

Enhancement Proposal for Seat Codes

Proposal

To disassociate Seat Codes from Facility Maps and associate them with individual performances.

In many ways this new behaviour would mirror the existing functionality for **Allocation Maps/Codes**:

- 1) Allocation maps can be applied to individual performances
- 2) Allocation codes are performance/seat specific (i.e. no more than one code can be applied per performance/seat – unlike hold codes)
- 3) Allocation maps are seat map specific (each allocation map has a one-to-one relationship with a seat map in the T_ACMAP Table)
- 4) Allocation maps can be maintained via Season Maintenance
- 5) Allocation maps are created in Facility Manager

Though this proposed functionality differs from Allocation Maps in a few key areas:

- 1) Seat Codes would not need to be linked to Modes of Sale (the codes should be visible to everyone)
- 2) The option to copy a Seat Map-related Code map may be needed when creating new facilities via the Copy function
- 3) There is no need to rank individual Seat Codes – I cannot envision any instance where this would be useful.

Detail - UI

Certain changes would need to be made to both tables and screens – I'm not going into detail on the table structure, but have provided a number of amended screen shots to show how the UI will work. I will also reference existing tables where appropriate.

Season Maintenance

As the **Image 1** shows, there will be an additional tab on this screen which will become active the moment the filtered performance list contains performances that share the same seat map. I don't envision applying Seat Types to Packages (they are necessarily performance-specific) and so if any of the Package-related radio buttons are selected the Seat Types tab would become greyed out and could not be selected.



- Search
- Hold Codes
- Allocation Codes
- Modes of Sale
- Pricing
- Pkg Price Types
- Price Zones
- Product Data
- Offers
- Keywords
- Seat Types**

Search For

- Performances
- Packages (any perf)
- Packages (all perfs)
- Packages

- Match Interests
- Show All
- Cumulative
- On Sale

Clear Search

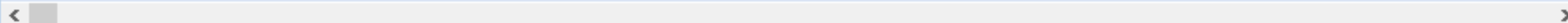
Criteria

Season: B2014 Ticketing **Date Range:** 00/00/0000 to 00/00/0000 **Composer:** (all)
Title: Tristan und Isolde **Day of the Week:** (all) **Language:** (all)
Package: (all) **Time Slot:** (all) **Artist:** (all)
Pkg Type: (all) **Facility:** (all) **Keyword:** (all)
Text:

Pkg Code	Perf Code	Performance Date	Description	Gross Avail. <input type="checkbox"/>	Avail. by Const	Weight	Relevance Rank
	TRIE051214	Fri 05/12/2014 5:00 PM	Tristan und Isolde				
	TRIE081214	Mon 08/12/2014 5:00 PM	Tristan und Isolde				
	TRIE111214	Thu 11/12/2014 5:00 PM	Tristan und Isolde				
	TRIE171214	Wed 17/12/2014 5:00 PM	Tristan und Isolde				
	TRIM141214	Sun 14/12/2014 3:00 PM	Tristan und Isolde				
	TRIM211214	Sun 21/12/2014 3:00 PM	Tristan und Isolde				

Count: 6

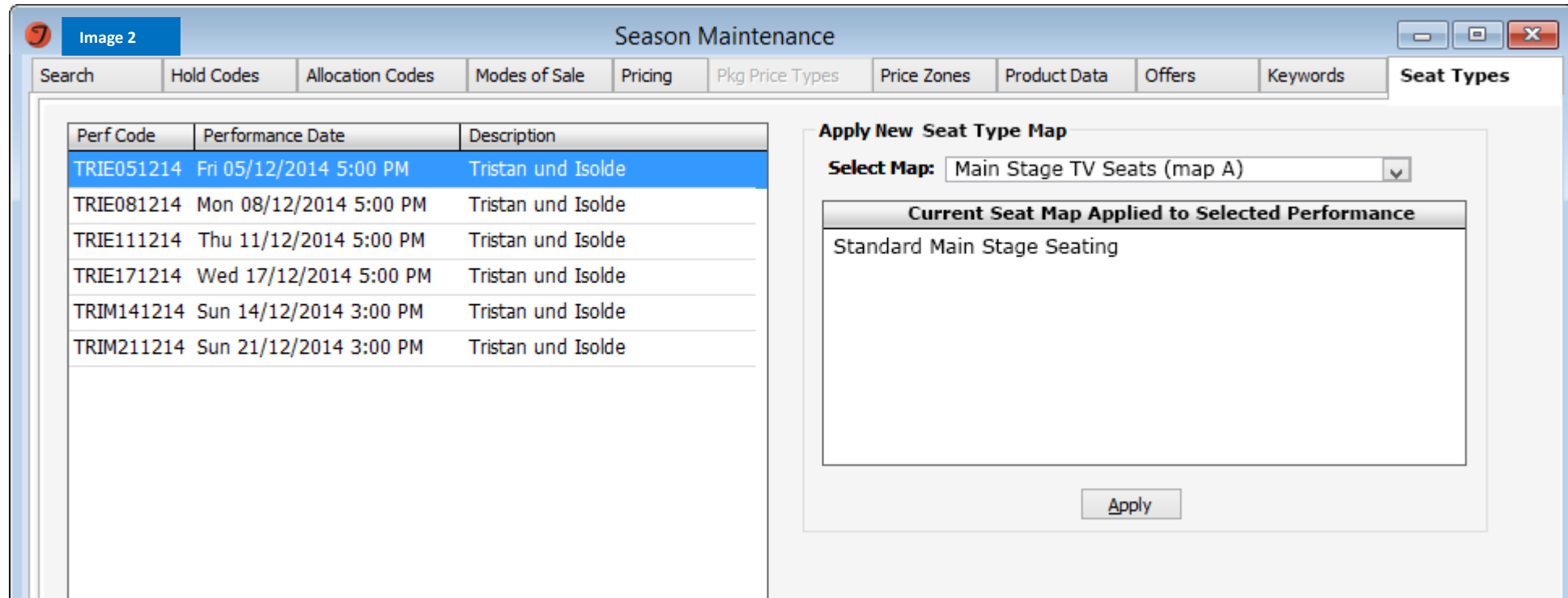
Remove from List



On the Season Maintenance Seat Types screen (**Image 2**) the layout is reminiscent of the Allocation Codes screen; the left hand window shows the performances currently selected and there's a selection drop-down and Apply button.

The main difference is the absence of ranking and addition of functionality that enables users to select a single performance in the left-hand window and see the currently-associated Seat Code map in the window on the right.

I envision a user selecting a new Seat Type/Code Map from the drop-down, hitting the Apply button and that map being applied to all performances in the left-hand window – overwriting any Seat Type/Code Map that might have already been applied.



Facility Manager

As the **Image 3** shows an additional tab has been added to this screen, called Seat Type Maps. Again, it is specific to the seat map and therefore a different set of Seat Type Maps will display in the Seat Type Maps window dependent upon the Facility selected in the left-hand tree view.

Individual Seat Type Maps can be maintained/edited by selecting the Map Painter tab on the right. Any changes made to the map would not be reflected against any performances that have previously had the edited map applied (in order to update these performances, an amended or new SP would have to be created, similar to UP_UPDATE_ZONE_NO).

Tables

A cursory glance at the existing tables would suggest an additional column in the TX_PERF_SEAT table to accommodate a Seat Map ID Number. There would also need to be a new table (a version of T_ACMAP) that contains the ID of the Seat code Map, its description and related Seat Map ID and another table (a version of TX_AC_SEAT) that contains a column for the Seat Code Map ID, a column for the ID of the individual Seat Code (from the TR_SEAT_CODE Table) and a column for the Seat No.

I imagine there will be a few others to boot, but I leave this to your good selves.

Business Case

Recognising that the Royal Opera House has some unique requirements, stemming from the particular nature of our early Victorian auditorium, I can still envision this new functionality being of use to a myriad of other organisations.

The ability to message specific seat type changes to Box office users has to be useful. Many new productions pose challenges to those with static auditorium seating. Being able to provide seating info for a production where the view of the action may be compromised from certain areas of the auditorium (and conversely where the view is better) not only ensures that customers are given up-to-date accurate information on their seat purchases, but may influence customers to purchase more expensive seats to get a better view.

Many organisations film their productions, to generate revenue from cinema or DVD/Blu-Ray sales, or reach a wider audience for their work. Filming often causes a great deal of disruption (the placement of cameras, camera operators moving in the audiences view during the performance). Seats affected by camera positions may not be common across productions or even performances. There is currently no way of messaging this seat-specific information to operators, or to online customers. The Royal Opera House has been reduced to removing these seats from sale and selling them only via the telephone or box office – reticence on the operators' part to break the hold codes applied to these seats has often resulted in many seats remaining un-sold.

The commitment to provide new works and new productions of old works stretches many an organisation's budget and often the answer lies in collaboration with other organisations. This may reduce production costs, but as no two auditoria are alike, compromises are a necessary part of the process. There may be some unpleasant surprises in store when the new production finally finds its way onto the stage – tickets might have already been sold when it is discovered that a large percentage of the audience will miss a crucial section of the production due to some element of the set or direction. Being able to quickly apply a seat code to the affected seats would seem to be essential. Tessitura has provided excellent new functionality in version 12 to allow operators to quickly reduce prices, but not to add seating information.

Instances of unsold restricted seats, having to refund a percentage of the ticket price to customers who maintain that the seat descriptions are inadequate, removing seats from sale when production choices affect the audience's view could all be eliminated with the adoption of this proposal.