

User Requirements Specifications

Main goal:

- ☺ The product should provide a 'Spotify wrapped'-like solution which can be shared by the Eventix Customer Success team with the organizer.

Think about:

- ☺ What data is available?
- ☺ What helpful insights can we give organisers?
- ☺ How can the CS team present the data?
- ☺ How can we process the data?
- ☺ What do we need to do to give organisers the 'wow-factor'?

A matrix is necessary before starting to code:

- ☺ what do I want to show?
- ☺ I want to communicate x, I want to communicate y.
- ☺ First plan, then code

Customer loyalty:

- ☺ The product should provide organizers some fun facts.
- ☺ The product should give users a reason to come back / keep using Eventix.
- ☺ Make every organizer think they are the top client.
- ☺ Do not make customers to feel too privileged.
- ☺ It is important to celebrate success but not too much.
- ☺ The customer success team should be able to adjust (have the control of) the visual outcomes before sending it out to organizers.

Functions:

- ☺ The product should be able to insert data (CSV) and generate visual outcomes.
- ☺ The visual outcome should be able to send out after every event, every quarter, and every year.
- ☺ The final delivery should be at least a working Hi-Fi prototype that can be executed using real data.
- ☺ The project should only focus on digital version in this phase. Different solutions / versions could be introduced at the end of the project as the recommendations.
- ☺ The product will use ASP.NET for the backend development (Need to discuss with Eventix first).

Customized / Personalized:

- ☺ The product should generate some personalized visual outcome. – “For you: show something clients do not know about and never think about.”
- ☺ The visual outcome should be able to automatically change the colour to fit organizers' brand colours.

Must-have content:

(What Eventix mentioned is a must-have, any other good ideas would be a valuable add on)

- ☺ The visual outcome should be able to show values - you sold x tickets in 1 minute / 1 month etc; event y sold out in 4 hours.
- ☺ The visual outcomes should include some engaging animation / posts to show the visitors of the whole year.
- ☺ Top 10 cities
- ☺ Top fans / the most loyalty visitors

Design style:

- ☺ The product should be in a friendly, cheerful, and helpful tone.
- ☺ The visual outcomes should be designed for phone version.
- ☺ The product does not need a 'call to action' part. It should be a good conversation starter.

Worth to be keep in mind:

- ☺ The most important thing is making it work.
- ☺ Do not afraid of trying something new, if it does not work, explain why it does not work.