

## **My business Tixbox**

- a. Tixbox is a business that sells e-tickets for concerts.
- b. Tixbox's business ethos is to provide a seamless method of purchasing tickets online.
- c. Tixbox sells concert e-tickets.
- d. The target audience is for all types of people. Since Tixbox partners with different venues, the various concerts produced allow for all ages to enjoy.
- e. Tixbox would be known to work with high-level and low-level venues, thus it is almost guaranteed to find tickets here. Tixbox will attract people by disclosing that anyone who resells at a massive upcharge will be banned and that dynamic-pricing will not be a thing.
- f. There is no need for people to research about Tixbox because it only has one purpose.
- g. People are familiar with Tixbox because it is very similar to its competitors.
- h. Tixbox offers time sensitive information such as when concerts begin, the venue, rain checks, and the prices of seats. There is also a countdown timer when buying tickets so that people do not hold tickets for too long.
- i. The prices are the determining factor of whether people will use the website through till the end.
- j. Contacting me would not be necessary. There is no physical location for Tixbox. The contact details for customers are on the website.
- k. People who frequently go to concerts will find that the website is easy to use. No introduction is necessary.
- l. Depending on the artist, people would need to research their music and people because Tixbox does not have that information available.
- m. The most important features are that venues all around the globe are connected to Tixbox, resellers that upcharge are banned, and that the process of buying tickets is seamless.
- n. A lot of ticket selling websites cater to all types of media i.e sports, shows, comedies. Tixbox caters to concert goers only.
- o. People will probably question the authenticity, reliability, and security of Tixbox.

The design of Tixbox is described as structured and efficient. This can be seen through the use of flex boxes, grids, and minimal colors throughout the website. The homepage is the first webpage to be seen, therefore visuals are the most important part. Therefore, I used a dark background color for the header and footer and left the middle bright and filled with the colorful images to make the artist stand out. Moving onto the explore page, this is an important page with a lot of information. Thus, I did not place too many distracting visuals and focused on the information of the concert. In the tickets page, finding the right seats with the right price is important for concert goers because this determines the mood of that day. Therefore, I balanced information on tickets with the floor/seat plan of the venue. And to make it fair for everyone, there is a timer of 3 minutes to decide the seats so that other people who wish for the same seats have a chance while some are debating. Then the checkout page is simple and with no gimmicks because the information imputed by the users has to be taken seriously. Lastly, feedback is always important to continue to update the website to its best ability. There is also a login page.

LOGO

Explore

About

Contact Us

Register/Sign in

search artist, event, or venue

Image

Artist

Date

Venue

Explore

You might like...

Image

artist

Image

artist

Image

artist

Image

artist

Popular/trending...

Image

artist

Image

artist

Image

artist

Image

artist

Social Media

Explore

LOGO

Explore   About   Contact Us

Register/Sign in

search artist, event, or venue

Image

Trending events...

Image

artist

Image

artist

Image

artist

Image

artist

Epcoming Events for you...

date	Artist Venue	<div>ticket</div>
date	Artist Venue	<div>ticket</div>
date	Artist Venue	<div>ticket</div>
date	Artist Venue	<div>ticket</div>
date	Artist Venue	<div>ticket</div>

load more

Social Media

LOGO

Explore

About

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Register/Sign in

search artist, event, or venue

Countdown

image

artist  
venue

venue floor plan  
image

load more

Checkout

Social Media

checkout

LOGO

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search artist, event, or venue

BILLING ADDRESS

PAYMENT

COMPLETE CHECKOUT

Social Media

transaction

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How satisfied are yyou with our website?

Unhappy

Neutral

Satisfied

Send Review

**Social Media**

## login

**LOGO** [Explore](#) [About](#) [Contact Us](#) [Register/Sign in](#)

Username

Passowrd

Login

☐ Remember me

[Forgot password?](#)

**Social Media**

### **Competitor's Business - Ticketmaster**

- a. Selling tickets of many media
- b. Building strong connections, innovation, and being a leader in the industry
- c. Sells tickets of concerts, shows, sports, comedies, and more
- d. Targets all kinds of people
- e. Ticketmaster is the top ticket website and the most searched, so it is the first choice of many people. Also, they are deeply tied with the sports industry.
- f. People are more interested in buying the tickets and not the artist because they do not provide that information.
- g. Most people are familiar with their service.
- h. People are interested in time sensitive information. For example, Ticketmaster drops prices of tickets when there is a few hours left before the start of the event.
- i. The price determines whether people buy or not.
- j. There is no personal contact unless there are issues or inquiries.
- k. There is no need for the owner to introduce themselves.
- l. People would be familiar with the website because it provides a lot of information on the process of buying tickets.
- m. They offer tickets to a grand scheme of venues and different events compared to other websites.
- n. Provides people to purchase insurance for their tickets in case cancellations or rain checks happen.
- o. People will question the high price of tickets, especially from resellers.



LOGO

ConcertsSportsArts, Theatre & ComedyFamily

Profile

location

dates

search artist, event, or venue

Image

tickets

Image

artist

Image

artist

Image

artist

Image

artist

CONCERTS

Image

artist

Image

artist

Image

artist

CONCERTS

Image

artist

Image

artist

Image

artist

ARTS & THEATRE

Image

artist

Image

artist

Image

artist

POPULAR

Image

artist

Image

artist

Image

artist

Social Media