

INTRODUCTION

BACKGROUND

: By analyzing 3 ticketing sites' interface, we tried to find out the advantages and weaknesses among interfaces based on human-computer interaction. Through the data analyzed, we are trying to make suggestion of human centered ticketing interface.

PURPOSE

: Extracting user data to provide guidelines for convenient interfaces that the ticketing web interface should provide

KEYWORDS

: Interface design, human-centered design, online ticket reservation site, interactive design

METHOD

LOCATION

: Ebenezer (EBEN) Room 311

PARTICIPANTS

: 20 Handong students around age 20s

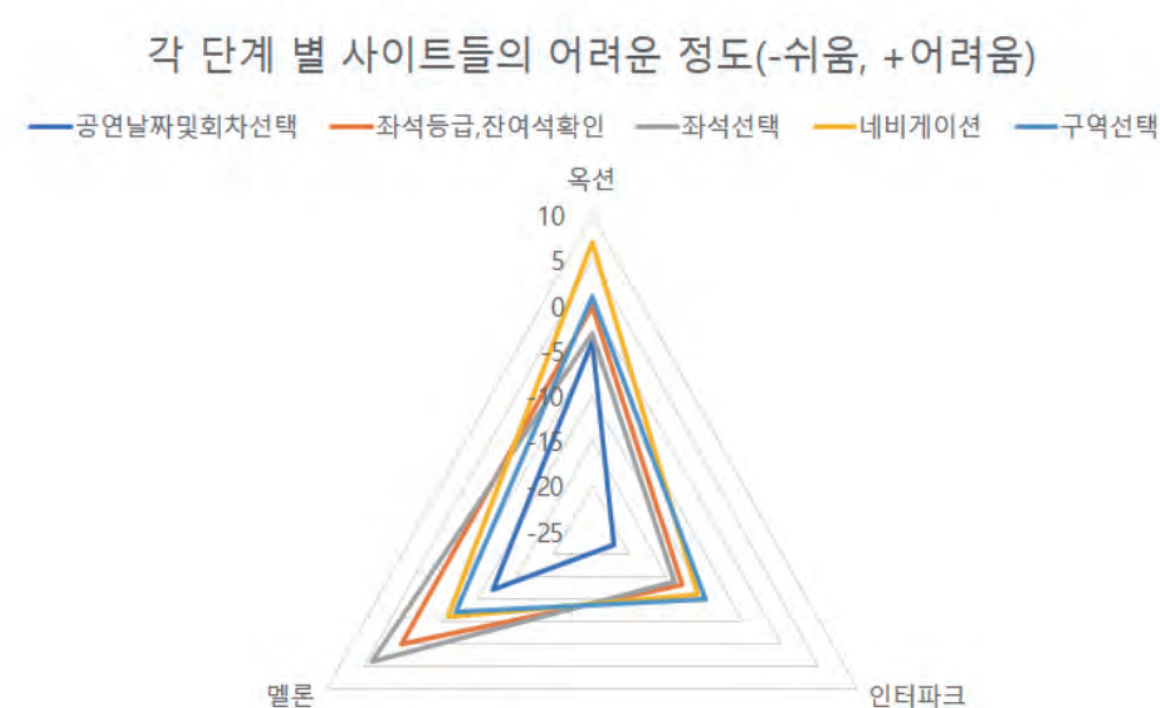
EXPERIMENT PROCESS

1. Explain about the experiment's purpose, method and procedure to participants, and get agreement form signed.
2. For participants who didn't wear glasses, they were asked to wear EYE TRACKER for the experiment while who wore glasses were not.
3. In order for participants to start experiment in a same condition, start with trial experiment with Hana ticketing site.
(At this procedure, monitor record was held to check several variables that can occur during the actual experiment.)
4. After the practice, make participants select 'Chicago' (SeongNam) in Dec.18th (8 p.m.) from three ticketing sites randomly; Melon, Auction and Interpark.
5. Interview participants who finished the ticketing experiment and collect responses (advantages and disadvantages, visual elements...) of each sites.

ANLYSIS #1 CLICK ERROR

We analyzed the survey results conducted after the experiment and quantified the usability of each key element of each interface to understand why it was inconvenient or useful.

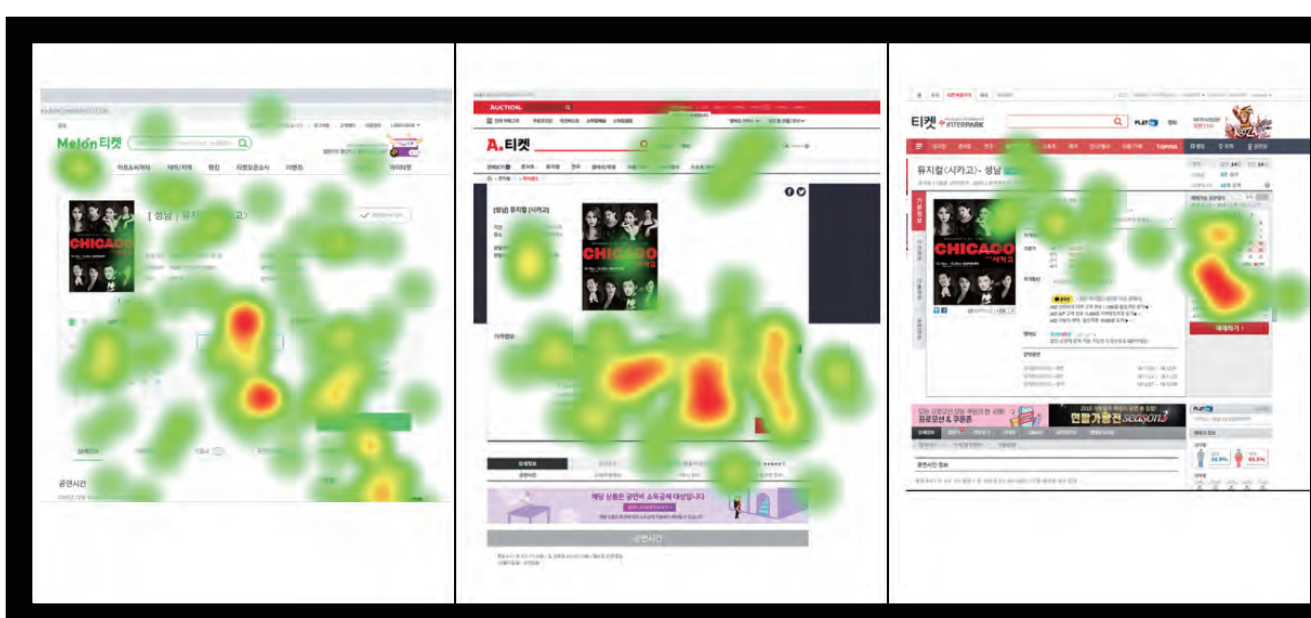
	TIME AND DATE	CHECK EXTRA	CHOOSE SEAT	NAVIGATION	CHOOSE ZONE
AUCTION	-4	0	-3	7	1
INTERPARK	-22	-13	-14	-11	-10
MELON	-12	0	4	-6	-7



ANLYSIS #2 EYETRACKER

DATE AND PERFORMANCE TIME SECTION

MELON > AUCTION > INTERPARK



RESULT

A SITE WHERE PEOPLE COULD EASILY BOOK TICKETS : INTERPARK

HOWEVER, INTERPARK IS NOT EQUIPPED AS THE BEST TICKET RESERVATION SITE.

CONCLUSION

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:We found that the results of the Interpark site were the most comfortable site for subjects to experiment with.

LIMITAION

:Even within Interpark, there was no result that it was the best interface for users to use. Similar to others in many parts of the Interpark Ticket Reservation window, the visuals were found to be distracting, while other sites had their preferences.

FURTHER RESEARCH

:The research shows that more research is needed to make ticket reservation websites easier for users to find the best interface. That is, the above results can be used to propose guidelines for optimal interface creation.