

Buying a Ticket on the F&M App

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Study Details

Project Background

We're creating a new app to help people purchase tickets at the F&M Arena in downtown Clarksville, Tennessee. We need to find out about the main user experience of finding and purchasing a ticket for an event is easy for users to complete.

Study Details

Research Questions

How functional is the process of purchasing a ticket using the wireframe app?

How functional is the process of updating your personal profile on the app?

Participants

5 participants

1 male

3 female

1 non-binary

Ages 15 to 77

Methodology

5 of minutes

United States, Remote

Usability Study

Users were asked to look at a low-fidelity prototype

Prototype Tested

This is a more finished model. For this study, a considerably more basic wireframe model was used.



Themes

Finding an event and purchasing a ticket is a painless process

Supporting evidence from the usability study.

- 5 out of 5 were able to complete the task in under a minute.
- Those who bothered to comment said it was easy.

“Well, that was easy.” (P1)

“Did I do something wrong? That was too easy.” (P2)



How easy is it to update the profile?

- 5 out of 5 participants were able to complete the task.
- P2 commented that the green button was helpful because it stood out.

"This was easy, too. If the whole app is like this, that would be amazing." (P2)



Insights & Recommendations

Research insights

This was easy

All of the participants found the wireframe easy to use.

There were very few comments

This particular study group may be too small and not diverse enough to give useful information

Finished the task without emotion

Participants seemed bored while completing tasks. Tech savvy users may have expected a challenge during testing

Recommendations

- Perform another study with a more diverse group of participants with differing levels of technological expertise
- For “tech savvy” people, the wireframe appears to be useful.
- There were more complaints about doing the testing than there were about problems with the prototype.

Thank you!