Cognitive Walkthrough
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INTRODUCTION: DEFINING THE INPUTS

Task & Description of the Interface

The task was to complete a cognitive walkthrough to determine the process of reserving 2 adjacent seats, one of which must be for a wheelchair user, for a Rap and Hip-Hop concert in Los Angeles, CA during Spring Break. The website that we used for this was StubHub. StubHub is a website used to sell and purchase tickets for Sports, Concerts, and Theater & Comedy events.

User Characteristics

A typical user for this cognitive walkthrough would be students interested in purchasing tickets for an event in LA. Also, some of these users *could* have prior experience with buying tickets for events from other ticket-booking websites. They should have proficient knowledge on using the internet, since they are students. Some assumptions we made were users should be able to find buttons and information on StubHub that is difficult to locate and that the user wants to purchase tickets for a Rap and Hip-Hop concert any day from March 22nd to March 31st.

Group Member Roles

For this assignment, Ahaz was the facilitator, Ennis was the user in the cognitive walkthrough and Hibah and Iqra were both scribes. We first scheduled a meeting where we began by defining the inputs, and then we began the actual walkthrough. After completing it, we decided that Ennis and Ahaz would answer the 4 questions for 5 actions, and Hibah and Iqra would each complete 6 actions. Each person wrote details about one problem in StubHub.

Sample Action Sequence for Completing the Task

1. Select "Concerts" as the desired event type.
2. Select "Rap and Hip-Hop Music" as the desired genre for the concert.
3. Filter tickets to only show Rap and Hip-Hop Concerts in Los Angeles, CA.
4. Filter the date range for tickets by selecting "Choose date."
5. Provide the start date for the date range of tickets.
6. Provide the end date for the date range of tickets.
7. Select the desired show based on preference, price, and number of tickets remaining.
8. Select "Filter" to filter seat results.
9. Select "Seat Features" to change options for seating.
10. Select "Wheelchair Accessible" to view available wheelchair accessible seats.
11. Click "Done" to see new seating results.
12. View and select tickets in the updated results that match your price and location of seat.
13. Click "Go to checkout."
14. Sign in to StubHub using Facebook, an existing account, or as a guest.
15. Provide email and phone number information to receive the tickets.
16. Select "Continue to payment."
17. Enter required information for the purchase (credit card information, etc.).
18. Select "Continue" to add the card.
19. Enter billing information.
20. Select "Continue" to update the billing information.
21. Select whether or not the buyer wants ticket insurance.
22. Select "Buy now" to complete the transaction.

PROBLEMS WITH STUBHUB

Problem #1: Date settings are not saved.

- **Problem:** When the user selects a date in the filter options, clicks on a concert, but decides to go back, the filter options are reset. Although the calendar still shows the previous dates selected, the results of the concerts being shown are not in between the selected dates. For example, in the screenshot below, this is the result of filtering dates, selecting the first concert in the results list that match the date criteria, and then clicking the back button. As you can see, the date filters in the calendar are saved from the previous input, but the results list does not reflect the date filter.
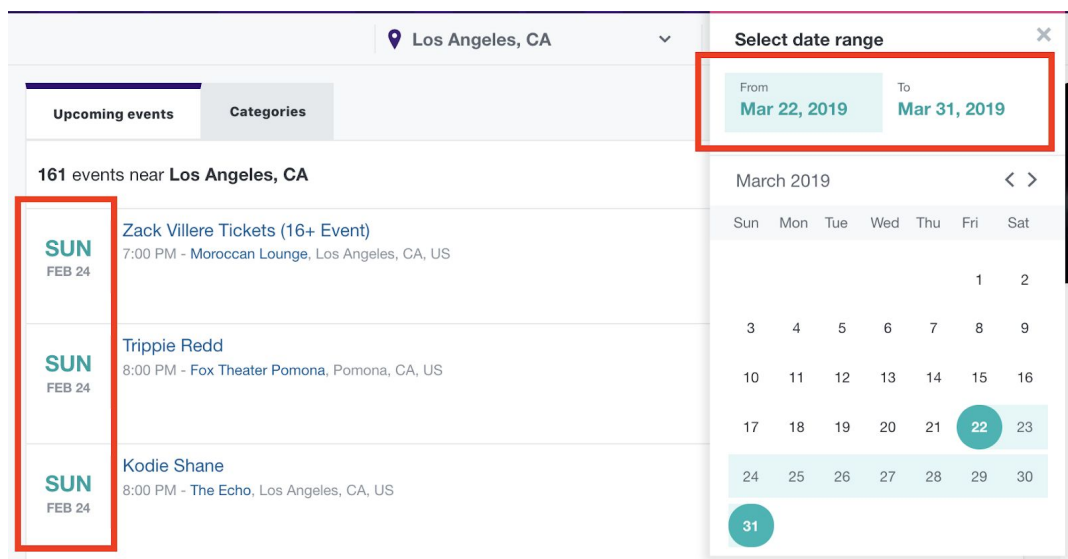
- **Who's affected:** All users who filter the events by date, selects a concert, and goes back to see the results list again will be affected by this. We would assume that all users who do not know which event they want to purchase tickets for will be specifically affected by this since they will be going back and forth through different events. We believe most users will have an issue with this.
- **How big is the impact:** The impact is not too big because the user can easily recover from this by re-updating the date filters and can continue to move forward to achieving their original goal. However, this flaw creates an unnecessary set back for the user.
- **Why is it a problem:** It is a problem because the user needs to repeatedly reselect the dates if they want to go back and forth between concerts. The calendar still shows that the dates are selected, but the results of the concerts shown are not in the time frame that were selected in the filter options. This creates frustration for the user because StubHub is requiring them to re-input the same information repeatedly, when the system already saved that same information.
- **Assumptions:** The user is filtering based on the dates, and the user wants to only see concerts between dates selected.
- **Suggestions:** The dates should be saved each time the user goes back and forth between concert options.

Problem #2: Finding the genre section for concerts.

Concert Tickets

Acid Jazz	Cover / Tribute	Indie	RB and Soul Music
Acoustic	Dance and Electronic Music	Industrial	Reggae Music
Alternative Music	Disco	Jazz Music	Rock Music
Ambient	Dixieland	Jazz, Blues and RnB Music	Rock, Pop and Hip-Hop
Bluegrass	Doo Wop	Karaoke / Open Mic	Rockabilly
Blues Music	Easy Listening	Latin Music	Samba
Bossa Nova	Electronic	Lounge	Ska
Breakbeat	Flamenco	Mariachi	Surf Rock
Cajun and Zydeco	Freestyle	Miscellaneous Music	Tejano
Calypso	Funk	Music Festival	Trance
Caribbean	Garage	New Age and Spiritual Music	Vocal Performance Music
Celtic	Gospel	Polka	Western
Childrens	Gothic	Pop Music	World Music
Christian	Hard Rock and Metal Music	Progressive Rock	
Classical and Vocal Music	Hardcore	Punk	
Country and Folk Music	House	Rap and Hip-Hop Music	

- **Problem:** After the user selects the type of event (Sports, Concerts, or Theater & Comedy), they are taken to a page that has some thumbnails of a few events. Below that is a list of genres, but it is labeled as "*event type* Tickets." From the first glance, it is difficult to tell what these are options for. The label does not correctly tell the users that the list is for genres. Also, this section on the page is very small and towards the bottom, so users will not see it immediately.
- **Who's affected:** All users will experience this if they did not choose to use the search bar to find tickets for an event, which would be a majority of the users.
- **How big is the impact:** The impact of this problem is significant because it will cause confusion amongst the users and it will take them longer to determine how to find concert tickets for a specific genre of music.
- **Why is it a problem:** This is a problem because the interface does not comply to the principle of discoverability. Users are not able to quickly see all of the actions that are available after selecting that they want to purchase tickets for a concert. It is difficult for them to find how to filter concert tickets by musical genre.
- **Assumptions:** I am assuming that the user would like to narrow their search by genre.
- **Suggestions:** Labeling the heading as "Genre" to make the label more clear and having a bigger font would bring more attention to the area. Also, this section should be moved towards the top of the page.

Problem #3: Filtering for available wheelchair accessible seats in events before viewing a specific event.
- **Problem:** There is no option or filter where you can filter events based on availability of wheelchair accessible chairs. Instead you have to click on each event and and check seat features if an event provides wheelchair accessible seats.
- **Who's affected:** Users that will be affected by this will be wheelchair users. Also, users who are booking seats for other people that need the wheelchair accessible chair will be affected.

- **How big is the impact:** The impact of this problem is serious as it will take users a long time to find the designated wheelchair accessible seats in events. This would waste a lot of time for people looking for wheelchair accessible seats.
- **Why is it a problem:** This is a big problem for people who have disabilities because people that are booking wheelchair accessible seats have to check each event's seat features to determine whether or not a disabled person can attend the event. This problem violates the principle of universal usability by not catering to an audience of disabled people.
- **Assumptions:** I am making the assumption that the users of this site are booking seats that have wheelchair accessibility.
- **Suggestions:** When you search for any event, there should be an additional filter tab that allows users to only view events that provide seats with wheelchair accessibility.

Problem #4: Filtering all events based on dates.
- **Problem:** There is no way for users to select a specific date/date range and view all events happening at a specific location within that range. Users are forced to select a category (Concerts vs. Sports vs. Theater & Comedy) and select a genre within that category and then they can select a specific date range.
- **Who's affected:** We would suspect that about half of the users will be affected by this because either users know which specific event they want to attend or they are openly browsing. Users wanting to browse all events being hosted in a specific location during a specific date range will be impacted by this problem.
- **How big is the impact:** The impact of this problem is significant because it becomes difficult for the user to search through a wider range of events when they don't know exactly what kind of event they want to purchase tickets for. It prevents users from browsing all events and forces them to select specific categories.
- **Why is it a problem:** This is a huge problem because users are not able to openly browse all events being held at a specific location during a specific date range. Many users might not have an idea what type of event they want to purchase tickets for when they begin using StubHub, so it forces them to filter tickets in the first place when they don't know what to purchase. This violates the principle of user control and freedom.
- **Assumptions:** Here, we are assuming that the user doesn't know what kind of ticket they want to purchase, but all they know is where they want the event to be and when they want the event to be.
- **Suggestions:** One suggestion that I have is to implement a feature on the home screen where a user can input a date or date range and a location. From this, StubHub would display all events (Comedy & Theater, Sports, *and* Concerts) being held that match the search criteria.

Problem #5: Inconsistent display for concerts.
- **Problem:** When a user selects a specific event, StubHub sometimes displays Interface A and sometimes Interface B (see figures below). This creates inconsistency in the display.
  - *Interface A:*

*Interface B:*

How many tickets?

| − | 1 | 2 | 3 | 4 | 5 | 6 | + |

- **Who's affected:** All users will be affected by this because when they select different events, they may or may not be presented with different interfaces for each (they could be presented with both interface A, both interface B, or one being interface A and the other is B). We cannot predict what percentage of users will exactly be affected by this, but we can say that users are likely to encounter this issue.
- **How big is the impact:** The impact of this problem is huge because if users are browsing different events, it is very likely that they are presented with different interfaces for each event.
- **Why is it a problem:** This is a problem because it creates inconsistency within the design of StubHub. When users are learning how to use the system, there must be consistency within each page and display to promote a better understanding of how the system works. Because of this inconsistency, it takes users more time to learn how StubHub works and it creates confusion for them when working with the system.
- **Assumptions:** I am assuming that users are searching multiple events and that those events will be presented with interface A and B.
- **Suggestions:** One suggestion I have is to make all events be consistent with Interface A. Interface A has an option to specify number of seats desired so it would be best to choose the interface that includes all of the filters on one screen.

APPENDIX

MAIN GOAL: Reserve two adjacent seats, one of which must be for a wheelchair user, for a Rap and Hip-Hop Concert during Spring Break in Los Angeles, CA.

**ACTION: Select "Concerts" as the desired event type.**
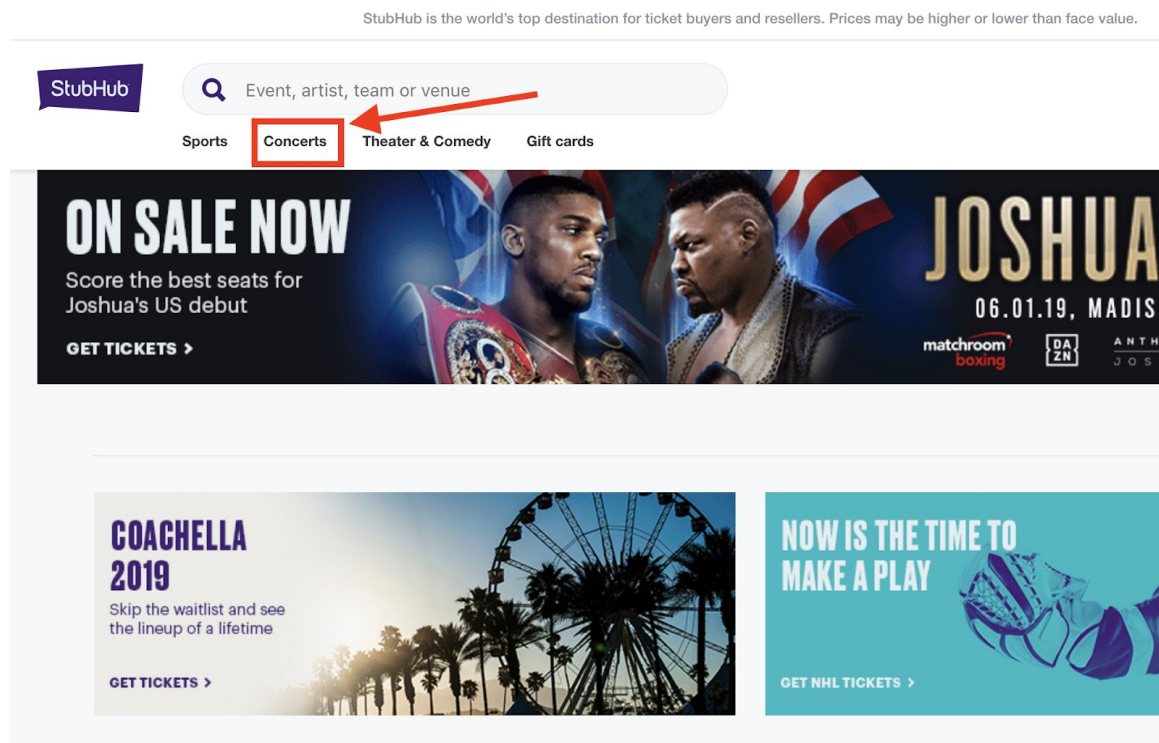
1. **Goal**: The user is trying to access the "Concerts" section of the website. Their overall goal is to be able to choose through a selection of concerts and purchase tickets for one that they have most interest in. After this, the user will want to filter all of the concerts by their desired genre.
2. **Is the action obviously available?** Yes, there is a button in the header that says "Concerts".
3. **Will the action be recognized?** Yes, the action will be recognized because it is correctly labeled to demonstrate that clicking on this will navigate them to a list of concerts. Since it is bolded, in the header, and becomes blue when the user scrolls over it, the user will understand that it is a button that will navigate them to the concerts section of the system.
4. **Is the feedback appropriate?** Yes, because when a user clicks on the "Concerts" button once, StubHub will automatically direct them to a new page that displays information about concerts.

ACTION: Select "Rap and Hip-Hop Music" as the desired genre for the concert.

Concert Tickets

Acid Jazz	Cover / Tribute	Indie	RB and Soul Music
Acoustic	Dance and Electronic Music	Industrial	Reggae Music
Alternative Music	Disco	Jazz Music	Rock Music
Ambient	Dixieland	Jazz, Blues and RnB Music	Rock, Pop and Hip-Hop
Bluegrass	Doo Wop	Karaoke / Open Mic	Rockabilly
Blues Music	Easy Listening	Latin Music	Samba
Bossa Nova	Electronic	Lounge	Ska
Breakbeat	Flamenco	Mariachi	Surf Rock
Cajun and Zydeco	Freestyle	Miscellaneous Music	Tejano
Calypso	Funk	Music Festival	Trance
Caribbean	Garage	New Age and Spiritual Music	Vocal Performance Music
Celtic	Gospel	Polka	Western
Childrens	Gothic	Pop Music	World Music
Christian	Hard Rock and Metal Music	Progressive Rock	
Classical and Vocal Music	Hardcore	Punk	
Country and Folk Music	House	Rap and Hip-Hop Music	

1. **Goal:** Now that the user is only viewing concerts, they will now want to specify what genre concert tickets they want to view. In this case, the user is trying to find the "Rap and Hip-Hop Music" genre. After selecting the specific genre, the user will want to filter Rap and Hip-Hop concerts by location.
2. **Is the action obviously available?** The necessary actions are in the interface, but they are not in a place where it is obvious enough for the user. The location of all the genres is located all the way on the bottom of the page, which makes it easy to miss for the user.
3. **Will the action be recognized?** Once the user sees the control, they will recognize what it will do because the button is correctly labeled. Also, a user will understand that this is a button because it changes color to blue when a user scrolls over it.
4. **Is the feedback appropriate?** Yes, because when the user clicks on the "Rap and Hip-Hop Music" button, they will be automatically redirected to a new page that displays a list of all Rap and Hip-Hop concerts.

ACTION: Filter tickets to only show Rap and Hip-Hop Concerts in Los Angeles, CA.

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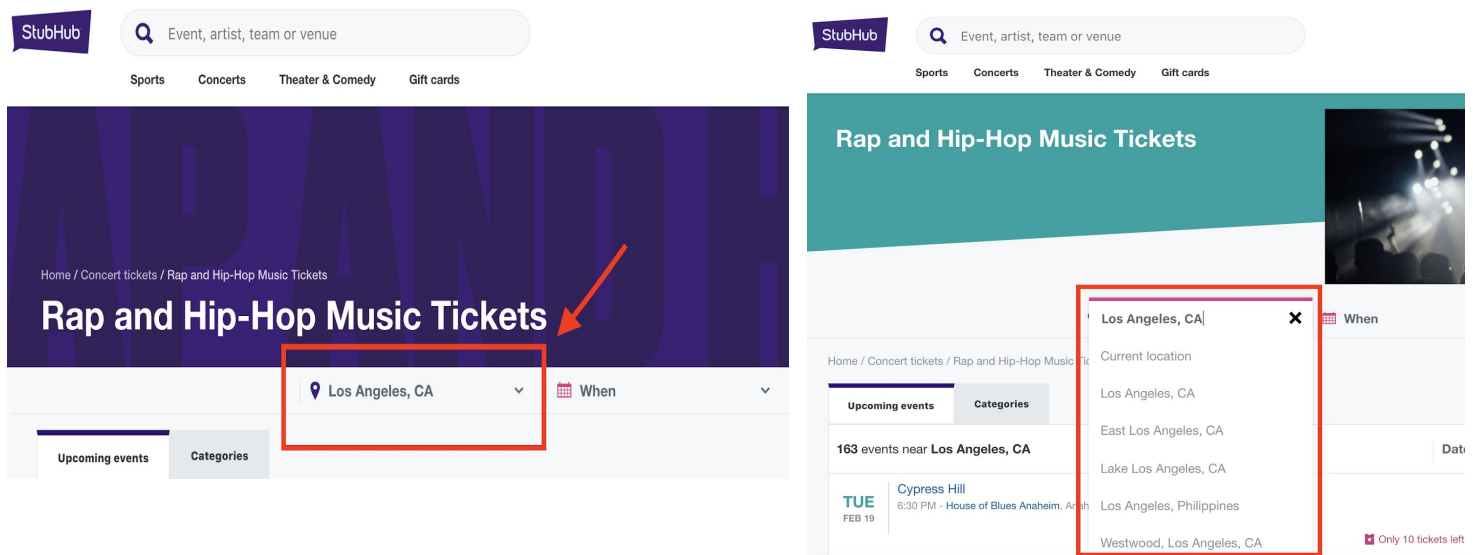
1. **Goal:** After specifying that the user wants to purchase tickets for a Rap and Hip-Hop concert, they want to filter these events by location, specifically that in Los Angeles, CA. After this step, the user will be able to view concerts that are LA-based, and continue to filter the concerts by adjusting the date filter.
2. **Is the action obviously available?** The necessary actions are obviously available because the drop-down menu to search concerts by city is located in the middle of the screen.
3. **Will the action be recognized?** Yes, the action of filtering events by date will be recognized because the drop-down is labeled "Search by city." Also, the location icon that is shown in the drop-down menu demonstrates to the user that this selection will filter events by location. Also, the arrow in the box is a signifier that there is a drop-down and that the user will be able to choose what city to filter the concerts by.
4. **Is the feedback appropriate?** Yes, the feedback is appropriate because after selecting the location, the page automatically reloads and displays "(insert a number) events near (insert specified location)" before the results list.

ACTION: Filter the date range for tickets by selecting "Choose date."
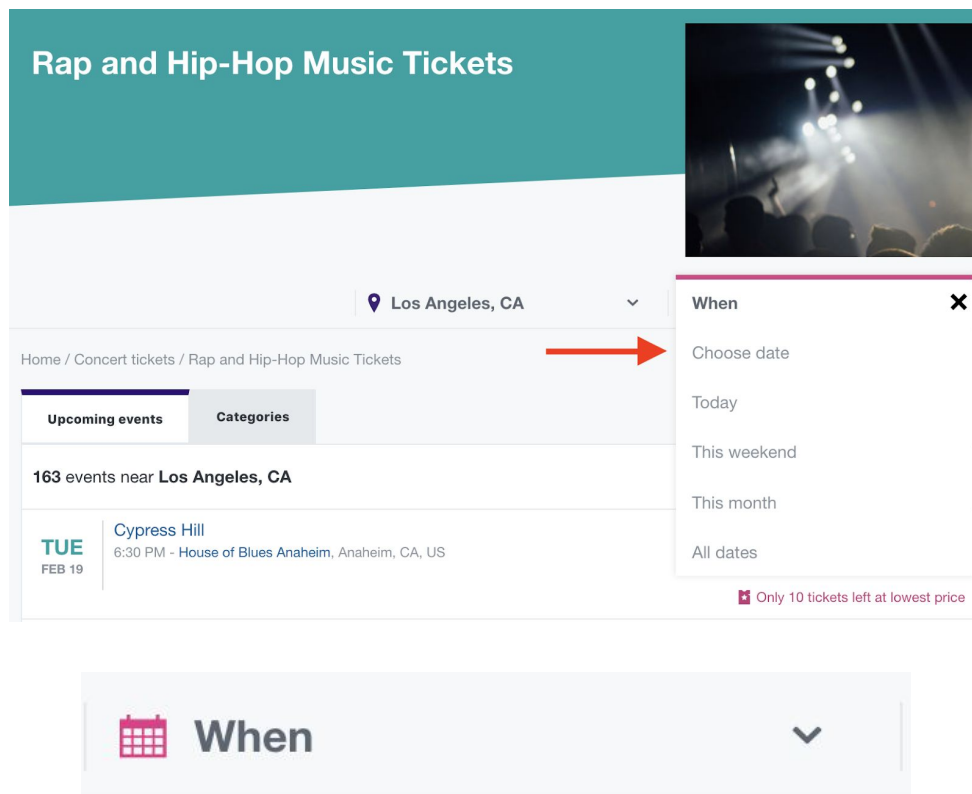
1. **Goal:** After filtering the Rap and Hip-Hop concerts by location, the user is now trying to filter the concert by date (from one date to another date). After this step, the user will input the desired date range to view concerts within that specified date range.

2. **Is the action obviously available?** The necessary actions are obviously available in the interface because there is a calendar drop-down menu that states "When" in the middle of the screen.
3. **Will the action be recognized?** Yes, this action will be recognized because the calendar icon within the drop-down menu signifies date selection and the down arrow signifies a drop-down menu.
4. **Is the feedback appropriate?** Yes, the feedback is appropriate because a pop-up of an actual calendar appears that states "Select date range" which shows that the system has registered that the user wants to filter concerts by a date range.

ACTION: Provide the start date for the date range of tickets.
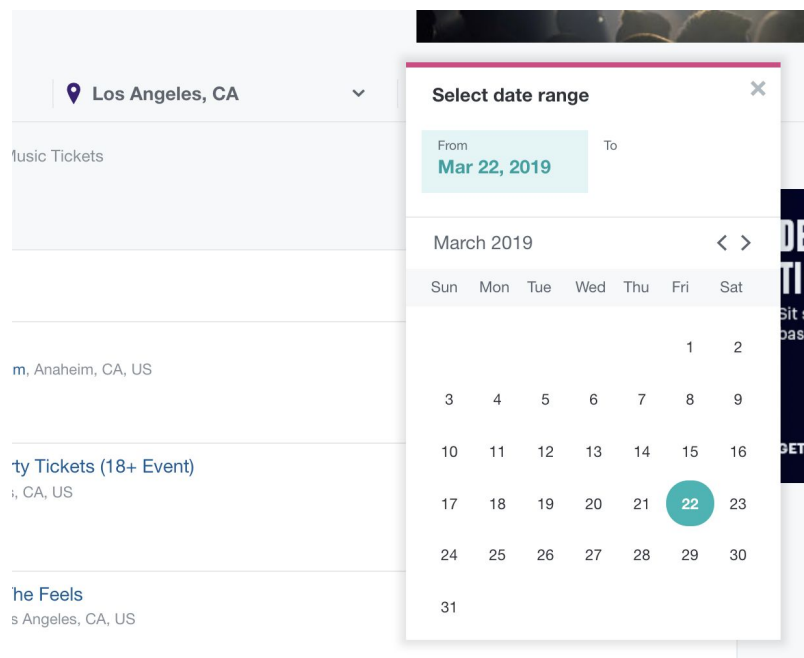
1. **Goal:** The user wants to select a start date in the calendar in order to filter the concert dates based on the first date selected. After this step, the user will be able to select the end date to filter the concerts by.
2. **Is the action obviously available?** Yes, the action is obvious because since we are assuming our user is a student and knows how to use the internet and other computer technologies proficiently, they will be able to intuitively understand that they need to select a specific date in the calendar for the "From" date.
3. **Will the action be recognized?** Yes, the action will be recognized because presenting a user with a calendar for date selection is a common component in other websites.
4. **Is the feedback appropriate?** Yes, the feedback for clicking a date for the start of the range is appropriate because that date in the calendar immediately gets highlighted green and the "From" section of the calendar updates with that date and is also highlighted green.

ACTION: Provide the end date for the date range of tickets.

1. **Goal:** The user's goal is to select an end date to filter the concerts by the end date. After this step, the user will now be able to view all Rap and Hip-Hop concerts matching their location and date preferences and select one.
2. **Is the action obviously available?** Yes, the action is obvious because since we are assuming our user is a student and knows how to use the internet and other computer technologies proficiently, they will be able to intuitively understand that they need to select a specific date in the calendar for the "To" date.
3. **Will the action be recognized?** Yes, the action will be recognized because presenting a user with a calendar for date selection is a common component in other websites.
4. **Is the feedback appropriate?** Yes, the feedback is appropriate because after the user specifies the end date, the page refreshes and displays only concerts meeting that date filter. Also, the refreshed page now displays the submitted date range next to the calendar icon instead of it stating "When."

ACTION: Select the desired show based on preference, price, and number of tickets remaining.

				from
SAT MAR 30	Joe Budden Podcast With Rory And Mal 8:00 PM - Orpheum Theatre Los Angeles, Los Angeles, CA, US			**$77**

Only 4 tickets left at lowest price

SAT MAR 30	PARKING PASSES ONLY Joe Budden TBD - Orpheum Theatre Los Angeles Parking Lots, Los Angeles, CA, US		

0 tickets left

			from
SAT MAR 30	PARKING PASSES ONLY A Boogie Wit Da Hoodie TBD - House of Blues San Diego Parking Lots, San Diego, CA, US		**$30**

13 tickets left

			from
SAT MAR 30	Vince Staples with Buddy 9:00 PM - The Novo, Los Angeles, CA, US		**$41**

			from
SUN MAR 31	Sheck Wes 7:00 PM - House of Blues San Diego, San Diego, CA, US		**$16**

1. **Goal:** Now that the user has inputted their date criteria for the concert, they are now able to see all events matching their search criteria. Now, the user can search through all events and select one that meets his/her desire based on price, performer, and number of tickets remaining. Then, the user will be able to view and select available seats.
2. **Is the action obviously available?** Yes, this action is obviously available because StubHub presents the user with a list of results that matches the user's search criteria and each event is distinctly separated from one another.
3. **Will the action be recognized?** Yes, the action of selecting a specific concert will be recognized because users will understand that they are able to click any of the events from the list. Also, when a user scrolls over each event, the event is highlighted green which signifies that the event can be clicked on.
4. **Is the feedback appropriate?** Yes, the feedback is appropriate because immediately after selecting a specific event, StubHub automatically redirects the user to a new page displaying available seats for that event.

ACTION: Select "Filter" to filter seat results.

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1. **Goal:** After selecting which event the user wants to attend, they now want to filter the available seats to meet additional search criteria - wheelchair accessibility.
2. **Is the action obviously available?** Yes, the action is obviously available because next to the drop-down menu that states "All tickets" in large text, there is a button that allows users to put in more filter options.
3. **Will the action be recognized?** Yes, the action will be recognized because the label for the button states "Filter" which helps the user understand that this button will allow users to make adjustments to their tickets. Also, the icon next to the word "Filter" allows users to understand that this button allows them to make adjustments.
4. **Is the feedback appropriate?** Yes, the feedback is appropriate because after selecting "Filter," this rectangular component immediately changes and allows users to make adjustments to the tickets.

ACTION: Select "Seat Features" to change options for seating.
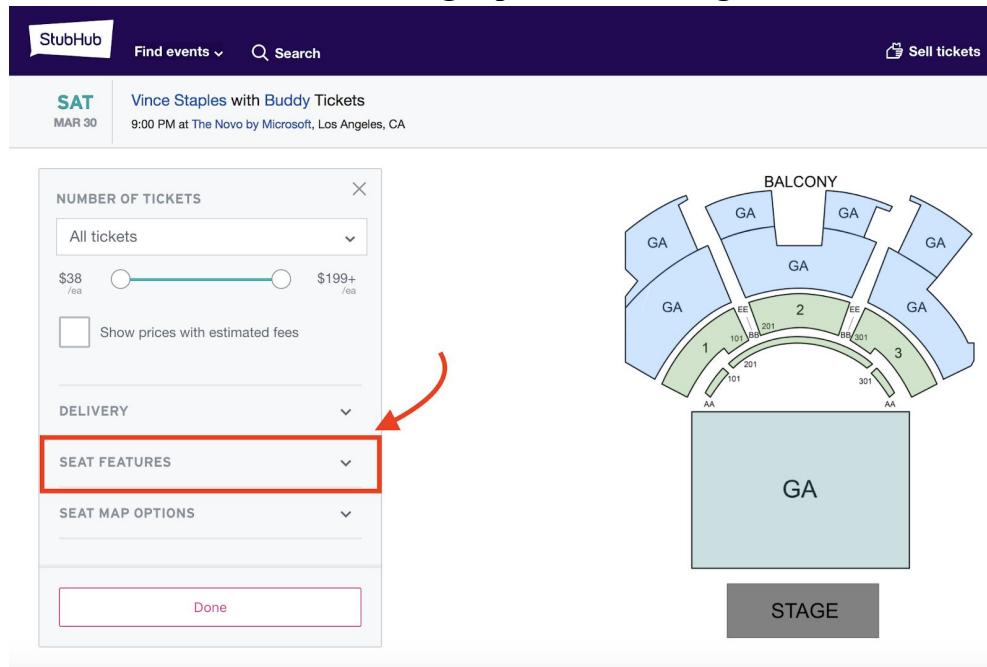
1. **Goal**: After the user has selected "Filter" to make adjustments on their tickets, they will want to specify that they want to filter tickets based on seating features. After this, they will want to filter seats to only display ones that are wheelchair accessible.
2. **Is the action obviously available?** Yes, this action is obviously available because the drop-down menu for filtering based on seat features is located in the middle of this component. Users will be able to see this quickly because the text is in capital letters, so it attracts their attention.
3. **Will the action be recognized?** Yes, this action will be recognized because the drop-down menu is correctly labeled "SEAT FEATURES." Also, the down arrow on the right signifies that this button is a drop-down menu that will provide more options to filter seating.

4. **Is the feedback appropriate?** Yes, this is good feedback because when the user clicks on it, a drop down menu with 5 options are displayed.

ACTION: Select "Wheelchair Accessible" to view available wheelchair accessible seats.
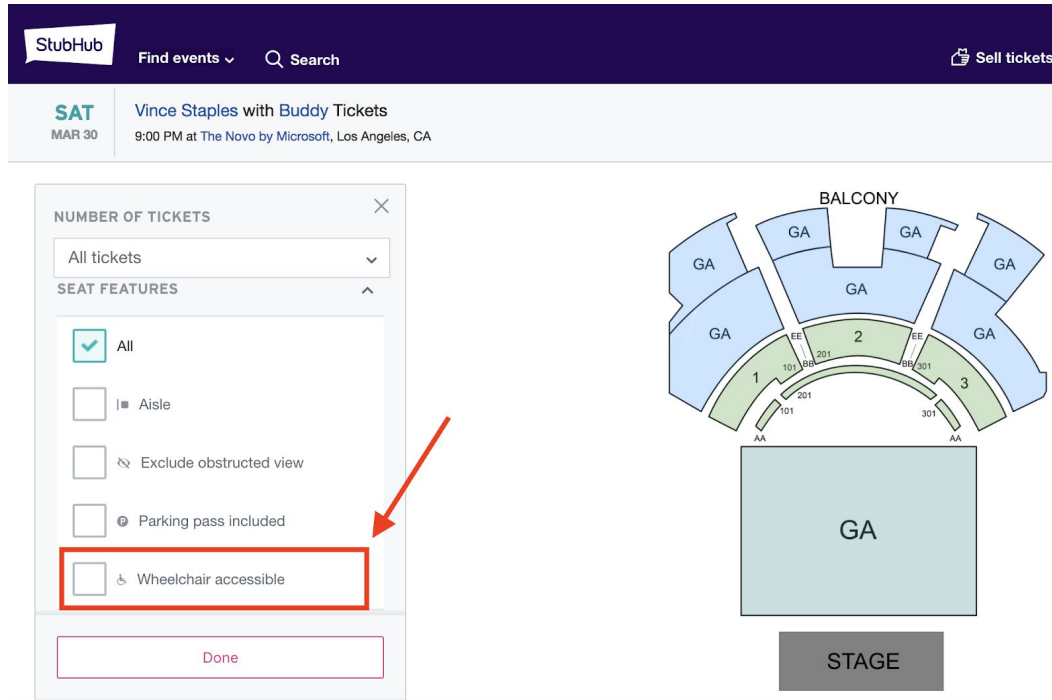
1. **Goal:** Now that the user has navigated to the drop-down menu to filter their seats, they will want to select "Wheelchair accessible" in order to only view seats that match this criteria for the specific event. After this, they will want to update the seating results to view all seats that match this criteria.
2. **Is the action obviously available?** Yes, this action is obviously available because the drop-down menu provides 5 options that are clearly separated and labeled with text and an icon.
3. **Will the action be recognized?** Yes, the action will be recognized because the option in the check-list is correctly labeled as "Wheelchair accessible" and the icon next to it shows a person in a wheelchair.
4. **Is the feedback appropriate?** Yes, there is good feedback. The check-box to the left of the text that states "Wheelchair accessible" immediately gets checked in green, and the map of the arena immediately updates to only show spaces that provide wheelchair accessible seats.

ACTION: Click "Done" to see new seating results.
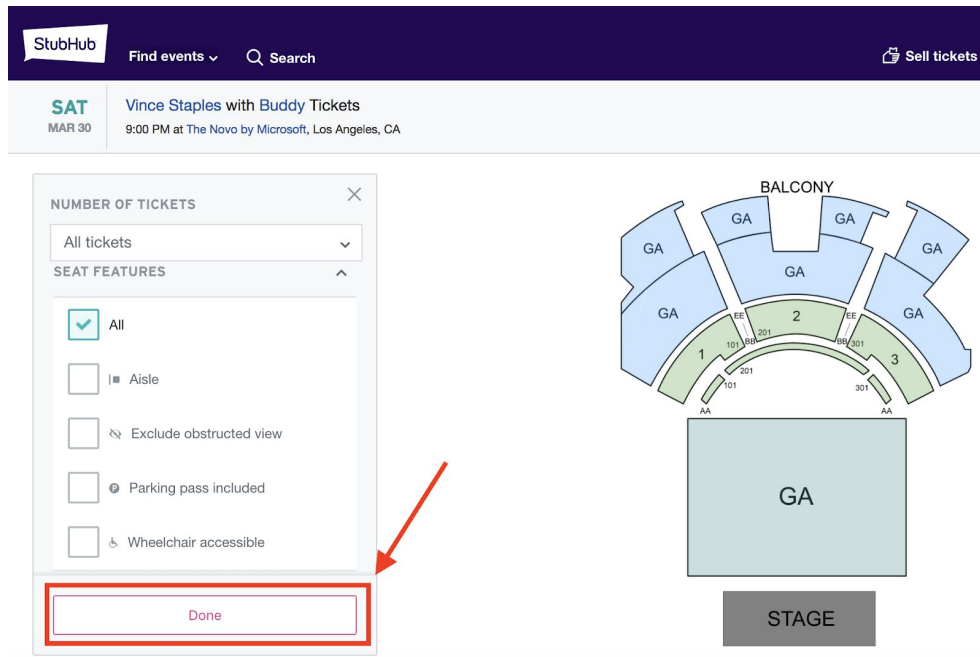
1. **Goal:** Now that the user has specified that they want to view wheelchair accessible seats, they want save the option that they selected in order to view tickets that meet this criteria.
2. **Is the action obviously available?** Yes, the action is available because the button's border and its text are in hot pink which draws the user's attention to it. Also, it is at the bottom of the component so the user will naturally see it as they navigate the page from top to bottom.
3. **Will the action be recognized?** Yes, the action will be recognized because the button is correctly labeled "Done" which signifies that the user wants to update the tickets based on the additional filters.
4. **Is the feedback appropriate?** Yes, the feedback is appropriate because after clicking "Done," the filter component closes, and all tickets that match this criteria are displayed in that component instead.

ACTION: View and select tickets in the updated results that match your price and location of seat.

1. **Goal:** Once "Done" was pressed in the previous step, the box will shrink. At this point, the goal is to find which seats are available from the selections that were made previously. The user will then select a ticket that best matches their preferences in order to proceed to checkout.
2. **Is the action obviously available?** The action is obvious in the interface. After selecting features, all that is displayed is a list of available seats, so it will be obvious for the users that they need to select one from the resulting matches.
3. **Will the action be recognized?** The action will not be easily recognized. There is no label that notifies the user that a ticket needs to be selected. However, since we are assuming that the user could have experience from other ticket-booking websites, then from their intuition they will know that they must select one of the ticket options.
4. **Is the feedback appropriate?** The feedback is somewhat appropriate. When the user hovers over an available ticket, the ticket will be highlighted in a light blue color and a small box will appear on the map showing where the seat will be and the price of it. Highlighting the ticket light blue to notify that the ticket will be selected is not great feedback because the color is very light and looks similar to the white color of the unselected tickets. However, once the user actually clicks on the ticket, StubHub provides good feedback because the user is redirected to a page that summarizes their order details.

ACTION: Click "Go to checkout."

1. **Goal:** After a ticket is selected, a short summary of their ticket selection and a "Go to checkout" button will be displayed. The user will need to click this button to continue the process of buying their ticket.
2. **Is the action obviously available?** Clicking the button is an obvious action. The button is large and hot pink, so it attracts the user's attention, and the users will naturally be inclined to click it.
3. **Will the action be recognized?** The action will be recognized. The button is clearly labeled to show where it will take the user, so the label matches the user's goal.
4. **Is the feedback appropriate?** The feedback is appropriate, because after the "Go to checkout" button is clicked, a pop-up screen appears, prompting the user to sign in. This means that the system registered the user's click, and is proceeding to the next action.

ACTION: Sign in to StubHub using Facebook, an existing account, or as a guest.

1. **Goal:** After the user selects "Go to checkout," a pop-up screen appears, allowing the user to sign in to StubHub. The user will need to sign in with either their Facebook account, an existing StubHub account (by providing their email and password), or continue as a guest in order to proceed with the checkout information on how the purchaser will receive their tickets.
2. **Is the action obviously available?** The action is obviously available. The pop-up screen opens immediately and only gives the user three options, so they will have to follow one of them.
3. **Will the action be recognized?** The action will be recognized. The buttons are clearly labeled with the actions they correspond with, and the text fields are clearly labeled with the text that should be filled in.
4. **Is the feedback appropriate?** The feedback is appropriate. As the user types text in the text field, the letters appear in the text box and the cursor moves. If the user clicks a button, the user will be taken to the next pop-up screen.

ACTION: Provide email and phone number information to receive the tickets.

1. **Goal:** After the user has signed in, another pop-up screen will appear. This is where the user needs to enter their email and phone so that StubHub can send the user their tickets. After this, the user will be able to continue to the payment portion of their purchase.
2. **Is the action obviously available?** The action is obviously available because the screen changes immediately and there are only options for the user to enter their email and phone, or to cancel.
3. **Will the action be recognized?** The action will be recognized. The text fields are clearly labeled as "Email" and "Phone," so the user knows what to type and where. Also, this action is obvious because the section states "Your contact info" which implies that the user must provide the system with their contact information.
4. **Is the feedback appropriate?** The feedback is appropriate. As the user types text in the text field, the letters appear in the text box and the cursor moves.When the user enters

both the email and phone number, the button on the right labeled "Continue to payment" will change from grey to hot pink. This means that all the fields have been filled out correctly.

ACTION: Select "Continue to payment."

1. **Goal:** After entering an email and phone number, the "Continue to payment" button will become clickable. The user will need to click this button to continue the process of purchasing their ticket, and will be taken to a page to fill out their payment information.
2. **Is the action obviously available?** The action is obviously available. After the user entered the information in the two fields, the button turned from grey to hot pink, which shows the user that the button is active and needs to be clicked.
3. **Will the action be recognized?** The button will be recognized, because the label of the button says "Continue to payment" which describes the action that will come after clicking the button.
4. **Is the feedback appropriate?** The feedback is appropriate. After clicking "Continue to payment," the pop-up screen will change to information regarding making the payment. This shows the user that the system registered the click.

ACTION: Enter required information for the purchase (credit card information, etc.).

1. **Goal:** The pop-up screen displays information that the user user needs to enter about their payment. The user will need to select the type of payment (PayPal, credit or debit card, or promo code/gift card), and the bottom portion will change to either a link to PayPal, fields to enter card information, or a link to sign in to StubHub to enter promo code. After entering the required information, the user will be able to proceed with the transaction.
2. **Is the action obviously available?** The action is obvious. Entering the required information for the payment is obvious, because the screen will immediately change to display the information after the user selected "Continue to payment" from the previous step.
3. **Will the action be recognized?** The action will be recognized. The radio buttons for selecting the payment type tell the user that they need to choose from the selections, then enter further information based on the selection. Also, the label at the top of the pop-up states "Payment" so the user understands that they will need to enter payment information to purchase the tickets.
4. **Is the feedback appropriate?** The feedback is appropriate. When the user makes a selection, the radio button next to the selection turns blue, notifying the user that the option has been selected. If the user selects "Credit or debit card," then the bottom portion will also change to prompt the user to enter their card information. When they type in the text fields, the letters will appear in the text box and the cursor will move. The user can choose the month and year from a drop-down menu, and their selection will be shown in the box.

ACTION: Select "Continue" to add the card.

1. **Goal:** After the user has entered in their credit/debit card information, they would want to complete the transaction to purchase the tickets. By clicking "Continue," they would be updating StubHub on all of the relevant information the site needs in order to provide the tickets and then proceed to entering billing information.
2. **Is the action obviously available?** Yes, the "Continue" button is large and hot pink, so it attracts the user's attention to it. Also, it is right below the information that the user would input, so the user would naturally see it after typing in all of the information.
3. **Will the action be recognized?** Yes, the button will be recognized since it is labeled "Continue," which allows the user to understand that clicking this button will update their payment information.
4. **Is the feedback appropriate?** Yes, the feedback is appropriate because after clicking "Continue," another pop-up screen appears that prompts users to enter their billing information. This means that StubHub has updated their payment information and now needs the billing information related to the credit/debit card that was just entered.

ACTION: Enter billing information.

1. **Goal:** After updating the payment information, the user now has to enter the billing information for their credit/debit card. This will allow StubHub to bill the correct person at the right address so that the purchaser can complete the ticket transaction and receive their tickets.
2. **Is the action obviously available?** Yes, entering the billing information is obvious to the user since this pop-up immediately opens up after submitting the payment information.
3. **Will the action be recognized?** Yes, the user will recognize that they need to enter their billing information because the pop-up has bolded words in a larger font stating "Payment" and "Billing Address." Each of the required fields displays what information the user must provide, so it is easy to understand what information needs to be inputted.
4. **Is the feedback appropriate?** Yes, the feedback is appropriate because as the user types into each required field, the text box updates immediately with those characters which shows the user that the system is registering their typing.

ACTION: Select "Continue" to update the billing information.

1. **Goal:** After the user has completely entered their billing information, they will need to click "Continue" so that StubHub updates their billing information correctly because it is required by StubHub to complete the transaction and provide the tickets.
2. **Is the action obviously available?** Yes, the "Continue" button is large and hot pink, so it attracts the user's attention to it. Also, it is right below the billing information that the user would input, so the user would naturally see it after typing in all of the information.
3. **Will the action be recognized?** Yes, the button will be recognized since it is labeled "Continue," which allows the user to understand that clicking this button will update their billing information.
4. **Is the feedback appropriate?** Yes, the feedback is appropriate because after clicking "Continue," StubHub directs them to a page that reflects all of the order details.

ACTION: Select whether or not the buyer wants ticket insurance.

SAT MAR 30	**Vince Staples with Buddy Tickets** 9:00 PM - The Novo by Microsoft - Los Angeles, CA

YOUR CONTACT INFO   Edit

iqra.abbaali@gmail.com
714 519 8025

SEATS   **2 Tickets**

SECTION	ROW	SEATS
General Admission Balcony	**GA**	**1 - 2**

Seats together between 1 and 2

♿ ADA wheelchair accessible
ℹ You will need to set up a Flash Seats account to access your tickets (instructions will be included in order confirmation email)

PAYMENT METHOD   Change payment

VISA **** 5955

DELIVERY **Flash Seats transfer**
When they're ready, we'll send you an email with instructions to get your tickets from Flash Seats. Use the Flash Seats app on your mobile phone to scan the tickets at the event. Your mobile tickets will be ready by: **Tue, Feb 19, 2019**

ADD TICKET INSURANCE

Why insure your tickets   ⊕

○ **Yes!** Protect my ticket purchase for only $6.99 per ticket (Highly Recommended)

○ No, do not protect my $165.31 ticket purchase

Recommended, offered and sold by Allianz Global Assistance. Underwritten by Jefferson Insurance Company. Terms and exclusions (incl. for pre-existing conditions) apply. Plan details and disclosures.

ORDER TOTAL
$165.31 USD

Ticket price	2 x $61.75
Service Fee	2 x $18.41
Fulfillment Fee	2 x $2.50

Fees help us bring you a safe, global marketplace where you can get tickets to your favorite events.

☑ Send me special offers from The Novo by Microsoft and AXS

Buying means you agree to our user agreement and privacy notice.

Buy now

1. **Goal:** Once the user has inputted the payment and billing information, they are directed to a page that displays all of the order details. Before reviewing the final information and actually purchasing the tickets, the user has an option to add ticket insurance to protect their purchase. After doing so, the user will be able to finally review all of the details of the order and finally complete the transaction.
2. **Is the action obviously available?** The action of adding ticket insurance is available on the page, but it is not obvious to the user. At this point, the user would think that all of the required information has been provided and now, they are only reviewing their order details. However, this prompt appears on the page where the user would be reviewing the details, so it can easily be missed. I think it would have been better to have this be another pop-up before displaying the details of the order.
3. **Will the action be recognized?** Yes, the action will be recognized since the prompt states in capital letters, different color, and larger size "ADD TICKET INSURANCE." Also, the user will recognize the 2 options, yes or no, as radio buttons and will understand that they must choose only 1 of them
4. **Is the feedback appropriate?** Yes, the feedback is appropriate because after clicking one of the radio buttons, the button becomes pressed and is filled with another color to show the user that their click has been registered to the corresponding option.

ACTION: Select "Buy now" to complete the transaction.

1. **Goal:** After the user is done reviewing the details of their order, now they must click "Buy now" in order to complete the purchase and finalize the transaction. After this, most likely the user will receive more information regarding when they will receive the tickets.
2. **Is the action obviously available?** Yes, the action is obviously available since the "Buy now" button is large and hot pink, so it attracts the user's attention to it. Also, it is at the bottom right of the screen, and since we read naturally from top to bottom and left to right, this button would be the final thing that the user notices.
3. **Will the action be recognized?** Yes, the button will be recognized because it is labeled "Buy now," which signifies to the user that clicking this button will complete the transaction.
4. **Is the feedback appropriate?** If I were to click "Buy now," I assume that StubHub will direct to a new page that would state "Thank you for your purchase" and provide information on when and how the user will be receiving the tickets. Yes, this would be considered appropriate feedback.