

Concert Venue Ticket Ordering Flow Design

Anne Marie Robson

Project overview



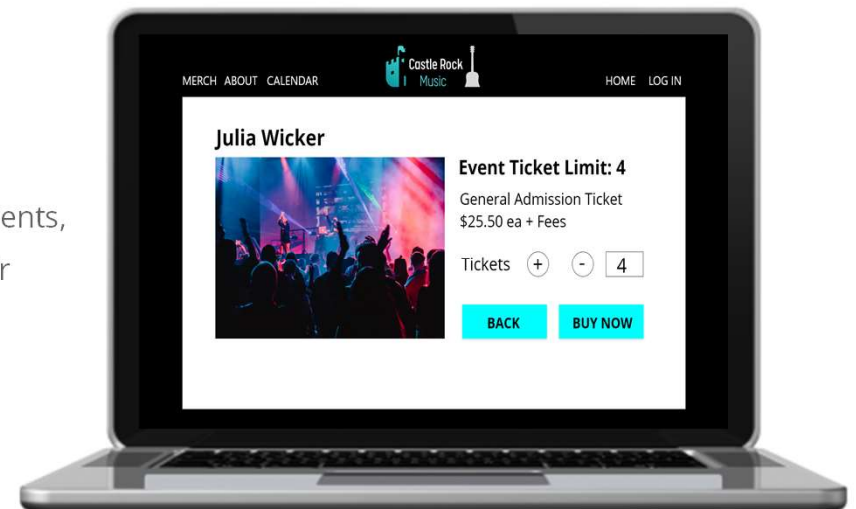
The product:

Castle Rock is a event venue that specializes in live entertainment. The site needs a simple, intuitive ticket ordering flow that allows site visitors to view available events, select their desired amount of tickets, and complete their purchase in a timely manner.



Project duration:

Three weeks



Project overview



The problem:

Busy event patrons need a quick and easy way to view available events they might be interested in and to purchase their tickets online.



The goal:

Design an event ticket ordering flow that is fast and intuitive.

Project overview



My role:

UX designer and researcher designing an online event ticket ordering flow for the fictional venue.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was event patrons who need a quick and easy way to order tickets online rather than visiting the venue's box office.

This user group confirmed initial assumptions about event patrons and their need for a simple online ticket ordering flow.



User research: pain points

1

Time

People who enjoy live events have varying backgrounds, jobs, and daily routines—but all lead busy lives and need a quick and easy way to order tickets from their phone or mobile device rather than driving to the venue's box office.

2

Communication

Event patrons need a way to learn about upcoming events that they might be interested in attending.

Persona: Jolene

Problem statement:

Jolene is a music lover who needs an easy way to find/purchase tickets to events she is interested in at her favorite music venue because she wants to buy tickets to concerts to attend with her **fiancé** and their friends.



Jolene

Age: 27

Education: Computer Science Degree

Hometown: Atlanta, Georgia

Family: Engaged, no children

Occupation: Graphic Designer

"Live music makes me feel more alive than any other activity. From summer music festivals to concerts in the park or intimate shows at a small venue, I just want to be where the music is."

Goals

- To see upcoming shows at her favorite local music venue and purchase tickets to the concerts and events she wants to attend

Frustrations

- "Ticketing apps are sometimes confusing to navigate with a lot of extra steps. I know apps can't read my mind, but I'd love to have events I'd be interested in be easier access as soon as I log in."

Jolene is 27-year-old graphic designer for an advertising agency in Atlanta who juggles work with teaching yoga classes part-time and planning her wedding in October. On the weekends, she loves spending nights on the town with her fiancé and their friends, especially attending concerts and other live events at her favorite venue in town, Castle Rock. She needs an easy way to locate events on Castle Rock's calendar that fit her interests and to purchase tickets to shows she'd like to attend.

User journey map

Mapping Jolene's user journey revealed how helpful it would be for users to have a fast, intuitive way to view events, select their desired ticket amounts, and complete their purchase.

Persona: Jolene

Goal: An easy way to view concerts/live events she's interested in and purchase tickets to the ones she'd like to attend

ACTION	Check Event Calendar	Select Event	Add Tickets to Cart	Fill out Payment Info	Complete Purchase
TASK LIST	Tasks A. View Calendar B. Scroll through and click on dates to view available events	Tasks A. Click on event from calendar B. View date/time, ticket price, and other details	Tasks A. Click to add tickets B. Select number of tickets to purchase C. Click to move onto payment info	Tasks A. Input Card/Payment information B. Input billing address C. Input shipping address D. Confirm information is correct E. Click to confirm checkout	Tasks A. Load purchase confirmation page B. Receive order number C. Receive confirmation email
FEELING ADJECTIVE	User emotions Overwhelmed by the constant scrolling through the calendar and clicking on each date to view it's events. Frustrated that there is no way to filter by event type/music genre/etc	User emotions Excited to find concert or live event that she'd like to attend	User emotions Excited to find a concert or live event she'd like to attend	User emotions Happy to be purchasing the tickets Frustrated that there are so many steps to payment process every time Frustrated that shipping is the only ticket delivery option	User emotions Ecstatic to have tickets to a show she's looking forward to
IMPROVEMENT OPPORTUNITIES	Area to improve Create an app that allows for event type/interest filtering, allows users to save their interest so that recommended events show when the user logs in	Area to improve Create a streamlined event "at-a-glance" section that can be expanded to show full show details Add a "similar" or "recommended" shows section below event info	Area to improve Provide simple click process that preload the previous amount of tickets a user purchased to help them save time during the ticket selection process (they'll have the option to change the number if desired)	Area to improve Provide option to save billing/payment information for future orders Offer email/mobile ticket delivery options Highlight other similar/recommended events with option to immediately add on to current order	Area to improve Send mobile push notification to confirm purchase and provide order number/other important information about ticket delivery/use Highlight other similar/recommended events

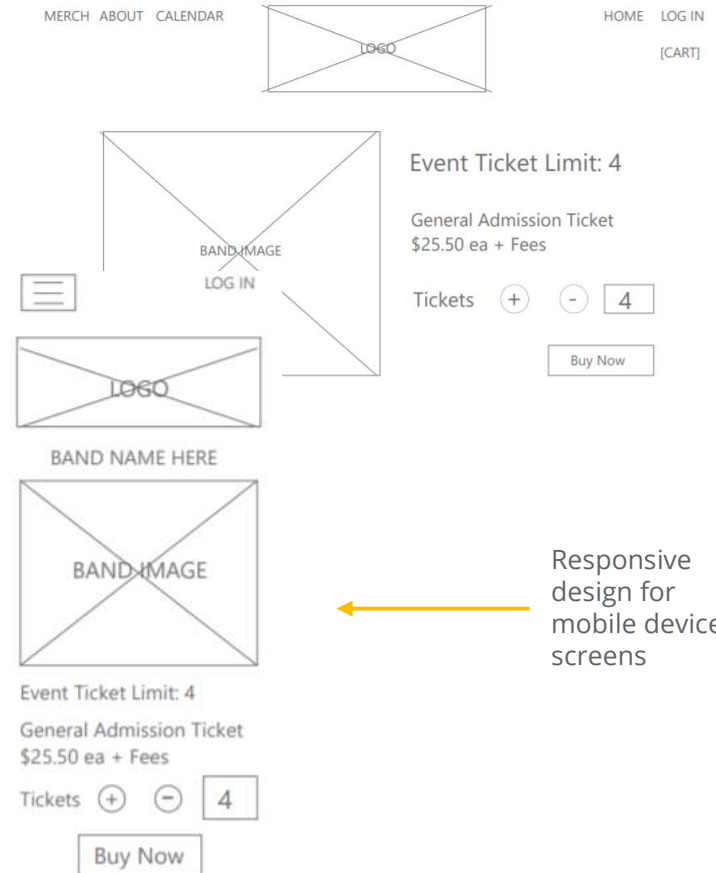
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital wireframes

In the initial design phase, I incorporated feedback and findings from user research into the base designs for both the desktop and mobile versions of the design.

Clear demonstration of proper and easy ticket amount adjustment capability



Usability study: findings

I conducted one round of usability studies. Findings from the study helped guide the refinement of the designs in the wireframes and low-fidelity mockups through to the high-fidelity prototype.

Round 1 findings

- 1 Users want an easy way to add multiple tickets to their cart.
- 2 Users want multiple ticket delivery options.
- 3 Users want big font for accessibility.

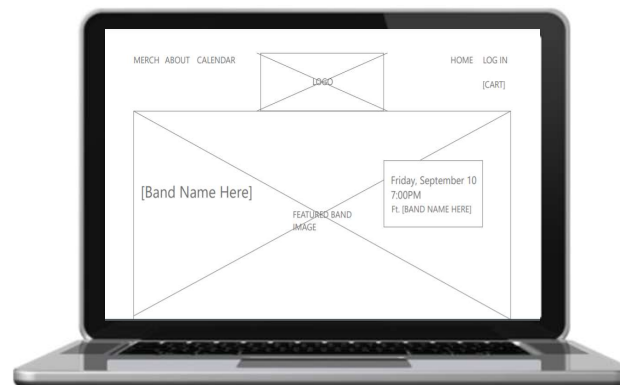
Refining the design

- Mockups
- High-fidelity prototype

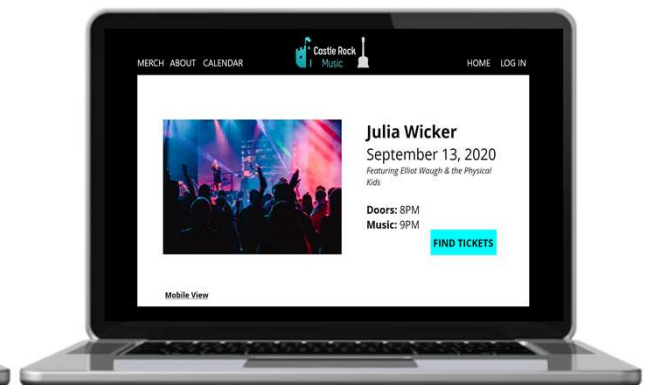
Mockups

The early homepage design was determined to be confusing by participants of the usability study, so the design was updated to provide a **clearer presentation of event information.**

Before usability studies



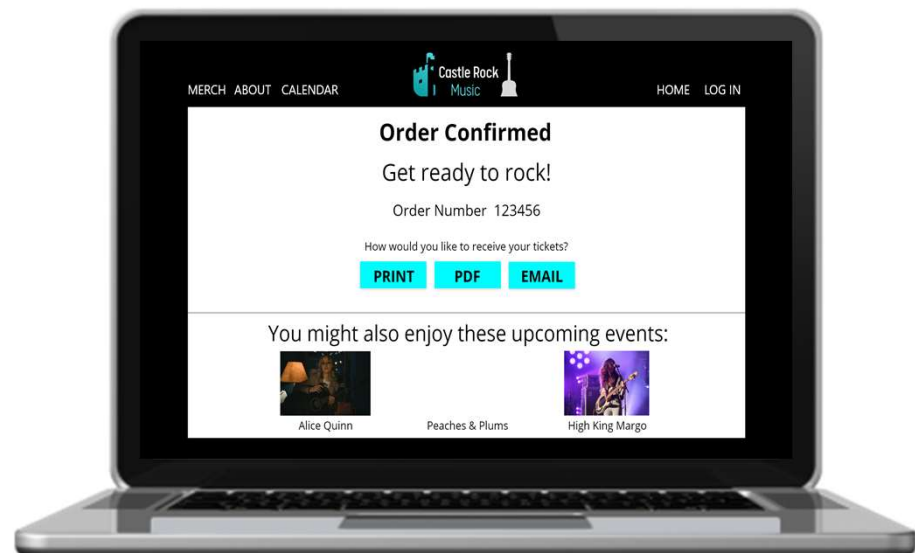
After usability studies



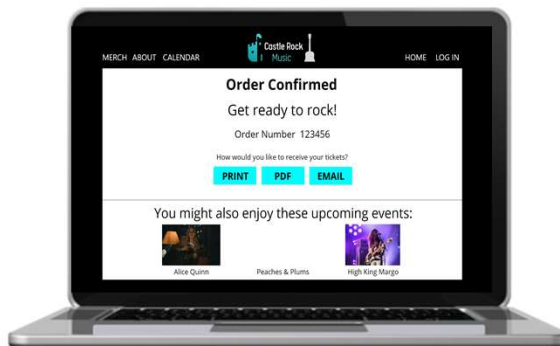
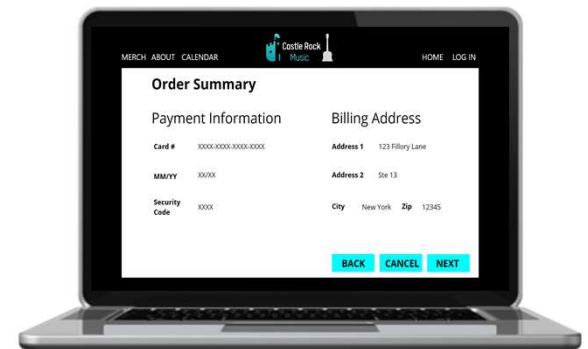
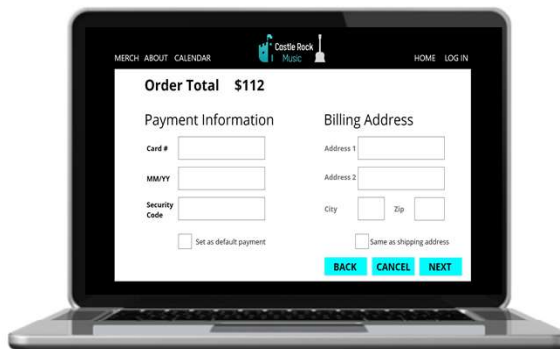
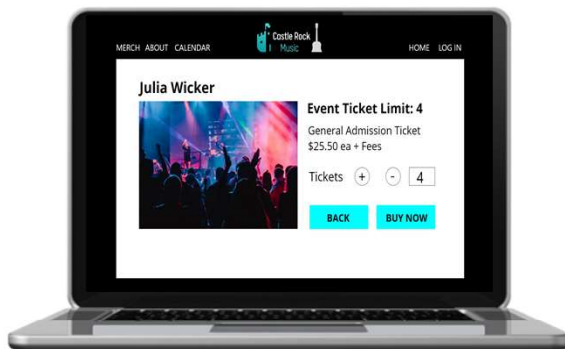
Mockups

The first usability revealed a desire for a selection of ticket delivery methods so I incorporated **simple, clickable ticket delivery options**. Participants also expressed the want to see other events they might be interested in, and I **incorporated this element into the Order Confirmation page**.

After usability studies



Key Mockups



High-fidelity prototype

The final high-fidelity prototype presented clean user flows for purchasing tickets, as well as improved ticket delivery options. It also met user needs to view other events they might be interested in.

View the [high-fidelity prototype](#).



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Castle Rock cares about their entire experience, from finding events to order tickets and attending the live events.

One quote from peer feedback:

"This is great! I love that I can either print my tickets or have them emailed to me or even sent to my phone. So convenient!"



What I learned:

While designing the ticket ordering flow, I learned that the first ideas are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.



Next steps

1

Conduct more user research to determine any new areas of need.

2

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

3

Further refine the high-fidelity prototype and mockups to address and additional pain points revealed in additional usability study.

Let's connect!



Thank you for your time reviewing my work on the Castle Rock event ticket ordering flow! If you'd like to see more or get in touch, my contact information is provided below.

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Thank you!