

# What is the user journey? Insights from Interviews.

## **General Industry Insights**

- Presale codes can be huge: because a lot of shows sell out early, presale codes allow fans to get the jump on buying
- Making the ticket release time is so important – if tickets release at 7am, if you don't make it within 30 minutes, good luck
- When first considering to go to a concert, the price doesn't really matter
- Concert discovery, in user's context, is more of an accidental process than an intentional one
  - Common methods: artists' social media, Facebook postings, friends, word-of-mouth, Spotify/Ticketmaster notification
  - \*\*Only one user mentioned that they actively visit websites for venues to see their upcoming shows

## **Concert Preferences**

- The artists that most users see live are more or less the same artists that they listen to most on their music platforms
- On average without much fluctuation, users would consider seeing around 25 artists live, but would “be more down” for artists outside that scope if they are closer and cheaper, and **if their friends are going** (see bottom!)
- The exception: one interviewee explained that he goes to EDM raves, but listens to hip-hop on his phone
  - “I see concerts as a whole different experience.”**

## **Concert Discovery – Competitors**

- Users use Spotify's “Discover” sub-sub-tab occasionally, which is definitely seen as an afterthought – no consistent use
- Some interviewees have help received personalized emails from Ticketmaster based on ticket purchases/resells on site
- Spotify offers users a presale codes for artists for fans who follow them, emails saying “For day one fans of [artist]”

## **Concert Discovery – Friends!** *Going to concerts is an intrinsically social activity.*

- How do most users discover concerts? **From their friends.**
- Friends are such a big part of the experience, no user that I interviewed would go alone to a show
- Friend groups – some users are part of friend groups with shared music tastes, roll out to concerts together
- Friends are a huge influence in choosing to a concert, peer influence for an artist brings up otherwise-lower artist interest
- Mostly, people only go to concerts with their *close* friends, and within those close friendships, lines of communication are already ingrained/well-established