**Microsite**

**Challenge**

Redesign the Tkts Mobile App.

**Background**

The iconic Tkts booth in the center of Times Square offers tourists, locals, and theater-lovers the opportunity to purchase discounted tickets to shows in New York City. Purchasing same-day Broadway and Off-Broadway tickets at lower prices helps make performances more accessible to the public, increases viewership at shows, and is an exciting way to spend an afternoon or evening in NYC.

We want to digitize the Tkts experience. The unpredictability of the day’s available tickets, the wait in line, and finally getting to see a Broadway show at an affordable price combine to define the Tkts experience.

**Ideation & Research**

**User Needs**

Users of this app are currently unhappy that it does not offer the ability to search tickets, or see what shows are available. Reviews on the App Store confirm that the intention and purpose of the app needs to be reconsidered.

**User Personas**

The following personas were created to get a better understanding of our users.

Student

New Yorker

Special Occasion

//images

**User Personas**

The following personas