

UX Week 2 Assignment

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Topic

Pulse music festival website

Goal

The goal of our user study is to find what our users think about the website and hear their opinions on how we can improve it. The website has a few purposes. One of the main is to make people aware of the event, its participants and the schedule. The website will make the ticket purchasing more convenient for the visitors. Customers can control their account balance and catch up on the latest news or schedule updates as well as share their opinion about the event.

Target users

Age: Mostly between 18 and 30

Marital status: Preferably single

Culture: Doesn't matter

Benefits: Social, communicative, easy-going

Interests: Music, going out with friends, socialising

Preferable beliefs: Open minded

Interviewed users

Boris -> User 1

Q: What do you think about our website at all?

A: At all it looks modern, you can find the stuff easily. I like the design, i don't like that much the colors, i mean the colors of the events. Overall i think it is a good website.

Q: Do you think that is easy to work with our website? For people from different ages is it easy for them to understand?

A: Yes, it has easy approach, it is natural, you kind of have the feeling where to go if you need something for example if you want to buy a ticket where should you go, just when you scroll you have a good feeling of what is happening. It is natural, it is how it should be. I think it has good user interface.

Q: Do you think that the information on the website is enough to understand what is the festival going to be about?

A: Yeah, i think it has enough info, if you go through it all, you can check how much is the ticket, who will participate on the event and basically all i want to know is there.

Q: Do you think there is something we might do, so the website to be better?

A: Yes, maybe add pictures from previous year, or from similar events, or layout of the event, how it would look. For example where would be the stage, where will be the camping zone, so you will have a pre-idea how it is going to look like before you can go to the actual event.

Q: Okey, great. And one last question, have you ever been to our event before and are there many changes since the last year?

A: No, i have never been your event, but i have been to other cool music events, so yeah it is such a great feeling to visit that kind of events.

Youssef -> User 2

Q: What do you think about the whole website ?

A: It looks nice and responsive as well. It's user friendly.

Q: What do you think about the design, the colors and the pictures ?

A: It looks nice, I like it

Q: Is buying a ticket process is easy ?

A: Yes It seems like everything clear, but I suggest if the navigation bar is written in bigger font.

Q: What kind of improvements do you want to see in the website ?

A: I guess you have to catch all the errors first.

Q: If you compare our website to other professional websites in terms of the design ?

A: I will give you 5 out of 10 because it's really responsive, I guess I can use this website in the future to buy a ticket.

Nikolay -> User 3

Q: We made a project for a music festival, it is a website, and I want to hear what you think about it, and how we can improve it. Please take a look at it...

A: Okay. Let me see...

Q: What is your first thought about it?

A: It is nice, it has good design. I like it. But I would like to know more info about the artist. For example if I click on Marshmello I would like to see for example the stage, time and so on.

Q: Is the layout of the site organised? Do you find easily what you are searching for?

A: Yes, but I think you need more information about who are the artists.

Q: Is the process of buying a ticket easy to follow for you?

A: Yes, it is very easy.

Q: Is the content of the website clear to you and easy to understand?

A: Yes, it is fine.

Q: Do you have any other recommendations apart from these?

A: It would be nice if there were pictures and videos from the previous years of the event.

Q: Thank you very much.

Mihai -> User 4

Q: Is this the first time you're visiting a festival website?

A: Not actually, I'm quite for a while in Netherlands, and as I know, Dutch people like to party a lot, so I've visited some festival websites.

Q: What is your general impression about the website?

A: It's quite good, because at the beginning I see many things going around. I see a nice menu bar, you have some animations of the website, that gives you an impression of a good event. The website is quite clear. You have a program, you have a description, and straight forward the tickets section. It's a quite strange thing for me about the forum. This is the first time I see such a thing on a website.

Q: What can you tell us about the functional part? (tickets and forum)

A: It's quite nice, because you don't have a lot of submenus, basically is a one-click website. It's quite simple, it's not confusing, and easy to follow?

Q: What would you recommend us to change?

A: The most important thing to change is the forum. It needs to be removed and to be changed with social network interaction. You can improve the tickets section, by reconstructing the section. The price changes based on stuff you add.

Minh -> User 5

Q: I've shown you our website, so what's your first impression about it?

A: My first impression is that it's quite neatly designed. In the first page I can see all the links to the parts of the website that might be useful. When I scroll the website down I can see all the information. The design is nice, it's easy to see all the info, it has a lot of work put into it.

Q: So you've seen the info part of our website, what do you think about it?

A: I think the comment section of the user is quite basic, you should have a place to put the contact details in case someone want to contact you for the website or the information.

Q: So it's about the homepage right? Now about the function, how do think about the design of those pages?

A: First, I think putting all information into 1 page is a lot, you should create other pages that linked to the homepage, because when I click on the info paths it basically showed the same thing.

Q: About the function of the website, like the ticket selling and camping spot, do you think it's easy to find and easy to use?

A: I think yes. The page for the ticket contains enough detail and for me it's easy to use. But the design, the color scheme of this page is quite unclear when you have purple background and the text is also purple, so it's unclear for the viewer to see the info.

Personas

Aamir Susarla



Age: 25

Sex: Male

Country: India

Marital status: Single

Kids: No children

Job: IT Company manager

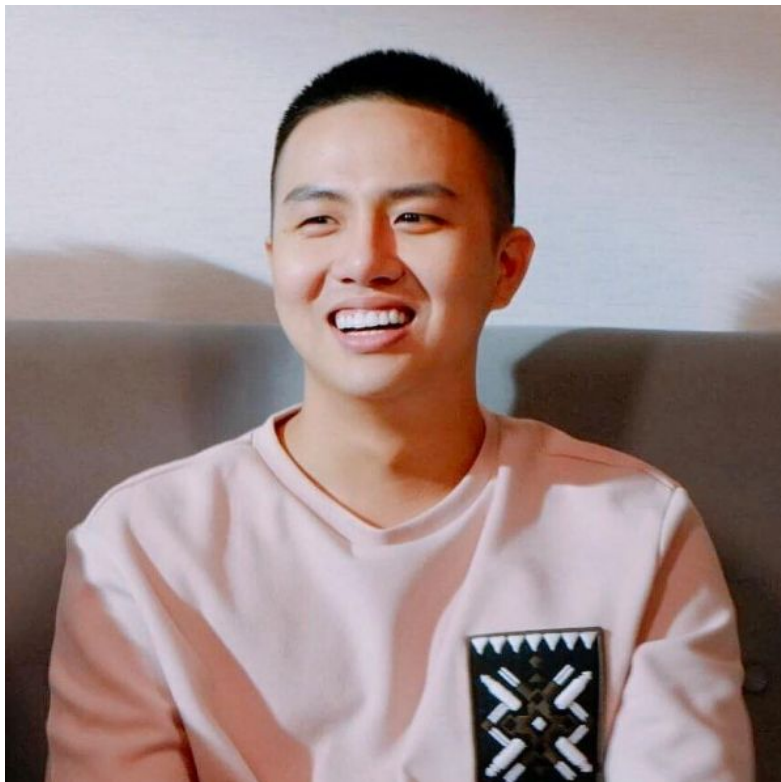
Favorite artists: Skrillex, Tiesto, Zedd

Favorite genres: Dubstep, Electro House, Progressive house, Big room house

Hobbies: plays guitar, mountain hiking, swimming

Pains: needs more free time to attend music festivals and do his hobbies, stressful, emotional

User 5: Arata Hiroki



Age: 21

Sex: Male

Marital Status: Single

Job: Student

Bio: Hiroki is a 3rd year university student. He struggle from the study in the university and he wants to go to some festivals to relieve stress.

Pains: Stress from school work, only have time in summer and in breaks between blocks.

Survey

1. What do you think about the website ?
2. Do you think it's easy to work with our website ?
3. What do you think about buying ticket process ?
4. Is the information on the website enough ?
5. Would you recommend our website to anyone ?
6. Which improvements do you want to see in our website ?

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Data analysis

After 5 interviews, and 1 group interview, we have gained a lot of feedback on our website. Mainly, the impression was good, but there are also things that need to be changed and improved. First of all, we should redesign the form for buying tickets. It should have a different background and a different structure. It needs to catch all the possible errors, and notify the user about them without redirecting him. Another small issue that some of the interviewees found disturbing was the color scheme. We need to change the text color in some areas in order to make it more readable. The third improvement would be about the performing artists. We need to add more information about them, so the user could find out some more details about a specific DJ. The last tip would be to change the forum part. We should remove it and integrate a social network instead, like Facebook or Twitter. This would attract more people and it would be much easier to use. It would be also nice if we add videos and pictures from previous editions of the event.