A concert ticketing app for a Rock band

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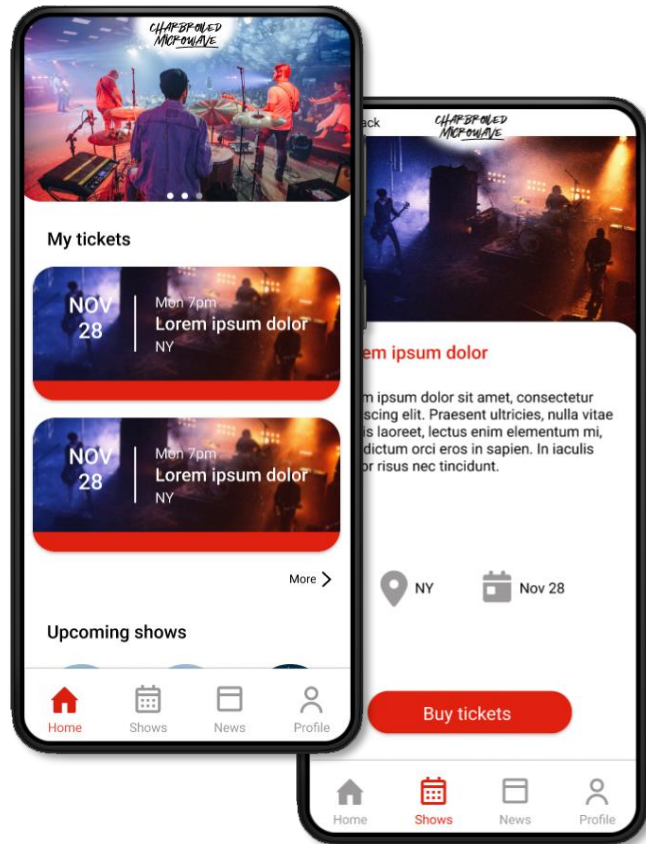
Project overview

The product:

Charbroiled Microwave is an imaginary rock band. They have attracted a dedicated fanbase over the years and need a special way to connect with the fans. The app will let even the busiest people to keep track of their favorite band's shows with only a touches away from securly buying a ticket!

Project duration:

July 2021 to February 2022

Google

Project overview

The problem:

People often feel insecure using different ticketing apps from different organizers.

The goal:

Design an app for Charbroiled Microwave's fanbase that allows users to browse planned shows, read news about the band and buy tickets easily.

Project overview

My role:

UX/UI designer from conception to delivery

Responsibilities:

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

Understanding the user

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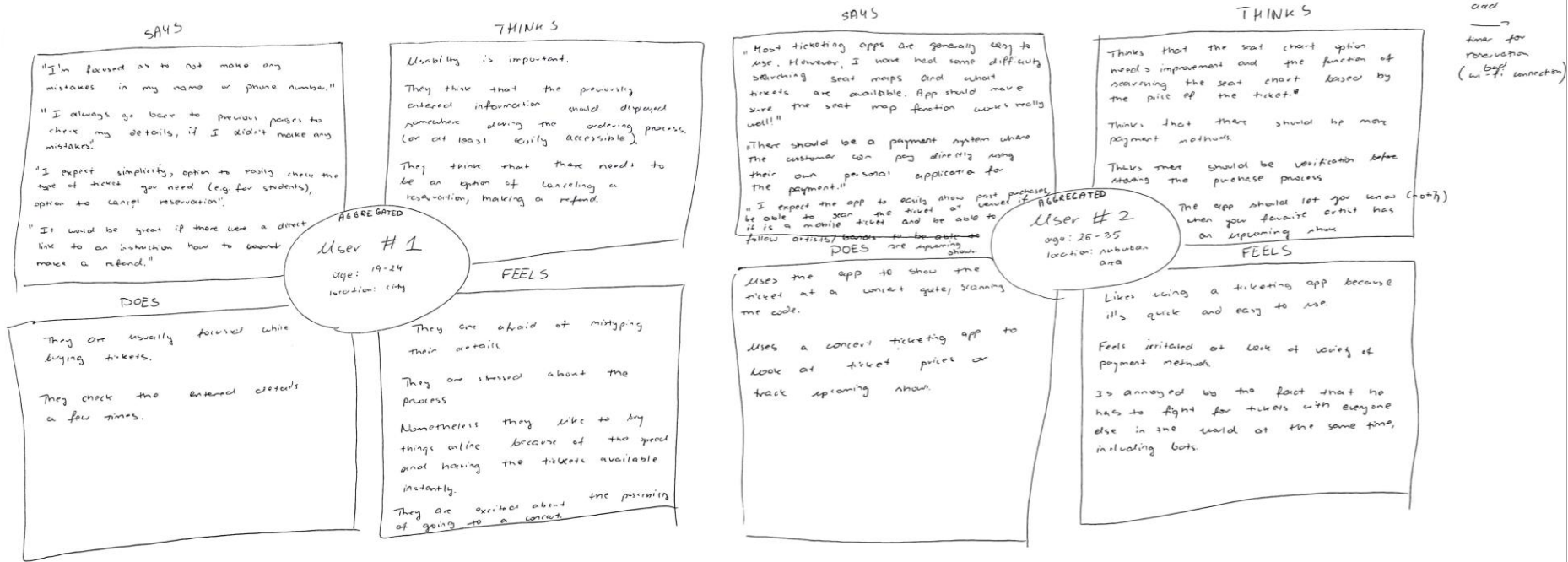- Problem statements
- User journey maps

User research: summary 1/2

I conducted interviews and in addition carried out an online survey in order to reach to a more versatile group of users. I created empathy maps based on collected data and I was able to identify two user groups: **young people who are anxious about mistyping their payment details** and **older people who are mainly concerned about the functionality of the app**.

Research revealed that user problems include inconvenient access to previously entered details, difficult search of seat maps, no option to search the seat chart by price, not enough payment methods, inability to follow one artist, letting in bots before real fans.

User research: summary 2/2

SAYS

"I'm focused as to not make any mistakes in my name or phone number."

"I always go back to previous pages to check my details, if I didn't make any mistakes."

"I expect simplicity, option to easily check the type of ticket you need (e.g for students), option to cancel reservation."

"It would be great if there were a direct link to an instruction how to count make a refund."

THINKS

Usability is important.

They think that the previously entered information should displayed somewhere during the ordering process. (or at least easily accessible).

They think that there needs to be an option of canceling a reservation, making a refund.

AGGREGATED

User #1
age: 19-24
location: city

DOES

They are usually focused while buying tickets.

They check the entered details a few times.

FEELS

They are afraid of mistyping their details.

They are stressed about the process.

Nonetheless they like to buy things online because of the speed and having the tickets available instantly.

They are excited about the possibility of going to a concert.

SAYS

"Most ticketing apps are generally easy to use. However, I have had some difficulty searching seat maps and what tickets are available. App should make sure the seat map function works really well."

"There should be a payment system where the customer can pay directly using their own personal application for the payment."

"I expect the app to easily show past purchases, be able to scan the ticket at venue if it is a mobile ticket and be able to follow artists/bands to be able to DOES are upcoming show.

uses the app to show the ticket at a concert gate, scanning the code.

uses a concert ticketing app to look at ticket prices or track upcoming shows.

THINKS

Thinks that the seat chart option needs improvement and the function of scanning the seat chart based by the price of the ticket.

Thinks that there should be more payment methods.

Thinks there should be verification before starting the purchase process

AGGREGATED

User #2
age: 26-35
location: suburban area

The app should let you know (both) when your favorite artist has an upcoming show

FEELS

Likes using a ticketing app because it's quick and easy to use.

Feels irritated at lack of variety of payment methods

Is annoyed by the fact that he has to fight for tickets with everyone else in the world at the same time, including bots.

and time for reservation (bad wi-fi connection)

User research: pain points

1

Access to entered details

The user needs to go back to previous screens to check their details bafore finalizing the order.

2

Payment methods

Few payment options don't allow users to choose the method they already know and trust.

3

Seat charts

It's diffcult to search seat charts. Users want the option to filter the seats by their availbility and price.

4

Blocked by bots

Tickets sell out quickly because apps let in bots and users can't get tickets for themselves.

Persona: **Aysha Mathis**

Problem statement:

Aysha is a University student who needs an easy way to access previously entered details because she usually gets very stressed about mistyping data that will later be used in the payment process.

Aysha Mathis

Age: 23
Education: University student, 4th year
Hometown: Warsaw, Poland
Family: Single
Occupation: Student

"Studying makes me feel self-satisfaction but sometimes I just want to forget all about it!"

Goals
- To unwind from studying while watching her favorite band play
- To be able to buy a ticket when she feels the need to have fun

Frustrations
- „I'm always afraid I mistyped my details on previous screens during purchasing."
- „If I make a mistake, I'd like there was a clear information about how to make a refund or cancel the reservation if I haven't paid yet."

Aysha is a student of Computer Science who just started her Master Thesis. To detach and truly get a break from studying and researching she occasionally goes to concerts. She is a very diligent person but gets stressed when filling out any information that later will be included in a payment process.

Persona: **Abdul-Aziz Becker**

Problem statement:

Abdul-Aziz is a car mechanic and a father-to-be who needs to find convienent seats during the show and the make sure that payment process is safe because he's concerned about his wife's safety and wants to avoid any scams.

"There are so many opportunities that a big city creates."

Abdul-Aziz Becker

Age: 35
Education: Higher
Hometown: New York, NY
Family: Wife, baby on the way
Occupation: Car mechanic

Goals

- To go to a concert with his wife from time to time
- To spend more quality time with his wife before the birth of their child
- To have fun before the baby is born

Frustrations

- „I have had some difficulty searching seat maps wnd what tickets are available."
- „I want to see my previous purchases."
- „I want to know when my favorite artists have an upcoming show."
- „There are usually too few payment options in apps."

Abdul-Aziz moved to New York after meeting his wife. Since then, he has been keen on exploring what a big city has to offer. He always liked music and has a long list of his favorite bands. With a baby on the way, he wants to see them live before he will be devoting most of his time to the small creature. He is careful about spending money online and would like to use his trusted applications to carry out online purchases. Because his wife is pregnant he likes to make sure that they have convienent seats for a show.

User journey map

Abdul-Azizi's user journey highlihted many details that need to be considered and were not revealed in previous research.

Persona: Abdul-Aziz Becker

Goal: Buy concert tickets and enjoy the show with his pregnant wife

ACTION	Download a ticketing app	Enter personal details into the app	Find the show	Buy the tickets	Download the tickets
TASK LIST	Tasks A. Open app store B. Find an app that sells tickets for a concert he wants to go to	Tasks A. Create a new account B. Enter the details C. Check if they are correct	Tasks A. Scroll through listed shows B. Open show details C. Make sure that this is the one	Tasks A. Check once again if this is a correct show B. Find the buy button C. If not registered, enter the details D. Choose seats from a seat chart D. Make a payment	Tasks A. Find a way to access to tickets in the app B. Check the details once again.
FEELING ADJECTIVE	• Impatiance during finding an appropriate app • Anger when the downloaded app doesn't sell the tickets	• Fear abuot mistyping the details • Frustration about the process taking so long (i.e. confirming the account with a sent code) • Focused when filling out the form	• Fear about choosing wrong city and date • Irritation when he can't find the show he wants to go to • Focused about finding the correct show	• Stressed about choosing the correct date and location of the show • Fear about mistyping the details • Anxiousness when there is no payment method previously known by the user • Frustrated about how incovienent searching the seat chart is • Frustrated about finding seats that will accommodate his pregnant wife	• Confusion about not knowing where to find the tickets • Fear about being scammed
IMPROVEMENT OPPORTUNITIES	Creating a ticketing app for a particular artists so it's always easy to find.	Letting the user to buy a ticket without registration. Displaying the details during the process.	Option to filter the shows by city and/or date. Listing the shows by the distance to user's current location.	Displaying the details and show loacation and date during the payment process. Make sure there are most popular payment methods available. Filtering the seats by price and accessibility.	Displaying the tickets after the purchase and giving a clear instructions how to access them later.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Paper wireframes for each screen were created by iterations to ensure that the elemnts that made it to the digistal wireframe would create the best user experience and adress user pain points.

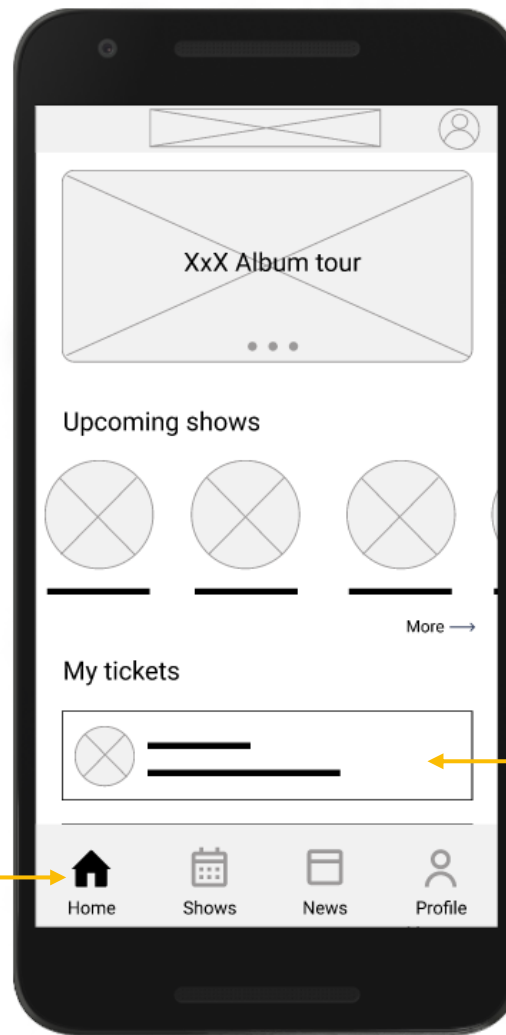For the home page, the idea was to design a screen with a quick access to the most important features.
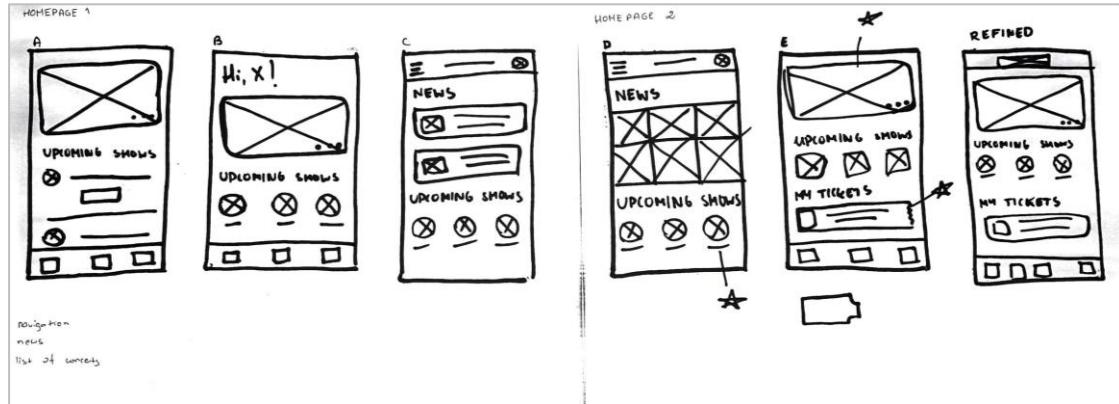
Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

Easy navigations and quick access to key functionalities were key user needs to address in the design.

XxX Album tour

• • •

Upcoming shows

More →

My tickets

Home   Shows   News   Profile

Easy access to purchased tickets from the home screen

Navigation bar is always on display so that the user can qucikly switch locations

Digital wireframes

Screen designs were based on feedback and findings from the conducted user research.

Revision of the previosuly enetered payment details
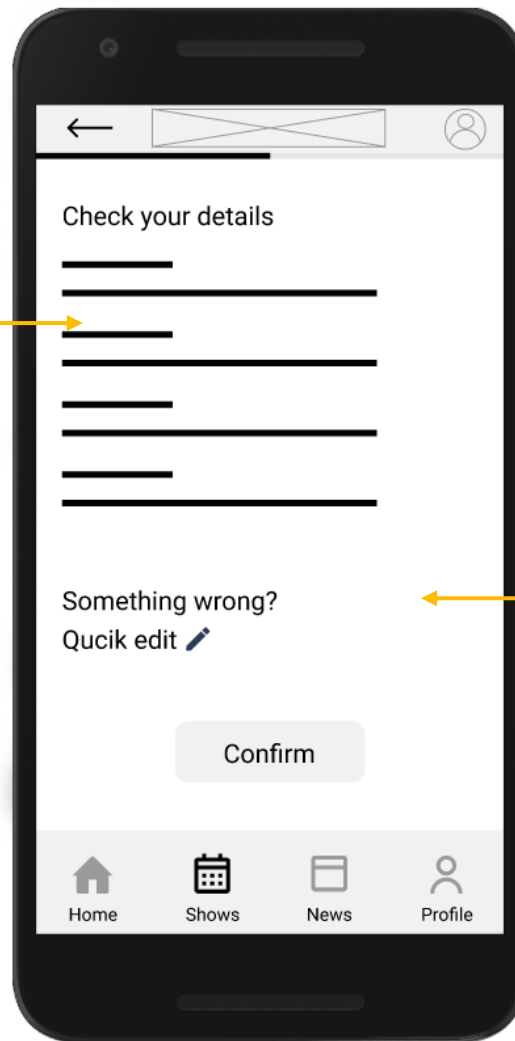
Users can quickly edit their details if they notice that something's wrong

Check your details

Something wrong?
Qucik edit ✏️

Confirm

Home   Shows   News   Profile

Low-fidelity prototype

The low-fidelity prototype connceted the primary user flow of buying tickets for a show, so that the prototype could be used in a usability study with users.

[View the low-fidelity prototype](#)
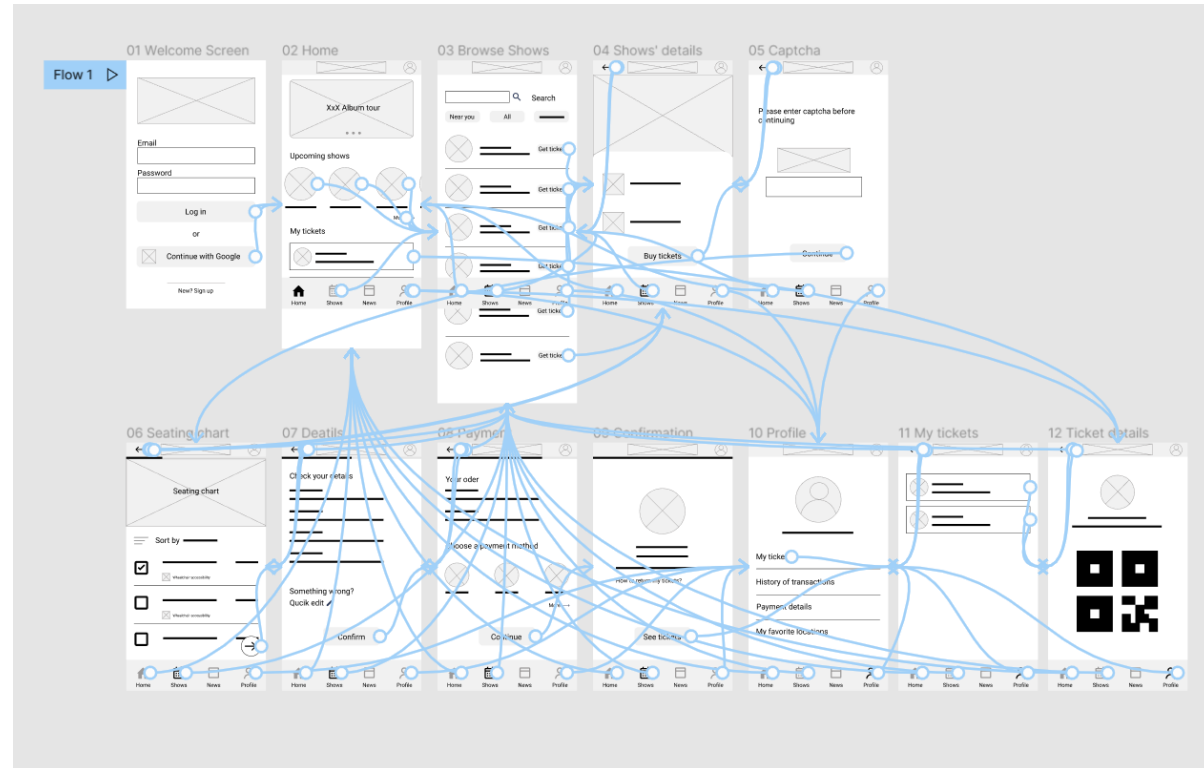
Usability study: findings

Two rounds of usuability studies were conducted. The first one took place in the early stage with a low fidelity design, while the second one used high fidelity design and pinted out details that still need to be adressed or have come up with the introduction of the UI.

Round 1 findings

1. The design needs to be more focused on one of the paths to choose a show

2. Users need an explanation why the app uses captcha

3. Users need better cues where to find the tickets after purchasing them

Round 2 findings

1. Original accent colour of the app was too bright

2. Quick edit of the details druing checkout proces needs to be indicated by a button

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early design didn't do a good job of making the option of editing the details easily seen to the user. After usuability studies the design was revised and the **edit option** was placed as a buton right before the confirm buton.

Mockups

During the usuability study it was discovered that the **main accent color** of the app is too bright and doesn't pass accessibility standards regarding contrast.
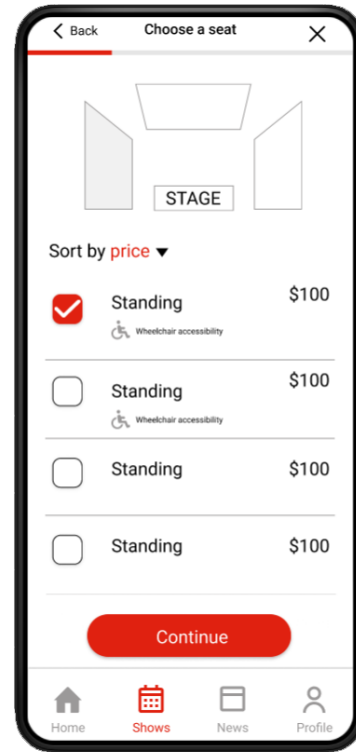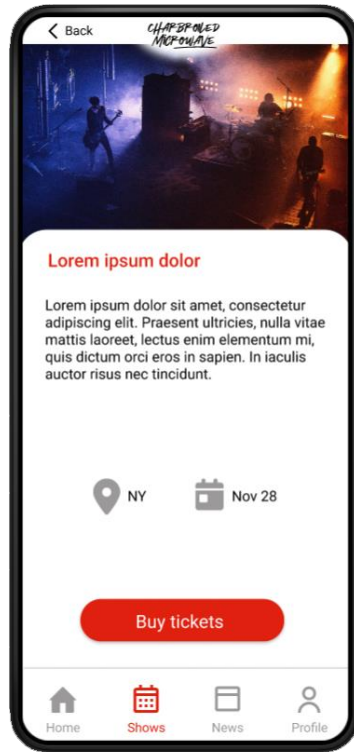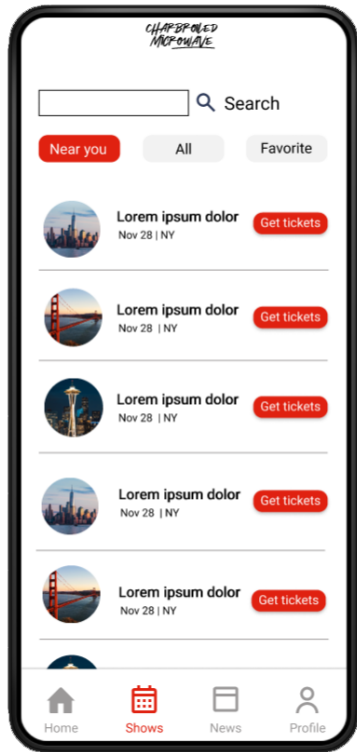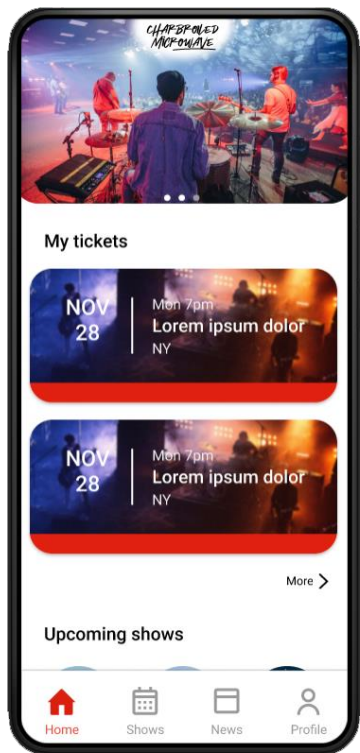

Before usability study 2
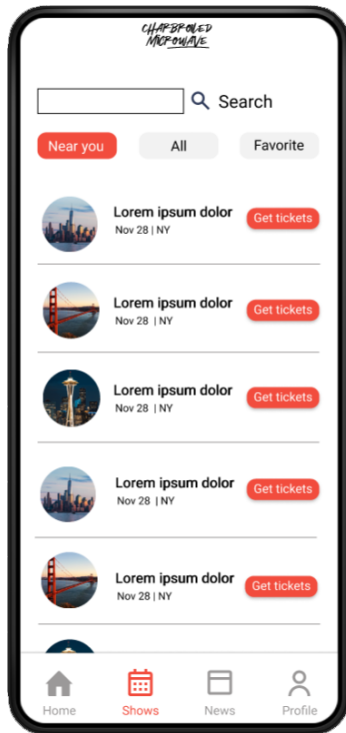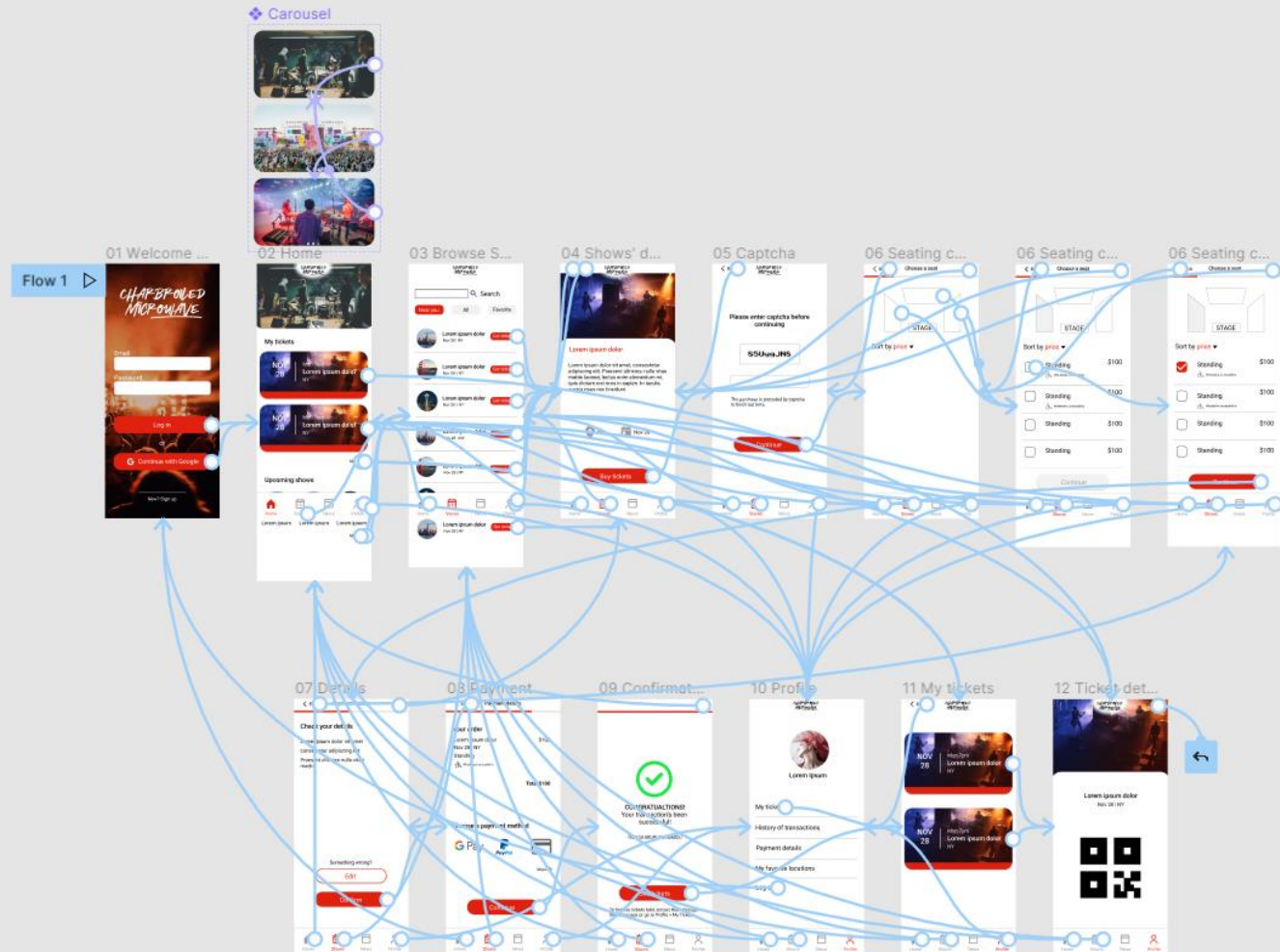

After usability study 2
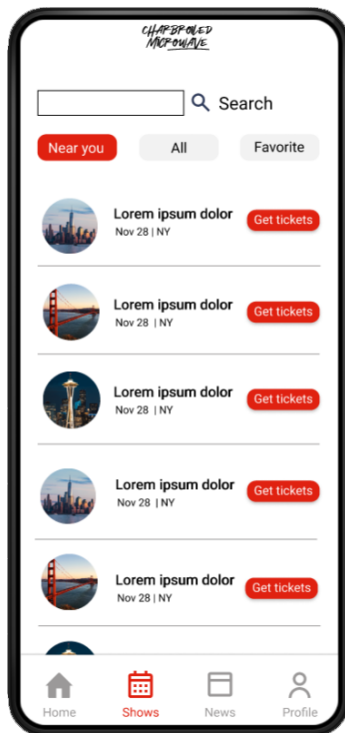
Mockups

High-fidelity prototype

The final high-fidelity prototype met user needs that were discovered during the second round of the usability study.

Link to high-fidelity prototype

Accessibility considerations

1

Colors picked out for the app pass WCAG AA standards.

2

The app indicates whether a chosen ticket is wheelchair accessible or not.

3

There are a few alternatives of navigating through the main flow of the app.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel more conected to the band.

What I learned:

While desigining the app, I learned that a good design comes from many interations supported by usability studies and actual knowledge about how people would use your app. The user is always the most important!

Next steps

1

Conduct another round of usability studies focusing on accessibility.

2

Conduct more user research to determine any new areas of need or pain points.

Let's connect!

Thank you for going through the process of making the ticketing app with me! If you'd like to see more of my designs and other work, my contact information is provided below.

Email: m.golebiowska556@gmail.com
Website: mgraves236.github.io

Thank you!