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Introduction

This document the iteration of Summary Context V1.0

With the development of the project, the summary context could be updated to a more specific and group-targeted version.

First of all, the theory from 'storytelling with data' are applied into this document. In order to celebrate the success, the expression needs to be filtered and deliberated. Secondly, Different event organizers have different interests and preference of the insights. Based on the 'Target Audience Research & Scenarios' assignment, there are 4 typical different types of event organizers as Eventix's clients.

A recap of 4 event organizers:

- MEADOW
6 big peaksale worthy festivals per year (6k visitors)
- Golden Poodle Club
A venue which is open all year round, with multiple events per day
- De Zenplek
A yoga studio which organizes special course on the side (20-60 visitors, 4-12 times per year)
- The Merry Go Festival
1 big peaksale-worthy festival per year (2k visitors) and 6 smaller events in venues (800 visitors)

Link to assignment 'storytelling with data':

https://fhict.instructure.com/courses/11882/assignments/221354?module_item_id=939473

Link to assignment 'Target Audience Research & Scenarios':

https://fhict.instructure.com/courses/11882/assignments/221834?module_item_id=942477

To distinguish the new content of V2.0 from the original content of V1.0, the new content is in yellow and green text.

Summary Context Table

Event info	Ticket sale info	Visitor info	Special slides
Event summary	Total	Show up percentage	1 Truth & 2 lies
Compare	Max / min day / month / quarter	Province insight	Category
Competitors	Ticket types (speed & amount)	City insight	
Top 10 festivals	Per buyer	Country insight	
	Refund potential and actual refunds	E-mail subscription	
	Sell-out timeframe	Average visitors age	
		Visitors age occupation	
		Gender occupation	
		Attendance loyalty	

Event information

Event summary

In the event summary slide we want to showcase and summarize all events that an event organizer organized in the past year.

MEADOW:

This year you organized 6 events.

It looks like you would like to be fully prepared for each one.

Golden Poodle Club:

This year you organized 523 events.

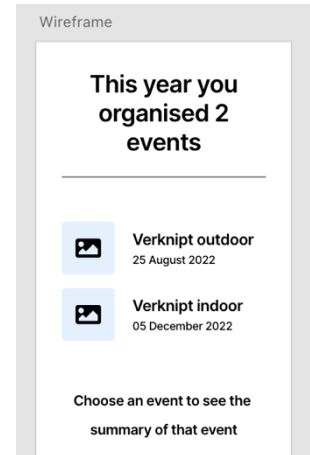
Wow, what an amazing number, hard worker!

De Zenplek:

This year you organized 10 events. 2 more than last year, well done.

The Merry Go Festival:

This year you organized 7 events. Which is the most outstanding one?



Event comparison

In the event compare slide we want to compare the “target event” with other events held before.

It is part of the event summary, not fit in yearly / quarterly / monthly summary.

MEADOW:

1. You sold 20% more tickets of this event than the previous one.
2. This event sold 1.2 times more tickets than the previous one.

The 1.2 reminds people of the ‘1’ more than 20%, it gives reader a more successful vibe.

Golden Poodle Club:

This event organizer holds hundreds of events a year, multiple events a day. The event summary for one specific event is not as interesting as yearly / quarterly / monthly summary.

De Zenplek:

You sold 30 tickets for this event, more than your average!

Do not show the specific number of the average so the event organizer will feel accomplished even it is only 1 ticket more than average.

When the ticket sale is less than last time, the average number might help with “celebrate the success”.

The Merry Go Festival:

1 peak sale festival (2k): This year you sold 20% / 1.2 times more tickets than last year.

6 venue events (800): You sold over 800 tickets for this event. It is as successful as the previous one!

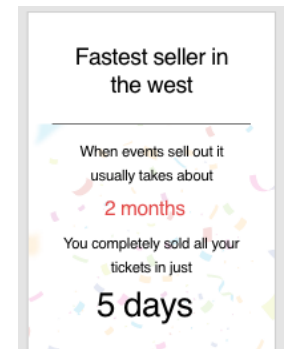
Average sale of every event does not fit this event organizer. Events should be compared with same level events.



Event competitors

In the event competitors slides we would like to compare the ticket selling situation with other event organizers in general to celebrate the success.

This slide need data out of the dataset. Could try it with other open data.



Top 10 Festivals

In the top 10 festival slides we would like to let the event organizers know in the summary that their event was in the top 10 biggest events that had taken place that year in their country.

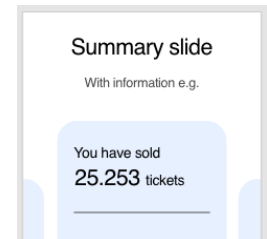
Do not have enough data to calculate.



Ticket sale information

Total sales

In the total sales slides, we would like to let the event organizers know in the summary how many tickets they have sold this event / quarter / year.



MEADOW:

This year you sold over 20,000 tickets.

If you count one ticket per second, it will take about 6 hours.

Golden Poodle Club:

This year you sold over 300,000 tickets for over 500 events. Drops make an ocean!

De Zenplek:

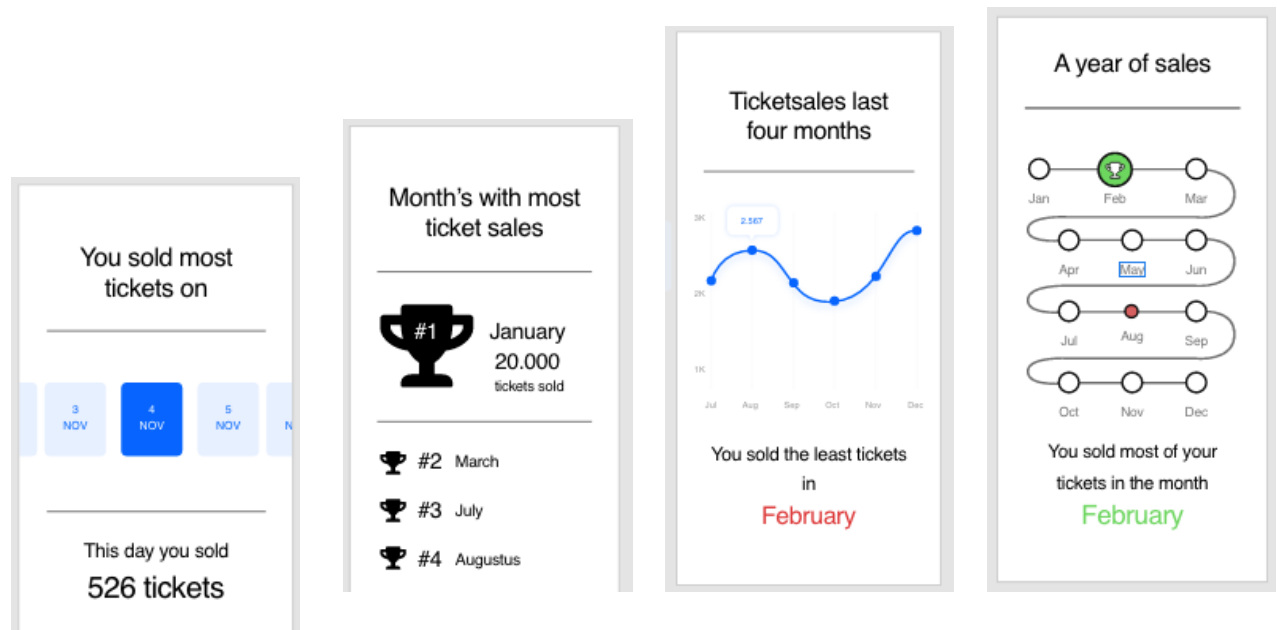
This year you sold over 300 tickets, each one representing a great memory.

The Merry Go Festival:

This year you sold about 7,000 tickets. A queue of 7,000 people will be approximately 1.8km long.

Max/min day / month / quarter

In the max/min day slides, we would like to let the event organizers know which day / month / quarter they sold most / least tickets and the amount.

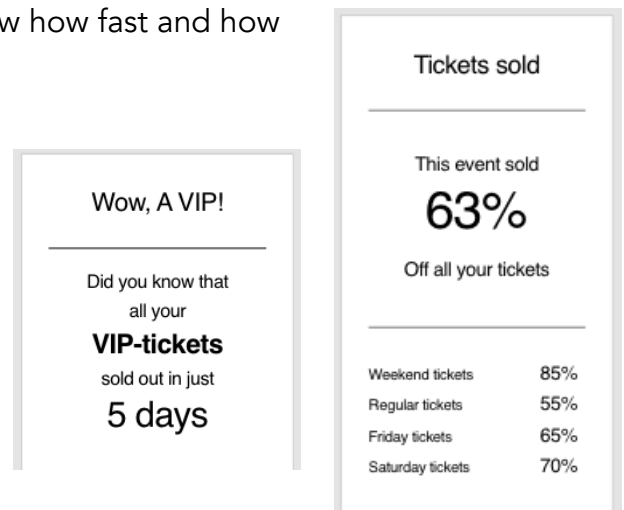


For event summary:

You sold the most tickets on the third day after the ticket release.
You sold the most tickets on the ticket release day.

Ticket types (speed & amount)

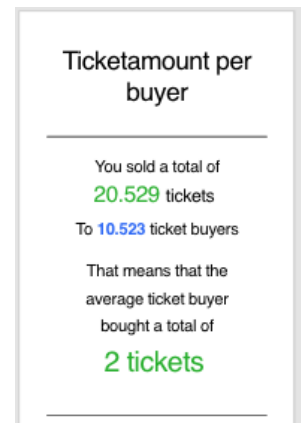
In the ticket type slides, we would like to show how fast and how many different ticket types were sold.



Per buyer

In the per buyer slides, we would like to show how many tickets per buyer get in average.

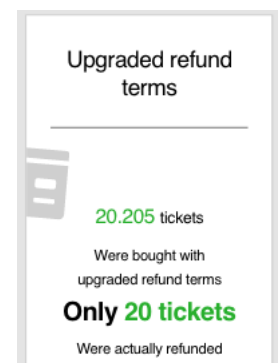
Do not have enough / suitable data to calculate.



Refund potential and actual refunds

In this slide, we would like to show how many users upgraded refund terms and how many tickets were refunded in the end.

(Need to communicate with stakeholders)



Sell-out timeframe

In the sell-out timeframe slides, we would like to show how fast is it to get all the tickets sold out.

e.g. For this event the ticket sold out within 1.5 hours!

Information needed: the total amount of tickets.

(Need to communicate with stakeholders)

Visitors information

Show up percentage

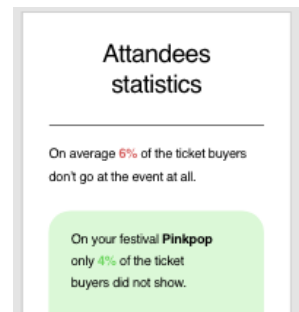
In the show up percentage slides, we would like to show the attendance percentage of ticket buyers.

Higher than x% show up:

Your visitors are serious doers, they love it!

Lower than x% show up:

They don't know that they missed, it's a pity. Maybe next time?



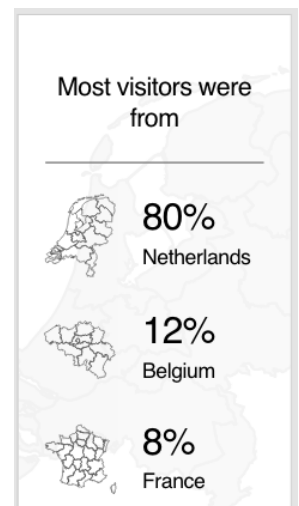
City / province / country insight

In these slides we would like to list insights in the location aspect. The scope depends on the scale of the event.

Your visitors come from all over the world, more than 60 cities, 33 provinces, and 10 countries.

Some visitors come from afar:

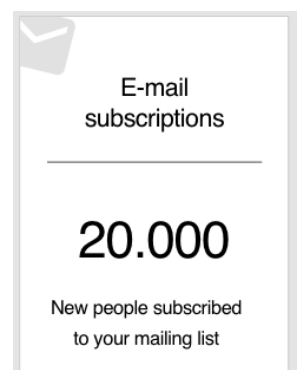
New Zealand, Chile, China, Morocco... (countries outside Europe)



Email subscription

In the email subscription slides, we would like to show the growth in the number of subscribers.

Do not have enough / suitable data to calculate.



Average visitor age

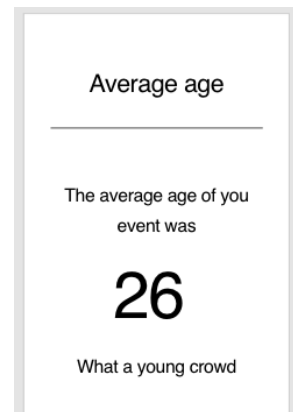
In this slide we would like to show the average age of event visitors.

The event with the youngest average age of visitors is eventA, the oldest average age is eventB.

<10 years difference: You provided great chances for people of similar age to gather.

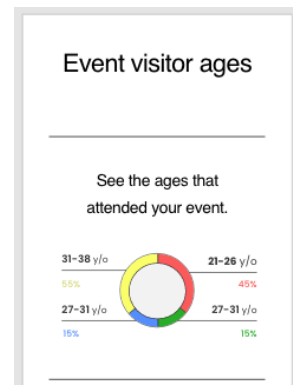
>10 years difference: You attract a variety of people!

(This event / This year) the average age of visitors was 26.



Visitor age occupation

In this slide we would like to show the age occupation of event visitors.



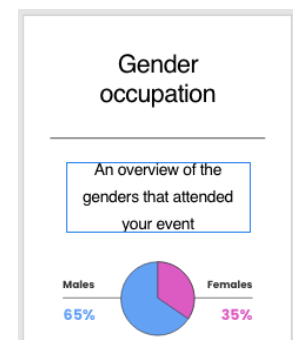
Visitor gender occupation

In this slide we would like to show the gender occupation of event visitors.

Male / female / prefer not to say/...

LGBTQ+ events: 100+ gender options

Suggestion: do not mention gender unless it is really important



Attendance loyalty

In this slide we would like to list the most loyal fans.

e.g.,

For event organizers who hold events almost every day, who visited the most?

For event organizers who hold events once or only few times a year, who didn't miss anyone?

MEADOW:

There are 382 visitors who went every event of this year. There must be something they don't want to miss.

Golden Poodle Club:

Over 100 people attended more than half of the events you organised this year, isn't it impressive?

De Zenplek:

You have 40% returning visitors, be proud of it!

The Merry Go Festival:

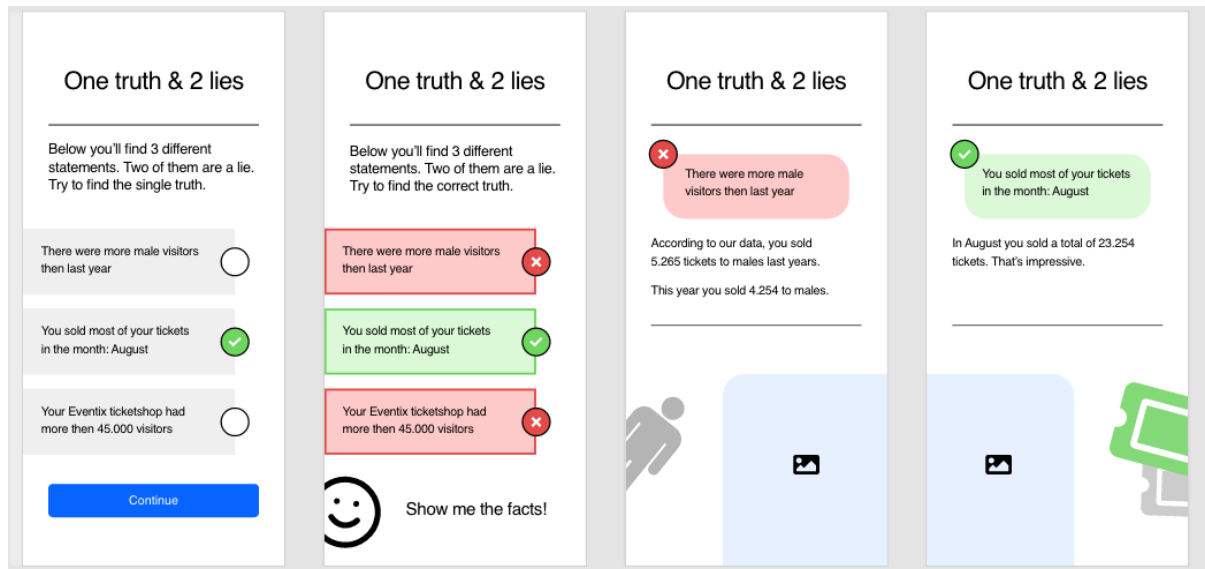
Hey there, my old friends! 5% visitors have been coming for five years in a row.

Special slides

One truth & two lies

In these slides, we would like to add some gamification into the wrapped-up summary.

2 lies selects from a certain number of previously set up statements randomly. One truth generates from the dataset.



Category

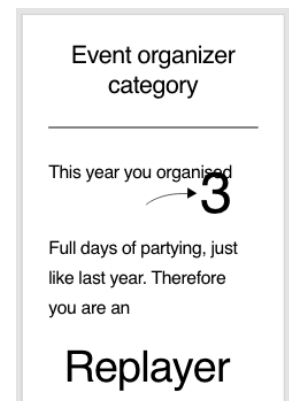
In this slide we would like to show which type the event organizer is.

e.g.,

The event organizer that holds one phenomenal event every year is a REPLAYER.

The event organizer that holds more than 365 events a year is a STICKLER.

...



Conclusion

As the iteration version, this document provided more detailed information and suggestions of the wrapped-up summary.

The expression (copywriting in the wrapped-up summary) has been adjusted based on the theory from 'Storytelling with Data', in order to meet the requirements of Eventix that this product should 'celebrate the success'. The same fact expressed in different ways can give the reader a different feeling. Therefore, this document advised not only how to use the copywriting, but also advised different copywriting in different situation. In this project, we should keep all the expression positive.

In addition, this document also combined the research result from 'Target Audience Research & Scenarios'. 4 typical different types of event organizers are all took into consideration in each slide. By analysing the different interest of different event organizers, we can better capture their attention, provide them with more meaningful information and reduce unnecessary content, thus improving the user experience.

This document could help both front-end developers and back-end developers move to the next stage smoothly and efficiently. Front-end developers will iterate the product from simple wireframe to Hi-Fi prototype and back-end developers could process the dataset based on this document.

The stakeholders and coaches could understand the content and details of the product by reading this document. They can also be aware of what they can expect from the final project.