Overview

Studio Theatre produces exceptional contemporary theatre in deliberately intimate spaces, fostering a more thoughtful, more empathetic, and more connected community, in Washington, DC and beyond.

The Objective

Studio Theatre recently redesigned their studio space and their website. They want to incorporate a way for their patrons to purchase tickets online that fits seamlessly into their new website.

Studio Theatre website. https://www.studiotheatre.org/

My Responsibilities

- **Analyze research** done by the research team to create the best user experience.
- **Create user flows** for online ticket purchases.
- **Design the UI** (user interface) for online ticket purchases.
- Create a working **prototype**.

The Process we used

Empathize

Anthony Karmus, and Sean Costella were in charge of the initial research and interviews.

Methods Used

- Stakeholder Interviews
- User Interviews
- Competetive Analysis

Key Findings

- Users need an account to purchase tickets.
- Users like to be able to see where the seats are.
- Many patrons are older in age.
- The seating will change based on the production.
- Valet parking needs to be purchased with ticket.
- The websites primary purpose is to sell tickets.

With this information we were able to define the most common issues users experienced when purchasing a ticket to a play. We also were able to find out exactly what management wanted to accomplish by selling tickets online.

Define

Now that we had our initial research complete it was up to me to analyze it and figure out what was needed in order to create the most enjoyable ticket purchasing experience.

The Analysis

I decided we would use a few different methods in order to analyze the information. My main goal was to put myself in the users shoes as best as I could.

1. **Create Personas:** In order to visualize the information as a person I created a user persona representing the majority of the users. Because we had limited access to user's we felt designing for the most amount of people first would be the most efficient.
2. **Affinity Diagram:** We created an affinity diagram in order to visualize and categorize our information.
3. **Defining User Goals:** After organizing and analyzing all of our research we wanted to define a simple user goal or statement.

Affinty Diagram

User Goal Defined

A simple way to view information on a play or venue with the ability to purchase tickets from a seating chart.

Ideate

My major job during this phase was to analyze user flows of other websites and create a user flow for Studio Theatre.

User Flows

Signature Theatre

AMC

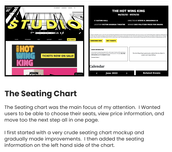
Broadway.com

Prototype

At this point I have all the information I feel I need to get the first prototype built. I started with a medium fidelity mockup. Since I was required to use their design style and their website was already build a good portion of my work was already done for me.

If they didn't just finish rebranding and redesigning their website, I would have designed it differently.

The Basic Style guide



The Seating Chart

The Seating chart was the main focus of my attention. I Wanted users to be able to choose their seats, view price information, and move too the next step all in one page.

I first started with a very crude seating chart mockup and gradually made improvements. I then added the seating information on the left hand side of the chart.

First Prototype Tests

After Playing around with the layout and the design of the seat selection page I decided it was time to run our first user tests. So I handed the prototype off to Anthony and Sean for some tests.

The seating chart prototype that was tested is below.

- Included accessible seating.
- Display Price on hover Added.
- Needed to provide information on (price, seats, row, and classification)
- Breadcrumbs were added to reduce confusion during the purchasing process

In total 5 user tests were completed. The feedback was recorded and analyzed. The majority of the feedback received was positive but we did get some good information that we could implement.

Feedback

- Seating chart should be bigger.
- Does not translate well to mobile.
- Checkout button, "Seemed out of place".

Final Seating Chart

The Seating information was moved to the bottom of the screen and would be fixed to the bottom of the screen. The purchase button was moved to the right hand side. The seating chart is now center of the page and full size. This design also allowed for an easy transition to mobile as well.

The Checkout Pages

For the checkout process Studio Theatre had very specific requirements for the information users needed to enter. Users needed to have an account or create an account in order to purchase tickets online through their website.