

Assignment 3: Design Update

Mark O'Black

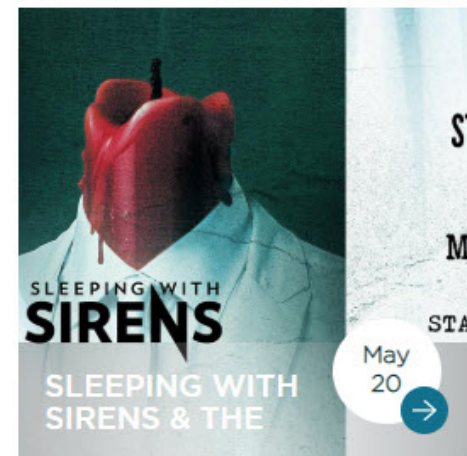
Current Stage AE Website
stagepittsburgh.com

Stage AE

The Stage AE - Concert Venue - Amphitheatre - Night Club!

Stage AE is a multi-purpose entertainment venue located on the North Shore of Pittsburgh, Pennsylvania. It has an indoor seating area for concerts with a 2,400 seating capacity and an outdoor amphitheatre that holds up to 5,550 people! The venue also had a 500 person capacity night club attached! All this at just one venue!

Opened in 2010, Stage AE quickly become one of the go-to places in Pittsburgh for live music! Stage AE is owned and operated by PromoWest.



CURRENT ISSUES

No visible call-to-action (CTA) above the fold

One of Stage AE's main services is selling event tickets, but nothing stands out in the nav area or main content area

Upcoming Events link takes you to their list of events, but it blends in with the other links in the nav area

No search feature exists on the website

Solution 1

Find an Event CTA

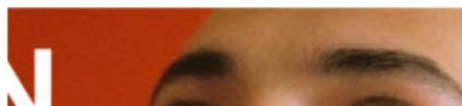
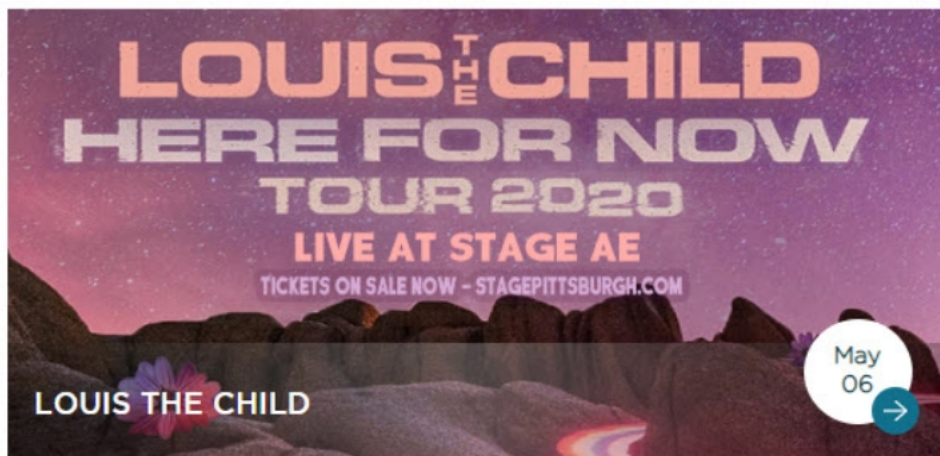
FIND AN EVENT

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DESIGN PRINCIPLES USED

Visibility (Don Norman)

- By making the "Find an Event" option more visible, users will have an easier time finding it
- Ticket sales is a big service offered by Stage AE

Fitts' Law

- Trying to click on a text link is difficult, especially on mobile
- By making it a button, the clickable area is larger and easier for a user to click

Solution 2

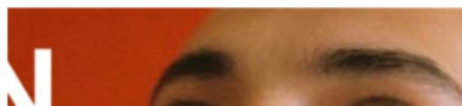
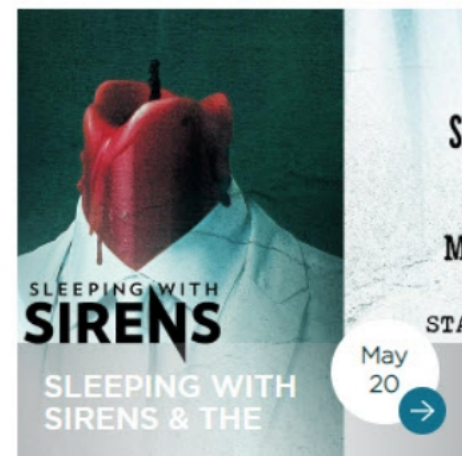
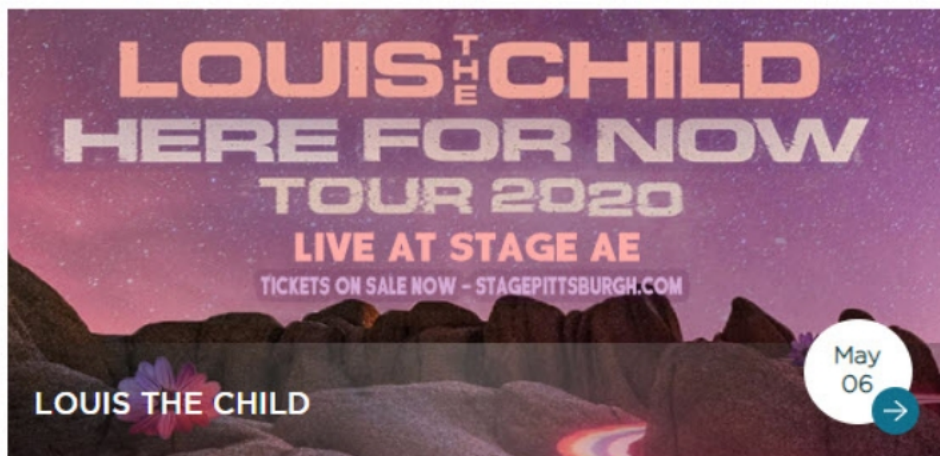
Search Bar

Stage AE

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Search for artist, genre and events



DESIGN PRINCIPLES USED

Efficiency (Jakob Nielsen)

- Adding a search feature allows users to find events more quickly
- Users don't have to scroll through a list of events with each visit

Findable (Peter Morville)

- Search makes a site more navigable than just navigation links
- Allows users to find events based on words they associate with it