

NY Seat Fillers - Product Requirements Document

EST. 2026 · NEW YORK CITY

FILL EVERY SEAT IN THE HOUSE

New York's premier marketplace connecting venues with reliable audience members. Every seat filled, every show electric.

HOW IT WORKS

New York Seat Fillers

Version: 1.0 (Pre-Build Draft)

Owner: Victor / Supreme Robot

Status: Draft for build kickoff

Last updated: May 2026

1. Overview

1.1 Product summary

New York Seat Fillers (NYSF) is a two-sided marketplace that connects NYC venues (theaters, comedy clubs, live tapings, concerts) with reliable audience members ("seat fillers") who claim open seats on short notice. Venues get full houses; fillers get free or paid access to live entertainment.

1.2 Problem

- **Venues** lose money and energy when shows have visible empty seats. Filling them via email blasts and group chats is chaotic, last-minute, and unreliable.
- **Audience members** want access to live shows but don't know where the open seats are, when they open up, or how to claim them without an insider connection.

1.3 Vision

Be the default way every NYC venue fills its house — a trusted, low-friction marketplace where a posted seat is claimed within minutes by someone who will actually show up.

1.4 Success metrics (first 6 months)

- 1,000+ active seat fillers in NYC
- 25+ partner venues posting regularly
- 90%+ show-up rate on claimed seats
- <5 minute average time-to-claim for posted seats
- <2% of fillers suspended/banned for no-shows

2. Users & Personas

2.1 Seat Filler ("Riley")

A 20–40 year old NYC resident who loves live entertainment. Flexible schedule, willing to commit. Wants to discover shows, claim seats easily on their phone, and build a reputation as someone venues trust.

Needs:

- See what's available tonight / this week
- Claim a seat in two taps
- Clear instructions (where to go, what time, dress code)
- Reminders so they don't forget
- Recognition for being reliable

2.2 Venue Operator ("Morgan")

House manager, producer, or marketing lead at a theater or club. Posts shows that need fillers, often with little notice. Cares deeply about audience quality and reliability.

Needs:

- Post a show in under a minute
- See who claimed seats
- Mark attendance after the show
- Flag no-shows so they don't get burned twice
- Trust the platform vets the audience

2.3 Admin ("Platform Operator")

Internal team member who oversees the marketplace. Approves new venues, monitors reliability, resolves disputes, and keeps the ecosystem healthy.

Needs:

- One dashboard to see everything
- Ability to act on behalf of a venue or filler when needed
- Tools to suspend bad actors and approve good ones

3. Core User Flows

3.1 Seat Filler signup → first booking

1. Lands on homepage, taps "I'm a Seat Filler"

2. Creates account (name, email, password)
3. Sees a feed of available shows sorted by date
4. Taps a show → sees details (time, venue, address, instructions, pay if any)
5. Taps "Claim Seat" → confirmation
6. Receives reminder before showtime
7. Attends show → marked as attended → reliability score increases

3.2 Venue application → first show posted

1. Lands on homepage, taps "I'm a Venue"
2. Creates account, fills in venue details (name, address, contact, description)
3. Application enters "pending" state
4. Admin reviews and approves
5. Venue logs in, sees their dashboard
6. Posts a show (title, date/time, # of seats, instructions, optional pay)
7. Watches claims roll in
8. After show: marks attendees and no-shows

3.3 Admin oversight

1. Logs in → routed to admin panel
 2. Sees pending venue applications, recent activity, flagged users
 3. Can approve venues, suspend fillers, edit any show
 4. Can switch into the filler view or venue view to see what users see
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4. Functional Requirements

4.1 Accounts & Authentication

- Email + password signup and login
- Three account types: **Seat Filler**, **Venue**, **Admin**
- Each user has exactly one role
- Admins are seeded manually (no public path to admin)
- Email verification before first login
- Password reset via email

4.2 Seat Filler Experience

- **Browse shows:** list of upcoming shows, filterable by date
- **Claim a seat:** one-tap claim, instant confirmation
- **Booking limit:** maximum 2 active upcoming bookings at a time (prevents hoarding)
- **My Shows:** list of upcoming claimed seats with venue, time, address, instructions
- **Past Shows:** history with attendance status
- **Cancellation:** can cancel up to a venue-defined cutoff (default 24 hours before show); late cancels count as a strike
- **Reliability score:** percentage of shows attended out of shows claimed
- **Reliable badge:** awarded at 90%+ score with at least 5 shows attended
- **Strike system:**
 - 1 strike: warning
 - 2–3 strikes: temporary suspension
 - 4+ strikes: permanent ban
- **Notifications:** booking confirmed, reminders (24h and 2h before show), cancellations, strike warnings

4.3 Venue Experience

- **Application flow:** submit venue info → pending → approved/rejected by admin
- **Venue dashboard:**
 - Post a new show (title, date/time, seat count, instructions, optional pay amount, cancellation window)
 - View list of upcoming shows
 - See claim status per show (X of Y claimed, who claimed)
 - Edit or cancel a show
- **Post-show:** mark each booking as attended, no-show, or excused
- **Pay handling:** pay amount is informational only — actual payment happens offline at the venue
- **Multiple venues per operator:** allowed (one operator can manage several locations)

4.4 Admin Experience

- **Single admin role** with access to everything
- **Venue approvals:** see pending applications, approve or reject

- **User management:** view all users, change role, suspend, reinstate, ban
- **Show oversight:** view, edit, or cancel any show on the platform
- **Booking oversight:** view all bookings, override attendance status
- **Inspection mode:** switch into the Filler view or any Venue's dashboard to see what users see (for support and QA)
- **Activity dashboard:** signups today/week, shows posted, claim rate, no-show rate

4.5 Notifications

- In-app notification center with unread badge
 - Email notifications for: booking confirmation, show reminders, cancellations, account status changes, venue application status
 - Mark individual or all notifications as read
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5. Non-Functional Requirements

5.1 Mobile-first

Most fillers will use the app on their phone, often on the go and in low-signal areas (subway). The experience must work flawlessly on a small screen and load fast on a slow connection.

5.2 Trust & safety

- Venues must be approved before posting
- Real names required for fillers
- Clear conduct policy (show up on time, respect the venue, no reselling seats)
- Admin can intervene at any point

5.3 Speed

- Posted shows should appear in the filler feed within seconds
- Claiming a seat should feel instant (optimistic UI acceptable)

5.4 Tone & brand

- Classic newspaper / theater playbill aesthetic: cream backgrounds, black serif headings (Playfair Display), clean sans-serif body (Inter)
 - Editorial, confident, slightly nostalgic — feels like NYC theater culture
 - Avoid generic SaaS look
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6. Out of Scope (v1)

- In-app payments (handled offline at venue)
- Ratings / reviews of venues by fillers
- Public filler profiles
- Native iOS / Android apps (mobile web only)
- Cities outside NYC
- Group bookings (claim multiple seats at once for friends)
- Waitlists for fully-claimed shows
- Calendar integrations (Google Calendar, Apple Calendar)
- SMS notifications

These may be considered for v2 based on usage patterns.

7. Open Questions

1. What is the right cancellation cutoff window default? (Proposed: 24 hours)
 2. Should we require fillers to upload a photo ID for verification, or is name + email enough at launch?
 3. How do we handle a venue that consistently overbooks or cancels last-minute? Do they get strikes too?
 4. Should the Reliable badge unlock perks (early access to premium shows)?
 5. Do we need a code of conduct acceptance step at signup?
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8. Launch Plan

8.1 Soft launch

- Invite-only for the first 50 seat fillers (recruited via Victor's network)
- 3–5 partner venues lined up before launch
- Daily admin review of all activity for the first two weeks

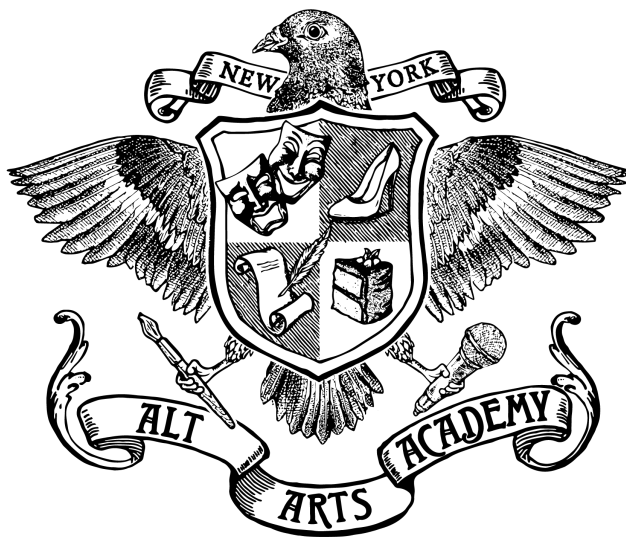
8.2 Public launch

- Open signup once show-up rate is consistently above 85%
 - Press outreach to NYC theater publications
 - Referral mechanic considered for v1.1
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9. Appendix

9.1 Glossary

- **Seat Filler:** an audience member who claims an open seat
- **Show:** a single performance with a specific date, time, and seat count
- **Booking:** a filler's claim on a specific show
- **Strike:** a mark against a filler's record (no-show, late cancel, conduct issue)
- **Reliability Score:** % of claimed shows actually attended
- **Reliable Badge:** earned status indicating a trustworthy filler



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