

RA

Innovating with TNEW

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TLCC – 28th July 2019

Royal
Academy
of Arts

Building on top of TNEW

TNEW provides an excellent foundation to build beautiful, complex and performant ticketing sites . . .

. . . and all without roads . . .



. . . just a bit of CSS and Javascript

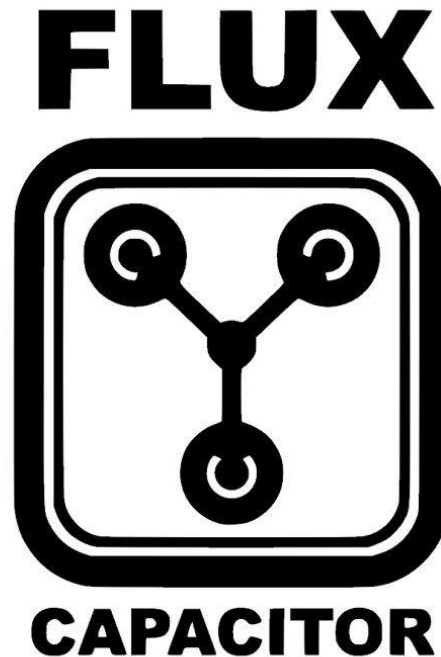
The Royal Academy of Arts

- The Royal Academy of Arts puts on exhibitions (along with many other events/workshops)
- Large membership (100k) who get free entry but often need to book tickets
- Celebrated our 250th Anniversary
- Even more importantly around one year with Tessitura!

How we build on TNEW – in order of complexity

1) Styling and Restructuring

2) Injected Content



3) Using the API

Example Calendar Page

Your account hello+3@mikemjharris.com | Sign out

Basket

Calendar

< September 2019 >

Day Week Month

September 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
			Friends' preview	Friends' preview	Friends' preview	Antony Gormley
22	23	24	25	26	27	28
Antony Gormley	Antony Gormley	Antony Gormley	Antony Gormley	Antony Gormley	Antony Gormley	Antony Gormley
29	30	1	2	3	4	5
Antony Gormley	Antony Gormley	Antony Gormley	Antony Gormley	Antony Gormley	Antony Gormley	Antony Gormley

Calendar Page

RA

Sign in 

CALENDAR

Antony Gormley

Wednesday 18 September
2019 – Tuesday 3 December
2019

Pricing
First and final two weeks*
Daily £22
All other dates*
Mon – Tue £18
Wed – Thu £20
Fri – Sun £22

*Concessions available. Under 16s go free.
[Become a Friend](#) to see for free and visit at any time

Are you a Friend of the RA? [Sign in](#) or [Become a Friend](#) to get free tickets to all our exhibitions, access to exclusive previews and priority event booking.

Sign in >

SEPTEMBER 2019

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18 Friends' preview	19 Friends' preview	20 Friends' preview	21
22	23	24	25	26	27	28
29	30					

Personalised content

Event Page

[Sign in](#)

[Basket](#)

Wednesday 18 September 2019 – Tuesday 3 December 2019

Antony Gormley

Free e-ticket delivery and no booking fees. All ticket prices include £2.50 for a printed gallery guide. If you would like to purchase a ticket without a gallery guide, please call us on 020 7300 8090.

Hide

Select another date ▼ ▶

[Continue shopping](#)

Tuesday 24 September 2019

Select an entry time

10:00 AM	10:20 AM	10:40 AM
11:00 AM	11:20 AM	11:40 AM
12:00 PM	<input checked="" type="checkbox"/> 12:20 PM	12:40 PM
1:00 PM	1:20 PM	1:40 PM
2:00 PM	2:20 PM	2:40 PM
3:00 PM	3:20 PM	3:40 PM
4:00 PM	4:20 PM	4:40 PM
5:00 PM		


Standard with donation £24.50	<input type="text" value="0"/>
Standard £22.00	<input type="text" value="0"/>
Art Fund £21.00	<input type="text" value="0"/>
16-18 years £18.00	<input type="text" value="0"/>
Disabled person £18.00	<input type="text" value="0"/>
Income Support £18.00	<input type="text" value="0"/>

Standard with donation £24.50	<input type="text" value="0"/>
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16-18 years £18.00	<input type="text" value="0"/>
Disabled person £18.00	<input type="text" value="0"/>
Income Support £18.00	<input type="text" value="0"/>
Jobseekers £18.00	<input type="text" value="0"/>
Student £18.00	<input type="text" value="0"/>
Under 16 £0.00	<input type="text" value="0"/>
Disabled person's carer £0.00	<input type="text" value="0"/>

[Add to basket](#)

Event Page

RA

Sign in 

Tickets

Free e-ticket delivery and no booking fees. All ticket prices include £2.50 for a printed gallery guide. ⓘ

Friend

Free

Different MOS content

 ▾

Standard with donation

£24.50

Includes a £2.50 donation. [Remove donation](#)

We're funded by art-lovers. Your donation helps us champion the artists of today and tomorrow. If you're eligible for Gift Aid, including this small donation allows us to claim 25% extra on the whole price of your ticket from the government.

giftaid it

 ▾

Concessions and discounted tickets

Restyled concessions

Add to basket

10:40 AM

11:00 AM

12:00 PM

12:20 PM

1:20 PM

1:40 PM

2:40 PM

3:00 PM

4:00 PM

4:20 PM

Tickets

Free e-ticket delivery and no booking fees. All ticket prices include £2.50 for a printed gallery guide. ⓘ

Friend

Free

Sign in as a Friend to access free tickets

[Find out more about becoming a Friend](#)

Standard with donation

£24.50

Includes a £2.50 donation. [Remove donation](#)

We're funded by art-lovers. Your donation helps us champion the artists of today and tomorrow. If you're eligible for Gift Aid, including this small donation allows us to claim 25% extra on the whole price of your ticket from the government.

giftaid it

Injected content

 ▾

Concessions and discounted tickets

Add to basket >

Show me the \$\$\$

Tickets

Free e-ticket delivery and no booking fees. All ticket prices include £2.50 for a printed gallery guide. ⓘ

Friend Free	<input type="text" value="0"/> ▾
Standard with donation £24.50 50% increase in donations <i>Includes a £2.50 donation. Remove donation</i>	<input type="text" value="0"/> ▾
<p>We're funded by art-lovers. Your donation helps us champion the artists of today and tomorrow. If you're eligible for Gift Aid, including this small donation allows us to claim 25% extra on the whole price of your ticket from the government.</p> <p><i>giftaid it</i></p>	
Concessions and discounted tickets	▾

Add to basket

Technology

- JQuery
- ES6 Javascript
- Promises

```
buildWrapper(container, selectors) {
  const ticketList = container.querySelector('.tn-ticket-selector__pricetype-list')
  const wrapper = document.createElement('div')
  wrapper.classList.add('group-pricetypes')
  wrapper.innerHTML = `
    <div class="group-pricetypes_header">
      <span>Concessions and discounted tickets</span>
      <span class="arrow"></span>
    </div>
    <ul class="group-pricetypes_list"></ul>
  `
  ticketList.parentNode.insertBefore(wrapper, ticketList.nextSibling)
  wrapper.querySelector('.group-pricetypes_header').addEventListener('click', () => this.toggleListView(wrapper))
  const wrapperList = wrapper.querySelector('.group-pricetypes_list')
  this.appendSelectorsToList(wrapperList, selectors)
}
```

Technology – Various Utility Classes

- Wait for element to appear

```
waitForElement('.tn-cart-totals__line-item--subtotal').then(() => {  
  $(' .tn-promo-box').insertAfter('.tn-cart-totals__line-item--subtotal');  
})
```

- Move parts of the page

```
moveAndAttach({  
  element: '.tn-heading-info',  
  attachTo: '#tn-update-form',  
  method: 'prepend',  
})
```

- TNEW Api

```
const endpoint = '/session/cart'  
  
tnewApi({ endpoint })  
  .then(data => addItemToBasket(data))  
  .catch(reason => console.error(`Couldn't get cart: ${reason}`))
```

Other highlights

- API to check if email exists as user types
- New customer email passes through to account create page

Returning customers

If you already have an account, please log in to continue.

✘ Email address Required

No user with that email exists in our system. Please register an account.

Password Required

Sign in

Can't log in to your account? [Reset your password](#)

New customers

Create an account to checkout quickly in the future and manage your account details.

Email address

Register

Summary

- TNEW provides an excellent building block to create a strong ecommerce site
- We use styling, injected content and the API to add features to the site reflecting our customers' needs
- Excellent feedback from the community and users – improved ticket flow and increase in donations

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