PROJECT BRIEF

Fandango wants to increase user engagement by selling tickets to events and concerts.

THE PROBLEM:
Fandango has decided to expand their market from movie tickets to purchasing tickets to concerts and local events. Fandango wants to build a service that notifies you of events happening in your area, allows you to easily purchase tickets, and then use a digital pass to attend the event.

SOME THINGS TO CONSIDER:
- *Identifying where in the app you will introduce this new feature*
- *Understanding how people discover events and purchase tickets to them*
- *Design a flow for discovering new events and purchasing tickets*
- *Design a flow for retrieving tickets and using them as digital passes*

TARGET DEVICES:
A tablet or mobile app

METHODS:
1. Discovery and Research
- *Competitive analysis*
- *User research*
- *Personas*

2. Sketching and Ideation
- *User stories and storyboards*
- *Rough sketches*
- *Multiple possible solutions*

3. Narrowing Scope and Structure
- *User flows*
- *Scenarios*
- *Wireframes and sketches*
- *Appmaps and diagrams*

4. Prototyping and Testing
- *Prototype*
- *Usability testing and results*
- *Multiple prototype iterations*

END DELIVERABLES:
- *Project Case Study Presentation*

- *High-level personas*
- *Sketches and proof of ideation process*
- *Proof of design iterations*
- *Key screens and wireframes*
- *Design specifications document*
  - *User flows*
  - *App map*
  - *Wireframes and/or mockups*
- *Interactive prototype*