ticketmaster®

making memories, one seat at a time.

Ivey Product Society
Shubh Patel | February 17, 2024

PROBLEM
Sat · 12:35pm

What are user pain points?
User Interviews, Underserved Needs

See Tickets

SOLUTION
Sat · 12:37pm

What can we build to solve the problem?
Value Proposition, User Journey

See Tickets

PROTOTYPE
Sat · 12:39pm

Complete User Journey Demo on Desktop & Mobile
Figma Wireframe

See Tickets

NEXT STEPS
Sat · 12:41pm

How can TicketMaster make this work?
Launch Timeline

See Tickets

Q&A
Sat · 12:42pm

Thoughts?
Appendix

See Tickets

Connor

University student on a **tight budget**

Huge **live music** and **sports** guy

Finds the process of buying tickets for in-demand events **stressful** and **not worth the time or money**

Opted out of seeing his favorite artists and sports teams as he did not want to deal with the **hassle** of booking tickets

Hates the fact that you **never know** what your view will look like in large venues

9/10

TicketMaster users hate the fact that they never know what they're getting when they buy seats.

7/10

TicketMaster users feel like TicketMaster does not do a good job in showing *good-value* tickets.

6/10

TicketMaster users feel like the seat selection process can be more streamlined.

TicketMaster

High-Level Approach

★ 4.3

PROBLEM ALIGNMENT

What can TicketMaster do to increase <u>user confidence</u> and <u>lessen time</u> when it comes to selecting the <u>right</u> seat?

TicketMaster

The Solution: Seat-View

❤   ★ 5.0

EVENTS   ABOUT   FAQS   REVIEWS   FANS ALSO VIEWED

TicketMaster should develop a **'Seat View'** feature, enabling users to access **user photos** from specific seats.

'Seat View' provides users with **visual confirmation** of their view, **reducing the time required** for users to **confidently** choose their preferred seat.

Pain Points Resolved
1. Time spent looking for the right seat
2. Uncertainty when purchasing seats

Value Provided
1. Credit whenever the user uploads their 'view'
2. Reduced anxiety of seats not living up to expectations

Key Features

Virtual Seat-View Integration

Seeing the view others had in the same seat as you

Seat Review & Rating System

Being able to see which seats people loved and hated the most

Post-Event Engagement

Uploading pictures for $10 TicketMaster credit

→

Now let's see it in action!

Toronto ⊠   📅 Feb 28, 2024 ⌄   🔍 Drake ⊠   **Search**

Figma Prototype
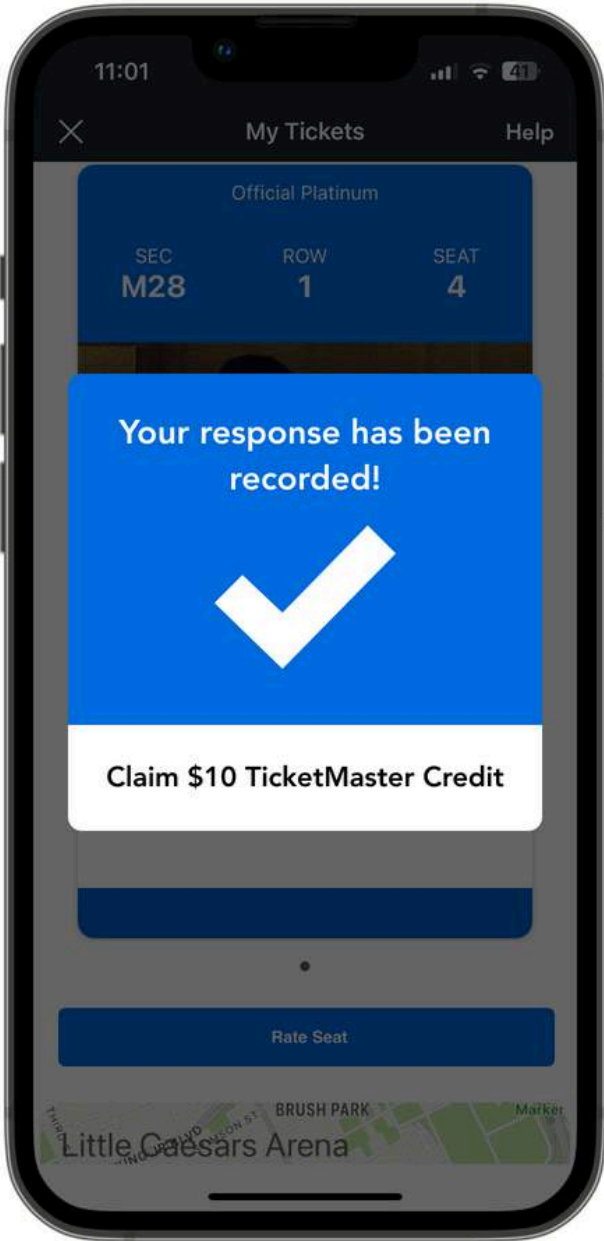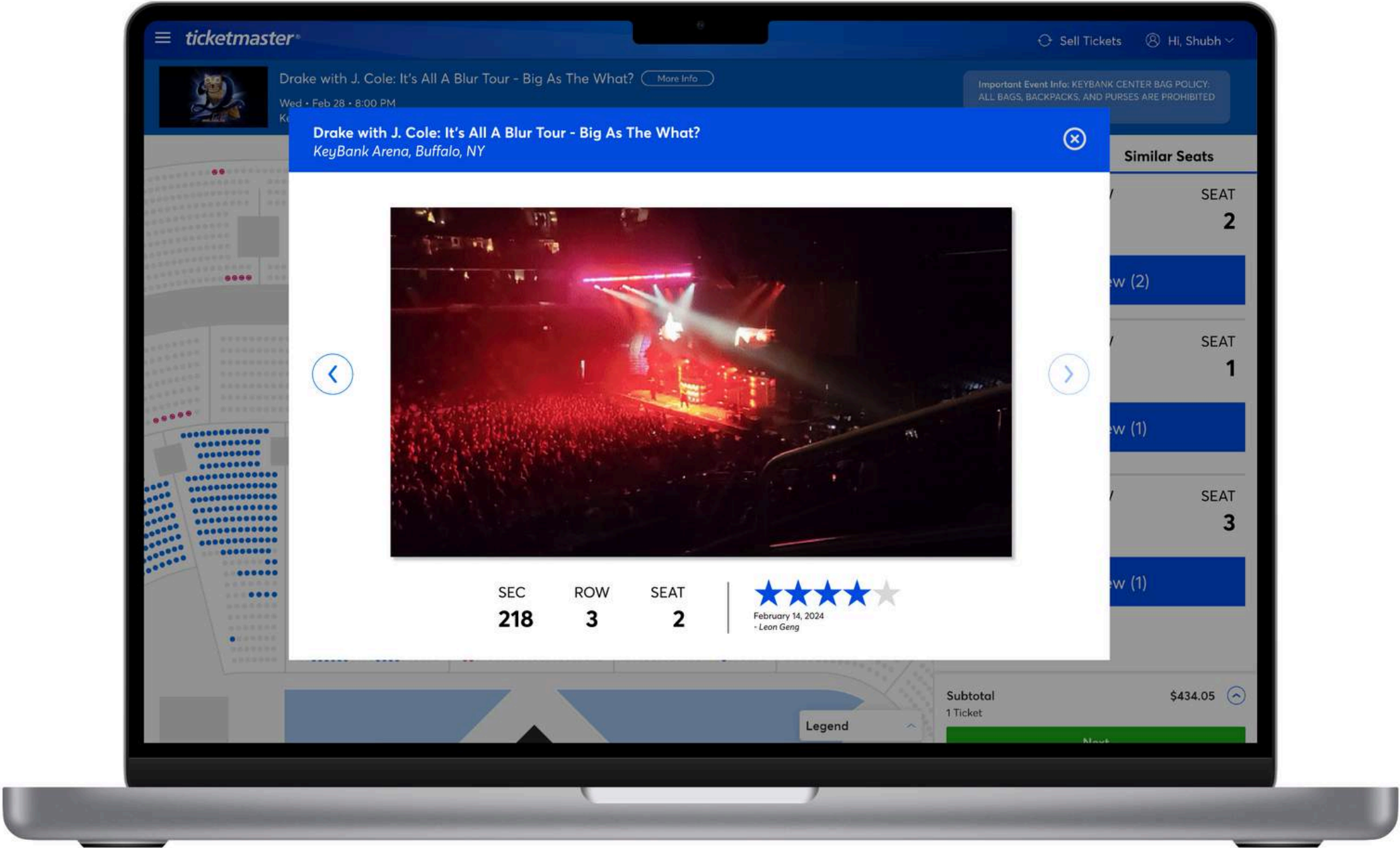
Seat View

Next Steps

LAUNCH   RISKS

Pilot

Internal testing with a select group of TicketMaster staff

Exit Criteria
No critical bugs on a rolling 7-day basis

Beta 1

Limited release to 0.5% of highly active users

Exit Criteria
50% of users uploaded an image and review

Beta 2

Open to 5% of users across North America

Exit Criteria
Decrease time spent on the seat selection page by 25%

Public Beta

Expand to 15% of user

Exit Criteria
20% of beta users use the feature multiple times

Launch

Available to all users in North America

Exit Criteria
Increase uptime to 80% (always up during peak hours), 30% user adoption in first month

Seat View

Next Steps

♡

LAUNCH   **RISKS**

Risks

1. **Can have the inverse effect**
   a. Pictures can mean people will spend more time finding their *perfect* seat
2. **Can become heavy on the backend**
   a. Thousands of images will likely be uploaded to our servers for each stadium
3. **Photo Approval**
   a. How do we know which photos are helpful?

Contingency Plan
1. Recommendation algorithm implemented in the future
2. Compress images, delete older images
3. Train AI to approve photos by public launch

Ready to Make Memories?

A) Identifying Important and Underserved Needs

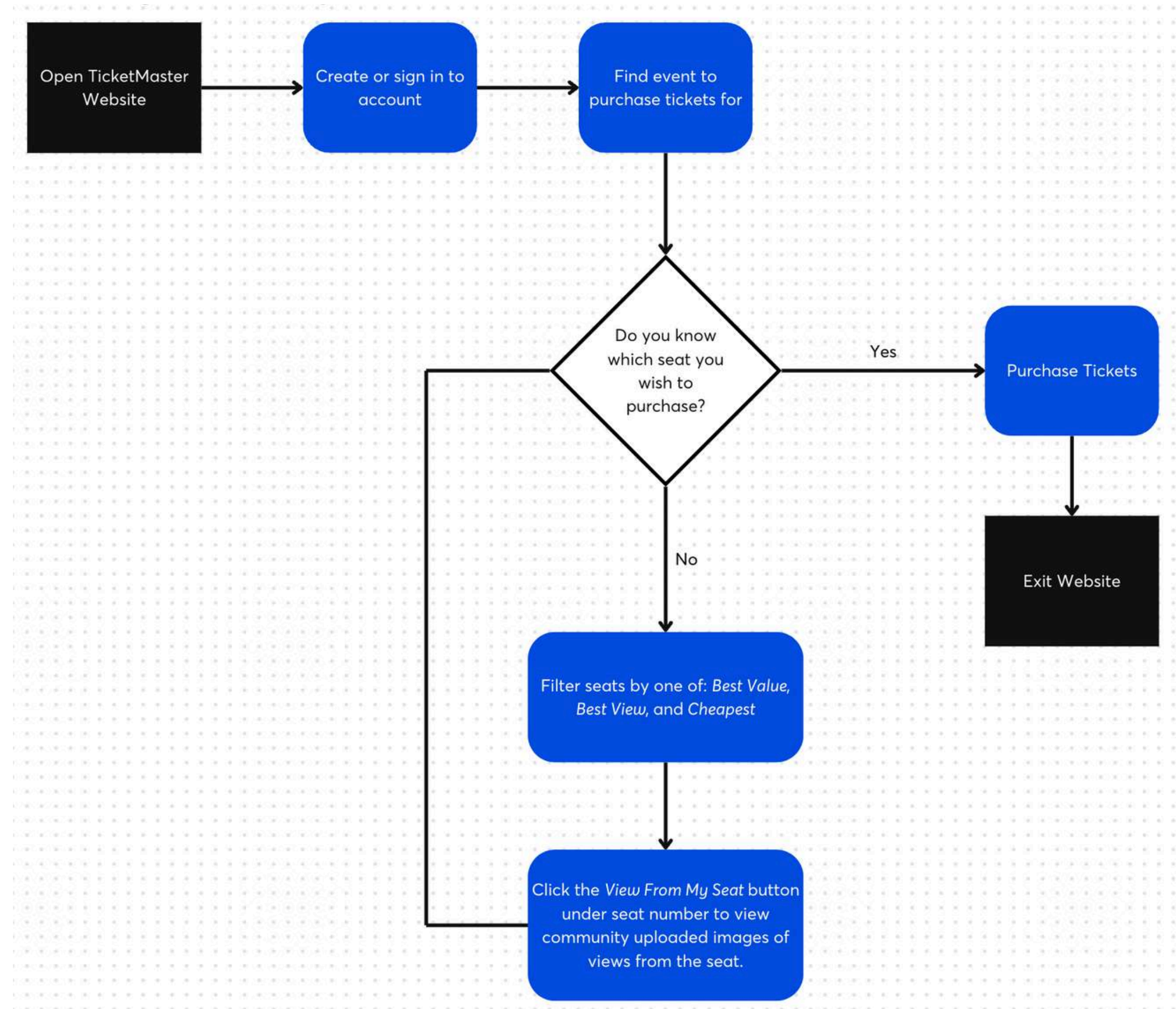| NEED	IMPORTANCE	SATISFACTION	CONCLUSION
Maximize accuracy of seat views	High	Low	Opportunity
Minimize time spent in ticket / seat selection process	High	Medium	Potential Opportunity
Maximize payment options and security	High	High	Competitive
Minimize confusion with venue layouts	Medium	Medium	Not really a need; too venue specific
Maximize mobile UX/UI	High	Medium	Potential Opportunity
Maximize customer support options / quality	High	Low	Opportunity
Minimize steps to purchase tickets	High	Medium	Competitive, but can be improved (Opportunity)
Minimize frustration with sold-out events	Medium	Low	Opportunity (Tricky)
Minimize unexpected fees at checkout	High	High	Competitive
Minimize effort to find parking near venue	High	High	Competitive
Minimize wait times / uncertainty of in-demand events	High	Medium	Opportunity
Minimize likelihood of buying counterfeit tickets	High	Low	Opportunity
Maximize options for seat upgrades	Low	Low	Not worth going after
Maximize rewards for frequent buyers	Medium	Low	Potential opportunity
Minimize time to receive funds from refunds / resells	High	Medium	Opportunity
Minimize confusion between ticket tiers / pricing	High	Medium	Opportunity
Maximize multi-language support	Low	Low	Not worth going after

B) Seat Selection User Journey (Desktop)

C) Post-Event User Journey (Mobile)

D) Value Proposition Map

The Value Proposition Canvas
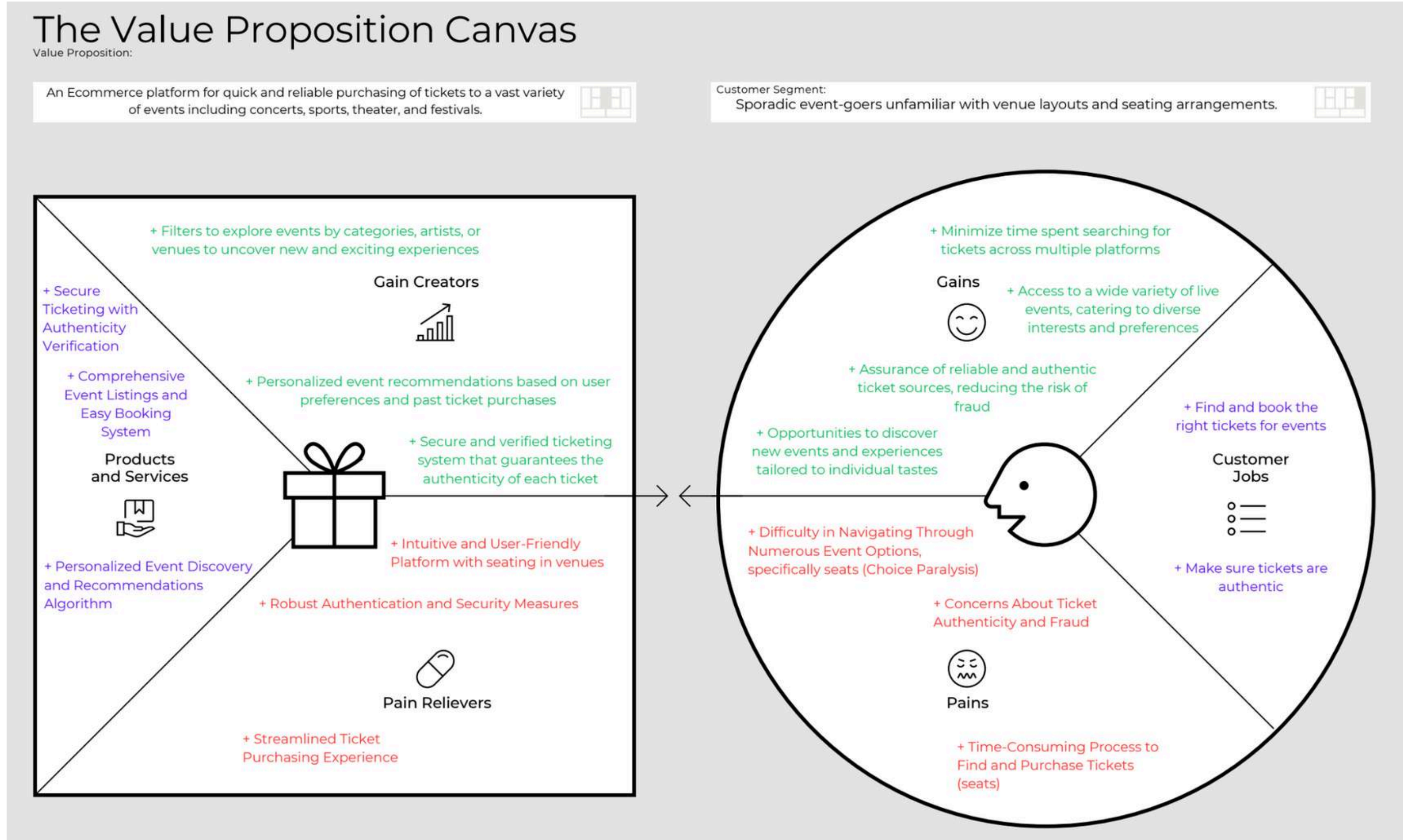Value Proposition:

An Ecommerce platform for quick and reliable purchasing of tickets to a vast variety of events including concerts, sports, theater, and festivals.

Customer Segment:
Sporadic event-goers unfamiliar with venue layouts and seating arrangements.

Gain Creators

+ Filters to explore events by categories, artists, or venues to uncover new and exciting experiences

+ Personalized event recommendations based on user preferences and past ticket purchases

+ Secure and verified ticketing system that guarantees the authenticity of each ticket

Products and Services

+ Secure Ticketing with Authenticity Verification

+ Comprehensive Event Listings and Easy Booking System

+ Personalized Event Discovery and Recommendations Algorithm

Pain Relievers

+ Intuitive and User-Friendly Platform with seating in venues

+ Robust Authentication and Security Measures

+ Streamlined Ticket Purchasing Experience

Gains

+ Minimize time spent searching for tickets across multiple platforms

+ Access to a wide variety of live events, catering to diverse interests and preferences

+ Assurance of reliable and authentic ticket sources, reducing the risk of fraud

+ Opportunities to discover new events and experiences tailored to individual tastes

Customer Jobs

+ Find and book the right tickets for events

+ Make sure tickets are authentic

Pains

+ Difficulty in Navigating Through Numerous Event Options, specifically seats (Choice Paralysis)

+ Concerns About Ticket Authenticity and Fraud

+ Time-Consuming Process to Find and Purchase Tickets (seats)

E) MVP

Need: Minimize decision paralysis when selecting a seat

STAGE	FEATURE IDEAS
Discovery	+ Interactive seating charts with views from the seat + Integration with venue websites to show real-time seat visuals + Highlight popular seats based on user reviews and ratings
Onboarding	+ Survey for preferred seating sections to customize seat suggestions + Tutorial on understanding seating charts and venue layouts
Task In Progress	+ Simplified seat selection tool with filter options for **views** + Option to view 'seat score' based on view, comfort, and value + 'Favorite' seat feature to save preferred sections for future events
Task Completed	+ Confirmation view with a summary of the seat selected and a virtual view from the seat + Suggestion for future events based on selected seating preferences + Option to review seat post-event to build data for better recommendations

F) MVP Value Proposition Table

Customer Profile	Value Map
Sporadic event-goers unfamiliar with venue layouts and seating arrangements.	*An Ecommerce platform for quick and reliable purchasing of tickets to a vast variety of events including concerts, sports, theater, and festivals.*
Gains	**Gain Creators**
+ Access to a wide variety of live events, catering to diverse interests and preferences + Assurance of reliable and authentic ticket sources, reducing the risk of fraud + Opportunities to discover new events and experiences tailored to individual tastes + Minimize time spent searching for tickets across multiple platforms	+ Personalized event recommendations based on user preferences and past ticket purchases + Secure and verified ticketing system that guarantees the authenticity of each ticket + Filters to explore events by categories, artists, or venues to uncover new and exciting experiences
Customer Jobs	**Products and Services**
+ Find and book **the right** tickets for events + Make sure tickets are authentic	+ Comprehensive Event Listings and Easy Booking System + Personalized Event Discovery and Recommendations Algorithm + Secure Ticketing with Authenticity Verification
Pains	**Pain Relievers**
+ Difficulty in Navigating Through Numerous Event Options, specifically seats (Choice Paralysis) + Concerns About Ticket Authenticity and Fraud + Time-Consuming Process to Find and Purchase Tickets (seats)	+ Intuitive and User-Friendly Platform with seating in venues + Robust Authentication and Security Measures + Streamlined Ticket Purchasing Experience