



Tickets for sale!

“Tickets for sale!” was specified as part of the UbiCompForAll project in order to identify potential users of the technology that will be developed in the project and to generate design ideas for the services these users might compose.

Summary

Gunnar is often travelling. He has composed “Tickets for sale!” allowing him to sell concert and theatre tickets he has bought, but is not able to use.

Problem description

Individuals sometimes need to sell buy products and services that they have bought but are not able to consume. “Tickets for sale” addresses this problem allowing individuals to sell unused tickets to friends or other potentially interested people.

Main actor (s)

Gunnar (31) loves to go to the cinema, theatre and concert. But sometimes he is forced to change plans...

Activity scenario

Gunnar has bought tickets to the Bobby McFerrin’s concert in Olavshallen on Friday and to the new Peer Gynt performance at the Trondheim theatre on Saturday. He was looking forward to attend these events, but following the strike of the air traffic controllers in Scandinavia, he is stuck in Amsterdam for the week-end. He travels frequently in his work, and is often forced to change his plans. Therefore he has composed the “Tickets for sale!” to advertise easily and at low cost any unused tickets to his friends.

As he has no free internet access at the airport, he decides to access the “Tickets for sale!” service using his mobile. He creates two ticket items, one for Bobby and one for Peer Gynt, so that he can advertise the tickets separately and to different groups of friends. For each event, after providing the ticket reference and a short event description, he activates the service for notification. The “Tickets for sale!” service first identifies potential buyers. Gunnar has specified the service such that the friends’ interests, availability and location are taken into account during identification. An advertisement that includes the description provided by Gunnar is sent simultaneously to all selected friends.

Already after 5 minutes, Gunnar gets a positive response concerning the Bobby McFerrin’s concert from Grete. He decides to wait for a while though. Maybe closer friends are interested too... Indeed, after a while, he also gets a positive response from his sweet friend Gunnhild. He does not hesitate and selects the sell option in the “Tickets for sale!” service specifying Gunnhild as buyer. The ticket reference is then sent to Gunnhild allowing her to pick up the tickets at the booking office.

Peer Gynt is obviously not as popular as Bobby McFerrin, at least among Gunnar’s friends. As Gunnar does not receive any feedback before the deadline for reply to advertisement, the “Tickets for sale!” contacts the theatre booking office service for ticket return. The play is popular and Gunnar’s tickets are rapidly sold to a new customer.



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Alternative stories

- Instead of selecting the friend to which tickets are sold manually, the selection might be done automatically according to the “first come, first serve” principle.

Properties

The service created by Gunnar has much overlap with the service “Easy announce and book” created at the booking office. This shows potentials for creating reusable building blocks.

The service “Tickets for sale!” might be built incrementally. For example, Gunnar might first compose a simple service for sending advertisement about a single ticket to his friends. Then when he gets more experience in using the composition tools, he might add several tickets or support for contacting the booking office.

External evaluation

This scenario has not been evaluated yet.

Related scenarios

The advertisement scenario might be applied for advertising different kinds of products and services. We have described two other scenarios:

- “No caries – No pain”, the advertisement of dental care services
- “Easy announce and book”, the advertisement of vacant concert seats by a booking office