

Survey Questions

Usage Questions

1. How often do you purchase concert tickets online? (e.g., Weekly, Monthly, Occasionally)
2. Which platform(s) do you most frequently use to buy concert tickets? (e.g., StubHub, Ticketmaster, SeatGeek)
3. How often do you encounter difficulty purchasing tickets?(Very satisfied to Very unsatisfied, scale 1 - 5)

User Experience Questions (Likes and Dislikes)

4. What do you like most about the concert ticket-buying platform you use? (Open-ended, non-required)
5. What frustrates you the most when using concert ticket-buying websites? (Open-ended, non-required)
6. On a scale from 1 to 5, how would you rate the ease of navigation on the site(s) you use?

Features Questions

7. How important is having a seating chart when purchasing tickets? (Not important / Somewhat important / Very important)
8. How often do you buy or sell resale tickets? (e.g., Frequently, Occasionally, Rarely, Never)
9. How important is it for you to see reviews or ratings for online purchases? (Not important / Somewhat important / Very important)

Fees Questions

10. How satisfied are you with the transparency of fees on ticket-buying platforms? (e.g., Very satisfied, Somewhat satisfied, Unsatisfied)
11. Do you feel that service fees are reasonable on current ticket platforms? (Yes/No)

Suggestions

12. What additional features would you like to see on concert ticket-buying platforms? (Open-ended, non-required)
13. In your opinion, what is missing from the current concert ticket-buying experience? (Open-ended)

Context of Use Questions

14. What device(s) do you primarily use to purchase concert tickets? (e.g., Desktop, Laptop, Mobile Phone, Tablet)
15. How long do you typically spend on a ticket-buying site before making a purchase decision? (e.g., Less than 5 minutes, 5-10 minutes, More than 10 minutes)

Cognitive Ability Questions

16. On a scale of 1 to 5, how easy is it for you to make decisions when comparing ticket options (e.g., seat location, price, resale vs. primary)?

Physical Ability

17. Do you have any physical challenges that impact your ability to interact with ticket-buying platforms? (e.g., Visual impairments, Motor skills challenges, None)
18. Do you use any assistive technologies when purchasing tickets online? (e.g., Screen readers, Voice control, Magnifiers)

Individual Profile

19. What age group do you belong to? (e.g., 18-25, 26-35, 36-45, 46+)
20. How comfortable are you with using technology to make online purchases? (e.g., Very comfortable, Somewhat comfortable, Uncomfortable)