CSCI 5115

Project: TicketX

BACKGROUND

- I was 1 of 6 team members with majors ranging from computer science, psychology, and user experience.
- We collaborated on this project through the course CSCI 5115

RESPONSIBILITIES

The team split up tasks based on the amount of work required. Each team member gave the team access to whatever they work on, and work was reviewed in pairs either in an outside meeting or during allotted class time.

GOAL

Create an app that streamlines the ticket-buying and selling process, catering to the needs of both buyers and sellers in a user-friendly manner.

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Problem Statement

Clearly define the specific issue or challenge that users are facing within a certain system

College students seek distinctive experiences to enrich their time in academia before transitioning to the demands of professional life.

These experiences encompass a diverse range, including sporting events, concerts, and shows.

However, procuring tickets presents a challenge, with students:

- accessibility and affordability.
- exorbitant fees
- inconsistent levels of safety and security,
- concerns such as reselling tickets
- identifying trustworthy sellers
- avoiding scams.

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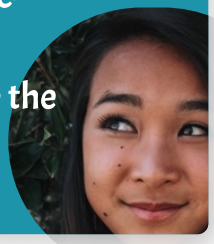
User research

Gain an understanding of users, their needs, behaviors, and preferences in order to design an app that meets their requirements

USER PROFILE

- Undergraduate and graduate students at the University of Minnesota
- Those who commonly attend events with pre-purchased tickets
- ~6 participants, we would also try to balance the demographics of users

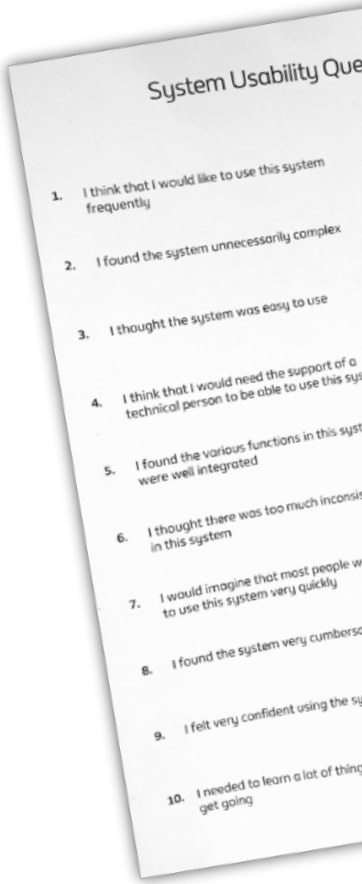


USER INTERVIEWS

- We would conduct user interviews upon finishing surveys
- Each team member will conduct at least one user interview
- We will ask similar questions as the survey covers, but in more details and with notes:

METHODS:

- Use Qualtrics to gather user data on ticket exchange preferences. Everyone in the team gets 3 responses.
- After getting the initial results from the survey, select and ask if some participants are willing to have a virtual/ in-person interview for us to collect more in-depth information. Users would need to sign the consent form before the interview.
- Conduct the user interview and finish the data gathering phase



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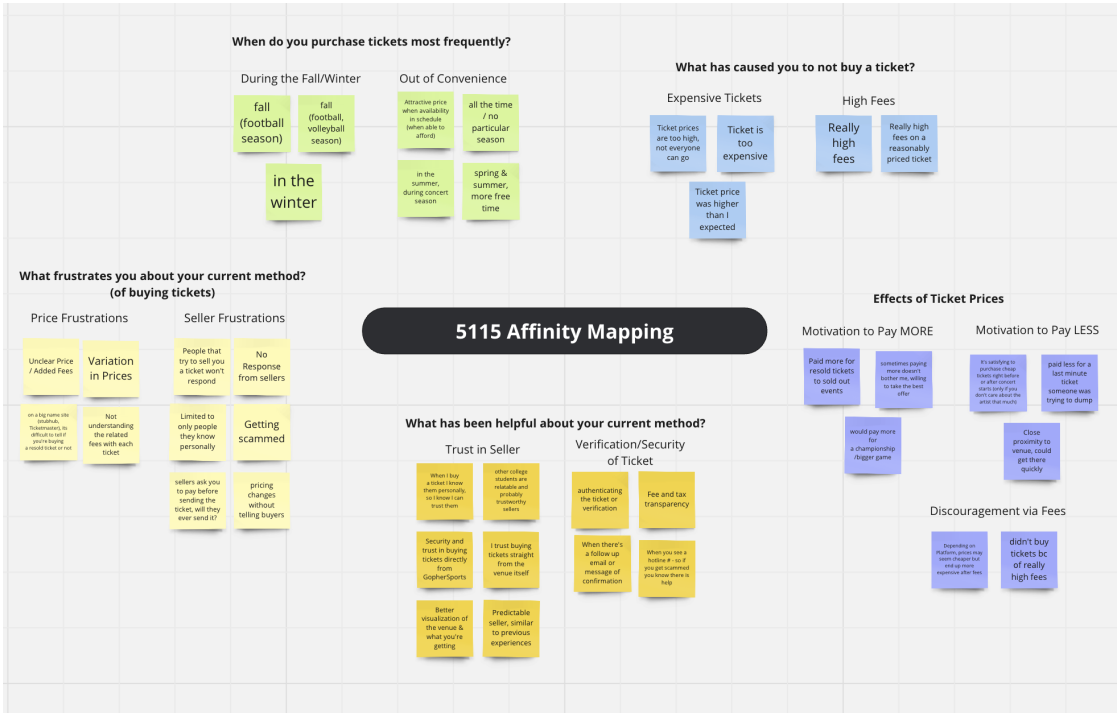
OVERALL RESULTS:

Most participants reported buying tickets more frequently than selling, with the majority using ticket platforms a few times a year. In terms of methods of purchasing tickets, online ticketing websites seemed to be the most used followed by the website of the event holder or venue. When using these websites, participants understand that they are buying their tickets from a reliable and legit source. However, a notable proportion reported social media groups as a method of purchasing tickets as well.

QUANTITATIVE ANALYSIS

Question Number	Response Trend (totals = 26)
#4 (Grade)	Freshman: 1 Sophomore: 2 Junior: 10 Senior: 12 Graduate Student: 1
#5 (Age)	18: 1 19: 2 20: 4 21: 11 22: 8
#7 (Gender)	Male: 11 Female: 15
#8 (Buying or Selling More)	Buy and Sell Equally: 2 Sell: 2 Buy: 22
#9 (How often do you use platforms like SeatGeek, StubHub, 'Ticketmaster' etc)	Never: 3 Few times a year: 21 Once a month: 2

QUALITATIVE ANALYSIS



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User Personas

fictional representations allowing us to empathize with users by putting a face and a story to the target audience

Lowkey Linda

Basic Info

- 18-21
- Student at UMN
- Shoreview, MN

Frustrations

When websites show a range of ticket prices; prefers when price is clear

Making plans months in advance; prefers go with the flow planning

Interests

Going to Vikings Games with her BF

Thrifting at vintage vendor events

Going to local artist concerts

Brother Brad

Basic Info

- 21-23
- Student at UMN
- Stadium Village, Minneapolis

Frustrations

When tickets to sporting events sell out too quickly

When people buy tickets but don't go to the event

Interests

Going to Bar Crawls

Going to Gopher Games with his frat brothers

Attends local charity events with his family

KEY TAKEAWAY FROM QUANTITATIVE AND QUALITATIVE ANALYSIS

All participants were between the ages of 18 to 22, Generation Z, which is commonly noted to use social media in many aspects of daily life. Participants had largely bought tickets for concerts and college sports in the past when attending events with pre-purchased tickets.

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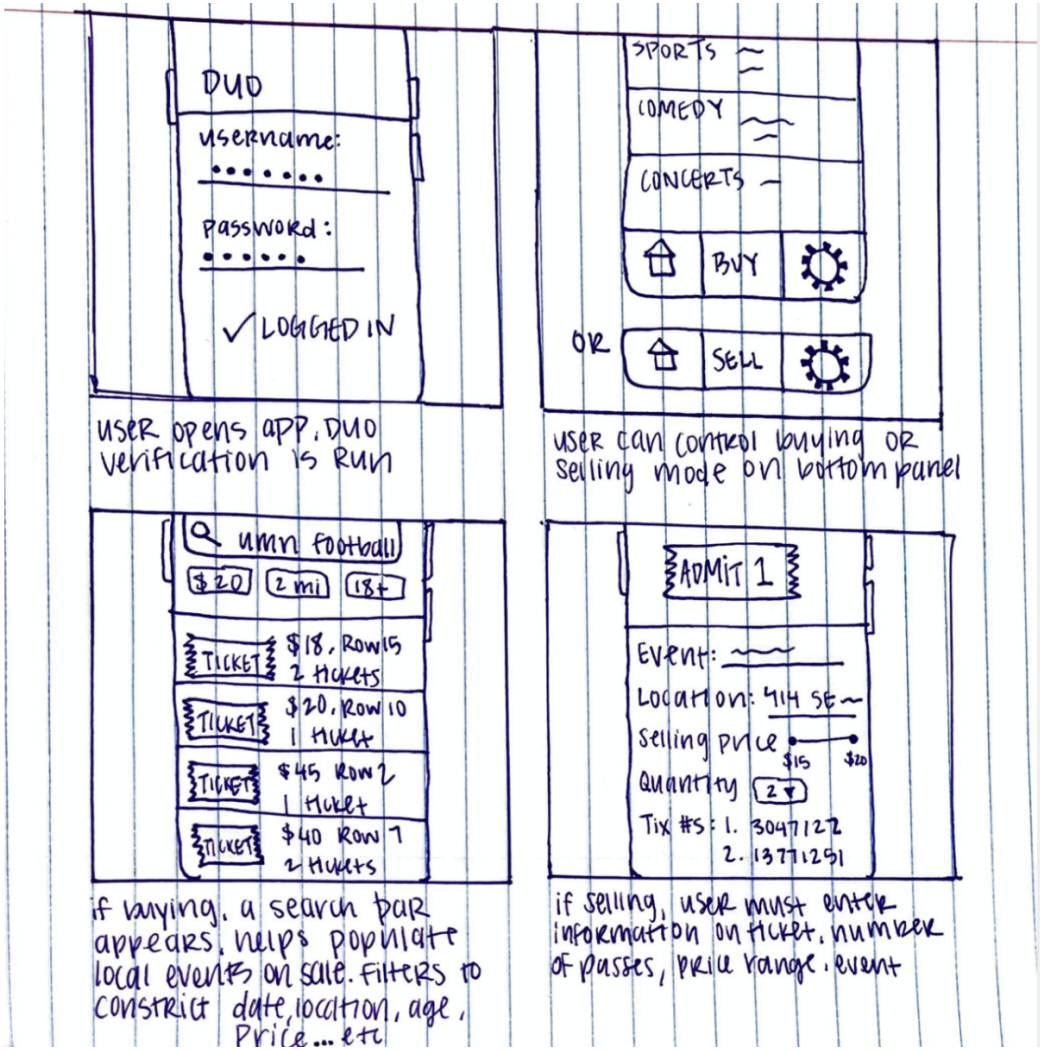
User journey

Visualize the steps a user takes when interacting with an app from beginning to end



PROPOSED APPROACH

Based on research findings:

- Prefer an application interface for buying tickets, with a website as a backup option.
- Security is a top priority, so our app will use Duo verification, aligning with the University of Minnesota's standard and offering high-level security.
- Users will have personalized landing pages for buying or selling tickets, with an option to switch. The app will remember the user's last activity and display relevant content accordingly.
- For buying, upcoming events and recent purchases will be featured, while sellers will see their listed events, transaction status, and pricing information.
- A messaging feature will use customizable usernames, and pricing transparency will be emphasized, with historical and current pricing displayed.

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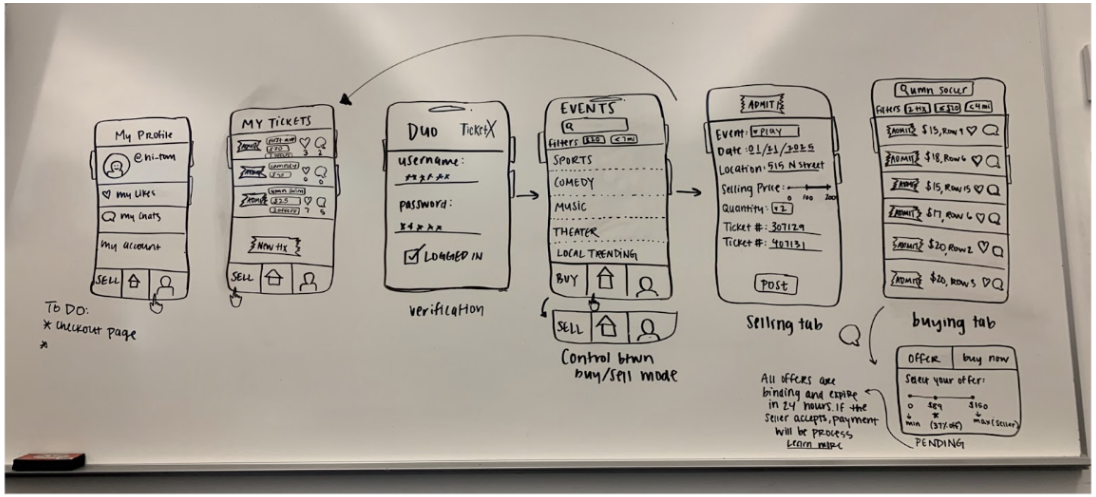
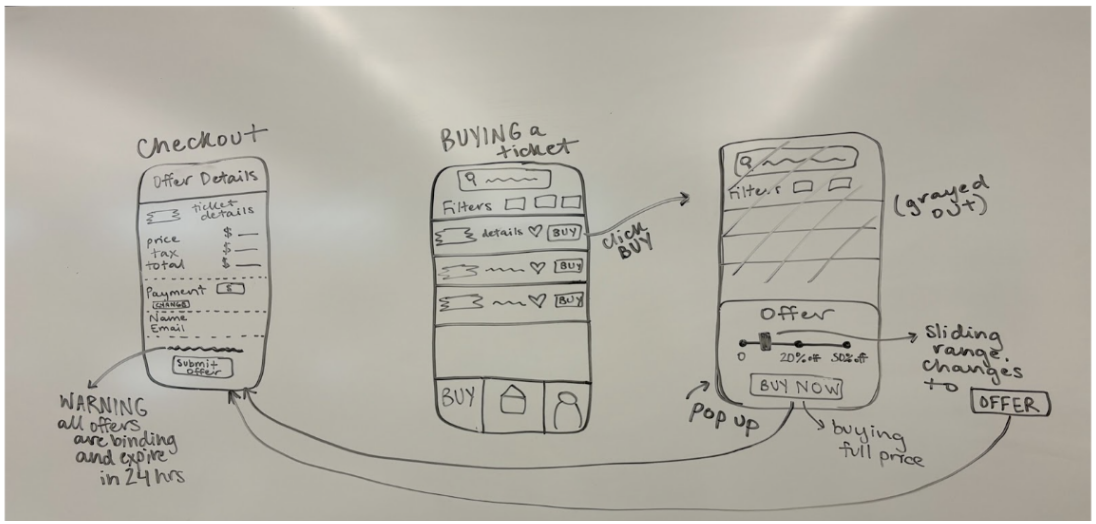
Low Fidelity Prototype

Explore and communicate design ideas by creating an initial rough sketch or blueprint of the app

Created using the help of the quantitative and qualitative analysis as well as how we wanted our user personas to navigate the user journey





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Cognitive WalkThrough

Assess the usability and user-friendliness of interface from the perspective of an end user.

Our group embarked on a journey to improve the user experience of our application, TicketX.

1. Initial Walkthrough Challenges:
    - Identified vagueness and specificity issues in user scenarios.
    - Realized the need for detailed yet concise scenarios for effective feedback.
2. Collaboration Approach:
    - Utilized a shared spreadsheet to list tasks for each scenario.
    - Employed a systematic rating system and consensus-based discussions for evaluating tasks.
3. Unforeseen Benefits:
    - Initially skeptical about identifying problems due to designer bias.
    - Surprisingly, the cognitive walkthrough proved highly beneficial in uncovering various issues.
4. Identifying Workflow Gaps:

- Discovered shortcomings in the user journey, such as missing transition screens, account creation and preference settings.

REVISED PLAN

We considered several potential fixes for our application but ultimately decided against implementing them. One idea was to allow users to choose their notification method upon creating their account, but we deemed this feature redundant and not a priority. Another proposal was to replace "BUY" buttons with shopping cart icons, but instead, we opted to streamline the workflow by removing the buttons entirely and prompting users to buy or place an offer upon clicking on a ticket. Additionally, we considered highlighting the current page icon on the navigation bar, but we concluded that this feature wasn't essential to the application's functionality and prioritized other tasks instead.

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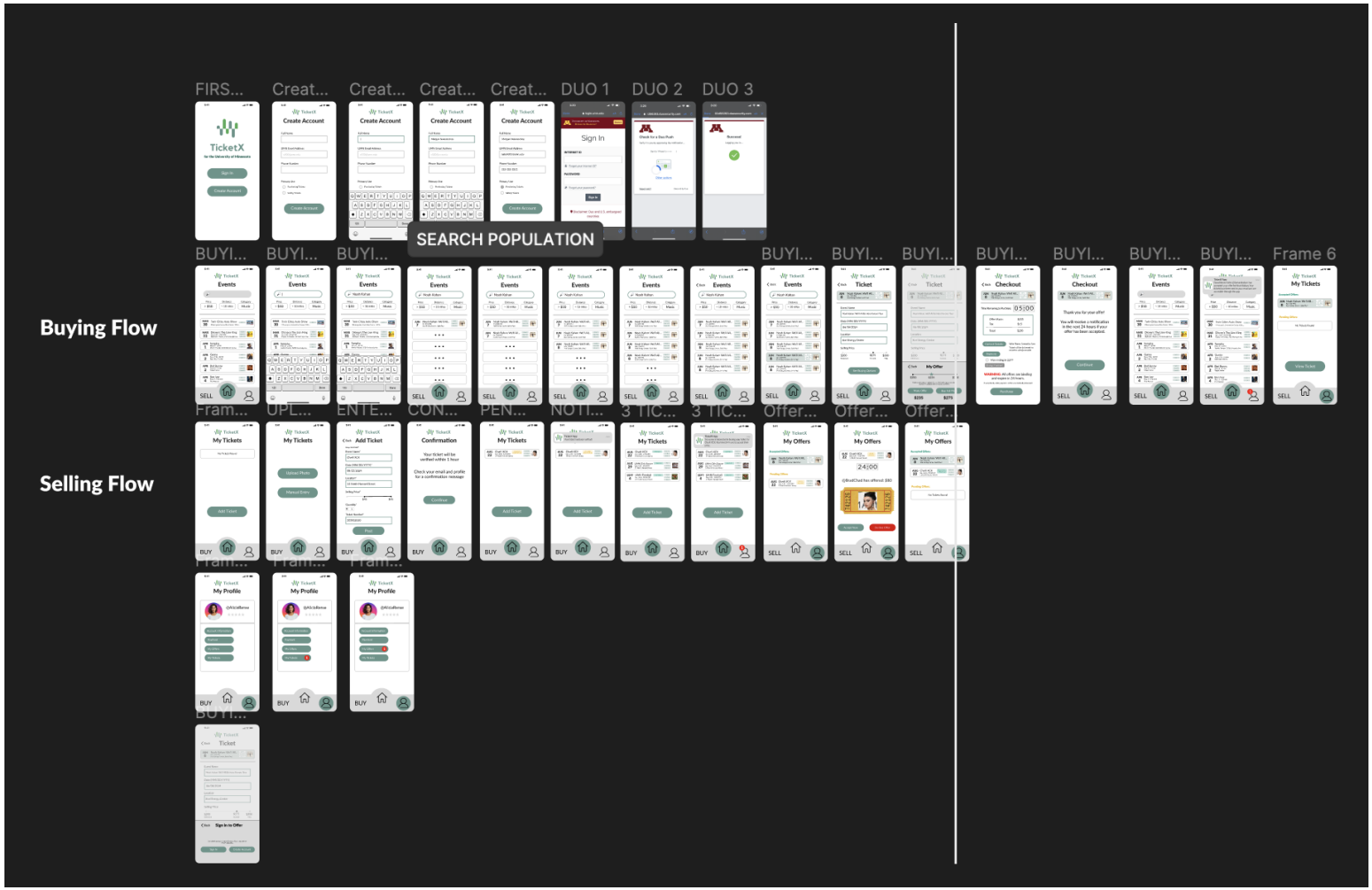
High Fidelity Prototype

Provide a highly detailed and realistic representation of the final product's user interface and functionality



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Heuristic Evaluation

Systematically assess the usability of the user interface

Make sure app fully complies with Nielsen's 10 Usability Heuristics for User Interface Design

- ✓ **Recognition rather than recall**
- ✓ **Help and documentation**
- ✓ **User control and freedom**
- ✓ **Aesthetic and minimalist design**
- ✗ **Match between system and the real world**
- ✗ **Help users recognize, diagnose, and recover from errors**

MAJOR CHANGES

- Dropped the planned functionality to allow for a dynamic pricing strategy. We replaced it with the ability to have a range of prices to sell the ticket(s) at, and if the buyer offers a price outside of that range, the seller can choose to approve or reject that offer within 24 hours, or until the expiration date of the ticket for our platform, whichever comes first.
- Added the ability of buyers to either buy a ticket at a pre-approved price, or offer a price to hopefully get the seller to approve that price.
- Added verification from staff of our platform, removed the idea that our platform will natively integrate into the individual platforms where the users hold the tickets.
- Added a hold on the ticket and payment until both are confirmed on the platform after a transaction started.
- The added offer functionality also replaced the messaging section. Instead this will open an offer thread where the buyer and seller can negotiate through offers.

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Next Steps

- Continue updating Figma prototype
- Usability testing with participants
- Present to class

LESSONS LEARNED:

- The importance of various steps in crafting a robust user interface.
- Transitioning from whiteboard prototypes to Figma allowed us to uncover workflow gaps and implement necessary features.
- Initially skeptical, we found cognitive walkthroughs to be surprisingly effective in identifying prototype issues, enabling us to refine our design early on.
- Heuristic evaluations further revealed user experience issues we had overlooked, highlighting the value of thorough evaluation processes.
- Working individually and then collaboratively proved instrumental in identifying diverse problems and devising user-centric solutions.
- This experience underscored the necessity of considering both the designer and user perspectives in creating a seamless application with an optimal user experience.