

## OTB PDD

## Page: Hours and info

1

**Basic:** This is a basic information section that is extremely important because it is the main focus of what users look for when they visit this page

**Hours:** This section is required and is extremely important because it is the main focus of what users look for when they visit this page

**Number.** Needs to be present for users who want the information fast. This is inline with the Matty persona who wants information quickly and in an upfront manner.

**Purchasing Tickets:** I'm placing this section under important because although the section is titled "Box Office" hours and info, and users might think to purchase tickets at this page, it is not the primary purpose of the page. Instead purchasing tickets could possibly be placed elsewhere on a different page.

2

**Discounts:** Discounts should be in a more relevant area of the site that pertains to ticket *buying* and not general information about the box office.

**Exchanges:** Exchanges deals primarily with tickets and purchases and should have a separate page of its own. Ticket buyers may be confused when looking for this information in other, more appropriate, areas of the site.

**Waitlist:** Ticket buyers may be confused when looking for this information in other areas of the site. Waitlist focuses on sales and instead should have a separate page of its own.

3

**Donate today:** Does not meet the main purpose of the specific site. Although this section fits business goals of OTB, it does not make sense to have donations on a page allocated towards information.

**Sidebar Blog posts:** Relevant to keep the specific web page inline with promoting artists, however does not relate as much information about hours or information of the box office. I'm placing this as level two importance because often times there are hours and information included with the small thumbnails that could aid users in understanding OTB organization and the artists that perform there.