

5/5 interviewees want to be able to see and feel merchandise up close

"Merch tents would give out more options like actually feeling the shirt or seeing if the shirt fits you. Getting a closer inspection on the merch is always useful."

"I would see myself using the in person one since that allow the option of trying on current sizing and changing my mind on what item I would want."

"When I purchased V merch, I was able to touch the shirt first, and also lift it up physically for size, and I think that's valuable."

"People can give me recommendations on sizes and their tastes to help me make a decision. Plus they can probably **show me the items close up** and clarify things."

"They handed it to me and I looked at the overall fit and size and though it was a good fit for me"

4/5 interviewees were dissuaded from purchasing merch due to long lines

"crazy lines. I think that's one of the things that **deters me** from buying concert merch"

"when I faced a long line, I didn't even line up because I was dissuaded by the long line"



"seeing the length *made me* conflicted on whether i REALLY wanted merch." "I only decided to buy it since there was a short line"



4/5 interviewees would like to have size references when purchasing merch

"I feel a kiosk can *provide more information* about the fit. Such as providing a model for the merch."

"Sometimes I don't know my size off the bat but size charts are always good"

"I think this would be *extremely helpful* because a size chart would be a good reference for what size to purchase"

"Yes it always **good to have measurements** for the items"



Users want kiosks to *mimic in-person interactions*from feeling the clothing to
seeing different sizes

Interview Insight Summary



Users are worried kiosks won't give them the flexibility to express their concerns when purchasing merchandise, such as returning or exchanging items.

Users are generally dissuaded from buying merchandise when there are long lines.

We aim to design merchandise kiosks that streamlines the concert merch purchasing process and provides customers a self-service purchase option located in various areas at concert venues, allowing more access points for fans to buy merch.

We hope that the kiosks will address customers' needs, such as shortening merchandise checkout lines, extending previously limited operating hours, and providing information to help customers decide their best option.

Mission = Statement =

Storyboard Interviews Questions



Questions we asked our interviewees for the storyboard interview:

- 1. We are conducting research to learn about people's experience with buying artist merchandise at concert venues. We were wondering if you have around 5-8 minutes for us to learn about your personal experience on this topic.
- 2. I appreciate your time. Do you mind if I recorded this conversation?
- 3. Can you tell me a little bit about yourself? Feel free to mention your age, occupation, experience with buying concert merch, etc.
- 4. Tell me about the last time you went to a concert venue to purchase merchandise, maybe walk me through the process and how long it took.
- 5. Can you point out any moments that stood out to you while buying the merchandise? These can be both good or bad moments.
- 6. A kiosk is a booth that can be used to provide information, sell goods, and more. Have you ever used a kiosk that sells and dispenses products, such as a vending machine?
 - a. If yes:
 - i. Can you walk me through your full experience using that kiosk?
 - ii. How would you describe your experience in terms of the kiosk usefulness? Do you prefer it over an in-person transaction?
 - b. If no:
 - . Have you used kiosks in general? If you have, what were your general impressions on kiosks?
 - Imagine if there were both merch tents and merch vending kiosks at the concert venue for purchasing merch. Which option would you see yourself using and why?
 - If you found yourself using a merch vending kiosk at the venue, what would you expect the process to be like?
 - a. If they didn't talk about features: What are features that you think are crucial to have for a merch kiosk to be efficient?
- 9. Show storyboards, ask for each:
 - a. Do you find the scenario outlined in this storyboard relatable to your own experience?
 - b. How did your experience differ from this storyboard?
 - c. Would a kiosk be helpful in solving the problem our user is facing in this storyboard?





Storyboard Interviews Answers

Link to storyboard interview answers

	yourself? Feel free to mention	concert venue to purchase merchandise, maybe walk me through the process and how long it took.	that stood out to you while	used a kipsk that sells and dispenses products,	using that klosk? How would you describe your	vending klosks at the concert venue for purchasing merch. Which option would you see yourself using and	Storyboard AT Do you find the scenario outlined in this storyboard relatable to your own experience?	experience differ from this	Storyboard AY Would a klock be helpful in solving the problem our user is facing in this storybeard?	Storyboard #2. Do you find the scenario outlined in this storyboard relinable to your own experience?	experience differ from this	Storyboard #2: Would a klosk be helpful in solving the problem our user is facing in this storyboard?	Staryboard #3: Do you find the scenario outlined in this storyboard relatable to your own experience?	experience differ from this	Storyboard M2. Would a klosk be helpful in solving the problem our user is facing in this staryboard?
Inteniower. Amy Violatiaker: Alice	student at USSD, and when I go to concests, I con't usually they mentandise because it is useparative. I have only done so once and that was because it is once and that was because it for a long size. To be honest, most of their shirts were sinda ugy, had be given at the force of their shirt and when I shop for when I got the expension, so I found the med simple shirt there and purchased it?	"Note Moneys, I went with a filter but an extra different seate, and basingly went by myself. I have a belief because it was music fro been eight per the present in bear the water of less mit. 1151; puelled cut the surface was must be to been eight per the present of the surface of less and the surface of less and the surface and th	official march*	things quick, but derverlenss, lorner kolosis have inherd options. A solice is sayed to see, level gibb, shared options. A solice of see, level gibb, shared options, a lossed in see and see and see a solice of see a solice of see a solice of see and see a solice of see a solice of see a solice of see a solice of see and see a solice of see a solice of see a solice of see and see a solice of see a solice	and convenient but not accurate. White is person is consulte. If an accurate with a first of the Nobel, compared from the first of the Nobel, on point for model of my experience. I haven't had a major complaint. However, I wand or prefer in person because I like frusten interaction.	"Twoch left, (I like the need been would give an erver good to leave the price of the other cases; (I find a short fits you, Certify a stoke inspection or it is much in always you can be shown to be the much in always prised. Lang and there would be no relative if you don't file it'	perform."	performance, not se much to by merchandes. However, my experience was different as there was no long line for me to wait in and I was patient."	fusion	"no, i am not going back to the versus, the concent five been to are far"	my sian. I don't even have a car."	back to the venue for inerch"	Teat*	"related for parts but not shirt. shore no one knows their chest measurements"	as helpful for mints, but heng dake in hadde the drive to sprour control for helpful for the control for control files."
retarrisumer. Amy Wolataker: Nice	old concept art shutent that does freelance illustration on the side. In terms of concert mesh; rayly enjoy lookign at all the mench but to be harved. The used to content mench looking kind of stady, so i doet find myself buying it as lot of the time. But if this like pretty good and if REALLY like the band-binoenthracidas thereis a band-binoenthracidas thereis a.	didn't by meth liathough invositive bought the vivil of an bibliot mostly laid not live as overgraded and they rare out. The last time I went overgraded and they rare out. The last time I went to a concert and begun meth. We concert at the Kila. I have been also also also also also also also also	habs one to the things that determ whom bying constraints, I don't find impell wanting to wait in long lines. But for this cere, it was in 1941 long lines. But for this cere, it was in 1941 long? or maybe it was but if was with fired and we didn't mind waiting because we concert. Paying was institutely easy, although it do immember taking a bit to decide what I wanted. Once i decided, I used and went with a special was the long as the to decide what I wanted. Once i decided, I used and went with a special was fixed in which the larger state but then it is not to larger, see the put their it is not to larger, as the top of the larger state but when I was to larger state but when I was to larger and the larger state but when I was to larger and the larger state but when I was to larger and the larger state but when I was to larger and the larger state but when I was to larger and the larger was to be a larger w	have given me foodbriefe at grades, restaurants, and apposts, and the seen vanding muchine offer makeup and items like toothbreathes. Heel like form the hard to the control of the control of the depresser at the movie theater counts as a local, and that experience is greyly searlises. I long you go at it, that experience is greyly searlises. I long you go at the casher and press the screen for the type of online to want of the country of the casher and the casher and scale. They have as lot of basic associal like single and scale. They have as lot of basic associal like single and search only for one, I feel a little sunder was card only for one, I feel a little sunder was card ord on in machine at shook, lot of like a a XMM in	print if here has soot bocase (can audiented my print of the miss of the deal of the control of the cont	morth make me excited to buy it. So ofc if the person is		purchase, so probably wouldn't work for me because I wouldn't	1 Train de Da efforet Dut also fil survey and survey an	*no, the workers helped me gut to helped the set to helped the set to helped the set to helped the set to helped the something that consult fit properly.	look at the sizing and exchange		"I was distancting own size, and more with a large risk out them; it was too large on the people left me, was too large on the people left me you in a month's size and distance size and distance size and	merch booth before"	"This one is parting good to their improvement in the improvement product prod
Interviewer. Alice Notetaker. Arry	H i'm Emily I'm 30 and I'm an trainer at an edeck company. In terms of concert menth, I've sely purchased it once.	for Soft Tukker, there was no line, and the entire process took less than 5 mins	One moment that stood out to me was I bought a size too small, and I went back to them 5 mins later and they were kind enough to let me exchange if	Yes, but I've only ever used vending machines for drinks, never other products.	convenience of the vending machines, very straight forward. The only inconvenience is if the vending machine doesn't take card.	Good question will be able to feel the material of the shirt at the blooks? If then I purchased ment, I was able to touch the shirt fat, and also lift it up physically for size, and I think that's valuable. If the abits are displayed somewhere need to a vending materials, I think fire open to using the blooks, though I probably lean more towards the mench text If the beak is no line,	because I've seen long merch lines at other concerts before,	My experience differed because when I faced a long line, I clich't even line up because I was classaded by the long line	Yes I think solving for the long line is definitely the any to go because the long lines at morth stands are what reaks me not want to purchase merch	Yes because I bought menth in the wrong size before	This storyboard differs from my experience because I was able to return my wrong size merch. Wheen's the return policy for this klosks?	return would work for merch klosks because there's no one	Definitely relatable because I wasn't same what size to buy and ended up getting a size too small	a size chart and I ended up	I think this would be extremely helpful because a size chart would be a good reference for what size to purchase
Interviewer. Kelly Hotelaker: Alon	consists regelf a loopiner when comes to safetog concert. I started going when I wan 19 and buying any winer. I wan make buying any winer. I wan make pring year at 19 year old soll in school, I colly started upon menth when I gut a ph. I wan collect the collect Pana a colling Iben.	uffer sea conceil to Delated. I model size meth- word by smortly or sear to the variant that of a war to be the decision of the control to the creation of the decision of the control to it. unad size the ten and the variant to the ten- tural to the ten-decision of the control to it. unad size the ten-decision of the control to it. unad size the ten-decision of the control to the residence of the vertice of the control to the control control to the control to the control to the control ward to get before it was there fore to purchase, want to get before it was there fore to purchase.	was acchanged as we sent closes to the line. You can clearly the air the energy of people eagure to the line of the energy of the energy to cut much be sent as the control that the energy of the property of the energy to cut much be sent as the control that the energy of the energy the energy to control the energy to the energy to the energy to the the the the the the the the	say they can be useful depending on the situation	find it helpful. The visuals of the menus help cratering assise, but the only downside is customization is more limited compared in person purchase.	I read last registrating the injection on any other ballow being onlying or controlling the controlling of the controlling of the controlling of the controlling of the controlling of the office of the controlling of the controlling of the controlling of the controlling of the controlling of the controlling of the controlling of the controlling of the controlling of the controlling of the controlling of the controlling of the controlling of the controlling of the controlling of the controlling of the controlling of the co	No since of I decide to get much would make sure to go to the would make sure to go to the series easier. And all of the concent is have experience don't have a known eventure and the series and the series of the	acide if I plan on getting menth	available arealmenteds on purchasing never)	Yes also I have reget not beying consisting after the concert is over	I was not able to purchase the merch I wanted after the concert.	Yes since the lice's route the there 24 yes contributed to the contribute ment's would be a guarantee	Ven skings an skewye different depending on litera	There wasn't a size chart when I was buying metch	Yes & develop good to have make a warmer's for the items are written for the items.
interiower. Kelly Volatüker. Amy	senior year of college. I've bought mench one time when I attended my favorite KPOP girl group, Black Pink.	There was a metch him that was anable on edi- bed with a comport. However (16th tip bed easier behalf the line was very long and laws bury 50 in decided to bury on the oil of 16th tibe. When, 50 in decided to bury on the oil of 16th tibe. When, under the versus because I heard you can buy ment inside and I uses indicates on white and when the line is metch and such that there is well in the versus the line is not a fast with the low visit into your lates and the line in the line is the line in the line is not little pumple in line. Long-decided to buy it since there was a short line.	merch item i had in my size. They handed it to me and I looked at the overall fit and size and though it was a good fit for me. I thought the process was overall very smooth.	I've used the PopMart vending machine alot	I look of the wording resultine and ear of them is underlying like. If them is, i press the bision and by to prochase. If these seeds, however if it was stretch, it was seeds, however if it was not not to prochase. If we had not provide the seeds of th	no perference, i will go to whichever one that has less of a line and gets me through the process faster.	have only bought merch once, but i am someone who tends to run late. So I can see this situation	My mench line was not long since there were mulple mench tests around the version. Mine differ because I was not in a hurry to buy mench and clider need need the mench. I wouldn't have been disappointed if I clidit get my mench.	yes because theres mulple points! places merch can be sold	no because I don't mind my menth not filling. I don't mind when my menth is an oversized Rt. I typically don't have a problem with menth sizes being too big because they are usually very big.	ft me	yes, but it may not be the only solution. Since some places offer contine method place, but some have exclusive menth for concerts.	yes, sometimes i am unsure about what size to get because most metch is unless and i don't more metch is unless and i don't more sizing offers by who is selling it. I see unless usually learn more male sizes and i don't size for male cisting.	there wasn't a size chart available	Issel like if they had the chart of the merch, it exided to the same helpfules at the stock. But Itsel a keak can provide mercia information about the fit. Such as providing a model for the merch. Providing references since size charts are sometimes not too often.

