**INTRODUCTION**

Tektickets is a platform that build the bridge between the buyer, seller, and users, it’s provides for opportunity for all stakeholders to access each other’s needs. We strive to put our customers first by listening to their feedbacks and increasing ways to improve your experience before events and after the events.

**Product Overview**

**Tektickets is bridging the gap that’s existing between loved once and give them the opportunity to gift experiences**

**Tektickets** uses a smart geolocation proxy to aggregate user who needs to search for events, bus, Air travel, or Train travel using closest location and cheap Ticket’s platforms near them. The platform also allows customers to have their cash saved via an inbuilt wallet system where they could shop with ease.

**Key Features**

Tektickets is a platform with multiple sections made for **END** **USERS, Organizer** and **ADMIN**. They key platforms are as follows:

* Landing Page (Web)
* Organizer (Web & Mobile)
* Admin (Web & Mobile)
* Users (Web & Mobile)

This platform comes with key functionalities, they are:

**Landing Page Website:**

1. Mobile app download link on Android and iOS (Very Important)
2. Seamless Layout for site navigation

* The dashboard should have, Music, Sports, Arts & Theater, Comedy, Family, Fairs and Exhibition, more. (Airline Tickets, Train Tickets)
* Each of the above section should have sub sections as shown in the picture bellow, [Click here for more informatioGraphical user interface, application

  Description automatically generatedn](https://www.ticketmaster.de/?language=en-us)

Do not forget to add the news letter and the gift cards and FAQ above like its shown in the photo

* Graphical user interface, text, website

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1. Organizer login and admin dashboard
2. Admin Panel login and dashboard
3. Video clip for “How to Use the Platform”
4. Buy ticket page should be remodeled like in the link [CLICK HERE](https://www.ticketmaster.de/event/ragnbone-man-tickets/421717?language=en-us) To see how this works

**Organizer Platform: (Android, iOS, and Web)**

* Analytics Dashboard
* Login & Control Access
* Product Upload & Management
* Inbuilt Wallet system connected to bank account
* Product Tracking (All tickets)
* Customer Chat – Chat Bot and transfer agent

**Users Platform: (Android, iOS)**

* Geo Location
* Wallet System
* Coupon/Discount system
* Seamless Ticket cart
* Affiliate shopping
* Browse tickets by, Location, dates, or product shows
* Support Chat (Chat Bot)
* User account dashboard

**Admin: (Web)**

* Analytics Dashboard
* Login & Control Access
* Vendor management system
* Customer Management system
* Finance control system
* Integrated Management system

The breakdown of how things will work:

**User’s End**

* The user will create a profile on the website or get registered with the App platform.
* Both registered and unregistered users can view tickets between locations and dates, but they must sign in to buy a ticket
* Registered users can purchase tickets and they can also purchase gift cards to send to loved once.
* Users who are unable to attend an EVENT can cancel 48hrs before the event, after cancellation the money is reversed back to the user and saved in the users e-wallet
* Users can get into an EVENT using the bar code generated from the event tickets

**How to register on the website or application?**

The signup process will be easy enough for an average user without much technical know-how.

The following steps resemble an ideal signup process:

* On the sign-up page, the user fills details like first name, last name, Address, password, phone number and verification through OTP,
* After verification and an acknowledgment from the website, the user can start receiving a message and notifications regarding events nearby within their geographical zone
* Integrate social media platforms login, e.g., Signup using Facebook, Instagram, email., to facilitate the user to register on the website or application via social media accounts or google account in easy steps. This not only quickens the registration process but also aids in providing a user-friendly experience.

**How does the user purchase ticket through website or mobile application?**

1. The User can simply access the ticket website or mobile application with easy login steps.
2. Once logged in, he/she can view different activities and concerts based on their locations and dates selected.
3. The user can also search for his/her favorite food from a specific restaurant or other restaurants.
4. Users can buy a voucher for family and friends and send the gift card ton the wallet of the registered user, this user can use the money in their wallet to buy any tickets of their choice.
5. Payment can be done by digital mediums (such as Google Pay, Debit Cards, e-wallet, etc.).
6. After the ticket purchase has been confirmed, a notification is sent to the user about the confirmation and address, date, and time to the event.
7. Multiple tickets can be purchased and discount will be given according to the events

## Website Overview

Good user experience is the key to success of this business. When it comes to the website, the user experience is the most important thing for the survival of the online business. Here is a list of website features that we think should be there:

### Homepage

The homepage is the first point of contact with the users. If the homepage must get the attention of the users, this user-friendly website will push traffic to the site.

To make the website’s homepage highly engaging, we intend to adapt the following tips:

* The homepage should not be stuffed with information.
* The banner should have a call to action.
* Use of high-resolution images, ensuring they are not resource hungry.
* The most recent trend is to use a banner video or image slide shows instead of the banner image; hence we will adapt more videos This approach is useful in decreasing the bounce rate of the store by keeping the visitor engaged. (Hence, we will strictly adhere to [interactive homepage design practices](https://www.fatbit.com/fab/9-homepage-design-practices-improve-usability-ux/))

### Process Workflow

We will dedicate a section on the website’s homepage to explain the entire workflow in a few simple steps.

This will be helpful for new visitors to better understand the services and signup with confidence.

### Events

All upcoming events will be displayed according to countries so that users within their geographical locations will be updated with latest events.

### Buyer’s and organizers Locations

Using Showcase all locations. This will be helpful to gain customer’s trust and making people believe that there are human beings that are running the business.

### Contact Form

We will implement the content of the form in paragraphs. Not only is this a unique approach to getting user’s attention but crafting a [perfect contact page design](https://www.fatbit.com/fab/15-tips-design-perfect-contact-form/) also it results in more lead generation while providing a personalized experience. This gives users ability to select the various words in the search bar, WHAT, WHERE AND WHEN,

* What category of events.
* Were, place or location
* When, time or date that the issue occurred

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### Testimonials and Rankings (reviews)

Trust in a brand is hard to come by. Showing what other people are talking about the brand is a good way to build trust. By dedicating a place for testimonials or user reviews on the homepage, we can easily build trust and earn more potential customers. After events has been completed an auto generated email will be created asking users to give their sincere views about the events and how we can serve them better, most of views will be posted on the sites.

### Help Center

The help center will have a proper documentation explaining the working of the mobile app and website. The entire process will be explained in a well-defined way so that the entire experience can instill trust in the visitor.

* How to purchase ticket
* How to register
* How to use wallet
* Payment
* Cancelled or postponed events
* Availability of tickets
* Further questions
* My account information or how to create account

### FAQ Section

Frequently Asked Questions is an important section to which many users will come and clear their doubts. The Following are few questions that should be present in the FAQ section:

* Can I get a refund?
* I am unable to attend the event
* Can I cancel my order?
* Can I purchase multiple tickets?
* What payments do you accept?

## Mobile Application Overview

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