Jijis Ticket App Design

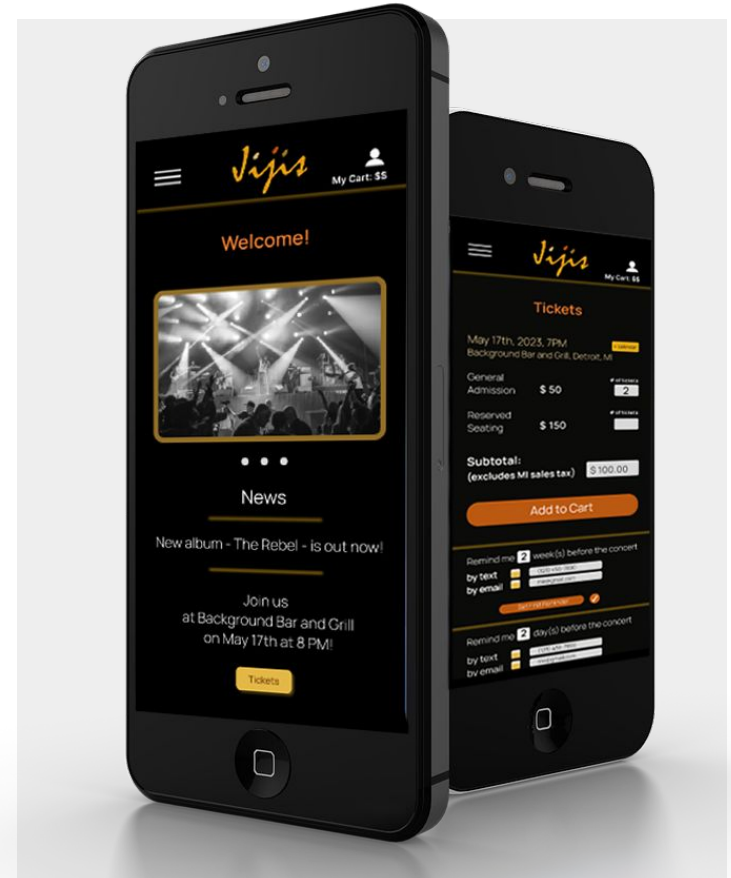Lala Guseynova

Project overview

The product:

Jijis is a local Reggae band that sells concert tickets and merchandise. Jijis ' customers are frequent , as well as occasional concert goers who don't want to pay high service fees.

Project duration:

December 2022 to May 2023

Project overview

The problem:

Concert goers don't want to pay high service fees when buying tickets.

Customers often want to plan more than just the concert (reserve parking, prepay for merchandise, and pick a restaurant near the venue).

The goal:

Design an app that allows users to buy concert tickets and merchandise, reserve parking, and view restaurants in the area.

Project overview

My role:

UX design student designing an app for Jijis from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, 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

Google

User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. Two primary user groups identified through research were:
Frequent concert attendees
And
Occasional concert attendees.
Both groups confirmed initial assumptions that high service fees prevent users from buying concert tickets. Research also revealed that inability to plan for the entire night of the concert (reserving parking, picking up prepaid merchandise, and choosing a restaurant nearby) often stops occasional concert goers from considering buying concert tickets.

User research: pain points

1

Pain point

Music fans are annoyed by overpaying for the concert tickets (service fees).

2

Pain point

Occasional concert goers don't want the hassle of dealing with searching for a parking space.

3

Pain point

Working adults find it easy to forget the concert date with a single reminder.

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Persona: **Michael**

Problem statement:

Michael is a soccer referee for whom music is a big part of life. He manages his own schedule and works mostly nights and weekends which often makes planning and attending concerts complicated. He thinks that a concert reminder for which he bought tickets in advance would be a great help, and that straight-forward ticket prices would make ordering less stressful.
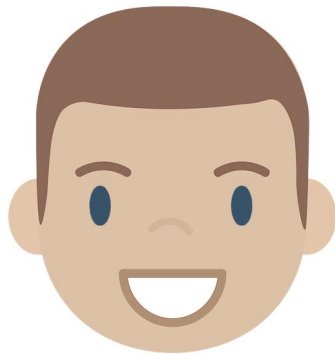
Age; 35
Education: : Bachelor's Degree in English and Business
Hometown: Novi, MI
Family: Living with partner
Occupation: Soccer Referee

Goals

● To enjoy life concerts as often as I can
● To be able to manage my unpredictable and ever changing schedule

Frustrations

● Ticket prices often end up being higher at checkout than they are listed for (fees)
● It's easy for me to forget about a concert and realize at the last minute that I booked referee gigs for that time.

Michael is a soccer referee for whom music is a big part of life. He manages his own schedule and works mostly nights and weekends which often makes planning and attending concerts complicated. He thinks that a concert reminder for which he bought tickets in advance would be a great help, and that straight-forward ticket prices would make ordering less stressful.

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User journey map

Mapping Michael's user journey revealed how helpful it'd be for users to access a ticket app that doesn't have hidden fees and has an option for multiple reminders,

Persona: Michael	Goal: Book a life music event				
ACTION	**Get interested by new concert alert**	**Check prices and options**	**Purchase tickets**	**Get confirmation**	**Get a reminder**
TASK LIST	Tasks A. Click on the new concert alert B. Note dates/locations C. Check work schedule D. Check if a friend wants to join	Tasks A. Check ticket price B. Check parking option/price C. Check merch D. Check for accessibility for a friend who'll need it	Tasks A. Pick payment option B. Type payment info C.Finalize payment	Tasks A. Open confirmation B. Take a screenshot or print confirmation	Tasks A. Check alert B. Double-check work schedule C.Contact friends who are going to the same concert
EMOTIONS	User emotions Excited Hopeful he and his friends can attend (time/money/accessibility)	User emotions Annoyed by final amount Unsure if venue is wheelchair accessible	User emotions Frustrated (if missing payment methods)	User emotions Relieved by finishing the task Concerned about proof of purchase	User emotions Nervous (schedule) Panic (double-booked) Happy
IMPROVEMENT OPPORTUNITIES	Area to improve - Provide Share button (social media, text, or email)	Area to improve - Provide paying for parking if possible - Reflect ticket fees b4 checkout -Provide the venue's accessibility info	Area to improve - Provide as many payment methods as possible	Area to improve - Provide several confirmation deliveries: text, email, social media message	Area to improve - Send 2 reminders: 1-2 weeks prior and 1-2 days prior to event

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Starting the design

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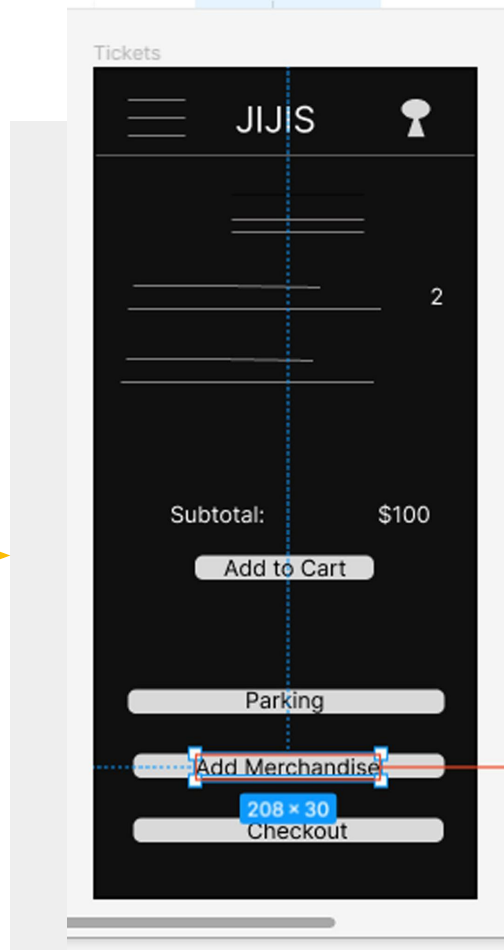
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Paper wireframes

Iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized an **easy access to the ticket ordering page**.
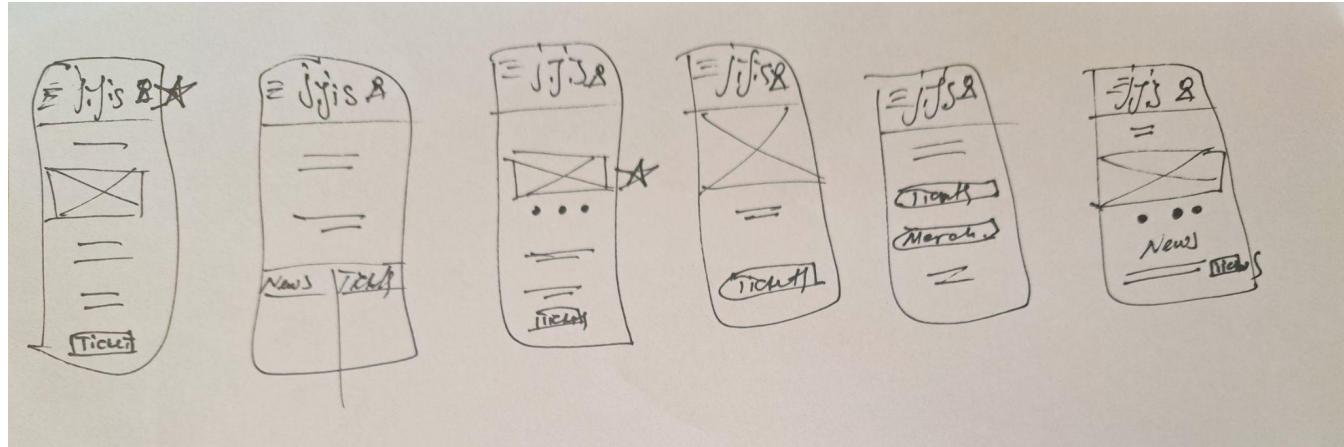
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.
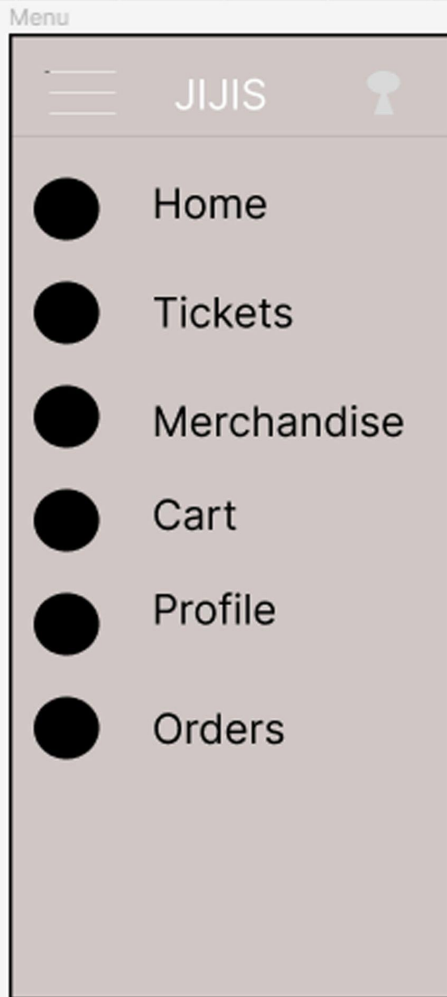
Add to cart button

Additional options

Tickets

JIJIS

2

Subtotal: $100

Add to Cart

Parking

Add Merchandise

208 × 30

Checkout

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Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy menu access and navigation

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Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was ordering tickets, merchandise, and reserving parking, so the prototype could be used in a usability study.

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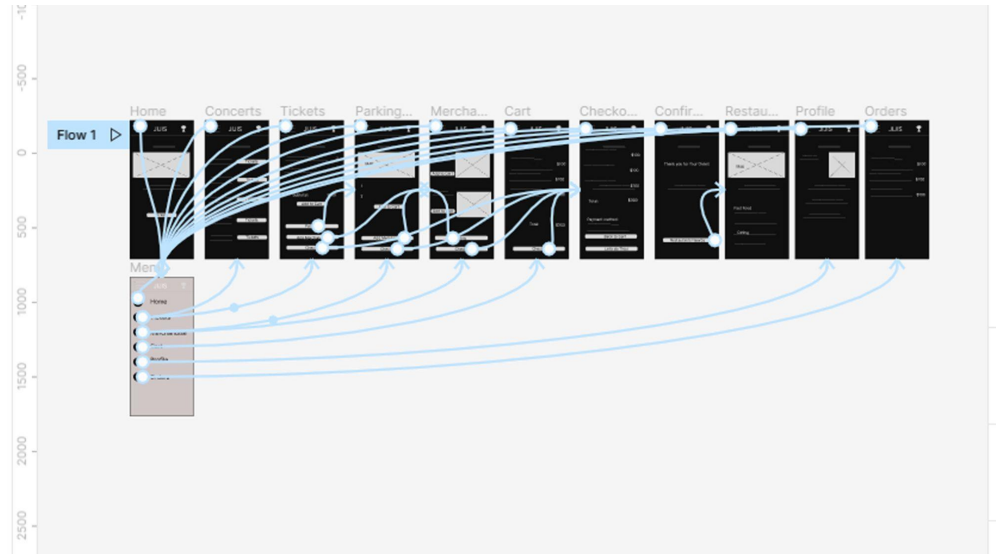
Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1 Users want to know how the parking reservations work

2 Users want to know how the merchandise order works in detail (pick up or ship)

Round 2 findings

1 Need to add info pop-ups re: parking reservations and merchandise

2 Need to make reminder choices clearer
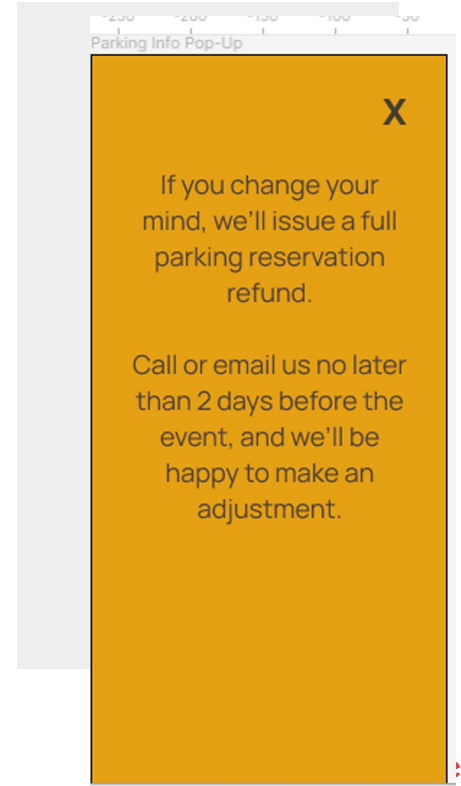
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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Early designs allowed for
some customization,
but after the usability
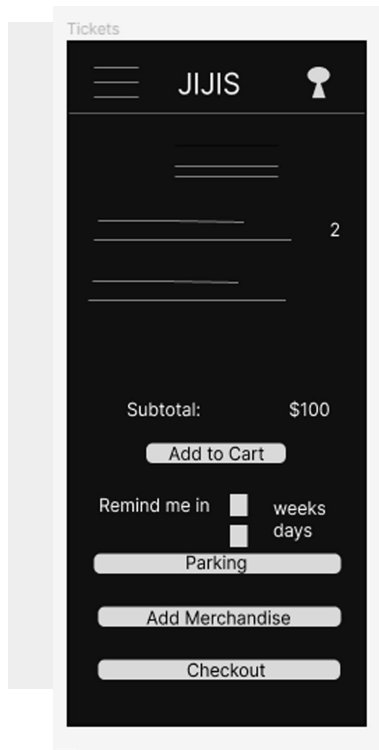studies, I added info pages
for **parking reservations**.

Parking Info Pop-Up

X

If you change your
mind, we'll issue a full
parking reservation
refund.

Call or email us no later
than 2 days before the
event, and we'll be
happy to make an
adjustment.

Mockups

I added more detailed reminder options

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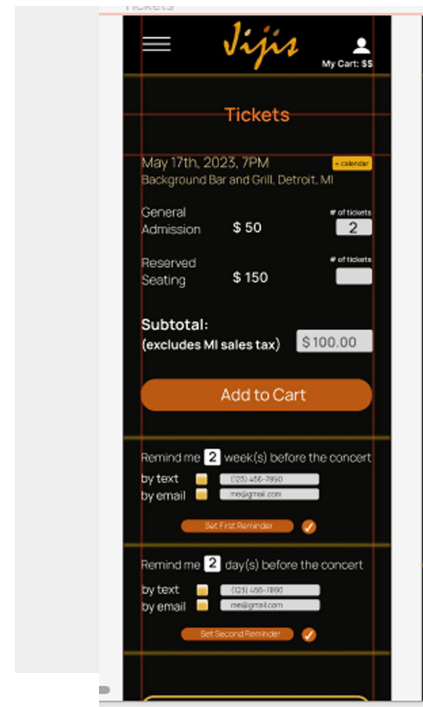
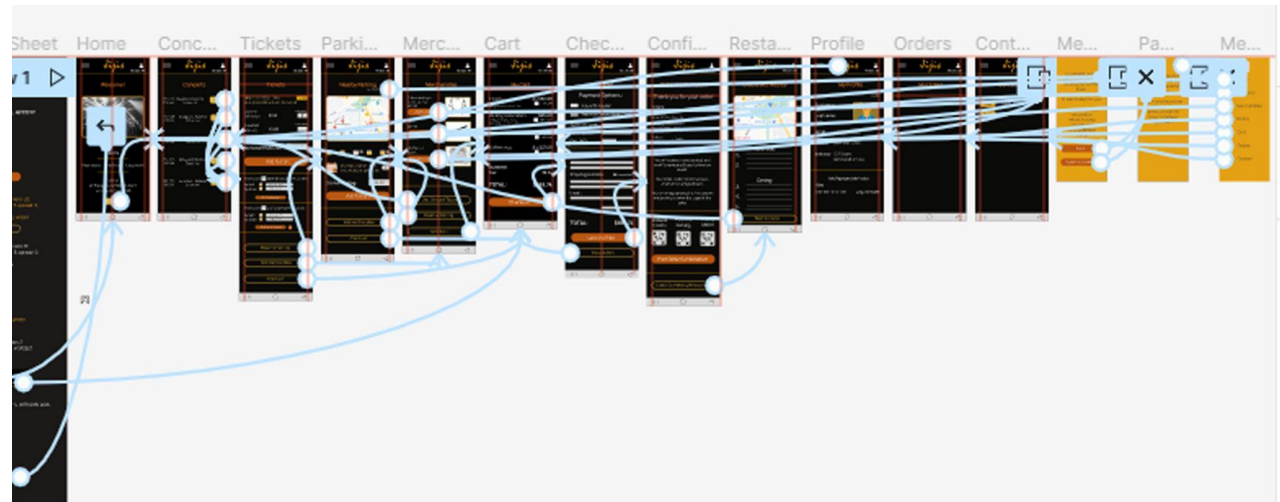# Mockups
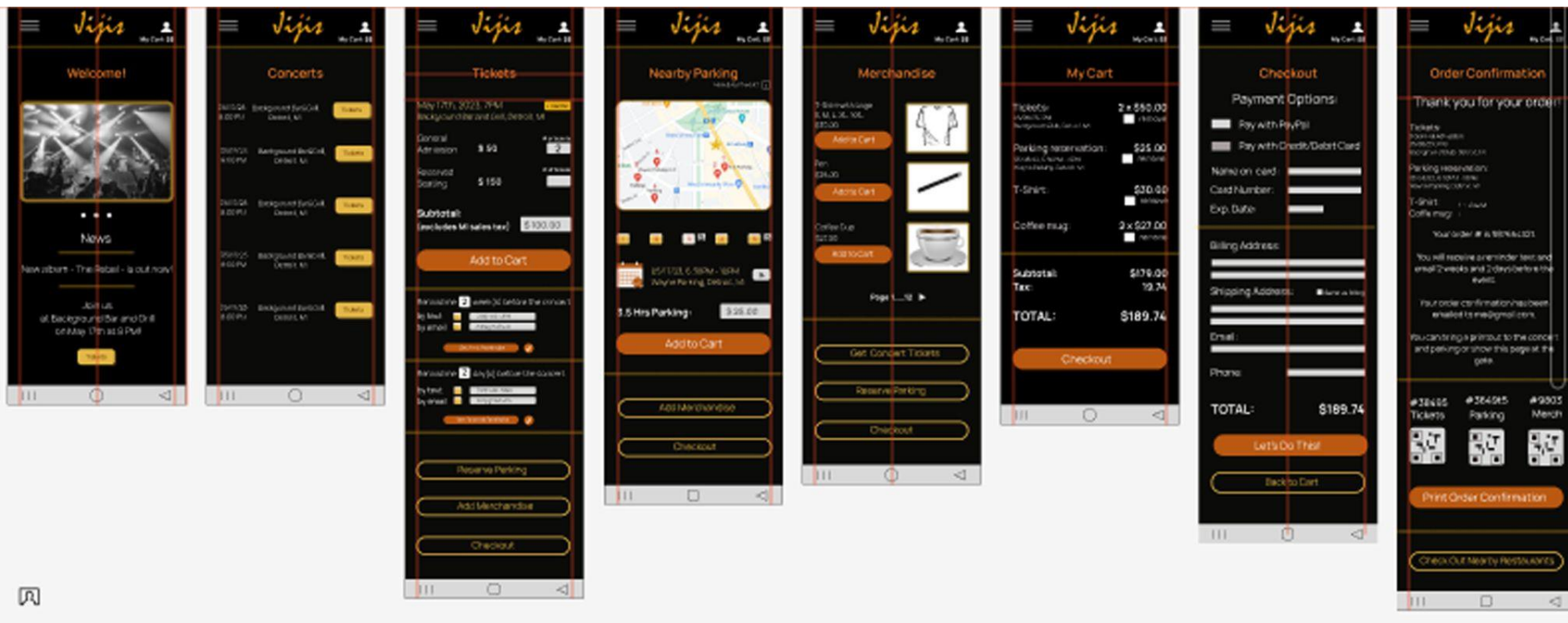
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows.

View the Jijis [high-fidelity prototype](#)

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Accessibility considerations

1

Used icons to help make navigation easier.

2

Checked and adjusted text and background contrast according to WCAG for improved readability.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

IThe app makes users feel like their needs are met and wishes anticipated..

One quote from peer feedback:
"I didn't realize I can take care of everything I can possibly think of when booking a concert in one spot, without leaving the app and researching on my own."

What I learned:

The initial ideas were well accepted by users, but the usability studies and peer feedback helped to incorporate all the important details in the most optimal ways.

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Next steps

1

Check if all pain points have been addressed by conducting another usability study.

2

Make adjustments according to the user requests to address any issues that haven't surfaced earlier.

3

Make some color/layout adjustments and add alt text to images to make the app even more accessible.

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Let's connect!

Thank you for your time reviewing my work on the Jijis Reggae Band app! If you'd like to

see more or get in touch, my contact information is provided below.

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Website: mywebgraphic.com