

A vibrant concert scene with a crowd of people raising their hands under bright stage lights. The lighting is a mix of purple, blue, and white, creating a dynamic and energetic atmosphere. The crowd is dense, and many people have their arms raised, some pointing towards the stage. The background is filled with bright, out-of-focus lights and beams of light from the stage.

# Music Venue Ticketing Flow

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Sarah B.

# Project overview



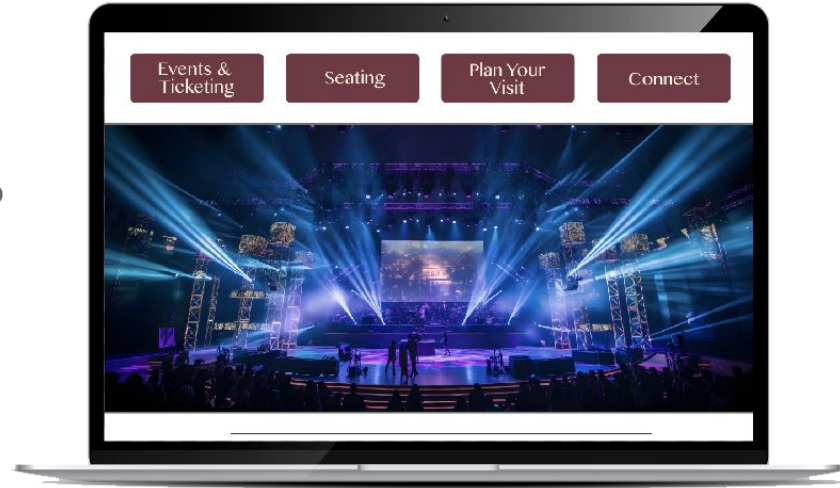
## The product:

This website will serve as a ticket purchasing flow for users. The target audience is kids in their late teens to middle aged adults.



## Project duration:

September 2023



# Project overview



## The problem:

Users wanted a faster or easier way of purchasing tickets for their favorite artists at this venue. By allowing users to purchase directly from the venue site, concert goers will have a better chance of getting tickets at a reasonable price.



## The goal:

The Music Venue's website aims to help music fans get tickets at a reasonable price as they are not using a third party system to sell tickets.

# Project overview



## **My role:**

UX Designer



## **Responsibilities:**

User research, wireframing, designing and prototyping.



# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I did not expect so many people to respond so positively to the ability to purchase tickets directly from the music venue itself. I assumed a handful would enjoy it but that there would still be a big demand to use the larger third-party sellers. This was not the case. Primarily, users were happy to more easily be able to purchase tickets at face value.

# User research: pain points

1

## Pain point

Third-party ticket sellers add on numerous fees.

2

## Pain point

It is very hard to get tickets at face value when you are using a ticketing website that services everyone.

3

## Pain point

Users wanted to be able to see their favorite artists as soon as they get on the page as they are then able to check and/or book tickets more quickly for upcoming shows.

# Persona: Name

## Problem statement:

Katie is a student and intern who needs a quicker way to know when her bands are in town because forgets to buy tickets or the only available tickets are very expensive because they are through third parties.



**Katie Dodger**

**Age:** 14-23

**Education:** Student

**Hometown:** Chicago, IL

**Family:** 1 Younger Sibling

**Occupation:** Intern

*"I wish that I could just quickly check a page with my featured artists so I can have an actual shot at getting tickets."*

## Goals

- Stay informed when her favorite band is in town so she can get tickets early
- Balance of student life and social life
- To enjoy as many activities as she can on a student budget

## Frustrations

- Due to her schedule, she always misses the chance to buy tickets for her favorite band because they are either sold out or very expensive through 3rd party vendors.
- Wishes she could have a curated page for her music likes

Katie is a very busy student. She juggles an internship during the day and takes online classes at night. As she is often left in charge of her younger sibling as well, she often forgets to check for concert tickets for her favorite bands. Katie is learning the value of her free time. She wants to maximize her fun outside of the house, the classroom and the office.

# User journey map

The goal was to help improve the experience of concert goers. Finding the quickest way for them to purchase tickets to their favorite bands.

## Persona: Katie

Live a well organized life and maximize time management

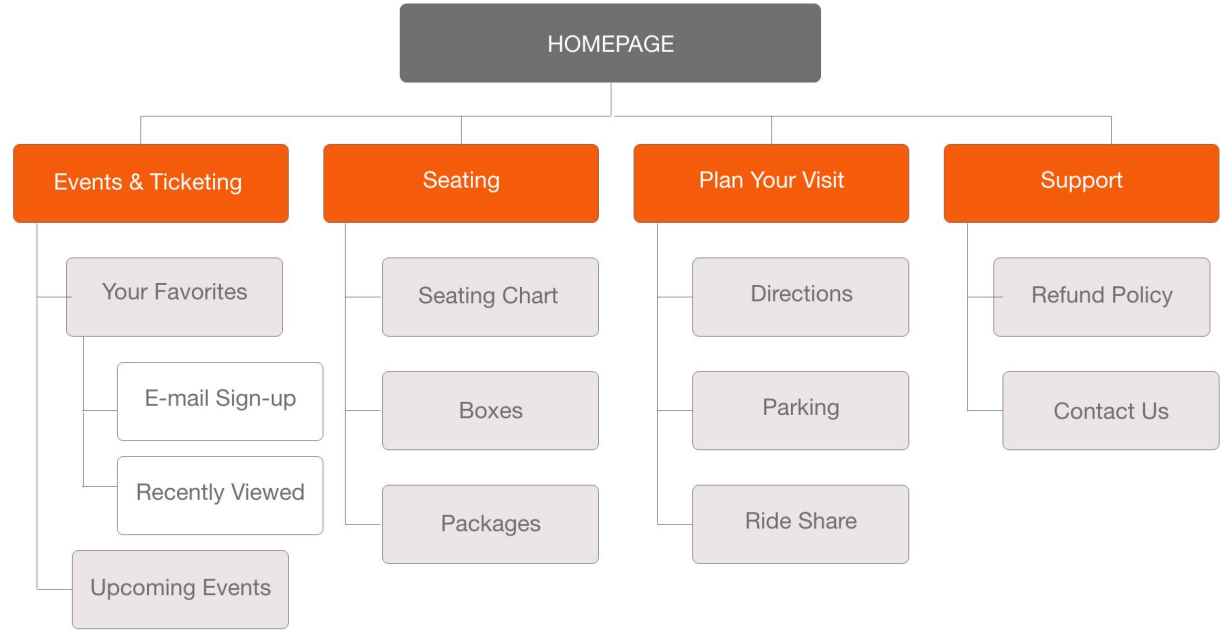
ACTION	Open Homepage	Click Ticket Info	Select Artist	Make Seat/Ticketing Selection	Confirm Purchase	Order Confirmation
TASK LIST	Tasks A. Get on computer B. Find theatre	Tasks A. Click for tickets B. Find artist	Tasks A. View list of artists touring B. Go to artist concert page	Tasks A. Find place to site B. Select seat/tickets	Tasks A. Review selection	Tasks A. Purchase confirmed B. Click to download tickets
EMOTIONS	Excited for concert  Afraid it will sell out	Happy to see artist is playing  Still afraid of a sell-out	Excited to see selection  Scared she's too late	Glad seats are available	Relieved she got her seats	Reviewed order and downloaded tickets
IMPROVEMENT OPPORTUNITIES	You can quickly find your favorites	Create alerts for favorite artists	Put favorite artists at the top	Select tickets from seating chart	Let fans review purchase	





# Sitemap

The goal and thought process behind this sitemap is to let users see their favorite artists immediately to try and help ticket seekers get tickets and get them directly from the venues website so they can pay face value.



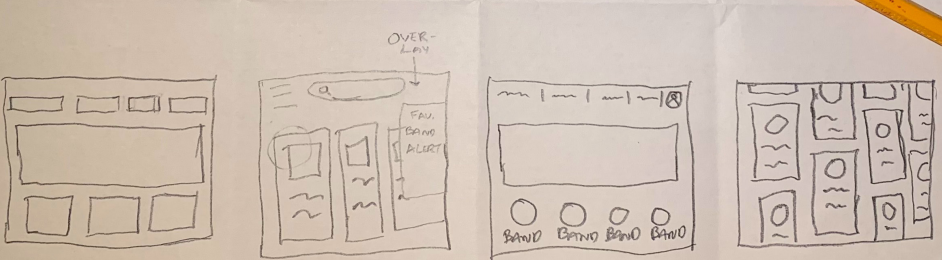
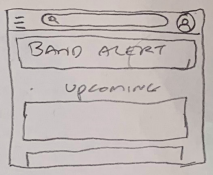
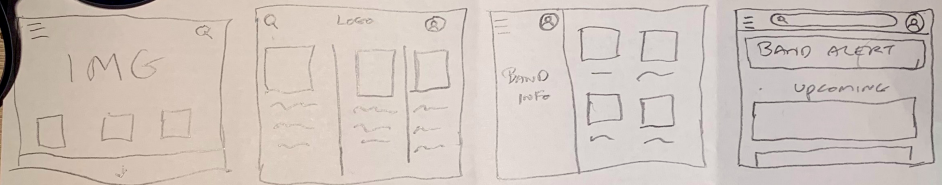
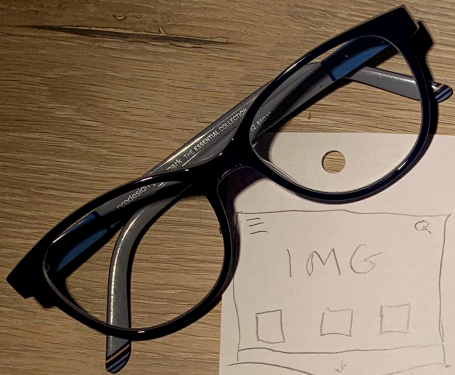
**Step 1:** I started with a homepage bubble at the top.

**Step 2:** I added main content categories in bubbles directly underneath the homepage. All main categories are on the same level.

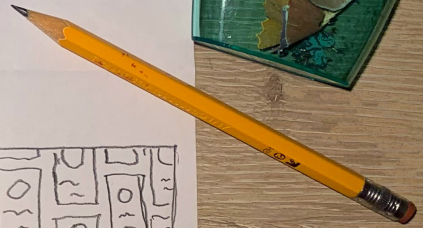
**Step 3:** I added subcategories for the rest of the website pages. Each subcategory is in a bubble under the main content category that they belong to.

**Step 4:** The user will be able to see their favorite artists as soon as they click Events & Ticketing. This will allow them to quickly see if their favorite artists are touring.

**Step 5:** There is a subcategory under Your Favorites where users can input their email so they can receive alerts about upcoming shows.

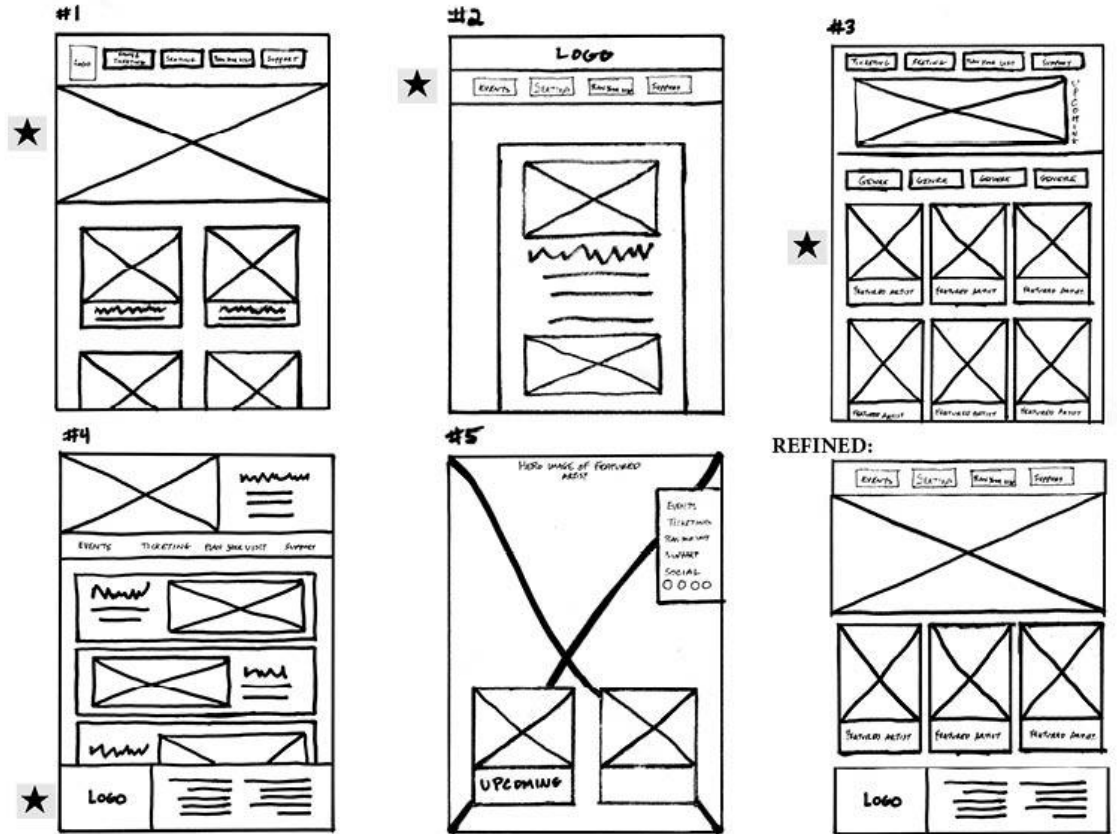


CRAZY EIGHTS  
MUSIC VENUE TICKET APP



# Paper wireframes

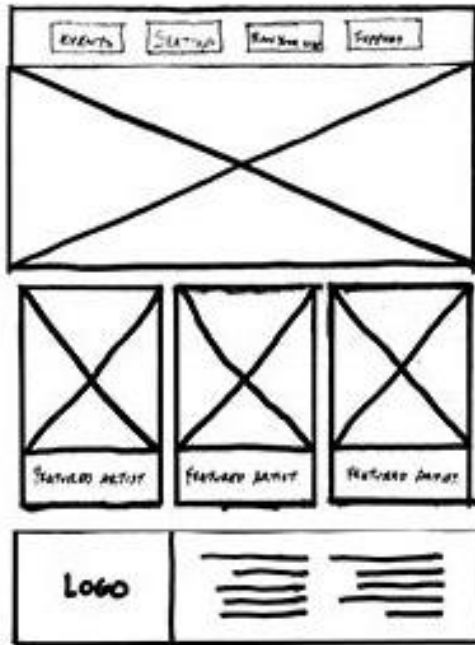
These are 5 iterations of the homepage. Ultimately, the refined version (the 6th drawing on the right) was a streamlined layout, allowing for a spotlight on the users favorite artists.



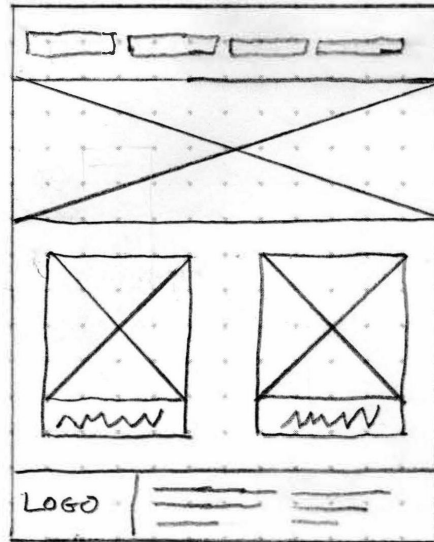
# Paper wireframe screen size variation(s)

These are the wireframes for the homepage as it will appear on a desktop or laptop computer, a tablet or a phone.

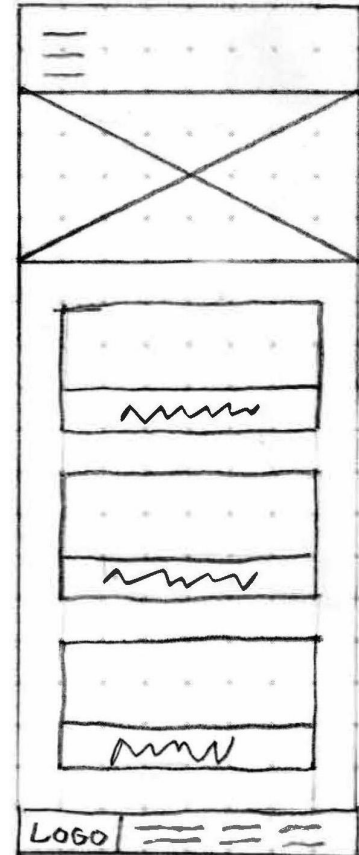
Desktop/Laptop Homepage



Tablet Homepage



Phone Screen



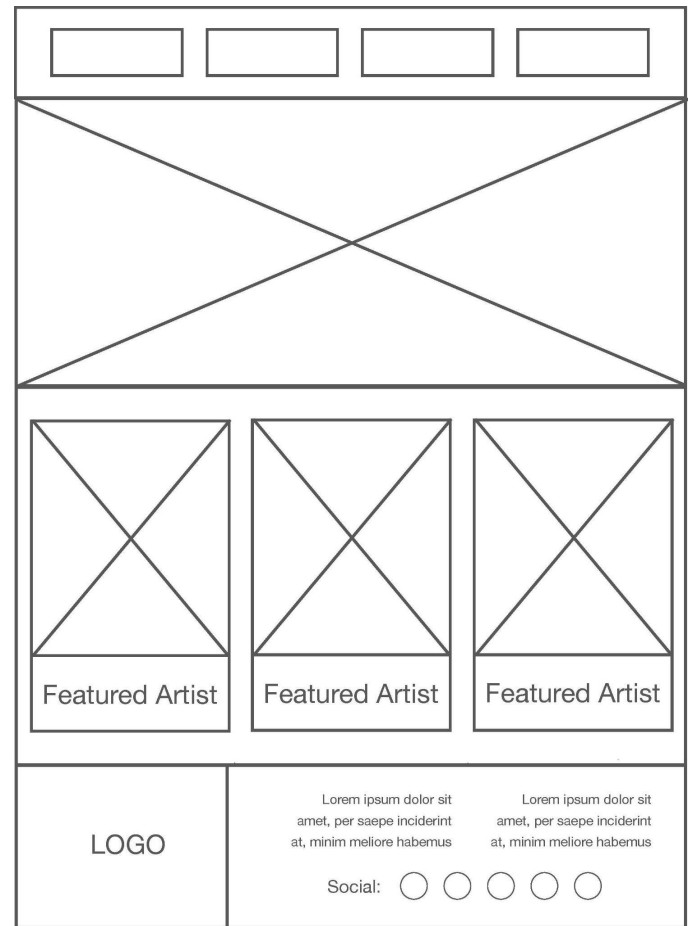
# Digital wireframes

The goal was to make it as easy as possible for users to purchase tickets. Initially I thought that there should be as many featured artists on the homepage as possible.

However, I found that 3 was a good number for the desktop. Anything above that made it harder for users to decide which to choose first.

Participants liked a streamlined homepage. It made it easier for them to choose which artist to go to first.

By making this a link to the homepage, it allows for users to get back to where they started easily.

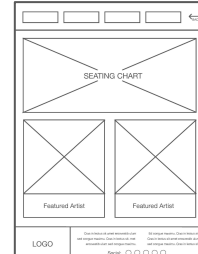
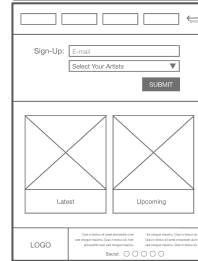
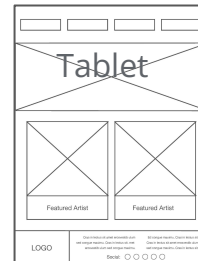
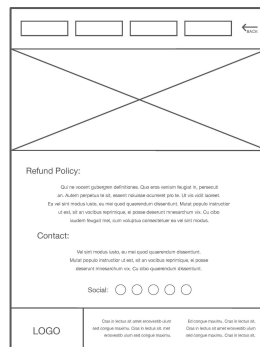
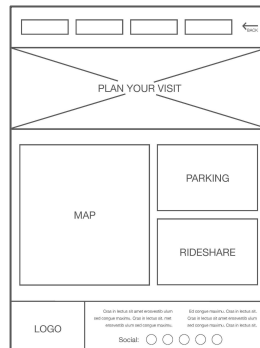
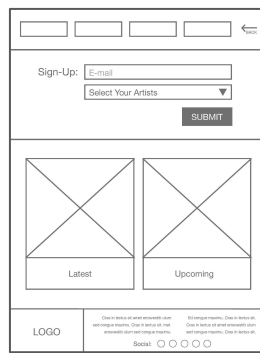
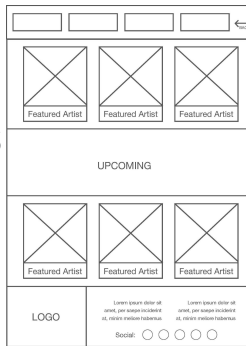
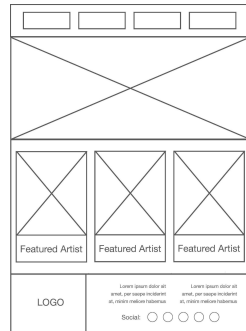




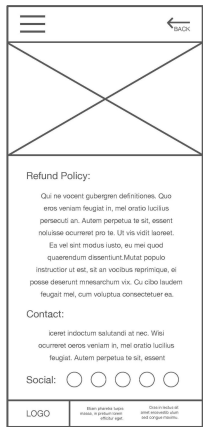
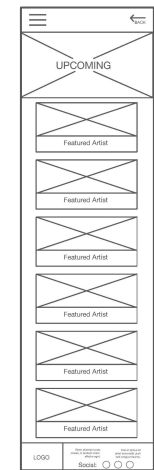
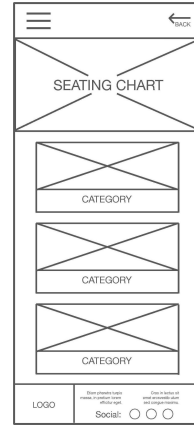
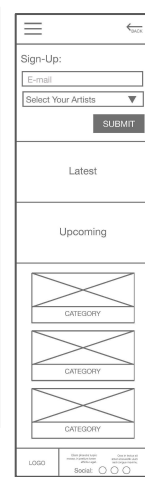
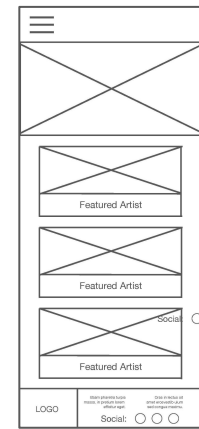
# Digital wireframe screen size variations

The goal of the pages for the various screen sizes was always to keep purchasing tickets easy and keep the site as streamlined as possible.

## Computer Screen



## Phone Screen

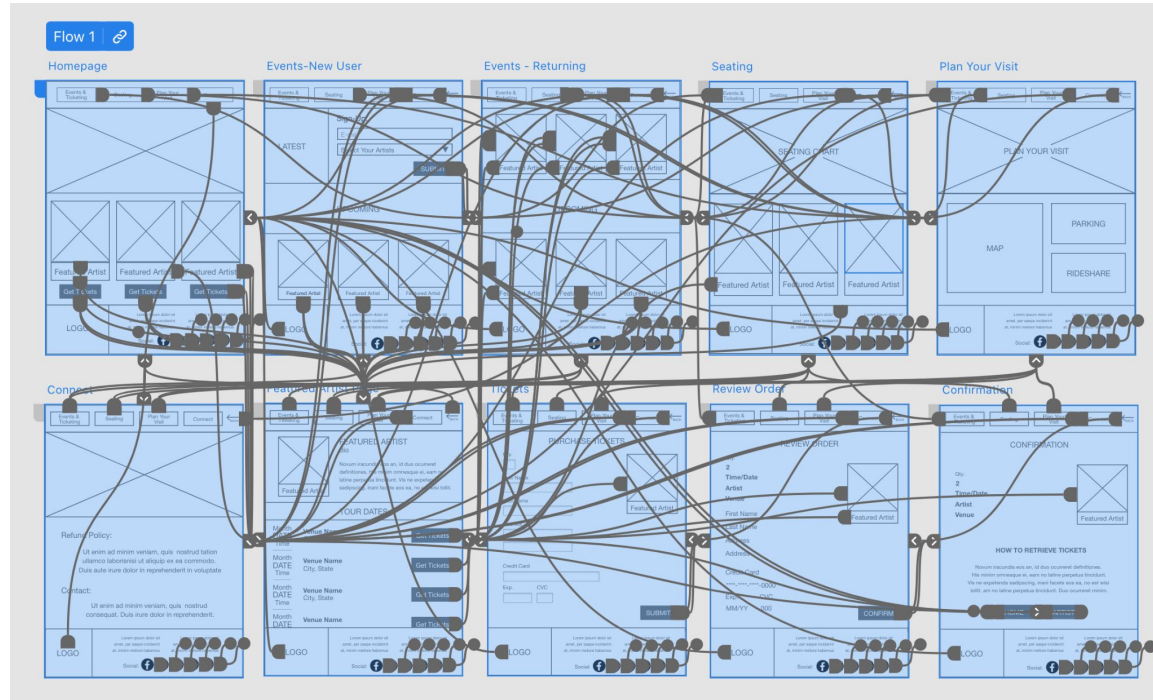




# Low-fidelity prototype

<https://xd.adobe.com/view/d4e12f1c-c71c-48b4-9410-5e55e447c8bf-81b2/?fullscreen>

Users will see their three top featured artists on the homepage. When the user clicks on the artist they will be taken to the artist page and tour dates. From their they can select their tickets.



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

5 participants



## Length:

10 minutes

# Usability study: findings

From conducting usability studies I was able to gain insight into what the user really wanted. Research from my study helped guide the designs throughout the process.

1

## Finding

Participants slightly hesitated as to where to click first to purchase tickets.

2

## Finding

A number of participants wanted the bottom logo to lead back to the homepage.

3

## Finding

Overall, participants found the ticket purchasing flow to be easy to use.

# Refining the design

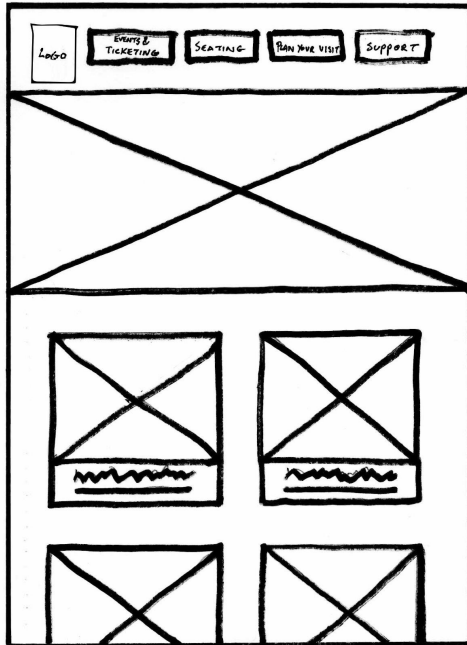
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- Mockups
- High-fidelity prototype
- Accessibility

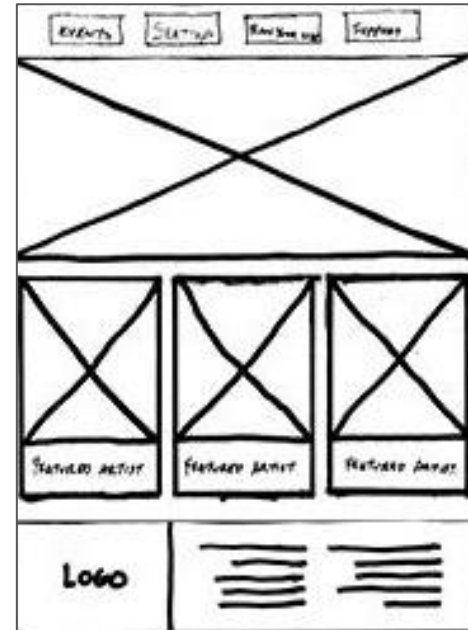
# Mockups

Studies revealed that users approved of the ticket purchasing flow.

Before usability study



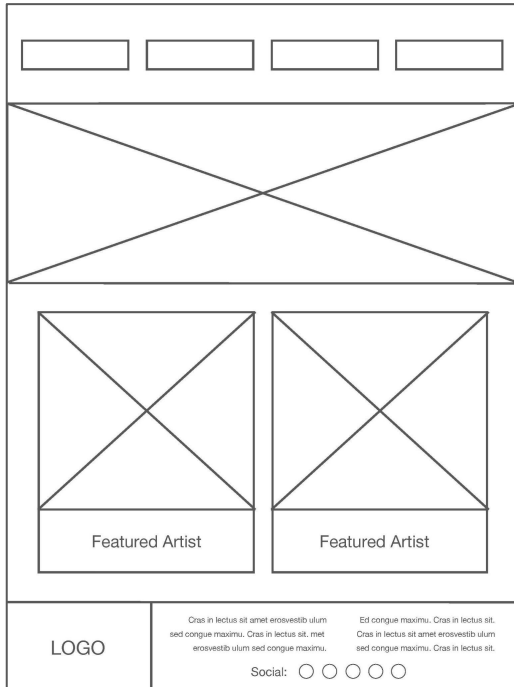
After usability study



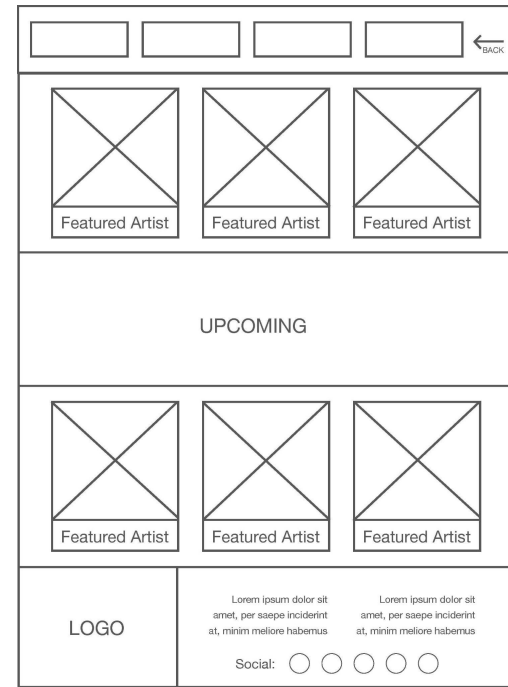
# Mockups

Studies revealed that users wanted to see a number of their featured artists once they have gotten past the homepage.

Before usability study

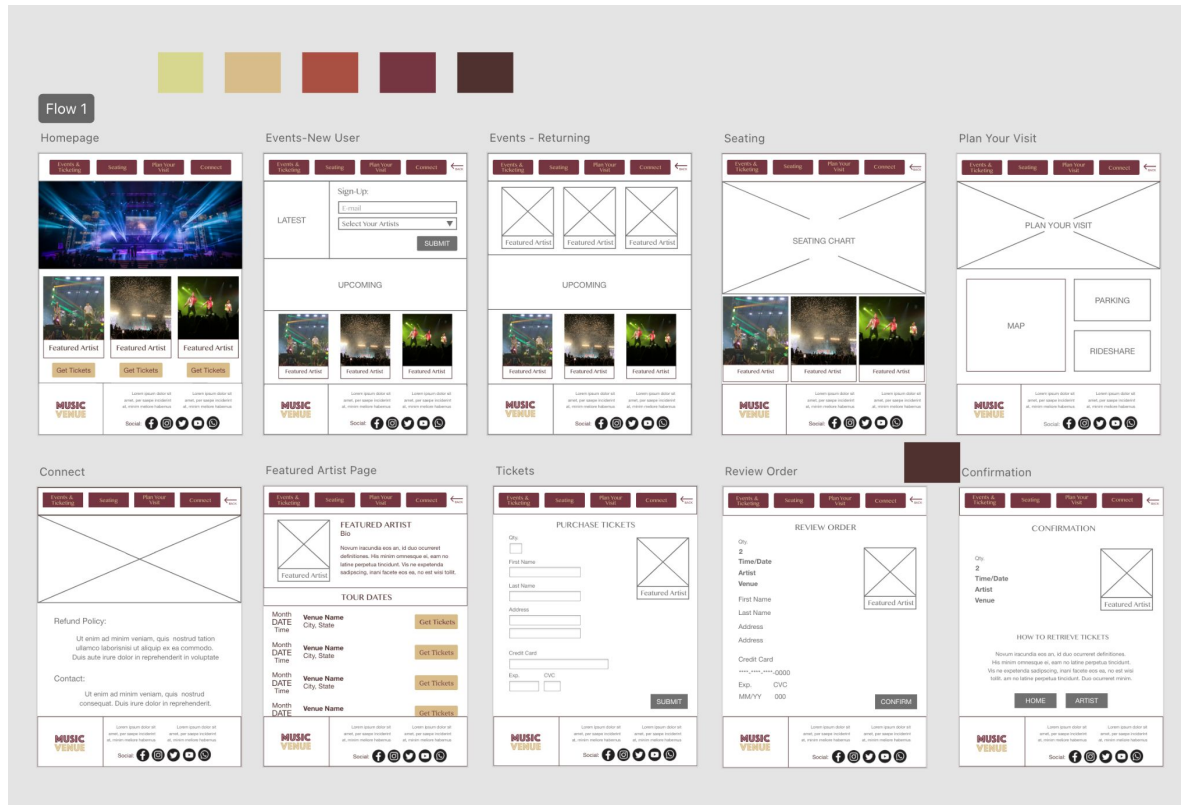


After usability study

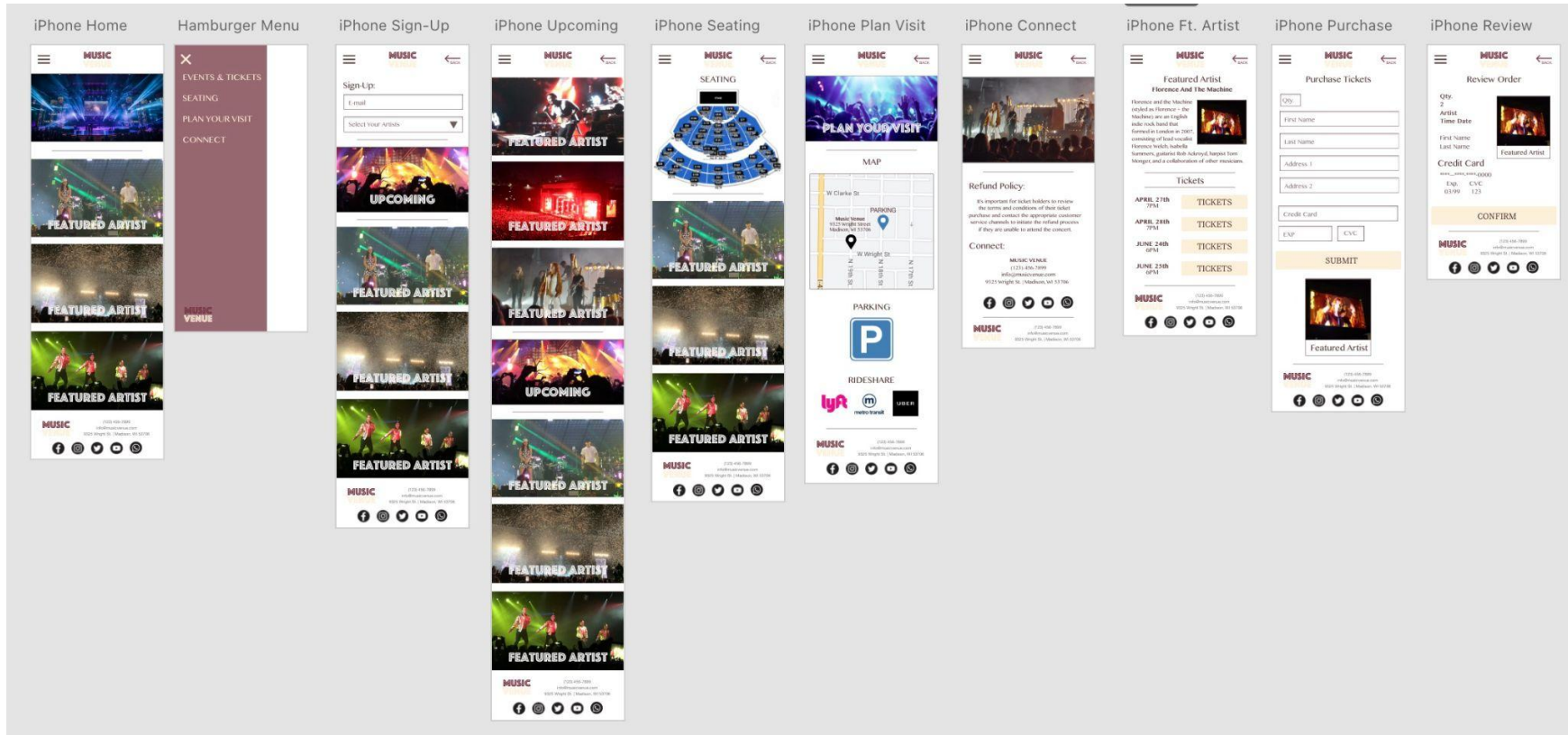




# Mockups: Original screen size & tablet layout



# Mockups: Phone screen size variation



# High-fidelity prototype

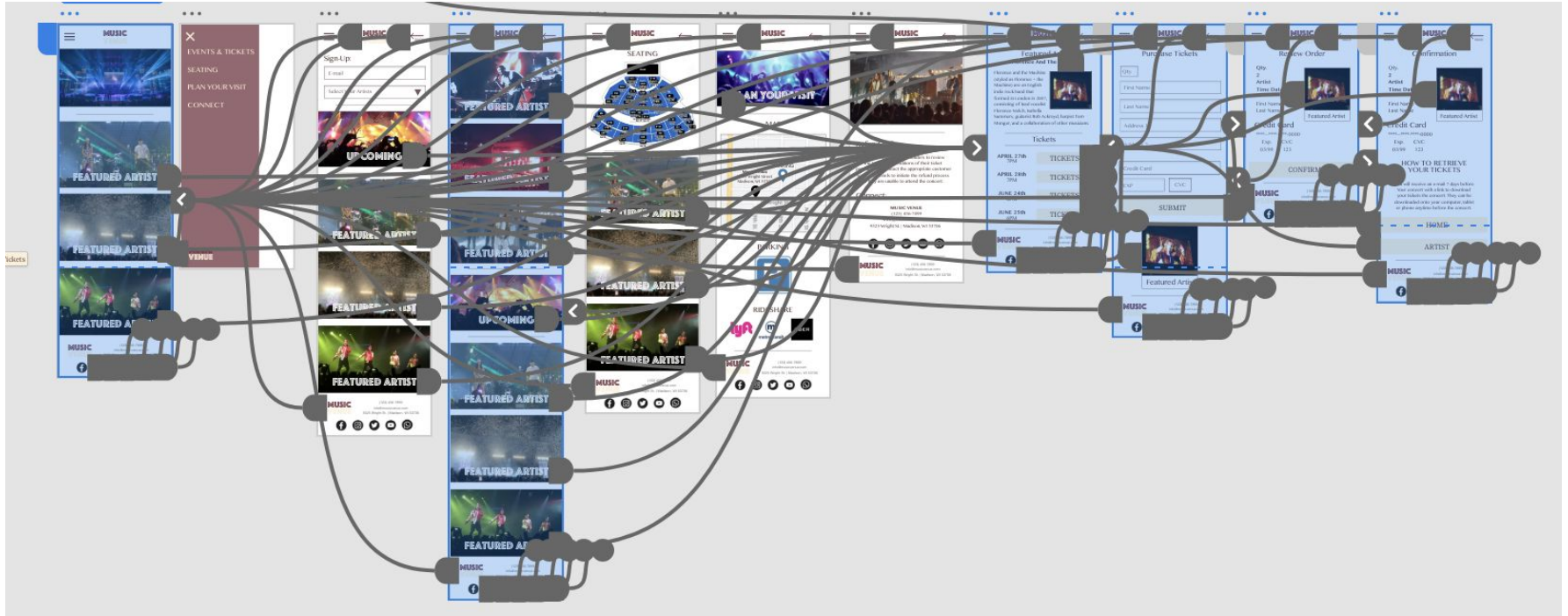
<https://xd.adobe.com/view/f262db60-223f-45ce-968c-5213c6559527-a731/>

This prototype addresses pain points participants noted in the usability study including updating the logos functionality, streamlined screens and reinforcement of the ticket processing flow.

## Computer & tablet flow



# Phone flow



# Accessibility considerations

1

Alternate text added to images and buttons that are not already labeled.

2

With a white background and very deep red text, the high contrast makes it easy to read. When a color is used, it is one that is more muted and in contrast with the background.

3

Buttons are high-contrast and a size that will make touch easy for users.

# Going forward

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- Takeaways
- Next steps



# Takeaways



## Impact:

"I typically purchase tickets from one of two sites. I'm excited to see what the venue has to offer in terms of their ticket sale process. It's a great idea."



## What I learned:

I learned how valuable user feedback is and how much of a difference in the design it can make. I understand why usability studies are done so early on.

# Next steps

1

I would build out a page that allowed users to interact with the seating map and, if they choose, purchase their tickets by clicking on the desired seats.

2

The featured artist pages need to be built out. As of now, there is only one featured artist or band page created.

3

I would do another usability study after the additional changes have been made.

# Let's connect!



Thank you so very much for your time and attention!

You can contact me at (000) 000-0000 or [sarah@email.com](mailto:sarah@email.com). You can also find me online at [www.website.org](http://www.website.org) or [Linkedin.com](https://www.linkedin.com).