

Assignment 5: Strategic Planning

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Opportunity/Problem Statement

We have observed that customers are not confident buying tickets on Stage AE's website because the site is outdated, does not feel reputable and causes confusion about the different prices for tickets. This results in them finding and buying tickets on other ticket sellers' websites. We'd like to modernize the ticket finding and buying experience as well as include more detail about available tickets. The result will allow customers to feel comfortable and confident purchasing tickets on our website, which will increase our online ticket sales numbers.

Tactical Research

Interviewee Overview

- 3 females; 2 males
- Ages 19–35
- Occupation:
 - 2 IT professionals
 - 1 college student
 - 1 radiologist
 - 1 web developer
- Devices used:
 - 3 used a laptop
 - 2 used a mobile phone
- Last time purchasing tickets
 - 3 purchased tickets within the last six months
 - 2 purchased tickets in 2018

Key Findings

- 80% of users said the ticket finding experience could be improved with a:
 - Search function (2 users)
 - Calendar view of upcoming events (2 users)
- 100% of users said price plays an important role in selecting tickets
 - All users indicated they look for the cheapest price when finding tickets
- 80% of users said more information about the different rows/seats would be helpful
 - Even though it's general admission, each ticket indicates a row and seat
 - Some rows/tickets are more expensive than others
 - 4 users were confused about why the tickets were priced differently when it's all under general admission
- 80% of users indicated they felt somewhat comfortable buying tickets on Stage AE's website
- 60% of users said they enjoyed the "simplistic feel" of Stage AE's website
- 40% of users expressed concern over being redirected to a separate page when buying tickets

Project Vision

Efficient: Allow our customers to quickly and easily find and buy tickets to upcoming Stage AE events.

Clarity: Provide our customers with enough detail about the pricing and seating location for tickets.

Confidence: Instill confidence in our customers when purchasing tickets on our website

Usability: Provide customers with a simple and modern ticket finding and buying experience that is consistent across desktop and mobile devices.

Project Goals

Customer Goals

- Improve efficiency when finding tickets to upcoming Stage AE events
- Increase comfort and confidence during the ticket buying experience by eliminating the guesswork from the experience

Business Goals

- Increase ticket purchases from Stage AE's website
- Improve customer satisfaction and confidence with purchasing tickets online

Success Metrics

Business Success Metrics

- Increase ticket sales conversion by 20% with the updated ticket selection page
 - We want to sell more tickets, so providing a more efficient and comfortable shopping experience will help reduce the number of customers defecting to other ticket selling websites.
- Reduce the amount of time customers spend on the ticket selection page by 15%
 - By providing more detail about the location of our seats and the different price levels, we can eliminate the guesswork our customers currently experience. This will allow them to quickly find seats that fit their needs and proceed to purchase.

Customer Success Metrics

- Reduce the time it takes for customers to find upcoming events by 15%
 - We want our customers to quickly find an event that interests them and not waste their time.
- Improve the NPS score of customers who purchase tickets on our website by 0.3 points
 - We want to build loyalty with our customers and have them recommend our website to their friends, which will help increase our online ticket sales numbers.