

F&M Bank Arena Website

Rob Steele

Project overview



The product:

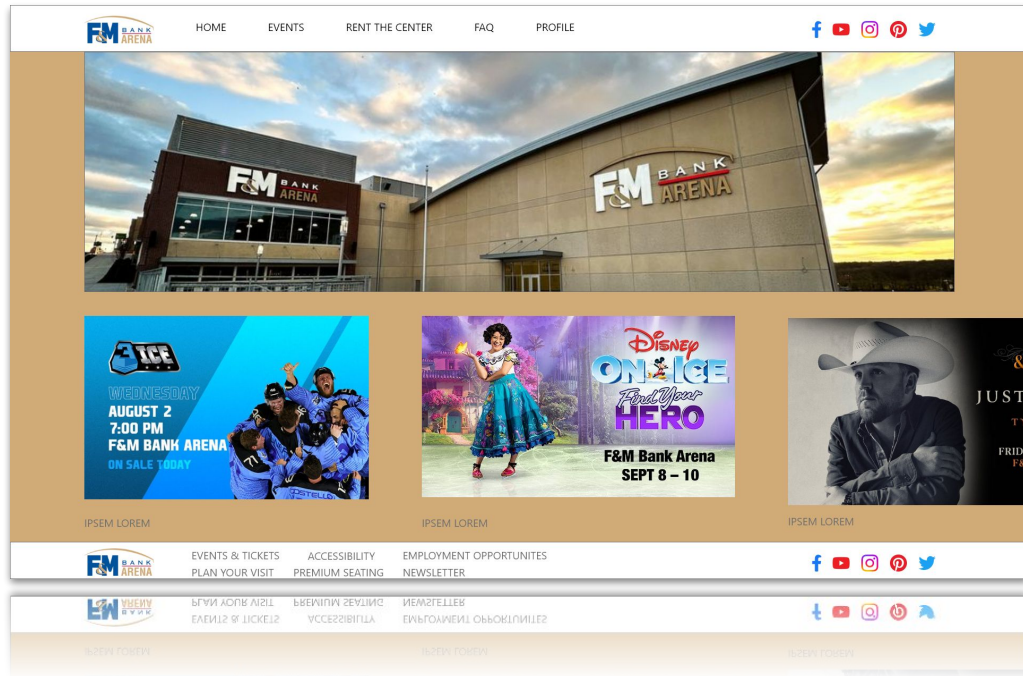
An website to allow users to, primarily, purchase tickets for events at the new F&M Bank Arena.

Secondarily, it will include information about renting the arena, other events, accessibility, directions and a user profile.



Project duration:

July 7, 2023 through July 10, 2023



Project overview



The problems:

The website doesn't exist yet and they haven't hired me to make it.



The goal:

Make a high-fidelity prototype to show them why they should hire me.

Project overview



My role:

Lead UX Researcher

Lead UX Designer

Lead Image Acquirer



Responsibilities:

Research, Wireframing, Prototyping, Image
Editing, Icon Acquisitions, Ring Bearer, Button
Designer

Understanding the user

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

User research: summary



Multiple surveys were conducted during this process to see if an website was even needed. Technically, it isn't NEEDED as locals knew it was there, but everyone really WANTED one. Moderated and unmoderated usability studies were conducted resulting in an easy-to-user prototype.

User research: pain points

1

Pain point

Users would like to know upcoming events at the arena

2

Pain point

Will there be accessibility for people with disabilities or advanced age?

3

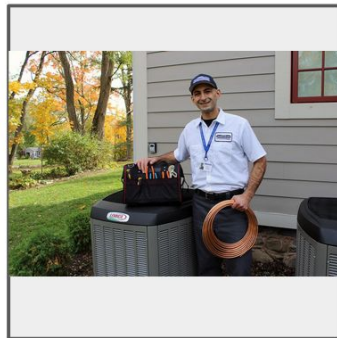
Pain point

Will it load better than other local arenas which seem to be on a server using dial-up connectivity.

Persona: Jeremy Wyatt

Problem statement:

Jeremy is an A/C technician who needs to get information about upcoming events because he wants to attend them.



Jeremy Wyatt

Age: 23

Education: High School

Hometown: Clarksville, TN

Family: Live in girlfriend

Occupation: A/C Repairman

"METALLICA!!!"

Goals

- Wants to see more live events (concerts, sports, etc.)

Frustrations

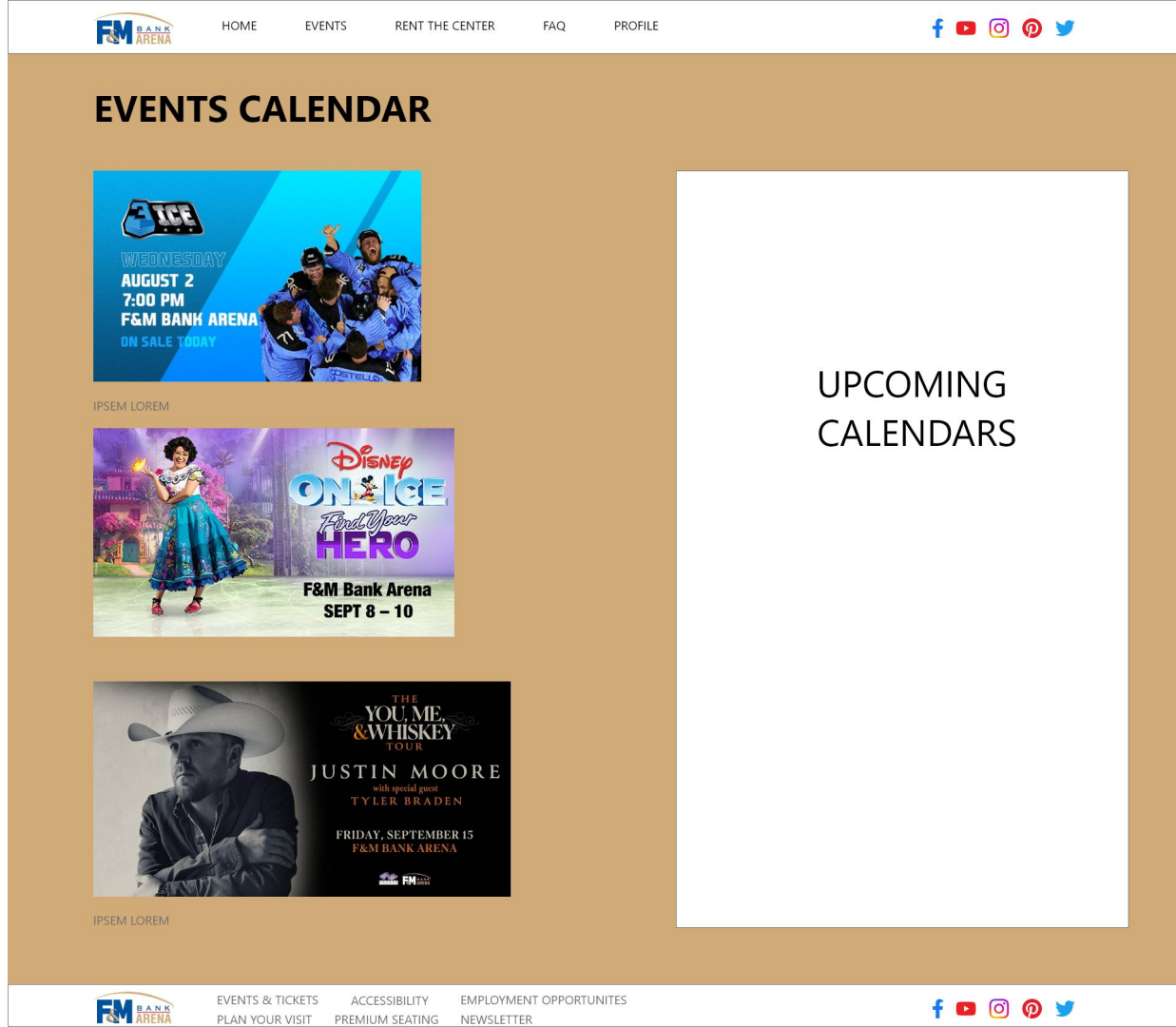
- Until the new arena, very few live events in the area
- Uncertain of how to get information about arena information

Needs to be made aware of new arena in the downtown area.
Needs to find arena's website and/or app to get information about local events at the arena.

User journey map

With the website functional, a user can find the list of upcoming events.

Jeremy noted that there weren't many to choose from, but this is not an issue the app can solve. We have been assured that more events are on the way.



Persona: Agnes Soucy

Problem statement:

Agnes is concerned that she will not be able to access any seats due to her age and mobility issues.



Agnes Soucy

Age: 68

Education: Doctorate

Hometown: Clarksville, TN

Family: Husband (kids grown)

Occupation: Retired English Prof.

"People stopped caring about people my age when I was their age"

Goals

- Wants to visit the arena
- Wants to see events that are more oriented to her age and interests

Frustrations

- Many facilities in the area are not readily accessible by people her age
- Not happy with the aging process

She would love to see a "Westminster Kennel"-type dog show in the arena but is worried that once she's bought tickets she won't be able to physically get in.

User journey map

For the moment,
accessibility issues are
addressed as the first item
in the FAQ and Accessibility
page in the menu (available
on all pages). It includes
access entrances, parking,
listening devices,
sign-language interpreters,
service animals and more.

Frequently Asked Questions and Accessibility

ACCESSIBILITY

F&M Bank Arena is committed to compliance with the Americans with Disabilities Act (ADA) and will ensure that it offers compliant access to guests with protected disabilities. Included below is basic information regarding accessibility at F&M Bank Arena. If a guest requires accommodations in addition to or other than the accommodations described below while at F&M Bank Arena or has additional questions, please either email accessibility@fmbankarena.com or call 931-343-FMBA.

ACCESSIBLE ENTRANCES

Accessible entrances are located at:

First and Main St
Second and Main St
Second and College St
Premium Seating Entrance

Main St

ACCESSIBLE PARKING

Accessible parking info will be available soon.

LISTENING DEVICES

Assisted Listening Devices are available at guest services located near Section 109. A photo ID is required as collateral for using the assisted listening device. The ID will be exchanged back for the device when returned.

LUXURY SUITES AND PREMIUM SPACES

Guests who require wheelchair-accessible seating or accessible services while in a luxury suite or premium space are encouraged to contact their premium services contact with as much advance notice as possible.

SIGN LANGUAGE INTERPRETERS

Sign Language Interpreters are available upon request to those who require such services. Guests who require such services are required to give F&M Bank Arena as much advance notice as possible, but at least two weeks prior to the event by calling 931-343-FMBA, selecting Box Office from the menu or by emailing accessibility@fmbankarena.com. Required seating accommodations for the guest and the interpreter are provided on a first-come, first-served basis, subject to availability and are not guaranteed.

SENSORY ROOMS AND BAGS

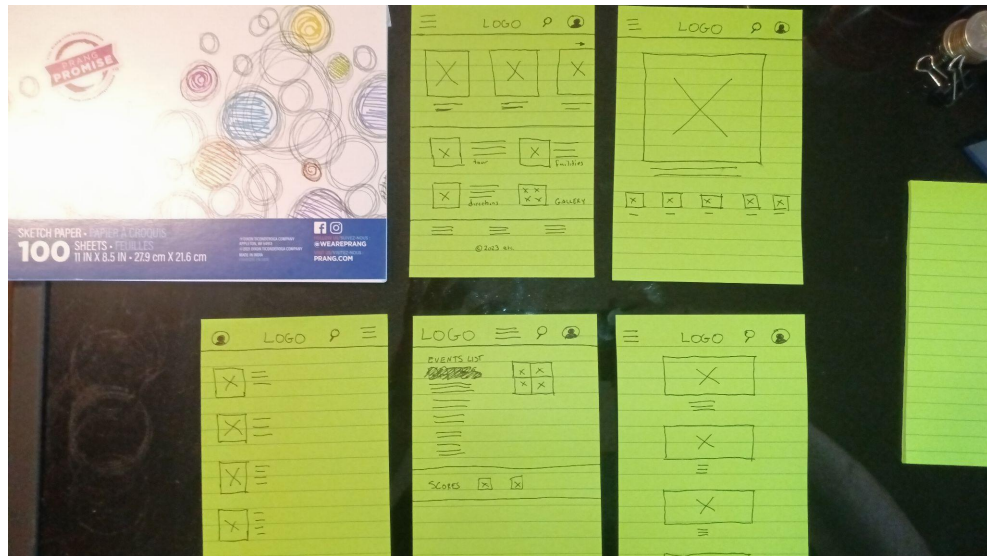
More information coming soon.

SERVICE ANIMALS

Service animals (including service animals in training) for Guests with disabilities are permitted at F&M Bank Arena. All other animals are prohibited.

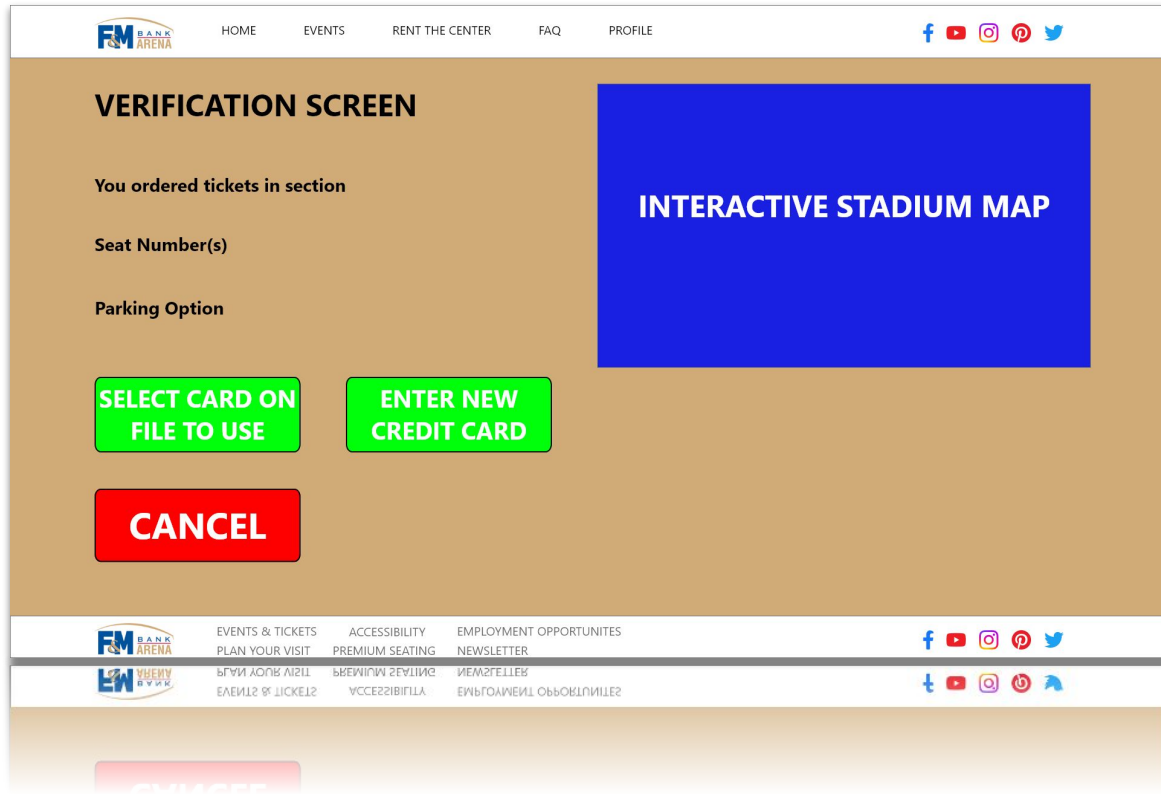
Paper Wireframes

In the beginning, many sticky notes were used to create a wireframe model of how the site should work. Discarded notes were recycled.



Digital Wireframes

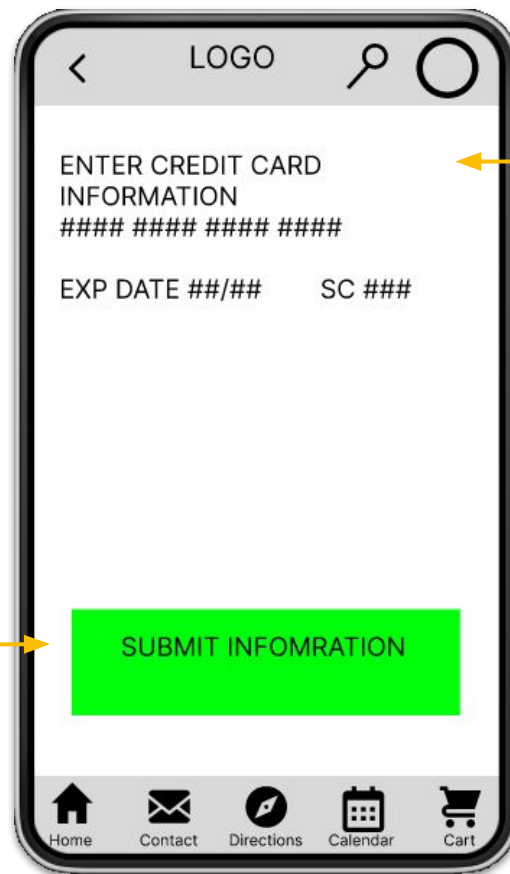
Many of the digital wireframes became quickly advanced using the wireframes from a previous project that were incorporated into the website design. Once the stadium construction is complete, the interactive map will be created.



Digital wireframes

Designs from the app version were incorporated into the digital wireframes for the website.

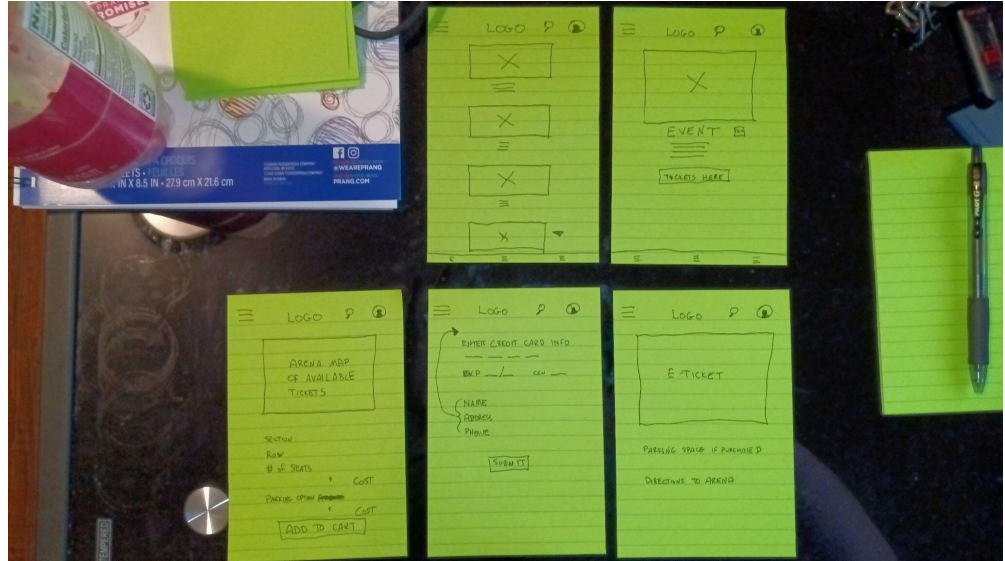
More rounded buttons were used in the final version as they were deemed more "friendly."



Early models contained pages for the credit card information that was later transferred to the profile page for easier navigation.

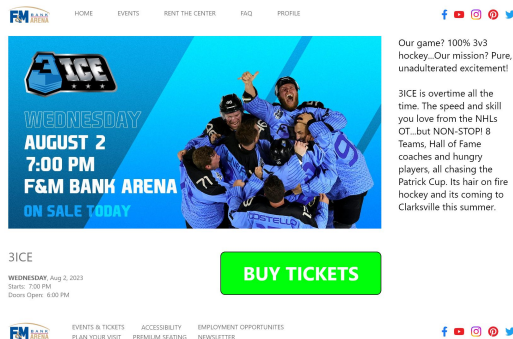
Paper wireframe screen size variation(s)

Many elements from the app were developed in conjunction with the mobile app. Many times, the paper wireframe could simply turned 90 degrees and have the menu bar moved.

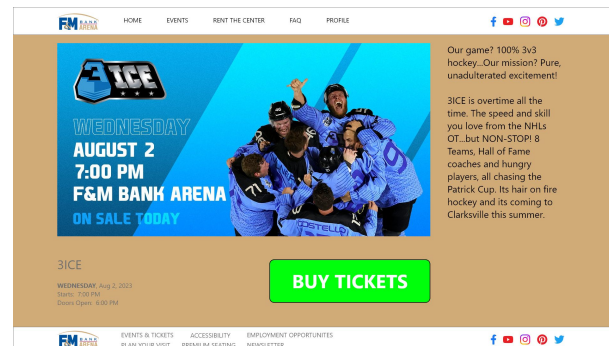


Digital wireframes

Sometimes the most trivial things can be important. The coloring of the page's background, for example, was blending with other items on the page, making navigation difficult.



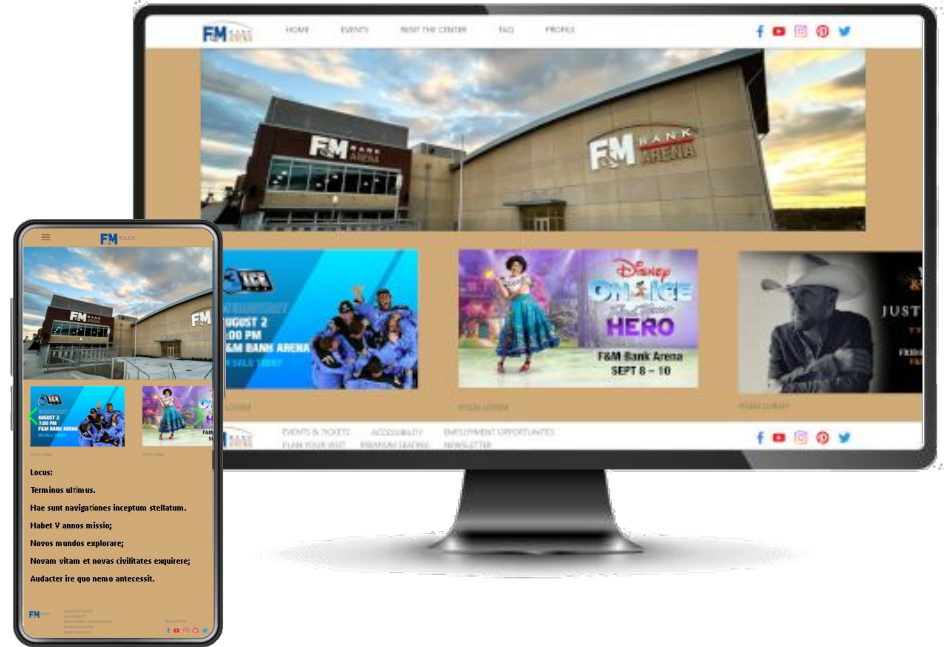
The white background made it blend in with the header and footer



The use of the F&M tan made the separation between items easier AND established the brand coloring.

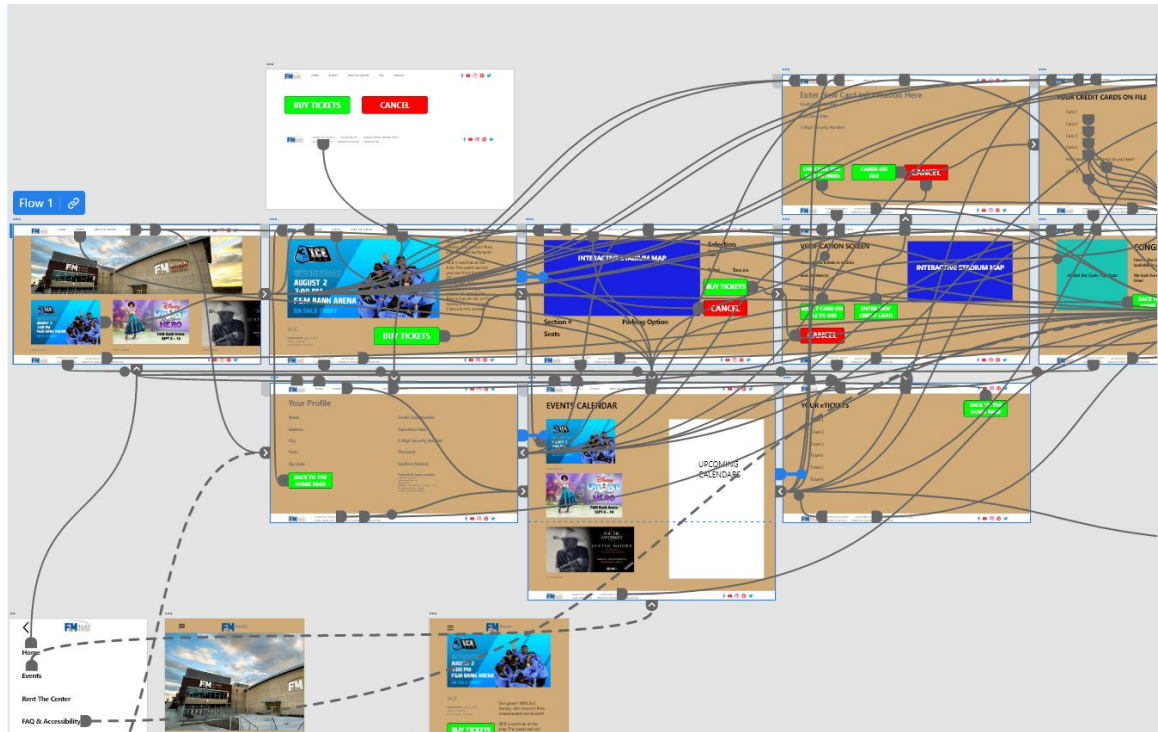
Digital wireframe screen size variation(s)

Due to the creation of the phone app, the design process of the website went very quickly and wireframe models were created quickly.



Low-fidelity prototype

While it may look here like there are a lot of links to take care of, the complexity of the navigation through the prototyping ultimately makes it easier for users to get where they want to go with a number of different ways to get there.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Navigation is simple with proper color coding and easy-to-read fonts.

2

Finding

Having images of events made it simple for users to find what they were looking for.

3

Finding

Users seems fascinated (in a good way) with the green button.

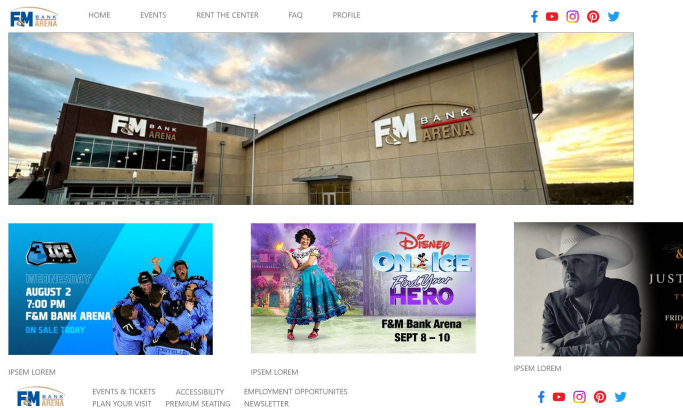
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

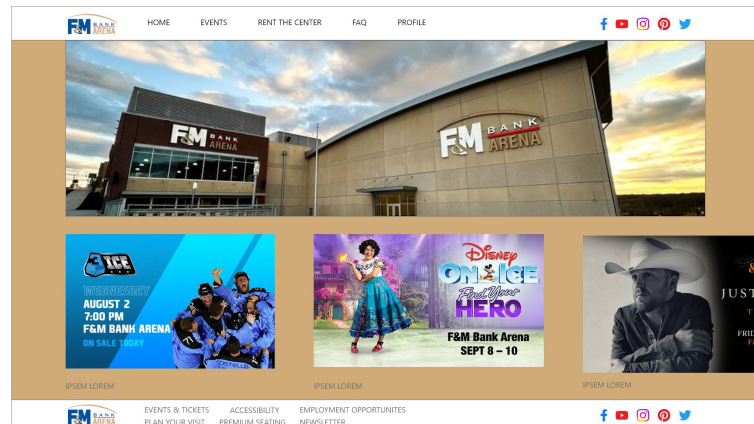
Mockups

The color coordination of the original page made it complicated to differentiate between page elements. Changing it to the F&M color scheme solved the issue while improving brand recognition.

Before usability study



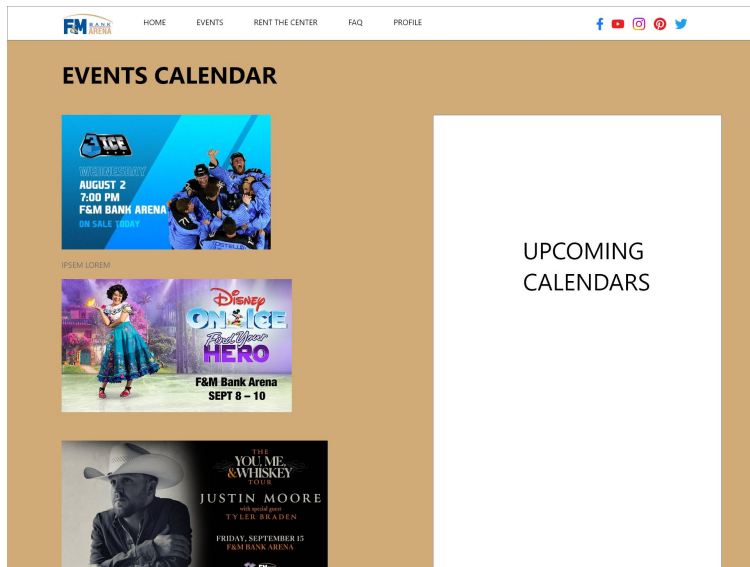
After usability study



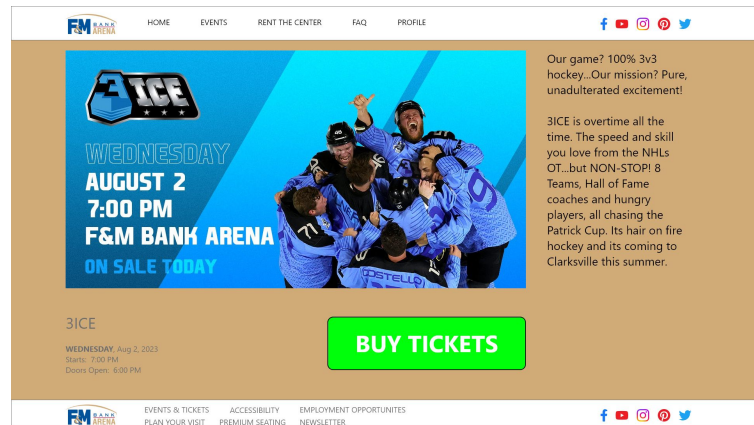
Mockups

Using the images allowed for easier navigation to the events users were looking for.

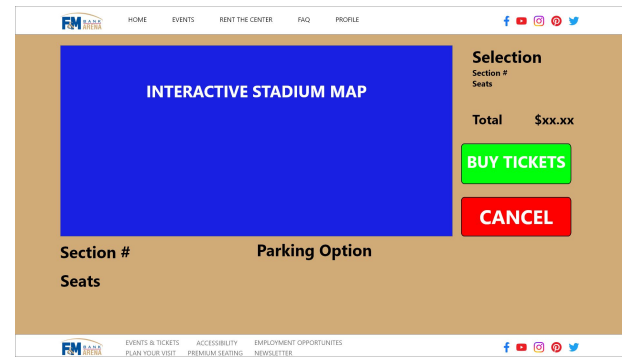
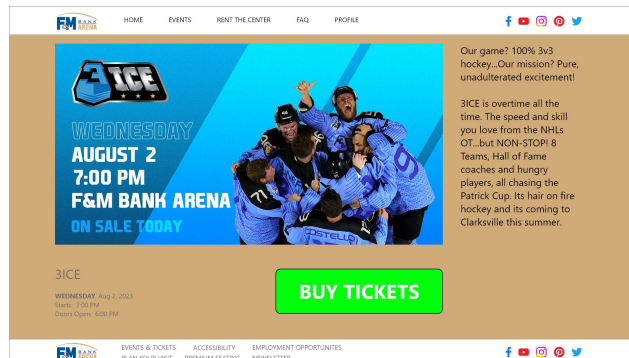
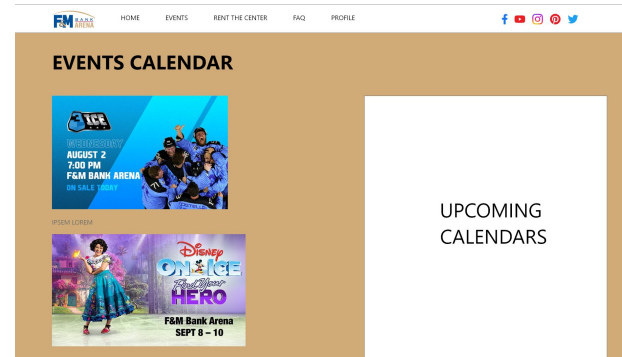
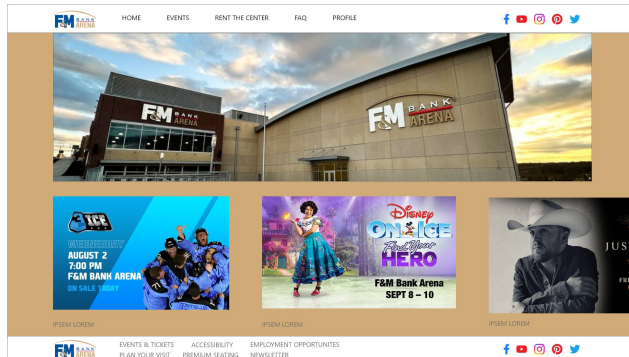
Before usability study



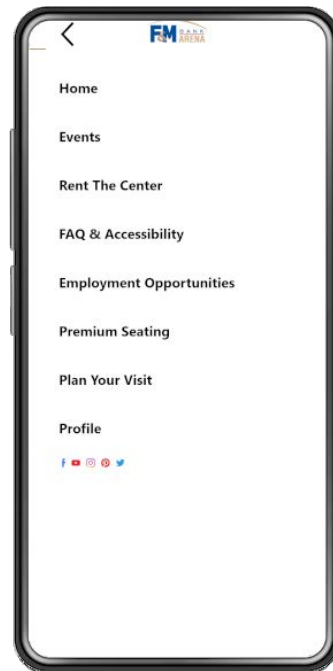
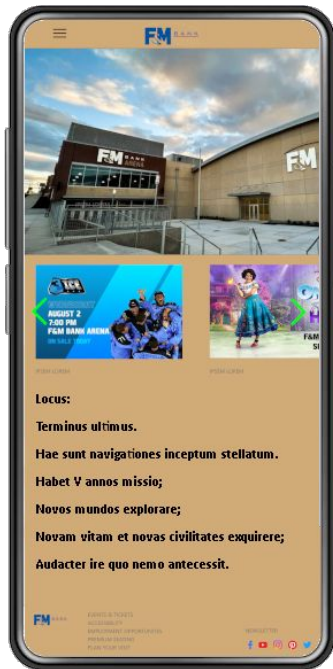
After usability study



Mockups: Original screen size

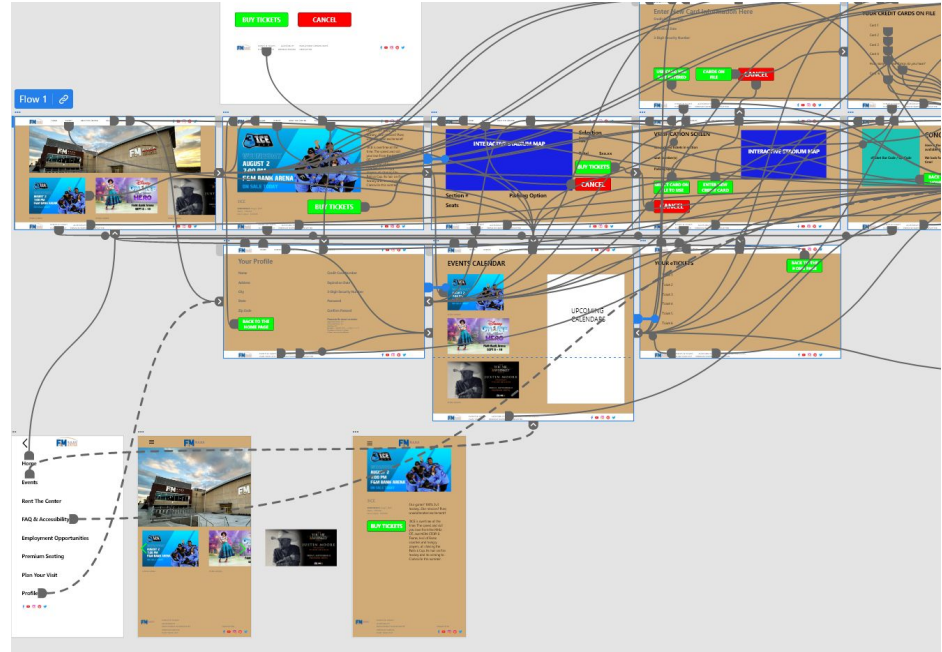


Mockups: Screen size variations



High-fidelity prototype

Due to the complexity of the “under the hood” details worked out by the UX team, navigation was considered a breeze by EVERY PARTICIPANT in our studies.



Accessibility considerations

1

Fonts were judged to be easy to read and on-screen reader functionality is in the works for the visually impaired

2

A multilingual version is in the works and should be ready before the arena itself opens.

3

As mentioned, there are numerous accessibility issues covered in the FAQ and Accessibility page including parking, service pets and sign-language interpreters.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our goal to create an website that would facilitate the purchasing of tickets at the F&M Bank Arena seems to have been met, allowing anyone with access to the internet to have access, 24-7, to the upcoming events.



What I learned:

Frankly, I did not realize there were so many accessibility issues that needed to be addressed, but I believe we have covered them rather well. If more issues arise, my team and I are well prepared to tackle them.

Next steps

1

As mentioned, we are already working on a multilingual version.

2

We have been asked by the arena to have a gallery of pictures from past events. This is a future project as no events have been held yet.

3

We are currently working with the engineering staff on the interactive seat map and the eTicket barcodes. Both aspects should be ready well before the August 2nd hockey event.

Let's connect!



If you have any questions or issues, please contact me at rob@steele42.com.

If you are curious about some of my other work, please visit my personal website at steele42.com

Thank you for taking the time to listen to this project overview.