

CONCERT

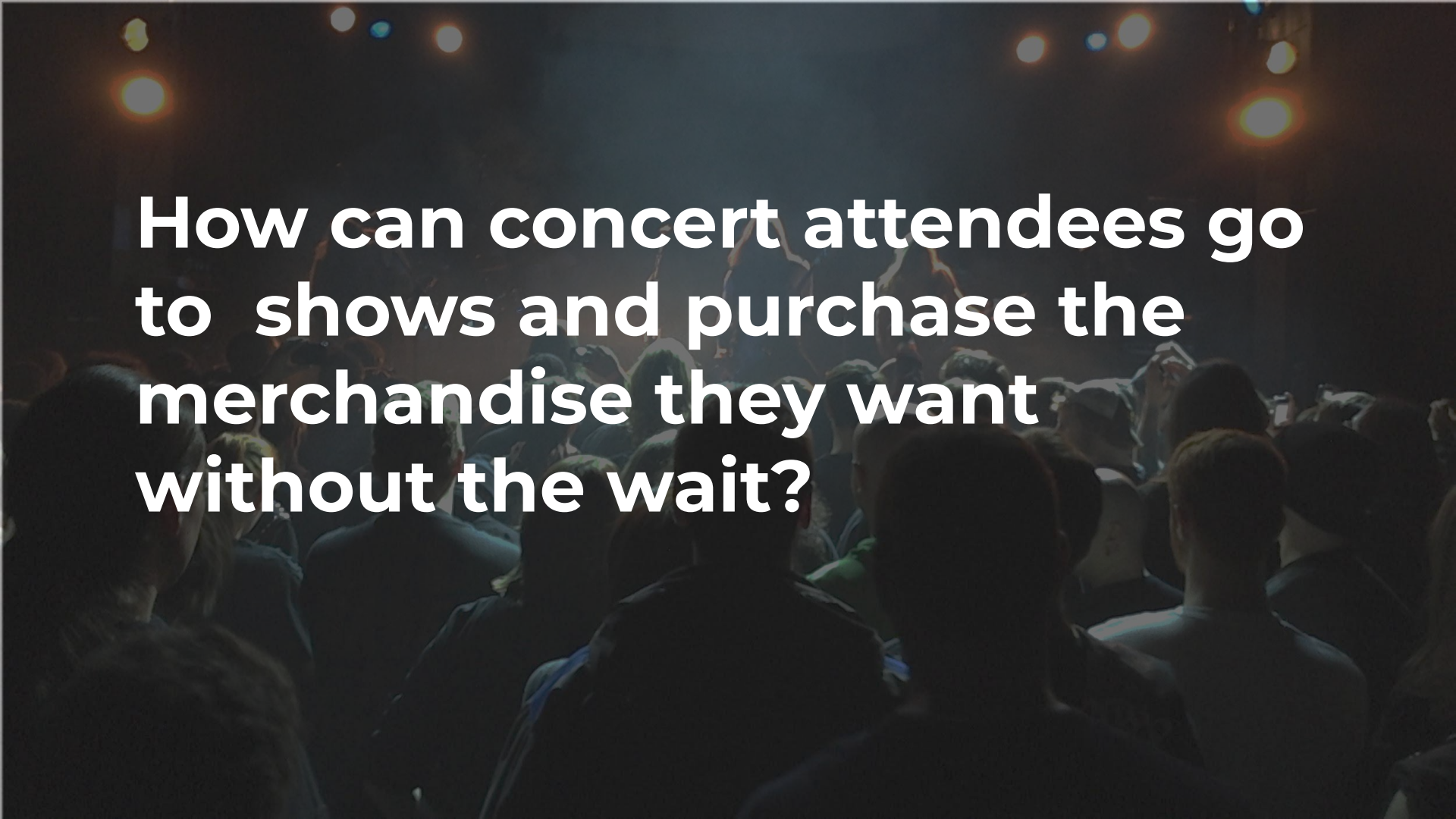
Ray Sabolich
2019

Does this scene look familiar to you?



Convenience fees, without the convenience.



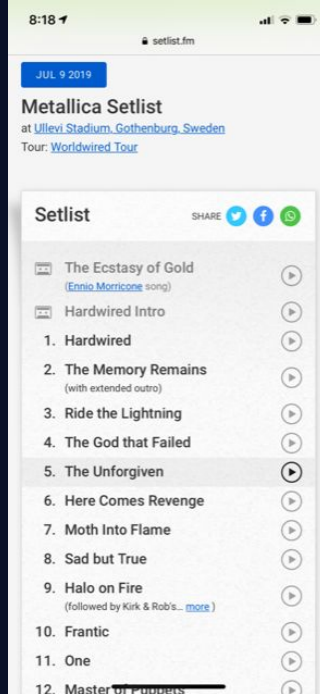
A photograph of a large crowd of people at a concert, seen from behind. The audience is silhouetted against a dark stage area with bright, out-of-focus stage lights in the background. The text is overlaid in white, bold font.

How can concert attendees go to shows and purchase the merchandise they want without the wait?

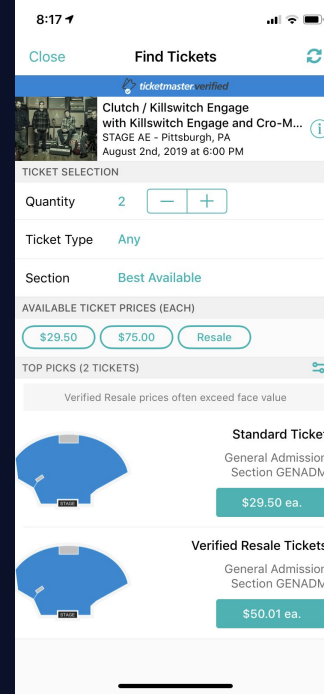
**Are there any
apps used for
this?**




Disneyland



Setlist.Fm



Bandsintown

A photograph of three people standing in front of a wooden wall. On the left is a woman with dark hair wearing a black t-shirt with a graphic. In the center is a man wearing a blue t-shirt with 'the drc' text and a black jacket. On the right is a man with a beard and glasses wearing a black t-shirt with a graphic. A wooden staircase railing is visible in the background.

**Who are the
concert
attendees?**

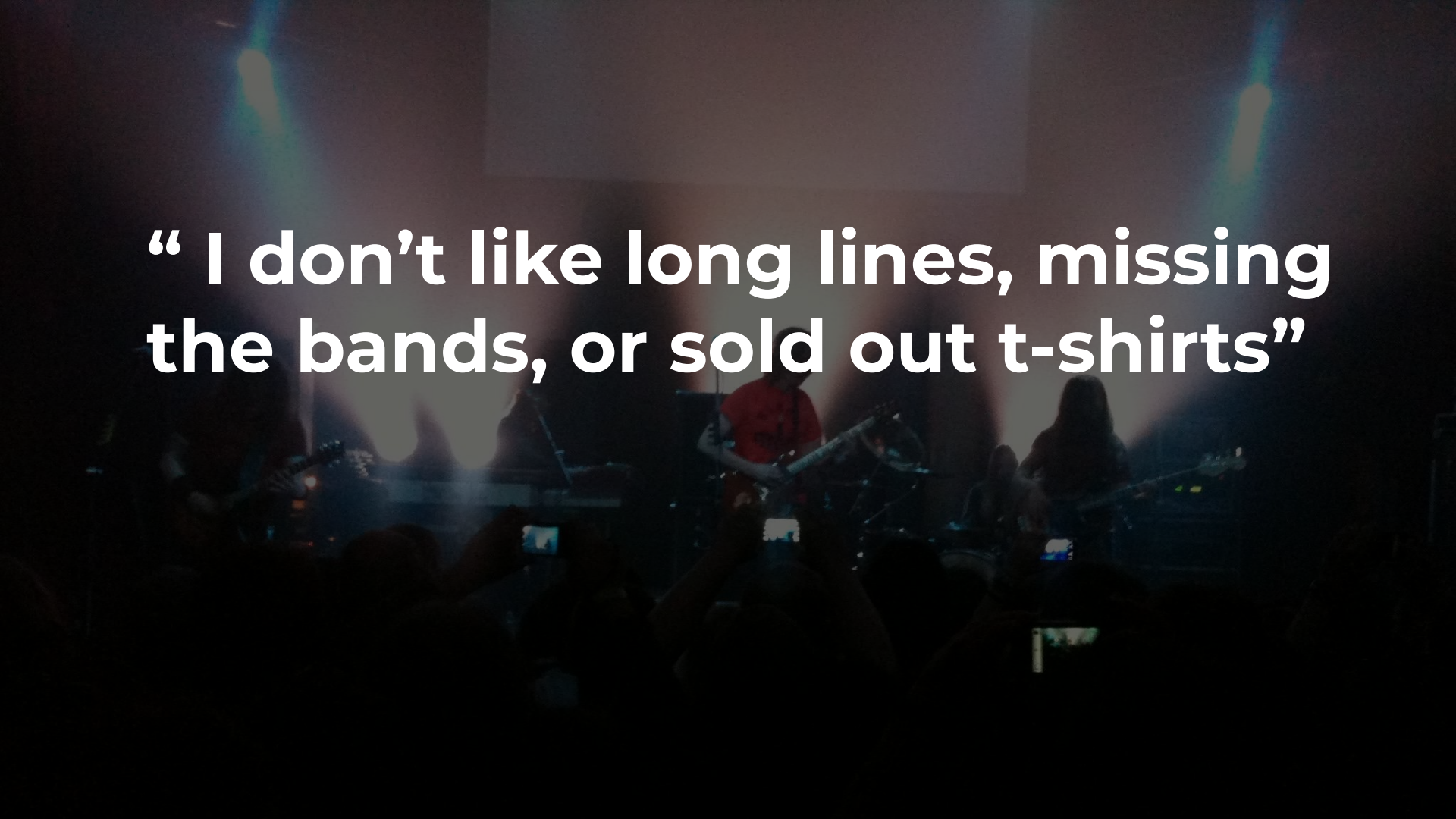
**“ I don’t care about the
openers, I just want to see the
headliner”**



**“ I like smaller venues and
buying merch to support the
opening acts. ”**



**“ I don't like long lines, missing
the bands, or sold out t-shirts”**



● Purchasing

Seating

Food

Merchandise

Eats and Drinks
at Event

Purchases
Headliner
Merchandise

Prefers GA
Seating

Wants to Be As
Close the Band
As Possible

We observed...

Purchases Food and
Drink But Does Not
Like Waiting and
Pricing

Has Trouble
Finding Specific
Merchandise

Likes GA
Seating

Participants want:

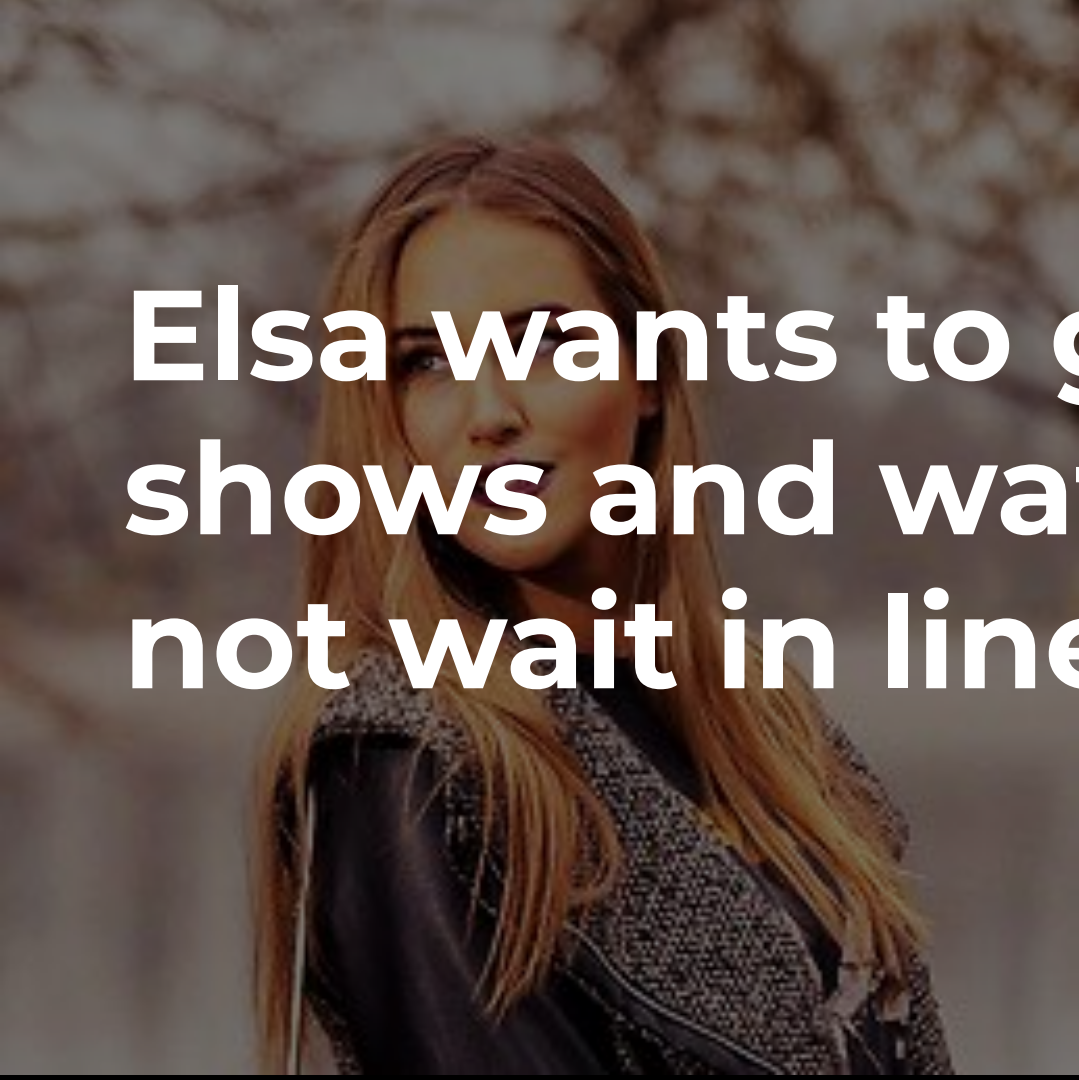
**To make purchases without the
long wait**

Participants want:

To know when the band's set starts.

Participants want:

To know where to find specific foods and band merchandise.



**Elsa wants to go to
shows and watch bands
not wait in line.**



Elsa Snow

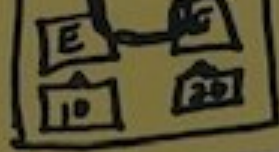
Elsa loves to dance and listen to all of her favorite bands with her friends.

Goals and Needs

- Dining with friends.
- Get to the show on time to see her favorite artist.
- Find the merchandise that she saw on the artist's Instagram.

**We realized we
could assist Elsa...**

...and tell her story.



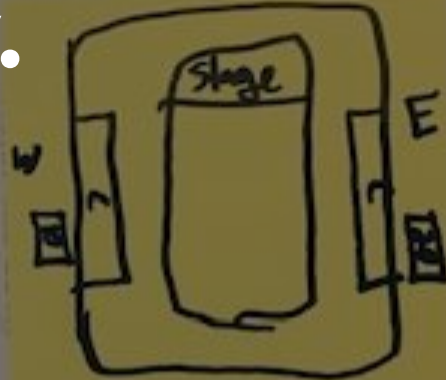
size 10' x 10'
cost: \$45

1-Pretzel ☒
2-Beer ☒

Ready in 5 mins
concession west!



20' Times
Gojira
7-8pm
The Haunted
9pm-9pm
Metallica
9:30-11:30pm



(10) My food
has been
ordered
and
ready!

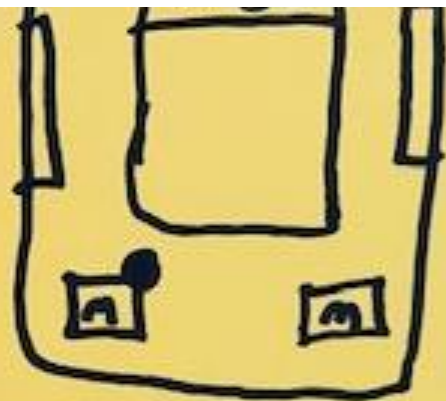
(7) I can pick-up
(8) south west
merch-table

(8) What-time
does the
opening Act
go on?

(9) These lines are
super long
where can I get
food?

Order on the

Storyboard



Set Times X

Gojira

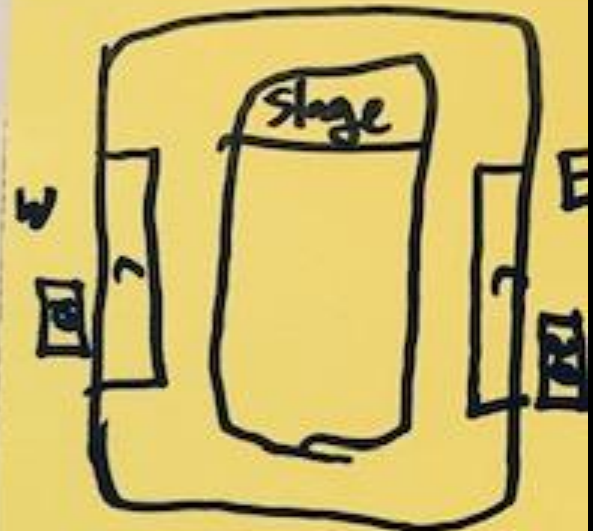
7-8pm

The Haunted

9pm-9pm

Metallica

9:30 - 11:30pm



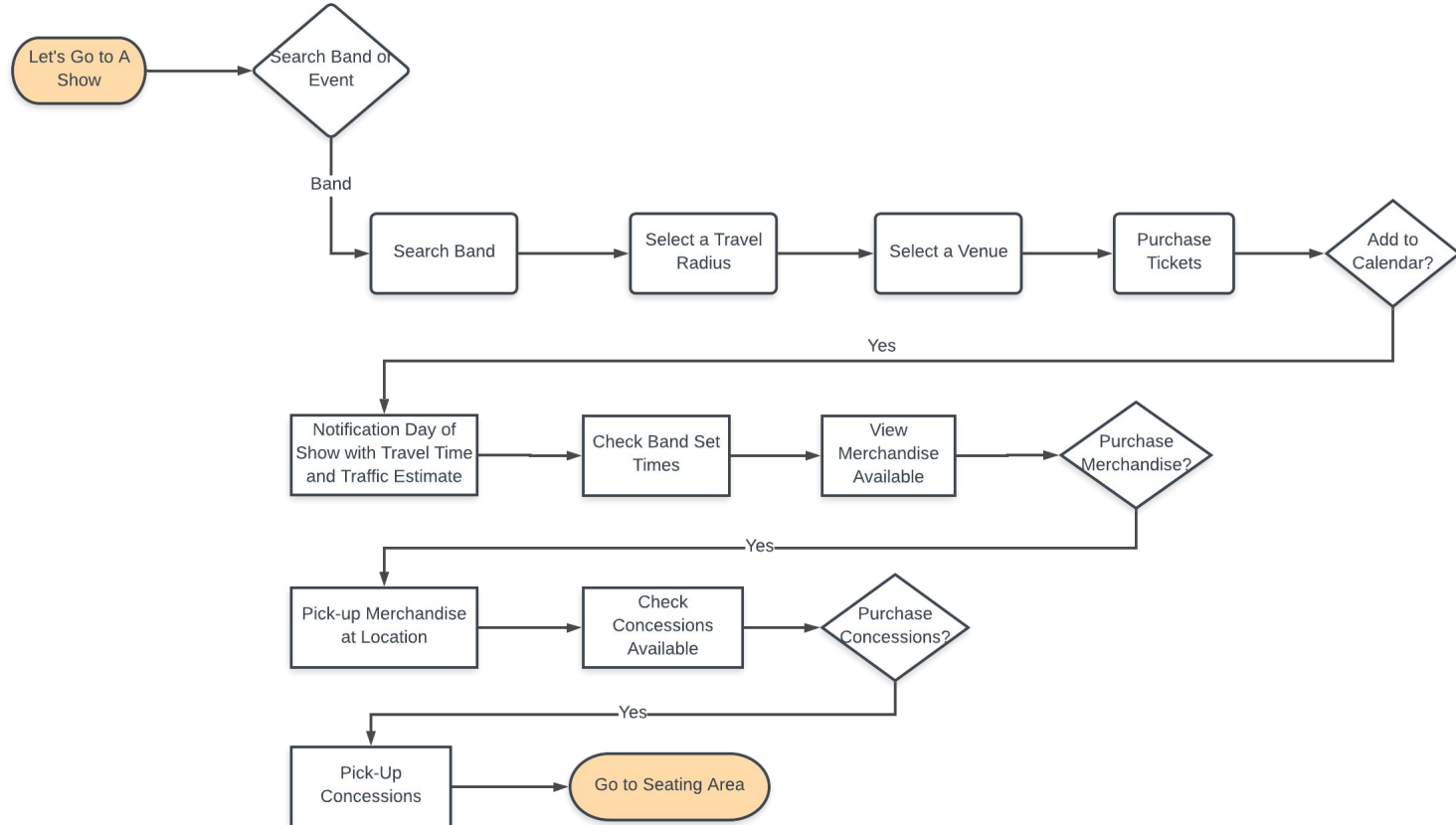
⑦ I can pick-up

⑥ south west
merch-table

⑧ what-time
does the
opening Act
go on ? "

⑨ These lines are
super long
where can I get
food? "

User Flow



Search

Q

Artist

Event

Shows

Iron Maiden	PPG Arena
Metallica	Heinz Field
QOTSA	Stage AE
Slayer	Key Pavilion
Elvis Presley	Heinz Field
D.R.I	Rex Theater
MASTODON	Stage AE

Tickets

Events

Venue

order

METALLICA

Special Guest

C.O.C

August 2, 2019

Heinz Field

Doors @ 7:00 PM

Purchase Tickets

Tickets

Events

Venue

Order

Tickets

Quantity - 2 +

Section GA1

Parking

Buy Ticket

Tickets

Events

Venue

Order

1. Buy Tickets

2. Artist

3. Event

4. My Events

5. Venue

6. Search

7. Purchase

8. Merchandise

9. Food

10. Set Times

11. Tickets

12. Parking

13. Concessions

14. Profile

15. Settings

Let's make sense
of this.

Cards

 Export ▼

1. *Buy Tickets*

2. *Artist*

3. *Event*

4. *My Events*

5. *Venues*

6. *Search*

7. *Purchase*

8. *Merchandise*

9. *Food*

10. *Set Times*

11. *Tickets*



12. *Parking*

13. *Concessions*

14. *Profile*

15. *Settings*



- Merchandise
- Concessions
- Entrance Wait Times
- Entrances
- Set Location
- Seating
- Purchase
- Search
- Add Bands
- Map to Venue
- Profile
- Parking Sections
- Parking
- Merchandise Wait Times
- Concession Wait Times
- Settings
- Artist
- Map of Venue and Parking Lots
- Food

 **Buy Tickets** 

Tickets

Buy Tickets

2 items

 **My Concerts** 

My Events

Venues

Set Times

3 items

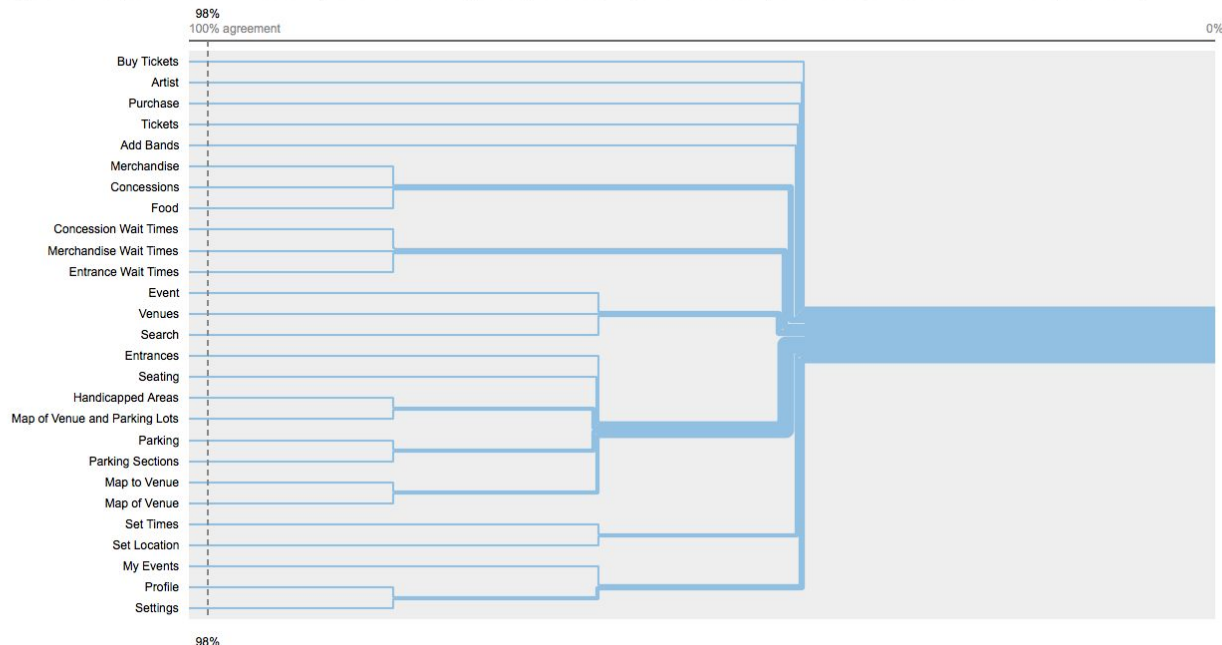
Card Sort Results

Open Card Sort

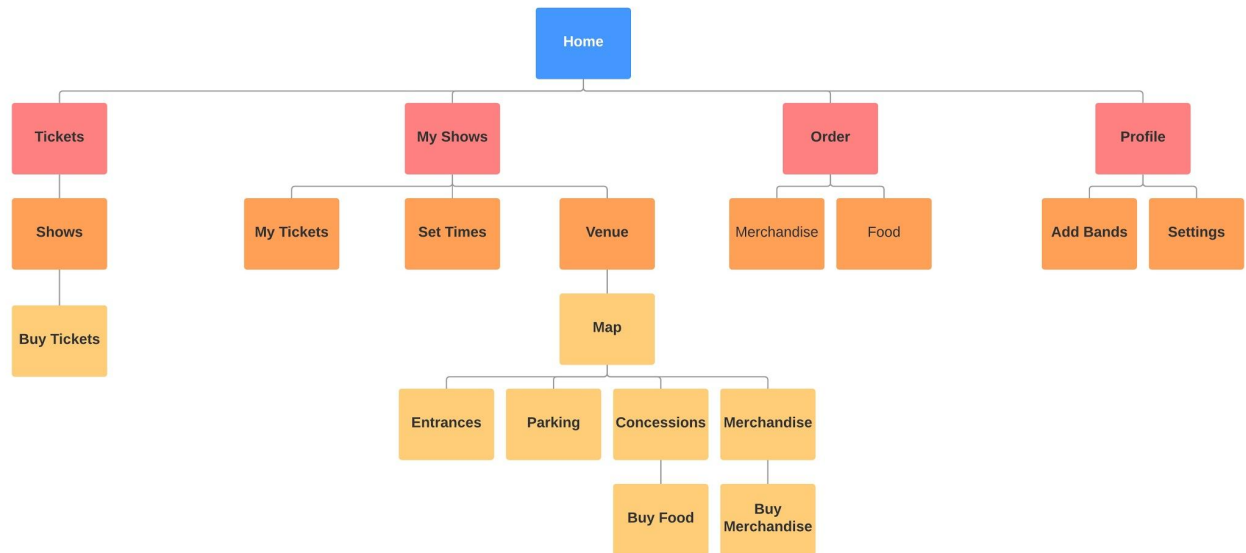
- Event was reused as a main and sub-catagory.
- Venue and Purchase was grouped together consistently.
- The navigation groups changed and Events became a sub-group of Venues.

Best merge method

The best merge method often performs better than the actual agreement method when your study has fewer participants. It makes assumptions about larger clusters based on individual pair relationships.



Site Map



Legend

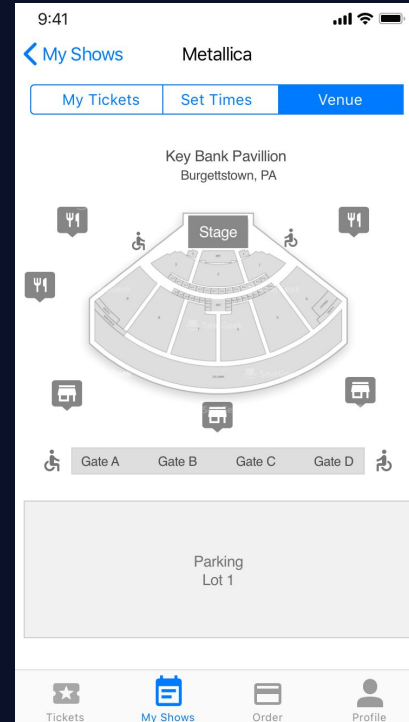
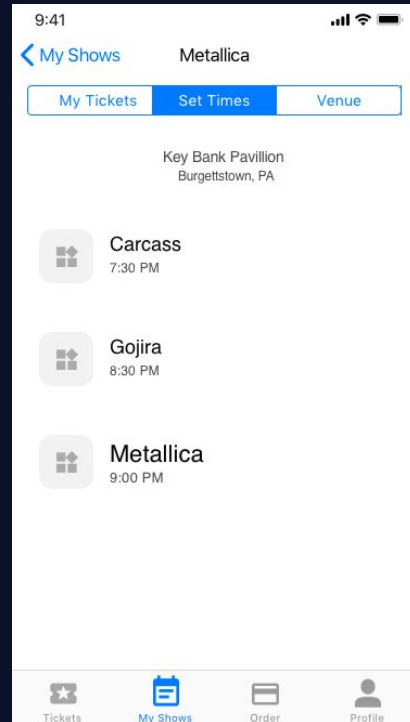
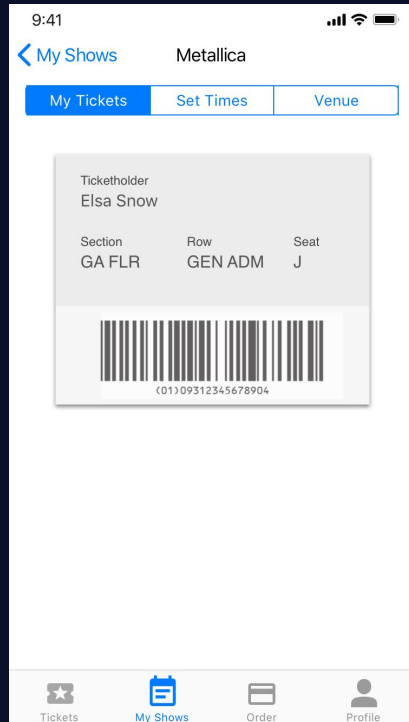
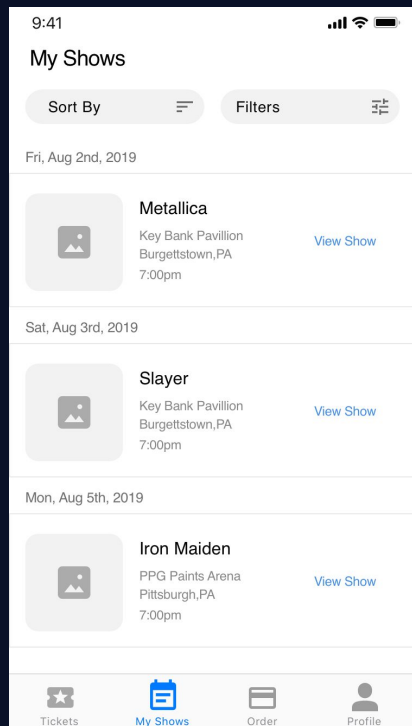
Top-level navigation

2nd-level Content

3rd-level Content

**We began our
designs.**

Wireframes



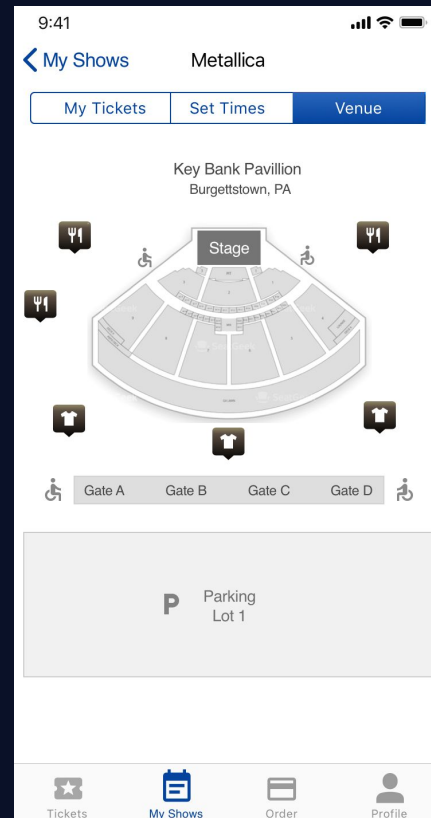
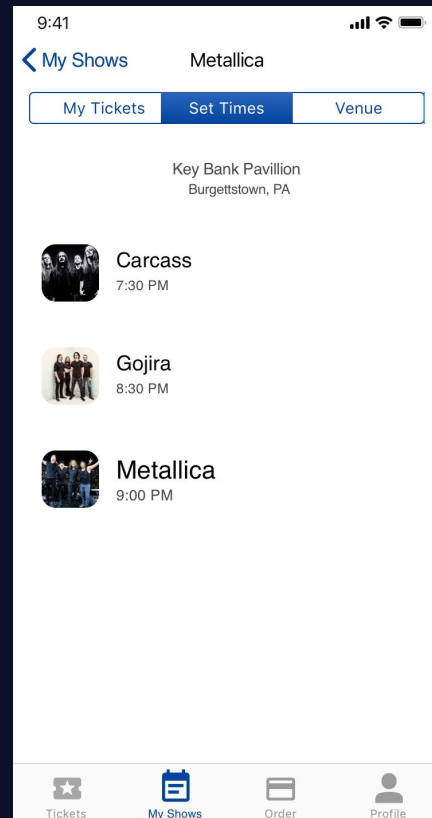
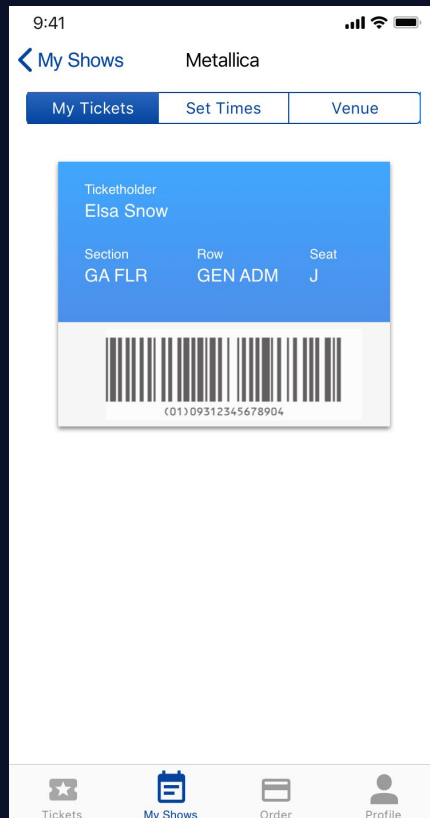
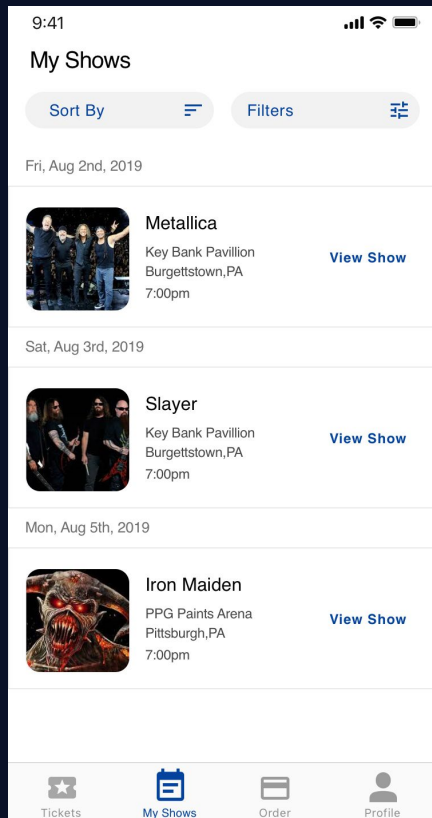
Usability Findings

All users were able to navigate the prototype and some clicked ahead but some iconography was confusing.

This resulted in...

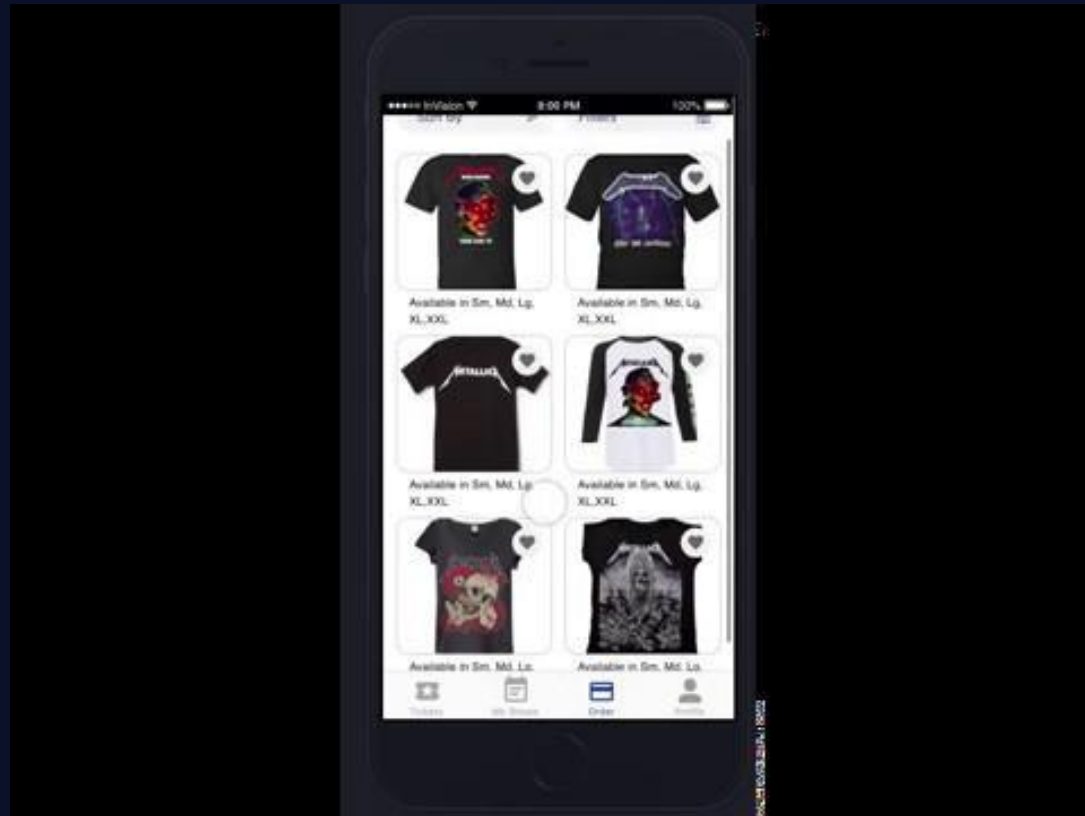
- Adding parking icons.
- Focusing on the ordering section.
- Changing the merchandise icon to a t-shirt

Mock-Ups



Prototype

inVision Prototype



Next Steps...

Create ordering options for food and merchandise on the venue map and test them with our concert attendees.

Let's Talk...

Contact

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