

Interview 1

Me: Hello, how are you today?

Guest: Hello, I am very tired today haha.

Me: Yes, I understand haha. So, I want to ask you, do you go to events/concerts a lot?

Guest: Yes, I do. Actually, since I'm studying in the Netherlands, I started to go a lot.

Me: Oh, that sounds great. Do you often buy your tickets from event websites?

Guest: Yes, I do.

Me: And what features do you notice most?

Guest:

- Date, time, and location of the event.
- How to buy tickets.
- FAQs about the venue (parking, accessibility).

Me: What attracts you most to a band's event website?

Guest: I look for a clean, eye-catching design, easy navigation, and clear information about the event, like date, location, and ticket availability.

Me: Yes, I see that's important. And what features or elements make you stay on a website longer?

Guest: Interactive features like music previews, videos. Also, unique visuals or animations catch my attention.

Me: Would you like to see interactive elements, such as a countdown to the event or a live ticket availability tracker?

Guest: Definitely. A countdown adds excitement, and a ticket tracker makes it feel urgent to buy tickets.

Me: What do you think about having Instagram posts visually embedded on the website?

Guest: I love it. It makes the website feel alive and up to date, and also, I think I haven't seen other websites that have their Instagram visually.

Me: What kind of Instagram content (e.g., reels, stories, photos) would you enjoy seeing integrated into the website?

Guest: Reels and stories showing snippets of live performances or the band preparing for the event. Photos from fans or past events would also be cool.

Me: Do you often access event websites on your phone, laptop, or both? How does that affect your expectations?

Guest: Mostly on my phone, so the website needs to be mobile-friendly and quick to load.

Me: Are there any interactive elements (e.g., quizzes, music previews, or live chat) that would enhance your experience?

Guest: Music previews and a chat box where fans can share excitement or questions would be fun.

Me: How important is it for a website to offer content in your native language?

Guest: Not super important as long as English is available because nowadays you can always screenshot and translate it.

Me: That was all from me. Thank you for joining me today!

Guest: You are welcome.

Interview 2

Thanks for sharing the interview! Here's the same interview with different answers:

Me: Hello, how are you today?

Guest: Hi there! I'm doing pretty good, just a little busy today.

Me: Yes, I understand! So I want to ask you, do you go to events/concerts a lot?

Guest: Not too often, but I try to go whenever one of my favorite artists is performing nearby.

Me: Oh, that sounds great. Do you often buy your tickets from event websites?

Guest: Not really; I usually get them through apps or platforms like Ticketmaster.

Me: And what features do you notice most?

Guest:

- Pricing options and seat availability.
- Details about the venue.
- Refund or cancellation policies.

Me: What attracts you most to a band's event website?

Guest: I love when a website has exclusive content, like behind-the-scenes videos, or a blog where the band shares updates about the tour.

Me: Yes, I see that's important. And what features or elements make you stay on a website longer?

Guest: A smooth user interface and engaging visuals, like galleries of past events. Also, testimonials or reviews from fans make me stay longer.

Me: Would you like to see interactive elements, such as a countdown to the event or a live ticket availability tracker?

Guest: For sure! A countdown is fun, and a ticket tracker makes planning easier, especially if you're trying to go with friends.

Me: What do you think about having Instagram posts visually embedded on the website?

Guest: I think it's a nice touch. It connects the social media vibe to the website and makes it feel more dynamic.

Me: What kind of Instagram content (e.g., reels, stories, photos) would you enjoy seeing integrated into the website?

Guest: Reels from concerts and stories showing backstage moments. Photos of fans at events are also a great addition.

Me: Do you often access event websites on your phone, laptop, or both? How does that affect your expectations?

Guest: Both, but mostly my phone. It's important for the website to be mobile-optimized and have simple navigation.

Me: Are there any interactive elements (e.g., quizzes, music previews, or live chat) that would enhance your experience?

Guest: Music previews are great! I'd also enjoy a feature where fans can vote on setlists or ask questions in real-time.

Me: How important is it for a website to offer content in your native language?

Guest: It's not a deal-breaker, but having options for multiple languages is always a plus.

Me: That was all from me. Thank you for joining me today!

Guest: You're welcome! It was a pleasure.

Interview 3

Me: Hello, how are you today?

Guest: Hey! I'm doing okay, thank you .

Me: That's good, So, do you go to events or concerts a lot?

Guest: Not a lot, but I try to go when there's something interesting happening nearby or my friends invite me.

Me: That's nice! Do you usually buy tickets from event websites?

Guest: Yes, most of the time. It's usually the easiest way.

Me: What features do you notice the most on those websites?

Guest:

- How easy it is to find event info.
- Ticket prices and seat options.
- The layout—if it's too messy, I get annoyed.

Me: What attracts you the most to a band's event website?

Guest: Clear information. Like, I want to know the date, location, and how to buy tickets without hunting for it.

Me: That makes sense. What features make you stay on a website longer?

Guest: Things like videos, photos, or previews of the event. If it looks cool, I'll spend more time checking it out.

Me: Would you like to see things like a countdown or live ticket tracker on the website?

Guest: Yeah, that would be cool. A countdown would get me more excited for the event.

Me: What do you think about Instagram posts being added to the website?

Guest: I think it's a great idea. It makes the website feel more connected to what's happening right now.

Me: What kind of Instagram content would you want to see on the website?

Guest: Short videos of performances or behind-the-scenes stuff. Maybe photos from fans too.

Me: Do you usually check event websites on your phone or laptop?

Guest: Mostly on my phone. It's just more convenient.

Me: Are there any features, like music previews or live chat, that would make the website better for you?

Guest: Music previews would be awesome! Live chat could be useful too, like if you have a quick question about the event.

Me: How important is it for the website to be in your language?

Guest: Not that important. As long as it's in English, I can understand it.

Me: That's all for today. Thanks for chatting with me!

Guest: No problem. Thanks for having me!