

Get Invited Functionality

by David Turner

Module Code: AAD 716
Module Title: Masters Project

Introduction

Get Invited is a ticketing service that aims to remove a lot of the complexity that many other ticketing services provide. This doesn't mean that the service is simple, it remains quite complex, but the complexity is focused on the goal of selling tickets, not adding unnecessary functionality.

In this document I want to provide a brief explanation of some of the functionality that happens with the Get Invited service. In particular I want to look at the three key aspects of the Service:

- Event Setup
- Event Analytics
- Selling Tickets

These three pieces of functionality are at the very core of any ticketing process, and are made up of multiple parts.

Event Setup

Event Setup with Get Invited has been streamlined significantly recently. The entire process of event setup is covered in three simple steps:

- Event details form
- Event preview page
- Event published page

When setting up events the organiser is presented with a single, rather lengthy, form that covers all of the necessary information for setting up an event. This information is stored in a database, and is used to generate the tickets for an event as well as event pages that people can purchase tickets from.

Upon completing this form the organiser is taken to an event preview page. This page is generated using the information that has just been saved. At this point, no tickets have been generated but, based upon the information that the organiser provided us, we can provide a complete simulation of how the event page will look. This means that organisers can opt to edit the event further or publish the event.

Publishing an event will generate the tickets for the event, and mark the event as published. This means that tickets become available for purchase. The organiser is directed to the live event page where there is a notification that the event is live, along with buttons to share the event on both Facebook and twitter. These buttons will provide a default message, but organisers are able to adjust this to suit their needs.

Event Analytics

Once an event is live the key pieces of information an organiser needs to be aware of can be boiled down to two things:

- Number of tickets sold
- Amount of time left until the event

Get Invited's dashboard has been built with this in mind. The service is able to track the number of tickets stored and present this in a visual way, letting an organiser see ticket sales progressing towards being sold out.

The second concern of organisers is how long is left before the event. Get Invited helps keep track of this by presenting events in the order in which they will occur. This gives you a timeline of events, each of which tells you how many days remain before the event, and each of which presents information about exactly how many tickets have been sold.

These pieces of information are important to an organiser, but if tickets aren't selling as well as an organiser would like, Get Invited provides another useful tool on each event on the dashboard, the ability to promote an event directly from the dashboard.

As with a published event page, individual events on the dashboard come complete with buttons for sharing event details directly to both Facebook and twitter. This places social networks at their fingertips and helps eliminate barriers to promotion.

Selling Tickets

Organising events is all about selling tickets. Get Invited has been designed and developed in order to help make this as easy as possible. Event pages have been created with a focus on providing key information to people considering attending events, and we have worked to ensure that booking tickets to attend an event is as quick and easy as possible.

Get Invited is aimed at keeping things simple. We don't ask for information that isn't needed, which means that attendees don't need to provide any unnecessary information. The pieces of information that we ask attendees for are:

- First Name
- Last Name
- Email Address

These pieces of information allow us to assign, and deliver, tickets to attendees. We ask for a single piece of supplementary information that is of use to organisers, and it is entirely optional:

- Where are you coming from?

This helps organisers identify the popularity of their events, which can be of great use when it comes to attempting to organise guest speakers for events.

With these pieces of information we are able to provide attendees a copy of the ticket they have purchased, or tickets if they order more than one. Tickets are generated as needed, using the information that attendees provided when booking their ticket, in PDF format as it is a highly flexible in terms of usage.

Tickets are then emailed to attendees so that then can save them/print them off as they see fit.

PLEASE BRING THIS TICKET WITH YOU TO THE EVENT

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|---------------------|--|--------------|
| David Turner | | #8423 |
| Event | The '12 Days of Christmas' Refresh Xmas Special | |
| Date | Monday 17 December 2012 | 17:00 |
| Location | The Black Box 18-22 Hill Street Belfast BT1 2LA | |