



Strategy for migrating from Eventbrite to an internal system

Team

- CEO:
Bonnie Lister Parsons
- Head of Marketing:
Danielle Collier
- CTO:
Jonathan Lister Parsons
- Lead Developer:
Leah Cohen
- Product Manager/UX:
Nathan Griffiths

Project

Jul 2023 - Sept 2024 (3 months)

14 Templates created

Responsive Emails

I worked on a contract basis, blending the roles of a product manager and consultant to drive an agile approach to development. Instead of using a waterfall method, which would have taken longer, we adopted agile to meet key strategy goals more quickly.

Product tasks undertaken

- Product Strategy
- Design System
- Service design
- User Testing
- Stakeholder managment
- UI design
- User Flows
- User Stories
- Content Design
- User Workshops
- Prototyping

Tools used

- Figma
- Google Forms
- Notion
- Googlesheets
- Storyblock (cms)

About the client

SOS is a franchise dance school dedicated to empowering individuals through the art of dance.

The business model is straightforward: Our headquarters' choreographers craft routines inspired by popular songs, performed by professional dancers. These routines are then taught to BOSSES (instructors), who lead in-person classes for QUEENS (students). By uniting people through dance, SOS fosters strong, supportive communities while ensuring that learning is both enjoyable and accessible.

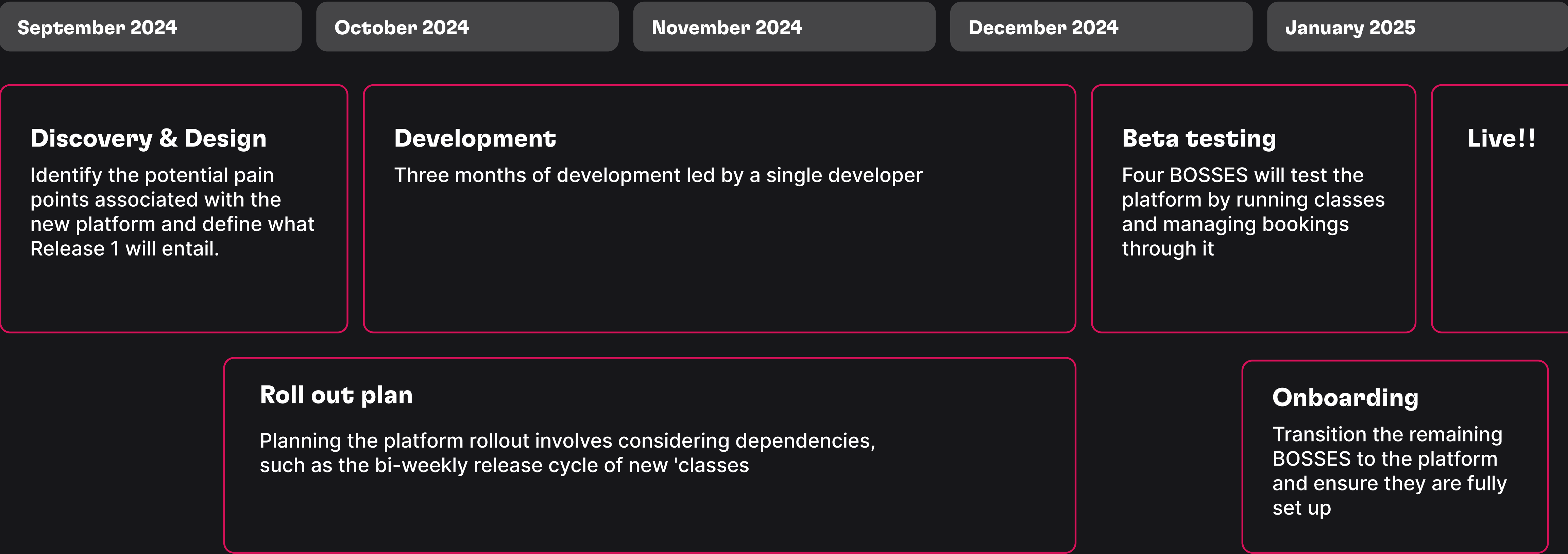
QUEENS = Students

BOSSES = Instructors

The business problem

"Develop a platform that enables our business to begin collecting booking fees, marking the first step towards achieving profitability."

Timeline



Objectives

Release by the end of January 2025!
This is crucial to begin generating platform fees and driving profitability

The platform should help reduce BOSSES churn.
A key pain point has been BOSSES churning due to excessive admin, especially on Eventbrite.

The platform should improve QUEEN retention
QUEENS complained about booking and sought 'alternative' payment methods



Success Metrics

Design and develop an MVP ready for launch by the end of January 2025

Reduce the time BOSSES spend on admin, currently averaging 1 hour for new timetable uploads

Reduce the time QUEENS spend booking a class, currently averaging 8 minutes.

User group workshops, interviews, and surveys

I led the research, conducting two user workshops and four user interviews with SOS CEO, Bonnie. After the meetings and workshops, we reviewed the data and previous research to gather the following insights:

- Understand user pain points on Eventbrite
- Analyze user behaviour and preferred booking features
- Identify dependencies such as payment methods and refund policies To follow up, we sent surveys to fill in the gaps we identified.

BOSS Pain points

Payout method issues, with money being directed to the wrong account

Unable to create events from mobile devices

Only able to view all BOSS classes and must search for your own

Difficulty replicating events

Eventbrite fees charged on refunds

QUEEN Pain points

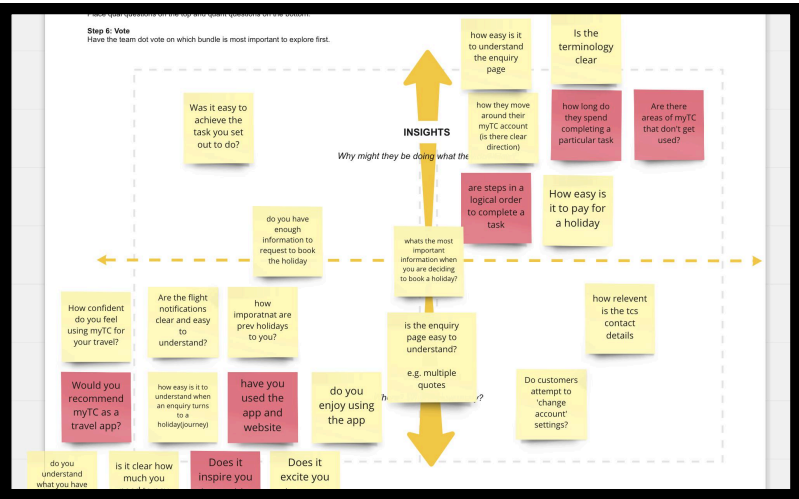
Must re-enter personal and card details with every booking

Unable to book multiple classes at once

Difficulty finding the desired class

Booking process involves too many steps

Miro questionnaire board



Survey via google forms

What do you like about Eventbrite now?

19 responses

How accessible to book

Easy to build an event / copy events and keep all the details the same

Info for classes easily copied over when making events, fairly easy to amend tickets & change them to other dates if needed. Handy to have an easily accessible list of attendees that can be accessed through the mobile app for checking last min bookings.

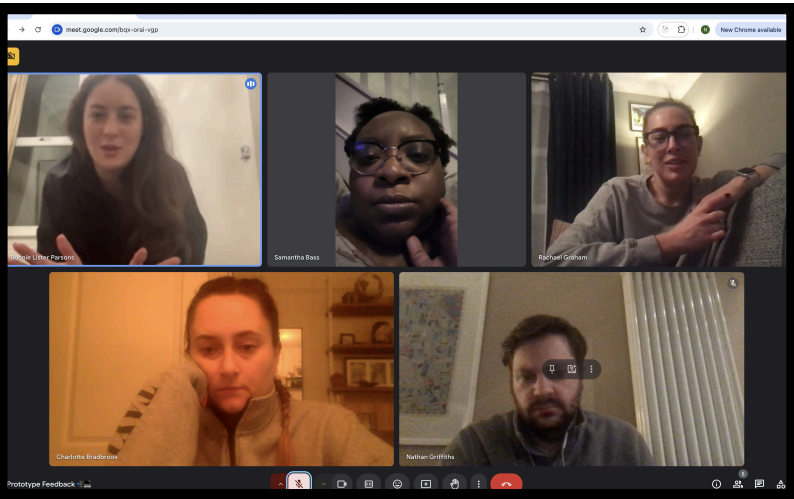
The fact it gives a clear description of what to expect from an event.

Queens can find my class through Eventbrite without ever finding my insta etc

The copy events function

Being able to copy events saves a lot of time changing the location and details about sos. I like the personal image at the top of the page of me and my queens!

Google Meets user workshop



to see who has signed up to my class so that i'm aware of whos joinning before hand

Eventbrite analysis and user story development

After using Eventbrite and understanding its capabilities, I conducted user interviews where I observed BOSSES creating and publishing events. From this research, I created user stories and prioritised them with the client and tech lead.

Key epics included:

- Class creation, editing, and cancellation
- Integration with Stripe for payment dashboard and checkout
- QUEEN Hub
- BOSSES Hub

High Priority

As a BOSS i want to

View my payments details so that I can see how much I made on my classes

High Priority

As a BOSS i want to

be able to create an event based on the current routine thats in class

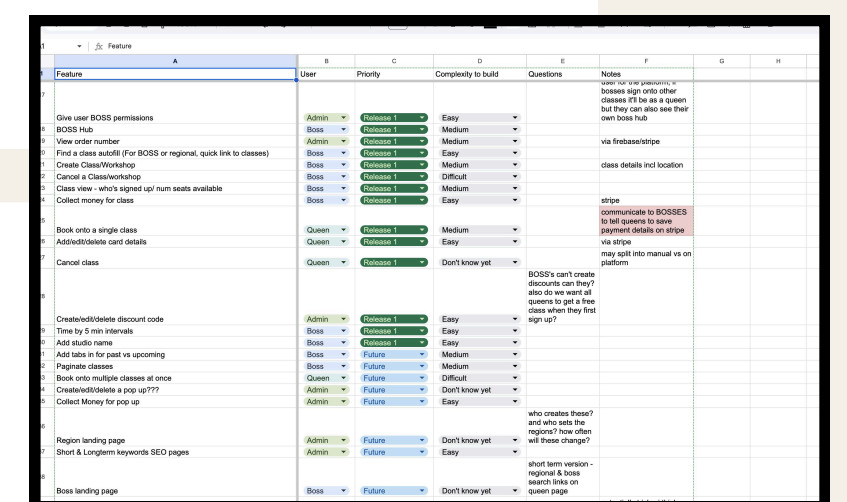
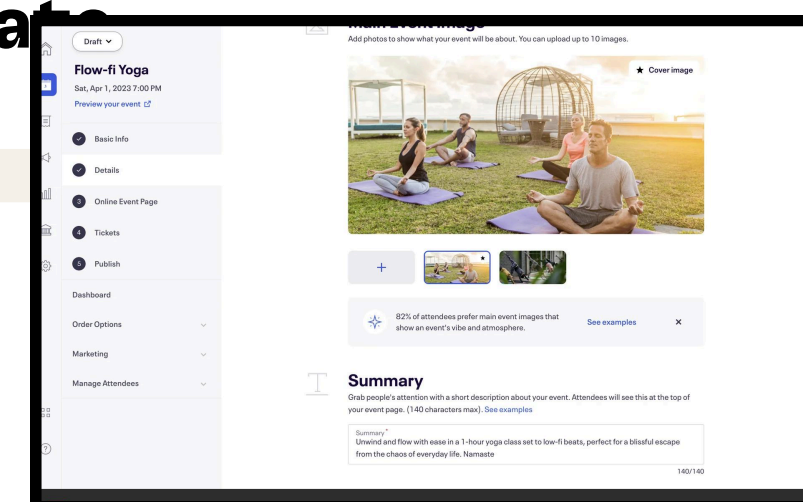
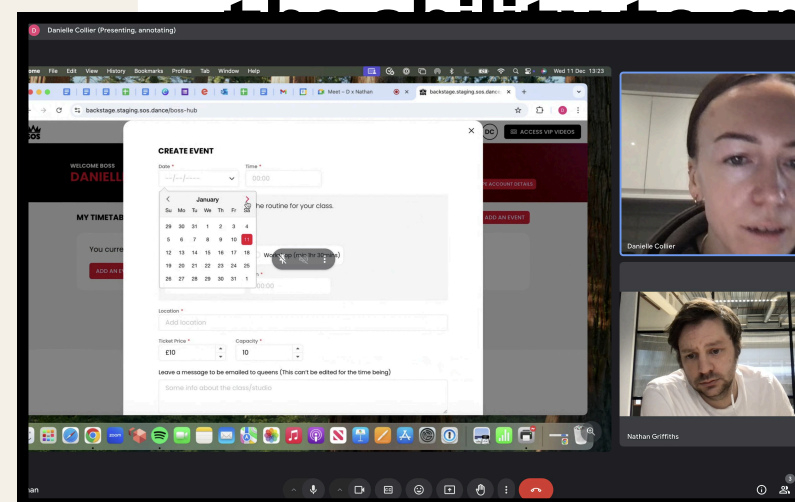
High Priority

As a Admin, I want to

Google meets for user testing

Eventbrite screen

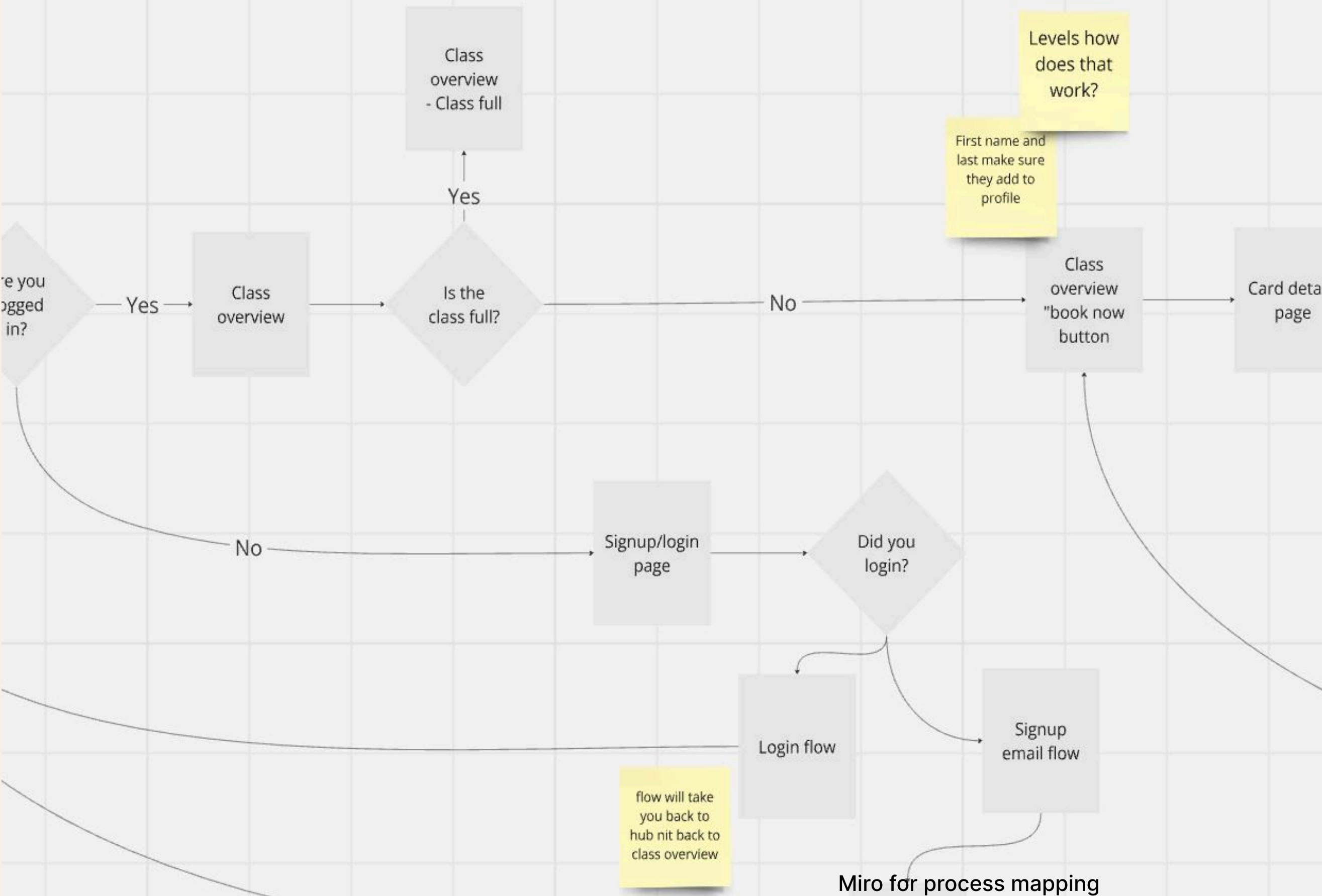
Early Roadmap in Goggle sheets



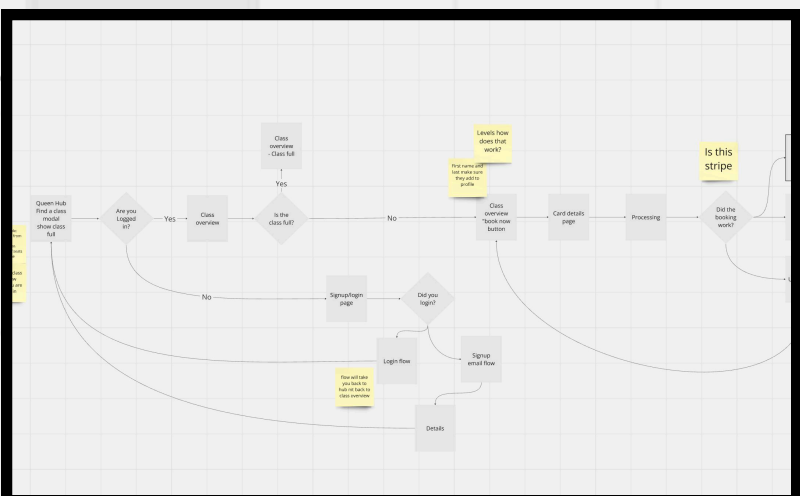
View my payments details so that I can see how much I

Service design and user flows

With the epics created, we began fleshing out the flows and service design to understand how everything would work together. Having already worked on the email campaign, we had a strong shared understanding of the customer journey. We then mapped the new desired service journey to identify all triggers and points of human interaction. A service blueprint was created, along with user flows for the epics.



Miro for process mapping



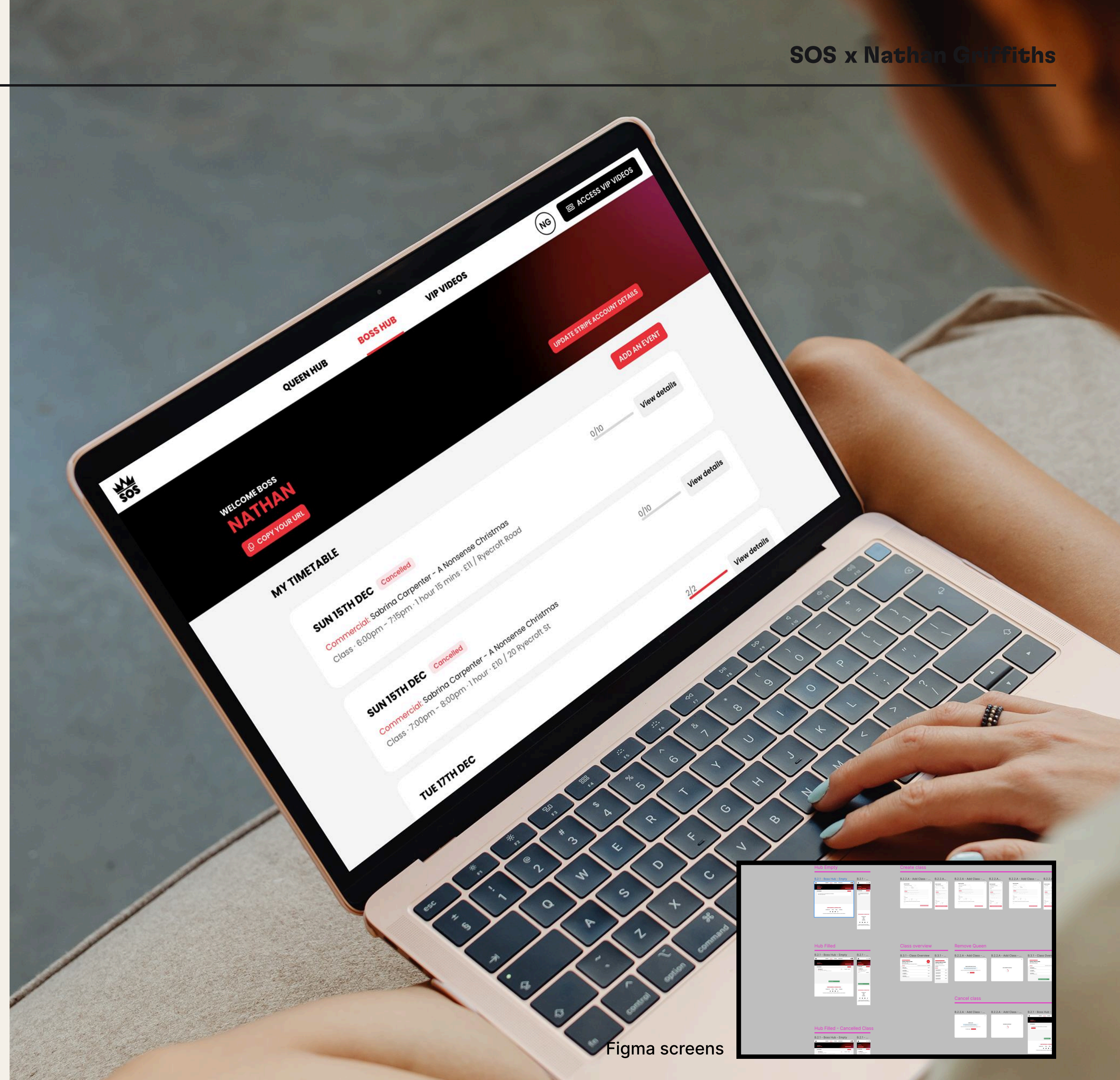
Defined problem statement

Relying on Eventbrite limits revenue, consumes franchise staff time, and slows customer bookings. An in-house system will capture booking fees, optimise event management, and enhance the customer experience.

Design

After gathering user stories, research, and a clear problem statement, I had a strong understanding of what the product should achieve and where to begin. I follow a variety of methods to ensure the best results, though not always in a linear process:

- **User Journeys:** Mapping the flow to identify possible edge cases and different state transitions.
- **Wireframes:** Created grey-box wireframes throughout the process.
- **Component States:** Defining different states helped guide both design and development decisions.
- **Prototyping:** Preparing the prototype for user testing.



Figma screens

User Testing

To evaluate our progress, we conducted two types of user testing:

- **Moderated Testing:** Worked with four BOSSES to assess how easily they could complete key tasks and gauge their understanding.
- **Remote Unmoderated Testing:** Engaged five BOSSES to independently navigate the platform, providing insights into usability and areas for improvement.

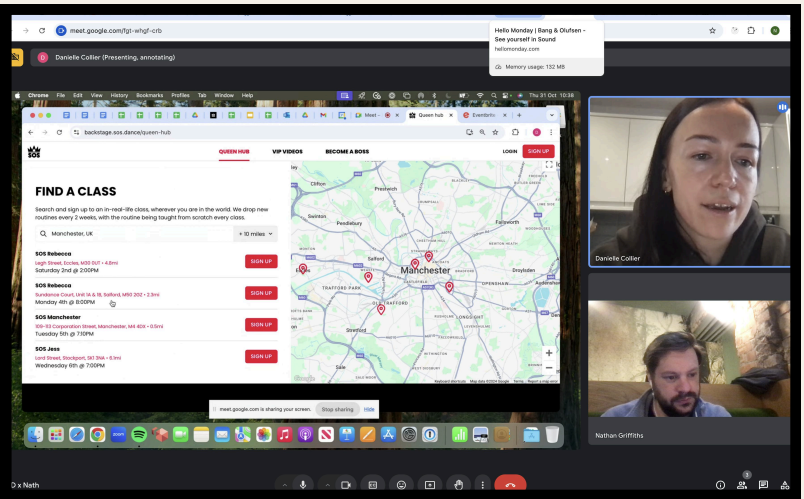
Selecting a time was some what labouries and kinda confusing

They mentioned the ability to send an email 48-24hrs before a class

Navigation was super easy

Form validation did tell them where the mistake was

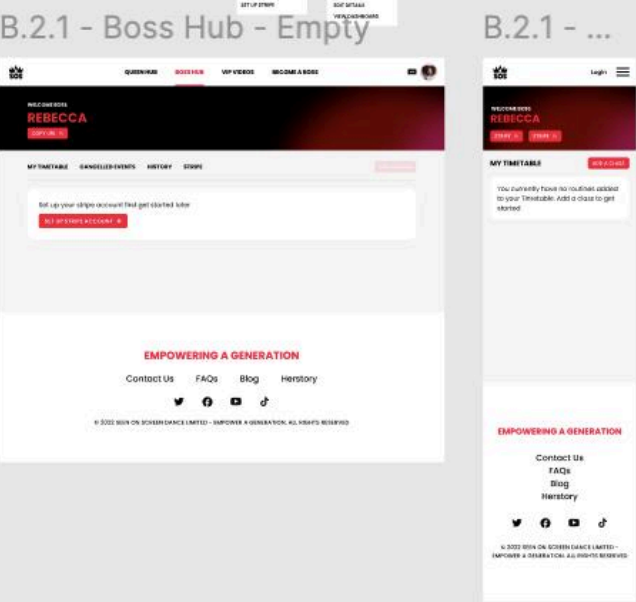
Google meets for user testing



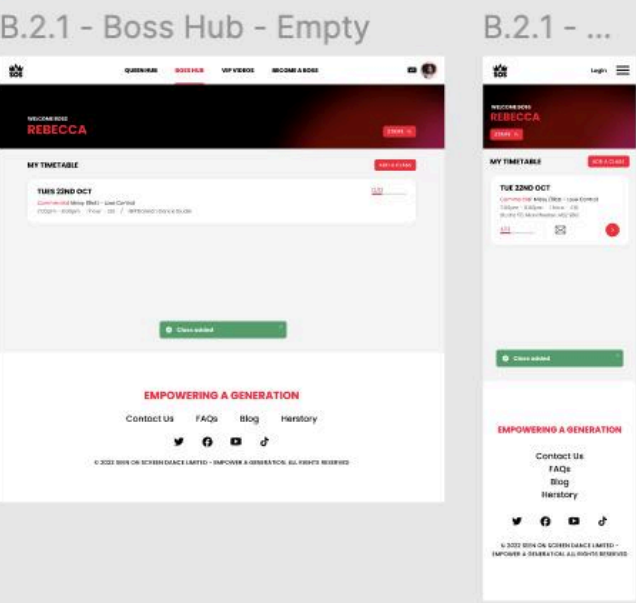
Amends

- Findings from user testing led to these key improvements:
- **Email Notifications:** Added a function allowing BOSSES to send emails to their QUEENS before class, with scheduling options of 48 hours, 24 hours, or the same day.
 - **Class Transfers:** Implemented the ability for BOSSES to seamlessly move a QUEEN from one class to another, reducing manual admin work and improving scheduling flexibility.
 - **Order Details:** Added a function to view order numbers, making it easier for BOSSES to track bookings, manage payments, and resolve any issues efficiently.

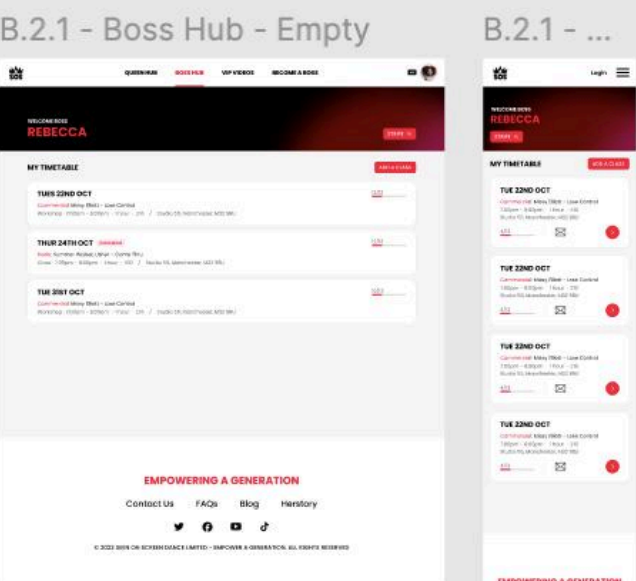
Hub Empty



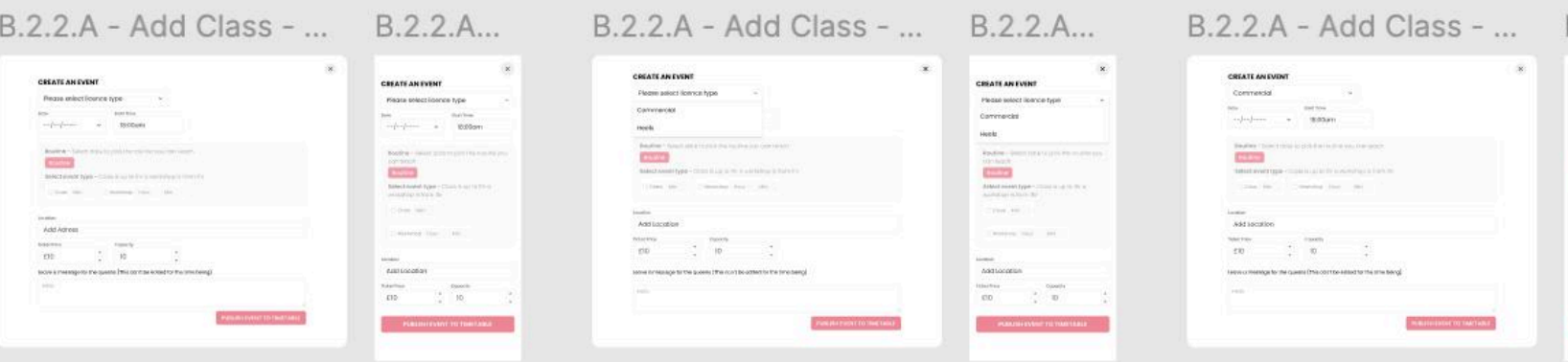
Hub Filled



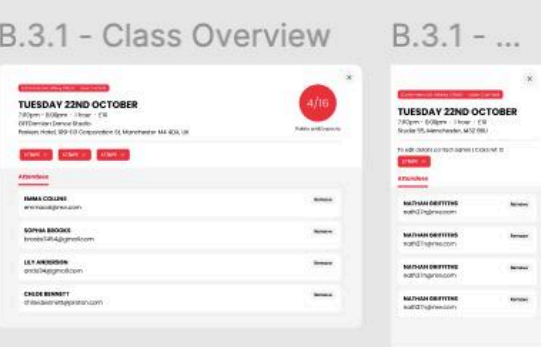
Hub Filled - Cancelled Class



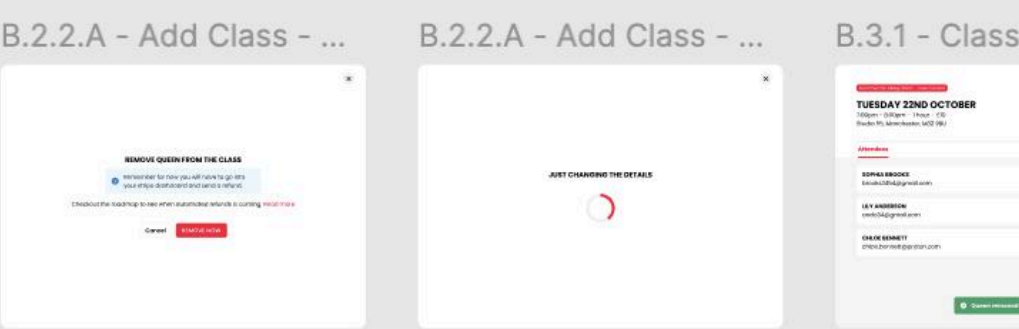
Create class



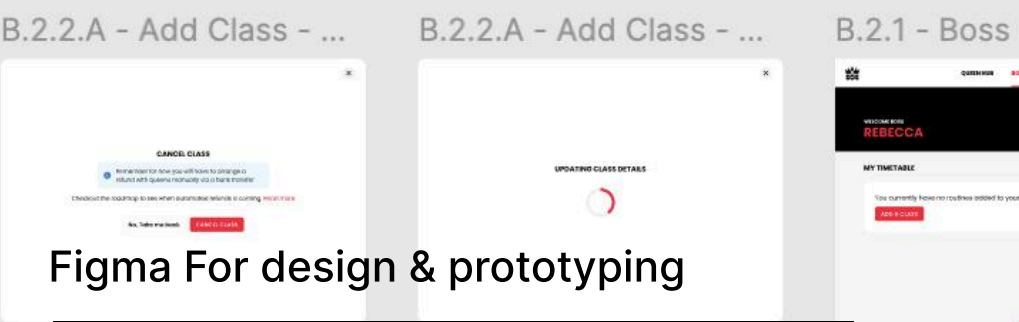
Class overview



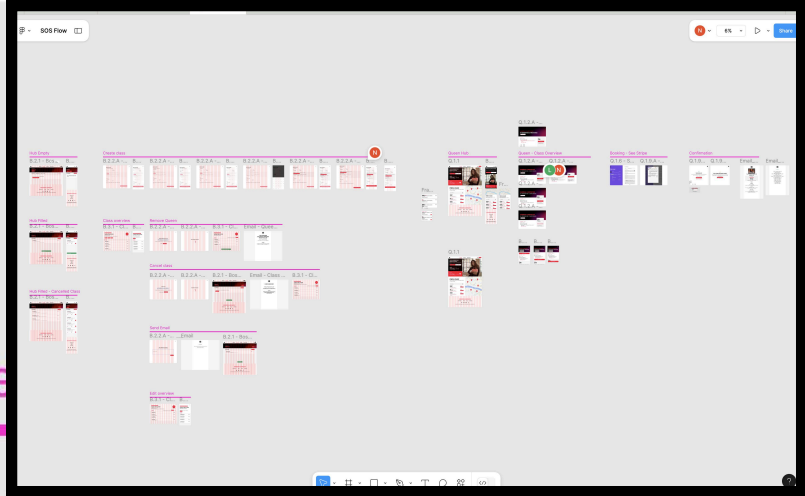
Remove Queen



Cancel class



Figma For design & prototyping

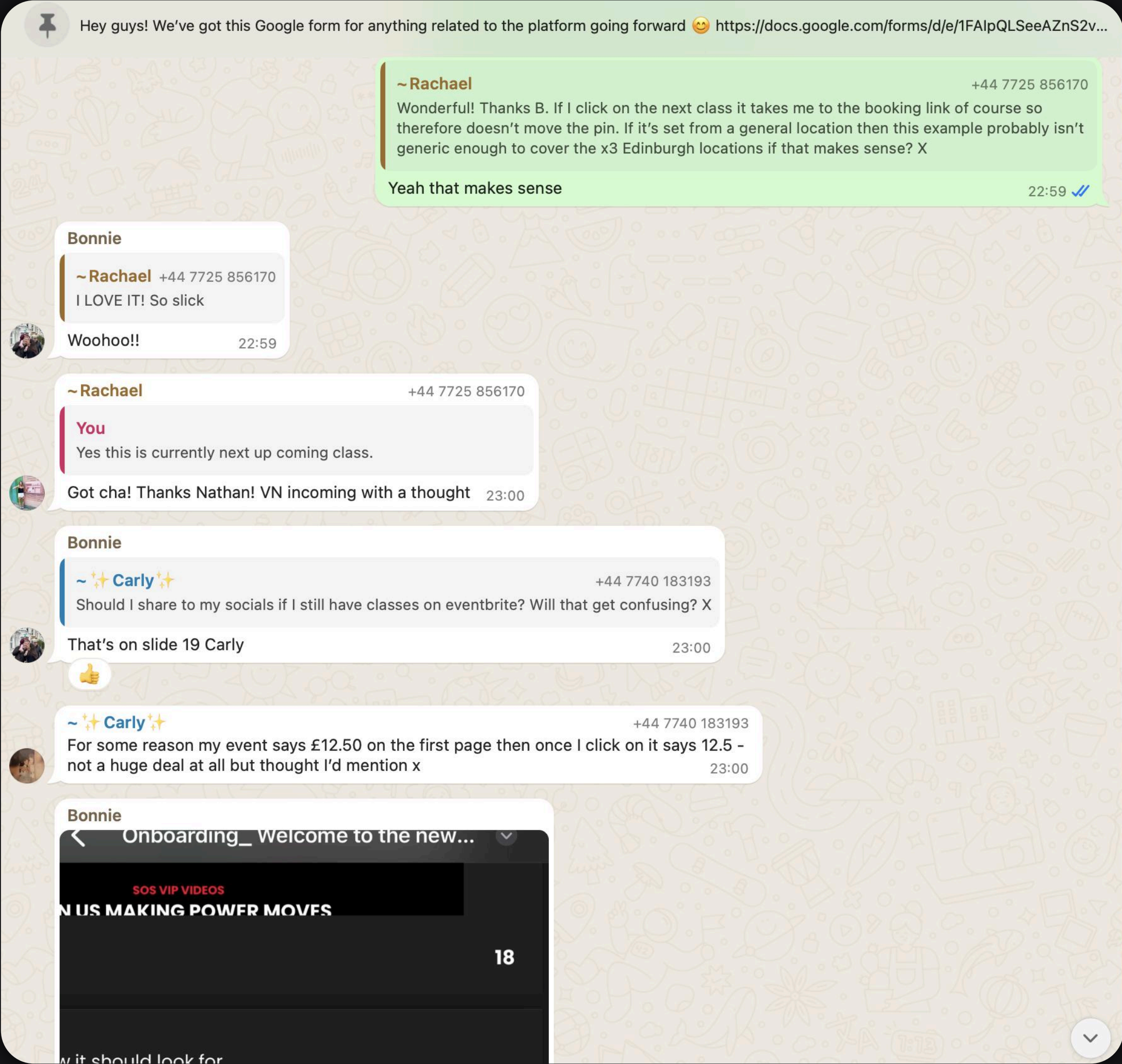


Beta Boss Feedback

We rolled out beta testing to four experienced BOSSES who could manage their QUEENS if issues arose. Fortunately, most major problems were tied to the old booking system rather than the new platform.

Key Findings:

- **UI Improvements:** Needed a filter by product type, and the time picker was clunky.
- **Refunds:** Many BOSSES preferred to move QUEENS from one class to another instead of issuing refunds, highlighting the need for a class transfer feature.
- **Waitlist:** Some classes sold out quickly, and BOSSES needed a way to add QUEENS to a waitlist—especially for loyal attendees.



Development & Project Management

Working with a team of two experienced developers—and having already structured the architecture in the previous phase—we planned this phase to take around four months. The bulk of the work fell to one developer.

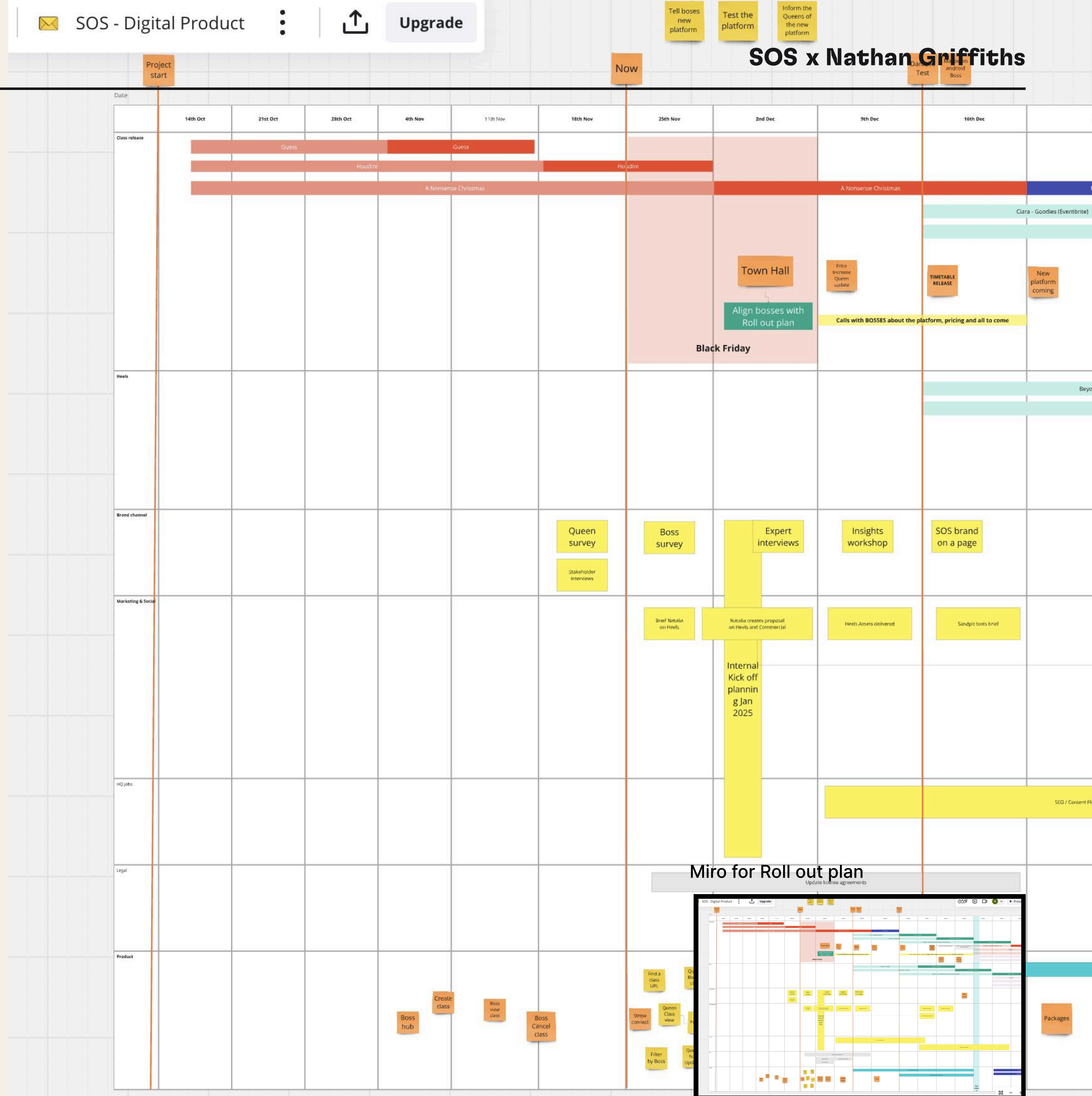
Everything ran smoothly using Notion as the ticket board, following an agile approach with an effective back-and-forth workflow. I managed stakeholders, ensuring quick resolution of business logic questions and providing design support in a lean, agile manner when needed.



Roll out Plan

Key Rollout Steps:

- **Timeline & Training:** Shared the rollout schedule and provided training for franchise staff.
- **External Communication:** Informed students and parents about the new system and its benefits.
- **Boss Engagement:** Conducted calls with BOSSES to walk them through the platform and gather their feedback before full implementation.



Success metrics met



Release with all BOSSES on the 27th Jan.



On average, a timetable with 4-20 class uploads has been reduced from 1 hour to 15 minutes.



Integrating with Stripe for payouts has reduced booking time from 8 minutes to just 1 minute, with instant clicks in some cases.

I just booked a class on the new platform, and it's much easier! I really like that everything is done through the hub, so I can view the routines and book the class at the same time.

As someone who isn't on socials anymore, having the routines there is nice, makes me feel included

It's Great! It would be fab if there was a way to add it to my calendar from the confirmation email?

It's so quick anyway. Sooooo much better

Just booked on through the new booking system - love how quick it is!!

It's amazing!!! it's so quick to upload my timetable. Well done team!!

My own dashboard! Love it! And I can get paid out whenever I like, which will really help with running the classes.