



Walking through the ticket flow



From public purchase, to ticket orders, to tickets, persons, and participant use.

A calm walkthrough for the team managing ticket orders.



The flow in four steps

1

Someone orders access

Usually on the public event page, sometimes from the organizer side.

2

A ticket order is created

This becomes the main container for that batch of access.

3

Tickets are generated

The order turns into individual tickets that can be used.

4

The tickets reach people

Assignment, QR, check-in, and participant views all happen here.

Orders start on the public ticket page



IMPORTANT POINT

The order comes first

Tickets do not appear as separate floating things. They are created from the order.

WHAT HAPPENS THERE

- A buyer chooses quantity and payment method.
- The purchase creates a ticket order.
- That order is later settled by card or invoice flow.

The ticket-orders page is the working view

WHAT THE TEAM WORKS WITH HERE

- Filters narrow the list to what needs attention now.
- The summary gives a quick read on status and payment method.
- The list is where people open and act on specific orders.

Ticket Orders

Manage ticket orders for your events

[Filters](#)
[Summary](#)
[Export CSV](#)
[+ New Ticket Order](#)

Filter Ticket Orders

Search:
 Status:
 Payment Method:
 From Date:
 To Date:
 Ticket Count Status:

[Reset Filters](#)

STATUS	Invoice			Card			Sponsored			Free			Total		
	ORD	TIX	AMOUNT	ORD	TIX	AMOUNT	ORD	TIX	AMOUNT	ORD	TIX	AMOUNT	ORD	TIX	AMOUNT
Requested															
Invoice Sent															
Settled															
Total															

COMPANY	CONTACT	DATE	ORDERED	TICKETS	AMOUNT	VAT (25%)	PAYMENT	STATUS	ACTIONS
Loading ticket orders...									

One order can lead to several tickets

TICKET ORDER

“3 tickets by invoice” or “2 tickets by card” lives here first.

SETTLEMENT

Once the order is in the right state, the system can generate the individual tickets.

TICKETS

Those tickets are then what can be assigned, shown, checked in, and used.

The buyer is often not the attendee

WHAT THE SYSTEM NEEDS TO SUPPORT

Buy here. Attend there.

A company contact can buy several tickets, but the real attendees still need to receive and use them.

THAT IS WHERE PERSONS COME IN

- Tickets can be assigned to the actual people who will attend.
- Each person is specific to the event context.
- This is what makes later badge, QR, and participant views work cleanly.

Organizations add business context

ORGANIZATION SIDE

Company and event organization explain who the relationship is with: sponsor, partner, exhibitor, or another participating company.

The ticket order then explains what ticket access came out of that relationship.

The screenshot shows the 'Event Organizations' management page in the Luttaka system. The page title is 'Event Organizations' and it includes a sub-header 'Manage exhibitors, partners, sponsors, and other organizations for this event.' A blue button '+ Add Event Organization' is located in the top right corner. Below the header is a 'Filter Organizations' section with a search bar and several dropdown filters: 'Relationship' (set to 'All Relationships'), 'Lifecycle' (set to 'All Statuses'), 'Commercial' (set to 'All Commercial Statuses'), and 'Visibility' (set to 'All Visibility'). A 'Reset Filters' button is also present. Below the filters is a table with columns: ORGANIZATION, CATEGORY, VISIBILITY, PACKAGE, and BOOTH. The table is currently empty, displaying a message 'No event organizations yet.' with a calendar icon. At the bottom left, there is a red notification badge that says '1 Issue' with a close button.

Then the ticket reaches the participant

My Tickets

People can see and manage the tickets that belong to them.

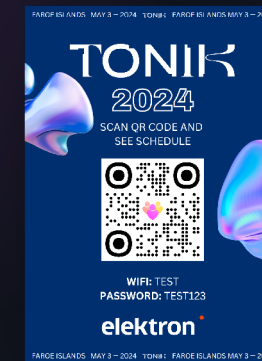
Native apps

The ticket becomes part of the wider event experience in mobile.

Check-in

Badge, QR, and entrance flow depend on the ticket reaching the right person.

This is where the flow becomes visible to the attendee. What starts as an order ends as something a person can actually use.



More flows can start from ticket orders

WHY

- It is easier to understand and follow up on one shared flow.
- Reports and summaries become easier to trust.
- There are fewer side paths and fewer odd exceptions.

PLAIN-LANGUAGE VERSION

If more ticket-related actions start with a ticket order, the rest of the system becomes easier for the team to read and explain.

The flow in one sentence

Order the access
turn it into tickets
get those tickets to the right people

USEFUL QUESTION

Where in this flow does the team most often feel friction today?

ANOTHER USEFUL QUESTION

Which part of the flow would be most helpful to make clearer next?