“Ari on tour” concert ticketing website

– UX feedback report–

Text, logo

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# Introduction

To be able to write this document I requested the help of two friends of mine. Basically, I have presented them the wireframes that I have prepared on Figma, and I asked them, separately, how would they surf on this website in order to complete the tasks that I proposed.

I have introduced them to the context and presented them the 2 dilemmas – how would they proceed to create an account and what would they do to create a new event in the Admin panel and how they would set tickets for that certain event. Below, I will attach pictures of the wireframes that were presented to the two users, and I will explain their interactions on the scenarios. I will also include wireframes of the solutions that I thought of after receiving their feedbacks.

# First case – Create an account

## Description and problems encountered

Graphical user interface, text, application

Description automatically generatedI have shown to each one of the users the Home Page which has the Register and Log in options in the Navbar. In this case, there are 2 options, the Register one which sends the user to the registration form page or Log in which send the user to the log in page. When I asked them what they would do in order to create an account the both of them tended first to head to the Log in button. This made me think that I would have to readjust the way it work for a bit an save the user from bumping into this confusion of not knowing what to pick.

Figure Home Page before

Graphical user interface, application, Teams

Description automatically generatedGraphical user interface, application

Description automatically generated

Figure Login Page before

Figure Register Page before

## Solution

I thought that it would be better if the user would get to the Home Page where in the Navbar there is only the Log in button. After the user presses the log in button, he/she will be redirected to the Log in Page where there will be a link – “Not having an account? Register now”. By pressing it an person who does not have an account is redirected to the registration form then back to log in, while someone who already has an account can proceed with logging in.

Text

Description automatically generated with medium confidence

Figure Home Page after

Graphical user interface, application, Teams

Description automatically generated

Figure Login Page after

Graphical user interface, application, table

Description automatically generated

Figure Register Page After

# Second case – Create event and add tickets

## Description and problems encountered

Once the Amin Panel Page is reached on the left side there is a menu and on the right side based on what you chose on the menu that certain content will load. In this case when I asked them how they would reach the Admin Panel and they answered correctly. I proceeded by asking them how they would create an event and the both of them pointed on the Events option in the Menu – where an Add event button displayed along with the already created events. The both of them said that they would click the add event button which would lead to successfully create an event. Now, when asked how they would set a certain number of tickets for an event the users did not quite understand how they are supposed to do it. In this version the way it has to be done is that the user selects the Tickets option of the Menu. Here, he would select the certain event that he would like to set tickets to then continue by inputting the number of tickets of each type and submit. This seemed to be an option in which the users also told be that they find it hard to see, so I had to come up with an idea to fix this as well and make it easier for a user to set the number of tickets for a created event.

Graphical user interface, website

Description automatically generated

Figure Create event before

Graphical user interface, application, website

Description automatically generated

Figure View events before

Graphical user interface, application

Description automatically generated

Figure Set number of tickets before

## Solution

Seems like my first choice of how to set tickets for an event was not that user friendly and this is why I decided to change it after receiving feedback from the two users. The part with adding an event stays pretty much the same. What I changed now is that I removed the Tickets option of the Menu and included it in the Events option. Whenever an event is created it will be displayed in the Panel and over it there will be three buttons, a Set tickets button, an Edit button, and a Delete button. This way, I believe is easier for a user to spot that by clicking the ticket logo on the event in the Panel will allow him to set the number of tickets for that certain event.

Graphical user interface

Description automatically generated

Figure Create event after

Graphical user interface, application, website

Description automatically generated

Figure View events after

Graphical user interface, application

Description automatically generated

Figure Set number of tickets after

# Conclusion

This whole process proved very helpful to me. I believe it made me spot some issues as well. I am not sure if I would have been able to see these problems in my first design choice. The feedback of the two users helped me improve to this version of design of my website. I think that the solutions that I have worked on for this second version of design provide a quicker and easier interaction of the users with the functionalities of the website.