Google Maps for Work

Tixsee's immersive ticket-buying website for the Dallas Mavericks, built using Google Maps APIs

tixsee

At a Glance

What they wanted to do

- Build an immersive ticket-buying shopping experience for the Dallas Mavericks
- Extend the fan experience beyond the game, including to find parking and directions

What they did

- Used Google Street View to build a Web application to let fans take virtual tours of the Mavericks' American Airlines Center arena
- Give fans the ability to see panoramics views from seats while researching and purchasing tickets
- Built a content management system that enables teams to create and deploy special offers to drum up excitement and increase ticket sales conversion

What they accomplished

- Thirty-four percent of people who take virtual tours of the arena end up initiating a ticket-buying session
- The Indoor Street View tour and its precise views of seat location leads to high ticket-purchase conversion rates
- Average time a visitor spends on the site is six minutes and eighteen seconds, with more than 10 page views

Background

Tixsee, a fan-experience technology company based in Dallas, Texas, builds technologies to inspire participation in live events, including sports, music and theatre. The company's mission is to push the boundaries of the experience of buying tickets and attending live events.

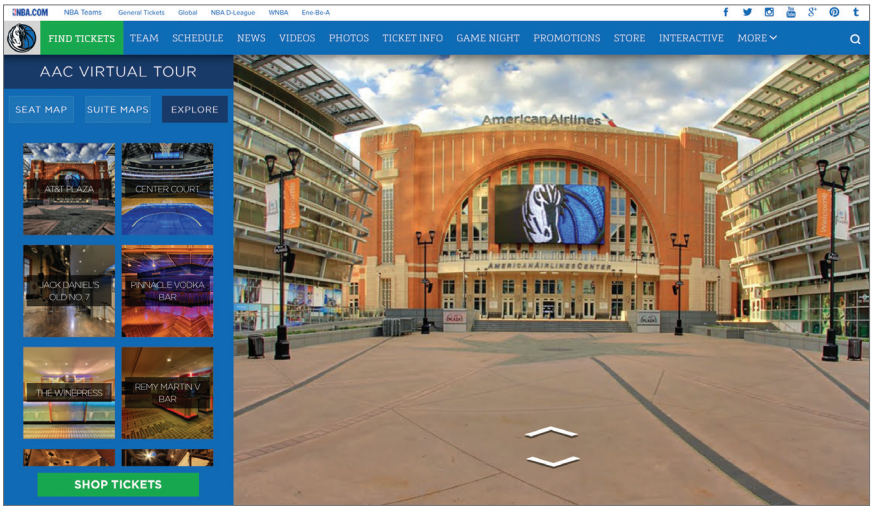
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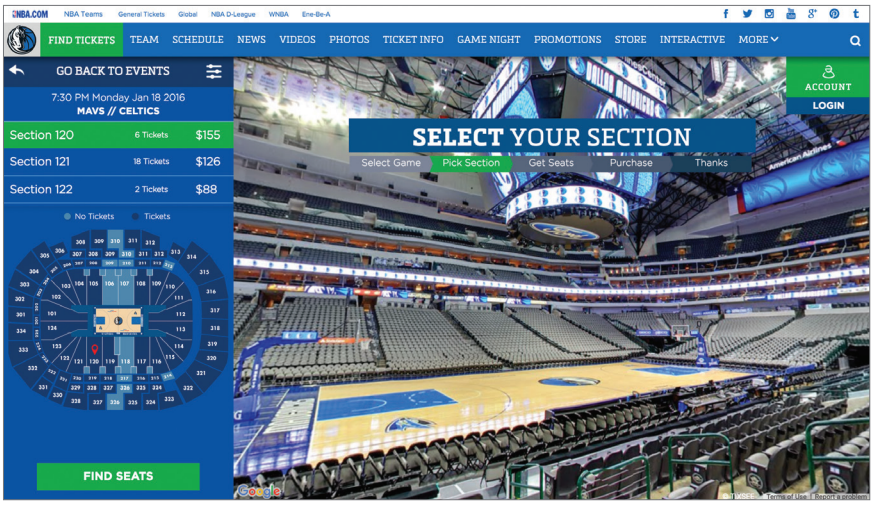
Tixsee acquired its early customer, the Dallas Mavericks, to deploy an immersive ticket-purchasing platform for its games at the American Airlines Center arena. The Mavericks wanted a shopping experience that gives fans online tours of the arena, including not just the playing and seating area, but also other locations such as the Mavericks' store, where they can purchase team gear.

"When you go to a basketball game, you want to make sure you get great seats, secure an awesome view of the court and know your way around the arena," says Brett Dowling, founder and president of Tixsee. "We wanted to make sure that Mavericks fans got that experience by visiting a Web application deployed on the Mavs site that lets people see the view from their seats before buying."

Tixsee also wanted the application to help people find directions to the arena and to nearby parking facilities.

"We knew from the outset that Google Maps and **Google Maps APIs** would be the ideal platform for us," Dowling says. "We planned from the beginning to use the **Google Maps Street View Service** as the center of our platform. Users are familiar with Street View and its native controls, and that was important for ease of use. We also wanted to make sure that the mapping platform had the reliability and support that the Mavericks wanted. Google Maps offers a lot of support for its APIs, and there's a large community of developers who can help as well. Google does maps best. Choosing it was an obvious choice."





Tixsee worked with Google for Work Premier Partner **SADA Systems** to license the Google Maps APIs.

Solution

Using the Google Maps Street View service in the **Google Maps Javascript API,** Tixsee built a **website** that allows fans to take a tour of the arena, stroll the aisles to see the 360° panoramic view of the court from any seat, and then buy a ticket. Fans can also tour the Mavericks' store and buy team gear.

To build the immersive experience, Tixsee worked with **Business Photos America,** a **Google Maps Business View Trusted Agency,** to take more than 12,400 images of the arena. Tixsee then used those images to create more than 1,000 high-definition panoramas that recreate the arena in 3D. Tixsee also plans to use the **Google Maps Directions API** to help fans get directions to one of eight parking lots near the arena, and then navigate to their seats.

Fans bring their smartphones to the arena, so Tixsee is developing iOS and Android apps that let people have a similar experience on their smartphones and tablets to visiting the website. The Android app uses the **Google Maps Android API** and is further along in development than the iOS App, which uses the **Google Maps SDK for iOS.** Both apps will use the same Street View panoramas as the website. Tixsee is also working to have the Android app provide a true VR experience with **Google Cardboard.**

For the Mavericks, just as important as the apps' active interface is the content management system (CMS) Tixsee built that lets the team do things like create special offers to increase ticket sales. Tixsee used the **Google Maps Embed API** to embed the Street View imagery inside the CMS. Backend users orient the panoramas and preview campaigns before deploying to the live project. For a social media campaign, they hid a photograph of an autographed team ball in the virtual arena. The first person to find the ball online was able to keep it. As a result, the average number of page visits increased to 11.5 and the time spent per visit was over 11 minutes.

Benefits

With the Tixsee platform, the Mavericks have made it easier for fans to buy tickets, strengthened the relationship between the fans and the team, and implemented a platform that allows them to easily launch social media promotions and other ways to increase interest in the team.

Since the application launched, it has experienced no downtime, and Dowling points to the 99.9 percent service-level agreement from Google as a guarantee against mapping blackouts. He adds that Google Maps is extremely scalable, and can handle a tremendous amount of traffic.

About Google Maps for Work

Google Maps APIs for Work makes it easy for companies to include fully interactive Google Maps on their public and internal websites. The Maps API helps your customers and employees make the right business and purchasing decisions by visualising important information on a familiar map.

For more information, visit
www.google.com/work/mapsearth/

Finding seats and buying tickets can be confusing if not handled by a site correctly, and Dowling lauds the familiar Street View controls as making the experience as simple as possible.

“Consumers’ familiarity with Street View’s native controls helped us get over the barrier of user adoption – people know right away how to find and select seats,” he says.

Dowling points to a variety of statistics that show how engaged site visitors are, and how likely they are to buy tickets. On average, fans spend more than six minutes on every visit to the site, and visit more than 10 pages. Approximately 34 percent of people who use the Street View tour end up initiating ticket-shopping.

“There’s a lot of buzz around improving the fan experience at sporting events, and Google Maps APIs have helped us do that,” Dowling says. “We’re building a simple and transparent way for fans to find tickets at reasonable prices, and making the ticket buying process a part of the entertainment experience.”

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