

tickethub



Application Design 1 | IG 3. Semester | WiSe 2023/24
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Understand

05

Intro and overview

06

Competitor Analysis

09

Existing Screen Flow Ticketmaster

11

Online Survey

13

Results of the online survey

20

User Profile and Personas

24

How-might-we questions

26

Kano Model

29

Guided Plan

31

Crazy 8 method

33

Storyboard

Explore

36

Design Brand Filters

38

Wireframes

40

Moodbaord

42

Variations

50

Grid system

51

Information Architecture

Result

53

Style guide

66

Interface Finalization

60

Using AI-Generated Images

73

Potential areas for future development

63

Microinteractions

65

Animations

Intro and Overview

In this project, we're taking a closer look at the Ticketmaster app, which stands out as a major player in connecting millions with live events ranging from concerts to sports and everything in between. Ticketmaster has made its mark by using technology to make finding and buying tickets easier and more intuitive. Despite its success and global presence, feedback from users points to several areas needing improvement, especially when it comes to navigating the app, selecting seats, and getting personalized event suggestions.

After thorough analysis, our team discovered both Ticketmaster's potential and its shortcomings. This documentation is set to unpack these challenges, to propose thoughtful, strategic enhancements. We aim to elevate the Ticketmaster app experience, ensuring it not only meets but exceeds the expectations of its diverse user base, making event discovery and ticket purchasing as seamless as possible.

Competitor Analysis

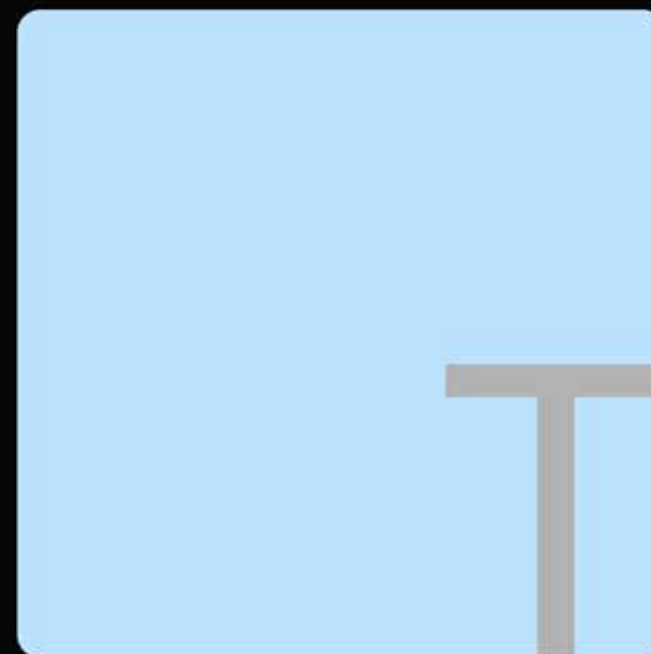
At the beginning, we conducted a competitor analysis to better understand the market and define the product target for ourselves. This enabled us to filter out valuable insights to understand what needs to be addressed to create a product that people enjoy consuming. In the process, we focused on the following parameters of the competitor apps:

The content of the respective app, the structure, the usability and the design. The apps we examined more extensively were Resident Advisor, Eventim, Billetto and Eventbrite. For each of these apps, we listed the different features in a table, then ranked them in three different categories and color-coded them so that we could differentiate between the positives and negatives at a glance. The color green for strengths, red for weaknesses and yellow for opportunities. In particular, we noticed that the Ticketmaster app has a number of weaknesses and therefore offers plenty of potential and room for further improvement. For instance, there is no possibility to

filter by personal events, or to use a map function to find the next artist in your area, or to be notified when your favorite artist is playing their next concert. By taking a closer look at every single feature of all the apps and then evaluating them, we discovered rather quickly what we considered exciting to incorporate into our new app.



Categories	Ticketmaster	Resident Advisor	Eventim	Biletto	Eventbrite
Personalised events	●	●	●	●	●
Find nearest artists	●	●	●	●	●
Pay with Apple Pay	●	●	●	●	●
Pay with PayPal	●	●	●	●	●
Debit/credit card	●	●	●	●	●
Log in with Facebook	●	●	●	●	●
Add favourite artists from Apple Music	●	●	●	●	●
Follow your favourite DJ/ artists/ clubs	●	●	●	●	●
General reminder notifications	●	●	●	●	●
Event ticket in app	●	●	●	●	●
Relevant recommendation page for events	●	●	●	●	●
Information giving seatmap (pricing)	●	●	●	●	●
Seatmap to select seats	●	●	●	●	●
Connect socials, share with friends	●	●	●	●	●
Search function	●	●	●	●	●
Ticket release count down	●	●	●	●	●
Connect Spotify to sync favourite artists	●	●	●	●	●
Event Calendar	●	●	●	●	●
Save unpurchased events	●	●	●	●	●
See which friends who are going	●	●	●	●	●
Tinder style event swiper	●	●	●	●	●



Existing Screen Flow Ticketmaster

In the next step, we mapped and analyzed the screen flow and its functionalities of the Ticketmaster app to gain a comprehensive understanding of the product. This exploration aimed to recognize the complexity, to identify the any sort of inconsistencies in behavior and design, and the diverse range of functions associated with the application. We mocked up every single screen in the app, connecting them with arrows to enhance our overall knowledge. Subsequently, we defined categories for the individual sections of the app. Here are some examples of the superior sections: Home, explore, search, profile, ticket purchase etc.



Online Survey

Following the competitor analysis, we were able to investigate the personal opinions of users regarding the purchase of a ticket by sending out an online survey. Fortunately, a total of 80 people participated, which helped us to understand our target group better. This allowed us to collect optimal quantitative data by asking both existing users and new customers specifically about their requirements for the product. On the one hand, we integrated more general questions to get a rough overview of the background of the users, such as how old the respective users are. On the other hand, we included questions about their purchasing behavior, such as where they buy a ticket for a concert/event or how often they buy a ticket. In the further course of the survey, we tried to find out which application users use to buy a ticket if they do not purchase their tickets at the evening box office. We provided them with suggestions for apps that we had already examined in more detail in our competitor analysis.

Furthermore, we requested users to provide insights into both the positive and negative aspects of the specific app they utilize for online ticket purchases, aiming to gain a comprehensive understanding of their personal preferences and wishes. Finally, we implemented more general questions for possible additional features, such as whether they would like to receive personalized recommendations of events or whether they would like to be able to link their social media with the ticket application etc.

Kauf eines Tickets

Im Rahmen eines Studienprojekts in dem Kurs "Application Design" haben wir es uns zum Ziel gesetzt, sowohl das Konzept als auch die Gestaltung einer App, über die man Tickets für Events kaufen kann, zu überarbeiten und zu optimieren. Wir würden uns sehr freuen, wenn du dir paar Minuten Zeit nimmst und uns bei unserer Umfrage unterstützt. Deine Antworten sind selbstverständlich anonym und vertraulich. Vielen Dank vorab :)

regattieriol@gmail.com [Konto wechseln](#)



 Nicht freigegeben

* Gibt eine erforderliche Frage an

Wie alt bist du? *

- ☐ 10-17
- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46+

Wo kaufst du deine Tickets für ein Konzert oder ein Event? *

- ☐ Webseite
- ☐ App
- ☐ Abendkasse

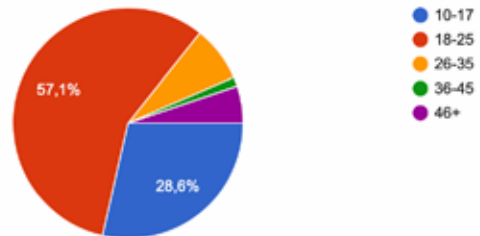
Results of the online survey

Approximately 60% of our participants are between 18 and 25 years old, about 30% between 10 and 17 and about 9% 26-35 years old. It was very interesting to see which application our survey participants use to buy their tickets online. The majority use eventim with roughly 70%, followed by ticketmaster with 45% and eventbrite with only approx. 16%.

Wie alt bist du?

77 Antworten

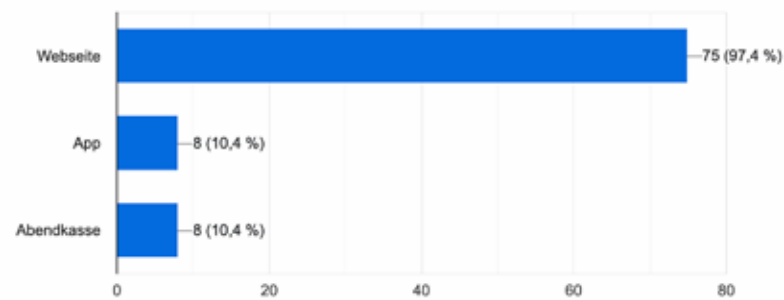
 Kopieren



Wo kaufst du deine Tickets für ein Konzert oder ein Event?

77 Antworten

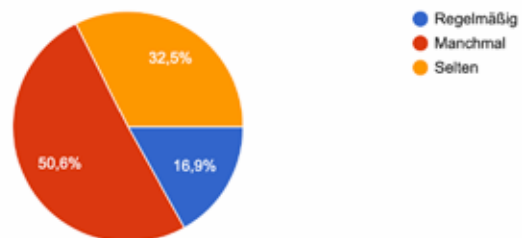
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Wie oft kaufst du ein Ticket für ein Konzert oder ein Event?

77 Antworten

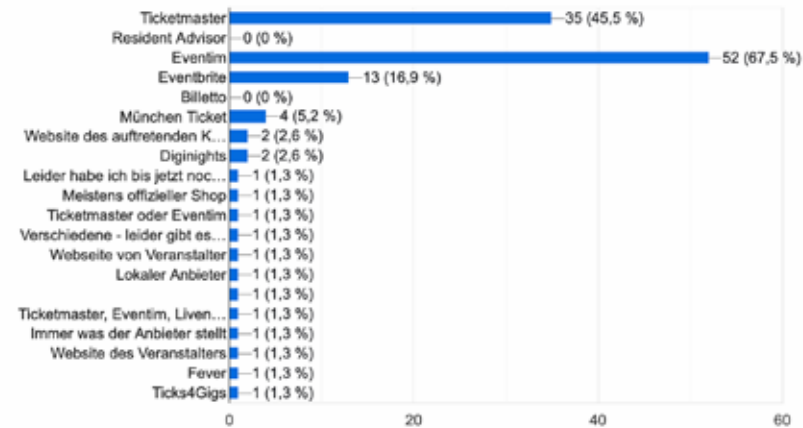
 Kopieren



Wenn du dein Ticket nicht über die Abendkasse kaufst, über welche Anwendung kaufst du es dann online?

[Kopieren](#)

77 Antworten



Warum hast du dich dazu entschieden, dein Ticket über diese Anwendung zu kaufen?

71 Antworten

Vertrauenswürdigkeit

Wurde mir vorgeschlagen

Einfach zu verwenden.

* Kann ich leider nicht beantworten

Wird beim googeln als erstes angezeigt

War das einzige wo man das Ticket kaufen kann

War nur dort verfügbar soweit ich weiß, und schon früher dort gekauft

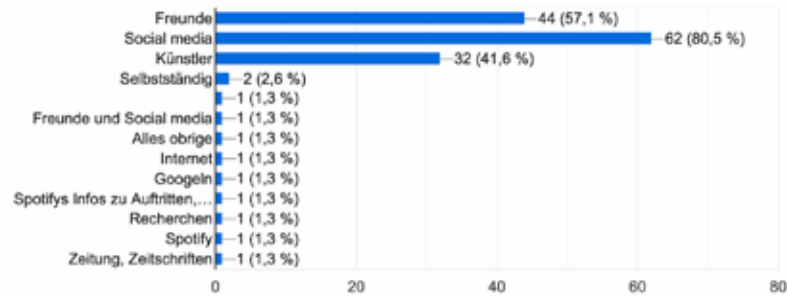
Weil man meistens keine andere Wahl hat

Ich kaufe ich gefühlt immer Tickets

Wie findest du heraus, ob ein Event stattfindet?

[Kopieren](#)

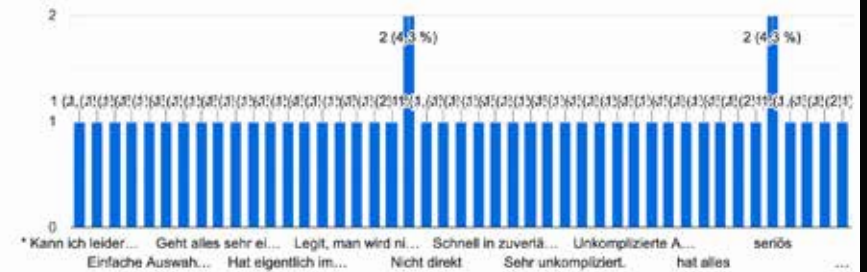
77 Antworten



Gibt es irgendwelche positiven Aspekte, die dir im Zusammenhang mit dieser Anwendung einfallen?

[Kopieren](#)

47 Antworten



Gibt es irgendwelche negativen Aspekte, die dir im Zusammenhang mit dieser Anwendung einfallen?

[Kopieren](#)

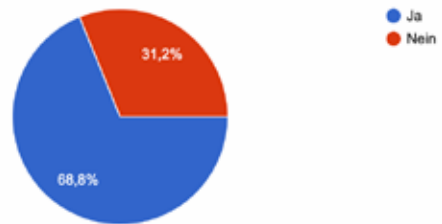
49 Antworten



Würdest du gerne personalisierte Empfehlungen von Events bekommen?

 Kopieren

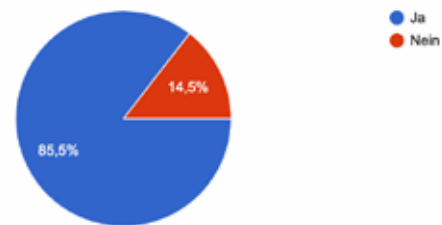
77 Antworten



Hättest du gerne die Option, deinem Lieblingskünstler folgen zu können?

 Kopieren

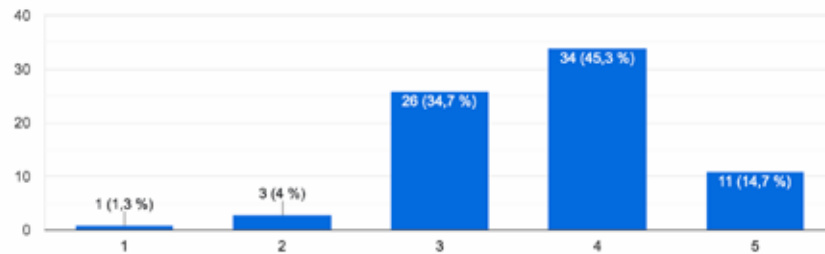
76 Antworten



Wie leicht fällt dir das Auswählen von Sitzplätzen beim Ticketkauf über diese Anwendung?

 Kopieren

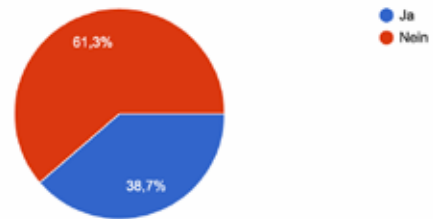
75 Antworten



Würdest du gerne deine Sozialen Medien mit der Ticket Anwendung verknüpfen wollen?

 Kopieren

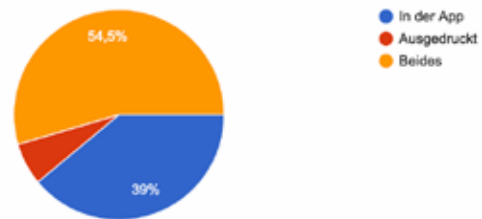
75 Antworten



Würdest du gerne dein Ticket in der App oder ausgedruckt haben wollen?

 Kopieren

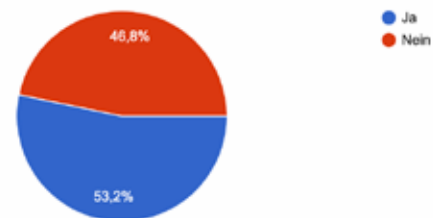
77 Antworten



Hast du "Ticketmaster" schonmal für den Kauf von Tickets in der Vergangenheit verwendet?

 Kopieren

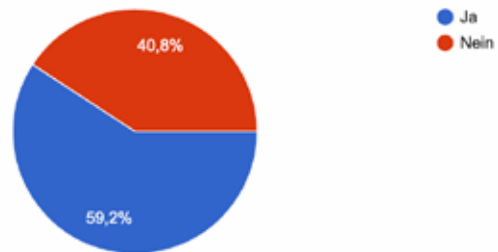
77 Antworten



Würdest du gerne die Option haben, Spotify oder iTunes mit deiner Anwendung zu verknüpfen?

 Kopieren

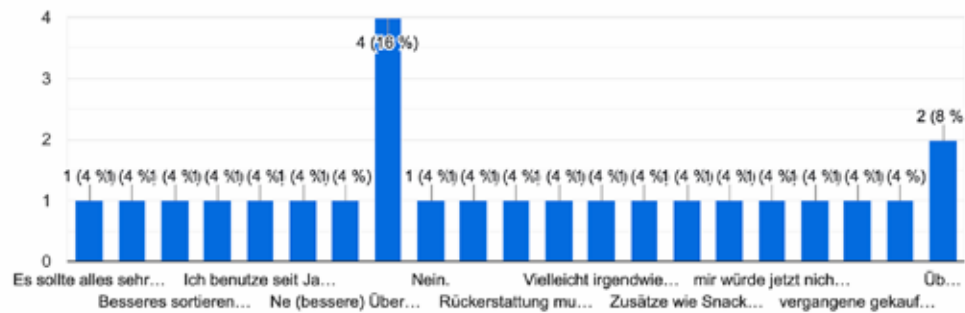
76 Antworten



Gibt es noch eine zusätzliche Funktion, die du dir wünschen würdest, wenn du Tickets über eine Anwendung kaufst?

 Kopieren

25 Antworten



User Profile

Our typical user is a concert enthusiast ranging from young adults to middle-aged individuals who enjoy live events and prioritize ease of access to their entertainment needs. They value intuitive digital experiences and often engage with apps that streamline their lifestyle choices. Our user value functionality, and although not necessarily tech experts, they're comfortable using mobile applications for daily activities, including event bookings.

Our users are looking for a seamless, hassle-free process to locate and book events that align with their interests. They need an app that is well-organized, ensuring they can find relevant information and complete their tasks efficiently. Precise and personalized information delivery is crucial to meet their individual preferences and histories. They aim for an app experience that not only facilitates the transactional aspect of purchasing and reselling tickets but also enhances the anticipation and excitement leading up to the event, thereby encapsulating the magical atmosphere of live concerts.

Personas



Jordan - The Student

Age: 21

Occupation: University Student

Interests: Music, festivals, budget travel

Background: Jordan is always juggling schoolwork, part-time jobs, and a social life. He loves attending live events but needs to plan carefully to fit them into his busy schedule and budget.

Needs and Goals:

- Needs an efficient way to find and book tickets for events that fit his tight schedule and budget constraints.
- Values the resale function as a safety net for when plans change unexpectedly.
- Interested in a streamlined app experience that minimizes the time spent on ticket transactions

Personas



Mia - The Busy Professional

Age: 31

Occupation: Marketing Manager

Interests: Live entertainment, networking events, digital innovation

Background: Mia's job requires her to keep a finger on the pulse of the latest trends in entertainment and marketing. She attends concerts and events both for personal enjoyment and professional networking but struggles to manage her schedule and ticket purchases efficiently.

Needs and Goals:

- Seeks an app that offers real-time notifications about ticket availability and event updates to fit her busy schedule.
- Needs a reliable and quick way to buy or resell tickets, emphasizing ease of use and time-saving features.
- Looks for functionality like group purchases and sharing event plans to coordinate with friends or colleagues.

Personas



Marco - The Concert Tourist

Age: 32

Occupation: Digital Marketer

Interests: Live concerts, European travel, music photography

Background: Marco is an avid concert-goer with a passion for experiencing live music across Europe. He follows his favourite bands on tour and plans his travels around their concert dates. Given the popularity of the bands he follows, he often finds himself racing to secure tickets before they sell out.

Needs and Goals:

- Requires a fast and efficient seat selection process to secure tickets for high-demand events.
- Values real-time notifications for ticket availability, especially for sold-out events that may have last-minute openings.
- Looks for an intuitive, quick-loading app interface that allows for smooth navigation and transaction completion, even on lower bandwidths during his travels.
- Prefers a ticket app with a feature that allows him to resell his tickets easily if his plans change or he decides to attend a different event instead.
- Appreciates personalized event recommendations based on his concert history and favourite bands to discover new events while traveling.

How-might-we questions

01

How might we make the selection of seats for different price categories clearer?

02

How might we communicate important background information about an event or when it doesn't take place?

03

How might we motivate the buyer and make it clear when the purchase is completed?

04

How can we ensure that the customer has the option of having a ticket online and printed out?

05

How can we make it possible for the purchaser to resell their ticket for the event in the case of illness?

06

How can we filter by multiple categories to get more accurate recommendations?

07

How can we ensure that personalized recommendations for events appear on the home screen?

After filtering out the pain points from the current Ticketmaster app via the insights from our online questionnaire, we formulated how might we questions and reflected on how we could best approach them both conceptually and in terms of design. These questions enable us to transform our findings into areas of opportunity and to find innovative solutions to problems identified during our user research. The first how might we question we formulated is how we can improve the clarity of the seat selection for different price categories? For the second question, we considered implementing an additional new feature in the app after the high demand for it from our participants in our online questionnaire. This question was formulated as follows: How can we enable ticket purchasers to resell their tickets in case of an illness? The last question we phrased was how we can ensure personalized event recommendations to appear on the home screen.

Kano Model

In the next step, we used the Kano model to categorize which functions and features are relevant from the user's point of view and which may need to be further optimized. Therefore using this method has enabled us to prioritize requirements, development tasks or customer requests. It has also encouraged us to always view and evaluate our own services from the customer's perspective. The core element of our Kano model is a qualitative coordinate system with two axes and four quadrants. The vertical axis shows the customer satisfaction or customer enthusiasm with regard to the feature of a value proposition. The higher up, the more satisfied the customer. The horizontal axis shows the fulfillment of features or the fulfillment of expectations. The further to the right, the better the offer characteristic meets the customer's requirements. The indifference zone is at the intersection of the vertical and horizontal axes. If one of our features is located there, it is considered mediocre from the customer's point of view and ensures neither satisfaction nor dissatisfaction. According to

the scheme described above, we have arranged the locations of each feature on a single card in the model. The fact that we had to make a very conscious decision about where to arrange which card forced us to be concise, which was very challenging. In our Kano board, we have highlighted all the basic features in blue, such as the search function, the registration process, the overview of all contact details or the filter option for different event categories. The Satisfyer or Performance features are colored in green. Some examples are the possibility to reserve a ticket, background information about a specific event/artist or a map for an overview of different prices and seats. Delighter features are yellow, such as the option to receive the QR code of the ticket, an automatic suggestion of other available tickets if the preferred tickets are not available, the selection of different payment methods such as Paypal/ credit card or Apple Pay and lastly the ability to zoom in for a more detailed view of the seats. All notes that are red are danger features, for instance that it is

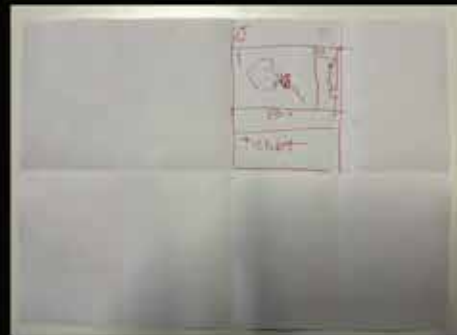
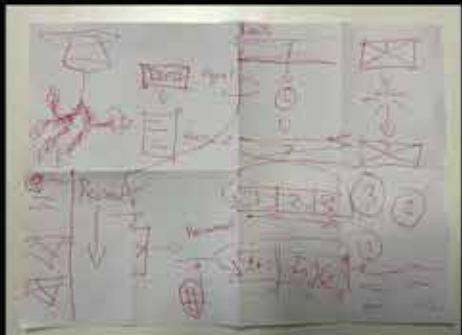
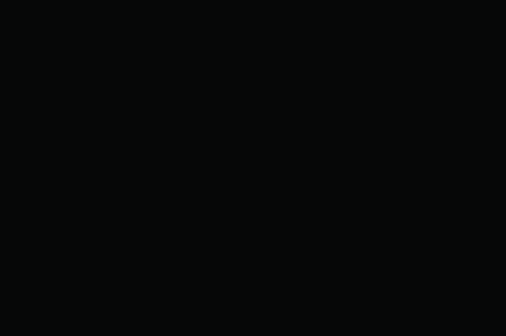
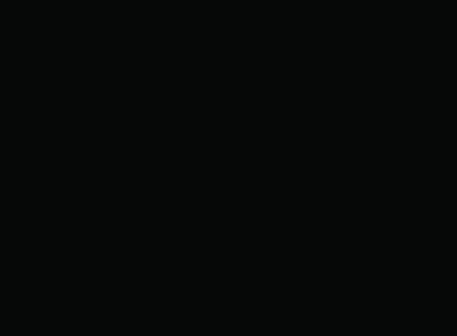
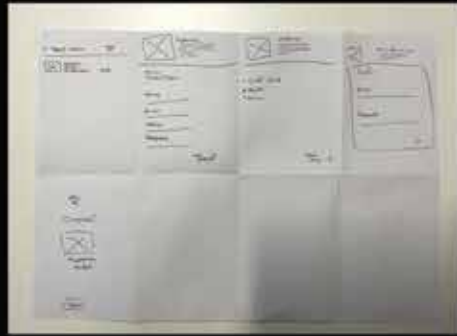
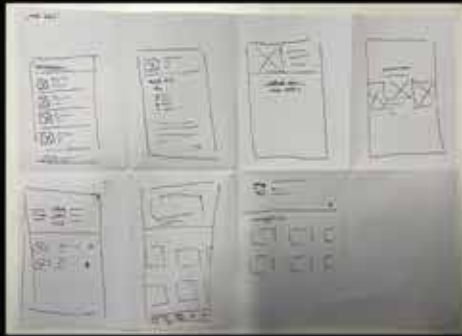
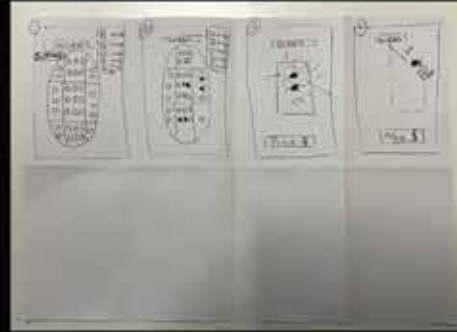
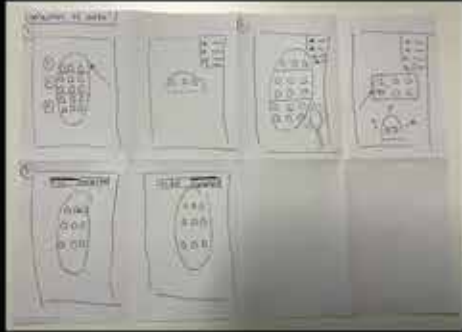
difficult to choose seats correctly, that there are no reminder notifications, that there is no possibility to pay cash, that there are no user tailored suggestions for concerts/events or that there is not enough background information about the artists or event creators available to the user. The purple-colored notes are chances. Here we have noted in which possible features we could see potential to be added to our app. Some examples are an overview list of past purchased tickets, the possibility to resell tickets via the app or a small quiz to personalize your account to get better events recommended. After prioritizing all the functions, an order emerged as to which functions should be kept and possibly reworked and which functions should be integrated into the app.

Guided Plan

After completing this entire prioritization process, we put together a guided plan in tabular form so that we had a clear overview of what we needed to do in the subsequent concept phase. It quickly became clear which features could remain unchanged, which needed to be optimized and which ones we wanted to add.

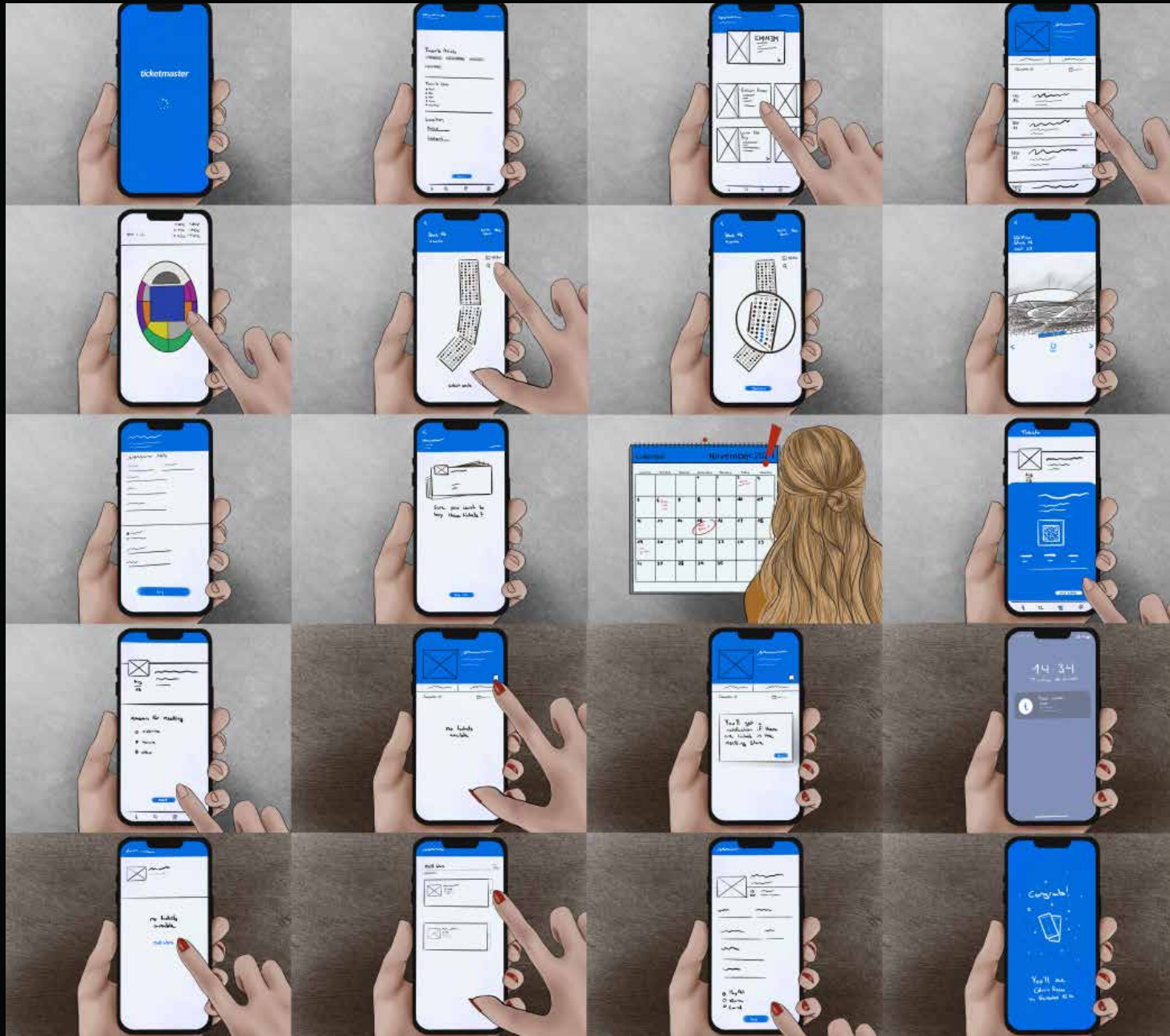
Crazy 8 method

Moving on to the next step, we proceeded to visualize ideas using the Crazy 8 method. Each of the three of us took on a different “how might we question” and began to roughly sketch out and scribble possible solutions to problems. We then repeated this process three times so that everyone could put their thoughts on paper for each question. Therefore, we had a variety of different display options. What particularly challenged us was how to make the selection of individual seats as user-friendly as possible and whether to integrate the different price categories into the visualization of the stadium or display them separately in the form of a legend. In the subsequent discussion in our group, we quickly came to the decision that it would be easiest and clearest to divide the stadium into larger sections, within which there are seats with the same prices. Something else we agreed on very quickly was that we needed a magnifying glass to enable the user to zoom in on certain areas as precisely as possible.



Storyboard

The storyboard visualizes a user's journey with a ticketing app, from the initial engagement to an unexpected twist. It starts with the user opening the app and smoothly navigating through the seat selection process. The narrative takes a turn when the user realizes the event coincides with her mother's birthday, prompting her to resell the tickets using the app's resale feature. Meanwhile, another user on the waiting list receives a notification about the available tickets, leading to a successful purchase. The story culminates with a confirmation of the transaction, closing the loop of the resale experience.



Explore

Design Brand Filters

The Design brand filters framework is a strategic tool used to align user experience elements with a brand's identity, ensuring consistency and relevance across all user interactions. This framework is grounded in four key behavioral attributes: reliability, informativeness, structure, and personalization, which guide the integration of design filters reflective of the brand's ethos.

Reliability is anchored in intuitive design and well-organized information architecture, prioritizing user independence and navigational clarity. The framework emphasizes informativeness through structured content presentation and precise information tailored to user needs, enhancing the efficiency of the user journey.

The structure is about creating a straightforward and accessible user interface, promoting easy understanding and consistent navigation. Personalization is the final attribute, focusing on bespoke user pathways

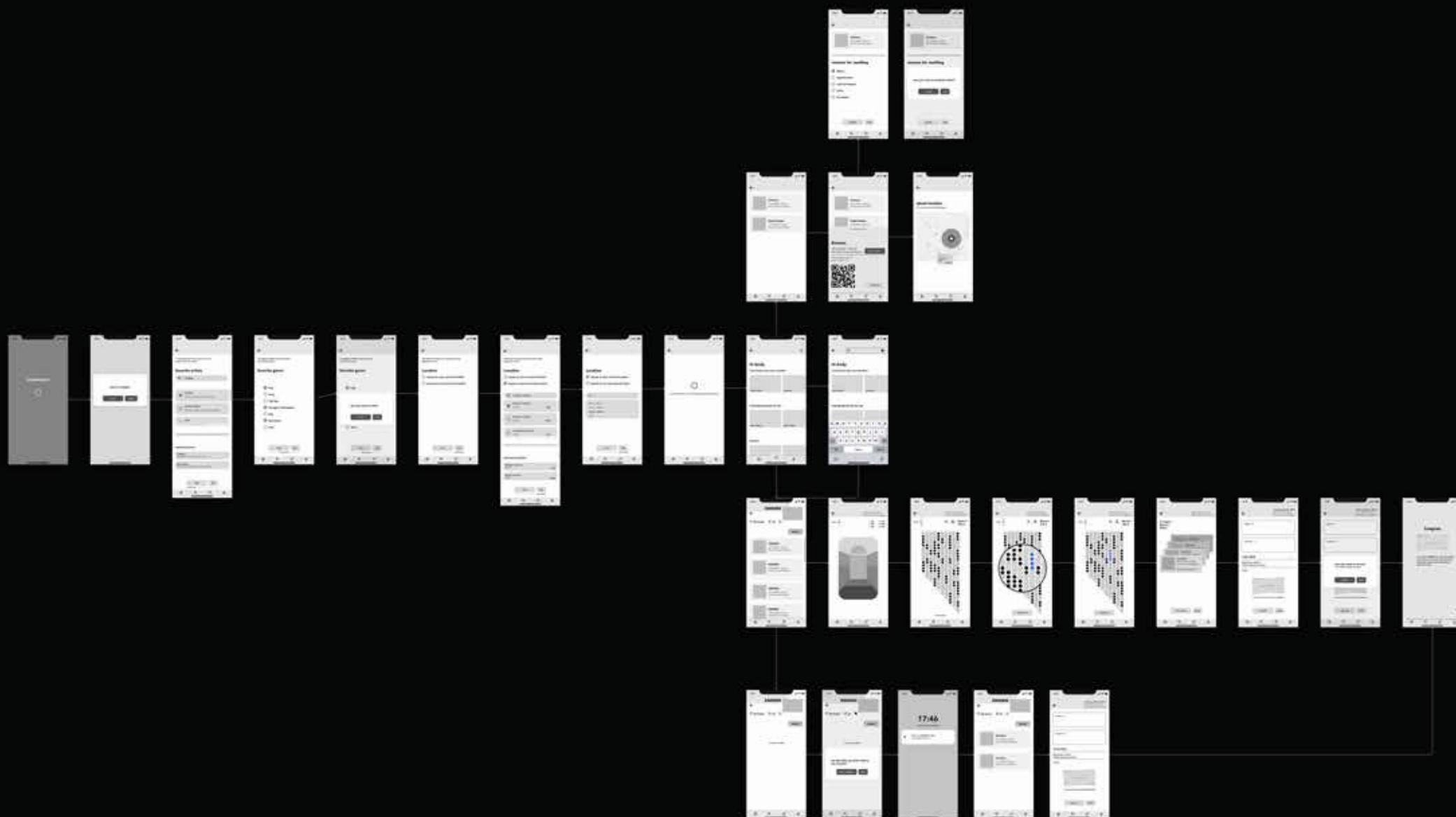
and design aesthetics that adapt to individual user histories and preferences.

Incorporating these attributes into design practices ensures that the brand's identity is consistently communicated, while also catering to the functional and aesthetic needs of the user. The framework serves as a guide for designers to craft experiences that are not only aligned with the brand's message but also enriched with a personalized and user-friendly approach.

		Behavioral attributes			
		Reliable	Informative	Structured	Personalized
Brand filter and explanation	Design filters				
	Look & feel tonality	Intuitive understandable Visuals clearly indicating function	Structured appealing content, tidy and simple presentation	Clearly laid out straightforward structure	Tailored Aesthetics adaptive design to reflect the user's preferences, unique visuals that feels personal to each user.
	Information Architecture	Well organized finding relevant information in the right place where it is expected	Precise information transfer tailored to the needs of the user	Easily understandable the user should always know where they are at any given time	Personalized Pathways Navigation that evolves to display information aligned with individual user history and preferences.
	User guidance & navigation	Self-explanatory independent and autonomous running through the process	Efficient conclusive and usage-dependent navigation	Accessible modules and functions are clearly presented	Custom Guidance Personalized tips & help content based on the user's proficiency level and previous usage patterns.
	Movement & interaction	User-friendly Run through the process without thinking	Target-oriented performant and coherent interactions	Consistent uniform navigation and effective interaction	Intuitive Gestures Interactions that learns the user's most common actions to streamline task completion.

Wireframes

Drawing from insights gained during the Crazy 8 brainstorming and the narrative insights of our storyboard, we crafted mid-fidelity wireframes for the Ticketmaster app redesign. These wireframes focus on enhancing the user experience with features like simplified ticket selection, tailored event recommendations, and a user-friendly interface, setting the stage for the app's development and refining its functionality and design. These wireframes are crucial in the app's evolution, delineating a structured path for further design innovations and functional upgrades. They play a vital role in refining the app's user journey and establishing a solid base for the final development phase.



Moodboard

The moodboard encapsulates a collection of mobile interface designs that express a sense of magic through their visual and interactive elements. The selected images illustrate a vibrant color palette, dynamic typography, and fluid animations that together create an engaging and almost otherworldly user experience. This ensemble aims to transcend the ordinary, aiming for an interface that feels alive and responsive to user interactions, thus evoking a sense of enchantment and wonder.

Variations

The process showcased below reflects an evolutionary journey in mobile app interface design, focused on capturing the essence of a concert's magic through visual elements. Starting in the lower left, the initial designs are more grounded and utilitarian, setting the functional foundation. As we move towards the upper right, each iteration becomes progressively more vibrant and dynamic, paralleling the crescendo of excitement one feels leading up to a concert.

The color palette transitions from solid, reassuring blues to rich purples and electric neons, invoking the energetic atmosphere of live music. These colors aren't just aesthetic choices but are calculated to evoke emotion and excitement, mirroring the anticipatory thrill of awaiting a performance. Design elements become more adventurous, with playful gradients, pulsating animations, and layouts that suggest movement and rhythm.

The motivation behind this design trajectory is to transport users from the mundane to the extraordinary, mirroring the transformative experience of attending a concert. The deliberate shift in design elements aims to create a user interface that doesn't just serve its functional purpose but also resonates with the emotional journey of concert-goers, from the moment they purchase a ticket to the final encore.





9:41

←

Add places for which you would like to get suggested events

Location

☒ based on your current location

☐ based on you favourite location

Q

Stuttgart, Germany

☒ Stuttgart, Germany
7017376km

☐ Esslingen, Germany
7372885km

selected locations

Stuttgart, Germany
7017376km

Munich, Germany
80331136km

next

skip

9:41

←

04.01.2024, 7:30 pm
Porsche Arena Stuttgart

max. price per ticket

120€



+

4

-

select seats

🏠

🎫

🛒

👤

9:41

←

Eminem

04.01.2024, 7:30 pm
Porsche Arena Stuttgart

about location

→ about location





Parquet left entrance E
Row 19 SEAT 711

resell

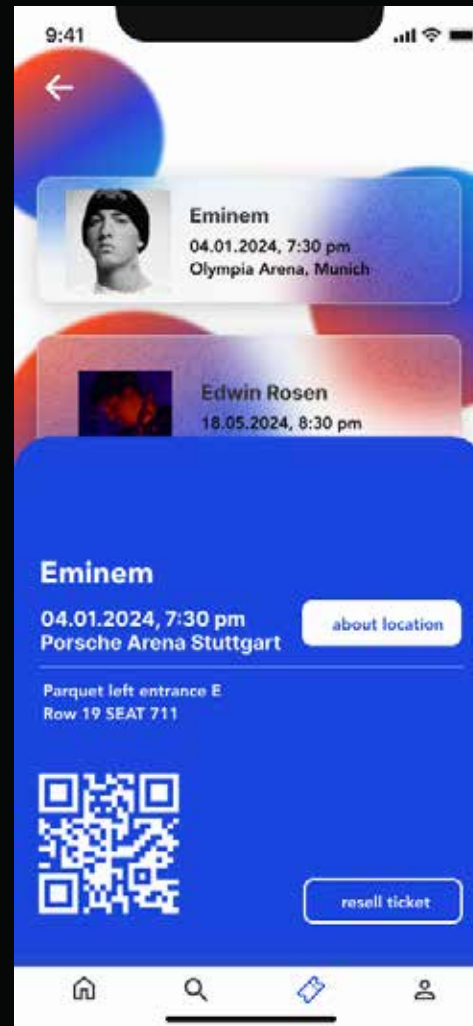
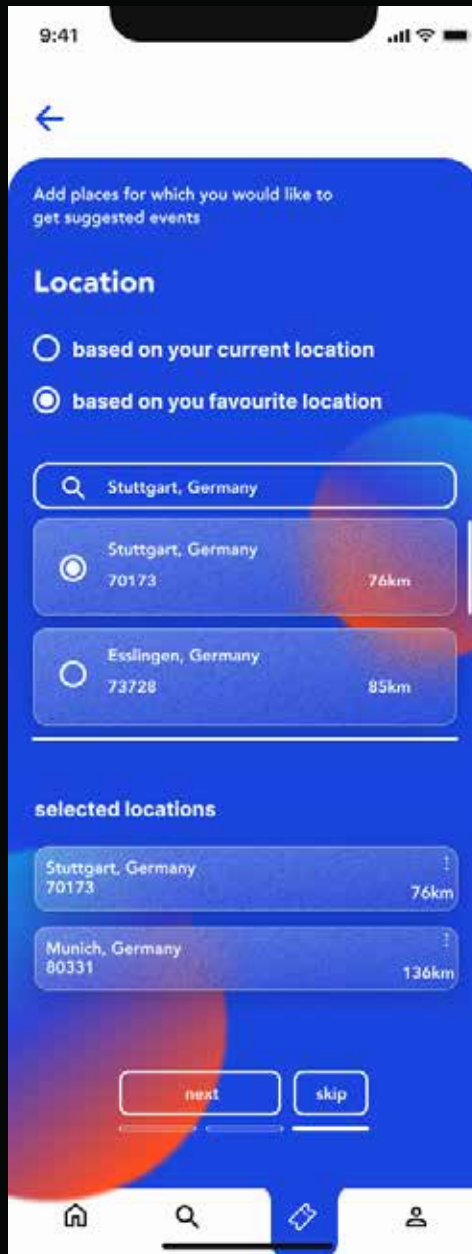
🏠

🎫

🛒

👤

45



9:41

Add places for which you would like to get suggested events

Location

☒ based on your current location
☐ based on you favourite location

Stuttgart, Germany

☒ Stuttgart, Germany
7017376km

☐ Esslingen, Germany
7372885km

selected locations

Stuttgart, Germany
7017376km

Munich, Germany
80331136km

next

skip

EMINEM

04.01.2024, 7:30 pm
Porsche Arena Stuttgart

about location

Parquet left entrance E
Row 19 SEAT 711

resell

04.01.2024, 7:30 pm
Porsche Arena Stuttgart

max. price per ticket
120€

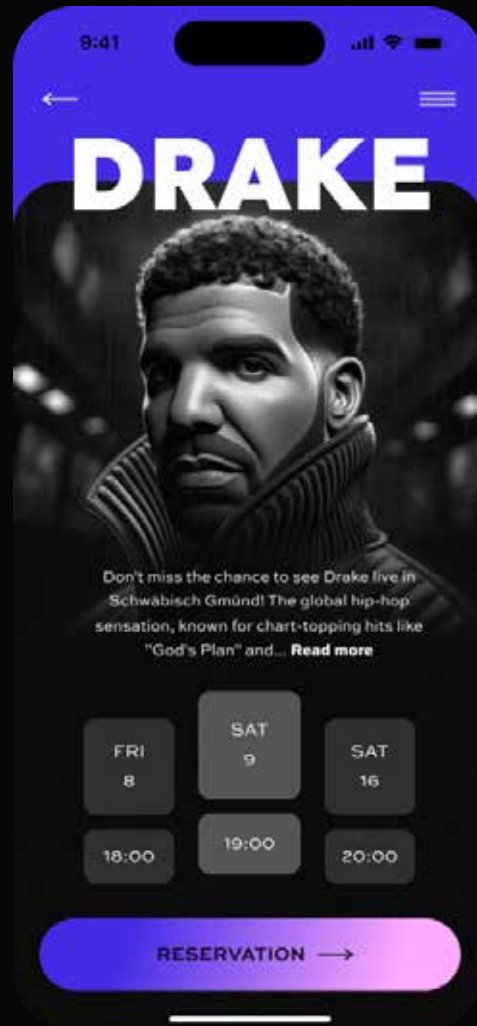
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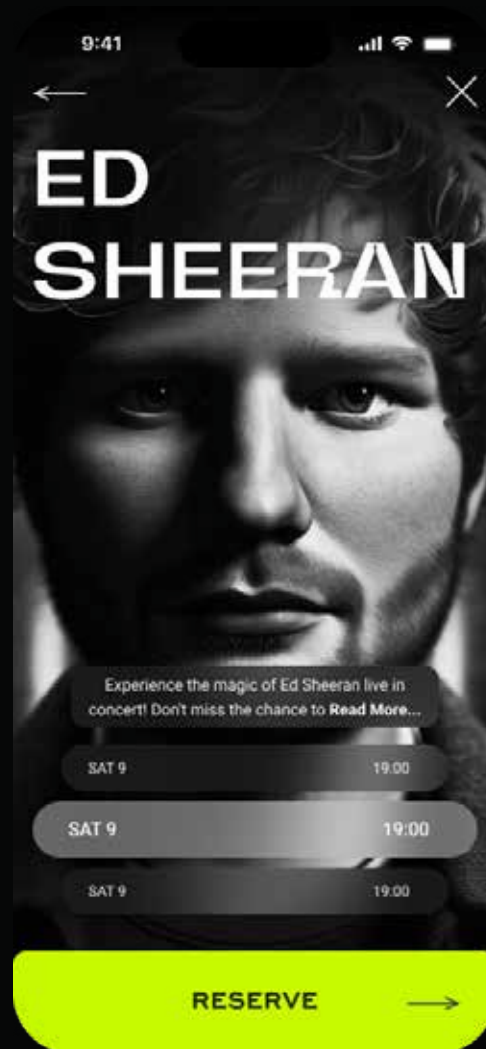
4

-

select seats

47





Grid system

The grid system, with its 14 columns and rows featuring 30px spacing, is meticulously selected to provide a balance between freedom and order. This structure allows for a diverse range of design elements to coexist in harmony while adhering to a consistent organizational pattern. The 14 columns afford ample opportunity for varied content layouts, while the 30px spacing between rows ensures that the interface breathes, maintaining clarity and focus.

Employing this grid system is fundamental in communicating the magical feeling of concerts, as it allows for the intricate play of visuals and interactions without compromising on the structured clarity that users require. It's a calculated approach that supports the design's evolution, guiding the user's eye through the narrative flow with ease and contributing to the overall immersive experience.



Information Architecture

Our information architecture was built on four pillars: organization, precision, understandability, and personalized navigation. We designed the wireframes with the goal of making information discovery feel natural and expected, tailoring content delivery to the user's needs, ensuring clarity on the user's location within the app at all times, and creating a personalized path that evolves with the user's history and preferences.

Throughout the wireframes, we focused on a structure that guides the user from selecting and purchasing tickets, to reselling them if needed, with clear, actionable steps. This approach supports a smooth and intuitive journey, reflecting the magic and excitement of live events, and making the entire process, from discovery to purchase to resale, as seamless as possible.

Result

Style guide

Colors

Altogether we have used four different colors in the design of our app. Our background color is a shade of black. The reason we chose this color was because it gives the app an elegant and modern touch. Black backgrounds are often associated with high quality, professionalism and a contemporary design. This can strengthen the perception of the app as trustworthy and stylish, especially in the context of ticket sales and event organization.

We deliberately chose the use of purple/pink tones for the bubble-like circles in the background to create an appealing color contrast. Purple and pink are not only vibrant and attention-grabbing colors, but can also be associated with creativity, energy and entertainment - aspects that are particularly relevant when it comes to events and ticket sales.

The choice of bubble-like circles as a graphic element also adds a playful and dynamic dimension to the app. Circles symbolize movement and flow, which underlines the anticipation and dynamism of events. The decision to place them in the background allows the main focus to be placed on the informative elements of the user interface while creating a visually appealing framework. By combining these elements, we aim to not only reinforce Ticketmaster's brand identity, but also create an app that captures users' attention, is easy to navigate and creates a positive association with events and ticket purchasing.

white #F9F6EE

pink #AE5DC0

Fonts

Along with deciding on the color palette, we also had to decide on a suitable font, as the choice of font plays a decisive role in the design of an app, since it influences not only readability but also the visual identity. For the headlines, we used Futura in Bold in font size 40, which is a modern and clear font characterized by its geometric shapes. The use of this font in Bold gives the headlines a strong presence and emphasizes the importance of the information. The bold type reinforces the visual contrast and helps to quickly draw users' attention to key elements and announcements. At the same time, font size 40 ensures sufficient visibility, even on smaller screens, while conveying a sense of importance and urgency. For the navigation text blocks, we also chose Futura in Bold, but this time with a font size of 16, creating consistency in the visual hierarchy by using the same font for different text elements. Font size 16 is ideal for navigation as it is large enough to ensure clear legibility without being too dominant.

For the body text, we opted for the Avenir Roman font, in sizes 16 for the main text and 14 for additional information. Avenir Roman is a sans serif font that is characterized by its clear legibility. The font size 16 for the main text ensures a pleasant reading experience, while the size 14 for additional information such as notes or annotations offers balanced legibility and space saving.

Headline: Futura Std, 40, Bold

Navigation: Avenir, 16, heavy (Buttons)

smallest: Avenir, 14, roman (for search or small infos)

Bodytext/copytext/Fließtext: Avenir, 16, roman

Buttons

We have used three different buttons in our final design. The primary, secondary and tertiary button. These represent a hierarchy and clarify what the user should do. The primary button is the most important and emphasizes an important action; a maximum of one primary button is used per screen. The secondary button is used for buttons that do not trigger primary actions. The tertiary button is also important for the user, but it does not always correspond to what the user wants to do. We have used this, for example, when the user wants to switch from upcoming to all for purchased tickets.

A solid black rounded rectangular button with the word "Primary" in white text.

Primary

A white rounded rectangular button with a black border and the word "Secondary" in black text.

Secondary

A white rounded rectangular button with the word "Tertiary" in black text, which is underlined.

Tertiary

Buttons

As soon as you hover over a button, the opacity of the button changes. This breathes more life into the initially static element on the app and the user receives feedback that visualizes that this element is interactive.



Button



Button



Button



Button

Icons

We chose the Radix Icons set by WorkOS for its clean, minimalist design that aligns with our app's magical theme. We modified the home icon for better app integration and created unique „selected“ icons for a personalized touch.

The thin line width suits the design we have chosen as well as the slightly rounded corners. We created the back arrow ourselves. The selected icons in the navigation bar are filled in when they're considered active.



Branding

We have decided to change the name of the app and design a new logo for it. For copyright reasons, we renamed the app from Ticketmaster to Tickethub. Other ideas were Ticketpro and Ticketmind. The name fits the redesigned app and sounds more modern. For the logo we chose the font Area Extendet, the logo is written in lowercase letters and the even stroke width of the font fits well into the design and matches the selected fonts of the app. In addition to the wordmark, we placed three stars under the word tickethub. These are intended to make the logo more magical and symbolize events or shows. The star symbol stands for inspiration and is intended to have a somewhat retro look to match the design elements in the background of the app.

tickethub



Using AI-Generated Images

For this project, we opted to use AI-generated images for several strategic reasons. Firstly, utilizing AI-generated visuals ensures that we have complete ownership of the rights to these images, effectively eliminating any concerns related to licensing or copyright restrictions. This autonomy allows us to freely integrate these images throughout the app without legal limitations. Secondly, AI technology offers the flexibility to customize the style of the images to align with the app's „magical“ theme, ensuring a cohesive aesthetic that enhances the user experience. The ability to tailor visuals to our specific vision supports the app's unique identity and storytelling aspect, reinforcing the enchanting atmosphere we aim to create.

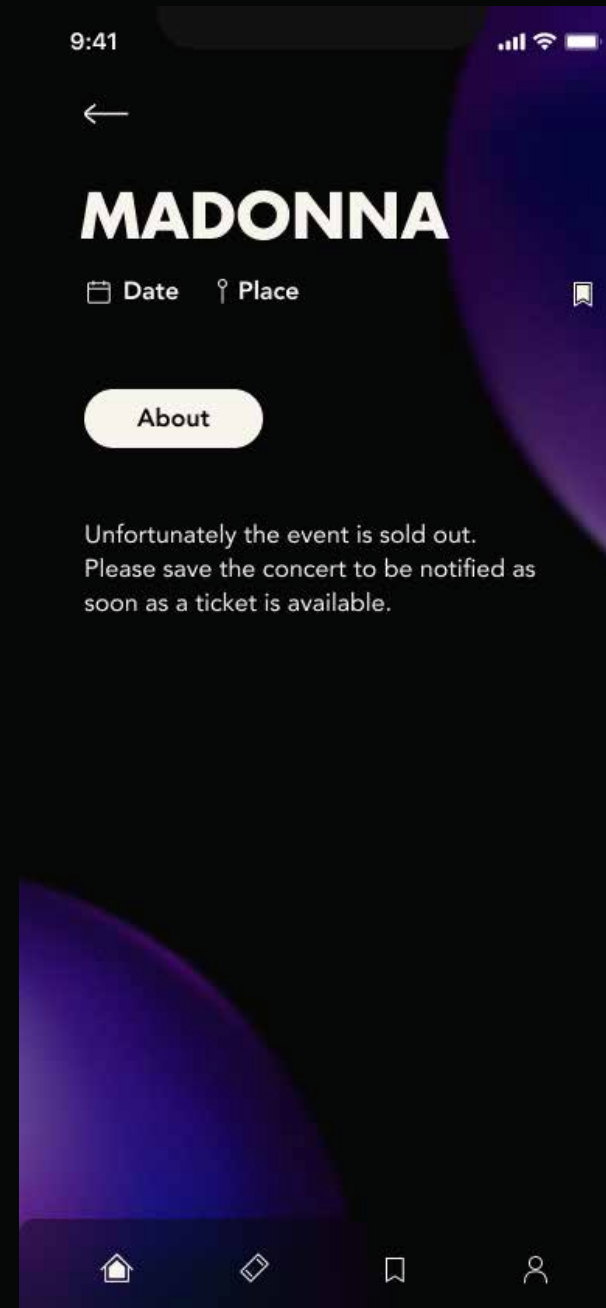
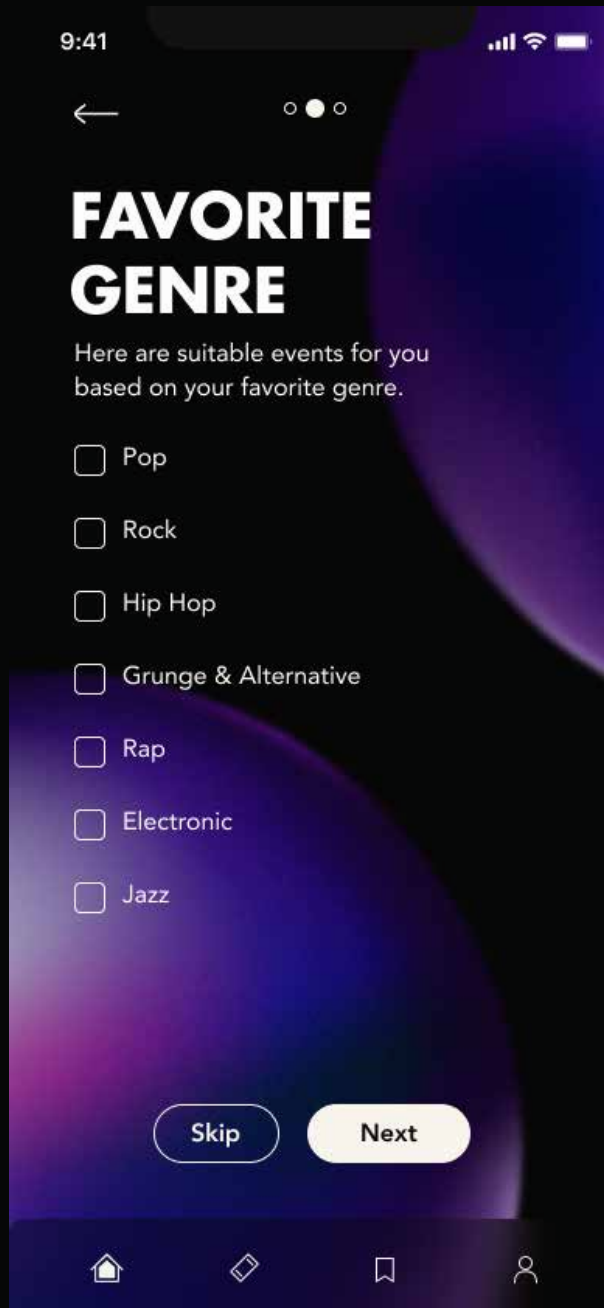




Microinteractions

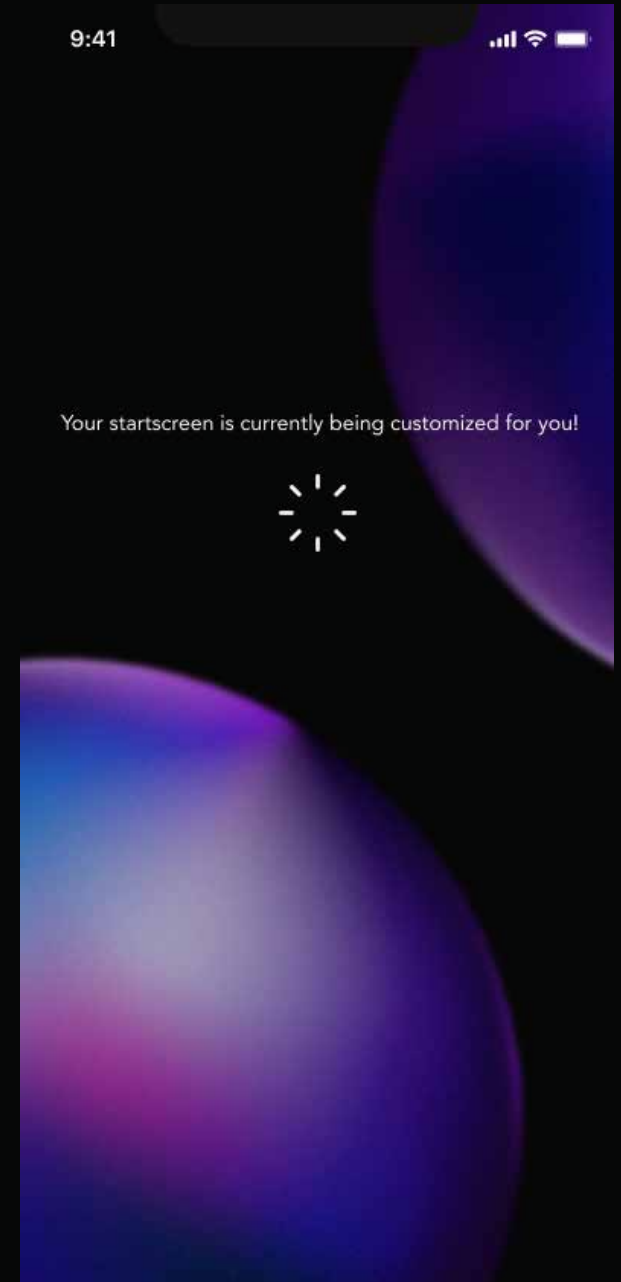
We use microinteractions to liven up the user interface in particular. For example to display the status, whether in the purchase process or for the quiz. During onboarding, the user is user that an interaction is required.

Icons also make it clear when an interaction has been carried out; as soon as an event has been saved, the icon fills up.



Animations

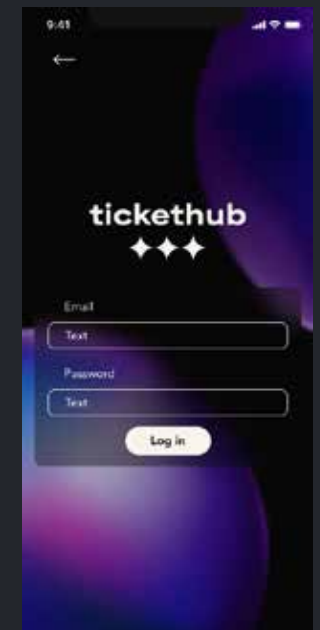
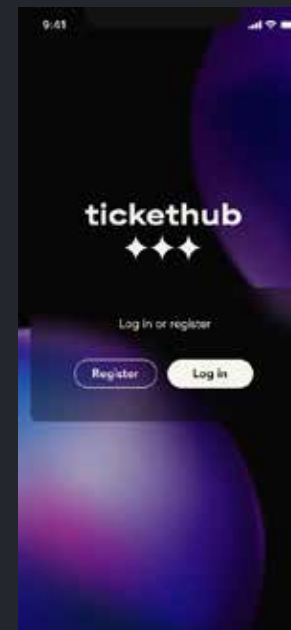
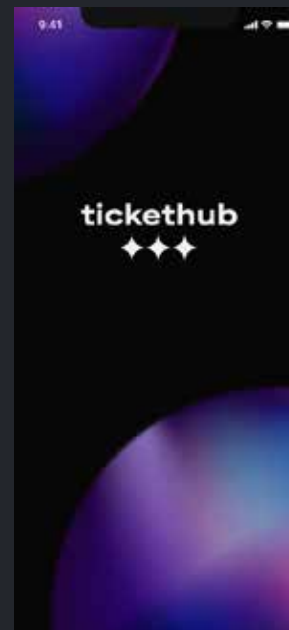
In the Tickethub app, the design elements in the background are animated. This makes it clear that the content changes, for example as soon as you switch from the home to the ticket area, the spheres in the background also change to make the change visually clearer and to define the transition. The user is not distracted from the content, it only complements it.

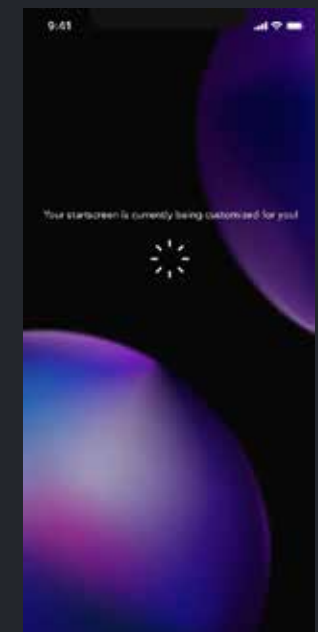
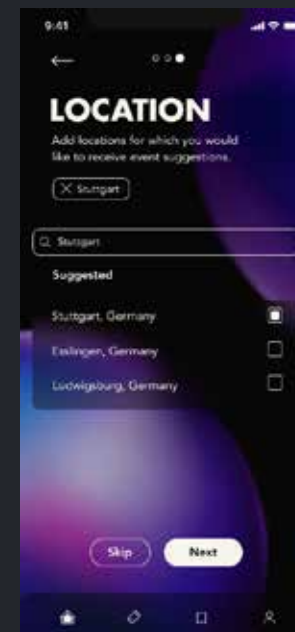
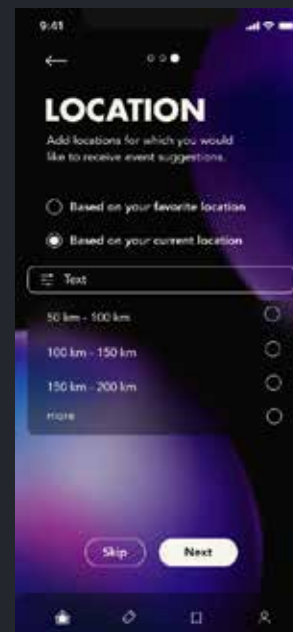
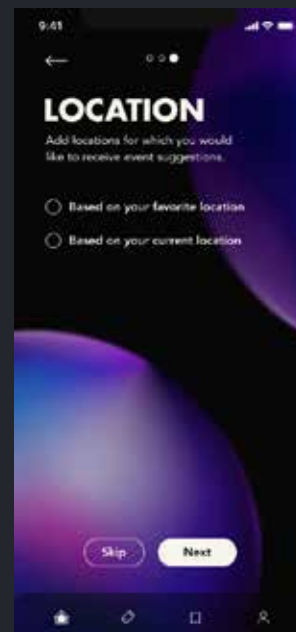
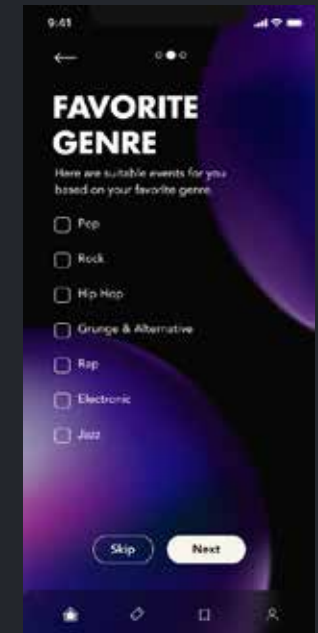
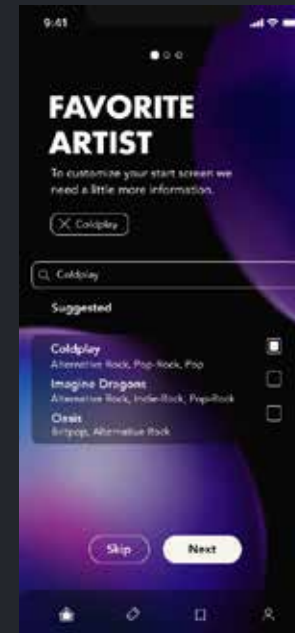
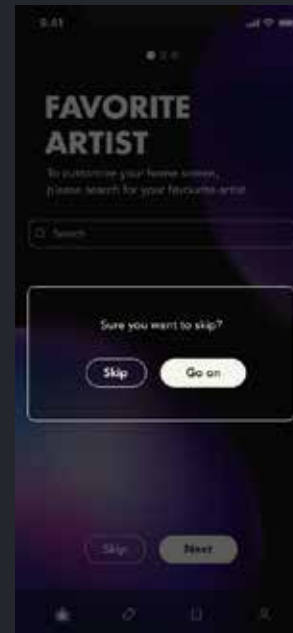
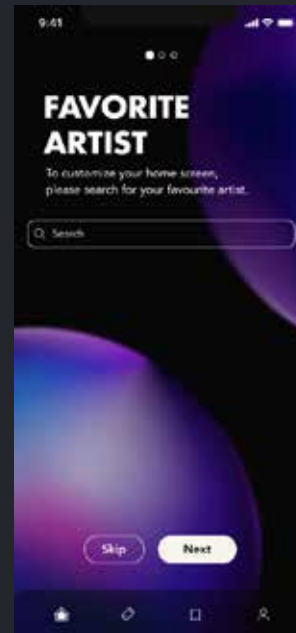


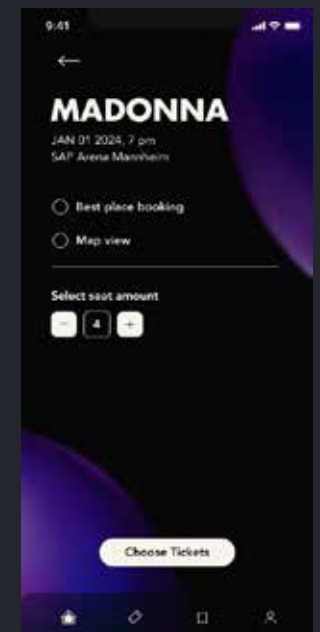
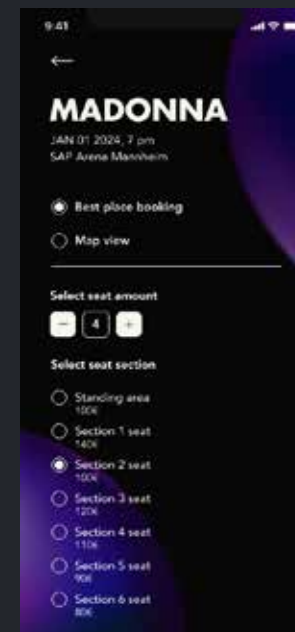
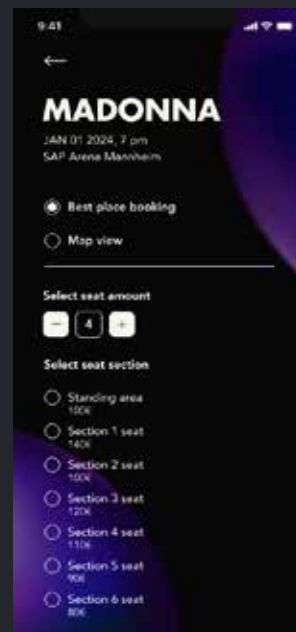
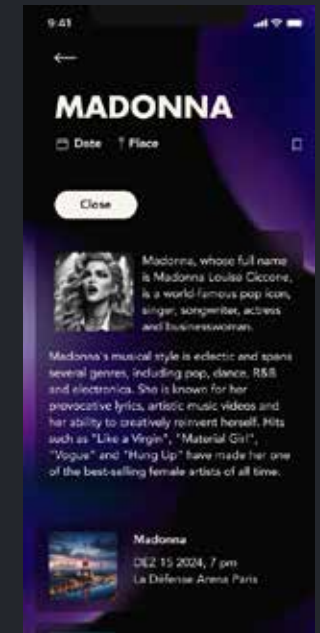
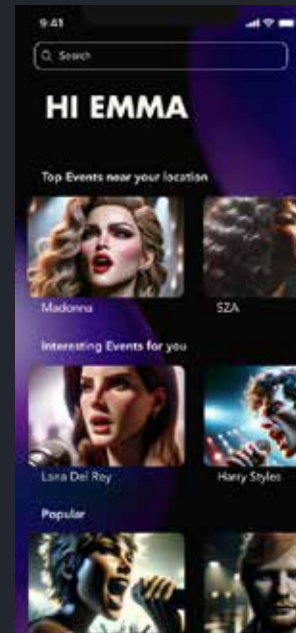
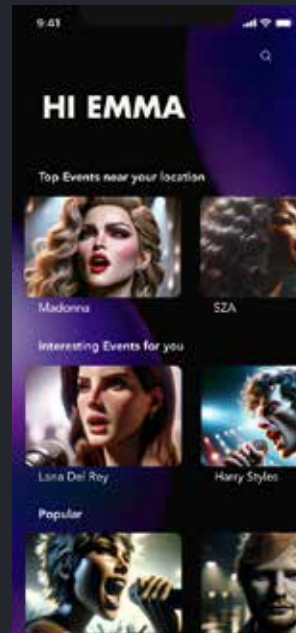
Interface Finalization

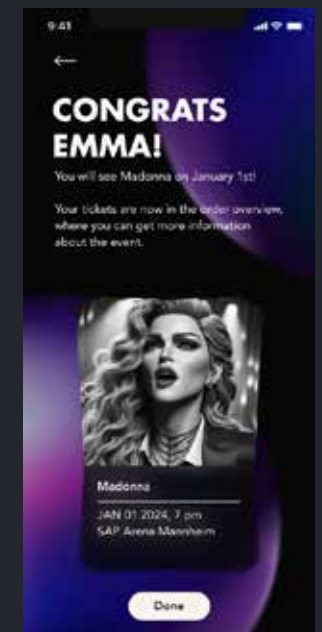
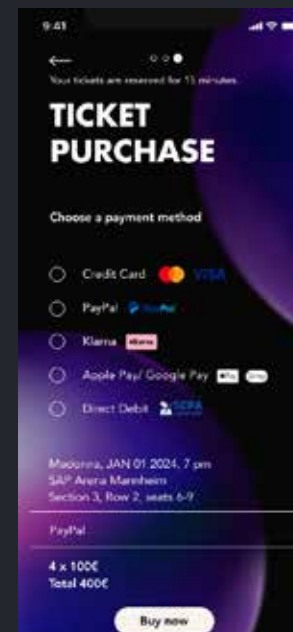
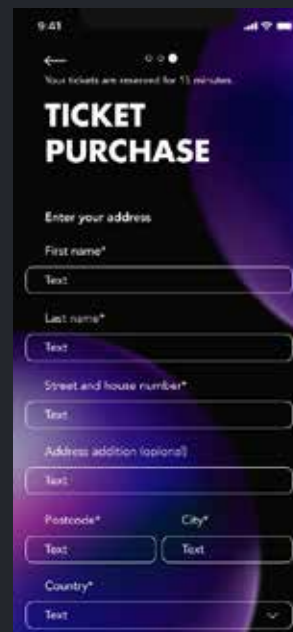
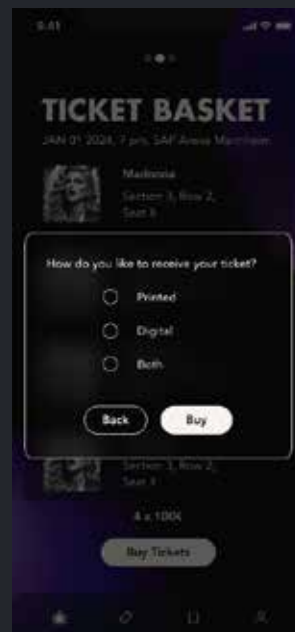
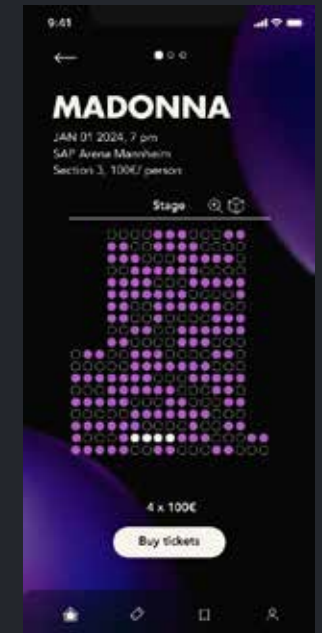
Finalizing the interface, we focused on refining details and adjusting the layout, colours, typography, and interactive elements. This phase was crucial for integrating all elements into the cohesive concept we now present.

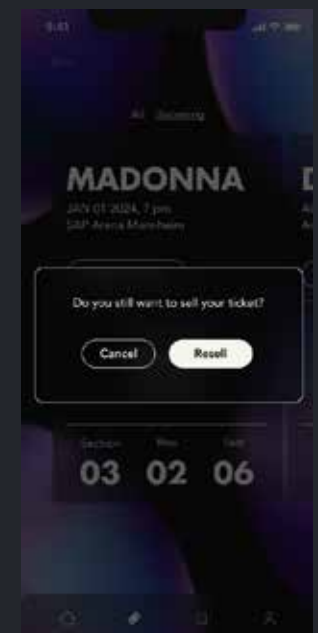
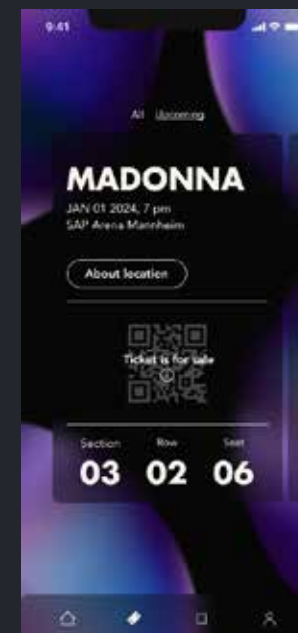
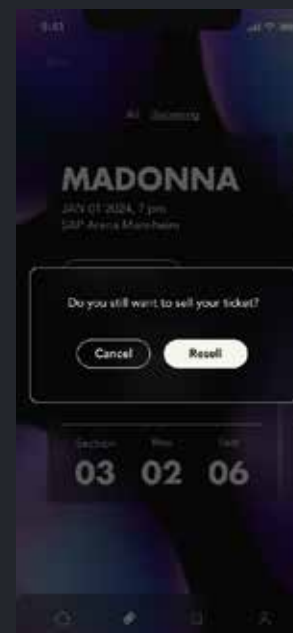
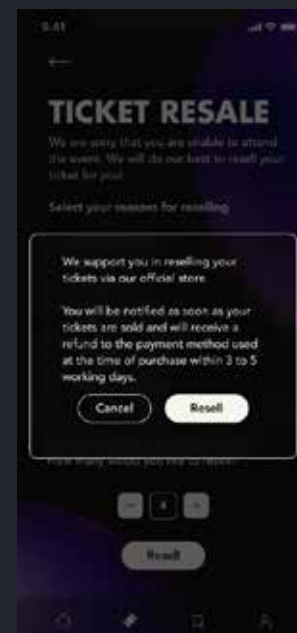
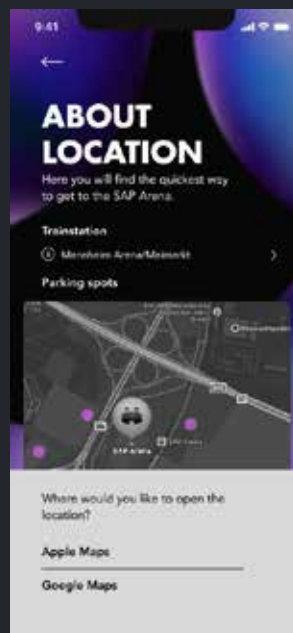
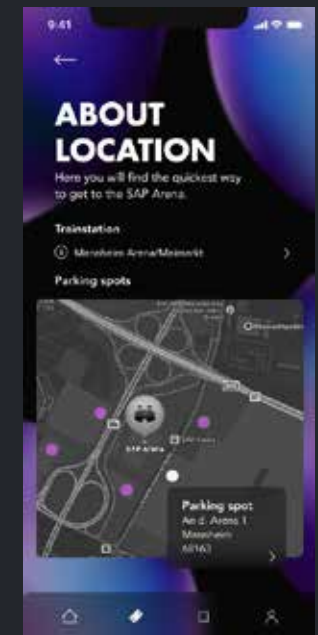
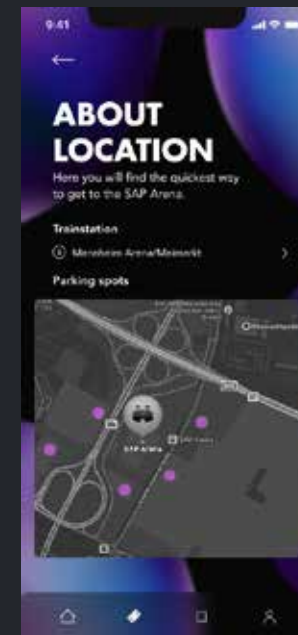
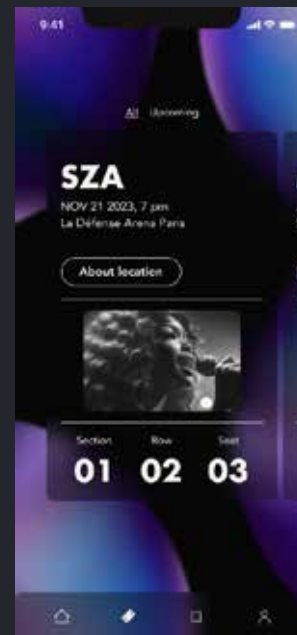
Final Design

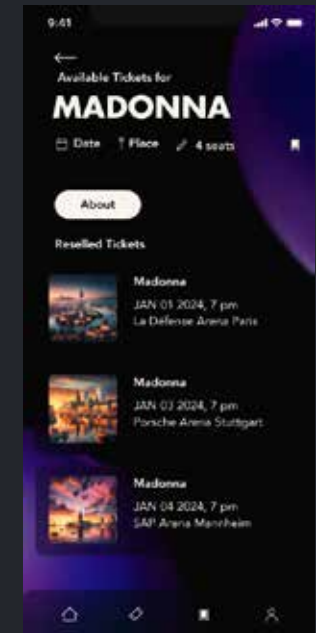
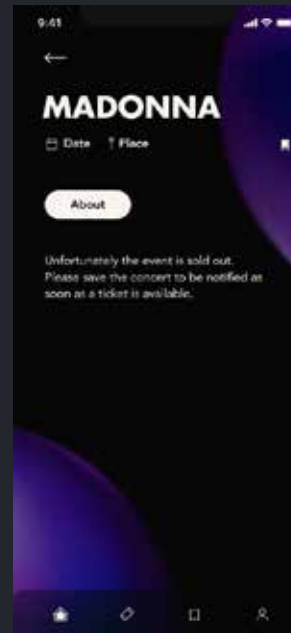
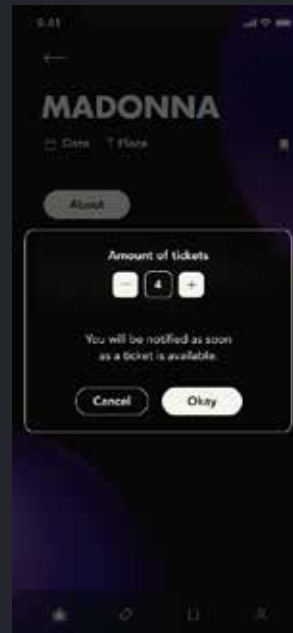
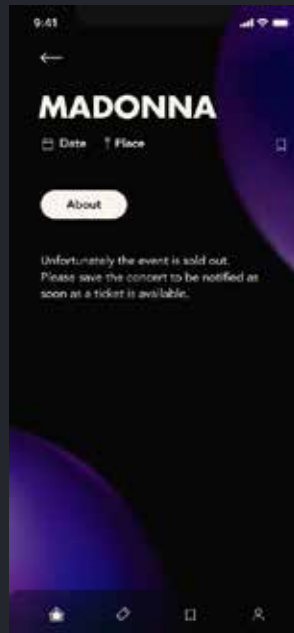












Potential areas for future development

1. User Requests

To further enrich the app's functionality based on feedback from user interviews and requests, we're focusing on integrating social media and community features along with mobile wallet integration. Enhancing the app to allow users to connect with friends, share their event plans, and make group purchases will foster a more engaged and social user experience. Additionally, implementing mobile wallet functionality for storing digital tickets aims to streamline the ticket management process, offering users convenience, security, and ease of access directly from their mobile devices. These developments are geared towards creating a more immersive, convenient, and socially connected experience for all users.

2. Our Vision

Our vision for development is centred on creating sustainable ticketing solutions that emphasize environmental responsibility and enhance accessibility for all users. This entails reducing paper waste by promoting digital ticketing and highlighting eco-friendly events or venues. To make the app more accessible, we would like to introduce voice command features, ensure screen reader compatibility, and offer customization options such as different text sizes and contrast settings. Moreover, we would also aim to advance real-time notifications and updates regarding event changes and ticket availability reminders, ensuring they never miss out on important -updates or opportunities.