

USER INTERVIEW

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Hi,

We are currently conducting a research for an event ticketing application called True Tickets that allows people to book tickets for an event through their mobile application. We are currently choosing a different set of people depending upon their age groups and likes to conduct this research. I hope you can spare us a few minutes of your time and help us with this research.

QUESTIONS

(Closed Questions)

1. Where do you normally buy the ticket?
2. What all information you were provided by that ticketing platform? Did you get whatever you need to before or after booking that ticket?

(Open Questions)

3. Can you let us know about your experience on how you booked tickets for a concert/ event which you attended the last time.
4. Can you share some experiences on how and where you usually buy tickets for events?

(Follow-Up Questions)

5. Who is your favorite artist? How often do you attend their event? What is the experience about last time you join the event?
6. What do you like the most and the least when you buy tickets from an application?
7. How to deal with the problem if you get trouble with purchasing tickets ?
8. What's your recommendation on how the ticketing system can be improved to provide a better user experience
9. Moving back 10 years of your life where you used to always buy your tickets offline, how do you think it is different from the online ticketing system and which do you prefer and why?
10. Can you share your last experience how did you find the ticketing system is flexible enough for cancellation refunds or reselling the purchased tickets

INTERVIEW NOTE**Interviewee A**

Location: Interviewee office at Prudential Tower

Time: 10/25/2018

Our interviewee A told us that she and her husband always attend music concerts. She also mentioned that there is no particular website from where she books tickets for these concerts. She usually browses on multiple websites and checks the concert ticket pricings and book tickets on the site which has the best ticket pricing. She also told us that that service charges which come with the ticket are sometimes pretty high and this results in she going directly to the concert place and buying tickets to avoid these surcharges. She also mentions that if the surcharges were not that high (almost the same price as ticket), it would have motivated her to attend concerts more than what she usually does.

Interviewee A also tells that these online ticketing apps reduce her time standing in a line to buy tickets and she can just buy tickets sitting at home at her free time. She occasionally finds the whole process of booking tickets online frustrating because sometimes the application stops working at the last minute and she must repeat the whole booking process again. She also told us that one time when she was booking tickets for one of the famous singer's concert back in India it so happened that, when the tickets got released the load on the application made the application fail and she was disappointed for not being able to book the ticket for same.

She also tells us that these online ticketing applications are of a great help. She compares it to a movie booking ticket application where she gets to see real time data of the tickets booked, which helps her book tickets well before and reserve her seat for an upcoming movie. She tells that the things that she would love in these kinds of event booking applications will be that it should be easy for her to find things of her interest in one glance, the distinction between the events should be clear, the pricing should be nominal, and the application should offer some exciting offers. She gave a suggestion that it would be better if the event booking app also adds artist details and his previous concerts small videos in the app. This would save her time from searching all these details somewhere else

Interviewee B

Location: Interviewee house

Time: 10/27/2018

Our interviewee B told us that he doesn't usually attend events and if he attends then he attends events only if his favorite artist is performing. Sometimes times he doesn't even attend an event even if his favorite artist is performing because of the high-ticket price. He told us that he would love to attend events if the tickets price were reasonable. He told us that when his favorite artists do visit his city he usually checks the ticket price on various online sites and often goes till the payment page and gets disappointed because of the high surcharges and ticket handling prices.

He also recalls that when he was young he and his friends used to go and stand in line in the early morning to buy tickets for their favorite artists show. He thinks that this gave a fair chance to everybody in buying the tickets. He thinks so because in these online ticketing app sometimes the connectivity is lost when one is in middle of booking a ticket for an event and because of this connectivity that person will lose the chance of attending the concert. This happens because by the time he comes back to the home page and tries booking the ticket for the same event again the tickets will already be sold out.

He also told us that once his friend had booked tickets for a group of people online and few people were not able to attend the show because of some personal emergencies. When this particular problem arose, they reached out to the ticketing app company to help them cancel their order and take their tickets back. The ticketing company had no such cancellation and refund policy and because of this, two tickets were left unused and resulted in loss of money for him and his friends. He would had liked some way in which the ticketing company would had bought his tickets back or had cancelled his order and put those same tickets for resale. He is pretty sure that there will be people who would keep an eye on the tickets and buy the tickets as soon as it is available.

Interviewee C

Place: At interviewee's home in Brookline ave

Date: 10/27/2018

Though I have never been to a concert but I watch a lot of movies, and I wish I can go for a concert or game some day. Coming to my expectations to book the tickets online at first the ticket should be cheaper among other options as there are a bunch of websites and applications exist already, application should detect location automatically

which shows the nearby happening events and venues. There should be a detailed display according to the ratings likewise highly rated artists and events can be properly distinguished among others in case a new kind of event is going to take place. According to my belief If a person is spending an amount of approximately \$30 then she/he should not get disappointed after attending the event, as I too have a busy schedule all week and on weekends I spare some time for myself to get some sort of entertainment. So a choice option for genres should be there.

With the help of analytics there can be a sort of recommendation according to one's interest, which can be helpful in getting the updates for the events accordingly. There should be an "easy to find the information option" one is looking for, the interface should be easy to understand. There was a case I ended up getting the right information by surfing a lot over the platform, simply it was wasting the time. A best deals feature can also be added up as a part of notifying the users and the app should support apple pay or google pay feature for payments so that a user is not asked every time to enter the card details to purchase the tickets.

Interviewee D

Place: Star Market

Date: 10/28/2018

I have recently visited the Ed Sheeran concert in boston, I went with my friends though there was no group purchase discount and there was a per user limit of buying the tickets too. We purchased the tickets from ticketmaster nearly a year before the date of that concert, as Ed Sheeran is a very popular artist so the tickets were selling out too fast. By the time we were booking the tickets only a few were left, so we purchased the tickets with a limited options left. Additionally there were some extra charges on the tickets like service fee, facility charge and order processing fee that in total made a big amount, that could have been less. There was no proper description of allowed baggage dimensions when i booked the ticket, so when we were entering the venue the staff had some measuring instrument and denied us of taking that bag because of accessing the allowed size limit, it was a laptop backpack, everyone carries that usually, so we need to keep that outside the entry door and we lost it as there were no such arrangements to keep the things safe.

When seeing the available seats the design view of the venue by area was very attracting and helping so one can pick the seats accordingly as the have a view from upside to the stadium/dome to get insights of where we will be sitting. A map to help

reaching the venue was also beneficial. Parking information, allowed baggage and carry on items description can be helpful if provided before booking the tickets.

Interviewee E

Location: Online

Time: 27/10/2018

Interviewee E is a crazy fan of many Korean pop singers, and he attends to as many concerts as he can in Taiwan. He only buys the ticket online since he does not like to spend his time lining up for things. He does not concern about the price for singers he loves; however, the scalper is the only thing that he cannot accept. He shared an idea about a company that also want to prevent the scalper. The company encourages fans to report the scalper, and once the company confirms that evidence fans provided is true. The company will turn the scalper's ticket into invalid and give the new ticket of that seat to the fan who report scalper for free. Interviewee E thinks this is also an invisible user experience to let fans know that the company (or the system) cares about their concerns. Next, he recommends that the system can let fans to list down the priorities of the zone they prefer before buying tickets, and the system can automatically help them to match seats through their priority. Since nowadays when people want to buy tickets they can only select one zone and check whether there still have seats left or not. And if not, they need to go back to search for another zone. Although this may not look like a big issue; however, since the concert tickets of K-pop are really hard to get, sometimes they just sold out within two minutes. So every second is very important for him when snapping up concert tickets. To be more specific, if he prefers zone A > zone B > zone C, for the system now he can only choose zone a. And if tickets are all sold out in this zone, he needs to go back to the choosing page and select another zone then wait again for the result. So if the choosing page can design to let him list his preference at the first time, he can reduce the time wasting between two pages.

Interviewee F

Location: Curry Student Center

Time: 25/10/2018

Interviewee F is the devoted fan of Mayday. The most special experience is that he bought the ticket that binding with his real name. Although this means that he cannot sell the ticket to others, the company promised that the tickets with the name will have a

better seat than though who bought at the same price but do not have names. Moreover, people who buy the ticket with the real name will have a specialize limited ticket.

He thinks that buying tickets online or offline both has their advantage when buying the pop singer's concert ticket. For the former, it is a timesaving solution. But you need to have enough luck to snapping up the ticket, tickets are sold out within a few minutes. For the latter, if you do not care about the time and can line up earlier, then you can ensure to have the tickets. However, since he cares about his time, he only buys tickets online.

He recommends that if the system can have a description and screenshot of the ticket processing progress it can really help him to snap up the ticket. Also if the user interface can have a more clear design and mark it will also be great. And the only way to deal with the problem is to call the customer hotline.