

Frame 1

S Share

Design Prototype 50%

Page

F5F5F5 100 %

Variables

Styles

Export

File Assets

Search all libraries

All libraries

iOS and iPadOS 26 UI Kit

Apple Design Resources

iOS and iPadOS 26 165 components

Material 3 Design Kit

Material 3 Design Kit 342 components

Simple Design System

Simple Design System 372 components

3rd Year Student

Anna
studying creative writing
21 Toronto

Anna is in her third year at the University of Toronto studying creative writing and loves going out with her friends.

"I want to find out when an artist I like is in the city so I can see them live."

"I need affordable forms of entertainment and ways to procure them for me and my friends."

Needs

- She needs to find concert times and ticket prices
- Along with a way to buy them safely online

Frustrations

- Tickets are expensive
- It can be hard to choose seats and compare prices
- Artists websites are often hard to navigate

Goals

- To buy tickets for her and her friends
- Be able to find information like pricing, availability, etc.

Tasks

- Use filter's like city or date to narrow search
- See if there is an opening act or a guest and who
- Learn about artists and their music

Navigation icons: back, forward, search, etc.