



Presented by



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Smart Phone App Proposal
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The client I chose is Paradise Rock Club, which is a live music venue in Boston. It is located on the edge of the Boston University campus. This club is one of six different clubs all presented by Citizens. The audience of Paradise Rock Club varies slightly depending on what type of band is performing. Majority of the audience is younger, as this club allows people under 21 to enter. Many of the attendees are college students at Boston University or other surrounding Universities. In addition, many people between 18-30 attend this club. The club attracts many Boston residents, but some people do come from further areas in Western, MA. Sometimes there are people from other states who travel to see certain bands, but this is not as common as the typical Bostonian client.

Strength- The club's location offers a perfect place to attract students walking around near the Boston University campus.

Weakness- This club offers no parking. There is nowhere for people who traveled to the location to park for free either. There is only extremely limited street parking which is an additional cost. This limits the audience, making it so that only people who can walk, take the train, or get a ride/Uber can attend.

Opportunity- Having an app so that locals can track what shows are coming up would likely draw in a much bigger crowd. The club doesn't do much advertising. They change the letters on their overhead sign to label that night's show, and performers usually advertise. Having a place that will say what is going on that day and shows all future booked events would be extremely helpful.

Threat- Other clubs have social media that is kept neat and cleaner looking, the content on Paradise Rock Club's Instagram account is not consistent and from a quick glance there is no way to tell who the content belongs to. More consistent branded content from other places makes their club's name better known and recognized.

My goal is to create an app proposal for Paradise Rock Club that will show all upcoming shows and offer ticket sales. This app will send out notifications keeping you up to date with shows, and letting you know when new ones have been booked. I also will make the app incentivized so users will want to continue to return to the app.

Visual Elements:

App Logo



Banner Ad



Incentive Based Promotion:

For every 5 tickets purchased through the app, you get your 6th ticket discounted by thirty percent. This will get the audience to continuously engage with the app, they will buy tickets directly from the venue app to get their discount. This will also likely incentivize someone who is debating purchasing a ticket to do so in the hopes that they get a future discount.

Push Notifications:

My first push notification would be a notification that goes out letting app users know that there is an upcoming show that day, who it is, and when.

Example:

Come see Jimmy Buffet live tonight! Doors open at 7. See the app for more details and for tickets!

My second push notification is to notify app users when a new show has been booked, and it will encourage them to purchase tickets in advance.

Example:

This just in, Cardi B is coming this fall! Buy your ticket NOW before they sell out! Click for more details and to reserve your spot.