

Definition: I want to build an application that allows end users to quickly track, compare and contrast ticket purchases between multiple sites and events.

Audience: The scope of my audience is pretty vast. However, to apply a general definition, that would be any user who is looking to attend an event and purchase tickets.

Research:

- Applications Researched
 - <https://seatgeek.com/>
 - <https://www.ticketmaster.com/>
 - <https://www.vividseats.com/>
 - <https://www.stubhub.com/>
 - <https://gametime.co/>
 - <https://www.skyscanner.com/>
 - <https://www.expedia.com/>
 - <https://www.tickets.com/>
 - <https://sportticketcompare.com/>
- What I like about each site:
 - Seatgeek: When accessing the website, their search feature is very comprehensive, yet simple enough to get the process started. Their map also adjusts as you do and rotates to show your perception of seats vs the rest of the stadium. There is also a “deal score” which is self calculated by the site and is supposed to aid the customer in finding the best deals. As you’re looking through the seats, there are accompanying pictures to show what the view from that seat would look like. The user interface overall is very simple, yet sophisticated. The site is very user-driven.
 - Ticketmaster : Once you get to the actual user interface of purchasing a ticket, there are a number of ways to search/filter your results and you can quickly toggle between different similar events. Ticketmaster is also the primary market for many venues so they have the ability to differentiate between resale and primary owner tickets. The ticketmaster also does a good job of providing some ancillary information about the venue itself and how to access your purchased tickets. Ticketmaster also has an interactive seat map to select seats, which is not something the other sites have (to the extent that Ticketmaster does).
 - Vivid Seats: Vivid Seats seems to be the most “business like” website which promotes itself and other advertisements.
 - Stubhub: In terms of listing out the specific tickets for an event, I like the simplicity that Stubhub offers. The seat map is not as interactive as the one with Ticketmaster, however, it is more than sufficient to complete the task.
 - Gametime: Gametime’s focus on last minute, cheap tickets. So, their front page is based off of the location from which you are searching and offers the cheapest tickets for events in the area. The home page matches their general purpose

well.

- Skyscanner: What I like about Skyscanner is the ease with which I can search through a large number of preferences, all while adding/modifying the filters with which I choose to present my result. As a consumer, I feel very much in control of my experience when it comes to interpreting the search results.
- Expedia: Once you're able to get past some of the fluff, the actual content and search returns are very useful. Expedia truly serves the purpose of comparing multiple sources for flights against one another.
- What I did not like about each site:
 - Seatgeek: There may be some room to add some features to the home page and increase page connectivity.
 - Ticketmaster : Ticketmaster can be a little difficult to navigate at times due to the sheer volume of inventory that they're offering up.
 - Vivid Seats: There appears to be a general lack of transparency as specific details are revealed until you get further into the site. The overall feeling of the site is not very "benefitting to the client".
 - Stubhub: In comparison to some of the other sites, Stubhub is not as visually pleasing. It appears as though they opted for functionality and ease of use over aesthetic.
 - Gametime: I did not like where the search field was placed as it is clearly the second preference in terms of the design.
 - Skyscanner: While the site does a nice job presenting the filter options, I do wish there were more. This may simply be limited to the data feeds that Skyscanner has the ability to use.
 - Expedia: The site takes a little longer to load than some others and this is likely due to the amount of advertisements and other "recommended" features that Expedia deploys.
- How my application will be different:
 - Because my application would not be selling any active product itself, I will need to focus on the end user and making their experience as functional and smooth as possible. The biggest difference will be that the ticketing information will be presented in a different fashion than what is typically seen within the field. This difference in presentation could be an obstacle that needs to be overcome, however, it is one that is definitely welcomed.

Outline of Content

- What do I want on each page?
 - Home
 - Banner picture/header with site name and motto

- Navigation menu
- Search bar (event, venue, zip code, team, artist, etc)
 - Redirect to Event Search page with results
- Popular Events Near You
- Events That Might Interest You
- Sign Up for a Newsletter (footer)
- Contact
 - Banner picture/header with site name and motto
 - Navigation Menu
 - Contact Information
 - Contact Form (for inquiries)
 - Sign Up for a Newsletter (footer)
- About:
 - Banner picture/header with site name and motto
 - About Me paragraph
 - Sign Up for a Newsletter (footer)
- Event Search:
 - Banner picture/header with site name and motto
 - Navigation menu
 - Search bar
 - Search Results (with filters)
 - Result (left to right)
 - Date, Event details, Ticket Information, Vendor, Price, Icon to redirect to vendor site to make purchase
- What do I want the functionality of each page to be?
 - Home
 - A general snapshot of the site's purpose and ways to quickly get started searching.
 - About
 - A brief description of who I am and what my goal is.
 - Contact
 - Provide contact information and a way to make inquiries/feedback.
 - Event Search
 - Providing search results for the user as they search for the lowest prices for events.
- What is the purpose of my application?
 - The purpose of my application is to allow consumers to quickly shop and compare ticket prices between multiple sites and choose the best option for them.
- What business problem or real world problem am I going to be solving?
 - There is not yet a fully functional comparative source for ticket prices; currently a user must search each site individually to find their best ticketing option.
- Color Palette
 - Primary: Hex #BA3B0A
 - Secondary: Hex #FFFFFF
- Images

- Fonts
 - Lilita One Regular
 - Poppins Medium
- Logos
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- Ticket, search, filter and stadium icons from <https://fonts.google.com/icons>
- Navigation
 - Collapsed menu, located in the upper left hand corner.

Story Map:: see attached PDF

Wireframes: attached images

User Flow: see attached PDF

SWOT Analysis: see attached PDF

JIRA Roadmap:

<https://scfsteam1.atlassian.net/jira/software/projects/CPSTN/boards/112/roadmap?shared=&atlOrigin=eyJpIjoiMWI4NDA1Y2M5NDZFINGZlMzhmYmM1ZWU1MzBhNWNiMzciLCJwIjoiJ9>