

Flash Seats

Loretta Wang

Discovery of the Product

The Los Angeles Clippers posted an Instagram story and was giving away free tickets to the 2017 opening season game. In order to receive two free tickets, individuals had to download and sign up for an account with Flash Seats. Being a Clippers fan and enthusiast of free things, I decided to sign up and navigate through Flash Seat's mobile application

The Concept

What is Flash Seat?

According to their website, Flash Seats is “the future of ticketing today” and “makes it easy for every fan to manage their tickets online. It’s an electronic ticketing system that is simple, safe, and it’s backed by our favorite team or venue”

Tagline: “Discover events, buy, sell and transfer tickets on the go”

They claim to be a different product because of their quality, shipping, price, security, and convenience

They are in association with AXS.com, which is also an online source for purchasing tickets

The Disadvantages

Better established competitors include and not limited to: SeatGeek, StubHub, Ticketmaster, and Vivid Seats

UI design

The UI



Terms and Conditions >

Privacy Policy >



I agree with the Flash Seats® Terms and Conditions and Privacy Policy

Accept



Arlington, TX

Atlanta, GA

Boise, ID

Brooklyn, NY

Broomfield, CO

Canton, OH

Chicago, IL

Cleveland, OH

College Station, TX

Columbus, Ohio

Commerce City, CO

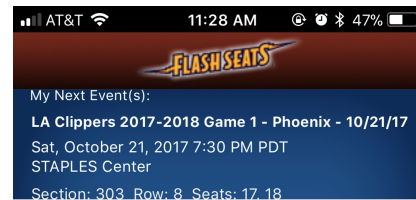


Welcome to the Flash Seats® Application, your digital location to buy, sell and transfer tickets through your mobile device.

Use your iPhone™ for entry to your events

Login

Browse Tickets



l.wang32@gmail.com



Mobile ID refreshes in 54 seconds



Mobile ID



Buy



Account



Settings



More

The UI



Sports Performances



LA Clippers 2017-2018 Game 1 - Phoenix - ...

Sat, October 21, 2017 7:30 PM PDT >
STAPLES Center, Los Angeles, CA
151 tickets in 72 listings (\$13 - \$350)



LA Clippers 2017-18 Game 2 - Utah - 10/2...

Tue, October 24, 2017 7:30 PM PDT >
STAPLES Center, Los Angeles, CA
161 tickets in 73 listings (\$8 - \$330)



LA Clippers 2017-18 Game 3 - Detroit - 10...

Sat, October 28, 2017 7:30 PM PDT >
STAPLES Center, Los Angeles, CA
134 tickets in 61 listings (\$10 - \$330)



LA Clippers 2017-2018 Game 4 - Golden S...

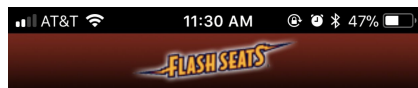
Mon, October 30, 2017 7:30 PM PDT >
STAPLES Center, Los Angeles, CA
189 tickets in 88 listings (\$70 - \$2400)



LA Clippers 2017-2018 Game 5 - Dallas - 1...

Wed, November 1, 2017 7:30 PM PDT >

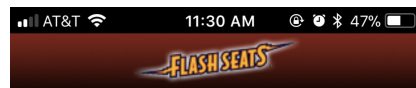
Mobile ID Buy Account Settings More



Sports Performances

No events found.

Mobile ID Buy Account Settings More



l.wang32@gmail.com

My Tickets >

Active Listings >

Pending Transfers >

Mobile ID Buy Account Settings More



Settings

Change Event Location

Los Angeles, CA ▼

Account

Loretta User

l.wang32@gmail.com

Logout

Mobile ID Buy Account Settings More

The UI



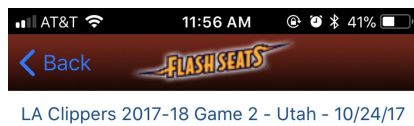
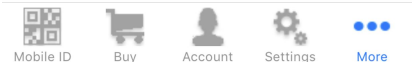
Flash Seats® is an innovative, cutting-edge paperless ticketing system that allows you to manage your events online from anywhere. You can sell, buy, and transfer seats through an online marketplace, and you can enter events with your registered electronic ID or your mobile ID. It's simple, safe, and it's backed by your favorite team or venue! For more information, visit <http://www.flashseats.com>.

Flash Seats® Version 5

Terms and Conditions >

Privacy Policy >

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LA Clippers 2017-18 Game 2 - Utah - 10/24/17
Tue, October 24, 2017 7:30 PM PDT
STAPLES Center

Quantity:

Neighborhood: Admissions

Section: 206

Row: 1

Available Seats: 4, 3

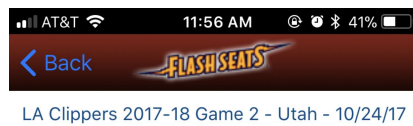
Qty Available: 2

Price / Ticket: \$50.00

Offer Expires:
Tue, October 24, 2017 8:30 PM Local

Sellers Notes:

Continue



LA Clippers 2017-18 Game 2 - Utah - 10/24/17
Tue, October 24, 2017 7:30 PM PDT
STAPLES Center

Quantity:

Neighborhood: Admissions

Section: 206

Row: 1

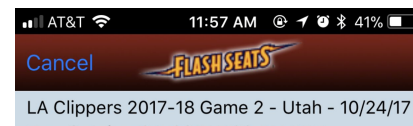
Available Seats: 4, 3

Qty Available: 2

Price / Ticket: \$50.00

Done

2



LA Clippers 2017-18 Game 2 - Utah - 10/24/17
Tue, October 24, 2017 7:30 PM PDT
STAPLES Center, Los Angeles, CA

Quantity: Section:

Neighborhood	Section▲	Row	Avail	Price
Admissions	101	7	1	\$175.00
Admissions	101	14	2	\$210.00
Admissions	104	9	Up to 3	\$110.00
Admissions	105	10	2	\$50.00
Admissions	105	16	2	\$50.00
Admissions	105	G	2	\$75.00
Admissions	105	G	1	\$150.00
Admissions	106	11	2	\$48.00
Admissions	106	19	Up to 4	\$65.00

\$8 \$330

The User Stories

AAU, I want to be able to have a search bar under “Select an Event Location” so I don’t have to scroll all the way up and down to find my city and state

AAU, I want to be able to “Use My Current Location” if I don’t want to search for my city and state

AAU, I want to be able to see “My Next Event(s)” on one page

AAU, I want to be able to see different sports games

AAU, I want to be able to search for different sports games

The User Stories

AAU, I want to be able to see different performances

AAU, I want to be able to search for different performances

AAU, I want to be able to select on the whole block when I am viewing “My Tickets” from Account in order to see more ticket information

AAU, I want to be able to have a Transfer button rather than blue arrow icon

AAU, I want to be able to understand what Active Listings are

AAU. I want to be able to “Use My Current Location” under Settings

The User Stories

AAU, I want to be able to edit my Account information (name, email, password) under Settings

AAU, I want to be able to only purchase 1 ticket on the listing instead of the quantity of available seats being sold

AAU, I want to understand what “Admissions” means under “Neighborhood” in the Buy section

AAU, I want to be able to save sports games and/or performances I am thinking about going to but unsure

Suggested Design Improvements

Smaller font size overall (looks magnified)

Smaller buttons

Color scheme to match overall logo/brand

New Feature Ideas

Since Flash Seats' features and functionality is exactly like its competitors (if not, less), what can they implement to stand out?

Implement a social experience/community within the application:

- Share and interact with friends (show who is attending the same event)

- Allow announcements from venue and/or business hosting

- Ability to share event(s) attending on social media platforms