

2011 SUNDANCE FILM FESTIVAL TICKETING INFORMATION

# UX AUDIT

PREPARED BY   
**Viget** Labs

# INTRODUCTIONS

FOR THE FIRST TIME OR AGAIN IF YOU'VE MET US BEFORE

HI, WE'RE

# VIGET LABS

WE THINK OF OURSELVES AS A DIVERSE BUNCH OF FOLKS  
THAT ENJOY MAKING WEB SITES & EXPERIENCES USING:

- MARKETING & STRATEGY
- USER EXPERIENCE
- VISUAL DESIGN
- WEB DEVELOPMENT



# GOALS & OBJECTIVES

FOR THE 2011 FESTIVAL ONLINE TICKETING INFORMATION

# TICKETING PROCESS

- Offer clear and upfront messaging regarding the ticket purchasing process and availability
- Find out how to get tickets to the Sundance Film Festival



# TICKETING OPTIONS

- Deliver most effective amount of information for the patron in each Ticketing section, including both benefits and limitations
- Clearly distinguish between festival passes, ticket packages, and individual tickets
- Supply the simplest display of information for the patron to decide the best access option for him/her
- Discover different types of tickets, passes, and packages available for purchase and select the most appropriate option



# OTHER FESTIVAL INFORMATION

- Find important dates for the festival and the Ticketing process
- Learn about the festival, the films, the venues, and theatres



# THE PROCESS

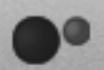
WHAT A USER EXPERIENCE AUDIT IS AND OUR METHOD

# COMPETITORS

SIMILAR SERVICES AND SOLUTIONS PROVIDED BY DIRECT AND  
INDIRECT COMPETITORS WITHIN THE INDUSTRY



The image shows a side-by-side comparison of two film festival websites. On the left is the Sundance Film Festival's mobile website, featuring a vertical navigation menu with links like 'Sundance', 'Films', 'Programs', 'Parties', 'Press', 'Buy Tickets', and 'Sign in here'. A large, dark rectangular area obscures most of the main content. On the right is the Toronto International Film Festival (TIFF) website, which has a clean, modern design. It features the TIFF logo at the top, followed by the tagline 'FOR THE LOVE OF FILM' and navigation links for 'Festival 2009', 'Visiting Toronto', and 'Press'. A central banner announces 'Ticket Sales Begin July 5 for Visa cardholders' and notes that 'Ticket Packages will be posted online June 17'. Below the banner, the 'Lead Sponsor' is 'Bell', and 'Major Sponsors' include 'RBC', 'BlackBerry', and 'Ontario'. 'Major Supporters' include 'TELEFILM CANADA'. At the bottom, there are social media links for 'Twitter', 'Featured Post', 'Blogs', and 'Important Dates / Latest News'.



# HEURISTICS

COMMONLY RECOGNIZED USABILITY PRINCIPLES &  
BEST PRACTICES IN WEB/INTERACTION DESIGN



**SYSTEM VISIBILITY | EFFICIENCY**  
**USER CONTROL & FREEDOM | HELP**  
**CONSISTENCY | METAPHORS**  
**ERROR PREVENTION | RECOVERY**  
**RECOGNITION RATHER THAN RECALL**



# INFORMATION ARCHITECTURE

HOW A SITE'S STRUCTURE IS ORGANIZED/LABELED  
CONSIDERING ITS USERS' NEEDS & CONTEXTS



# OUR FINDINGS

WHAT'S WORKING & WHAT COULD BE IMPROVED

# THE TICKETING PROCESS

HOW CLEARLY AND SIMPLY ARE THE STEPS USERS MUST TAKE TO PURCHASE TICKETS COMMUNICATED?



# THE TICKETING PROCESS

- ★ “How to Buy Tickets” is a dedicated area for learning how Sundance offers tickets to festival-goers
- ★ Registration-to-purchase process is explained sequentially
- ★ Next steps, after registration, are touched upon to help set expectations



# THE TICKETING PROCESS

- 🚩 “How to Buy Tickets” does not clearly explain in-person or at-festival options for buying tickets
- 🚩 Next steps do not provide a lot of information; also, there is no mention of when to secure lodging
- 🚩 Sundance Film Festival dates should be displayed more consistently throughout sections



# TICKETING OPTIONS

HOW ARE DIFFERENT TYPES OF PASSES, PACKAGES, AND TICKETS EXPLAINED TO USERS AS THEY RESEARCH AND SELECT AN OPTION?



# TICKETING OPTIONS

- ★ “Compare Options” call to action is a great first step
- ★ Comparison chart is helpful in comparing overall festival options
- ★ Comparison chart is helpful in reviewing details of each festival option
- ★ Local festival goers are addressed



# TICKETING OPTIONS

- 🚩 Comparison chart pop-up is obtrusive and takes attention away from general information on the introductory Ticketing page
- 🚩 Comparison across different Ticketing options could be better, especially regarding weighing options and which options are the best fit for specific categories of festival-goers
- 🚩 Options are not presented based on timing (planning ahead vs. “winging it” during the festival)



# TICKETING OPTIONS

- 🚩 Exclusions, fine print, and further clarification are vague and/or direct attention to other pages
- 🚩 Secondary audiences (press, industry, corporate) other than locals are only addressed deep within the passes content



# FESTIVAL INFORMATION

HOW AVAILABLE IS ESSENTIAL INFORMATION ABOUT  
FESTIVAL NEWS AND OPERATIONS?



# FESTIVAL INFORMATION

- ★ Overall Sundance Film Festival news and internal promotions are represented well
- 🚩 Promotions and site-wide messaging overshadow page details
- 🚩 Areas for contextual support (based on the current phase of the festival timeline) and promotions are non-existent
- 🚩 A good portion of Q&A within the Ticketing FAQs listing could be equally successful within a “Guide to Sundance” for festival-goers to reference during the festival



# CONTEXTUAL CONDITIONS

HOW DOES CONTENT CHANGE BASED ON  
THE CURRENT PHASE OF THE FESTIVAL TIMELINE?



# CONTEXTUAL CONDITIONS

- ★ Support content (such as ticket pickup, box office hours, and FAQs) is helpful both during the purchasing process as well as after the purchase is complete
- 🚩 Promotions and site-wide messaging overshadows page details
- 🚩 Options do not reflect the current status of festival operations (pre-registration, registration, etc.)



# CONTEXTUAL CONDITIONS

- 🚩 Comparisons do not reflect the current status of festival operations
- 🚩 Content is not prioritized based on timing within the festival season



# INTERACTIONS

HOW ARE KEY ACTIONS AND TRANSACTIONS SUPPORTED ONLINE?



# INTERACTIONS

- ★ A call to action to register is presented in a consistent place across all Ticketing information pages
- 🚩 Calls to action should be placed in consistent areas but be contextualized based on festival timeline (e.g., calls to register vs. calls to purchase)
- 🚩 Account code and confirmation number within registration and purchase process seem redundant/confusing to manage
- 🚩 Sharing festival information with oneself and others (both during initial research and after registration/purchase) through social/e-communication channels isn't considered



# CUSTOMER SERVICE

WHAT SUPPORT & SERVICE OPTIONS ARE AVAILABLE  
TO USERS THROUGHOUT THE TICKETING PROCESS?



# CUSTOMER SERVICE

- ★ Box office and physical contact points are listed within individual Ticketing section
- ★ Direct customer service contact information is listed
- ★ “Fine print” provides a lot of detail on limitations, regulations, and conditions
- ★ FAQs provide a proactive wave of support



# CUSTOMER SERVICE

- 🚩 Direct customer service contact information isn't listed prominently enough
- 🚩 Recovery/support of registration credentials, after registration is complete, isn't clear
- 🚩 Registration follow-up is cumbersome and handled elsewhere without reference in the Ticketing section



# CUSTOMER SERVICE

- 🚩 The “Fine print” section’s information is unorganized and overwhelming
- 🚩 The “Fine print” section contains information that is pertinent to and should be associated with various Ticketing options and audiences, as well as next steps.

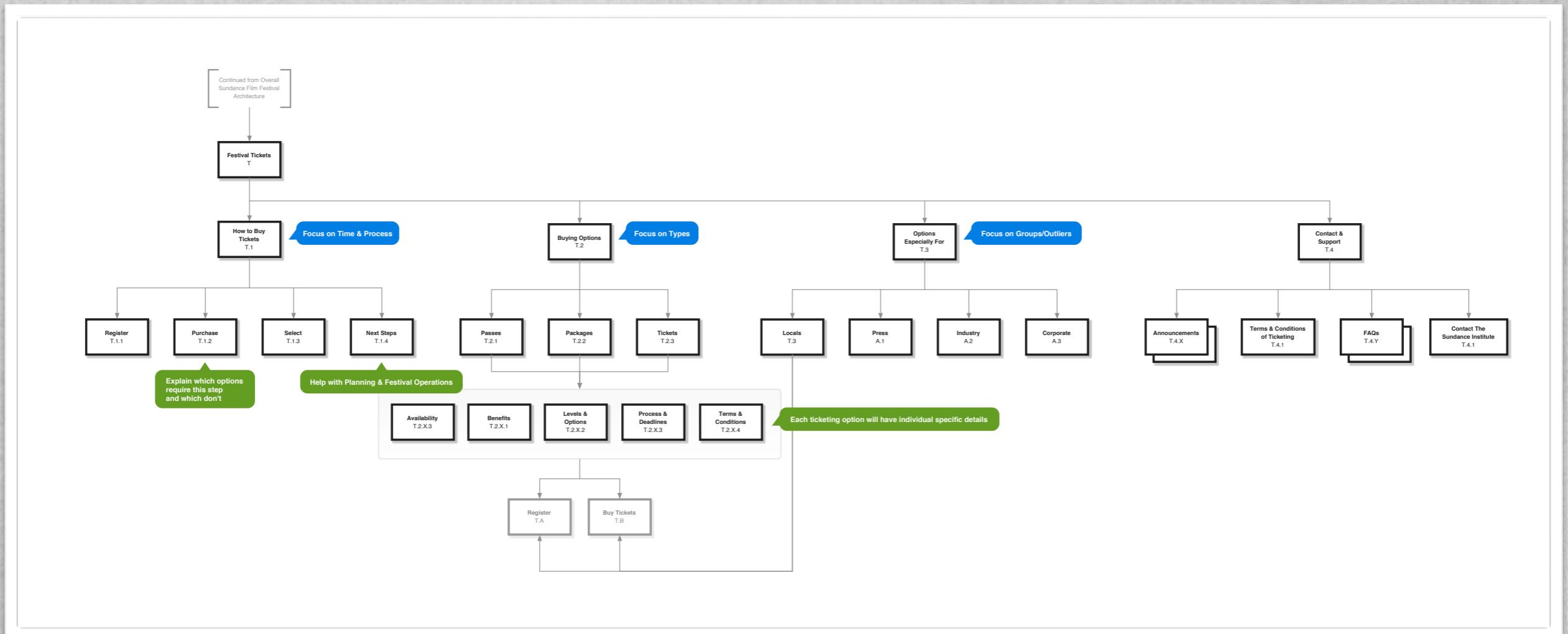


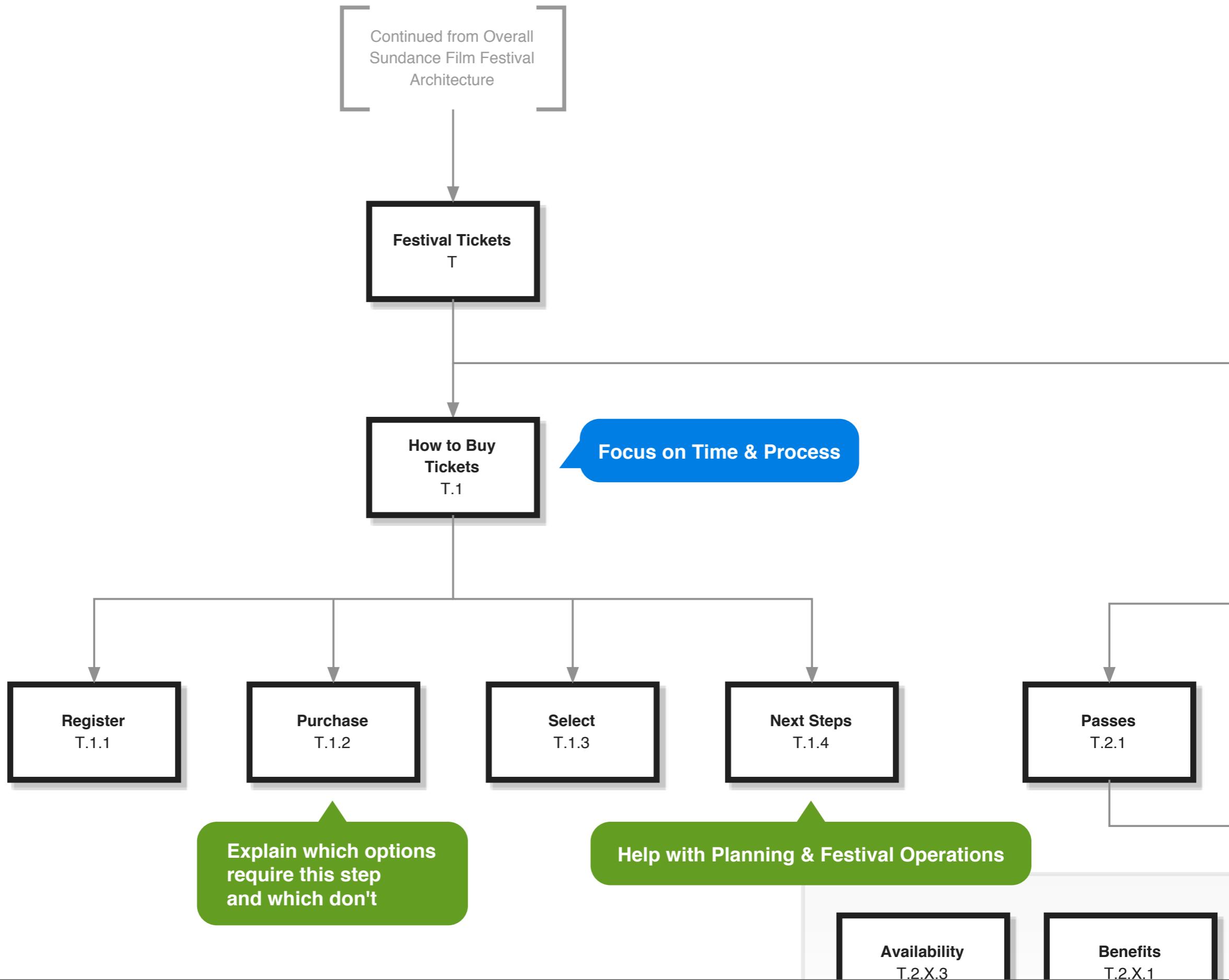
# RECOMMENDATIONS

WAYS TO IMPROVE TICKETING INFORMATION PRESENTATION

# REVISIT INFORMATION ARCHITECTURE







Time & Process

## Buying Options

T.2

Focus on Types

Next Steps  
T.1.4

Passes  
T.2.1

Packages  
T.2.2

Tickets  
T.2.3

Locals  
T.3

Planning & Festival Operations

Availability  
T.2.X.3

Benefits  
T.2.X.1

Levels &  
Options  
T.2.X.2

Process &  
Deadlines  
T.2.X.3

Terms &  
Conditions  
T.2.X.4

Each ticketing option will have:

Register  
T.A

Buy Tickets  
T.B

types

ts

Options  
Especially For  
T.3

Focus on Groups/Outliers

Locals  
T.3

Press  
A.1

Industry  
A.2

Corporate  
A.3

Announcements  
T.4.X

Terms &  
Conditions  
T.2.X.4

Each ticketing option will have individual specific details

roups/Outliers

Corporate  
A.3

Announcements  
T.4.X

Terms & Conditions  
of Ticketing  
T.4.1

FAQs  
T.4.Y

Contact The  
Sundance Institute  
T.4.1

Contact &  
Support

T.4

# LAYING OUT INFORMATION



# LAYING OUT INFORMATION

- On the “Buying Options hub” and “Individual Buying Options” pages, provide a clear view of all and specific Ticketing option time ranges
- Use promotional spaces wisely and uniquely
- De-emphasize but clearly communicate about any irrelevant information



Sundance Festival > Tickets Hub (Greyboxed) (Modified: Fri Jun 18 2010) pg. 1 of 3

SUNDANCE GLOBAL HEADER

PRIMARY NAVIGATION

BREADCRUMB NAVIGATION & SEARCH

## TIME-BASED BUYING OPTIONS

IMPORTANT DATES  
SUBSCRIBE TO FESTIVAL DEADLINES

ANNOUNCEMENTS  
SUBSCRIBE TO FESTIVAL ANNOUNCEMENTS

AUDIENCE SPECIFIC NAVIGATION

BROWSE FILMS & SCHEDULES  
SOCIAL AND EXTRACURRICULAR ACTIVITIES  
ALREADY IN THE PROCESS OF GETTING ADMISSION? ACTIONS

SUNDANCE FAQS, GUIDE AND HELP  
CONTACT SUNDANCE

SECONDARY NAVIGATION

Sundance Festival > Buying Options (Greyboxed) (Modified: Fri Jun 18 2010) pg. 2 of 3

SUNDANCE GLOBAL HEADER

PRIMARY NAVIGATION

BREADCRUMB NAVIGATION & SEARCH

## BUYING OPTIONS INTRO

## BUYING OPTIONS COMPARISON

## RECOMMENDATIONS BASED ON AUDIENCE BEHAVIOR

FAQS ABOUT BUYING OPTIONS  
OTHER THINGS TO CONSIDER WHEN BUYING ADMISSION  
CONTACT SUNDANCE

UPCOMING DEADLINES & DATES  
SUBSCRIBE TO FESTIVAL DEADLINES AND ANNOUNCEMENTS

SUNDANCE GLOBAL FOOTER

Sundance Festival > Passes (Greyboxed) (Modified: Fri Jun 18 2010) pg. 3 of 3

SUNDANCE GLOBAL HEADER

PRIMARY NAVIGATION

BREADCRUMB NAVIGATION & SEARCH

## PASSES INTRO

## PASSES BENEFITS & OPTIONS

## PASSES PROCESS & DEADLINES

## PASSES TERMS & CONDITIONS

REGISTRATION/PURCHASE/ CALL TO ACTION

PASSES STATUS ANNOUNCEMENT

SECONDARY NAVIGATION

OTHER DETAILS TO CONSIDER

SUBSCRIBE TO PASSES DEADLINES AND ANNOUNCEMENTS  
GET THE MOST OUT OF THE FESTIVAL WITH OUR TAKEAWAY GUIDE  
CONTACT SUNDANCE ABOUT PASSES

SUNDANCE GLOBAL FOOTER

# TICKETS HUB



SUNDANCE GLOBAL HEADER

PRIMARY NAVIGATION

BREADCRUMB NAVIGATION & SEARCH

# TIME-BASED BUYING OPTIONS

IMPORTANT DATES

ANNOUNCEMENTS

ADMISSION STATUS

REGISTRATION/PURCHASE/  
CALL TO ACTION

BUYING OPTIONS

[SUBSCRIBE TO FESTIVAL  
DEADLINES](#)

[SUBSCRIBE TO FESTIVAL  
ANNOUNCEMENTS](#)

[BROWSE FILMS  
& SCHEDULES](#)

[SOCIAL AND  
EXTRACURRICULAR  
ACTIVITIES](#)

[ALREADY IN THE  
PROCESS OF GETTING  
ADMISSION? ACTIONS](#)

[SUNDANCE FAQS, GUIDE AND HELP](#)

[CONTACT SUNDANCE](#)

ADMISSION STATUS

REGISTRATION/PURCHASE/  
CALL TO ACTION

BUYING OPTIONS

AUDIENCE SPECIFIC  
NAVIGATION

IMPORTANT DATES

ANNOUNCEMENTS

SECONDARY  
NAVIGATION

SUBSCRIBE TO FESTIVAL  
DEADLINES

SUBSCRIBE TO FESTIVAL  
ANNOUNCEMENTS

SECONDARY  
NAVIGATION

Time-Based Buying Options

## Getting Tickets and Admission to the Festival

**L** Reserving your Spot Ahead of Time  
Options for ordering before the festival

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.

Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar.

[More about the pre-ordering process](#)

**💻** Options at the Festival  
Ways to get into events during the festival

- Passes Sold Out  
Passes allow you the most flexibility and access during your time at the festival.  
[Learn More & See Options](#)
- Packages Available Now  
Packages provide different, flexible tracks to travel through the festival.  
[Learn More & See Options](#)
- Tickets  
Need complete freedom of schedule or want to see a specific film?  
[Learn More & See Options](#)

**UPCOMING DATES & DEADLINES** 14

|                  |   |
|------------------|---|
| OCT<br><b>14</b> | <b>October 14, 2010</b><br>Package Registration Open for Locals   |
| OCT<br><b>15</b> | <b>October 15, 2010</b><br>General Package Registration Open      |
| OCT<br><b>30</b> | <b>October 30, 2010</b><br>Package Registration Closed for Locals |

**RECENT ANNOUNCEMENTS** RSS

- October 14, 2010  
**Package Registration is Open!**
- October 14, 2010  
**Early Films Announced**
- October 14, 2010  
**Passes Purchasing Period Complete!**
- October 14, 2010  
**Passes Registration Period Complete!**

ADMISSION STATUS

REGISTRATION/PURCHASE/  
CALL TO ACTION

BUYING OPTIONS

AUDIENCE SPECIFIC  
NAVIGATION

# BUYING OPTIONS



SUNDANCE GLOBAL HEADER

PRIMARY NAVIGATION

BREADCRUMB NAVIGATION & SEARCH

# BUYING OPTIONS INTRO

# BUYING OPTIONS COMPARISON

SECONDARY  
NAVIGATION

**RECOMMENDATIONS  
BASED ON AUDIENCE  
BEHAVIOR**

UPCOMING DEADLINES  
& DATES

SUBSCRIBE TO FESTIVAL  
DEADLINES AND  
ANNOUNCEMENTS

# RECOMMENDATIONS BASED ON AUDIENCE BEHAVIOR

FAQS ABOUT  
BUYING OPTIONS

OTHER THINGS  
TO CONSIDER WHEN BUYING  
ADMISSION

UPCOMING DEADLINES  
& DATES

SUBSCRIBE TO FESTIVAL  
DEADLINES AND  
ANNOUNCEMENTS

CONTACT SUNDANCE

SECONDARY  
NAVIGATION

## BUYING OPTIONS COMPARISON

## SECONDARY NAVIGATION

### Buying Options Comparison

## Comparing Buying Options

### Festival Passes

UNAVAILABLE

**\$\$\$** From \$300-\$700 USD

No Tickets Required

Access to All Screenings

Access to Festival Venue

1 Picture Credential

1 Ticket to Any Party

Priority Access in Lines

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

#### Unavailable

Passes for the 2010 Sundance Film Festival are sold out.

### Ticket Packages

AVAILABLE

**\$\$** From \$50-\$200 USD

First Ticket Priority

10-20 Tickets (1 Screening/Ticket)

Access to Festival Venue

2 Official SFF11 Credentials

2 Tickets to Any Party

No Priority Access in Lines

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.

#### Buy a Package

Registration open until October 14, 2010

### Individual Tickets

AVAILABLE

**\$** From \$15-\$30 USD

Remaining Tickets

1 Screening/Ticket

No Access to Festival Venue

No Credentials Included

No Access to Parties

No Priority Access in Lines

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove.

#### Get a Ticket

Registration starting soon - [more info](#)

# INDIVIDUAL OPTION (PASSES)



SUNDANCE GLOBAL HEADER

PRIMARY NAVIGATION

BREADCRUMB NAVIGATION & SEARCH

## PASSES INTRO

REGISTRATION/  
PURCHASE/ CALL TO  
ACTION

PASSES STATUS  
ANNOUNCEMENT

## PASSES BENEFITS & OPTIONS

SECONDARY  
NAVIGATION

## PASSES PROCESS & DEADLINES

REGISTRATION/PURCHASE/ CALL TO ACTION

## PASSES TERMS & CONDITIONS

# PASSES TERMS & CONDITIONS

## OTHER DETAILS TO CONSIDER

SUBSCRIBE TO PASSES  
DEADLINES AND  
ANNOUNCEMENTS

GET THE MOST OUT OF THE  
FESTIVAL WITH OUR  
TAKEAWAY GUIDE

CONTACT SUNDANCE ABOUT  
PASSES

# PASSES BENEFITS & OPTIONS

SECONDARY  
NAVIGATION

## PASSES PROCESS & DEADLINES

REGISTRATION/PURCHASE/ CALL TO ACTION

### PASSES PROCESS & DEADLINES

## Passes Process & Deadlines

 [Subscribe to Passes Deadlines & Dates](#)

① Passes 101

② Register for Passes

③ Purchase a Pass

④ Make the Most Out of Your Pass

### Purchasing a Pass

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

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Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar. The Big Oxmox advised her not to do so, because there were thousands of bad Commas.

[Purchase a Pass](#)

Purchasing a Pass will be available shortly.

 [Register for a Pass](#)

[Making the Most... !\[\]\(3354a60f8554cd54f50a77b6bd876fd5\_img.jpg\)](#)

### DATES & DEADLINES

OCT  
14

**October 14, 2010**

Purchasing Open for Locals

OCT  
15

**October 15, 2010**

General Purchasing Open

OCT  
15

**October 30, 2010**

Purchasing Closed for Locals

OCT  
15

**October 31, 2010**

General Purchasing Closed

# CONTEXTUAL PRESENTATION



# CONTEXTUAL PRESENTATION

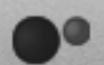
Emphasize options and information that are available based on current time period within festival schedule. Plan for:

- Pre-festival states of registration, purchasing and selecting
- During-festival information
- Post-festival information
- Dedicated page for local audience
- Consistent links to instructions for other audiences
- Support existing/pre-registered users and their status requests



# DATE/PROCESS REMINDERS

- Reminder emails based on registration choices
- Subscriptions to calendar/date information
- Subscriptions to announcements



# REMEMBER FUTURE INTERACTIONS



# FUTURE INTERACTIONS

- Provide take-away information that a festival-goer might need as follow-up to specific interactions
- Simplify the account, confirmation and follow-up process as much as possible
- Continue to communicate Box Office hours and location, FAQs around ticket pick-up, and in-festival ticket purchasing options
- Utilize microformats, standard ways to semantically describe web content that allow easy exporting and mining
- Provide avenues for information to be shared for further activity within a user's social circles



# THANK YOU + QUESTIONS

WE'D LOVE TO HEAR YOUR THOUGHTS AND CHAT FURTHER