

Responsive Event Page on mobile

November 2020

Product

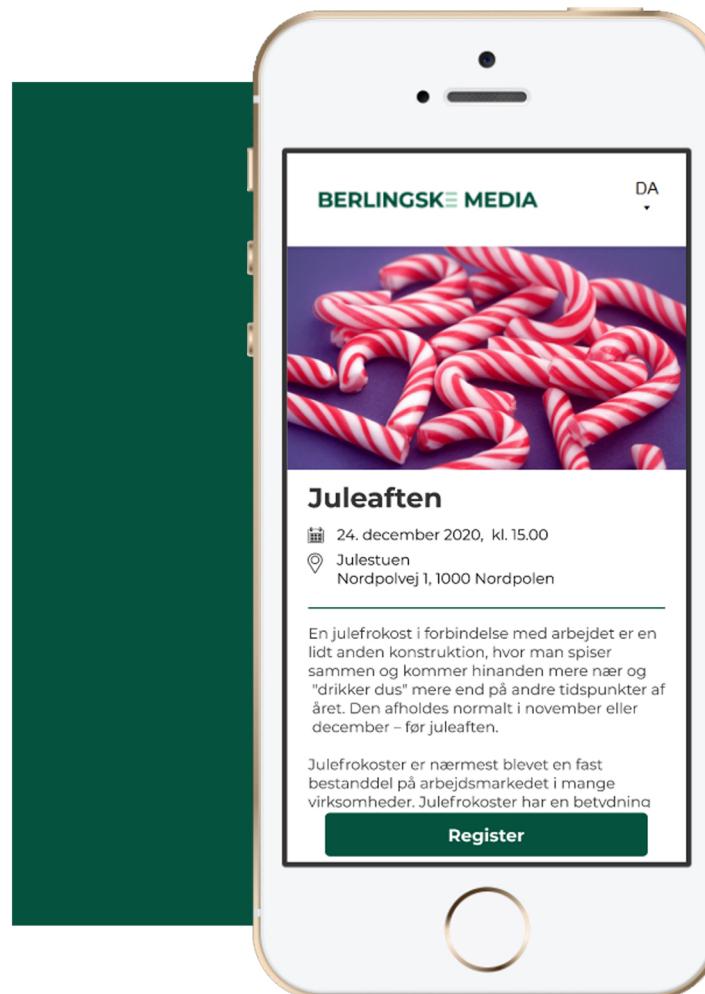
Ticketbutler.io

Platform

Mobile/ Tablet

Project description

As the event page is not mobile-friendly which not only looks it ugly but also makes users frustrated and gives them an extremely unpleasant user experience when buying a ticket. A responsive website changes the layout to offer an experience based on the device being used, especially for mobile viewing.





Activities

After studied the current layout and the competitors' products, I found that all the elements on the event page can be fit into the mobile layout. Besides re-layout the elements, there will need adjustment for text and image size.

The project was started from a rough hand sketch on paper. Then I designed the mobile layout and created user interface elements on Figma, finally made the prototype interactive.

The specification for developers was written after a few prototype testing, the function of some certain elements need to be explained in the spec.

Now

CPHUX
Denmark's largest UX Community

EN •

UX Networking Walk 'n Talk // CPHUX Members event

DATE AND TIME
23 February 2020, 17:30 - 19:00

LOCATION
Lakes Copenhagen

CPHUX MEMBER ❤️ DKK 9,999.00 + DKK 378.86 fee 1

Ticket prices include 25% VAT

[Buy tickets](#)

Contact information
CPHUX
info@cpdux.com
60171009

Tue, 23 Feb, 17:30 - 19:00 CET
UX Networking Walk 'n Talk

Member event

Covid safe physical event ❤️

In these times you might miss seeing an actual human being? Come and socialize with your CPHUX brothers and sisters 🤗

In order to ensure your covid-safety, you will be going for a walk with only 1 other person. You need to make sure to keep a good distance and then just talk 🤖

We will meet up at the lakes in Copenhagen (specific location will be announced in the registration email 😊)

You will be partnered up, and you can choose if you're going for 1, 2, or all the lakes.

Do you not feel safe OR don't you live in Copenhagen?

There is a plan for you as well 😊

We will buddy you up via phone. Put on your best walking shoes and grab your best headset. Then you can walk in your neighbourhood and have a chat with your CPHUX buddy.

When you sign up, you just put in your phone number and then we will hook you up on the day 😊

CPHUX
Denmark's largest UX Community

EN •

Tue, 23 Feb; 17:30 - 19:00 CET **UX Networking Walk 'n Talk**

Member event

Covid safe physical event ❤️

In these times you might miss seeing an actual human being? Come and socialize with your CPHUX brothers and sisters 🤗

In order to ensure your covid-safety, you will be going for a walk with only 1 other person. You need to make sure to keep a good distance and then just talk 🤖

Description

Description

Ticket type

Footer

BERLINGSKE MEDIA DA

Juleaften

24. december 2020, kl. 15.00
Julestuen
Nordpolvej 1, 1000 Nordpolen

En julefrokost i forbindelse med arbejdet er en lidt anden konstruktion, hvor man spiser sammen og kommer hinanden mere næر og "drikker dus" mere end på andre tidspunkter af året. Den afholdes normalt i november eller december – før juleaften.

Julefrokoster er nærmest blevet en fast bestanddel på arbejdsmarkedet i mange virksomheder. Julefrokoster har en betydning

[Register](#)

SIDDENDE gratis 0

[Fortsæt registrering](#)

Kontakt til arrangør
Berlingske Media

Berlingske Media
CVR: 12345678

[Vilkår & Betingelser](#)
[Privatpolitik](#)

Billettsystem leveret af:
[Ticketbutler](#) (CVR: 38404687)

New

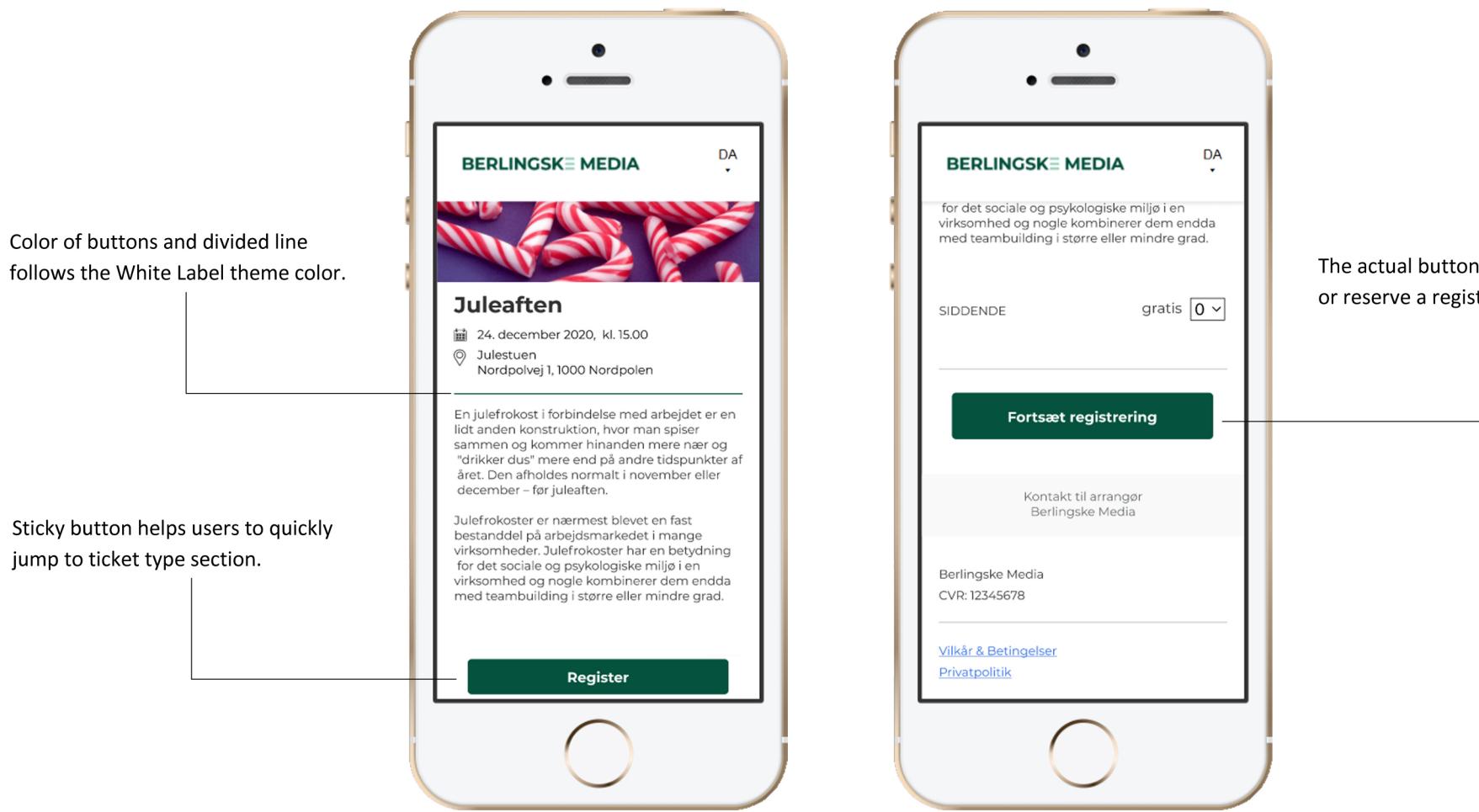
New

The screenshot shows a mobile version of a website for Berlingske Media. At the top, it says "BERLINGSK_E MEDIA" and "DA". Below is a large image of red and white striped candy canes. The title "Juleaften" is displayed. The date "24. december 2020, kl. 15.00" and location "Julestuen Nordpolvej 1, 1000 Nordpolen" are listed. A text block describes the event as a meal during work hours where people eat together and socialize. A green "Register" button is present. Below the event details, there are sections for "SIDDENDE" (seated) and "gratis" (free), with a dropdown menu showing "0". A large green "Fortsæt registrering" (Continue registration) button is at the bottom. At the very bottom, there are links for "Kontakt til arrangør Berlingske Media", "Berlingske Media CVR: 12345678", and terms like "Vilkår & Betingelser" and "Privatpolitik". Payment method logos for DK, MasterCard, and VISA are also shown.

Key elements

By rearranging the layout of the elements to fit better in small devices such as mobiles and tablets makes the site more mobile-friendly and improves the looks on the devices. Moreover, giving priority to each element allows users to easily scan the page and find the content.





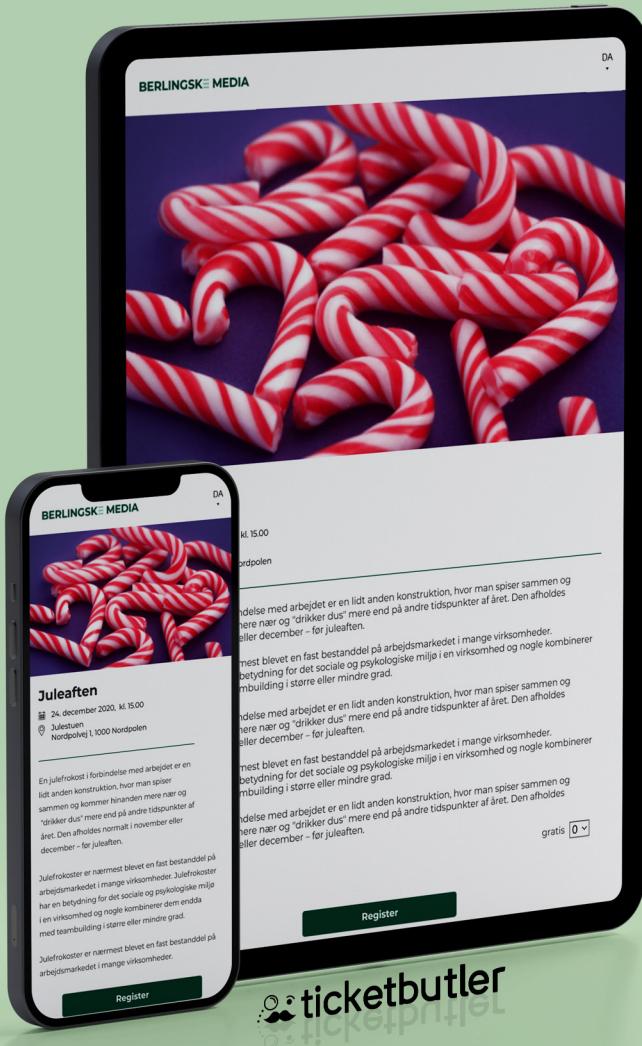
Key elements

The new layout has the description section before the ticket type section. If there is a long description, there will be a button to help users to go directly to the ticket types section. The button functions as a sticky button, once users scroll until they meet the ticket type section this button will disappear.

Likewise, if users click the sticky button, the page jumps to the ticket type section, then the sticky button is gone. This gives users a quick way to buy a ticket or reserve a registration, without having two buttons; sticky button and the actual buy ticket button on the same page.

Responsive Event Page on mobile

November 2020



Result

The solution has increased more mobile traffic. It gave users a seamless user experience on small devices. Users found it easier to scan and find the information they looking for such as date and location by noticing the icons in front of them. The sticky button allowed them to quickly jump to the ticket type section which has helped them not only to find tickets but skip a long description.