

Ticket Buying App

12/06/2021

Update Presentation

Team

UXD and UXR: Nicholas

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Study Details

Project Background

We're creating a new app for buying event tickets. We need to find out if users find the experience of using our app to purchase tickets easy to complete, and satisfying to use.

Study Details

Research Questions

- Do changes to UX help the user easily complete ticket purchasing task?
- How long does it take Users to purchase tickets after update?
- What else could be improved for the user experience?

Participants

5 participants

2 males 3 females. Ranging in age from 25 - 80 years old.

Methodology

10 minutes for each

participant United States,

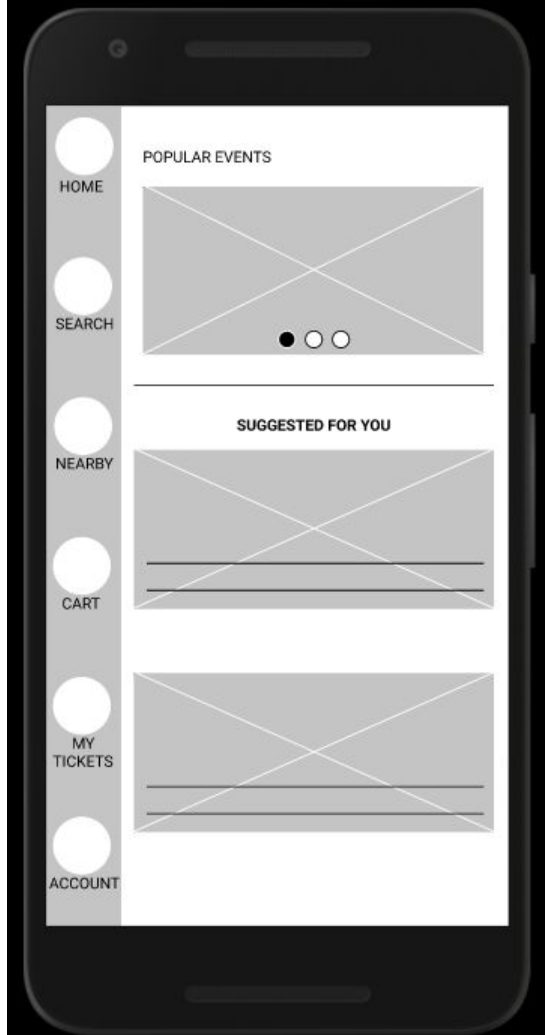
remote Unmoderated

Participants used a low-fidelity prototype to complete task

Original Prototype / Design

Tested

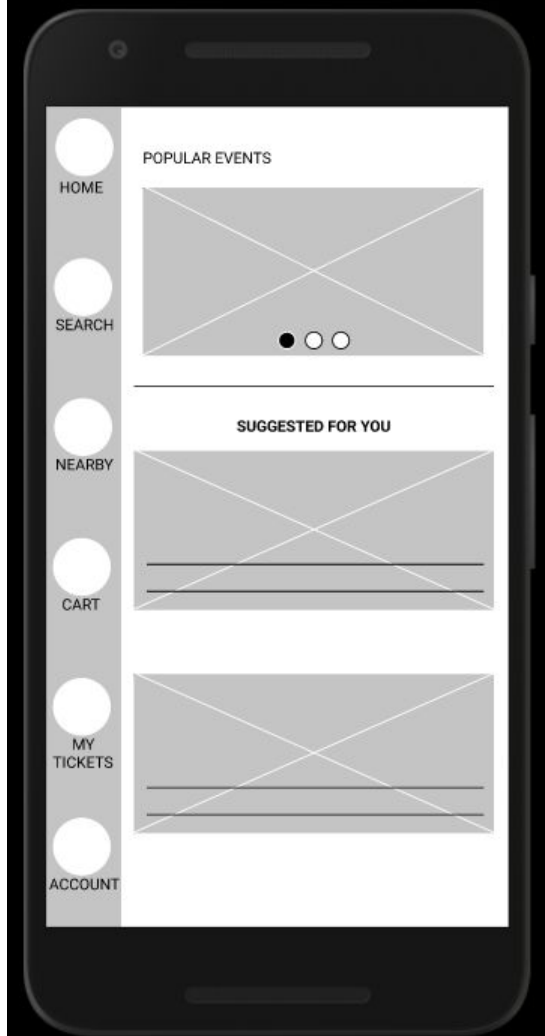
The first iteration of the low fidelity prototype can be found [here](#)



Updated Prototype / Design

Tested

The currently updated iteration of the low fidelity prototype can be found [here](#)

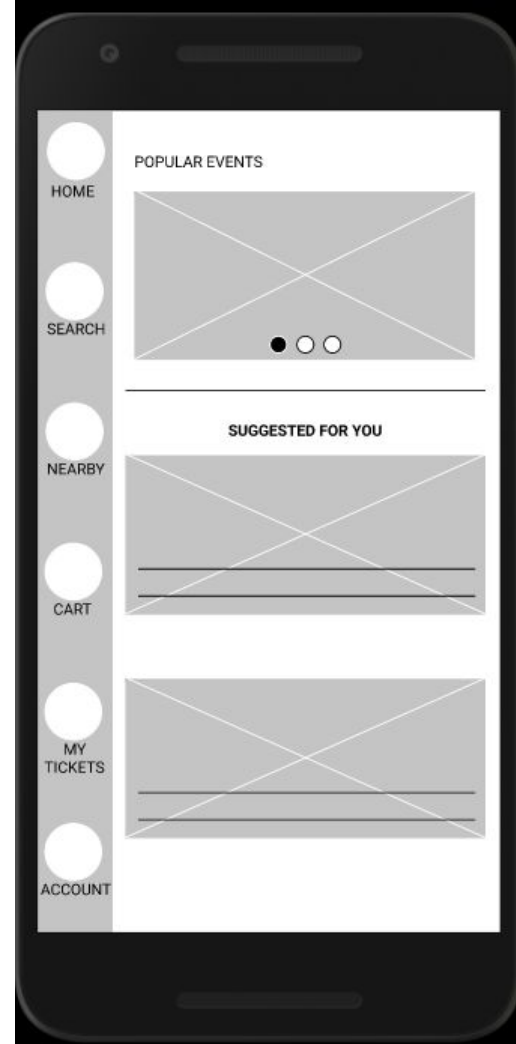


Themes

Search Bar icon is hard to find

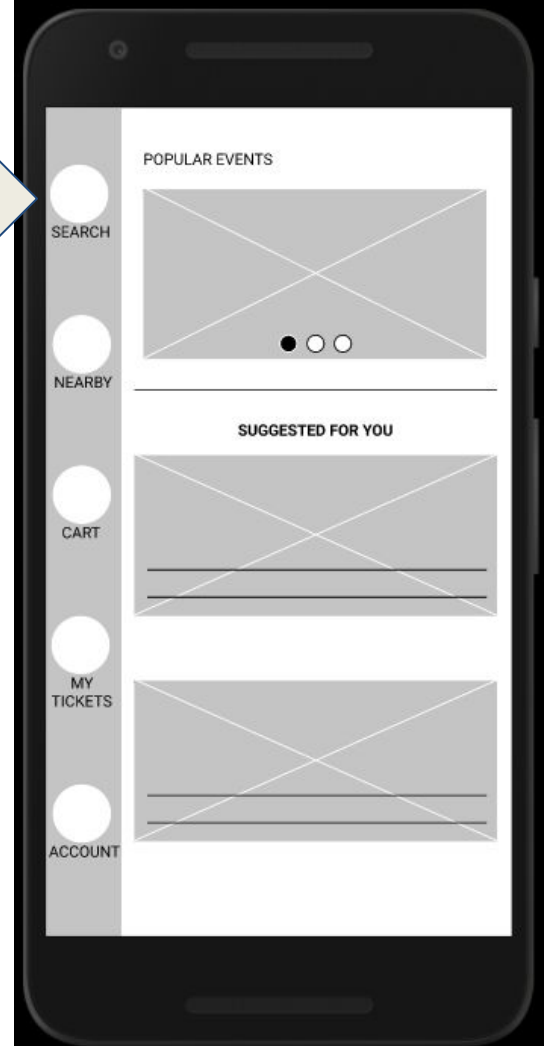
- 3 out of 5 users had difficulties locating search bar icon.

"I wish the search bar was listed at the top of the screen"



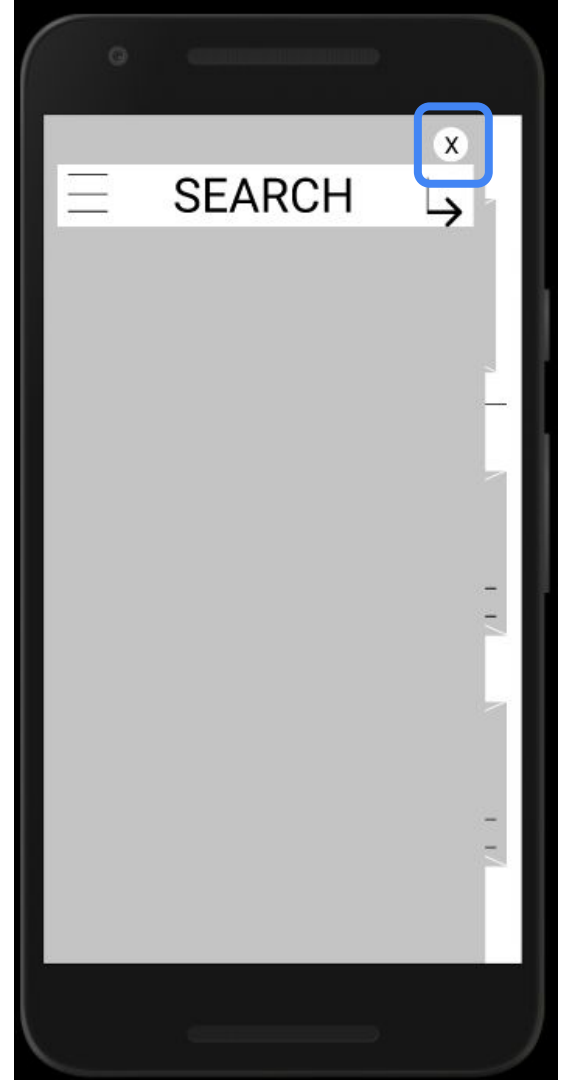
Updated Search Bar

- 'Home' button was removed on the Home screen, 'Search' button is now top option in sidebar on all screens



Updated Search function

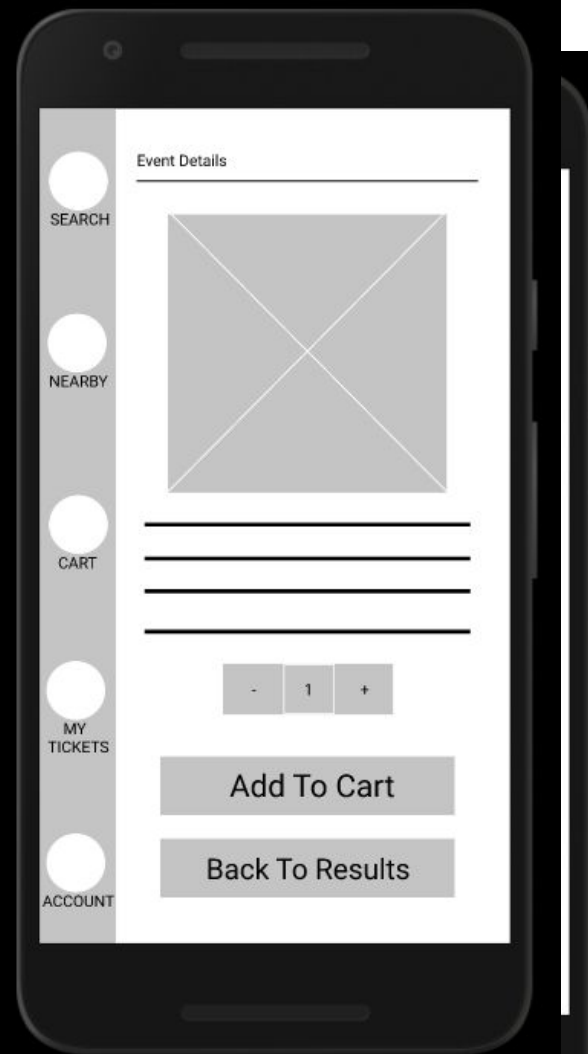
- Search function now keeps user on home screen with option to close search bar and return to home screen



Adding item(s) to cart shouldn't take users to Home Screen

- 3 out of 5 users had problems with adding to cart function taking them to home screen.

but i don't like how adding an item to the cart takes me back to the home screen automatically"



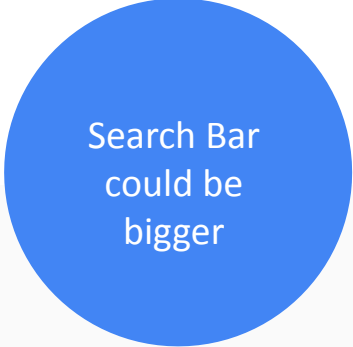
New “Items added to cart” menu

- “Items added to cart” screen allows users to choose where they go, instead of sending them to home screen




Insights & Recommendations

Research insights/ Next steps



Search Bar
could be
bigger

Users were able to
complete task but
thought a bigger
search bar would be
better



Buttons could
be more
useful when
buying tickets

Users thought
arrangement of sidebar
buttons could be better
optimized with the
page they were on

Recommendations

- Make font bigger/ bolder for users with vision problems
- Rearrange buttons to better fit most common uses when buying a tickets

Thank you!