

# Iconic Music Venue Sales App Case Study

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March 2023

# Project Overview



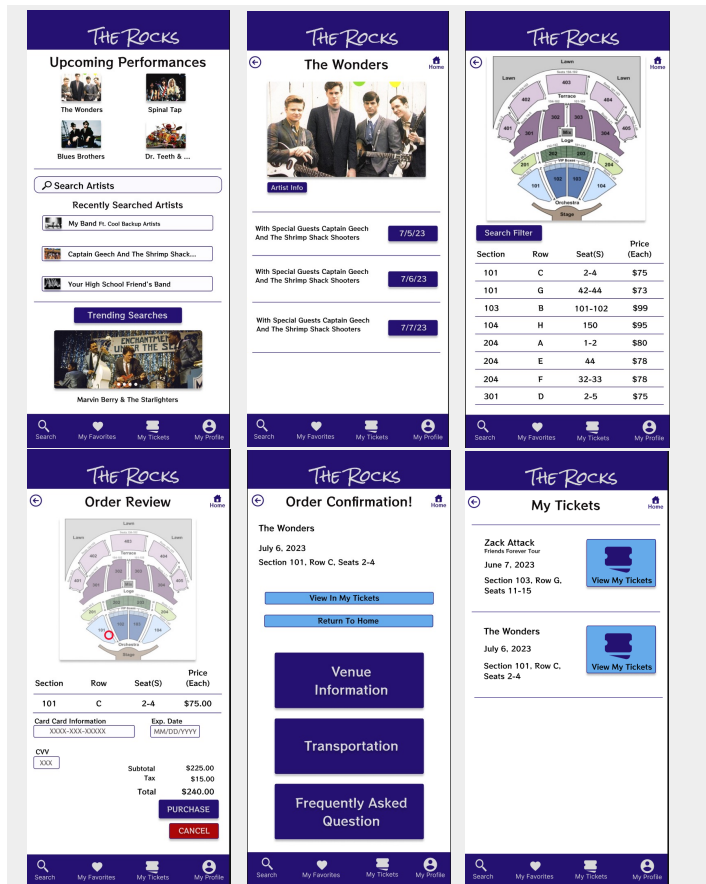
## The product:

A mobile sales app for an iconic music venue



## Project duration:

October 2022 – March 2023



# Project Overview



## The problem:

It is increasingly difficult to get concert tickets through big sellers like Ticketmaster and resellers such as StubHub.



## The goal:

Create a sales app for an iconic music venue so ticket sales can be handled in-house.

# Project Overview



## My role:

Lead UX designer



## Responsibilities:

User research, conducting interviews, paper and digital wireframing, low- and high-fidelity prototyping, implementing accessibility best-practices

# Understanding the user

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

# User Research: Summary



In order to gain perspective on what the user's needs are in this area, I created empathy maps, identified user pain points, created personas, crafted user stories, created user journey maps, determined the value proposition, and conducted a competitive audit. Going into my research, my assumption was that users want an option to buy tickets directly from a venue instead of Ticketmaster, who has the monopoly on the market, and ticket reseller, StubHub, who often has tickets for sale at exorbitant prices. After conducting my research, I found that users did find a need for this app and I gained insight on what pain points users experience with current ticket-buying options.

# User Research: Pain Points

1

## Very few ticket buying options

Since there is a monopoly of ticket sellers, there are very limited options when it comes to purchasing tickets. This causes a great deal of congestion on sites when trying to purchase tickets

2

## Site Crashing

Sites often crash or users get “kicked out of line” when they are in the process of purchasing tickets.

3

## Ticket resellers with high prices

There are a large number of scalpers buying tickets when they first go on sale and listing them at very high prices on ticket reselling pages. Users often have to resort to this or not attend the concert at all.

4

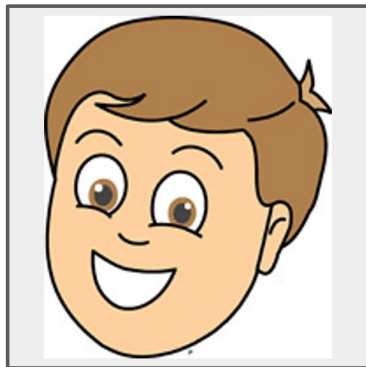
## Bad Seat Views

Users are often frustrated when they get to the venue and find that the view from their seats is not worth the cost of the tickets.

# Persona: Alfie

## Problem statement:

Alfie is a senior accountant with limited free time who needs an app that helps him purchase tickets directly from a venue in order to avoid ticket resellers who sell at exorbitant prices.



**Alfie**

**Age:** 30

**Education:** University graduate

**Hometown:** Boulder, Colorado

**Family:** Single, lives alone

**Occupation:** Senior accountant

*"My weekdays belong to my job so my weekends can belong to me"*

## Goals

- Work my way to another promotion at work
- Find a good balance of work and social life
- Take advantage of all Boulder and surrounding area has to offer

## Frustrations

- Not having the time for all the social activities I want to do - can be difficult to miss out on events due to work schedule
- Not always able to get the concert tickets because they go on sale during work - scalpers want way too much money
- Getting to a concert venue only to find out I paid a ton of money for a seat where I can't see

Alfie is a senior accountant after just receiving a promotion at his job. Because of this, he is finding his schedule more demanding of his time so he is trying harder to find a balance of his work and social life. He wants to be able to attend concerts on the weekends with his friends but is not always able to log on right away for the sales, which leaves him buying resale tickets at very high prices or miss out on the events. He would appreciate if there was some way to remedy this so he can still spend time at fun events with his friends in his spare time while working his way up the corporate ladder at work. He would ideally like to purchase tickets directly from the venue rather than large ticket sellers.



# User Journey Map

My goal through this process was to understand what a typical user experiences throughout the entire process of purchasing a ticket to attending the concert.

## Persona: Alfie

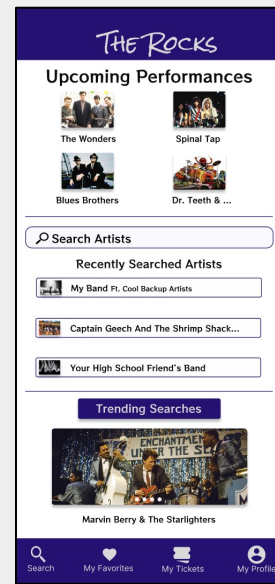
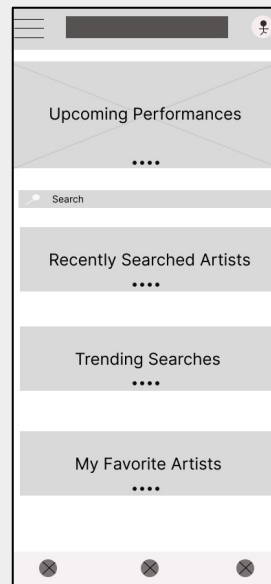
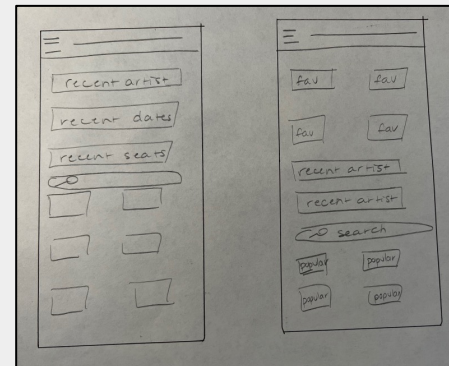
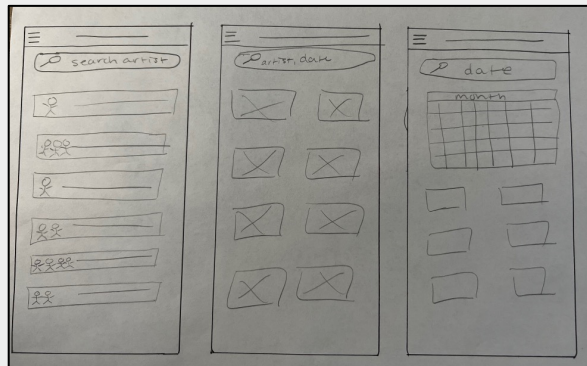
Goal: Buy tickets in a streamlined process without having to resort to ticket resellers at exorbitant prices

ACTION	Decide Which Concert to Attend	Purchase Tickets	Get to Concert	Get Food/Drink	Watch Concert
TASK LIST	Tasks A. See artists playing locally B. Ask friends who wants to attend	Tasks A. Figure out what ticket to buy B. Figure out where seats are in venue, what is nearby C. Call venue to purchase tickets	Tasks A. Research transportation options B. Call different options for pricing C. Book best option	Tasks A. Find food/drink kiosk near seats B. Wait in line C. Purchase food & drink	Tasks A. Find seats B. Enjoy concert with friends
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>• Excited</li><li>• Nervous</li><li>• Hopeful</li></ul>	<ul style="list-style-type: none"><li>• Confused</li><li>• Frustrated</li></ul>	<ul style="list-style-type: none"><li>• Overwhelmed</li></ul>	<ul style="list-style-type: none"><li>• Lost</li><li>• Confused</li></ul>	<ul style="list-style-type: none"><li>• Excited</li><li>• Relieved to be in seats</li><li>• Happy</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>• App with push alerts when artists are performing locally</li></ul>	<ul style="list-style-type: none"><li>• App to purchase tickets with seat views</li><li>• In-app map (with alternative text)</li></ul>	<ul style="list-style-type: none"><li>• In-app option to book transportation to/from venue</li></ul>	<ul style="list-style-type: none"><li>• In-app option to order food/drink delivery</li><li>• In-app map of venue with location tracking option</li></ul>	<ul style="list-style-type: none"><li>• In-app map of venue with location tracking option</li></ul>



# Paper Wireframes

My goal through this process was to find the best appearance for the "Home Page" that gives users enough options right when they open the app.

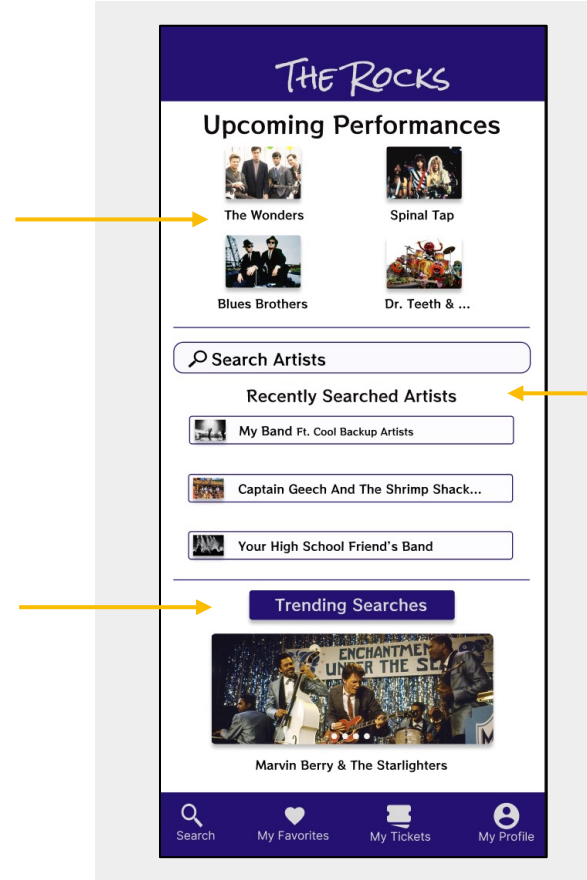


# Digital Wireframes

I wanted to make sure users had different search options as well as information about what artists are going to be playing very soon.

This option allows users to see what performances are coming up very soon

This option allows users to see what other users have been searching for recently

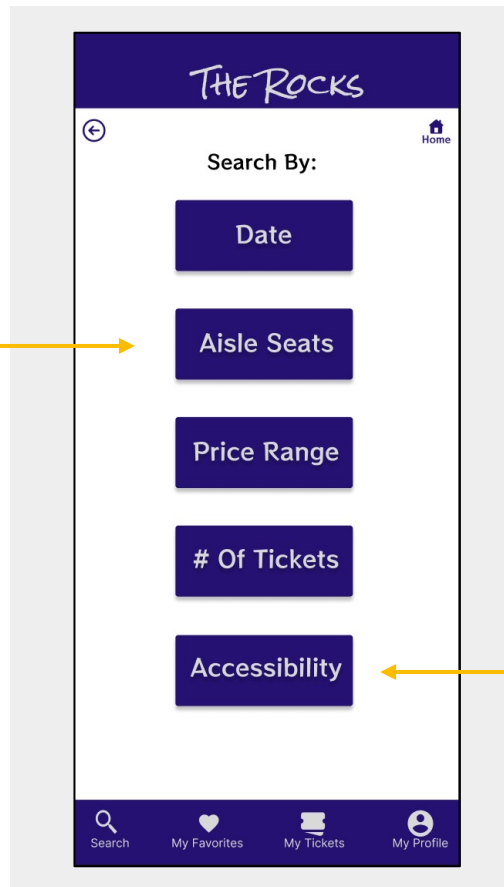


This option shows users what artists they have searched recently so they do not have to continually type it in when they come back

# Digital Wireframes

I wanted to make sure users were able to search by different accessibility needs.

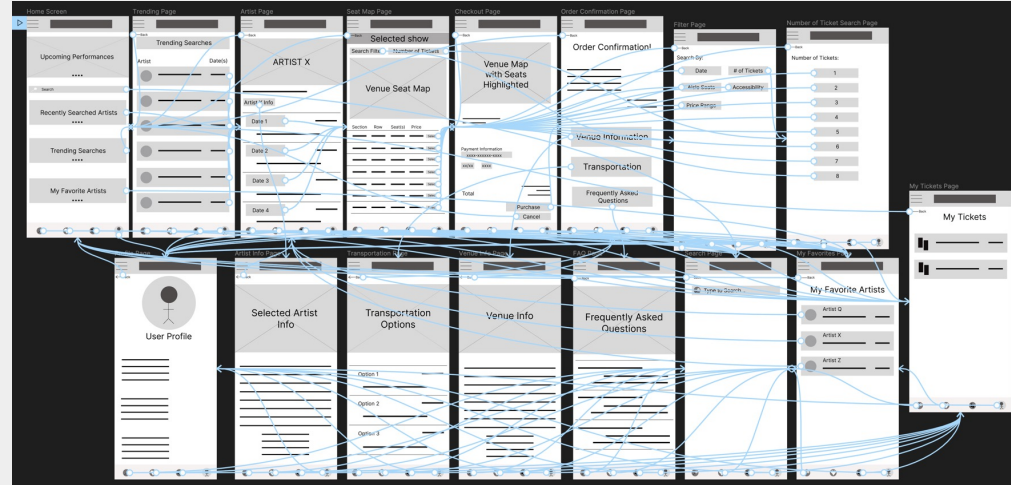
This search option will be beneficial for any users who can't walk through rows and need to sit in an aisle seat



This option allows users to search seat options by accessibility needs

# Low-Fidelity Prototype

Low-fidelity prototype



# Usability Study: Findings

Remote usability studies were conducted with participants going through the simulated process of purchasing concert tickets. The studies were very successful and led to some changes and tweaks in the product design.

## Round 1 findings

- 1 Include option to edit "User Profile" picture
- 2 Include header to make "Order Confirmation" page more clear
- 3 Too many ways to filter for tickets is confusing

## Round 2 findings

- 1 Need a "Home" button on each page
- 2 Adjust top header to have app title visible
- 3 Adjust bottom menu options so none are cut off

## Refining the design

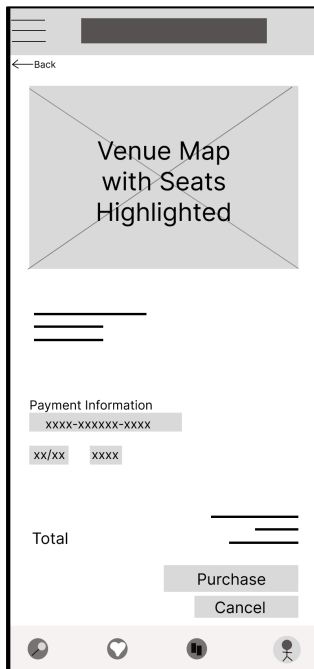
- Mockups
- High-Fidelity Prototype
- Accessibility



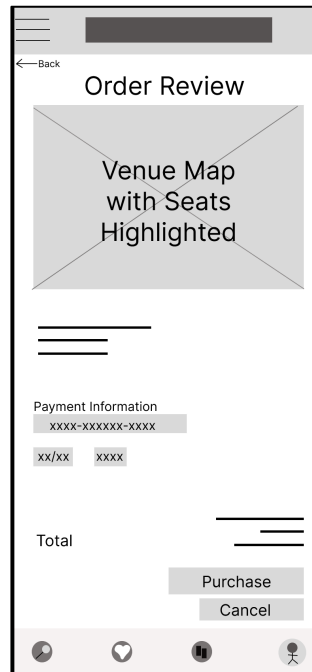
# Mockups

It was not clear to all participants that they were on the "Order Review" page so a header needed to be added.

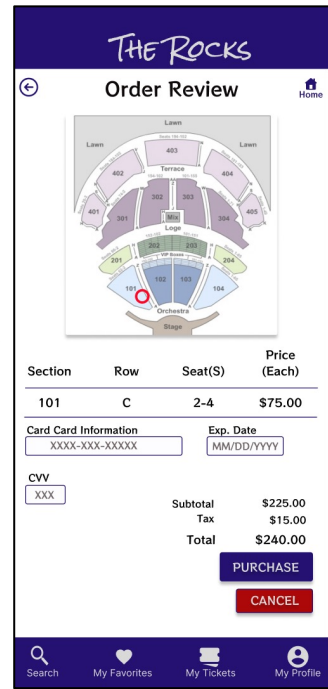
Before usability study



After usability study



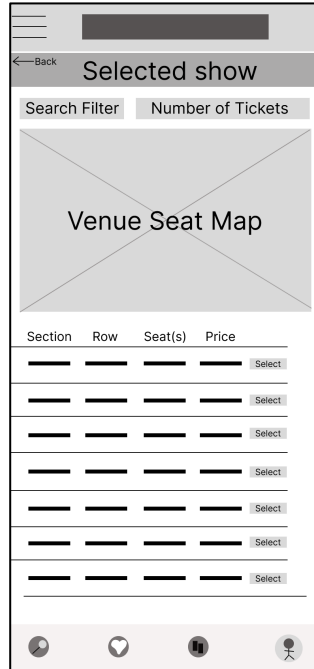
Final



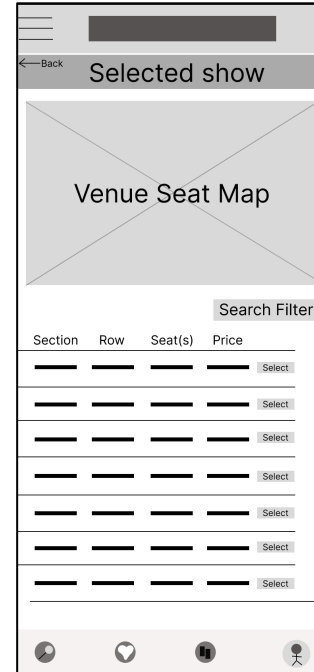
# Mockups

Having two ways to filter for tickets was confusing for participants so one was removed and added under the main filter.

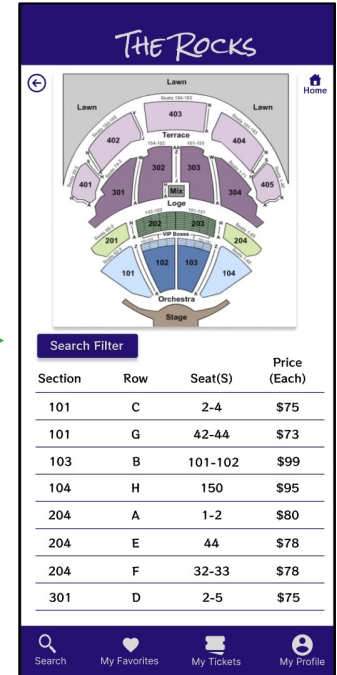
Before usability study



After usability study



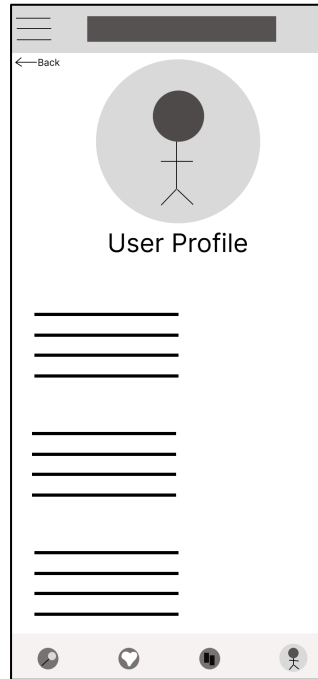
Final



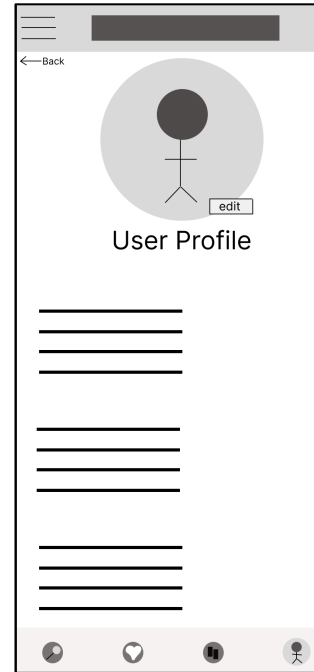
# Mockups

Participants were able to easily recognize the stick figure icon as the “User Profile” icon, however, some expressed a desire to be able to change the picture so and “Edit” button was added.

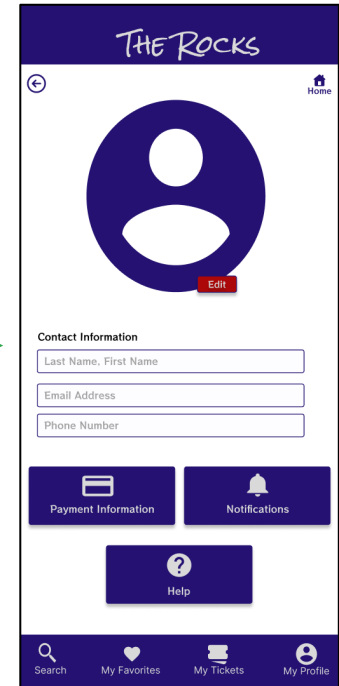
Before usability study



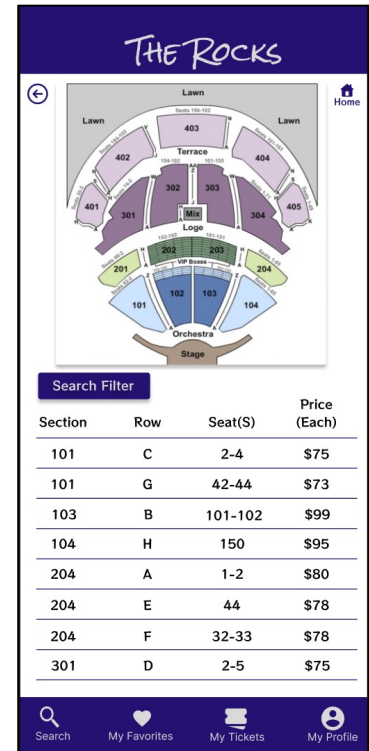
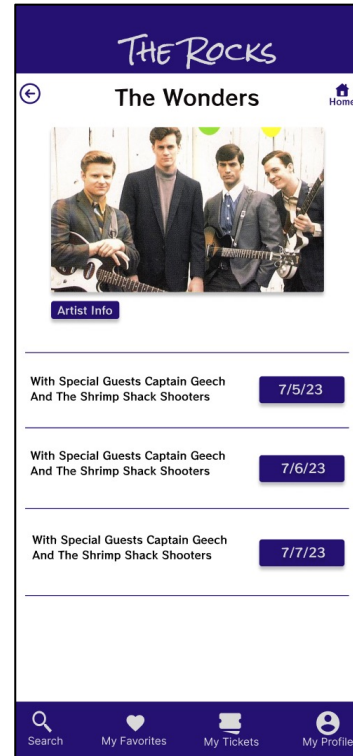
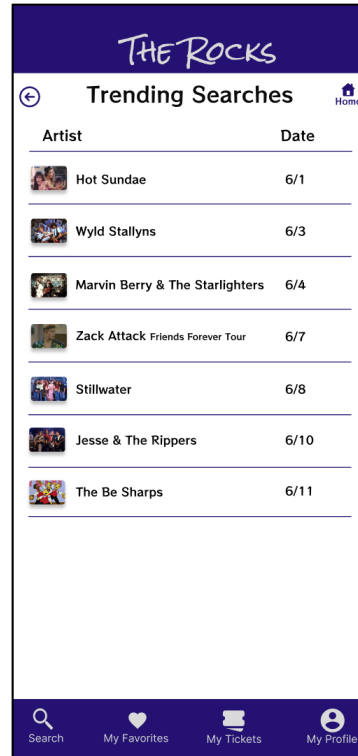
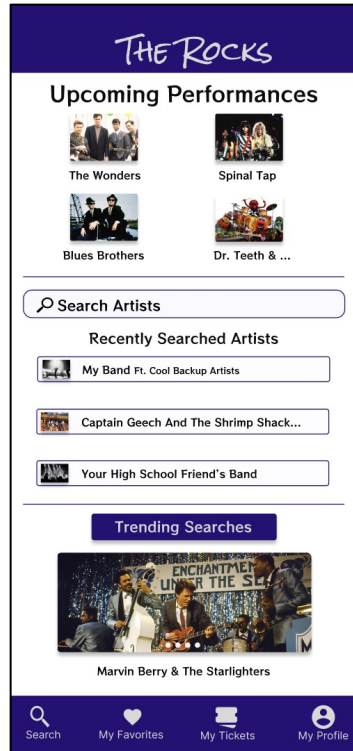
After usability study



Final




# Mockups



# Mockups

## THE ROCKS

### Order Review



Section	Row	Seat(S)	Price (Each)
101	C	2-4	\$75.00

Card Card Information

XXXX-XXX-XXXX

Exp. Date

MM/DD/YYYY

CVV

XXX

Subtotal

\$225.00

Tax

\$15.00

Total

\$240.00

PURCHASE

CANCEL

Search

My Favorites

My Tickets

My Profile

## THE ROCKS

### Order Confirmation!

The Wonders  
July 6, 2023  
Section 101, Row C, Seats 2-4

View In My Tickets

Return To Home

Venue Information

Transportation

Frequently Asked Question

Search

My Favorites

My Tickets

My Profile

## THE ROCKS

### Search By:

Date

Aisle Seats

Price Range

# Of Tickets

Accessibility

Search

My Favorites

My Tickets

My Profile

## THE ROCKS

### Number Of Tickets:

1

2

3

4

5

6

7

8

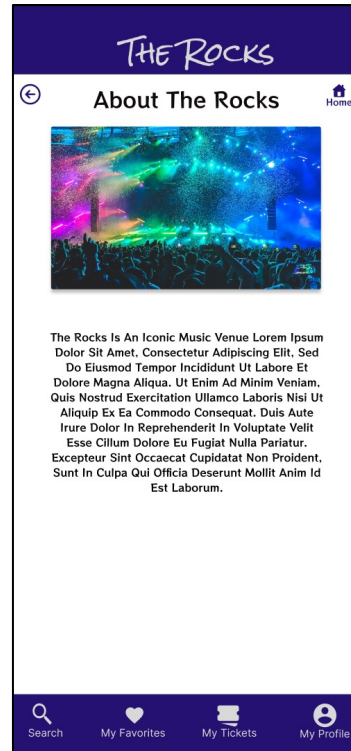
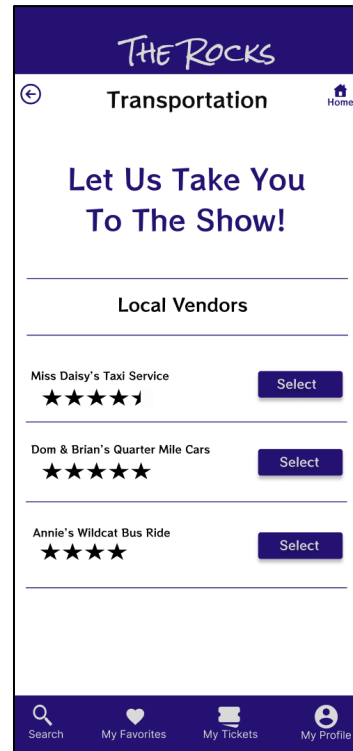
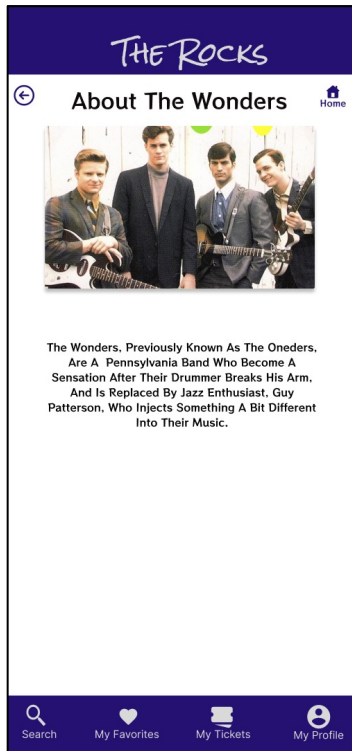
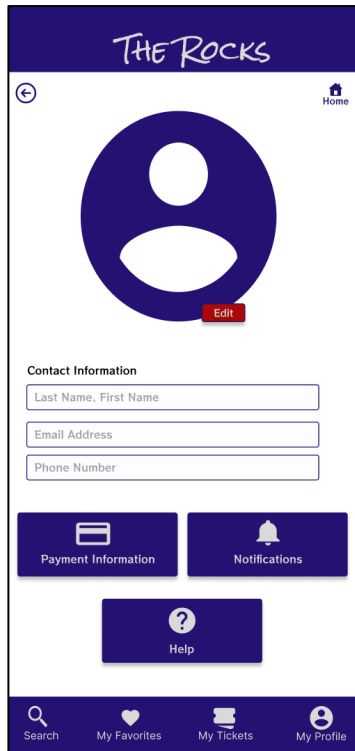
Search

My Favorites

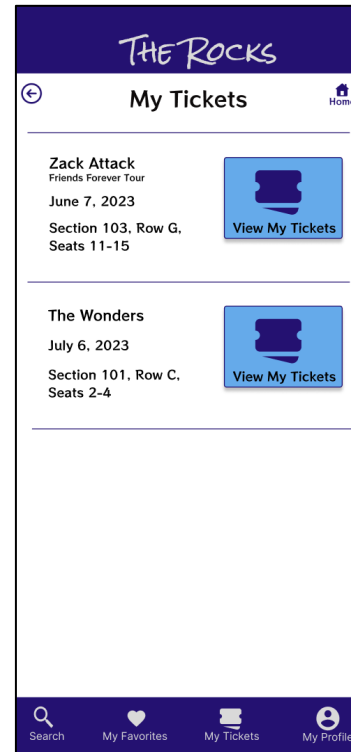
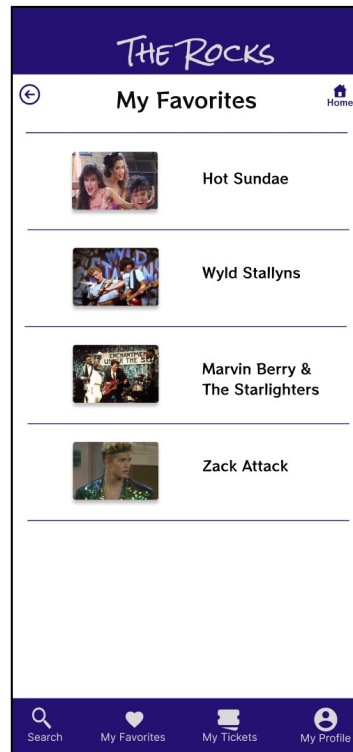
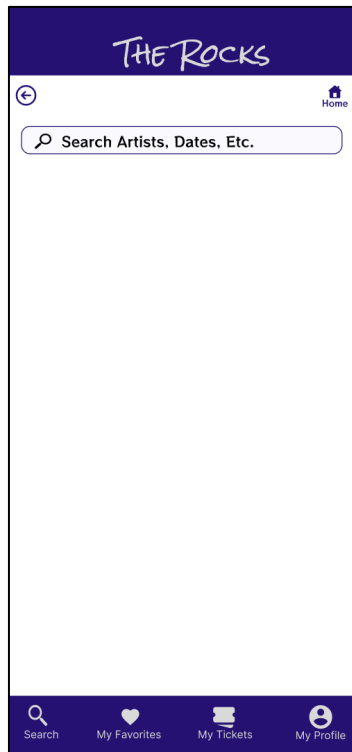
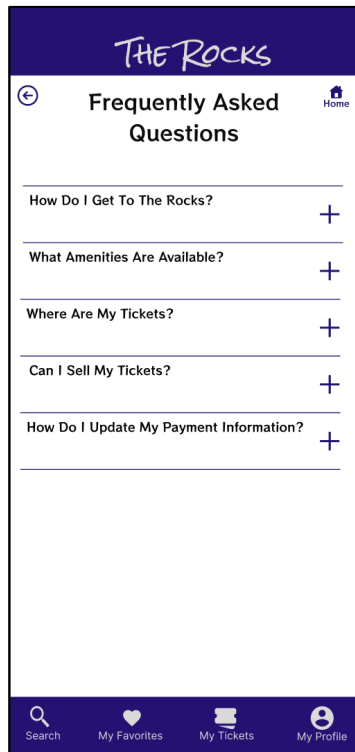
My Tickets

My Profile

# Mockups



# Mockups



# High-fidelity prototype

High-fidelity prototype





# Accessibility Considerations

1

Every page was designed with high contrast colors and large text headers on each page.

2

All pictures in the app will have alternative text so they can be read by screen readers.

3

There are options to search by aisle seats and other accessibility-specific seats for those who need them.

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

I believe this app will be a significant improvement for venues to utilize and run themselves, rather than rely on the large ticket sellers who have massive fees, large wait times, and unreliable websites. As one usability study participant said, it's "easier than Ticketmaster!"



## What I learned:

There were many things learned throughout this process, the main thing being all the hard work and research that goes into every aspect of the app.

# Next steps

1

I would like to speak with an engineering and coding team to discuss creating the full app. I would provide my prototypes and walk through my vision so they fully understand what the app is for and why it is important.

2

Once the app has been created by an engineering and coding team, I would like to test it with a larger group of potential users to ensure all functions are at their best for each user and their needs.

3

Once the app is finalized, I would shop it to different venues as a potential alternative to big ticket sellers that have not been very successful keeping users happy.

# Let's connect!



Please feel free to reach out to me with any comments or questions, both are greatly appreciated.

[I can be reached by email here.](#)

Thank you!