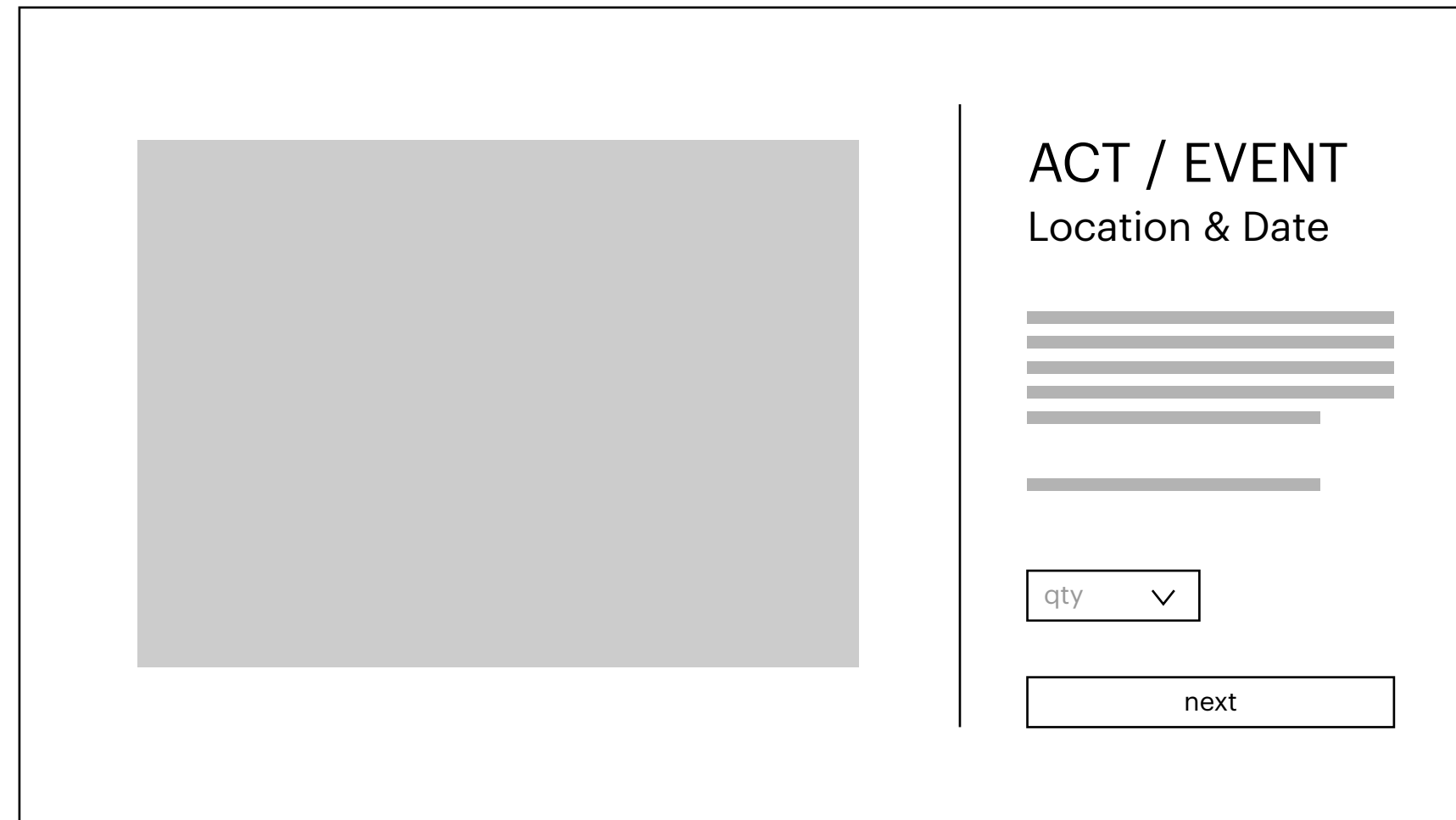
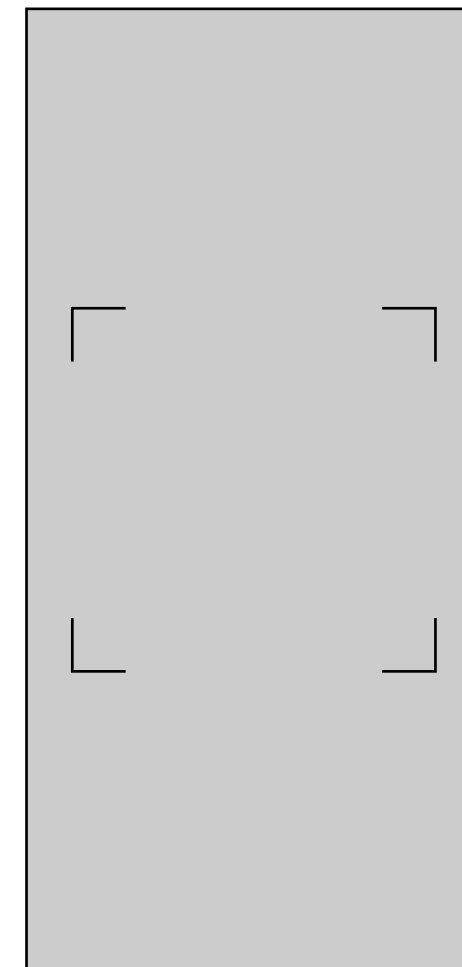


Ticketing Purchase and Redemption Userflow

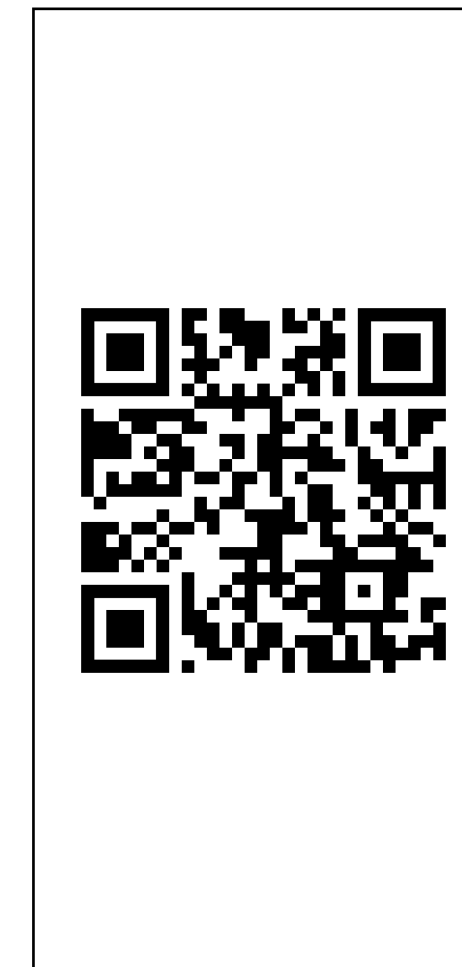
Overview



Ticketing webpage



Client app



User app

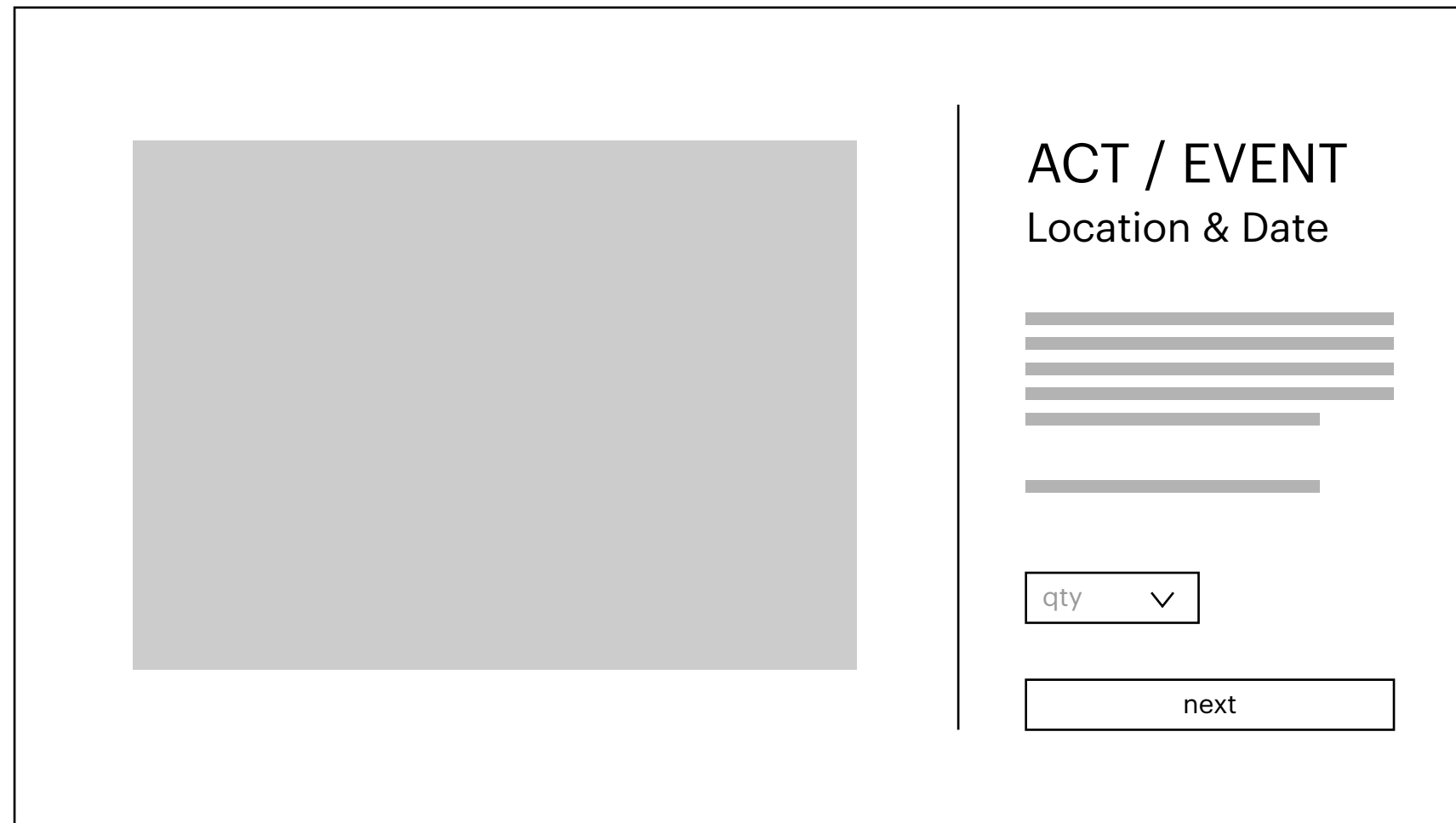
There are three components to the ticketing & redemption process.

- 1) The ticketing website where users view and purchase tickets for acts.
- 2) The client app that venue FOH staff use to scan and validate tickets.
- 3) The end user mobile app where users load & store their tickets

The last page of the doc has information on how these interact.

Ticketing Purchase and Redemption Userflow

Purchasing



Ticketing webpage

Buyers navigate or are directed to a website where the tickets are sold.

When a user purchases a ticket they are required to enter some additional information such as name, email, phone number etc.

All the purchasing and financials are done on stripe via squarespace with a standard credit card / debit card purchase.



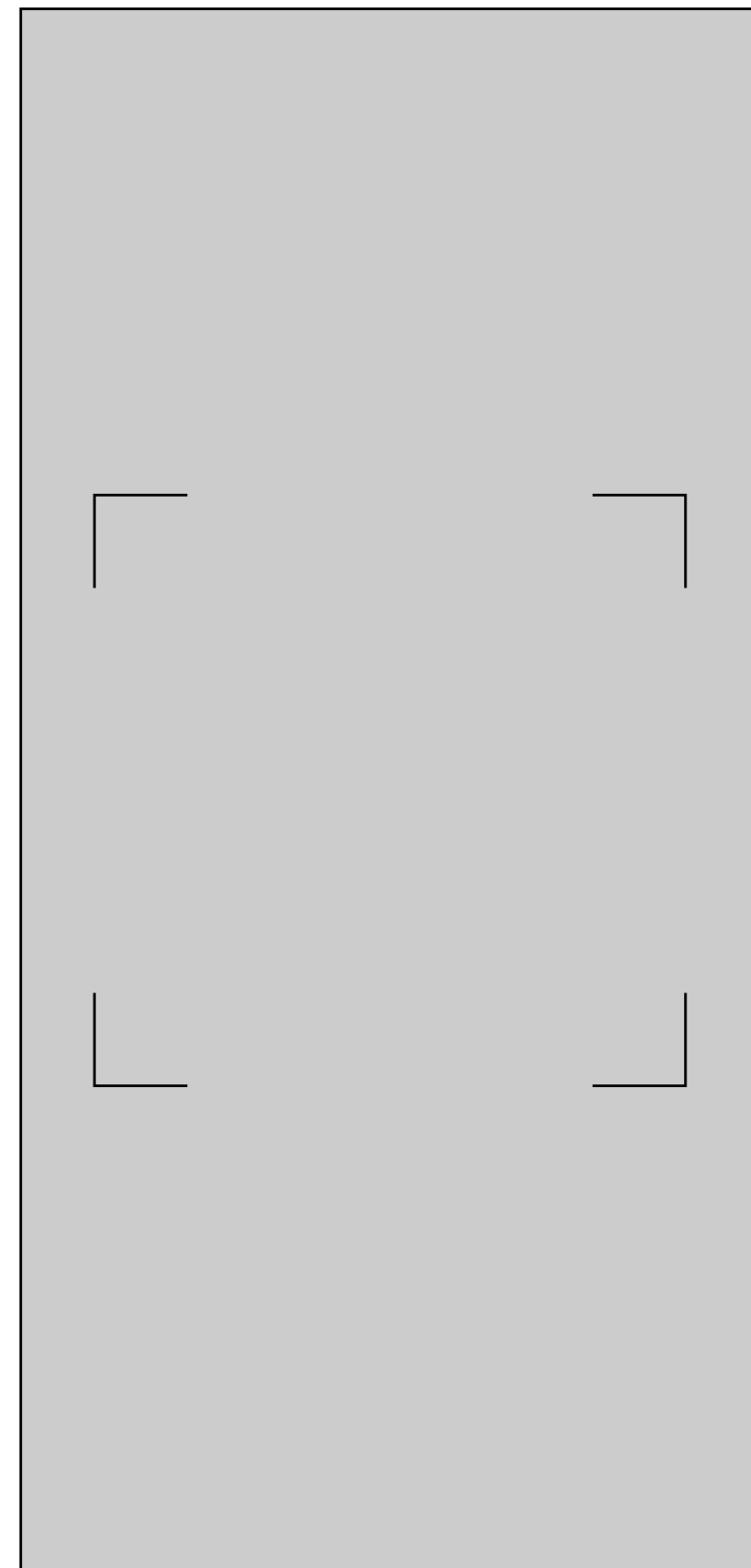
Ticket email

After the purchase of tickets, a standard email receipt is sent via the squarespace to the purchaser. This has links to the download pages for the app, with some instructions

Following this, the application server will send out another email with a printable version of the tickets. This also has a link to the app download pages and instructions.

Ticketing Purchase and Redemption Userflow

Ticket Validation



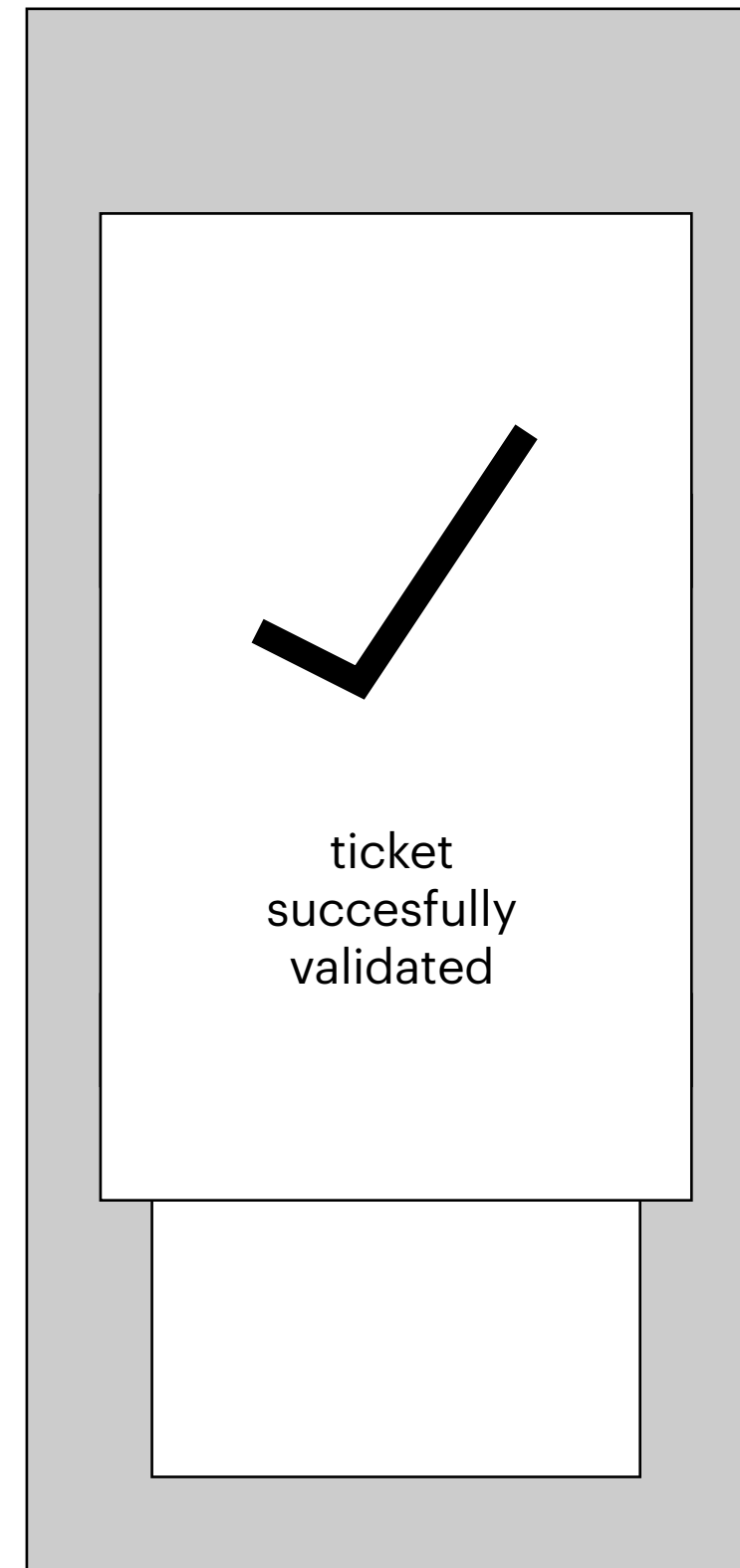
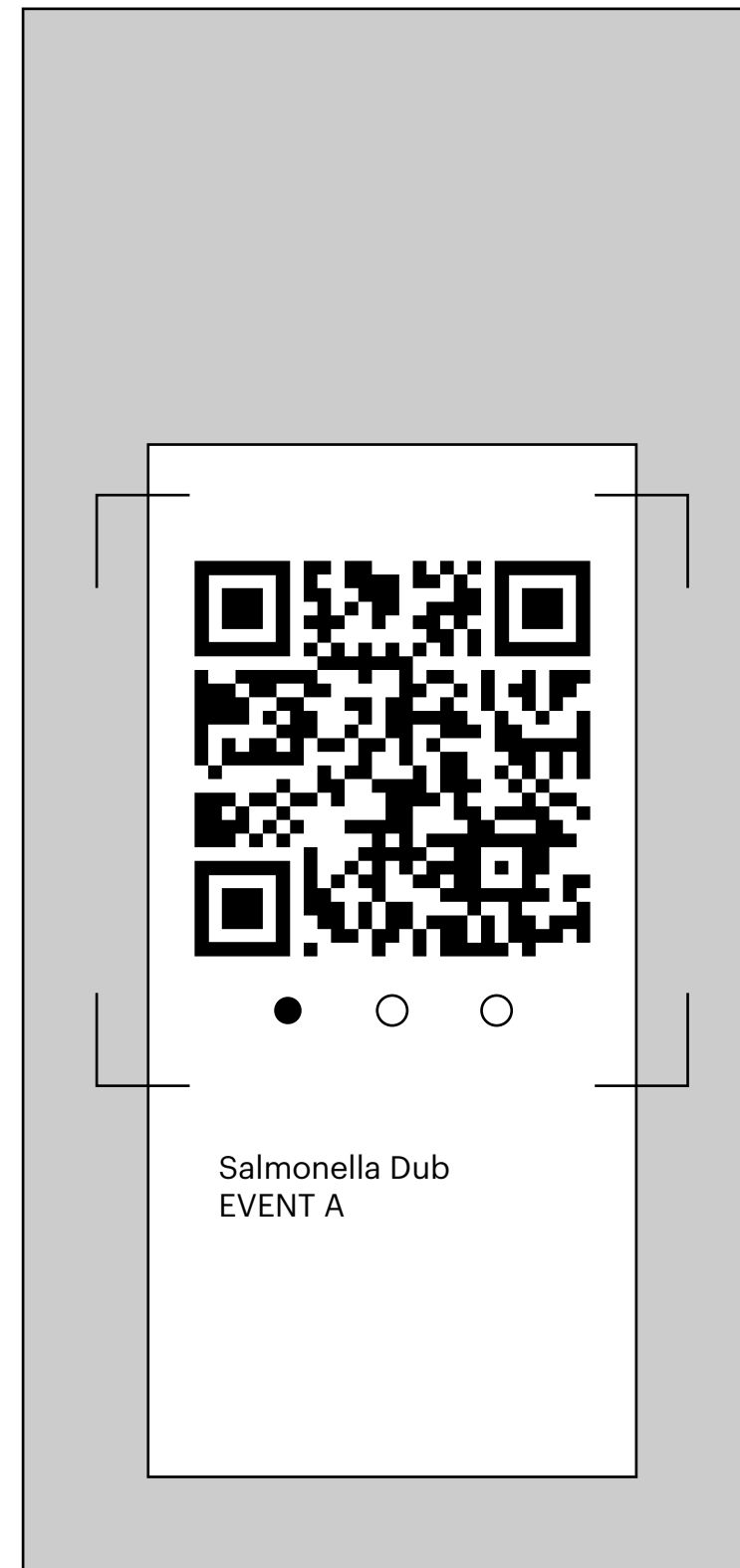
Client app

At the door, users can present their tickets either as printed items or on their app.

FOH staff can scan these and validate the status of the ticket.

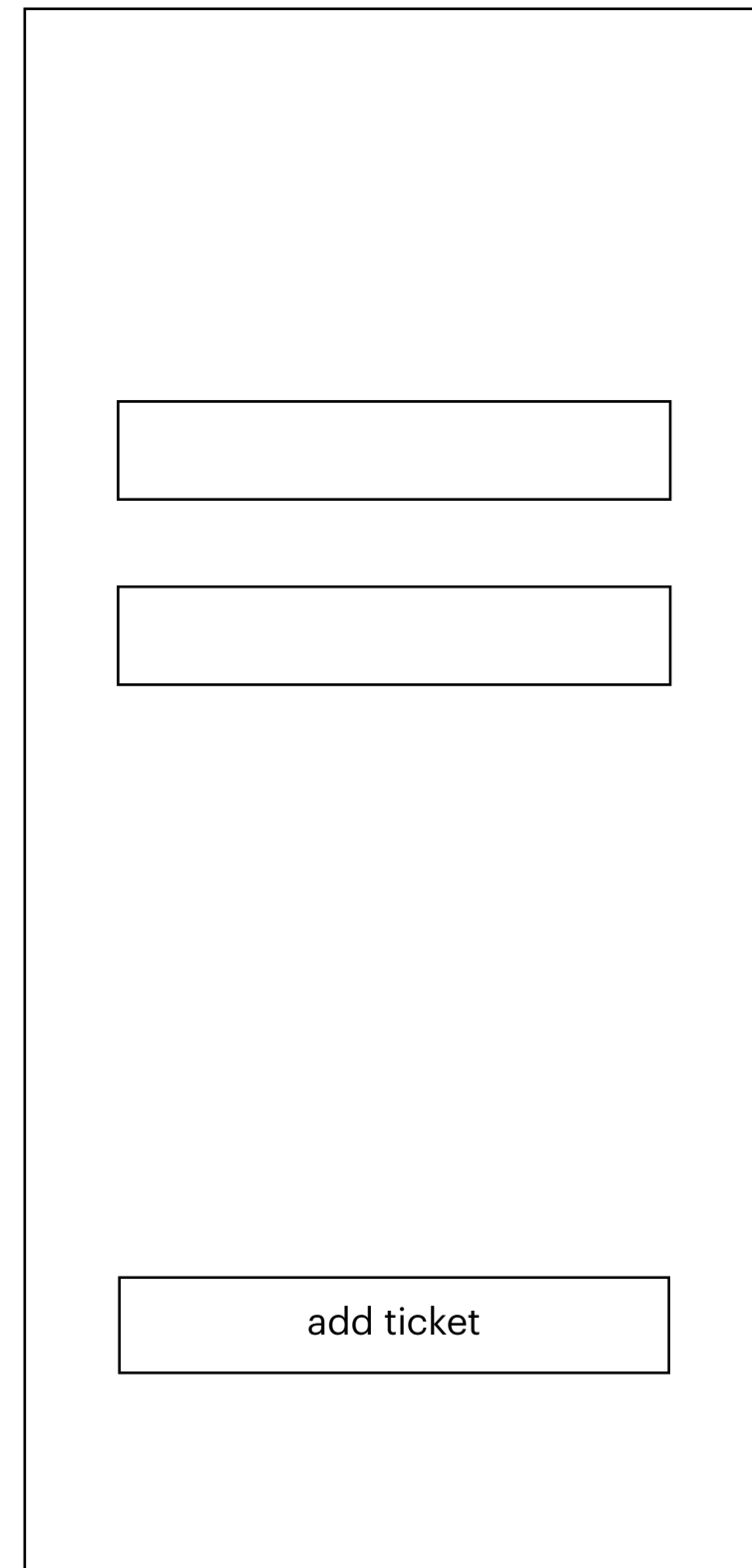
The scan could return;

- successful
- failed, ticket already redeemed
- failed, ticket refunded



Ticketing Purchase and Redemption Userflow

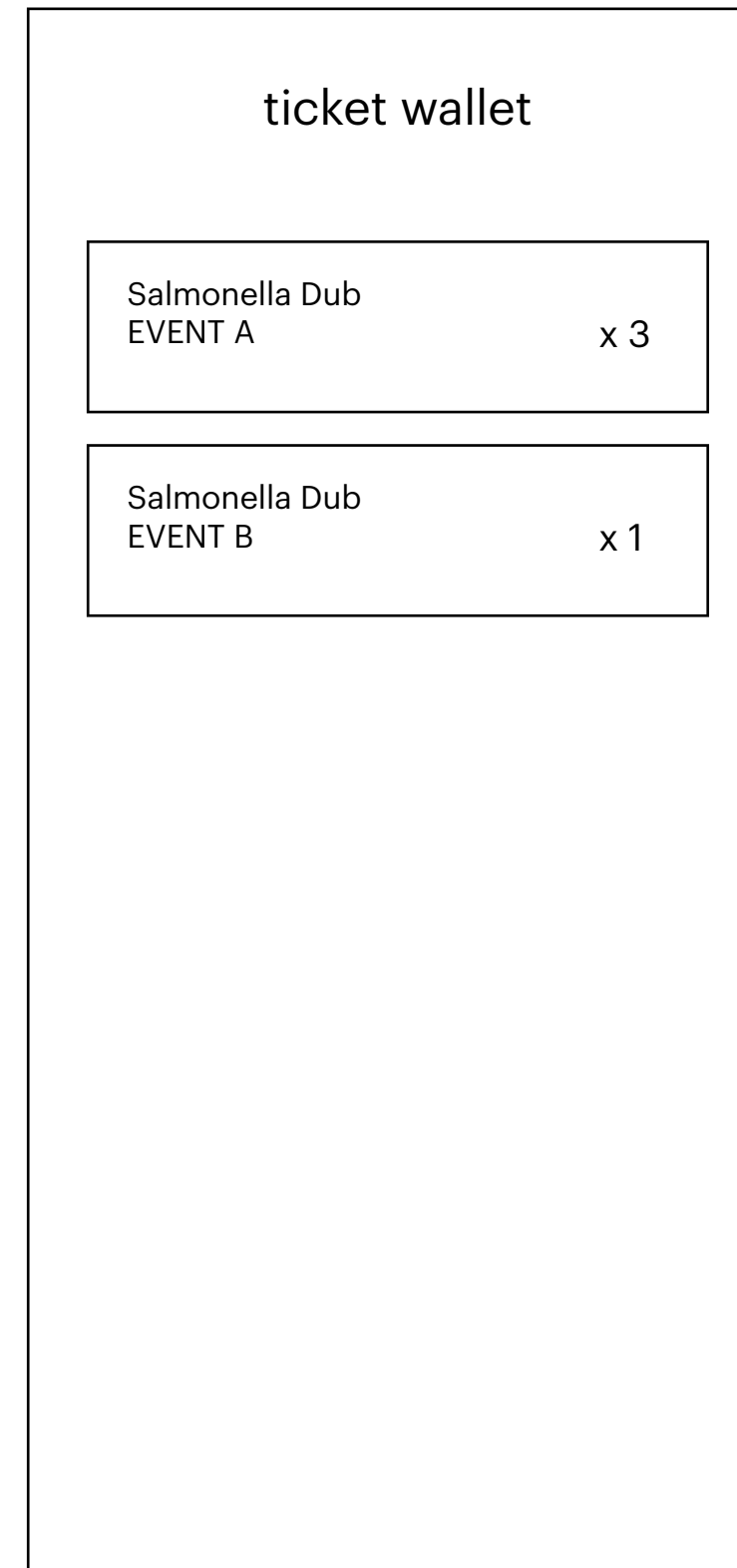
Ticket Loading



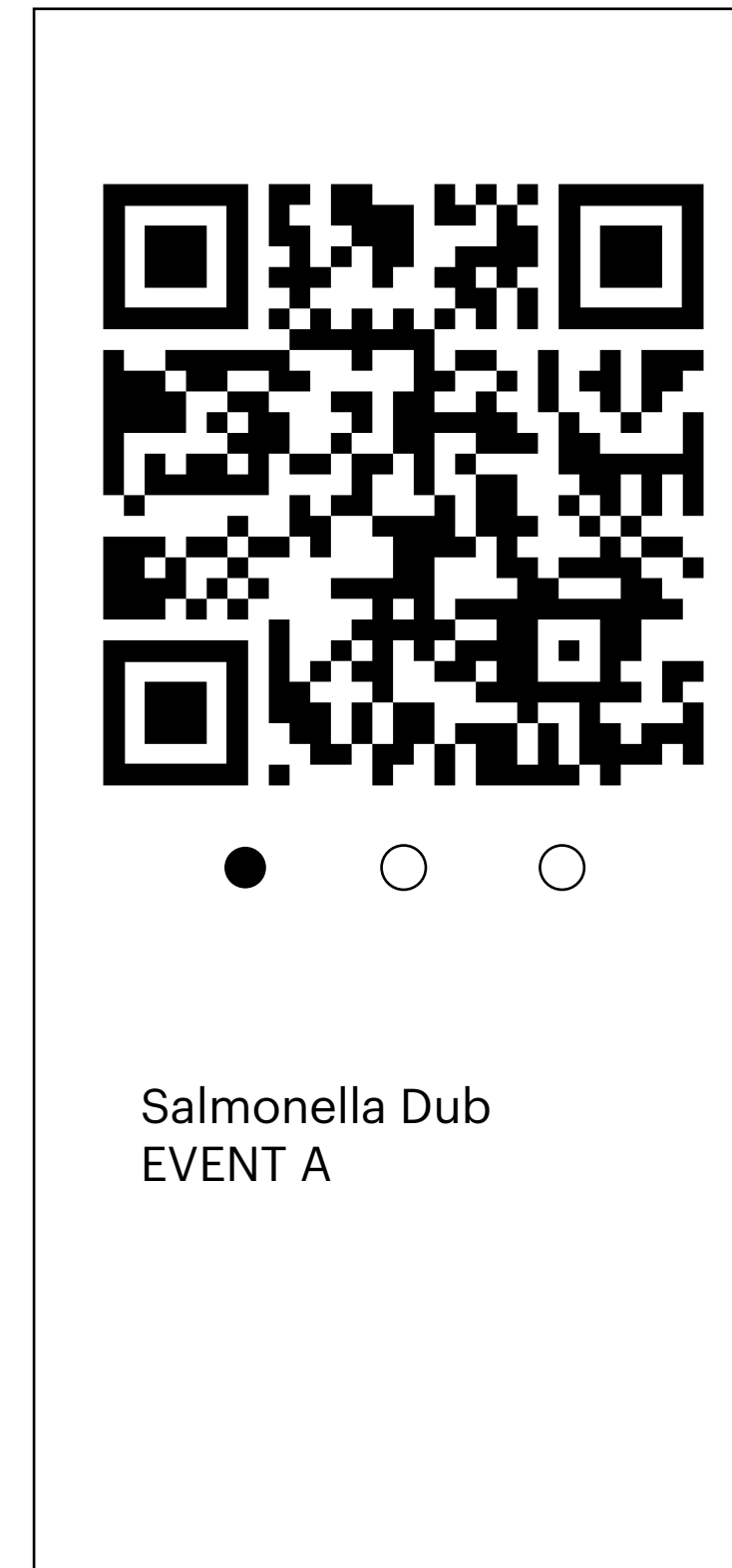
User app

After downloading the app, users are prompted to enter in their email and order numbers (or similar) to load their existing tickets to their account.

Alternatively they can scan the ticket(s) they were emailed to add that to their app.



User app



Users can view their tickets and review information like the act, location, dates etc.

Ticketing Purchase and Redemption Userflow

Tech Architecture

Every [x] period of time (tbd), the database queries the squarespace API for information on ticket purchases for events.

The application database stores it's own copy of the purchases and purchasing info, and compares the difference each time it updates.

Certain cases prompt the server to undertake certain actions;

- ticket purchases without a qr code ticket yet generated will trigger the server to generate a ticket based on the purchase information and send it to the purchaser via the email on file (this is the printable ticket email).

- refunded statuses for the purchase will trigger the server to adopt that same status for the associated ticket.

User apps can never write information to this application server, only read information.

The FOH staff app however can update the status of a ticket to "redeemed" from "unredeemed".

Additionally FOH staff can also identify if the ticket holder is the purchaser based on the information returned.

