



# SAUDI CALENDAR

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Saudi Calendar Team

SAUDI CALENDAR CO

## **A. Event Management:**

### **A. 1 . Prerequisites:**

- For each new user the system will give free points. Those Free Points are predefined by admin for any new user.
- Admin and Power Users can add points to specific user
- Users can purchase points either through the app or by contacting us
- Point will be used for Promotion, Invitation, Posting Event, and Admin able to change the charges
- **Authorized:**
  - Event Owner (Event Organizer)
  - Power User
  - Admin Super User

### **A. 2. Event Types:**

Eligible Users<sup>1</sup> will choose which type of event he would submit:

Available Types:

- Event: i.e. (Match, Concert, Show, Play, Activities, Competitions)
- Reminders: i.e. (National Day, Mothers Day, Eid Day, University Admission, College Admission)
- Special Commercial Offers: i.e. (Sales Promotion, Discounts, Clearance, Free Tickets)

### **A. 3. All Possible Information for Entry:**

#### **A. 3.1 General Info:**

- Title: 40 Letter (M)
- Subtitle: 50 Letters (O)
- Brief Description: 140 Letter (M)
- Details: 400 letters (Recommended) What and Who and How
- Important Note
- Performer: Can be one or more, Select from existing or add new
- Event Contact Email: (Recommended)
- Contact Phone Number: (Recommended) Can select from phone contact or add new
- Event Website: if it available
- Public or Private (Public is Default)
- With Tickets or Not

#### **A. 3.2 Category and Tags:**

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<sup>1</sup> According to Saudi Calendar User Authorization

- Select One Category (M)
- Select Up to 3 Tags (One at least, Three at most)

#### **A. 3.3 Targeted Audience (Gender, Age):**

- Men, Women, Both
- Age Range:

#### **A. 3.3 Third Step (Timing):**

- Start Date: (M)
- Start Time: (O)
- End Date: (M)
- End Time: (O)
- Frequency? Add Frequency

#### **A. 3.4 Location:**

- Country: Current Country, Choose Country, Or more than one country,
- City: Current City, Choose City, More than One City (According to selected Country)
- Address: Street, District or select through Google Map (Event Only)
- Venue: Select from existing or add new

#### **A. 3.5 Photos:**

Show the listing with default picture (According to Category and Tags) and give the right to change the picture (dimensions, and resolutions recommendations)

Show the event page with the Default picture (Also according to Category and Tags) and give the right the Organizer user the right to change it and add up to 5 photos

Special Photo Slot for Seating Photo

Next and Save in Draft

#### **A. 3.5 Organizer and Sponsorship:**

- Organizer: Choose from Existing or Add new
- Executor: Choose from Existing or Add new
- Add Sponsor:
  - o Add Sponsor Official Name from Existing or Add New
  - o Add the type of Sponsorship (i.e. Main Sponsor, Diamond Sponsor, Silver Sponsor, Technical Sponsor, Strategic Partner, Official Transporter, Media Sponsor, Hospitality Sponsor, or Other and Add New)

#### **A. 3.6 Ticketing Setting (if required):**

## **B. Events Tickets:**

### **B.1. Prerequisites:**

- Event Approved or Auto Approved
- Authorized:
  - o Event Owner (Event Organizer)
  - o Power User
  - o Admin Super User

### **B.2. Steps:**

- Open the Event that user wants to add tickets to it
- click on “add tickets”
- Admin Message to Approve with Agree or Cancel “I want to add ticket to the event and agree to pay the following to the Saudi Calendar Owner: 1. XX SR for using Saudi Calendar tickets system 2. YY % from each ticket sold 3. ZZ % will be added as VAT (Tax)
- XX, YY, ZZ predefined for each organizer user by admin
- Organizer will choose how many types of ticket will add up to 10 types
- For each type the user will set the following parameters:
  - o Ticket Type Names: Multi Choice from predefined i.e. (VIP, V VIP, Diamond, Golden, Silver, Bronze, First Class, Business Class, Economic, Normal)
  - o Gender: Multi Choice (Male, Female, Any)
  - o Age Allowed: Specific range, Any
  - o Icon: Multi Choice Only set by admin and power user
  - o Color: Multi Choice Only set by admin and power user
  - o Charge: ticket fee
  - o No. of tickets available of this type ( Organizer will be notified when the remaining 10% of the total number)
  - o Descriptions: 200 letters description
- Then Save this Type: it will be saved but not submitted
- Enter the remaining types the same way above
- When finish all types the Organizer can add general terms and conditions for all tickets in general then submit it for approval
- After Admin or Power User Approval Tickets will appear in the event and the listing

## C. Events Promotions or offers promotion:

### C. 1. Prerequisites:

Event Approved or Auto Approved

- For each new user the system will give free points. Those Free Points are predefined by admin for any new user.
- Admin and Power Users can add points to specific user
- Users can purchase points either through the app or by contacting us
- Point will be used for Promotion, Invitation, Posting Event, and Admin able to change the charges

Authorized:

- Event Owner (Event Organizer)
- Power User
- Admin Super User

Steps:

- Open the Event that user wants to promote it
- click on "Promote"
- Choose the type of promote ( Specific Number of View, Specific Duration)
- Choose Coverage (Event City, Countries, Cities)
- Note: Charge for Number of Views will be per each view
- Note: Charge for the duration will be (Number of Days X Charge of the Country or City (city1 + city2 + city3 ))
- Promoted events will be promoted in the home listing according to the chosen coverage and it will be shown in Special Offer Section (Fourth Section in bottom bar)
- Promoted event will back to its normal status when it reach its number of views or finish its duration

## **D. User Management**

### **D. 1. Users 5 Types:**

#### **D. 1.1. First Level User (visitor)**

- Anyone who installs the app and doesn't register.
- can browse the listing of all events
- apply any filter or search to narrow down the listing.
- can open and share any specific event it through any social media.
- add event to his mobile calendar.
- view all app's content normally.

#### **D.1.2. Second Level User (Registered User)**

- has all capability of First Level User
- can favorite Specific Event or Reminder to have it in his favorite list
- can activate the notification for any specific event and it will be added to reminding list
- can follow any specific event organizer, venue, city, performer or event category
- can save up to 5 search filters so he can apply it on his listing view.
- can add an event that will be waiting for the Approval of "Forth Level User" or "Fifth Level User"

#### **D.1.3. Third Level User (Event Entry/Organizer)**

- has all capability of First Level User and Second Level User
- can post his event
- approved automatically (trusted user)

#### **D.1.4. Forth Level User (Power User)**

- He has all capability of First Level User, Second Level User, and Third Level User
- Modify and edit the data of the Event or Users or any other type of content but not delete
- Change the status of events (Shown, Hidden), (Public, Private) etc.
- Change the status of users (Active, Suspended, Deactivated, Blacklisted) etc.
- Change the category display names or tickets naming

#### **D.1.5. Fifth Level User (Super Admin)**

- has all capability of First Level User, Second Level User, Third Level User and Fourth Level Users
- Full Control over all App Content and settings

**D.2. User life cycle:**

1. Down load application the only required information is (Gender, Birth Date)
2. Become first level user
3. Register by providing name, contact number, email info, country, city
4. Become second level user by sending request to System Admins (Admin, or Power Users)
5. User can asked to disable his user, Power User has the right to stop or suspend specific users and admin should approve it. Admin is the only person can delete Users

## Q&A

1. Based on our conversation there will be one app from where the user can also post the events but the complete verification the user who have created by admin don't need any sought of verification to post the event. Please confirm?

Ans: -

In this App we will have 5 types of users with different level of control and authority in using the App and App Content:

1. First Level User : Visitor : Visitor is anyone install the app and doesn't register. He can browse the listing of all events or apply any filter or search to narrow down the listing. Also, Visitor can open any specific event share it through any social media. add it to his mobile calendar. He can view all app's content normally.
2. Second Level User : Registered User : He has all capability of First Level User, plus the following:
  - a. Second Level User can favorite Specific Event or Reminder to have it in his favorite list
  - b. Second Level User can activate the notification for any specific event and it will be added to reminding list
  - c. Second Level User can follow any specific event organizer, venue, city, performer or event category
  - d. Second Level User can save up to 5 search filters so he can apply it on his listing view.
  - e. Second Level User can add an event that will be waiting for the Approval of "Forth Level User" or "Fifth Level User"
3. Third Level User : Event Entry/Organizer : He has all capability of First Level User and Second Level User, plus can post his event and get approved automatically as he is trusted user.
4. Fourth Level User : Power User : He has all capability of First Level User, Second Level User, and Third Level User plus the following:
  - a. Modify and editing the data of the Event or Users the any other type of content but could not delete
  - b. Change the status of events (Shown ,Hidden),(Public, Private) etc
  - c. Change the status of users (Active, Suspended, Deactivated, Blacklisted) etc
  - d. Change the category display names or tickets naming



5. Fifth Level User : Admin : He has all capability of First Level User, Second Level User, Third Level User and Fourth Level Users plus the following:

a. Full Control over all App Content and settings

2. What is the flow of ticketing system ?

Ans: -

If the user level is third or higher then he has the authority to add tickets to his event. As following:

1. The Admin can give the right to any user to add tickets to his event. Also, Admin can give the right to the power users to add tickets to any event.
2. After creating the event the authorized user can click on “Add Tickets” to his event.
3. If the event with ticket then the user will choose how many type of tickets (max. 10 types of tickets), then he will give names for the tickets type i.e. (Platinum, Golden, Silver, Normal, ...) and decide the prices, and decide how many ticket are available for each type.
4. The Event will be created but the ticket should be approved by One of Power User or The Admin and approve the percentage of “Saudi Calendar”
5. After Approval, the Visitor and Registered User can browse and buy the tickets.
6. After Purchasing the Amount will go to “Saudi Calendar” and the Buyer will receive his ticket by email with a unique barcode. And the event will added automatically to his notification list.

3. Who will receive the amount of tickets which the user will pay in order to join the event and how the admin will deduct the commission from that amount?

Ans: -

All Amount will go to “Saudi Calendar”. However, the Admin will see how much we earn from each event and he can have report per event or for all events within specific time frame.

But as mentioned before in each ticket selling for each event the percentage will be adjusted and approved by the Admin of Authorized Power User.

4. Do we need to categorized the event so that we can save the user preferences based on that categories which will help us in future to show the event of that particular category preferred by the user ?

Ans: -

Categories will be high level categorization. Also Tagging can be added. Example (Educational is a category, while Training is a tag, for each event u should add category and you can add up to 3 tags

5. What is the role of Admin & the features that we need to give in admin panel

Ans: -

Control all setting and configuration

Control all categories (Add New, Delete, Rename, hide, etc. )

Control all Cities ( Add, Remove, Rename, Configure, hide, etc. )

Control all Venues and Locations (Add, Remove, Rename, hide, etc.)

Control All Events (Add, Delete, Approve, Modify, Edit, Correct, hide, etc. )

Control All User (Add, Delete, Approve, Authorize, Modify, Edit, Correct, hide, Suspend, Block etc. )

Control All Default Setting (Coloring, Images, Logo, etc.)

6. If the organizers are like normal users then they can also join the event ?

Ans: -

Yes, Organizer is a normal user with higher privileges

7. How the follow & visit profile feature will work is it one way follow & profile visit or is it two way follow & visit?

Ans: -

8. Describe visual elements or content that we're going to use like (logo, color scheme, font-family, etc.?)

Ans :-

Active, Simple, Informative Design