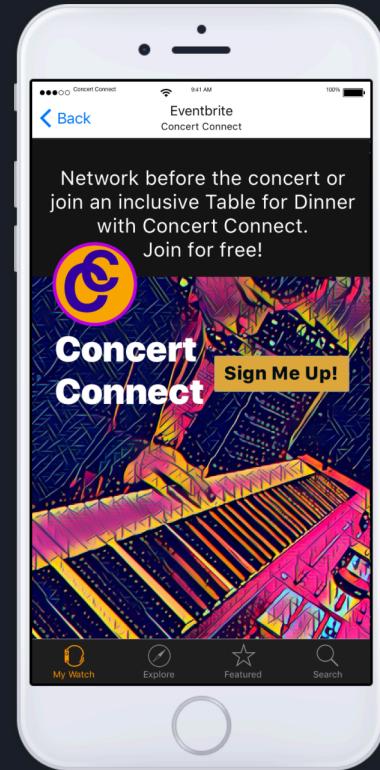# Concert Connect

Colleen Proppé

General Assembly SFUXD 45

Problem Statement

Young Professionals, Shy Singles, and Music Enthusiasts need a way to network and communicate privately before concerts, because it is too hard to meet new people once you are at a concert already, and individuals (especially single women) don't always feel comfortable attending concerts alone.

Hypothesis

We believe that connecting single ticket holders and small groups before a concert to allow networking and the option to join an inclusive table of other concert goers, will **create a more delightful event experience for concert attendees and increase ticket sales** to single users, increase the number of tables booked at local restaurants, and allow for bands to connect with their fans, offer local discounts or suggest local restaurants, etc…

We will know this to be true when we see:
1) **More single ticket purchases by singles and groups**
2) **Pre-concert Networking taking place online**
3) **Inclusive table reservations taking place online through the app**

Research Plan

Research Goals
Explore the behavior of ticket buyers online, find out what apps they use to purchase tickets, who they attend with and how they find people to attend with. Find out if they would use a service to connect with other ticket buyers before the concert.

Method
10 User Interviews were conducted with men and women, ages 30-55. 6 via Google Survey, 1 by phone/FB, 3 by social media (email, Linked, Twitter)

User Research Synthesis
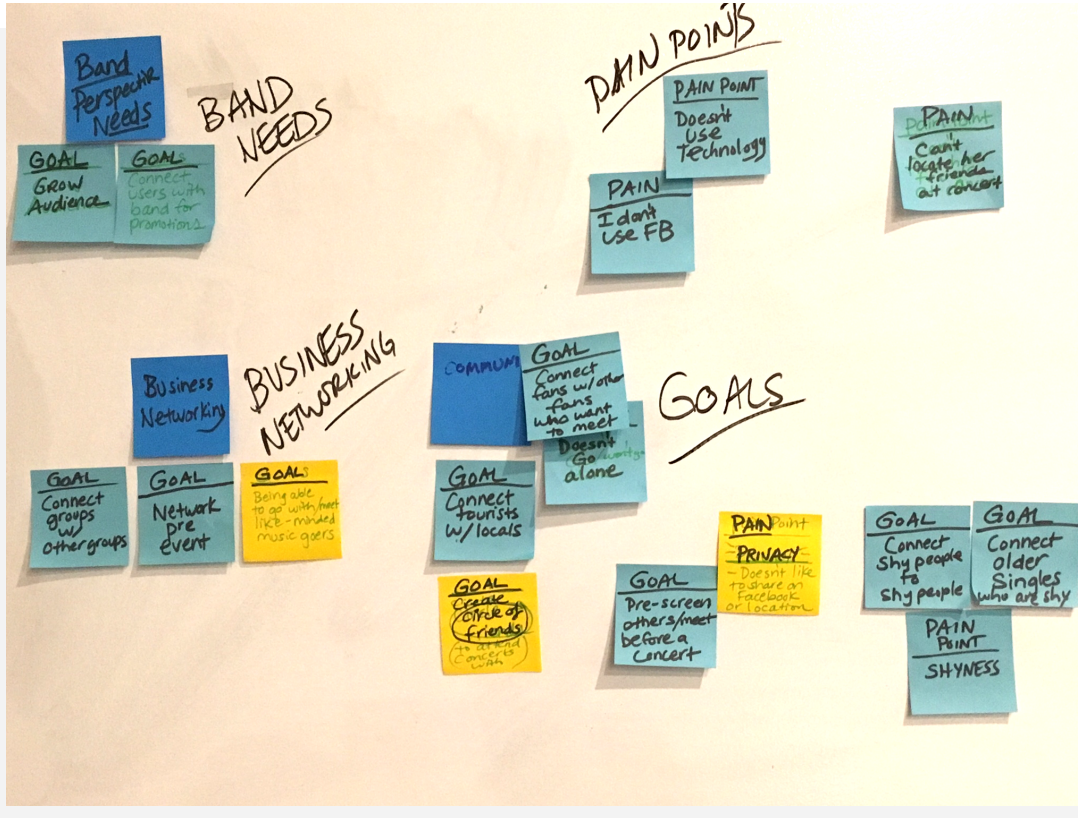
User Goals & Motivations
- Connect fans with other fans before concerts
- Connect groups with other groups before concerts (ie… Scottish Bands)
- Improve concert user experience for singles and those interesting in networking by allowing meetups at nearby restaurants

Problems & Pain points
- Privacy concert for some, especially single women
- Need to use all social media channels, not just Facebook
- Some people don't use Facebook or any social media, so goal is to connect them through the ticket buying process (web or app)

User Personas

Users

Persona 1: Tanya

Single • Age 32 • Graphic Designer • San Francisco • Income: $75k

"It tough to meet people when going to an event alone. There's definitely a niche here. I am not the best candidate for this because I tend to not want to share my personal information or whereabouts with anyone. I don't use "Share on Facebook" when I buy tickets. Privacy would be a concern for me. I would like an app that allowed people to meet people and communicate at the event with out having to share my personal information too much."

Apps & Sites Used:
- Ticketfly
- Brownpaper
- Ticketmaster
- Evenbrite

Goals for Tanya:
- Privacy, do not connect with FB
- Chat with new people before and at the concert venue without sharing location if you don't want to

+ Positive Experiences:

• **Eventbrite seems to be the easiest** and most visually clean.

• **I also like being able to use Wallet**, which adds my tickets to my iPhone and then I never have to work about finding them when I get to the event.

- Negative Experiences:

• **Ticketmaster is the worst** because of the clutter.

• **I hate being timed** to complete my purchases. It makes me feel stressed out.
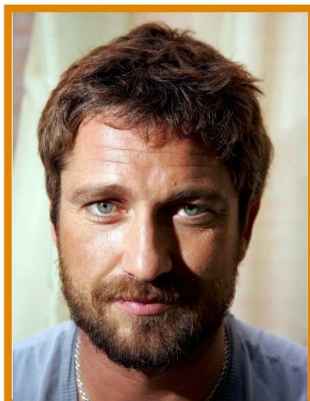
Take away:

The UX needs to be:

- easy
- visually clean, not cluttered
- add ticket to Wallet (option)
- do not time the user
- allow for privacy
- allow for chatting with others before and at a concert with option of sharing location

Users

Persona 2: Dave

Single • Age 47 • Construction • San Francisco • Income: $125k

"I'm happy going to concerts on my own, but going with like-minded music goers would be nice. It would probably be better to network before an event rather than at the event. Facebook groups kind of work like that, but it's usually only people I already know. I like the little venues in SF: The Independent, Slims, GAMH, The Fillmore and I saw J Mascis at the Sweetwater Music Hall, which was heavenly. I'm Scottish and a Biffy Clyro fan, and Dinosaur Jr fan. Having a circle of friends to enjoy music with would be great."

Apps & Sites Used:
- Ticketfly
- LiveNation
- Ticketmaster
- StubHub

Goals for Dave:
- Create a circle of friends to see music with in San Francisco
- Chat with people who like Scottish music because he is Scottish

+ Positive Experiences:

- Ticketfly
- LiveNation
- Ticketmaster
- StubHub

- Negative Experiences:

• **Facebook does not work well to meet like-minded music goers to attend local concerts with** because the groups are too small, or it's only people I already know.

• **There is no way to chat with other people that like my favorite band, or Scottish music**

Take away:

The UX needs to be:

- easy
- allow for chatting with others before and at a concert with option of creating a circle of friends to attend local concerts with
- create a group of people in San Francisco Bay Area that like Scottish music (ethnicity, heritage, etc...)

Competitive Analysis

None of these apps allowed for joining a table to meet other ticket holders. Although **Meetup** and **AirBnB** allow ways for users to facilitate a meet up, **it's not for every concert**. The app or plugin should work for every concert.

Bandsintown

Bandsintown only allows users to see their Facebook friends, so this is a limited way of connecting with others. They do have the ability to view ALL RSVPS to the concert. They could potentially go and find them on Facebook on their own.

Eventbrite

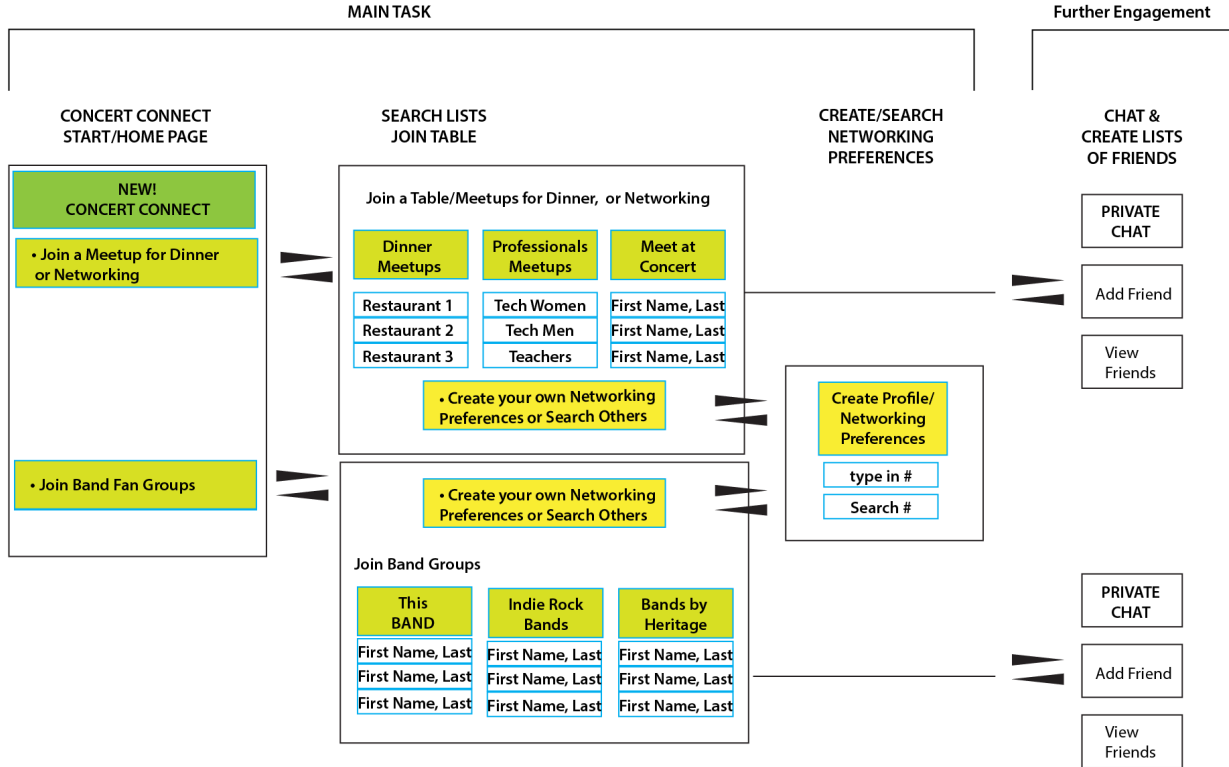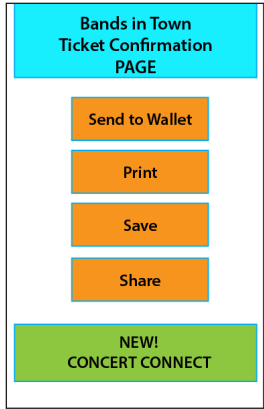Eventbrite only connects to Facebook friends as well.
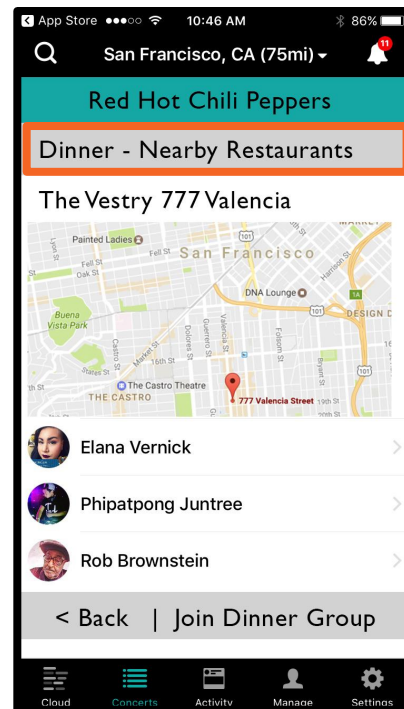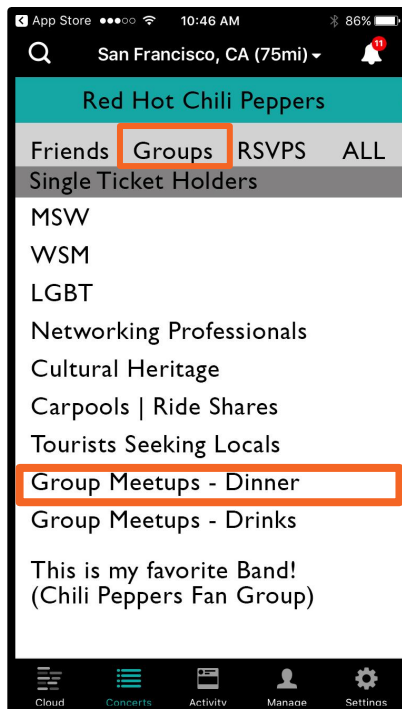
Ticketmaster

There is absolutely no way to network with others via Ticketmaster. No one liked the way Ticketmaster times you to complete your purchase, or how they charge you extra fees.

User Flow

User Flow

**Bands in Town
Ticket Confirmation
PAGE**

Send to Wallet

Print

Save

Share

**NEW!
CONCERT CONNECT**

MAIN TASK

Further Engagement

**CONCERT CONNECT
START/HOME PAGE**

**SEARCH LISTS
JOIN TABLE**

**CREATE/SEARCH
NETWORKING
PREFERENCES**

**CHAT &
CREATE LISTS
OF FRIENDS**

**NEW!
CONCERT CONNECT**

• Join a Meetup for Dinner
or Networking

• Join Band Fan Groups

Join a Table/Meetups for Dinner, or Networking

Dinner Meetups	Professionals Meetups	Meet at Concert
Restaurant 1	Tech Women	First Name, Last
Restaurant 2	Tech Men	First Name, Last
Restaurant 3	Teachers	First Name, Last

• Create your own Networking
Preferences or Search Others

• Create your own Networking
Preferences or Search Others

Join Band Groups

This BAND	Indie Rock Bands	Bands by Heritage
First Name, Last	First Name, Last	First Name, Last
First Name, Last	First Name, Last	First Name, Last
First Name, Last	First Name, Last	First Name, Last

**Create Profile/
Networking
Preferences**

type in #

Search #

PRIVATE
CHAT

Add Friend

View
Friends

PRIVATE
CHAT

Add Friend

View
Friends

Information Architecture

1. START — START
HOME...NDING — HOME LANDING
2. Sign Up — SIGN UP
3. Sign...Profile — GO
4. Net...rences — NETWORK PREFS.
5. Net...Pref OK — NETWORK PREFS.
5.1 Pro...LETED — PROFILE CREATED
5.2 Pr...Activity — PROFILE +ACTIVITY

7. CHAT — CHAT

6. Connect
CONNECT ME

9. Join Table — JOIN TABLE
10. Co...d Table — CONFIRM + TO
11. CA...ETAILS — Calendar
12. My...y Page — PROFILE +TABLE

13. FIN...THERS — FIND OTHERS
8. My...ections — My Connections
14. My...ections

User Flow, Bandsintown (First Pass)
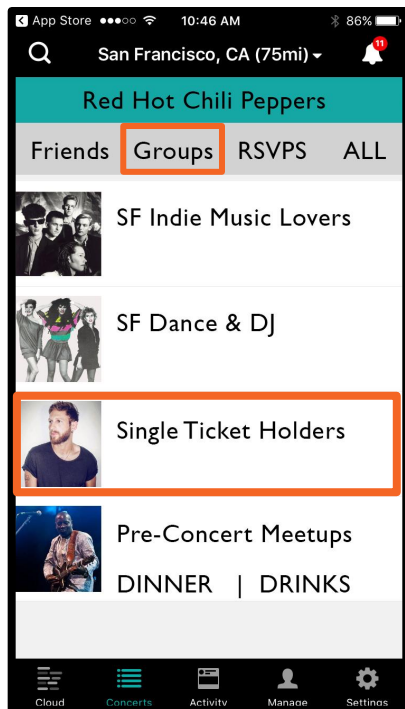
Much of the interface is there already in Bandsintown. They show ticket buyers faces from Facebook only though. What they need to add is a way to actually group concert goers into "Chat Groups" based on whether they would like to meet others with similar interests that are going to the same show, meet for dinner or drinks with a group.

Paper Prototype
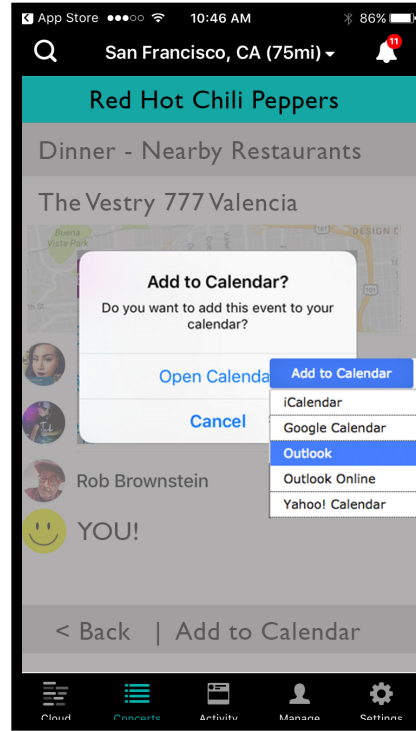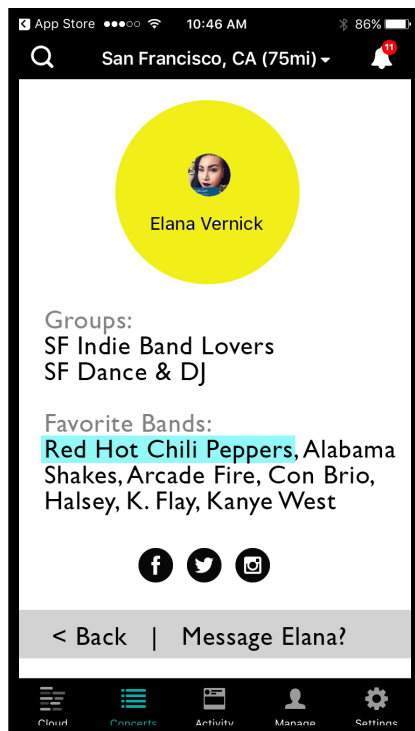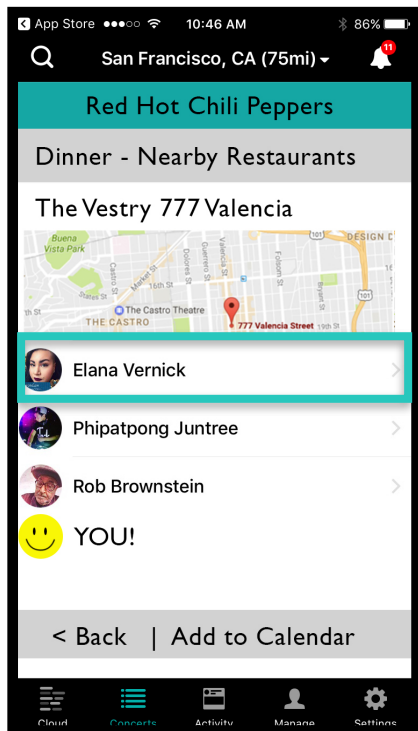
Features for MVP

Chat Rooms for Groups

Each Group should also be able to talk with each other together so it is a community chat, where the privacy concerns are alleviated. It's easier to meet people in groups.

Groups need to be Added

Real categories of bands and interested need to be added. I only used placeholder lists for this prototype.
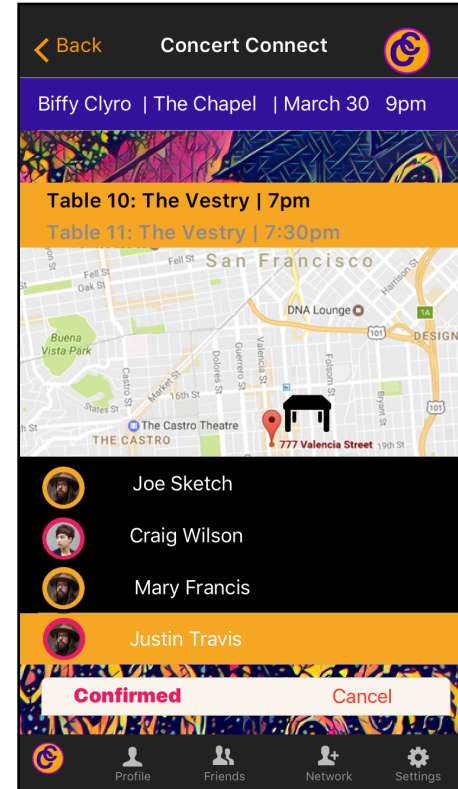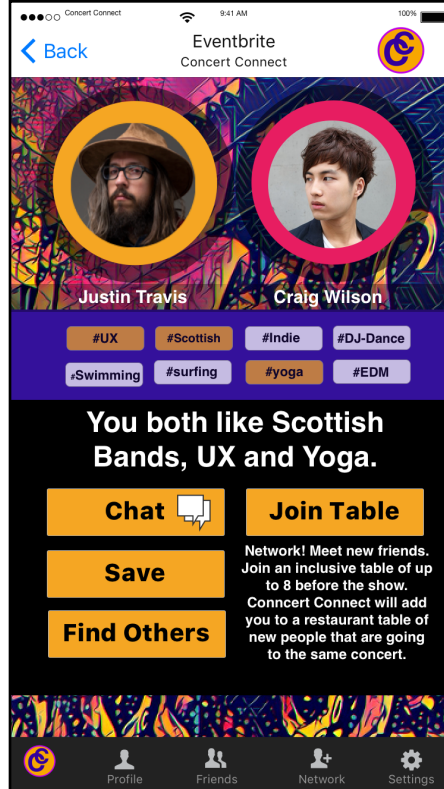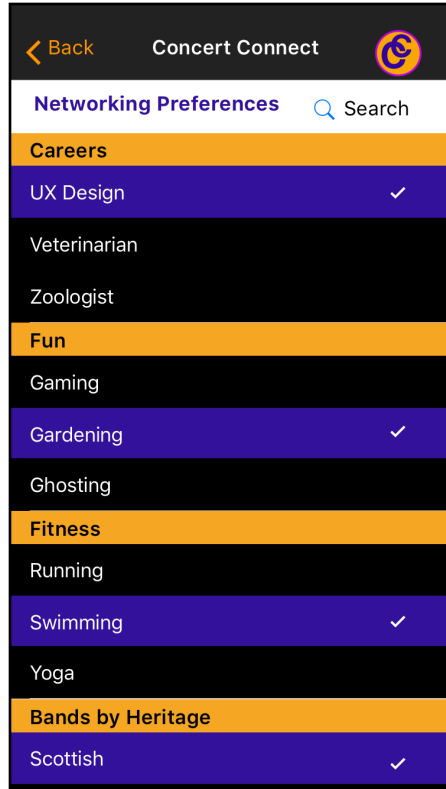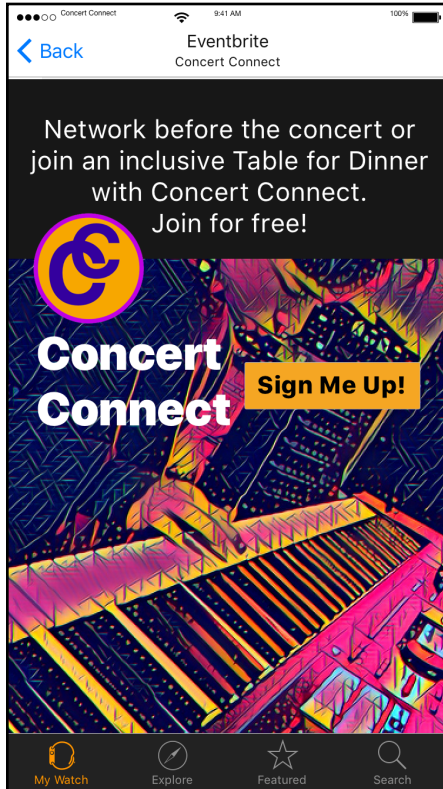
Table of Inclusion - "Table for 8"

Add feature to show group has 3 of 8 people, or 5 spaces left.

Add to Wallet, Pay for Table

"Add to Wallet" or Venmo should be added. Table reservation should probably take a credit card to make sure guests show up. Should have a cancellation policy and ability to cancel reservation.

High Fidelity Prototype

Screen 1

Eventbrite
Concert Connect

Back

Network before the concert or join an inclusive Table for Dinner with Concert Connect. Join for free!

Concert Connect

Sign Me Up!

My Watch | Explore | Featured | Search

Screen 2

Back **Concert Connect**

Networking Preferences   🔍 Search

Careers
- UX Design ✓
- Veterinarian
- Zoologist

Fun
- Gaming
- Gardening ✓
- Ghosting

Fitness
- Running
- Swimming ✓
- Yoga

Bands by Heritage
- Scottish ✓

Screen 3

Eventbrite
Concert Connect

Back

Justin Travis   Craig Wilson

#UX #Scottish #Indie #DJ-Dance
#Swimming #surfing #yoga #EDM

You both like Scottish Bands, UX and Yoga.

Chat 💬   **Join Table**

Save

Find Others

Network! Meet new friends. Join an inclusive table of up to 8 before the show. Conncert Connect will add you to a restaurant table of new people that are going to the same concert.

Profile | Friends | Network | Settings

Screen 4

Back **Concert Connect**

Biffy Clyro | The Chapel | March 30 9pm

Table 10: The Vestry | 7pm
Table 11: The Vestry | 7:30pm

The Castro Theatre
777 Valencia Street

- Joe Sketch
- Craig Wilson
- Mary Francis
- Justin Travis

Confirmed   **Cancel**

Profile | Friends | Network | Settings

Next Steps

- Connect to **Twitter** or other direct messaging app
- Connect to **Open Table** to allow for table reservations
- Hire a programmer to build this. Create it as a plug-in or app that parses ticket purchasing data across all Ticketing Applications, like **Stubblr**. Allow it to be installed into all Ticketing Applications during the final purchasing screen.