

# BULLSEYE EVENTS GROUP MVP

Bullseye Event Group is a company that initially sold only tailgates for events across the United States. They approached us to develop an MVP to sell tickets for Super BOWL in about two months, after the launch of which they will determine whether it is worthwhile to also sell event tickets alongside their primary product.

The client came to us with a list of ideas they wanted to see implemented in their MVP, specifically:

- Integration with a global ticket sales API
- Integration with a global event mapping API
- To provide a per-seat view for each stadium section, comparable to the leading players in the market
- To implement a custom checkout flow tailored to their requirements, allowing potential buyers to make payments via credit card, PayPal, Google Pay, and Apple Pay


## Technologies:

**Frontend** - react.js, typescript, next.js, 3D render, braintree, google pay, paypal, apple pay

**Backend** - No backend needed on our side, just some endpoints implemented on next.js server side

**Infrastructure** - Docker, CI/CD, Bunny CDN

**Analytics:** Google Tag Manager, Klaviyo

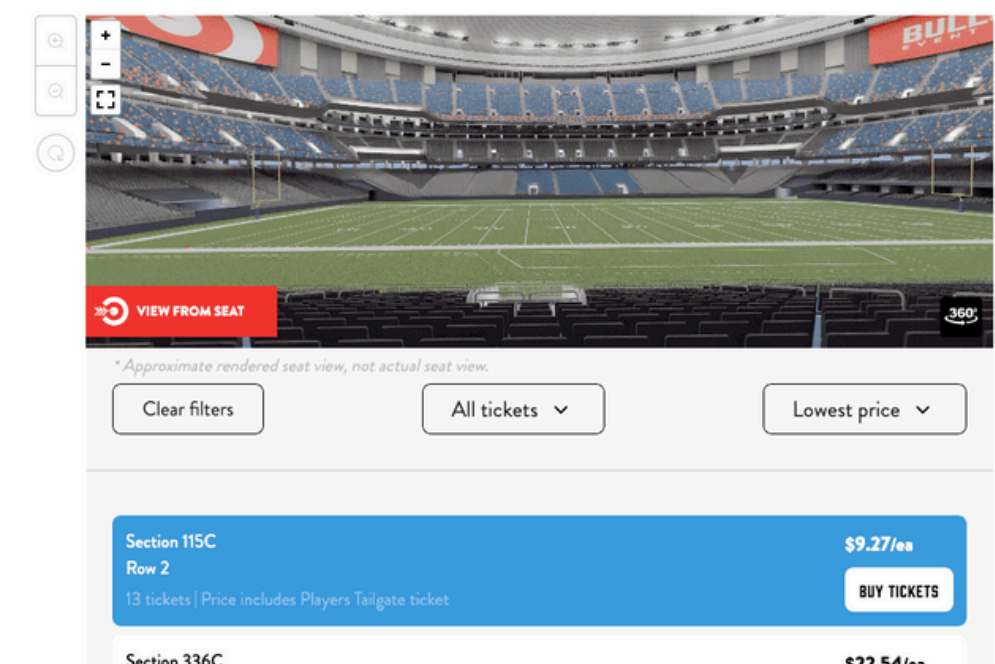


**DON'T BE FOOLED**  
**COMPARE OUR PRICING AT CHECKOUT. WE'RE BETTER.**

**FREE VIP TAILGATE WITH SUPER BOWL TICKET PURCHASE**  
**\$1,000 PER TICKET VALUE**

The Players Tailgate is rated the #1 event to attend year after year on Super Bowl Sunday!  
Get a Players Tailgate ticket on us when you purchase a Super Bowl ticket from Bullseye.

[MORE INFO](#)



# FIRST STEPS

The client provided a detailed list of requirements and initially wanted to integrate with Seatics, as it supposedly offered ticket listings, stadium layouts, and seat views for major events.

However, after testing, we found Seatics outdated and lacking seat views for most sections, making further development with them impossible.

We then researched alternatives and considered MapBox, but it required custom stadium designs, which wasn't feasible. Ultimately, we chose TicketEvolution, which offered ticket listings, SVG stadium configurations, and payment system integration. Providing us with a launch that is sufficiently fast to enable us to successfully sell tickets for the Super Bowl.

The only issue was the lack of seat-by-seat views, so we decided to develop that feature ourselves.

## SO, LET'S REVIEW WHAT WE HAVE ACCOMPLISHED:

- Implemented the page according to the design.
- Integrated the TicketEvolution API.
- Found a way to obtain the stadium configuration as both SVG and separate JSON files, as the client wanted a custom map highlight logic. Specifically, when a user selects a section, all sections within that category are highlighted accordingly. (Note: Two days before launch, TicketEvolution removed the categories from the Super BOWL configuration.)
- Developed a custom interaction between the stadium configuration, ticket list, and shopping cart as requested by the client.
- Contacted a graphic designer acquaintance who created approximately 100 panoramic images for the Super BOWL event.
- Designed and implemented logic so that the seat views we created work seamlessly with the sections or tickets selected by the user.

### New England Patriots at New Orleans Saints TICKETS

Sun, Oct 12 2025 • 3:25pm | Caesars Superdome, New Orleans, LA

OFFICIAL PARTNERSHIPS

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The Players Tailgate is rated the #1 event to attend year after year on Super Bowl Sunday! Get a Players Tailgate ticket on us when you purchase a Super Bowl ticket from Bullseye.

[MORE INFO](#)

Section	Row	Price	Buttons
Section 145	Row 21	\$329.43/ea	BUY TICKETS
2 tickets   Price includes Players Tailgate ticket			
Section 145	Row 31	\$241.00/ea	BUY TICKETS
2 tickets   Price includes Players Tailgate ticket			
Section 145	Row 30	\$242.00/ea	BUY TICKETS
3 tickets   Price includes Players Tailgate ticket			
Section 145	Row 34	\$247.72/ea	BUY TICKETS
4 tickets   Price includes Players Tailgate ticket			
Section 145	Row 15	\$258.00/ea	BUY TICKETS
3 tickets   Price includes Players Tailgate ticket			
Section 145	Row 32	\$259.81/ea	BUY TICKETS
4 tickets   Price includes Players Tailgate ticket			
Section 145	Row 35	\$274.00/ea	BUY TICKETS

### GET MORE | PAY LESS

All Super Bowl tickets come with free Players Tailgate ticket—A \$1000 savings per ticket.

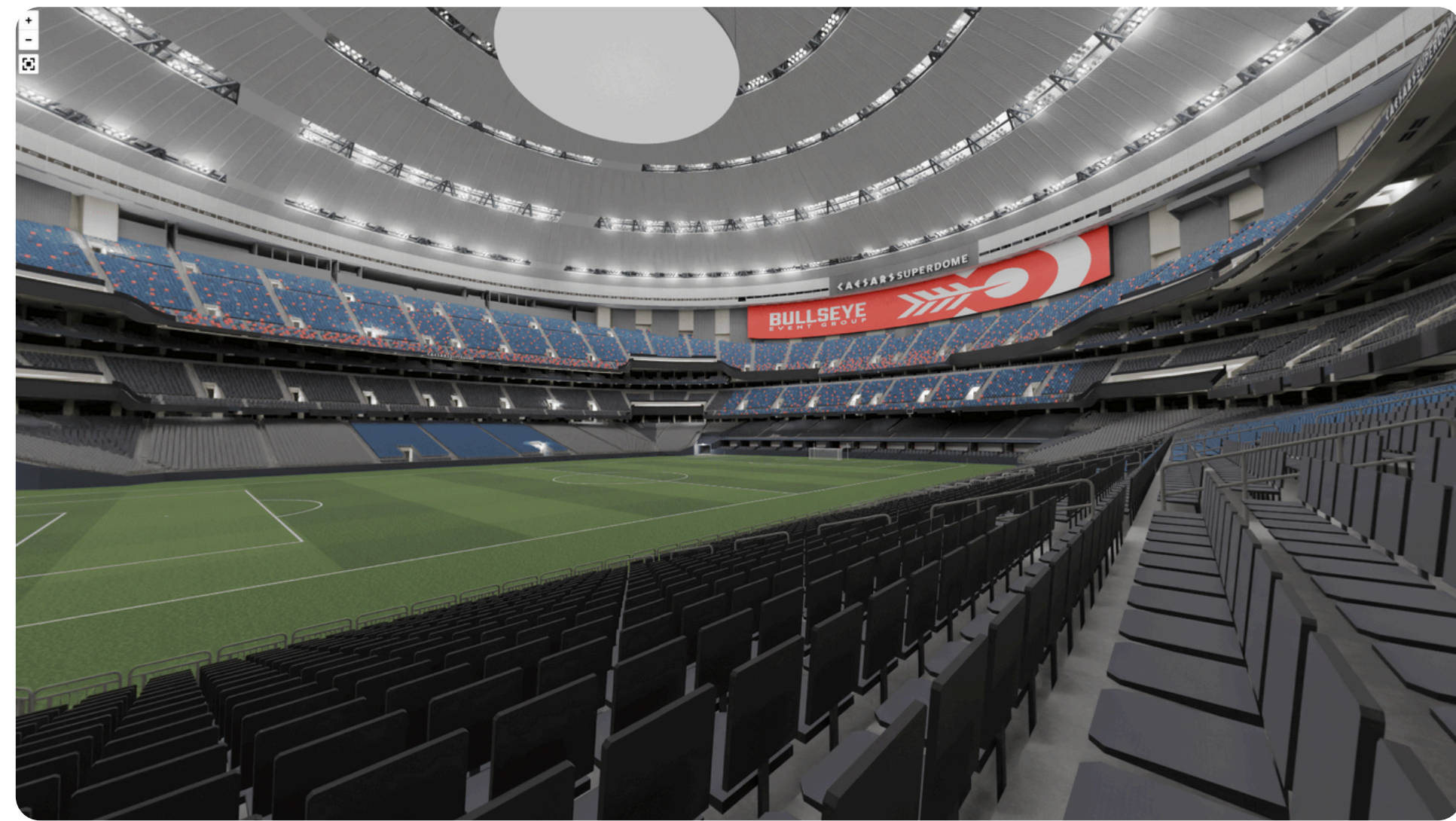
**Compare our pricing at checkout. We're Better**  
We don't play games — Add to cart and see for yourself

**The Players TAILGATE**  
2025

Terms and Conditions

**YOUR TICKET TO UNFORGETTABLE EXPERIENCES**

(full screen panoramic view)



**\$1,000 PER TICKET VALUE**

The Players Tailgate is rated the #1 event to attend year after year on Super Bowl Sunday! Get a Players Tailgate ticket on us when you purchase a Super Bowl ticket from Bullseye.

VIEW FROM SEAT

Clear filters

Section 145  
Row 21  
2 tickets | Price includes

Section 145  
Row 31  
2 tickets | Price includes

Section 145  
Row 30  
3 tickets | Price includes

### Your Cart

VIEW FROM SEAT

\*Approximate rendered seat view, not actual seat view.

**Section 145**  
Row 21  
Sun, Oct 12 2025 | 6:25 pm

**Ticket price**  
**\$229.43** each

Quantity Ticket  
2

---

**Subtotal** **\$ 458.86**

[CONTINUE SHOPPING](#)

**CHECKOUT**

- Added shopping cart functionality.

[GO BACK TO EVENT](#)

### BILLING DETAILS

Email:

[CONTINUE AS GUEST](#)


- or -

[PayPal](#)

Pay with [Apple Pay](#)

[Google Pay](#) [VISA](#) \*\*\*\* 7395

### ORDER SUMMARY



[VIEW FROM SEAT](#)

\*Approximate rendered seat view, not actual seat view.

**Section 145**  
Row 21  
Sun, Oct 12 2025 | 3:25 pm  
**\$ 229.43** x2

---

Subtotal \$458.86  
Service fee \$82.59  
Tax \$54.15  
**Total price \$595.60**

[GO BACK TO EVENT](#)

### PAYMENT METHOD

Enter Credit Card Information


[Master](#) [VISA](#) [American Express](#)

5397 0200 9110 9460

07 / 27 666

[PAY NOW](#)

### ORDER SUMMARY



[VIEW FROM SEAT](#)

\*Approximate rendered seat view, not actual seat view.

**Section 145**  
Row 21  
Sun, Oct 12 2025 | 3:25 pm  
**\$ 229.43** x2

---

Subtotal \$458.86  
Service fee \$82.59  
Tax \$54.15  
**Total price \$595.60**

[GO BACK TO EVENT](#)

### BILLING DETAILS

Contact information  
We'll use this information to send you updates on your order

test1@asd.asd

asd.asd

1 (332) 276-7084


123 Maple Avenue

Springfield IL

62704 United States

[CONTINUE](#)

### ORDER SUMMARY



[VIEW FROM SEAT](#)

\*Approximate rendered seat view, not actual seat view.

**Section 145**  
Row 21  
Sun, Oct 12 2025 | 3:25 pm  
**\$ 229.43** x2

---

Subtotal \$458.86  
Service fee \$82.59  
Tax \$54.15  
**Total price \$595.60**

- Integrated payment packages for Braintree, PayPal, Apple Pay, and Google Pay.
- Connected the installed packages to their respective APIs and to TicketEvolution's payment flow.
- Completed the entire checkout process.
- Integrated analytics using Google Tag Manager and Klaviyo.