

Business Case

Value Proposition - Emma

The website goal is to sell and promote tickets for a music festival of different genre of music. In order to achieve the goal we will create a unique and valuable website to increase traffic and in parallel sales.

Site features

- Engaging Imagery: Every image and graphic on the site reflects the music's genre that will be played at the festival, it gives the user a flare into the festival vibe. Authentic and unique.
- Users Experience: Our customers are unique and the user experience on the website embraces their uniqueness. We have for example a section that includes information about the artists at the festival. Users can interact with each other about those artists and their different music interests. There is also a customer service contact for all questions about the event.
- Clear Mission :There is a reason our customers land on the website. They want to know who we are and how we can help them. We will show who we are as brand with a concise statement, videos and photography of past events and what makes us different from others.

Business Models - Hieu

[Sources of Revenue]

Revenue model:

- Customers are music festival and event goers (16-60 ages). Income from ticket service fee, sponsorships, VIP packages, parkings. Create a user-friendly mobile-web application that sells secured and fun tickets 24/7 (content free for all visitors).
- Marketing to target through online promotion videos, social media news, posters at physical locations of festivals. Discounts for early birds and multiple ticket-package deals on the website. Logins for members for special discounts and promotions. Include ticket purchasing right on the application for faster service, thus differentiate our product from competitors.

Business process:

- Ticket sales are online and customer gets confirmation with ticket code in email (Easy shipping). Also find partners for physical tickets (at nearby locations of music events)
- Attract customers and sponsorships by showing detail music events, hours, parking instructions pages, and a secured ticket purchasing gateway

Market Competitions - Ryan

Competitive Analysis Insights summary ([See Market Analysis Deck for an in depth overview](#)):

- A large majority of traffic to these websites are via mobile. This means we will have to use a Mobile First design and development approach.
- Visitors will likely want to be able to find what they are looking for within 2 or less pages.
- Our competitors use third party websites to sell tickets. We might be able to save users' time with ticket purchases within the website.
- Each event offers multiple (approx. 3) ticket packages.
- Websites don't generally include click through information to find out about the artists besides the line up itself, this could be an opportunity for us to add more value.
- Each site includes a place to give your email to keep visitors up to date. This might be a feature that we want to include.

Intended Customers - Jaza

Key Interview Insights: [View deck for further details](#)

- Users do a lot of research before deciding to go for an event. They compare prices on different platforms and research venue details.
- It is hard to sometimes find detailed information about events
- Users are worried about not securely receiving their
- Receiving immediate confirmation is extremely important to ensure the purchase was made securely and successfully
- Primarily mobile users

Customer Type: A typical user type loves going to concerts. They are up to date with all events happening around them and do their research before deciding to go to an event. They also pre-plan their day when attending a concert. They will not buy tickets if they do not trust a certain website and want to ensure that it is a safe website.

eCommerce Rationale - Brite

There are so many advantages using an online store instead of physical store. As our products that we tend to sell out are concert tickets, which can be transform to a digital one.

- No need to wait : Line up for getting a ticket at the same time would be time consuming
- Save the cost : We can cut out the extra cost for hiring all staffs to run the actual store

- Confirmation email / Digital ticket : Prevent customers accidentally lost their actual tickets
- Time zone : Customer can get tickets 24/7 anytime
- No need to pick up the ticket : Customer can get tickets anywhere
- Additional content : We can present and advertise the event in different types of media

Multi-Channel Strategy - Xiaowen

When more and more online tickets' companies are coming up, our tickets' website must make different and stand out from these competitors through our own special multi-channel strategies. ([See more details of the multi-channel strategy](#))

Online Channel Strategy

- By web platforms such as Facebook to advertise online;
- By mobile via interactive platform to attract customers;
- By links to relate sites like e-mail.

Off-line Channel Strategy

- Through the production of leaflets, physical shop posters, Regular activities and promotion of traditional sales in agent shops;
- according to the different customers needs to form each purchasing team to develop agents and entities store sales and promotion through video and magazine.