

System Request

Project Name: Web-based Ticketing System

Business Need:

1. Take advantage of the unmatched convenience of using the Internet to purchase items.
2. Improve the current systems by decreasing the risk of scalpers and resellers and increasing reliability.
3. Utilize the potential of acting as a middle man between two markets -- the ticket buyers and the event organizers.
4. Provide an easy-to-use platform to unify the organization and ticketing of a wide variety of events, ie. sports, music, theatre, etc.

Functionality:

1. Ticket buyers must be able to purchase tickets for any event that isn't sold out.
2. Ticket buyers must be able to pay for the tickets online.
3. Ticket buyers must be able to search the catalog and get a list of shows with available tickets.
4. Ticket buyers must be able to filter catalog based on their interests, eg. remove non-music events or show only sporting and theatre events.
5. Ticket buyers must be able to reserve a limited amount of tickets for a fee.
6. Event organizers must be able to create new events, set the venue and put up an appropriate number of tickets for sale.
7. Event organizers must also be able to edit and update events after putting them into the system.
8. Event organizers must also be able to opt into boosting their event by putting it at the front of the catalog by bidding against other event organizers.
9. Event organizers must be able to upload documents to prove the legitimacy of their event (ie. proof of event space rental, proof of entertainment, etc.).
10. The system must alert the customers given that there is a change in an event, ie. change of date or cancellation.
11. The system must also handle refunds in the case of the cancellation of the event or if the customer is unhappy with any changes made to the event after the purchase of their ticket.
12. System administrators must be able to approve and publish events to the catalog after reviewing the uploaded documents and verifying their authenticity.

Expected Value:

Tangible:

1. Remove the need for a paper trail by making e-tickets available, thus saving resources and eliminating the costs of printing these resources, eg. 0.22 AED per ticket * 18,000 tickets for a venue such as YAS Arena = 3690 AED per event.

2. The business will not take a percentage cut on ticket sales, but will charge a 1.5% transaction fee per purchase, for eg. $250 \text{ AED per ticket} * \sim 50,000 \text{ seats at du Forum} * 0.015 = 187,500 \text{ AED}$ for 1 sold out event.
3. Increase the sale of tickets to events by about 15%, further increasing the business' revenue, eg. $(250 \text{ AED per ticket} * \sim 50,000 \text{ seats at du Forum} * 0.015 = 187,500 \text{ AED} * 90\% \text{ of seats}) - (250 \text{ AED per ticket} * \sim 50,000 \text{ seats at du Forum} * 0.015 = 187,500 \text{ AED} * 75\% \text{ of seats}) = \sim 28,125 \text{ AED increase per event}$.
4. The fee charged for promoting an event by putting it at the top of the catalog (10,000 AED starting bid, liable to increase as the popularity of the platform increases).

Intangible:

1. Increase the customers' accessibility to tickets, increasing their satisfaction and willingness to buy tickets.
2. The customer will be able to buy tickets at any time of the day.
3. Make it easier for the event organizer's to facilitate changes in date and venue with regards to ticket sales.
4. Help save the environment by eliminating the paper waste that comes with printing traditional paper tickets, making certain customer bases happy.

Special Issues or Constraints:

1. The system should be available all day, every day of the year.
2. System maintenance should last a consistent amount of time between the hours of 0:00 and 2:00 AM.
3. Only ticket buyer accounts should be allowed to purchase tickets, and only event organizer accounts should be able to upload events.
4. Only system administrators should be able to see certain information about all events, while event organizers should only be able to see this information about their events. Thus, rules must be made to enforce data confidentiality.