

Introduction	● Title: Creating a concert ticketing app for trendy musicians ● Author: Melody Yang, UX designer, melodyhryang@gmail.com ● Stakeholders: N/A ● Date: 06/19/2023 ● Project background: We are creating an app that makes ticket purchasing simple and efficient for users. We realized many users have difficulty purchasing concert tickets due to their busy schedules. We want to create a mobile app that satisfies consumers' needs and improves sales, and overall experiences for users. ● Research goals: We want to figure out what issues arise when users are trying to purchase concert tickets. Specifically, if there are issues with navigation, seat selection, and filtering.
Research questions	● Are users able to select preferable seats successfully? ● Are there any pages in which the user becomes confused with the navigation? ● How long does it take for users to find the event they're looking for? ● How long does it take for users to purchase concert tickets? ● Do the filters make the process more efficient for users?
Key Performance Indicators (KPIs)	● Time on task: how long it takes for users to find events + purchase concert tickets ● Conversion rates: how many concert tickets were purchased ● System Usability Scale: questionnaire from user feedback ● User error rates: how often do users get stuck trying to choose the seats they want ● Drop-off rates: At what part of the navigation process do users quit
Methodology	● Unmoderated usability study ● Location: United States, remote ● Dates: June 22–July 3 ● How will you collect data? How will you analyze the data once you get it? ● 15 participants will purchase concert tickets and complete a questionnaire about their experience with the app ● Each session will last 20–40 minutes
Participants	● Participants should include all genders with different abilities including: ○ 1 user who is not fluent in English ○ 1 user who has an auditory impairment ○ 1 user who has a mobility impairment ○ 1 user who has a visual impairment ○ 1 user who uses assistive technology

	Incentive: a raffle entry for a \$50 electronic gift card to PeanutPass upon completion of the questionnaire
Script	● Prompt 1: From the home screen, find the desired event you would like to attend. ○ Prompt 1 Follow-Up: How easy or difficult was this task to complete? Were you able to utilize the filters provided to find your event? ● Prompt 2: Choose which location, date, and time is the most preferable for the selected event ○ Prompt 2 Follow-Up: How easy or difficult was this task to complete? Is there anything you would add to improve this process? ● Prompt 3: Select preferable seats on the selected event ○ Prompt 3 Follow-Up: How easy or difficult was this task to complete? Is there anything you would add to improve this process? ● Prompt 4: Confirm tickets and complete payment details at checkout ○ Prompt 4 Follow-Up: How easy or difficult was this task to complete? Is there anything you would add to improve this process? ● Participants should be prompted to complete the system usability scale. Participants will be asked to score 10 statements from 5 statements that range from strongly disagree to strongly agree (strongly disagree, disagree, neutral, agree, strongly agree) ○ I thought the app was easy to use. ○ I found that the filters made the process more efficient. ○ I found the seat selection process difficult. ○ I think it would take most people a long time to learn how to use this app. ○ I would frequently use this app. ○ I found this app easy to use. ○ I found the payment process confusing. ○ I thought the app was overwhelming and too complex ○ I thought the features provided weren't useful. ○ I think I would need prior experience to use this app.