



WRITTEN INTERVIEWS

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<https://berariah.ro/en>

ANSWERS

INTERVIEWEE 1

22 YRS, NON-BINARY, COLLEGE STUDENT

1. I RECENTLY ATTENDED A LIVE MUSIC CONCERT IN MY CITY. THE MOTIVATION BEHIND ATTENDING WAS MY LOVE FOR THE ARTIST PERFORMING AND THE EXCITEMENT OF EXPERIENCING THEIR MUSIC LIVE.
2. I PRIMARILY USE SOCIAL MEDIA PLATFORMS AND EVENT DISCOVERY APPS TO FIND INTERESTING EVENTS. THEY PROVIDE PERSONALIZED RECOMMENDATIONS AND MAKE IT EASY TO PURCHASE TICKETS.
3. OCCASIONALLY, I'VE ENCOUNTERED ISSUES WITH EVENT APPS NOT UPDATING EVENT INFORMATION PROMPTLY, LEADING TO CONFUSION ABOUT SCHEDULES AND VENUES.
4. FOR ME, KNOWING THE EVENT DATE, TIME, LOCATION, ARTIST/PERFORMER, AND TICKET PRICING ARE ESSENTIAL. CLEAR VENUE DETAILS AND ARTIST BACKGROUNDS ARE VALUABLE.
5. I'VE HAD BOTH POSITIVE AND NEGATIVE EXPERIENCES. QUICK AND SECURE PAYMENT PROCESSES AND TRANSPARENCY IN TICKET PRICING POSITIVELY INFLUENCE MY PERCEPTION.
6. AN IDEAL APP SHOULD OFFER ACCURATE EVENT RECOMMENDATIONS BASED ON MY INTERESTS, EASY-TO-USE TICKET PURCHASING FEATURES, AND REAL-TIME UPDATES ON EVENTS.
7. PERSONALIZATION IS CRUCIAL FOR TAILORED EVENT RECOMMENDATIONS. RECOMMENDATIONS BASED ON PAST PREFERENCES AND USER RATINGS ARE EFFECTIVE.
8. YES, I'VE RECEIVED PUSH NOTIFICATIONS. THEY CAN INFLUENCE MY DECISIONS POSITIVELY IF THEY OFFER RELEVANT EVENT SUGGESTIONS.

ANSWERS

INTERVIEWEE 1

9. I APPRECIATE INTUITIVE NAVIGATION, CLEAR EVENT LISTINGS, AND STRAIGHTFORWARD TICKET BOOKING PROCESSES. CLUTTERED INTERFACES ARE FRUSTRATING.
10. I'M CONCERNED ABOUT SHARING PERSONAL INFORMATION. SECURE PAYMENT GATEWAYS AND DATA PROTECTION ARE ESSENTIAL.

ANSWERS

INTERVIEWEE 2

16 YRS, MALE, FOOTBALLER

1. MY RECENT EVENT EXPERIENCE WAS AT A MOTORCLUB, BECAUSE THERE WERE A MOTORCICLE SHOW WHERE PEOPLE DROVE/SHOW THEIR BEST MODELS. IT WAS AN AMAZING EXPERIENCE BECAUSE THATS SOMETHING THAT WAS PART OF MY LIFE. BECAUSE OF THAT, THATS WHY I WENT THERE.
2. USUALLY I USE SOCIAL MEDIA APPS LIKE FACEBOOK, INSTAGRAM AND TWITTER BECAUSE MOST OF THE POSTS ARE PUBLISHED THERE.
3. YES I HAD. THE EVENT HAD EVERYTHING LIKE THE HOUR THAT STARTED, THE HOUR THAT FINISH BUT THERE WERE NOTHING TELLING ME IN WHAT STREET OR PLACE IT WAS.
4. THE MOST ESSENTIAL INFORMATION IS THE EXACT PLACE WHERE THE EVENT IS. MOST OF THEM DONT HAVE, AND PEOPLE TEND TO NOT GO BECAUSE THEY DONT HAVE THE SPECIFIC INFORMATION
5. I HAVE NEVER EXPERIENCE ANY NEGATIVE EXPERIENCE RELATED TO PURCHASING ONLINE TICKETS. LAST TIME I PURCHASED SOMETHING ONLINE WAS TO GO WATCH A FAMOUS SINGER, SO, A CONCERT. WHAT INFLUENCED ME REGARDING THE TICKET PROCESS WAS THE EASY WAY OF BUYING THOSE TICKETS.
6. IN MY OPINION AN IDEAL EVEN SCHEDULER APP SHOULD HAVE SOME "TASTE" OF WHAT THE BUYERS ARE GONNA WATCH OR HEAR, FOR EXAMPLE, IF ITS A MUSIC EVENT, IT CAN HAVE LIKE A SHORT SHOW OFF, LIKE SONGS OR SOMETHING RELATED

ANSWERS

INTERVIEWEE 2

16 YRS, MALE, FOOTBALLER

- 7. DEFINITELY IMPORTANT, IS HALF WAY THERE WHEN IT COMES TO ATTRACT PEOPLE TO EVENTS. THE MOST EFFECTIVE ONES ARE WHEN THE PEOPLE THAT ARE ACTING THERE OR SHOWING OFF THEIR PERFORMANCE HAVE A WELL KNOWN NAME.
- 8. YES, I DID RECEIVE PUSH NOTIFICATIONS. THEY DIDNT IMPACT MY CHOICE, ALTOUGH, SOMETIMES THE PUSH NOTIFICATIONS CAN BE ANNOYING SOMEHOW.
- 9. I APPRECIATE THE APPS THAT ARE REALLY FAST AND EASY TO USE. ALTOUGH, SOMETIMES I FIND REALLY FRUSTRATING WHEN IT DONT GIVE THE SPECIFIC INFORMATION RELATED TO THE EVENTM
- 10. MOST LIKELY WHEN IT COMES TO SHARE MY ACCOUNT SO I CAN BE ABLE TO DO ONLINE PAYMENTS, IT NEEDS TO BE TRUSTFULL AND SAFE TO USE.

ANSWERS

INTERVIEWEE 3

28 YRS, FEMALE, UX/UI DESIGNER

1. I RECENTLY ATTENDED A LIVE MUSIC CONCERT BY ONE OF MY FAVORITE ARTIST. I WAS SO HAPPY TO ATTEND BECAUSE I'VE BEEN A FAN FOR YEARS, AND THE OPPORTUNITY TO SEE HER PERFORM LIVE WAS A DREAM COME TRUE.
2. I USE SOCIAL MEDIA EVENT PAGES AND EVENT WEBSITES. THEY PROVIDE A DIVERSE RANGE OF EVENT OPTIONS AND KEEP ME INFORMED ABOUT EVERY EVENTS ARE IN MY CITY.
3. YES, INCOMPLETE EVENT DESCRIPTIONS OR UNCLEAR DETAILS CAN BE VERY FRUSTRATING TO MAKE A DECISION.
4. EVENT DATE, TIME, TICKET PRICE, AND THE LINEUP.
5. POSITIVE EXPERIENCES - USER-FRIENDLY TICKETING PLATFORMS THAT OFFER VARIOUS PAYMENT OPTIONS AND QUICK CONFIRMATIONS. NEGATIVE EXPERIENCES - HIDDEN FEES AND COMPLEX CHECKOUT PROCESSES.
6. EVENT CALENDAR, PERSONALIZED RECOMMENDATIONS, UPDATES ON EVENT STATUS
7. -
8. YES, AND THEY HAVE INFLUENCED MY DECISIONS POSITIVELY WHEN I SAW EVENTS ALIGNED WITH MY INTERESTS. HOWEVER, EXCESSIVE NOTIFICATIONS ARE OVERWHELMING AND SOMETIMES THEY ANNOY ME AND I DISABLE THEM.

ANSWERS

INTERVIEWEE 3

28 YRS, FEMALE, UX/UI DESIGNER

9. INTUITIVE NAVIGATION, CLEAR EVENT CATEGORIZATION, THE ABILITY TO EASILY FILTER AND SEARCH FOR EVENTS. A CLEAN AND VISUALLY APPEALING DESIGN IS ALSO VERY IMPORTANT. I DO NOT LIKE CLUTTERED INTERFACES. HIGH-QUALITY IMAGES.
10. I AM CONCERNED ABOUT SAFETY WHEN IT COMES ABOUT INPUTTING CARD DETAILS.

ANSWERS

INTERVIEWEE 4

48 YRS, FEMALE, ACCOUNTANT

1. AM PARTICIPAT LA „NOAPTEA DANSULUI”, IN CADRUL PROIECTULUI „STRAZI DESCHISE” ORGANIZAT DE PRIMARIA CAPITALEI, PE UNUL DIN BULEVARDELE PRINCIPALE DIN BUCURESTI. MI-A PLACUT SA VAD DIVERSITATEA STILURILOR DE DANS, PESTE 15,CU 30 DE ŞCOLI DE DANS, STUDIOURI ŞI INITIATIVE DE DANS ŞI PESTE 2.000 DE DANSATORI. (I participated in the "Night of Dance" as part of the "Open Streets" project organized by the Bucharest City Hall, on one of the main boulevards in Bucharest. I enjoyed seeing the diversity of dance styles, with over 15, 30 dance schools, studios, and dance initiatives, and more than 2,000 dancers.)
2. ASTFEL DE INFORMATII LE IAU DE PE UN SITE UNDE SUNT PROMOVATE ULTIMELE NOUTATI CU IDEI DE PETRECERE A TIMPULUI LIBER: [HTTPS://B365.RO/](https://B365.RO/) SI ALTE STIRI ISTORICE SI ACTUALE DIN VIATA ORASULUI MEU. PREFER SA FOLOSESC ACEST SITE DEOARECE AICI GASEST TOATE EVENIMENTELE CULTURAL, ARTISTICE, SPORTIVE CARE MA INTERSEAZA, FARÀ SA FIU NEVOITA SA CULEG INFORMATII DIN MAI MULTE PUBLICATII. (I obtain this information from a website where the latest leisure time ideas are promoted: [HTTPS://B365.RO/](https://B365.RO/) and other historical and current news about my city. I prefer to use this website because here I can find all the cultural, artistic, and sports events that interest me, without having to gather info from other sources)

ANSWERS

INTERVIEWEE 4

48 YRS, FEMALE, ACCOUNTANT

- 3. NU (NO).
- 4. DORESC SA STIU LA CE SE REFERA EVENIMENTUL, DATA, LOCUL DESFASURARII, DACA ESTE GRATUIT SAU NU, CINE SUNT INVITATII, PROGRAMUL DE DEFASURARE AL EVENIMENTULUI (I WOULD LIKE TO KNOW WHAT THE EVENT IS ABOUT, ITS DATE, THE LOCATION, WHETHER IT IS FREE OR NOT, WHO THE GUESTS ARE, AND THE EVENT SCHEDULE.)
- 5. PRO: ECONOMIE DE TEMP, DEOARECE NU TREBUIE SA MA DEPLASEZ PANA LA CASA DE BILETE, POSIBILITATEA DE ANALIZA, RESPECTIV DE A SELECTA IN LINISTE: EVENIMENTUL, DATA, VARIANTELE DE ASEZARE IN SALA A LOCURILOR VACANTE, NUMARUL DE LOCURI, DE A ACHITA CONTRAVALOAREA BILETELOR CU CARDUL, ONLINE, DE A PRIMI CONFIRMAREA REZERVARII. CONCLuzie: OPTIMIZAREA TIMPULUI PETRECUT PENTRU OBTINEREA DE INFORMATII PRIVIND DESFASURAREA EVENIMENTULUI DORIT, PRECUM SI DE OBTINERE SI PLATA A BILETELOR DE INTRARE. (TIME SAVINGS, AS I DON'T HAVE TO TRAVEL TO THE TICKET OFFICE, THE POSSIBILITY TO ANALYZE AND SELECT CALMLY: THE EVENT, DATE, AVAILABLE SEATING OPTIONS IN THE VENUE, THE NUMBER OF SEATS, TO PAY FOR THE TICKETS WITH A CARD ONLINE, AND TO RECEIVE THE BOOKING CONFIRMATION. CONCLUSION: OPTIMIZING THE TIME SPENT ON OBTAINING INFORMATION ABOUT THE DESIRED EVENT AND OBTAINING AND PAYING FOR ENTRY TICKETS.)

6, 7, 8, 9, 10. -

ANSWERS

INTERVIEWEE 5

50 YRS, FEMALE, DOCTOR

1. FESTIVALUL LAMPIOANELOR, MOTIVARE: PLIMBARE SI RELAXARE, COST REDUS, DISTANTA FATA DE CASA (FESTIVALUL LAMPIOANELOR, MOTIVATION: WALKING AND RELAXATION, LOW COST, DISTANCE FROM HOME)
2. FACEBOOK/GOOGLE, NU AM CONT PE ALTE RETELE (FB/GOOGLE CAUSE I DONT HAVE AN ACCOUNT ON OTHER SOCIALS)
3. LIPSA INFORMATIILOR COMPLETE DESPRE DATA, LOCATIE, ORGANIZATORI, PARTICIPANTI (LACK OF COMPLETE INFORMATION ABOUT THE DATE, LOCATION, ORGANIZERS, PARTICIPANTS)
4. TEMATICA EVENIMENTULUI+PARTICIPANTI (FORMATII, CANTARETI, TRUPE, ETC.), APOI FACILITATI (MENIU SPECIFIC ACELUI EVENIMENT), ACCESIBILITATE (COST, TEMP, DISTANTA PANA LA EVENIMENT) (EVENT THEME + PARTICIPANTS (BANDS, SINGERS, GROUPS, ETC.), FOLLOWED BY FACILITIES (MENU SPECIFIC TO THAT EVENT), ACCESSIBILITY (COST, TIME, DISTANCE TO THE EVENT))
5. PRIMIREA RASPUNSULUI CU REZERVAREA PE E-MAIL AUTOMAT, NU IN TEMPUL PROGRAMULUI, OBLIGATIVITATEA DE A INTRODUCERE ELEMENTE DE ADRESA DINTR-O LISTA PREDEFINITA (ORAS/COD POSTAL/STRADA), SUNT CAZURI CAND NOMENCLATORUL NU E COMPLET SI E GREU SA FINALIZEZ COMANDA. (RECEIVING AN AUTOMATED EMAIL RESPONSE, NOT DURING BUSINESS HOURS, THE REQUIREMENT TO INPUT ADDRESS ELEMENTS FROM A PREDEFINED LIST (CITY/POSTAL CODE/STREET), THERE ARE CASES)

ANSWERS

INTERVIEWEE 5

50 YRS, FEMALE, DOCTOR

5. WHEN THE DIRECTORY IS NOT COMPLETE, AND IT'S DIFFICULT TO COMPLETE THE ORDER.).

6. O PLATFORMA COMUNA PENTRU EVENIMENTELE IN AER LIBER/MUZICA/SPORT.. ETC PE CARE SA POSTEZE TOTI ORGANIZATORII CU FILTRE PE DATA SI PE ZONE; DETALII LEGATE DE PERIOADA DE DESFASURARE, LOC, PARTICIPANTI, FACILITATI; POSIBILITATEA DE A EFECTUA REZERVARI/PLATI ON-LINE, CU DISCOUNT PENTRU REZERVARI FACUTE IN AVANS SAU VOUCHERE PENTRU ACHIZITIA DE PRODUSE IN CADRUL EVENIMENTULUI (A COMMON PLATFORM FOR OUTDOOR EVENTS/MUSIC/SPORTS, ETC., WHERE ALL ORGANIZERS CAN POST WITH FILTERS BY DATE AND LOCATION; DETAILS RELATED TO THE PERIOD OF THE EVENT, LOCATION, PARTICIPANTS, FACILITIES; THE ABILITY TO MAKE ONLINE RESERVATIONS/PAYMENTS, WITH DISCOUNTS FOR ADVANCE BOOKINGS OR VOUCHERS FOR PURCHASING PRODUCTS AT THE EVENT.).

7. PERSONALIZARE IN FUNCTIE DE ISTORICUL DE NAVIGARE (PERSONALIZATION BASED ON BROWSING HISTORY).

8. AM ACHIZITIONAT DE CELE MAI MULTE ORI (I PURCHASED MULTIPLE TIMES).

9. NU E CAZUL_(NOT THE CASE).

10. SECURITATEA E IMPORTANTA, PENTRU ASTA FOLOSESC UN CARD GOL PE CARE IL ALIMENTEZ INAINTE DE PLATILE ON-LINE. PREFER SITE-URILE CARE TRIMIT LA APlicatii EXTERNE DE PLATA DE TIPUL NETOPIA._(SECURITY IS IMPORTANT; THAT'S WHY I USE AN EMPTY CARD THAT I TOP UP BEFORE ONLINE PAYMENTS. I PREFER WEBSITES THAT REDIRECT TO EXTERNAL PAYMENT APPLICATIONS LIKE NETOPIA.).