Artist Concert Merchandise App Usability Study Presentation # 2 Update

June 12, 2023

Team

UXR: Michael Harris

UXD: Christopher Bell

PM: Tiffany Hamilton

ENG: Marcus O'Neal

Table of Contents

Study Details

Quick Recap

Last time we met, I presented you detailed information on our Music Concert App. We discussed a few themes that could make the app run smoother and eliminate any confusions the user may have encountered during the usability study.

Project Background: Developers are creating an app for a music group/ artist where users can purchase concert tour merchandise and place orders and have the choice of having it delivered to their address or picked up at a will call location during the show.

Stakeholders are musicians, record labels and those artists having 360 Record Deals where record labels get a percentage of tour tickets and merchandise sales.

Before launching, we need to figure out how challenging it is to place an order and pay and how we can fix these challenges?

Study Details

Research Questions

How long does it take for the user to complete an order in the app?

What are any pain points they may have encountered?

What can we learn from the user steps in the process?

Are there any steps in the design process we can improve on?

Participants

5 participants who attended at least 3 concerts a year and have purchased merchandise at concerts.

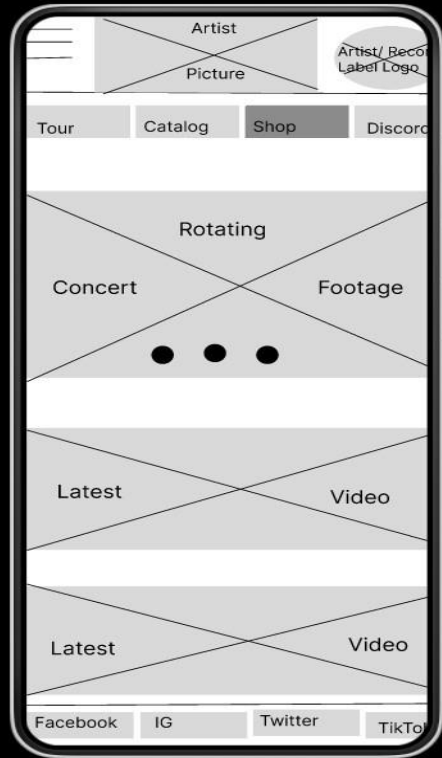3 males and 2 females between the ages of 18-56.
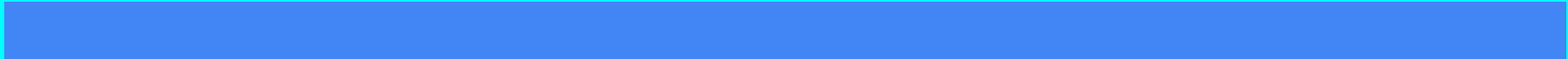
Methodology

10 minutes

United States

Moderated Usability Study

Users were asked to perform task in a low-fidelity prototype.

# Prototype / Design Tested

Detailed Results and Insights

Most people like to order merchandise to support their favorite artist.

- **5 out of 5 participants were able to place an order smoothly**

- **2 participants guessed that the "Shop" button initiated the order.**

  "When I hit the "Shop" button, am I being taken to shop for merchandise, concert tickets or music from their catalog?" (Participant Chris)
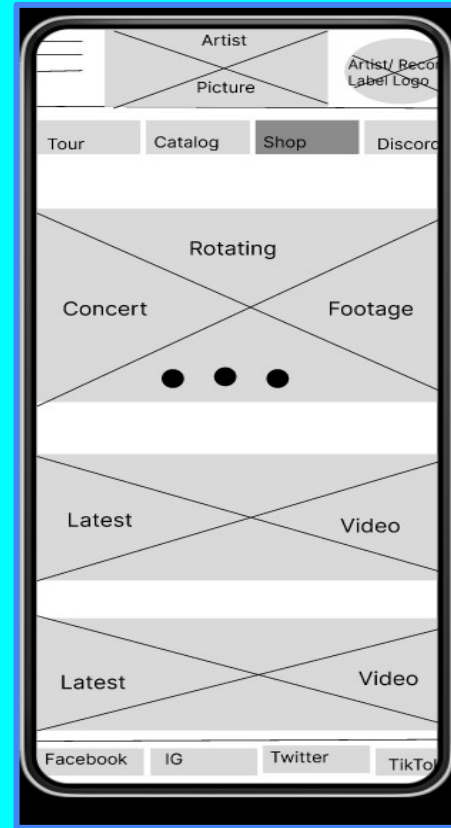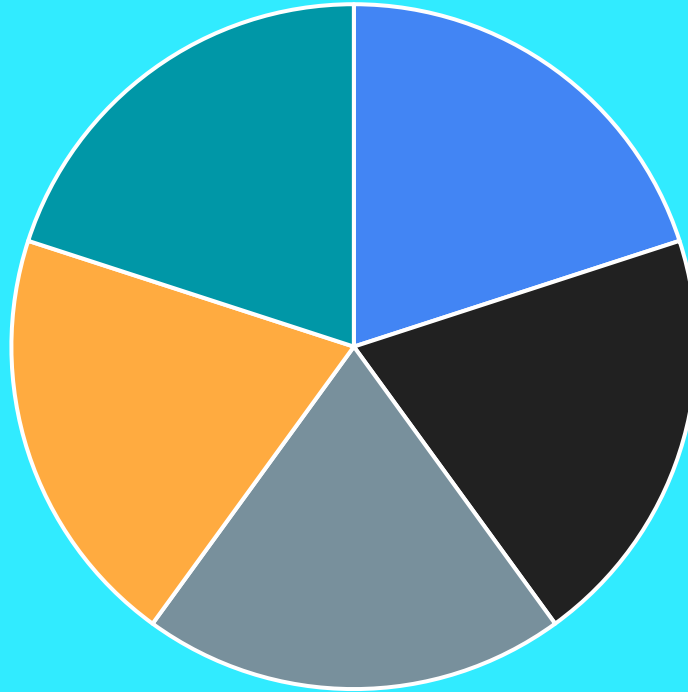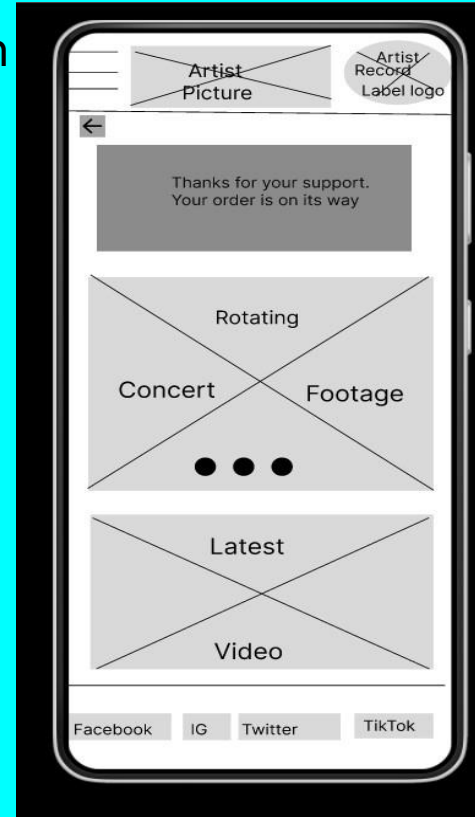

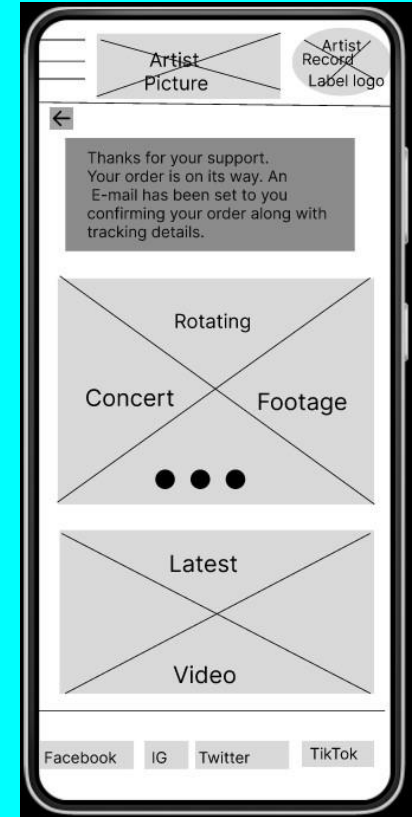**Before**
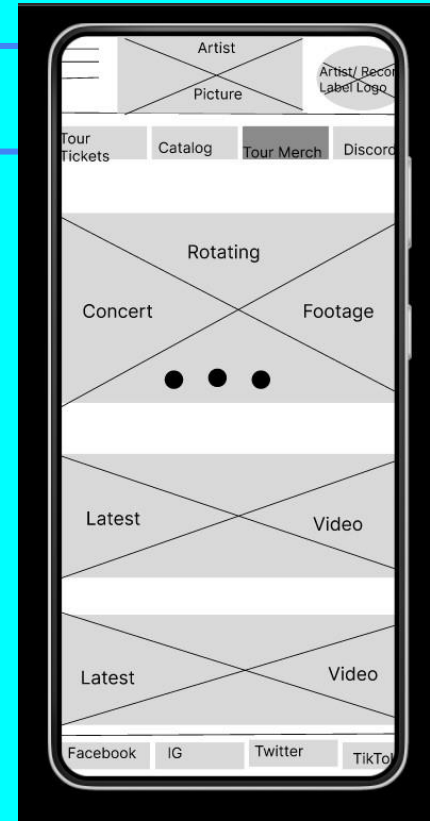
After

5/5 Participants Placed Their Order Smoothly

Most people like to receive confirmation E-mails regarding their purchase

- **3 out of 5 participants inquired if they would be receive a confirmation E-mail about their order.**

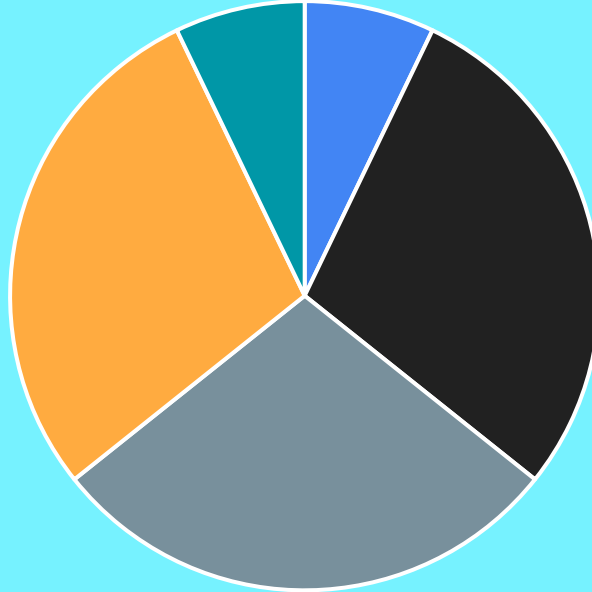- **1 participant inquired about the ability to tracking his order after purchase.**

Before

After

# 3/5 Participants Inquired About Order Confirmation E-Mail

■ Participant 1 ■ Participant 2 ■ Participant 3 ■ Participant 4 ■ Participant 5

Most people like to receive incentives for their purchases which makes makes them returning customers most of the time.

- **5 out of 5 participants were able to apply their discount code after they purchased concert tickets.**

- **All the participants were happy with the immediate price drop from the code.**

  "The 20% discount would make me a returning customer." (Participant Heather)
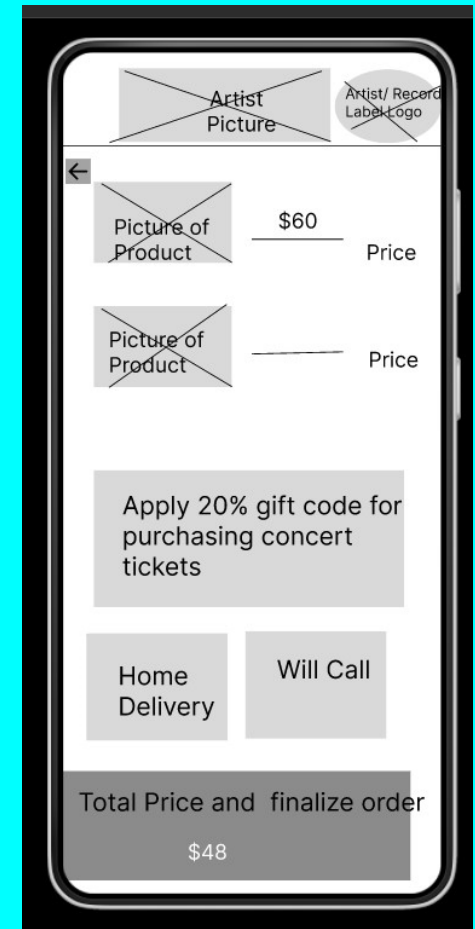
5/5 Participants Liked The 20% Discount

- Participant 1
- Participant 2
- Participant 3
- Participant 4
- Participant 5
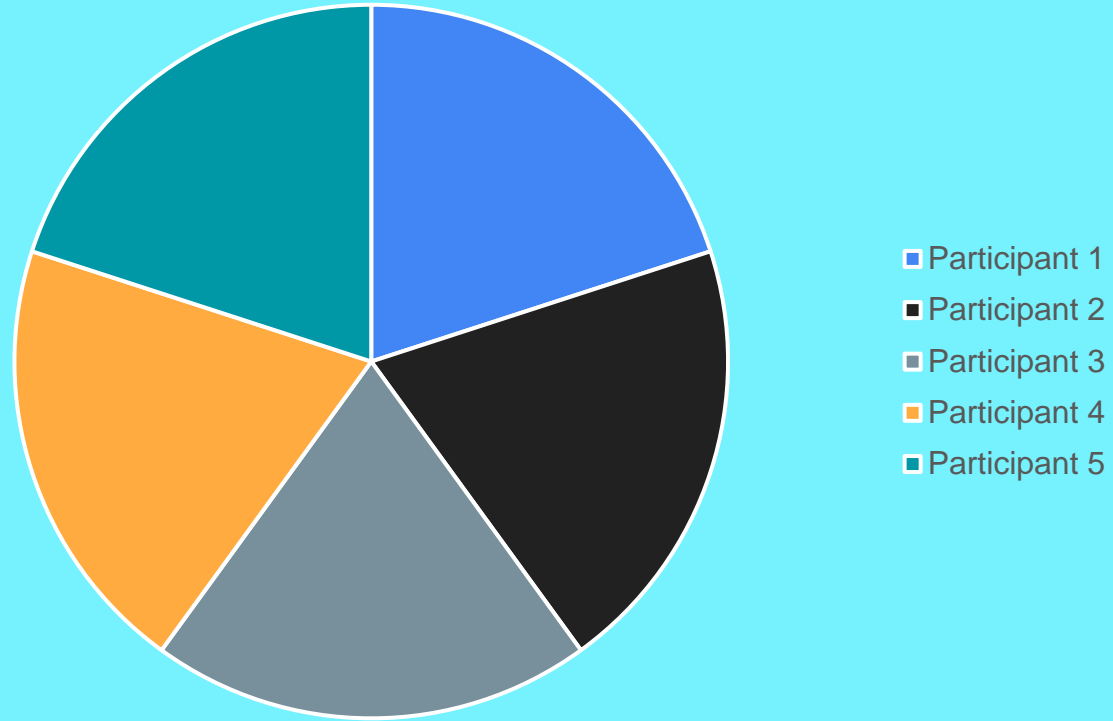
Research Insights

Slight confusion with the "Shop" button

Confirmation message needs to be more detailed.

20% Discount was a contributing factor to make purchases

Users may want to purchase merchandise, concert tickets or music when they visit the app.

In general, users would like a confirmation E-mail confirming their purchase.

Users like to be rewarded for their loyalty and most likely would return for future purchases.

Recommendations

Recommendations

- **Create "Tour Tickets," "Tour Merch" buttons to eliminate any confusion.**

- **Expand the confirmation text to include that an E-mail has been sent confirming your purchase and tracking information and any other details pertaining to your order.**

- **Push the 20% discount incentive even more. More money comes from concert tickets so the discount helps increase sales for the tickets and merchandise.**

Next Steps

After the changes have been updated, we'll conduct another usability study to ensure that there aren't anymore items that could possibly confuse the user and then proceed with steps to create the design in hi-fi.

Continue to promote fan loyalty on the website and provide more incentives for returning customers.

Thank you everyone and especially my team members who helped with the project!