

I can view and select from available criteria to define the audience for my event.

I can track which audiences were invited to the event.

**As an event admin, I want to set a capacity limit for my event, so that I can ensure the event doesn't exceed the maximum number of attendees.**

Acceptance Criteria:

I can define a total capacity limit for the event.

I can set specific capacity limits by demographic factors (e.g., gender-based limits such as 50/50 men and women).

The platform automatically enforces these limits when people RSVP or register.

**As an event organizer, I want to add a co-host to my event who can view the guest list and check people in, so that they can assist with event management.**

Acceptance Criteria:

I can assign a co-host to the event with limited administrative access.

The co-host can view the guest list but cannot modify event details or settings.

The co-host can check attendees in when they arrive at the event.

**As an event organizer, I want a check-in function for the event, so that I can keep track of who attends and ensure smooth entry.**

Acceptance Criteria:

A check-in feature is available at the event.

I can mark attendees as checked in either manually or via a barcode/QR code scan.

A real-time attendee list is updated with check-in status.

I can track and report the total number of people who have checked in during the event.

**As an event admin, I want to manage and track ticket sales, so that I can monitor the performance and availability of tickets for my events.**

Acceptance Criteria:

I can view an event-specific dashboard showing total tickets sold and remaining capacity.

I can track sales for each ticket type.

I can export ticket sale data for analysis or reporting purposes.

**As an event admin, I want to offer discount codes or promotions for my event, so that I can incentivize early sign-ups or attract more attendees.**

Acceptance Criteria:

I can create and apply discount codes to tickets (e.g., percentages off, fixed amount off).

I can set expiration dates and usage limits for discount codes.

I can track which attendees used a discount code.

**As an event admin, I want to collect attendee information during registration beyond their profile information (e.g., dietary restrictions), so that I can better prepare for the event.**

Acceptance Criteria:

I can add custom fields to the registration form to collect specific attendee information (e.g., dietary preferences).

The form is dynamic, and certain fields can appear based on user responses.

I can view and export collected attendee information.

**As an event admin, I want to set up a waiting list for sold-out events, so that I can manage additional demand if space becomes available.**

Acceptance Criteria:

Attendees are automatically added to a waiting list when tickets sell out.

I can view and manage the waiting list, prioritizing or notifying people as tickets become available.

I can send notifications to waiting list attendees if new tickets are released.

**As an event admin, I want to integrate my event with payment processing systems, so that I can securely collect payments for ticket sales.**

Acceptance Criteria:

I can link the event to a payment gateway (e.g., Stripe, PayPal).

Payment processing is secure, and I can track transactions in real-time.

I can set up refunds or partial refunds for ticket purchasers.

**As an event admin, I want to provide an option for attendees to provide feedback after the event, so that I can gather insights for future events.**

Acceptance Criteria:

After the event, attendees are prompted to complete a feedback form.

The feedback form can be customized with specific questions.

I can view and export the feedback collected from attendees.

## Sample Event Creation Form

Create a new event!

Event Name

Event Description

Event Image

Host

Date

Time

Start Time

End Time

Location

General Area

Specific Address

Additional Instructions (i.e. parking)

Audience

Total Capacity (#)

Gender capacity limits (Y/N)

If yes:

Men:

Women:

Other:

Multiple Ticket Types (Y/N)

If yes:

Type | Price

Ticket Price

Additional Criteria? (Y/N)

If yes:

Question | Response Type (open text, multiple choice)

## Sample Check-in Feature

Guest Name (from profile)

Guest Photo (from profile)

Any additional criteria

Attendance:

Check-in

No Show