

# TicketApp Design

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Nicholas Van Hemert

# Project overview



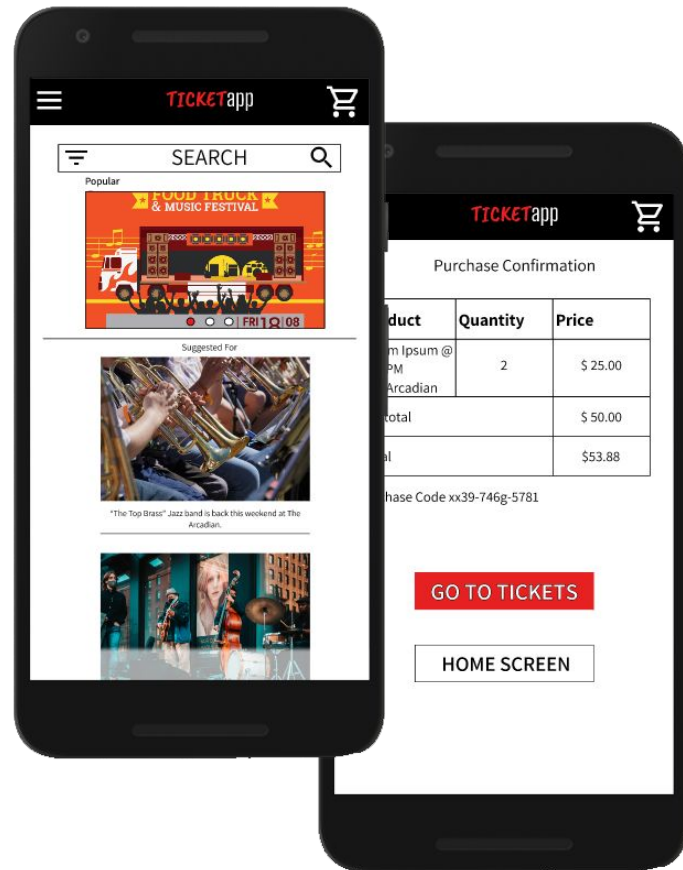
## The product:

TicketApp is a new provider of online ticket buying. TicketApp's goal is to provide a simple and easy way to buy tickets for a variety of events. TicketApp's goal is to provide an easy to buy experience for new users.



## Project duration:

September 2021 - February 2022



# Project overview



## The problem:

Novice users are frustrated by the overly complicated way to buy tickets on other sites.



## The goal:

Design an app for TicketApp that allows users to simply, easily, and securely buy tickets to events.

# Project overview



## My role:

Lead UX Designer and Researcher



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was novice users who were new to buying tickets online.

The user group interviewed gave the initial impression that novice users needed a simple and easy way to buy tickets online.

# User research: pain points

1

## Pain point

Other apps are overly complicated to use.

2

## Pain point

Checking out process is hard to do with some platforms requiring you to go to a different purchasing provider.

3

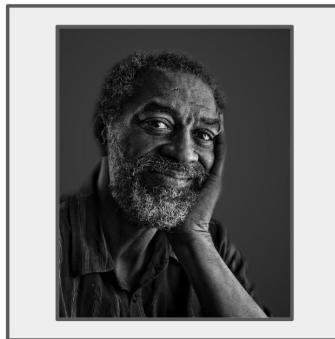
## Pain point

Users would like recommendations

# Persona: Curtis

## Problem statement:

Searching to buying tickets on other apps takes a long time.



**Curtis Jones**

**Age:** 67

**Education:** Master of Fine Arts

**Hometown:** Washington D.C.

**Family:** Married, lives at home with wife and 2 dogs

**Occupation:** Professor at University

*"Music is healthy for mind, body, and soul. I just wish it would help me stand longer."*

## Goals

- Attend Jazz concerts in local area
- Have dinner before a show
- Theatre or concert venue is within a short walking distance

## Frustrations

- "Some venues have little to no seating"
- "Buying tickets at the theatre takes a long time"
- "There's not enough parking at some venues"

Curtis is a Fine Arts Professor at University. He enjoys spending his weekends having dinner with his wife and then enjoying a jazz concert. Unfortunately Curtis can't stand for long periods at jazz shows and would prefer a place to sit. Curtis prefers to buy tickets online rather than in-line so he can be the first one in the door to get a good spot for a show.



# User journey map

Curtis' user map showed that he would benefit from having a simplified ticket buying experience.

## Persona: Curtis Jones

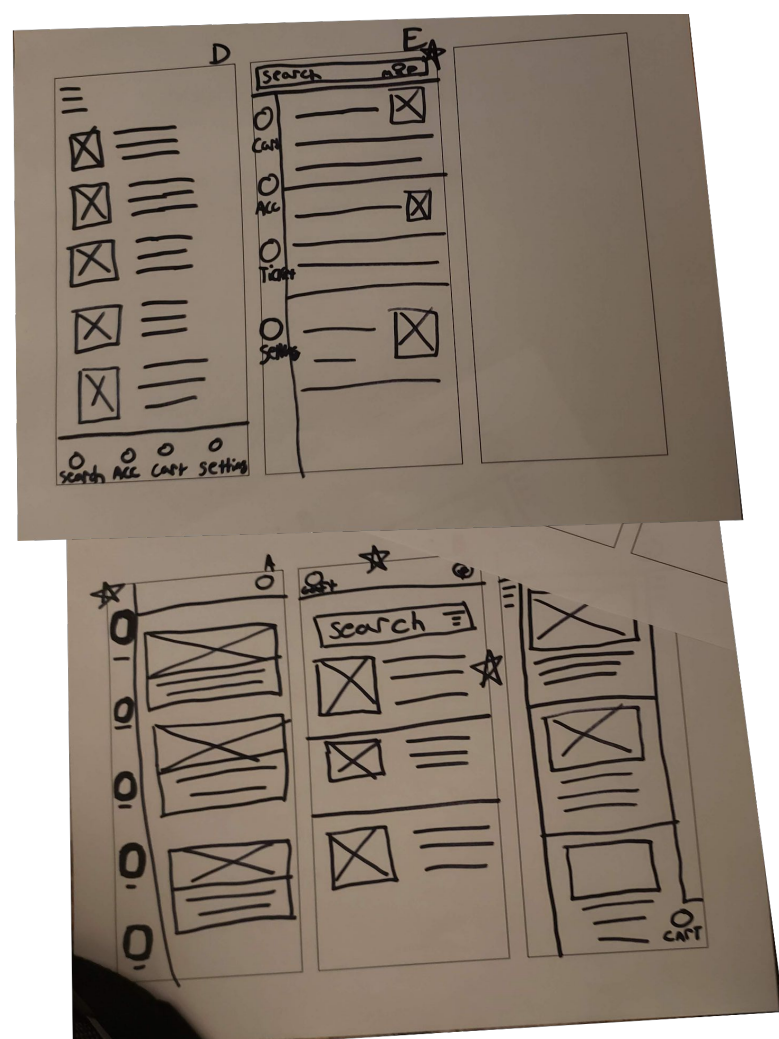
Goal: See a local Jazz concert

ACTION	Reserve Tickets	Find route to concert	Walk or drive to concert venue	Check in to theatre	Sit in reserved seat
TASK LIST	Tasks A. Buy tickets on app B. Reserve seat C. Purchase tickets	Tasks A. Use map app B. Get directions to venue C. Search for fastest route	Tasks A. Take quickest route B. Avoid traffic if possible C. Find parking	Tasks A. Retrieve tickets	Tasks A. Walk to reserved seats B. Sit in reserved seats C.
FEELING ADJECTIVE	Confused Frustrated	Confused Confident	Determined Lost	Determined	Happy Satisfied
IMPROVEMENT OPPORTUNITIES	Map of seating chart	Offer directions to venue	Area to improve	Show how to retrieve tickets	Show seating chart and how to get to seats.



# Paper wireframes

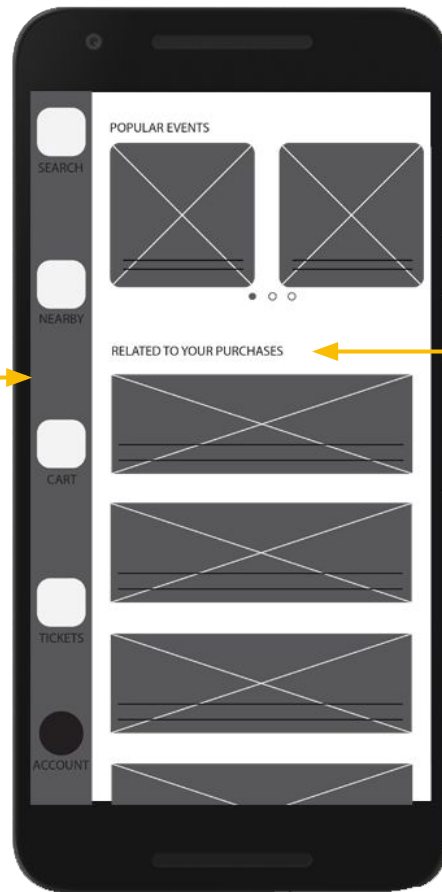
After drafting paper wireframes I marked features that I think would ease users pain points.



# Digital wireframes

For the initial digital wireframing I put vital navigational choices as a constant sidebar allowing users to constantly have a way to quickly access important navigational locations.

Sidebar for easy navigation to menu choices

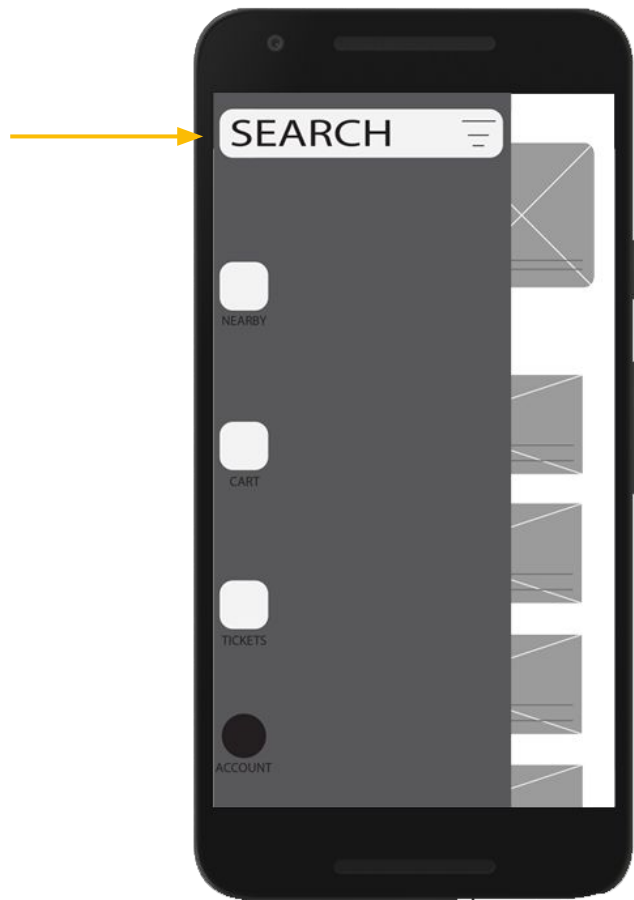


Recommendations based on users purchases.

# Digital wireframes

Placing certain functions in the sidebar should help users be able to quickly move from one function of an app to another without having extra loading times and extra pages and functions.

Placing certain functions in sidebar should allow users to stay on the current screen.

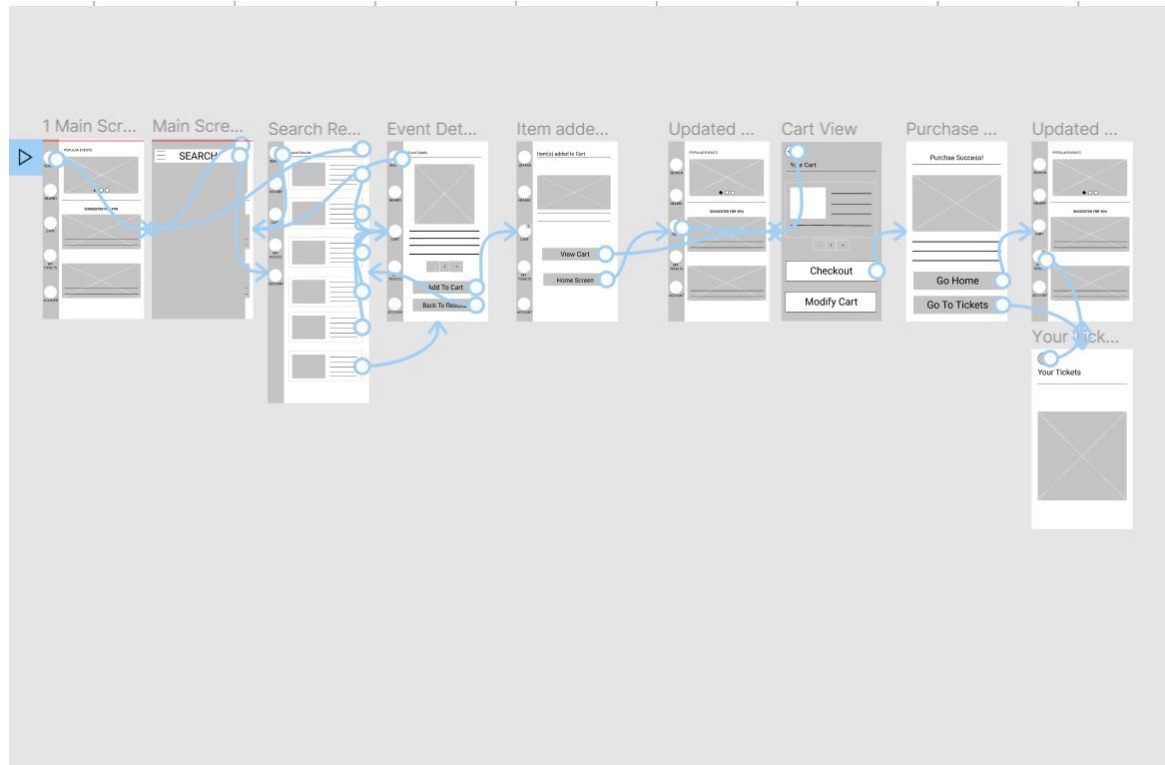


# Low-fidelity prototype

The first Low- fidelity prototype that was used in a usability study for TicketApp's user flow testing

Link to

[TicketApp Low-fi prototype](#)



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 Users wanted a fast search to checkout process
- 2 Users wanted to know what was close to them
- 3 Users wanted simplicity

## Round 2 findings

- 1 Users didn't like constant sidebar
- 2 Users wanted options of where to go when adding tickets to cart

## Refining the design

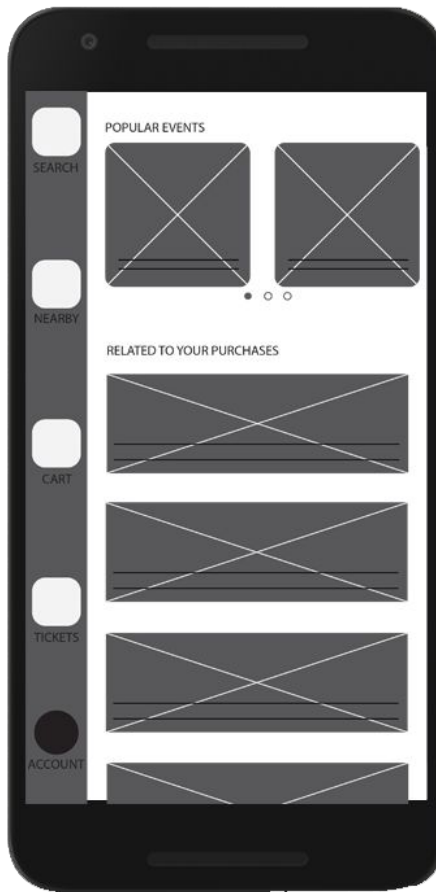
- Mockups
- High-fidelity prototype
- Accessibility



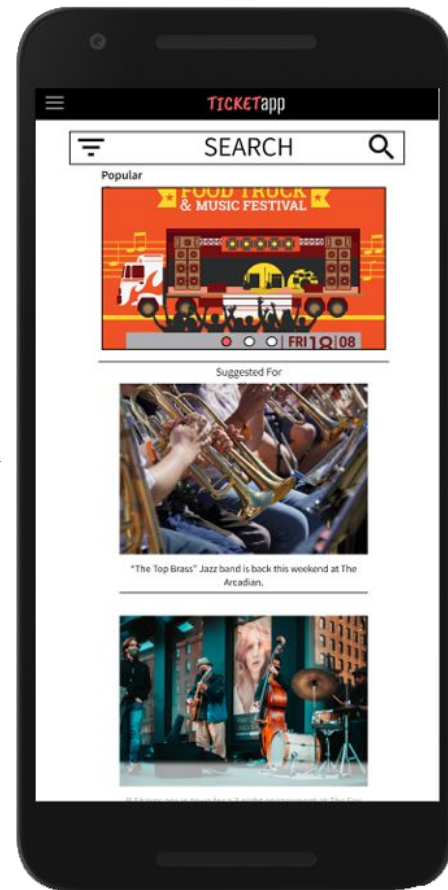
# Mockups

Sidebar was removed and the search bar was added as a separate function above

Before usability study



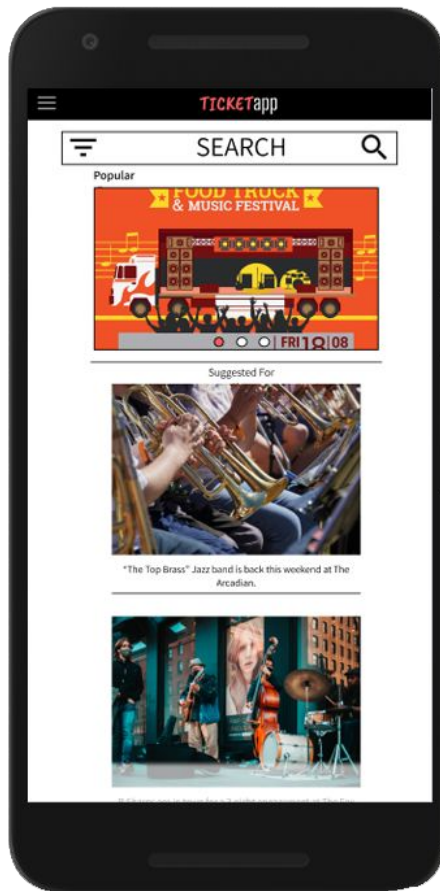
After usability study



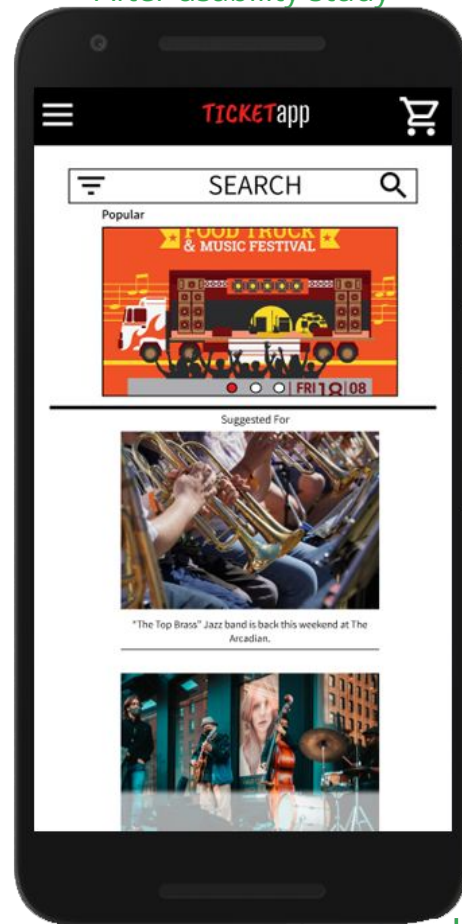
# Mockups

During a second usability study users wanted a better separation between items on the home screen. Some fonts were made bigger and colors were contrast checkers and subsequently changed

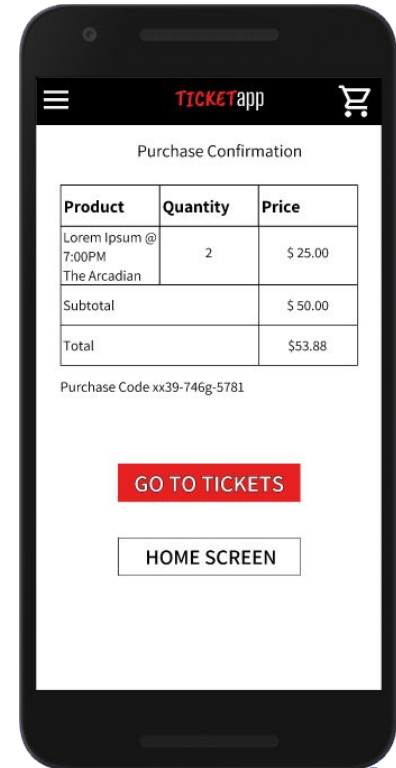
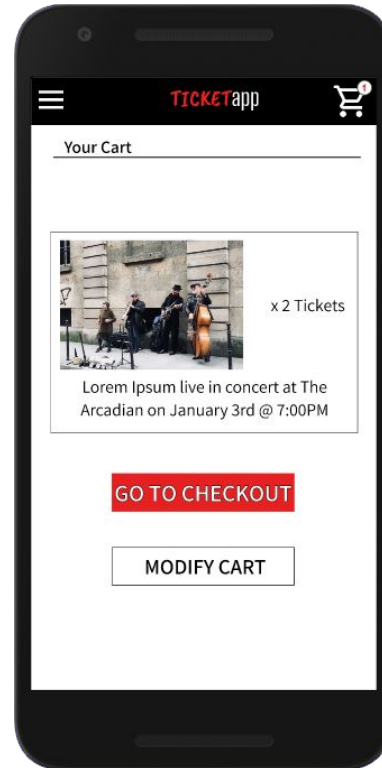
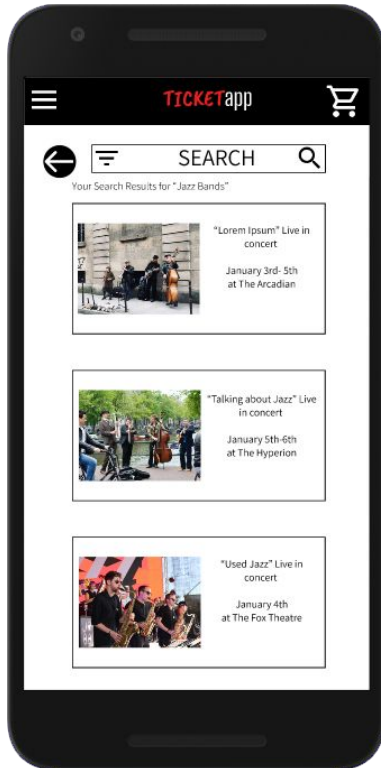
Before usability study



After usability study



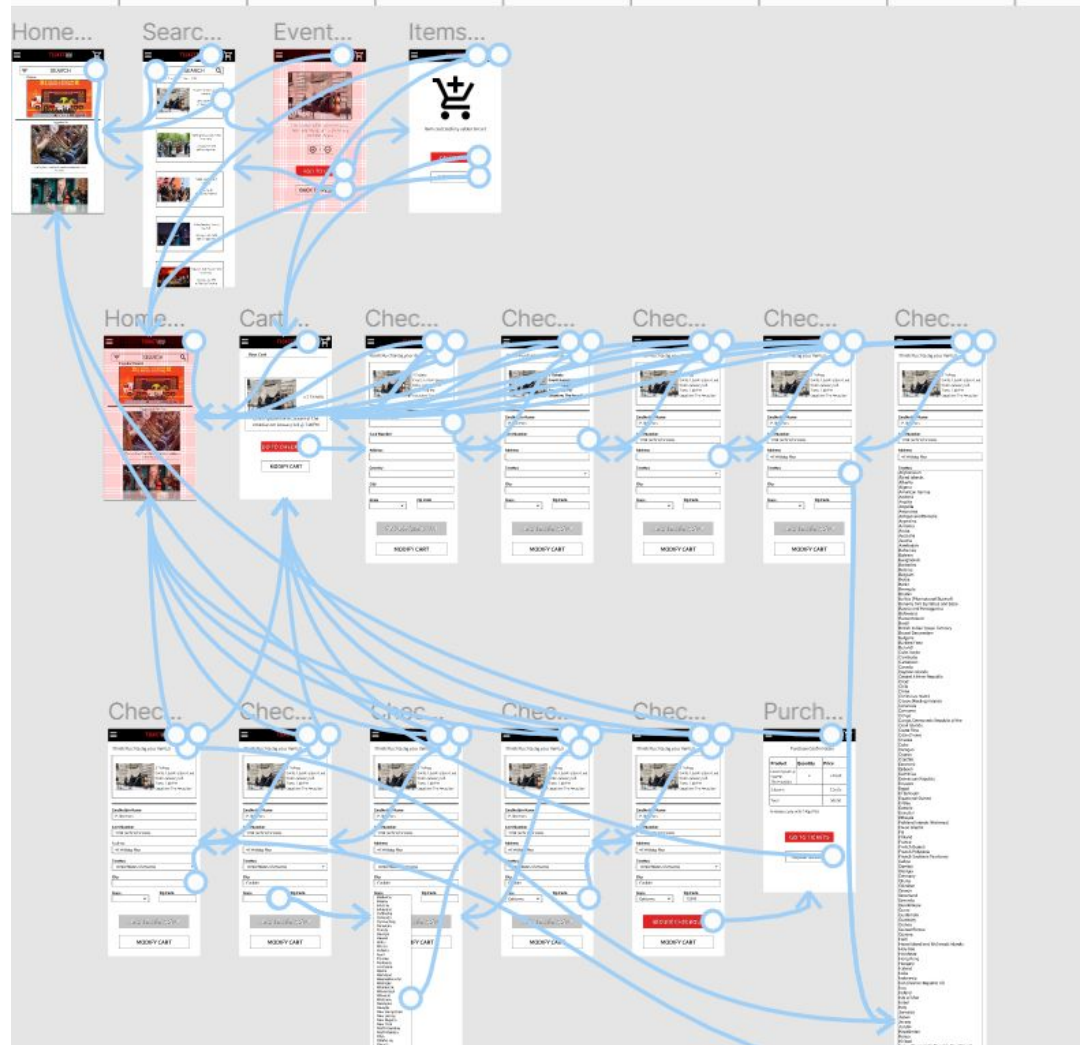
# Mockups



# High-fidelity prototype

The final High-Fidelity version of the TicketApp user flow complete with full purchasing information.

View the [TicketApp Hi-Fi prototype](#)



# Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Icons used help easily guide navigation

3

Navigational buttons and text utilize strong contrasts.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

During usability studies TicketApp was enjoyed by users who liked its simplicity. Most users seemed to enjoy the descriptive navigational buttons.



## What I learned:

While you may have your fixed idea about what you want the app to look like, once you start testing prototypes in usability studies your fixed idea needs to change drastically.

# Next steps

1

Continue conducting usability studies and identify new pain points to eliminate

2

Create a dark mode.



# Let's connect!



Thanks for taking time to review my work for TicketApp and if you wish to contact me you can do so with the information provided below

Email: [nvh2525@gmail.com](mailto:nvh2525@gmail.com)