



A concert ticketing app simplified.

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Project overview

The product: TICKETPUNCH

An app that will be able to track ticket sales as well as provide a way for fans to book tickets for shows.

Key features include:

- White label ticketing
- Direct ticket purchase
- Event check-in

Project duration:

August 2022 - November 2022



Project overview

The problem:

The ticket-buying process is usually an extremely complicated and frustrating endeavour that involves many factors and is usually managed by multiple entities.

My role:

UX/UI designer, UX researcher

The goal:

To create an app that offers a no-frills solution for fans to book tickets for a band.

Responsibilities:

User research, wire-framing, prototyping

1 Understanding the user

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

User research: pain points

①

Too many parties:

When buying tickets, many individuals have a difficult time due to the complexity of the process → TICKETPUNCH aims to simplify the process.

②

Complicated UI:

Many individuals struggle with using conventional ticketing apps due to a confusing user interface. TICKETPUNCH features a simplified UI experience.

③

Ticket Scalpers:

When tickets go on sale, users often have to compete with scalper bots. TICKETPUNCH will feature bot protection elements as well as direct sale.
performer → consumer

Personas: Robin

Problem statement:

Robin is a busy working marketing specialist who needs to be able to buy tickets without the hassle of going through multiple vendors or 3rd party sellers.



Robin

Age: 23

Education: Bachelor's degree

Hometown: Hamilton, ON

Family: Single, Lives with two roommates

Occupation: Marketing Specialist

"I'd love it if there were an easier way to get tickets to see my favourite bands play"

Goals

- To be able to purchase tickets at a reasonable price.
- To be able to support my favourite bands.

Frustrations

- "I have a hard time getting tickets because of how many steps are involved in the process."
- "The ticket buying experience is extremely frustrating."

Robin is a 23-year-old marketing specialist that likes going to see her favourite bands play. She is very busy and usually gets tickets through third-party vendors that charge significant markup, as she doesn't have time to sit and wait for the tickets to be released. Robin wishes there was an easier way to get tickets at their original price as she loves supporting her favourite bands.

Personas: Sean

Problem statement:

Sean is a musician who needs to be able to provide a seamless ticket-buying solution because fans are frustrated with the current ticket-buying situation.



Sean

Age: 28

Education: Bachelor's degree

Hometown: Toronto

Family: Single, travels a lot

Occupation: Musician and band leader

"I love being a musician and I want all my fans to be able to come out and support my band."

Goals

- To be able to sell tickets to fans directly.
- To be able to provide a centralized solution to the frustration of buying tickets.

Frustrations

- "We want to be able to control our own ticket sales and not have most of them taken by third-party sellers who will up the price."

Sean is a 28-year-old musician who tours around the country playing shows with his band. Sean wants to be able to provide a solution to fans who are frustrated with the current ticket-buying options and offer them a place to buy tickets and register for events.

Personas: user journey map

Persona: Robin

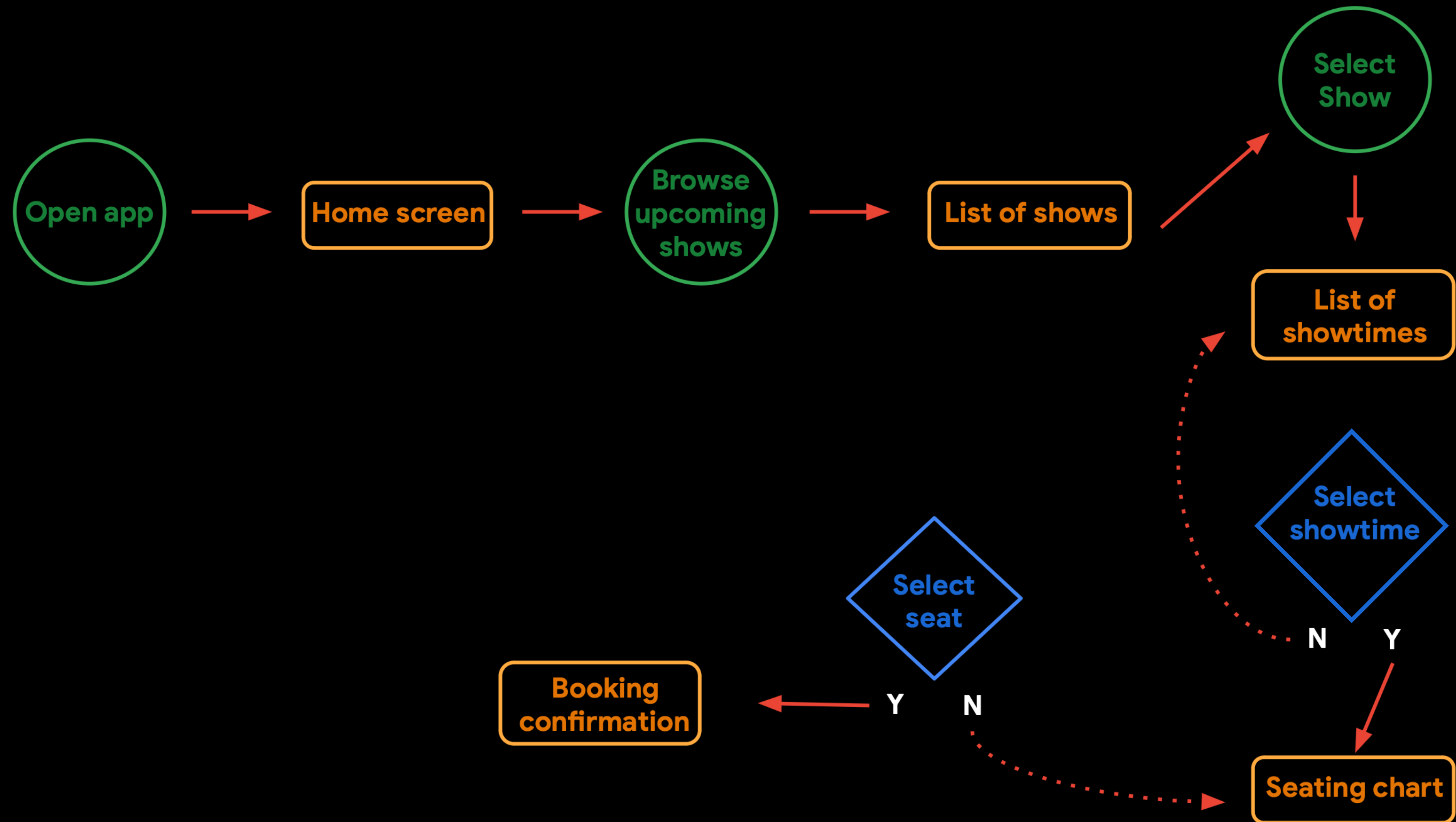
Goal: Book two tickets for an upcoming concert

ACTION	Select Showtime	Choose Seating	Confirm Seating	Complete Payment	Receive Tickets
TASK LIST	Tasks A. Decide on which day to go B. Double check with friend to confirm availability C. Choose a Showtime	Tasks A. Go through seating options to find the best one B. Select Seating option	Tasks A. Confirm selection of Seating option B. Proceed to payment stage	Tasks A. Complete payment using one of the multiple supported payment gateways	Tasks A. Check email inbox B. Receive Tickets C. Add to digital wallet
FEELING ADJECTIVE	Excited to go to a show	Concerned that she won't know what the view looks like until she's there in person	Happy to be attending	Annoyed that she has to go and get her credit card	Wishes there was an easier way to transfer the second ticket to her friend
IMPROVEMENT OPPORTUNITIES	N/A	Including a POV image of seating options	N/A	Integrating payment features such as Apple Pay and Google Pay → faster payment options	Seamless transfer feature.

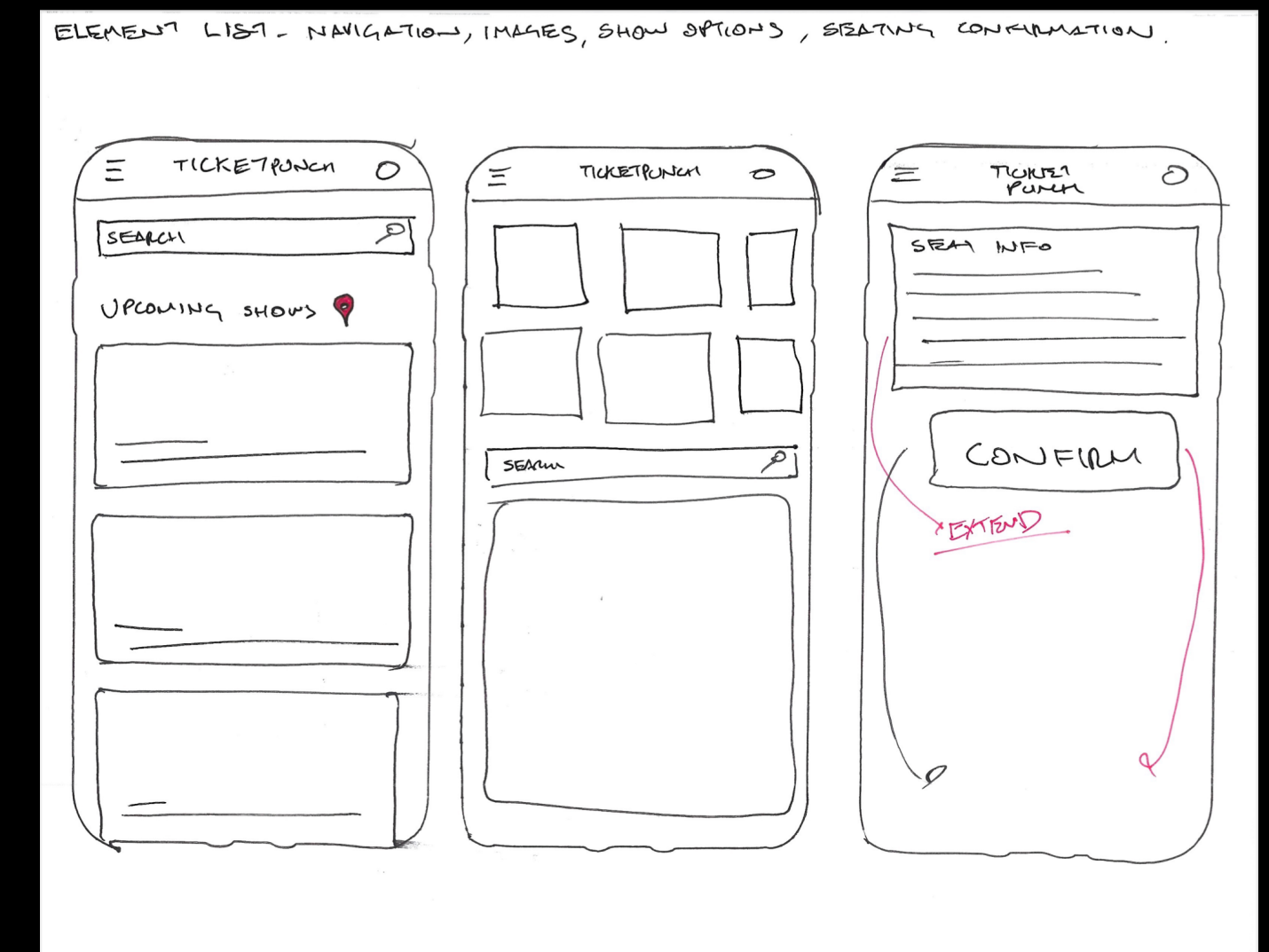
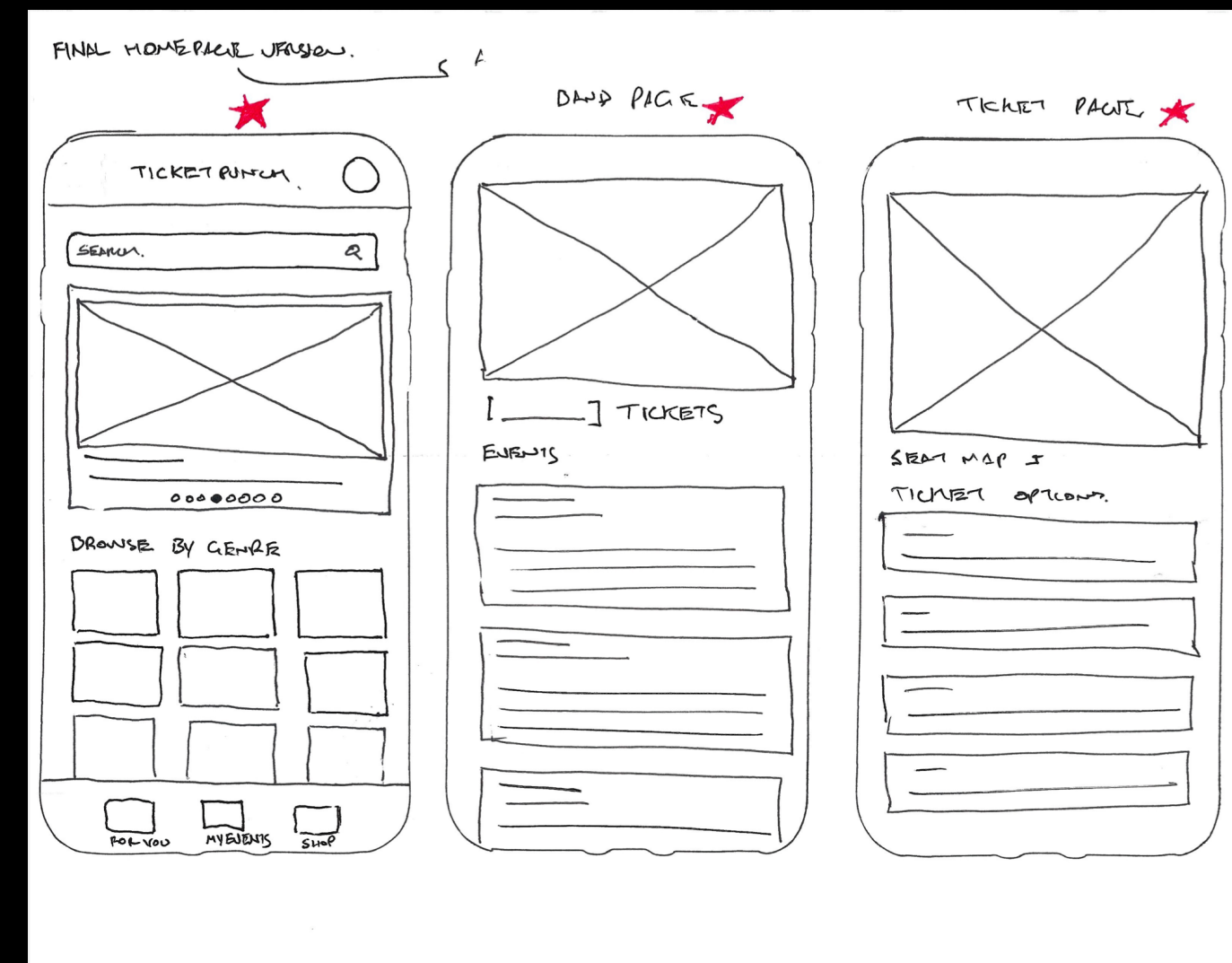
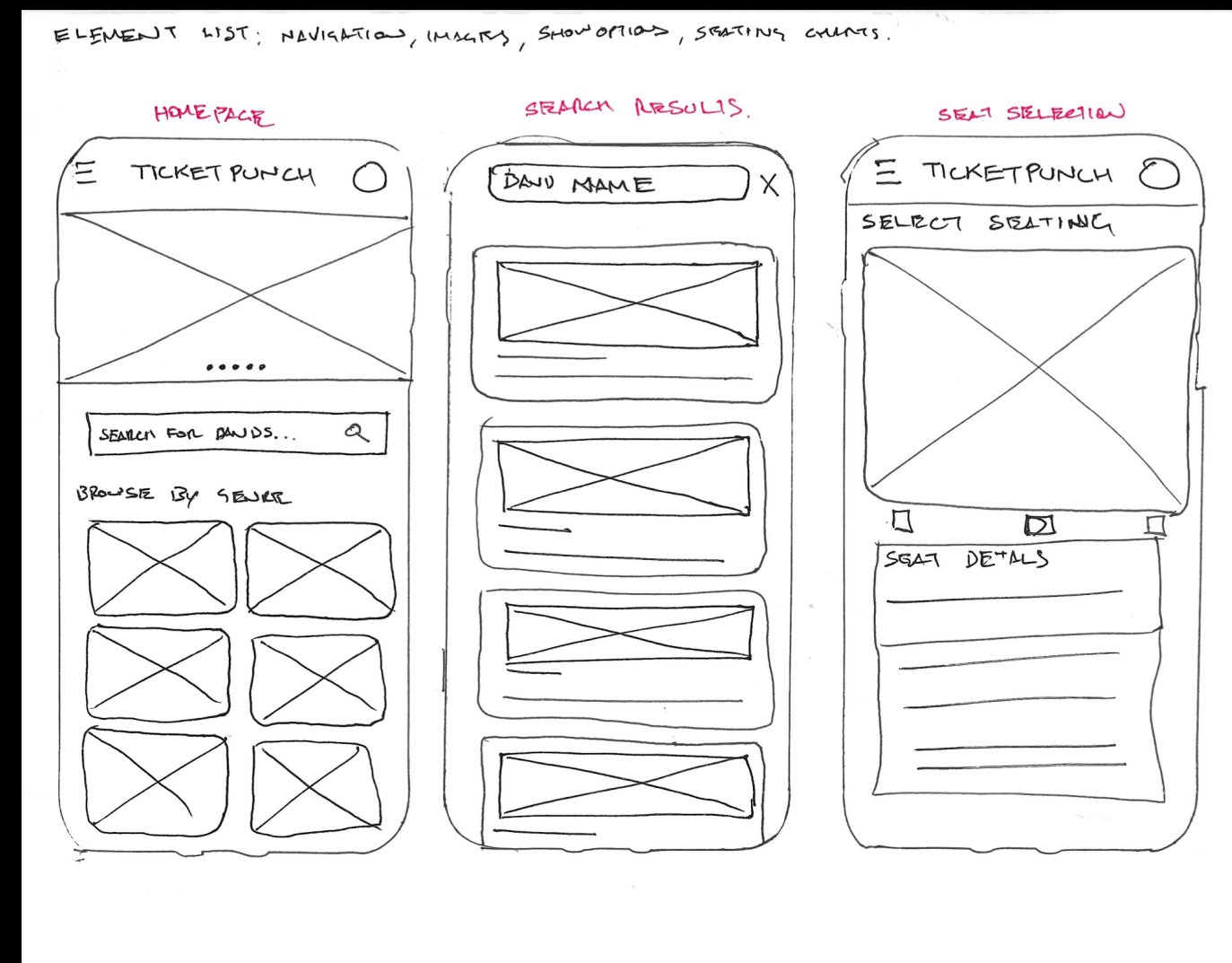
2 Starting the design

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

User flow



Paper wireframes: initial drafts



- For the home screen, I wanted the search bar to be easily visible as it is the main call to action button, so I drew it in several different positions and ended up liking it the best near the top.
- I also liked the idea of a carousel feature that highlighted upcoming events, so I ended up including that in the final version.

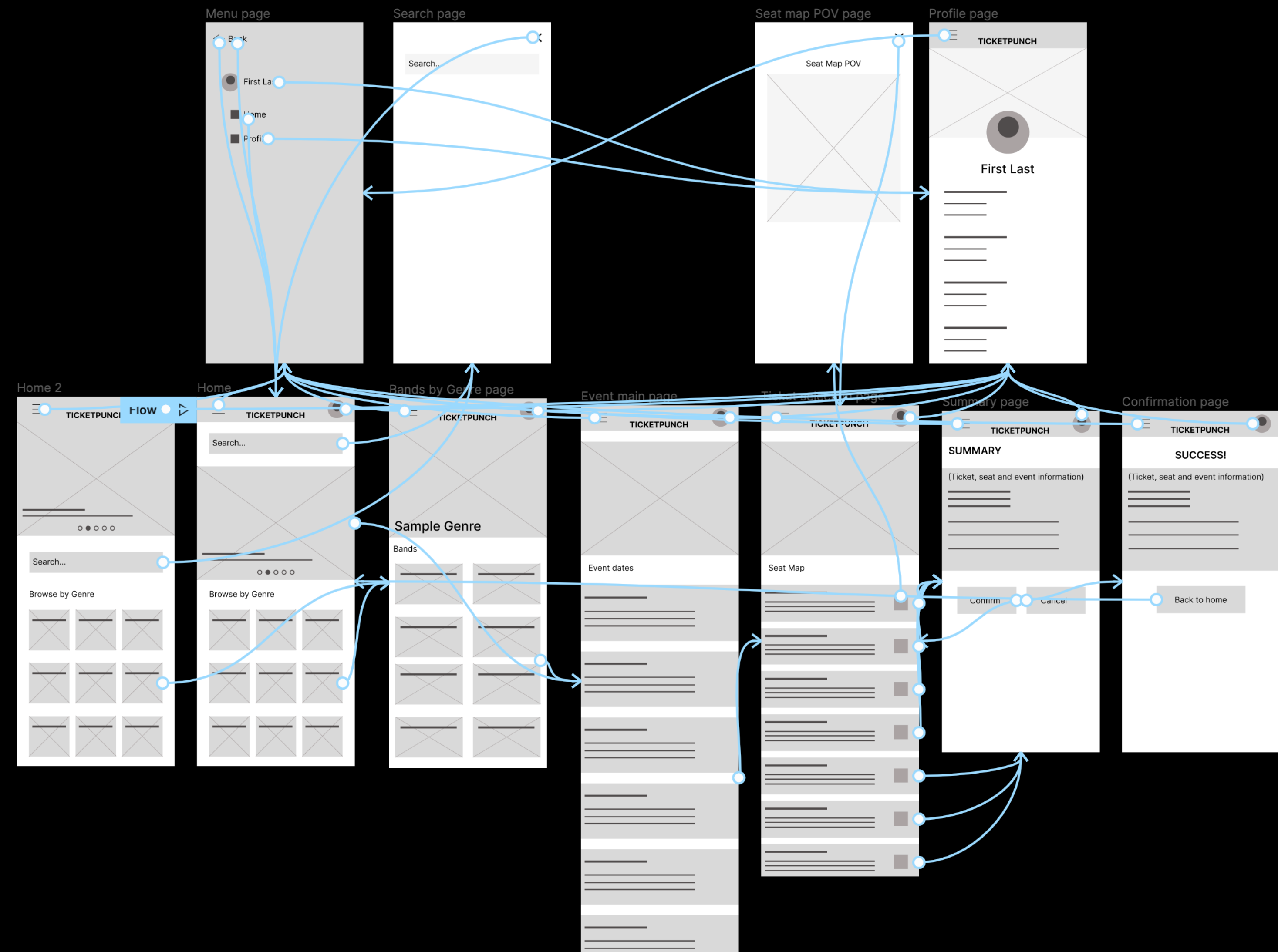
- The band information page and seating information page remained relatively the same.
- I liked the idea of a “browse by genre” feature with large icons for accessibility and chose to include it in the final version.

Digital wireframes: initial drafts

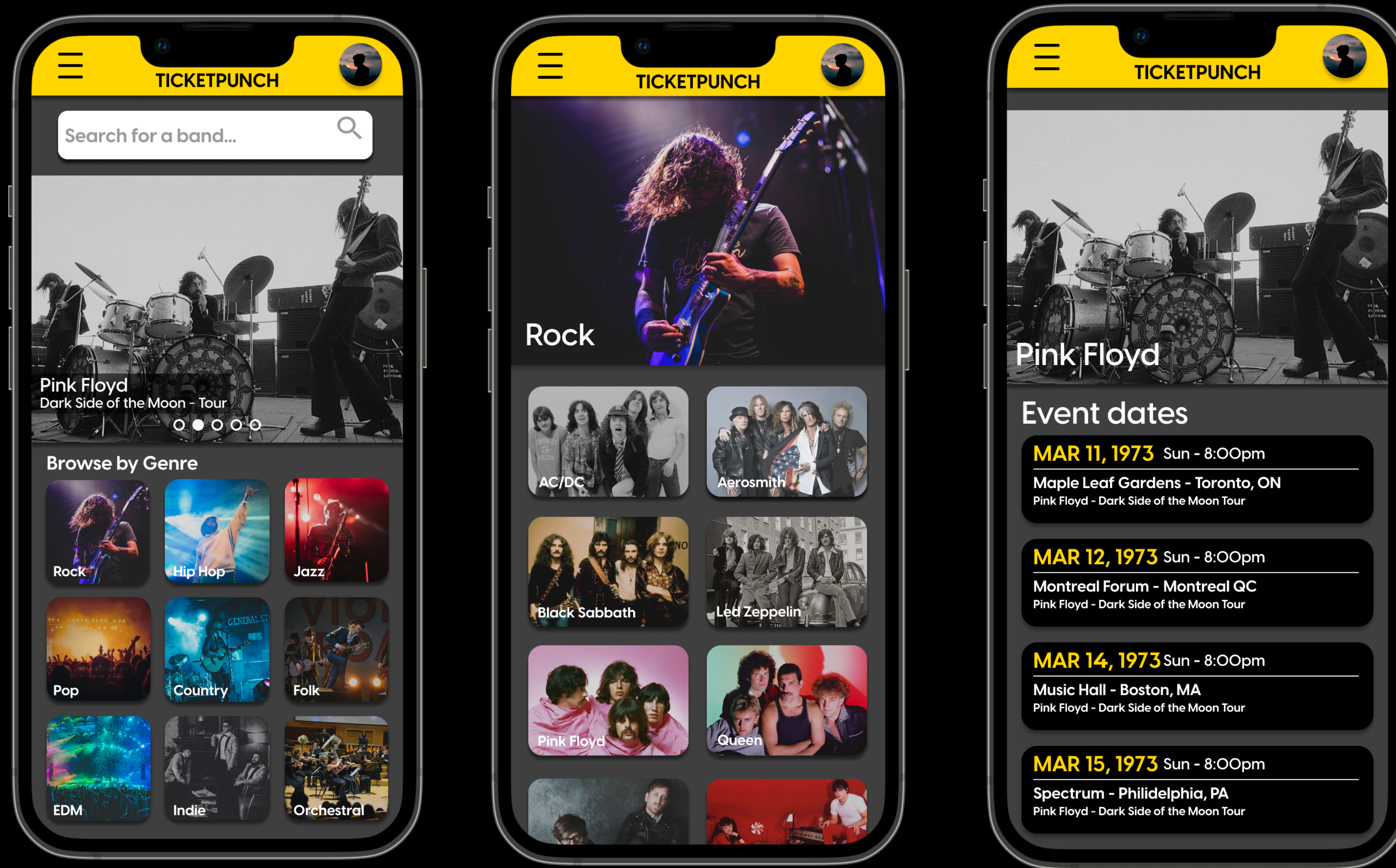


Low-fidelity prototype

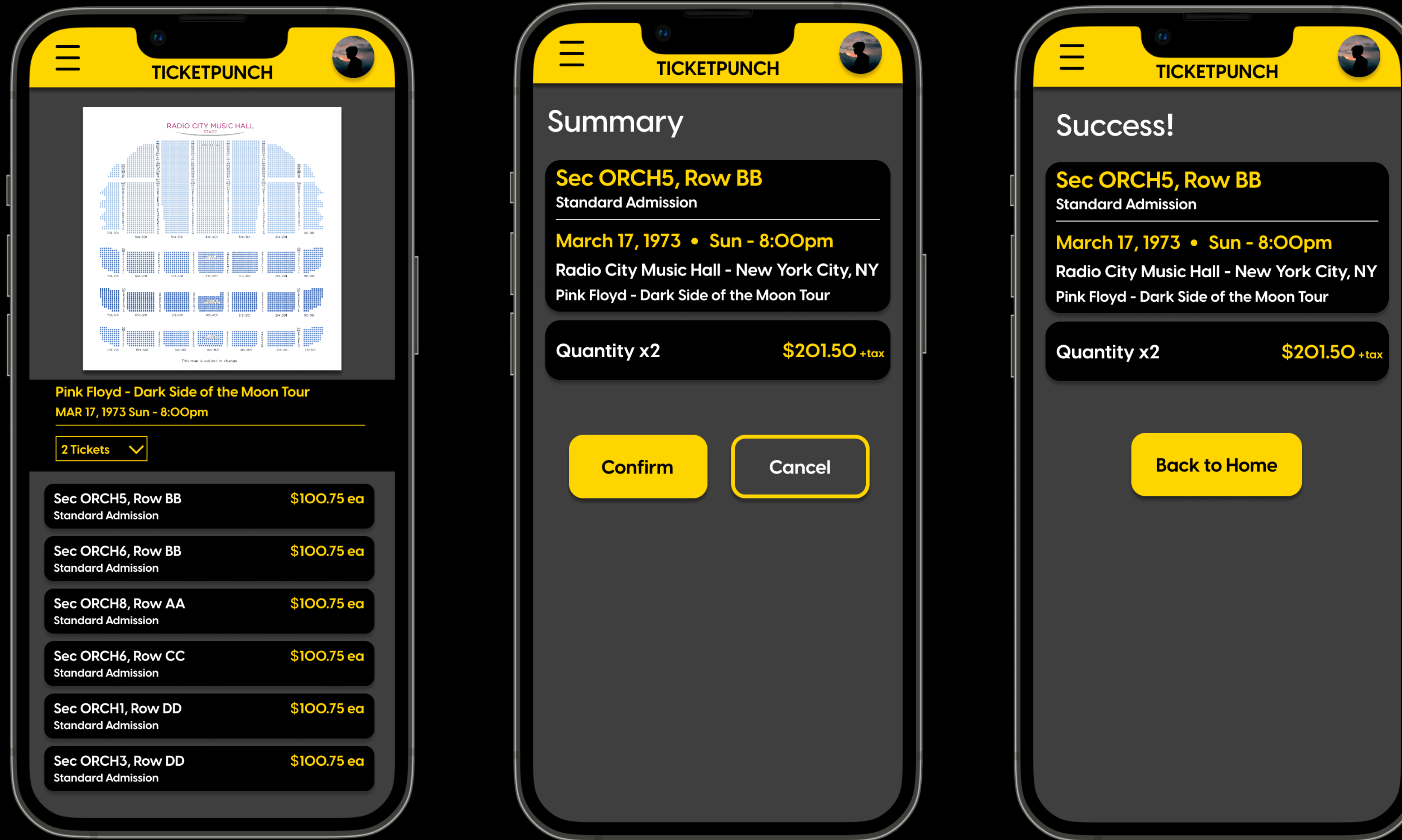
The low-fidelity prototype illustrates the primary user flow through the app.



High-fidelity mockups



High-fidelity mockups

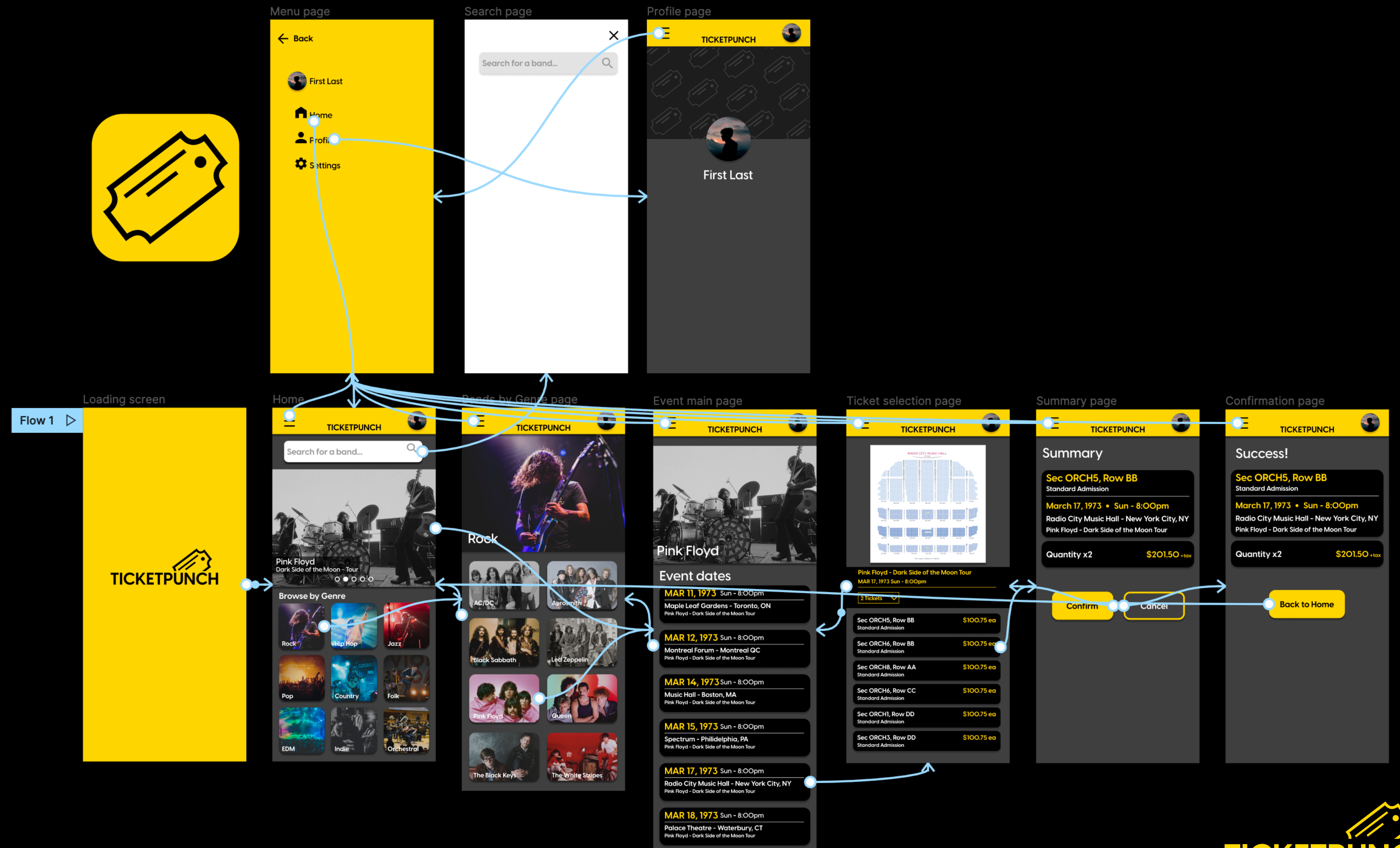


High-fidelity mockups



High-fidelity prototype

The high-fidelity prototype illustrates the primary user flow through the app.



Accessibility considerations

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High-contrast colours and simple fonts were chosen to aid individuals with visual impairments.

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App navigation primarily utilizes visual indicators to aid individuals who might have a language barrier.

4 Going Forward

- Takeaways
- Next steps

Next steps

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To create a desktop
version of the app
with greater
expandability.

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To expand the
prototype further.

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To add additional
accessibility features.

Takeaways

What I learned:

As my first UX case study, this project has taught me so much about the design and research process and how important accessible design is to create a successful product.

As a design exercise, I gained experience with foundational concepts in UX design, such as user-centred design, the design process, accessibility, equity-focused design and design sprints.

I further gained experience creating empathy and user journey maps, researching personas, compiling user stories as well as competitive audits.

Finally, I gained experience creating storyboards, paper and digital wireframes and lo-fi and hi-fi mockups and prototypes.

Let's connect!

Hi, I'm Matthew.

I am currently in my last year of Life Sciences at McMaster University in Hamilton, Ontario.

I come from a research background with a specific focus in the interdisciplinary sciences, and I am working towards a career in UX and product design.

Passionate about science, music, technology, design, learning and creating.

Intrigued by art, history, languages, food, philosophy, compelling stories and even better storytelling.

Highly motivated, detail-oriented, and analytical with a desire to explore, create and collaborate. Seeking to be inspired, challenged and surrounded by those who bring out the best in me.



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