

Primary Stakeholders

“Opportunities” refers to a way we can alleviate pain points when developing our website.

Bobby James

PRIMARY STAKEHOLDER	PRIMARY STAKEHOLDER	PRIMARY STAKEHOLDER	PRIMARY STAKEHOLDER	PRIMARY STAKEHOLDER
Website User/Concert Ticket Customer Name: “Kiahna” Age: 18–25 Device: N/A	Website User/Concert Ticket Customer Name: “Mercy” Age: 18–25 Device: Mobile Phone	Website User/Concert Ticket Customer Name: “Joshua” Age: 18–25 Device: Mobile Phone	Website User/Concert Ticket Customer Name: “Zachary” Age: 18–25 Device: Personal Computer	Website User/Concert Ticket Customer Name: “Mohammad” Age: 18–25 Device: Mobile Phone
Context of Use: How often: Occasionally Time spent on site: More than 10 minutes	Context of Use: How often: Occasionally Time spent on site: 5–10 minutes	Context of Use: How often: Occasionally Time spent on site: 5–10 minutes	Context of Use: How often: Monthly Time spent on site: More than 10 minutes	Context of Use: How often: Occasionally Time spent on site: More than 10 minutes
Cognitive and Physical Abilities: Comfort using tech: 5/5 Physical Impairments: None Assistive Technologies: None	Cognitive and Physical Abilities: Comfort using tech: 3/5 Physical Impairments: None Assistive Technologies: None	Cognitive and Physical Abilities: Comfort using tech: 5/5 Physical Impairments: None Assistive Technologies: None	Cognitive and Physical Abilities: Comfort using tech: 5/5 Physical Impairments: None Assistive Technologies: None	Cognitive and Physical Abilities: Comfort using tech: 5/5 Physical Impairments: Visual impairments Assistive Technologies: None
Key Insights: Pain Points: Sold Out Tickets / Fees Opportunities: Implement “Verified Fan” Feature, Transparent/Low Fees	Key Insights: Pain Points: Lack of pictures of the venues Opportunities: Include pictures of venues	Key Insights: Pain Points: Slow UI/External site integration Opportunities: More efficient UI	Key Insights: Pain Points: Navigation, No notifications Opportunities: Notifications when ticket sales go live	Key Insights: Pain Points: Difficult to find cheapest tickets Opportunities: Sort tickets by price
PRIMARY STAKEHOLDER	PRIMARY STAKEHOLDER	PRIMARY STAKEHOLDER	PRIMARY STAKEHOLDER	PRIMARY STAKEHOLDER
Website User/Concert Ticket Customer Name: “Aidan” Age: 18–25 Device: Mobile Phone	Website User/Concert Ticket Customer Name: “Daniel” Age: 18–25 Device: Mobile Phone	Website User/Concert Ticket Customer Name: “Andradus” Age: 46+ Device: N/A	Website User/Concert Ticket Customer Name: “Bobby” Age: 18–25 Device: N/A	Website User/Concert Ticket Customer Name: “Hunter” Age: 18–25 Device: Mobile Phone
Context of Use: How often: Occasionally Time spent on site: More than 10 minutes	Context of Use: How often: Occasionally Time spent on site: More than 10 minutes	Context of Use: How often: Occasionally Time spent on site: More than 10 minutes	Context of Use: How often: Occasionally Time spent on site: More than 10 minutes	Context of Use: How often: Never Time spent on site: 5–10 minutes
Cognitive and Physical Abilities: Comfort using tech: 5/5 Physical Impairments: None Assistive Technologies: None	Cognitive and Physical Abilities: Comfort using tech: 5/5 Physical Impairments: None Assistive Technologies: None	Cognitive and Physical Abilities: Comfort using tech: 5/5 Physical Impairments: Visual Impairments/Motor skills Assistive Technologies: None	Cognitive and Physical Abilities: Comfort using tech: 5/5 Physical Impairments: None Assistive Technologies: None	Cognitive and Physical Abilities: Comfort using tech: 5/5 Physical Impairments: None Assistive Technologies: None
Key Insights: Pain Points: Annoying popups, Confusing layout, Service fees Opportunities: Clear layout, Transparent/Low fees	Key Insights: Pain Points: Time limits to reserve a sale Opportunities: Extend ticket reservation timer	Key Insights: Pain Points: Fees Opportunities: Transparent/Low Fees	Key Insights: Pain Points: Sold out shows, Long queues Opportunities: Secure tickets for favorite artists/shows before they sell out	Key Insights: Pain Points: Difficulty in selecting ticket spots, Clear information regarding venue Opportunities: Clear information about event, Ticket resale