TicketSprint

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Product Vision

FOR venues WHO need a solution to sell tickets for their events, TicketSprint is a ticketing management platform THAT provides an intuitive and easy-to-navigate website for its users to buy tickets for various concerts of their favourite artists. UNLIKE other ticket managing platforms such as Ticketmaster that are unable to handle many requests at the same time, OUR PRODUCT uses one of the best traffic control systems to provide their users a pleasant purchasing experience.

Personas

Venue Manager

[Background]

Mike Tyson, age 40, a senior Venue manager living in Toronto, Ontario. He did his bachelors in event management from University of Toronto. His father is a retired music teacher, and his mother is an independent financial advisor.

[Job]

He has 15 years of experience managing events ranging from small-scale festival events to organizing events for megastars such as Drake, Beyonce, and many more. He is known for organizing successful concerts and consistently delivering things within time. Moreover, he always looks forward to improving venue planning by incorporating modern technologies and trends.

[Expectations from product]

The organization of several events on a single day is currently too complicated, and he needs more resources to reach out to the audience. With Ticket Sprint's help, he would coordinate concerts easily, sell concert tickets to a large audience, and provide consumers with detailed information on seating arrangements, venues, and pricing.

Eventgoer

[Background]

Celine De Haan, age 22, is an aspiring model living with her parents in Manhattan, New York. Her father owns a successful restaurant in London, and her mother is a stay-at-home mom.

[Job]

She is a fashion modelling major and dreams of becoming a model for high fashion brands like Gucci, YSL, Versace, Chanel etcetera. She plans to build good connections with people who have a powerful position within modelling agencies by hanging out with them more. Recently, she came to know about

this huge Beyoncé concert that everyone is extremely excited about. She wants to use this concert as an opportunity to socialize with powerful people as well as highlight her fashion skills to impress them.

[Expectations from product]

Since the hype is astronomical, there is a considerable risk that the tickets will sell out quickly. Celine refuses to miss such a good opportunity to meet people in authority and therefore needs a quick and reliable source of securing the tickets to Beyoncé's concert. TicketSprint could help her seize the day and get those tickets quickly so that she can meet powerful people and kickstart her career with one of the leading fashion houses.

Ticket Reseller

[Background]

Marnie Whittaker, age 35, likes to resell tickets as a side hustle. His Father is the owner of a farm in Southern Louisiana, where he used to grow rice and soybeans, and his mother used to be a teacher in the local high school.
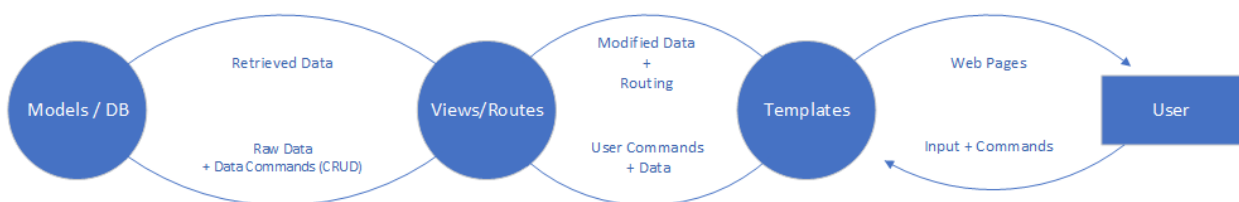
[Job]

Marnie got his Bachelor's degree in Business from Southeastern Louisiana University but refused to study any further as he had already established a successful crop-selling business courtesy of his dad's farm that he was handed over to as a part of the family tradition. Since then, he has been engaging in various side gigs that make him a lot of money, ticket reselling being one of them.

[Expectations from product]

Recently, he came to know that one of the biggest celebrities of this era, Beyoncé is going to host several concerts throughout the world that has a lot of people going crazy over the internet trying to secure a spot in the show. Marnie has a good eye for opportunity and he is ready to spend big bucks to pull a few spots in, which he would later resell at a higher price. But he also came to know about the recent controversy that surrounded Ticketmaster regarding the absurd prices set by resellers on their website, and he doesn't want to take any chances. He is eyeing Ticketsprint for easy purchase of the tickets in bulk.

Architecture Diagram

TicketSprint – MVT Architecture

Models / DB — Retrieved Data / Raw Data + Data Commands (CRUD) — Views/Routes — Modified Data + Routing / User Commands + Data — Templates — Web Pages / Input + Commands — User

Modelled by Zander using Visio

JIRA Link

https://zandercraft.atlassian.net/jira/software/projects/TIC/boards/4/backlog