

Ticket Selection

A UX & UI PROPOSAL FOR EVENTIM.CO.UK

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1. INTRODUCTION

The purpose of this document is to present a UX analysis and a subsequent UI redesign proposal for the ticketing selection interface of the website of Eventim, a german ticketing & events company.

This project will focus on the UK version of the website, which can be accessed via the following link: <https://eventim.co.uk/>

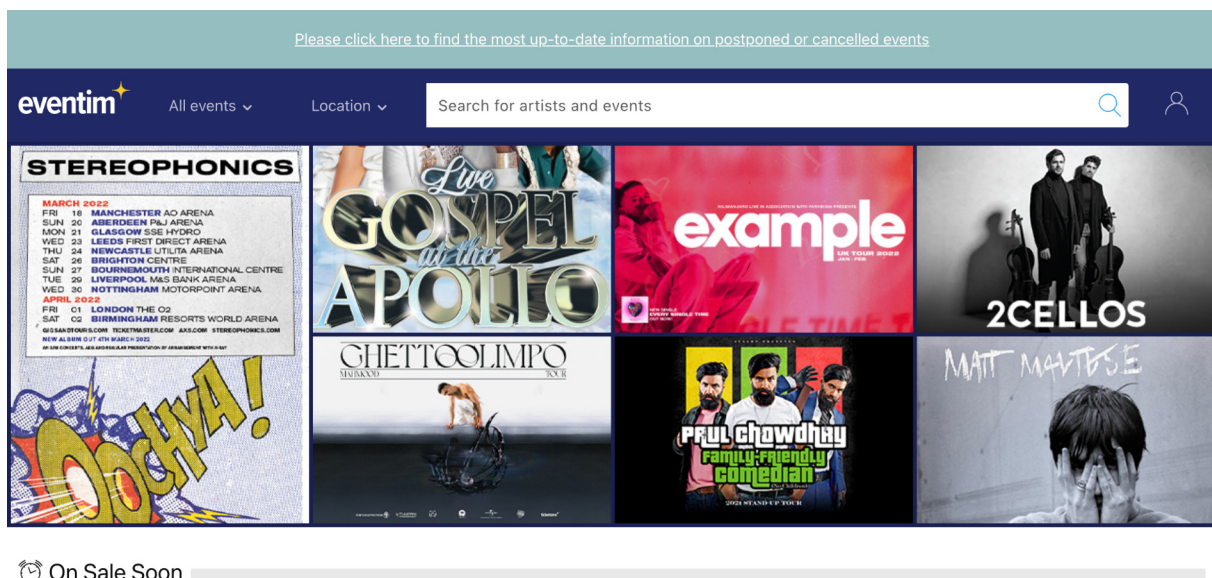
It bears mentioning that a redesign of a complex mechanism like one of an online ticketing service in a real-world situation, requires a great understanding of the inner technical details of the service, an in-depth knowledge of various financial KPIs, access to official design and brand guidelines and, above all, extensive usability testing for all proposed changes and ameliorations.

The methodology followed for this smaller-scale project comprises of 3 steps: An initial **examination & heuristic evaluation** of the core functionalities of eventim.co.uk, as well as a **competitive research**, helped establish the context and the main goals of the project. Next, a small-scale **usability testing** session took place to identify some of the major pain-points for real users. Based on the findings of the aforementioned procedures, a **redesign** of a core section of the website took place via the creation of an interactive **digital prototype**.

2. EVALUATION & RESEARCH

2.1 Heuristic Evaluation

A heuristic evaluation of eventim.co.uk using the classical Nielsen-Molich heuristic principles revealed some interesting results. The designers of the website is followed a clean and minimal approach in the way they presents information (use of system-default fonts, small color palette, limited decorative elements, etc), and the website is characterized by sufficient consistency, and moderate flexibility and freedom for users.



While the UI doesn't present a lot of distractions for the average user, a lot of the inner pages (particularly event pages) are cluttered with lots of information, usually in the form of large text sections, counterintuitive grouping and ordering, and large sections of notifications (a direct result of the unstable environment due to the ongoing global pandemic). In a typical event page, the user has to scroll huge sections in order to find information relevant to the event, and large lists of tickets with no discernible visual variation can potentially be overwhelming. In the next page a screenshot of a single event page is presented (cut in two strips in order to fit).

Please click here to find the most up-to-date information on postponed or cancelled events

eventim All events Location Search for artists and events

Sister Act The Musical

Brace yourselves Sisters! The Broadway and UK smash-hit musical Sister Act is coming to London!

19/07/2022 – 26/08/2022 | 47 events

Tickets from £ 29.50

[Find tickets](#)



Some events in this tour have been changed by the event organiser / promoter. [Please check our cancellation and rescheduling page](#) for further information.

Due to ongoing government restrictions resulting in a further delay to the production Jamie Wilson and Whoopi Goldberg, the producers of Sister Act - The Musical, have sadly announced that it is impossible to open the show at London's Eventim Apollo this summer. The performances are now rescheduled to begin in July 2022.

This necessary change of dates now means that Whoopi Goldberg will no longer be able to appear in the role of Deloris Van Cartier.

Whoopi Goldberg said today, "Sister Act is near and dear to my heart and I'm disappointed that I will be unable to perform in this production under the circumstances. However, my producing partners and I will continue to work towards mounting a fantastic production, with an amazing new cast and we look forward to presenting it when it can be done safely for everyone onstage, behind the scenes and in the audience."

Producer Jamie Wilson says "This new version of Sister Act The Musical has been in development for several years now and both Whoopi and I are committed to launching this celebratory, joyful and life-affirming production with audiences in the UK. We can't wait for everyone involved in the show to get back to doing what they love. We are now in the process of putting together a star-studded cast and will be able to share this news with you soon. We look forward to all supporting and celebrating theatre when we return to the stage. It will be worth the wait."

The London run at Eventim Apollo is now rescheduled to open 19th July 2022, where it will also until 28th August 2022.

Current ticket holders for the London run have been moved into the same seats for equivalent performances by day of week for the 2022 run. Patrons will be able to use their current tickets for performances next year. Performance times remain unchanged.

Existing tickets will remain valid for the rescheduled dates.

If you have any further questions, [please click here](#).

47 events [Click for Calendar View](#) [Filter](#)

19 Jul 2022 Tue 19:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.50 Find tickets
20 Jul 2022 Wed 19:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.50 Find tickets
21 Jul 2022 Thu 19:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.50 Find tickets
22 Jul 2022 Fri 19:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.50 Find tickets
23 Jul 2022 Sat 14:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.50 Find tickets
23 Jul 2022 Sat 19:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.50 Find tickets
24 Jul 2022 Sun 19:00	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.50 Find tickets
26 Jul 2022 Tue 19:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.50 Find tickets
27 Jul 2022 Wed 19:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.75 Find tickets
28 Jul 2022 Thu 14:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.75 Find tickets
28 Jul 2022 Thu 19:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.75 Find tickets
29 Jul 2022 Fri 19:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.75 Find tickets
30 Jul 2022 Sat 14:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.75 Find tickets
30 Jul 2022 Sat 19:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.75 Find tickets
31 Jul 2022 Sun 19:00	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.75 Find tickets
02 Aug 2022 Tue 19:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.75 Find tickets
03 Aug 2022 Wed 19:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.75 Find tickets
04 Aug 2022 Thu 14:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.75 Find tickets
04 Aug 2022 Thu 19:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.75 Find tickets
05 Aug 2022 Fri 19:30	Sister Act The Musical LONDON Eventim Apollo	  	from £ 29.75 Find tickets

← 1 2 3 →

fanSALE

Fan to fan tickets VERIFIED • FAIR • SAFE • QUICK

fanSALE is our fan to fan, fair value, verified ticket platform. Tickets are offered at the price originally paid or less.

21 Jul 2022 Thu 19:30	LONDON Eventim Apollo Sister Act The Musical	fanSALE	Fan to fan tickets Go to fanSALE
23 Jul 2022 Sat 14:30	LONDON Eventim Apollo Sister Act The Musical	fanSALE	Fan to fan tickets Go to fanSALE
24 Jul 2022 Sun 19:00	LONDON Eventim Apollo Sister Act The Musical	fanSALE	Fan to fan tickets Go to fanSALE
27 Jul 2022 Wed 19:30	LONDON Eventim Apollo Sister Act The Musical	fanSALE	Fan to fan tickets Go to fanSALE
28 Jul 2022 Thu 14:30	LONDON Eventim Apollo Sister Act The Musical	fanSALE	Fan to fan tickets Go to fanSALE
28 Jul 2022 Thu 19:30	LONDON Eventim Apollo Sister Act The Musical	fanSALE	Fan to fan tickets Go to fanSALE
31 Jul 2022 Sun 19:00	LONDON Eventim Apollo Sister Act The Musical	fanSALE	Fan to fan tickets Go to fanSALE
4 Aug 2022 Thu 14:30	LONDON Eventim Apollo Sister Act The Musical	fanSALE	Fan to fan tickets Go to fanSALE
4 Aug 2022 Thu 19:30	LONDON Eventim Apollo Sister Act The Musical	fanSALE	Fan to fan tickets Go to fanSALE
5 Aug 2022 Fri 19:30	LONDON Eventim Apollo Sister Act The Musical	fanSALE	Fan to fan tickets Go to fanSALE

Event Information

Brace yourselves Sisters! The Broadway and UK smash-hit musical Sister Act is coming to London!

Now set in the present day, this sparkling tribute to the universal power of friendship, sisterhood and music tells the hilarious story of the disco diva whose life takes a surprising turn when she witnesses a murder. Under protective custody she is hidden in the one place she won't be found - a convent! Disguised as a nun and under the suspicious watch of Mother Superior, Deloris helps her fellow sisters find their voices as she unexpectedly rediscovered her own.

Featuring original music by Tony!f and 8-time Oscar® winner Alan Menken (Disney's Aladdin, Enchanted) and songs inspired by Motown, soul and disco, this joyous and hilarious musical is one nostalgia-filled trip you will never forget.

TicketAlarm - Don't miss out on tickets

Sign up now for a TicketAlarm and we'll let you know as soon as tickets go on sale for this artist and artists we think you'll like. You'll also get exclusive access to presale tickets, special offers and our TicketAlarm newsletter with much more.

TicketAlarm sign up for Sister Act The Musical [Sign me up!](#)

Eventim UK places great importance on data protection. You can read the data protection statement [here](#).

Sister Act The Musical Fan Report: Ratings and Reviews

Congratulations! You are the first to post a fan report for Sister Act The Musical.

Your opinion is an important decision criterion for other visitors to attend an event. Share your experience with future visitors to this event. Please remember to pay attention to our etiquette. Fan reports are released by our editors. We reserve the right not to publish posts that violate our rules.

0 Reviews [Write your Fan Report](#)

FanTicket

FanTickets are available for some or all of these events.

We want you to remember your event just as much as you do, which is why our FanTickets are custom-designed, unique and commemorative - the perfect souvenir.

To receive your FanTicket, just make sure to choose Standard Mail, Secure Mail or Secure International Delivery during checkout.

We think you'll like...

 Mamma Mia! Th... Tickets from £ 99.00 ★★★★★	 Romeo! Rangan... Tickets from £ 27.75 ★★★★★	 Mo Gilligan Tickets from £ 18.50 ★★★★★	 Riverside Tickets from £ 41.25 ★★★★★	 Sarah Millican Tickets from £ 30.00 ★★★★★	 Alan Carr Tickets from £ 30.00 ★★★★★	 Penn and Teller Tickets from £ 48.00 ★★★★★
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Your personal recommendations

 Tim Minchin Tickets from £ 41.50 ★★★★★	 Dave Chappelle Tickets from £ 107.25 ★★★★★	 James Taylor Tickets from £ 67.50 ★★★★★	 Paul Chowdhry Tickets from £ 29.75 ★★★★★	 Rita Shresinger Tickets from £ 41.75 ★★★★★	 OneRepublic Tickets from £ 41.75 ★★★★★	 Elbow Tickets from £ 52.25 ★★★★★
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Home Artists Sister Act The Musical

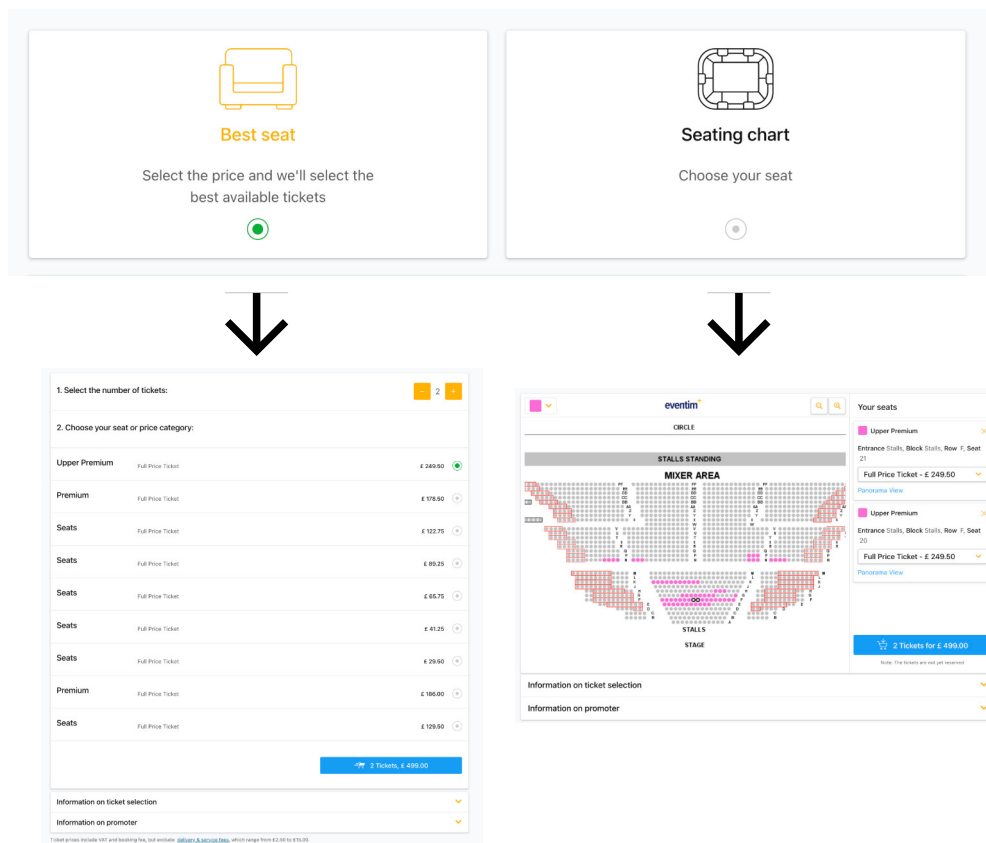
Eventim Terms and Conditions of Sale Privacy Policy Company Information Affiliates Ticket Your Event With Us Investor Relations	Customer Service FAQ Contact Us	Services Sign up to our mailing list Gift Vouchers fanSALE - Ticket resale FanBonus Eventim Travel FanTicket	More from Eventim TicketNews Blog Careers Artist Directory
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Connect with Eventim   	Download Eventim App  	Ticket Hotline 0844 249 1000 Not valid for use to request a refund or further advice
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eventim  [Login](#) [Help](#)

Eventim's online ticket selection service offers users two complete different paths: an automatic ticket selection (the default path) and a traditional select-your-own-seat from a seating chart path. This design decision offers users control on their decisions. It needs to be noted, however, that the end result of each path is quite different and the amount of information the user gets at the end of each path varies a lot.

In each case the ticket selection pages, share similar characteristics and content with the initial event page and both of them lead to a separate checkout environment.

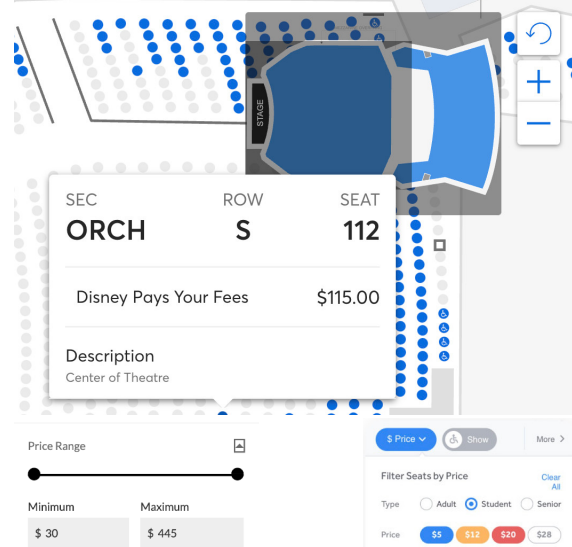
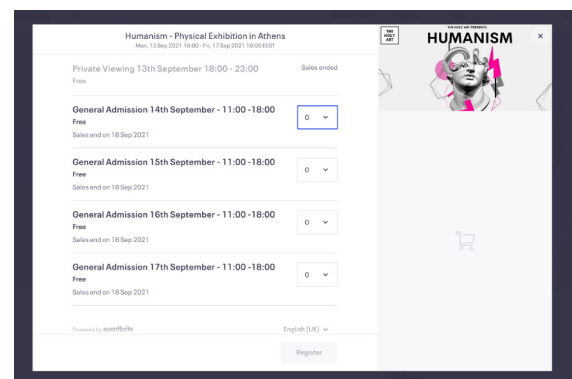
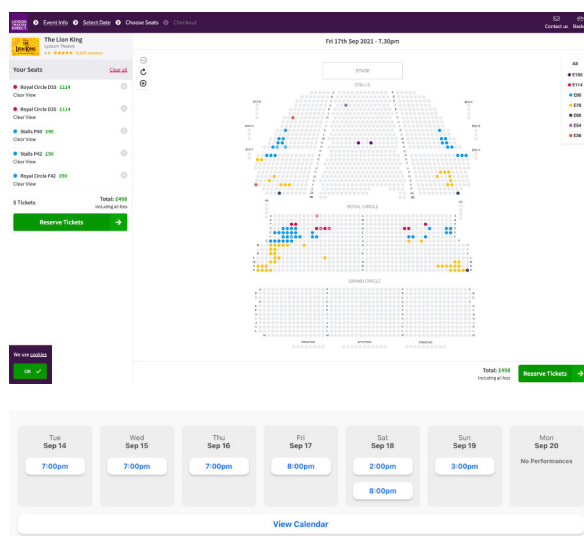
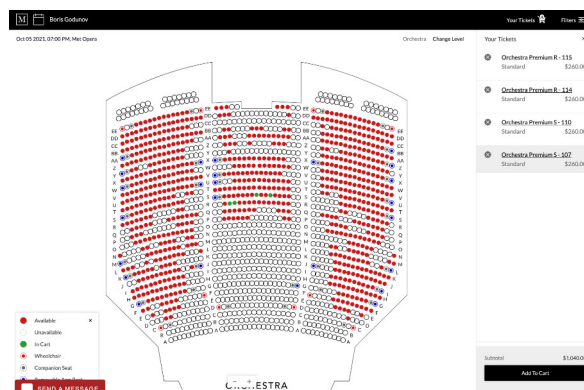


2.2 Competitive Analysis

There is a lot of variation in the ways designers of online ticket sellers and ticket aggregation companies have followed in order to overcome the complexity and the many difficulties that may arise for their users. A lot of competitors have used design patterns that could potentially be of great value if they become incorporated to the eventim.co.uk platform.

These design patterns contain, among others:

- Color-coded info
- Separate environments from the rest of the website (wizards, modals, etc.)
- Ticket selection and the checkout process as part of the same environment
- Progress bars and current status indication
- Interactive horizontal & vertical distribution of content (sliders, carousels, paginated sections etc)
- Secondary info, disclaimers, etc. are kept to a minimum.



3. USABILITY TESTING

3.1 Testing Setup

To better evaluate the usability of eventim.co.uk and identify potential shortcomings, on Friday 10, 2021 three usability testing sessions took place. The users were required to answer a small set of questions and to complete a specific task on eventim.co.uk.

A 5-minute discussion on the task and the online ticket buying experience concluded each session.

Date & Time	0/09/2021
Duration	~15 minutes
Setting	Remote sessions, screen-sharing (Zoom)
Medium	Personal computers & laptops (Windows OS)
Users	3
Self declared tech-savviness	~3/5
Use of online ticket services in the past	Yes
Familiar with Eventim	No

Task: "Find a comedy or stand-up show on Eventim and get 3 tickets for good seats. You have infinite budget, the event location doesn't matter."

The task is considered complete once the user reaches the ticket checkout page.

3.2 Testing Observations & Results

- All of the users successfully found an event using the Search bar.
- All of the users completed the task (one user required some additional help)
- One user scrolled up and down the event page to examine the individual dates and opened the several new tabs for various dates while saying "Let's just see if there are any differences "
- Two users took the Get the Best seats path (without noticing the seating chart option at first). One of them was frustrated that although they got the "best seats" they could see them in a seating chart before payment. They decided to start the task from the start. This time after selecting their tickets they clicked on the Seating Chart Booking path thinking that they could see the automatically selected seats, only to find a blank seating chart. They ended by manually selecting their seats
- One user after completing the task said "That wasn't difficult at all!"
- At the discussion following the task same user recommended "It would be better to see the availability of tickets before going to the seat selection. Let's say this [event date] has 30 tickets out of 100 left."
- The user that did the task twice from the start at the interview said "They just trying to sell unclaimed seats. I'm sure they are not in any way the best. What if they have only two [seats] left. Are they going to be the best? Lol"

4. REDESIGN

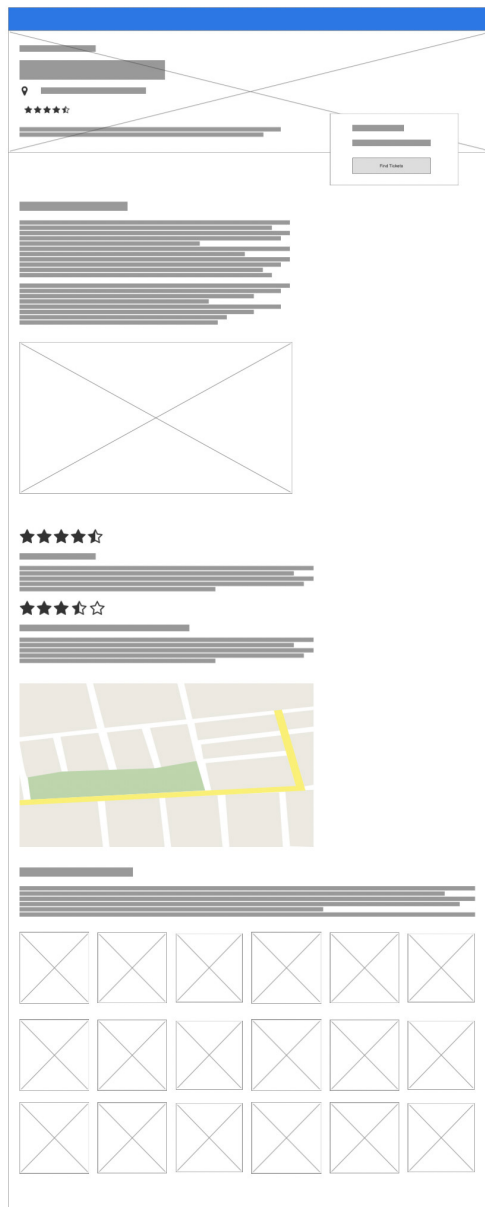
4.1 Goals

Taking into account the results of the three usability testing sessions as well as the initial evaluation and research on eventim.co.uk website the focus on a redesign was placed on the ticket selection mechanism. The following are the defined goals:

- Reuse but adapt the existing color palette and general branding of the website
- Use color coding, semantic coloring
- Minimize the distractions during the ticket selection process
- Improve the existing two-path ticketing process
- Visualize ticket availability

4.2 Wireframes

Using the wireframe building app Balsamiq, a series of low-fi wireframes was produced. Some of the produced wireframes are presented in the following pages



The individual event page is redesigned to contain only information related to the event.

All ticket-related info is placed in contained in the next step of the user journey, accessible via an always-present fixed button on the top right. The button has a simple call to action:

“Find tickets”

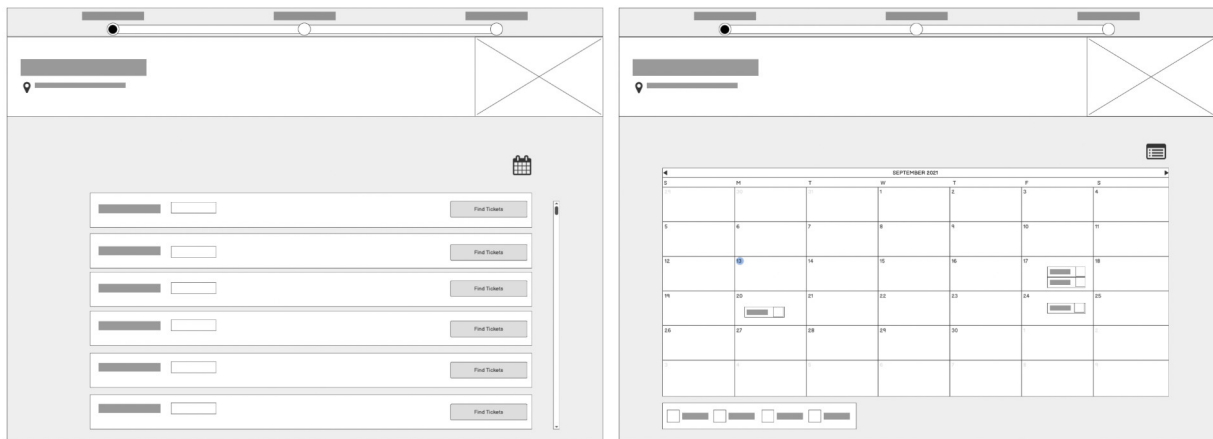
The section with the fixed button on the right ends when all this page’s event info ends.

The next sections found on eventim.co.uk event pages remain at the end of the page (similar events, recommendations etc).

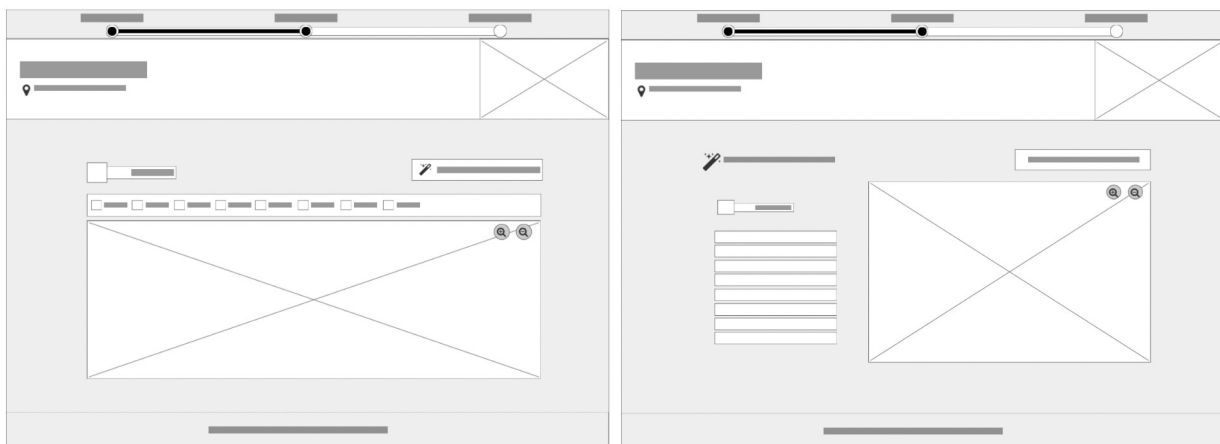
The ticket selection process is unified with the event date selection leading users to the checkout phase. This process takes place in a clearly separated environment (i.e. a modal). Users are aware of all the steps that follow, as well as the current task at hand, thanks to a progress bar on the top.

The three steps of the process are the following:

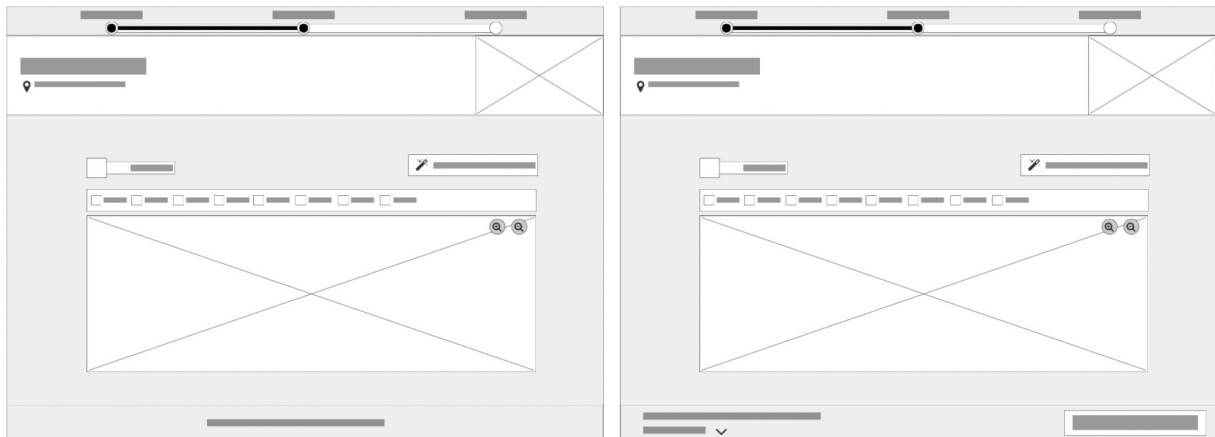
- Event Date Selection
- Seating Selection
- Checkout



The first step: Event date selection, either in a list or a column. Users make choice through button toggling



The second step, part 1: Seat selection, either automatically or manually. Users make choice through button toggling. The manual selection is used as the default.

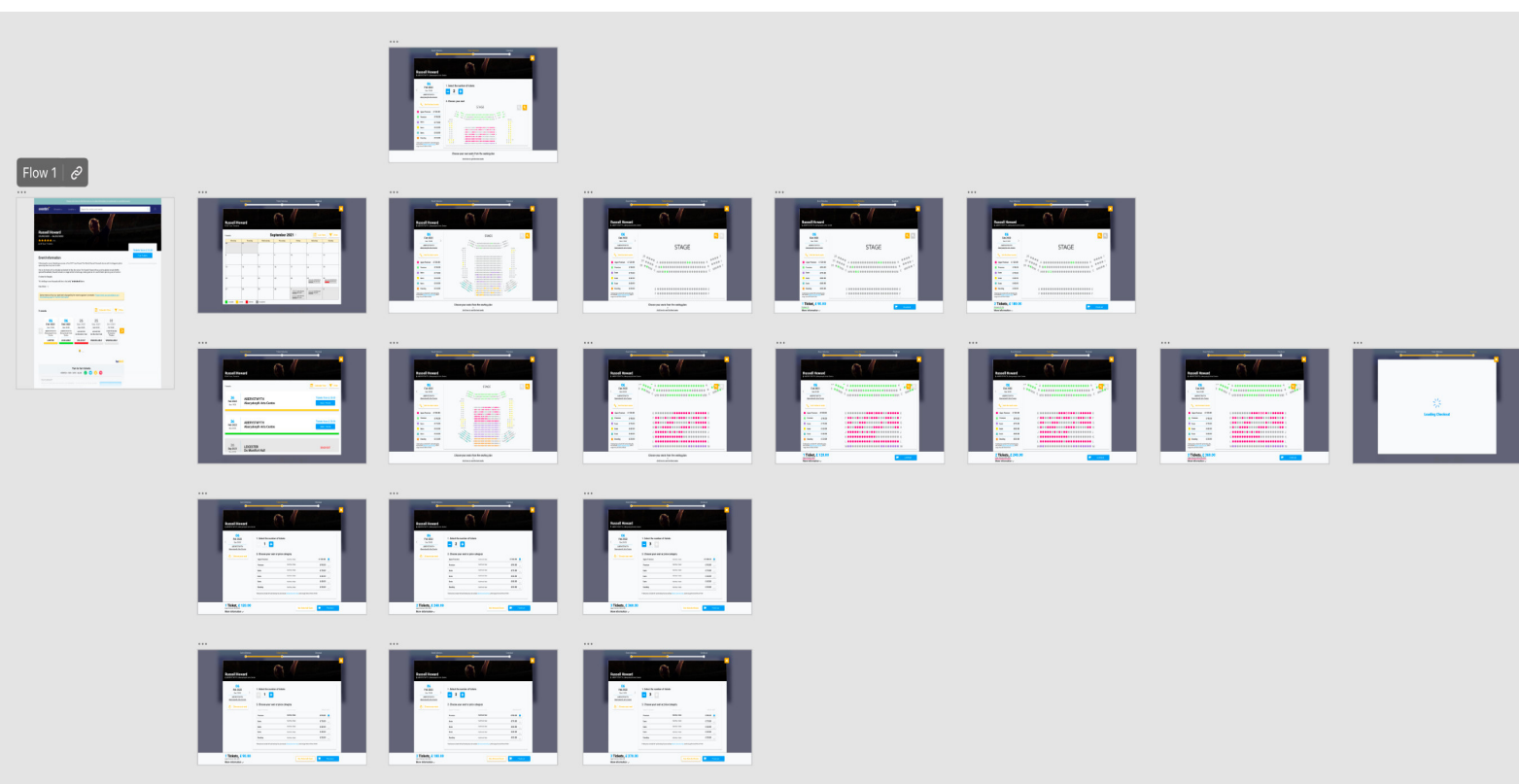


The second step, part 2: When the users select a seat on the diagram, the related info is presented in a container fixed to the bottom of the modal. A clear call to action button “Go to the checkout” leads to the final step.

4.2 Digital Prototype

An interactive digital prototype was created on Adobe XD. Some aspects of the new design will be described in the following pages. However, since the prototype has lots of interactive elements, it is recommended to view it online:

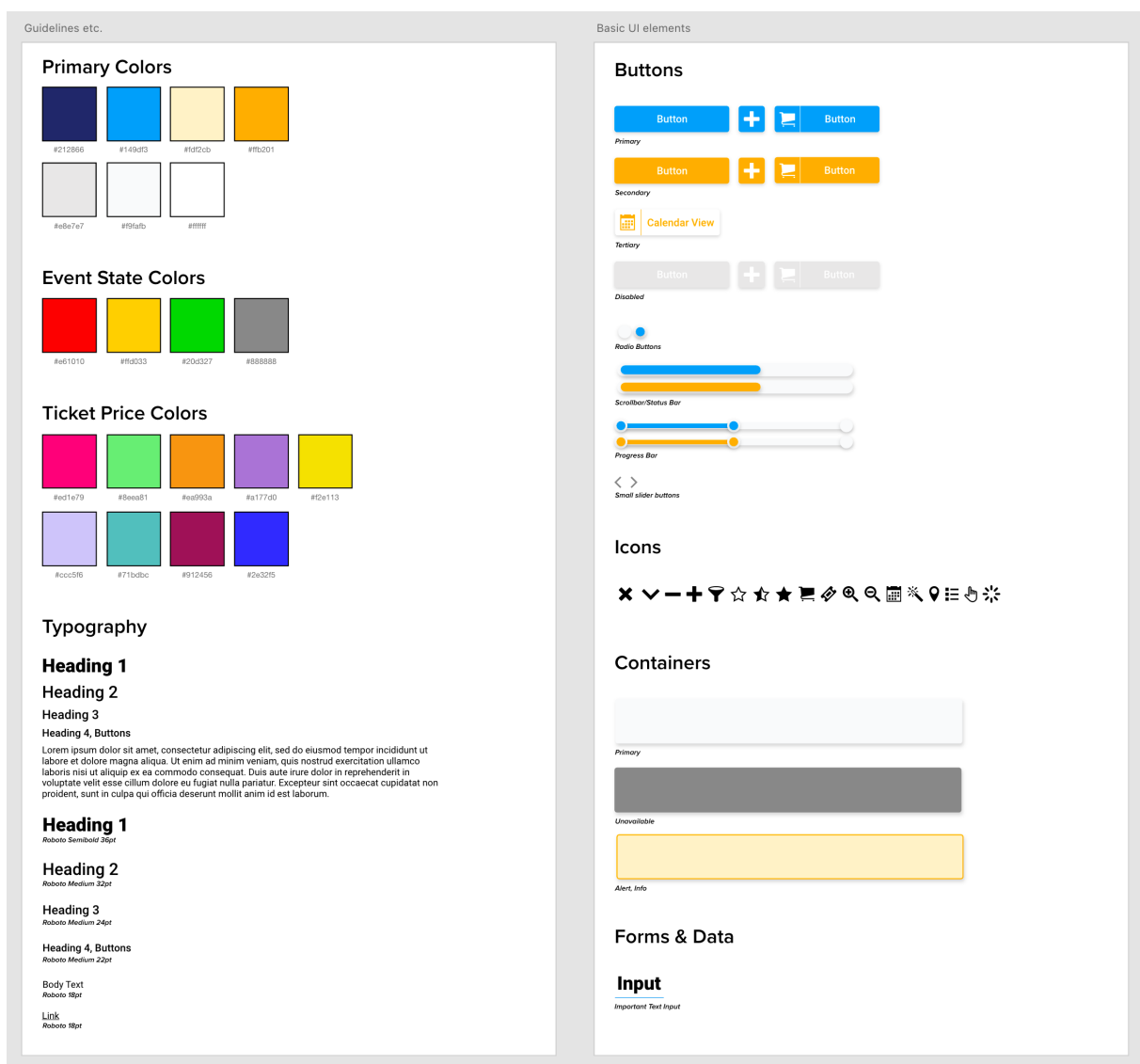
<https://xd.adobe.com/view/75f0c165-ae1-437d-8d21-b575e2c05a4e-20a3/>



The 20 main screens of the prototype

4.3 Guidelines

An interactive digital prototype was created on Adobe XD. Some aspects of the new design will be described in the following pages. While respecting the initial design of the eventim.co.uk there are some alterations to individual elements (e.g. Buttons have shadows, ticket coloring scheme is changed to improve accessibility etc.). However, the redesign can be implemented as a stand alone change only pages related to ticket selection.



Branding guideliness & basic UI elements

4.4 Event page changes

The redesign of the event page focuses on the clear organization of content (general event related info vs ticket info). A major feature is the presence of a fixed button leading to the ticketing modal. The details of particular event dates are presented in a condensed format (a paginated slider), providing color coded info without cluttering the rest of the content. The changes are implemented only to the top of the page. Thus, it is easy to implement the template change and minimizing the development time since the rest of the content and structure remains the same.

The screenshot displays the Eventim website for a Russell Howard event. The header includes the Eventim logo, navigation links for 'All events' and 'Location', a search bar, and a user profile icon. A banner image of Russell Howard is featured with the event title 'Russell Howard', dates '25/09/2021 – 06/02/2022', a 5-star rating from 17 reviews, and a location tag 'UK Tour | 9 events'. A 'Find Tickets' button is visible in the top right corner.

Event Information

Following the record-breaking success of his 2017 tour Round The World, Russell Howard returns with his biggest globe-spanning stand-up tour to date.

Hot on the heels of his critically-acclaimed hit Sky One show The Russell Howard Hour, and his global smash Netflix special Recalibrate, Russell is back on stage where he belongs, making sense of a world that's spinning out of control.

It's time for Respite.

"It's thrilling to see Howard with fire in his belly" ★★★★★ Metro

[Read More](#)

Some events in this tour have been changed by the event organiser / promoter. [Please check our cancellation and rescheduling page for further information.](#)

9 events

Calendar View Filter

06 Feb 2022	06 Feb 2022	26 Sep 2021	25 Sep 2021	01 Oct 2021
Sun 15:00	Sun 20:00	Sun 20:00	Sat 20:00	Fri 18:00
ABERYSTWYTH Aberystwyth Arts Centre	ABERYSTWYTH Aberystwyth Arts Centre	LEICESTER De Montfort Hall	LEICESTER De Montfort Hall	CHELTENHAM Everyman Theatre
LIMITED	AVAILABLE	SOLD OUT	UNAVAILABLE	UNAVAILABLE

fanSALE

Fan to fan tickets

VERIFIED • FAIR • SAFE • QUICK

Can't attend?

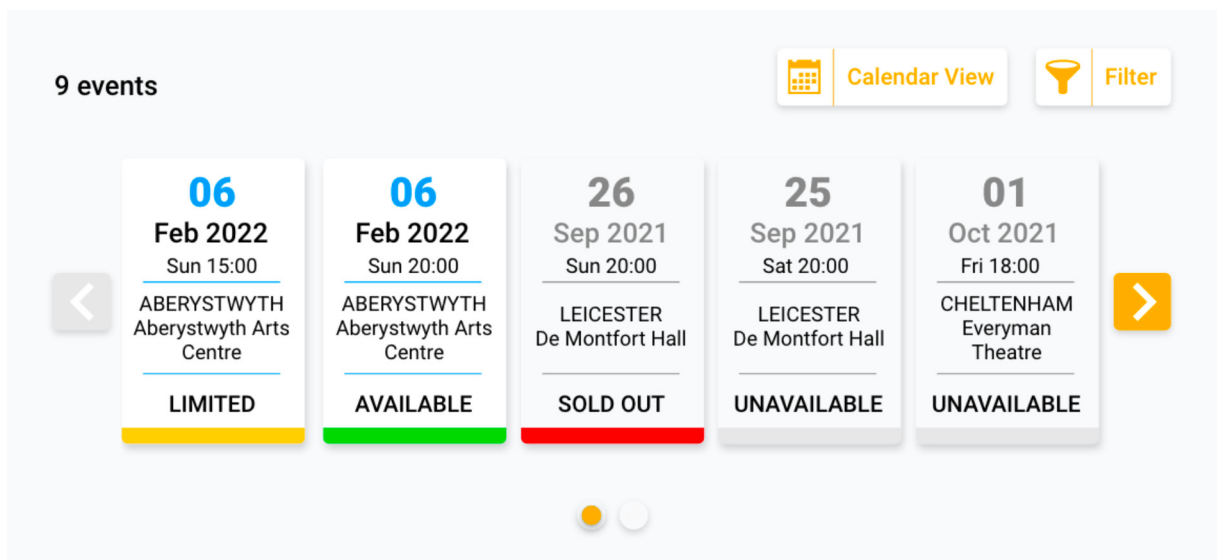
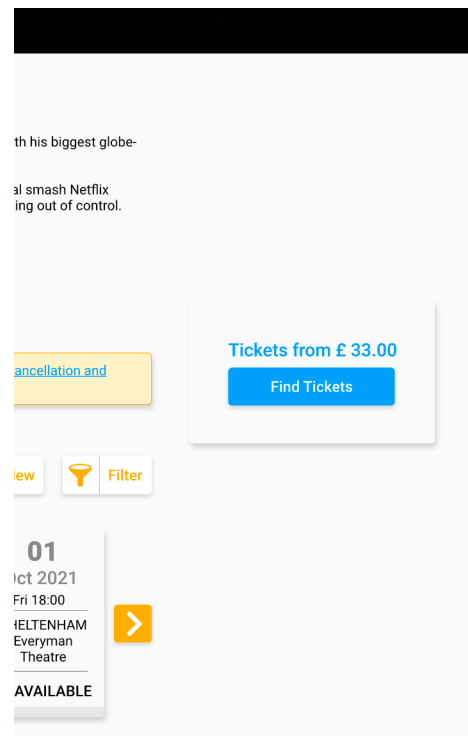
Sell your tickets easily and securely with fanSALE – our fan to fan, fair value, verified ticket platform. You can list them at the price you paid or less.

[Sell tickets on fanSALE now](#)

The redesigned top part of the event page

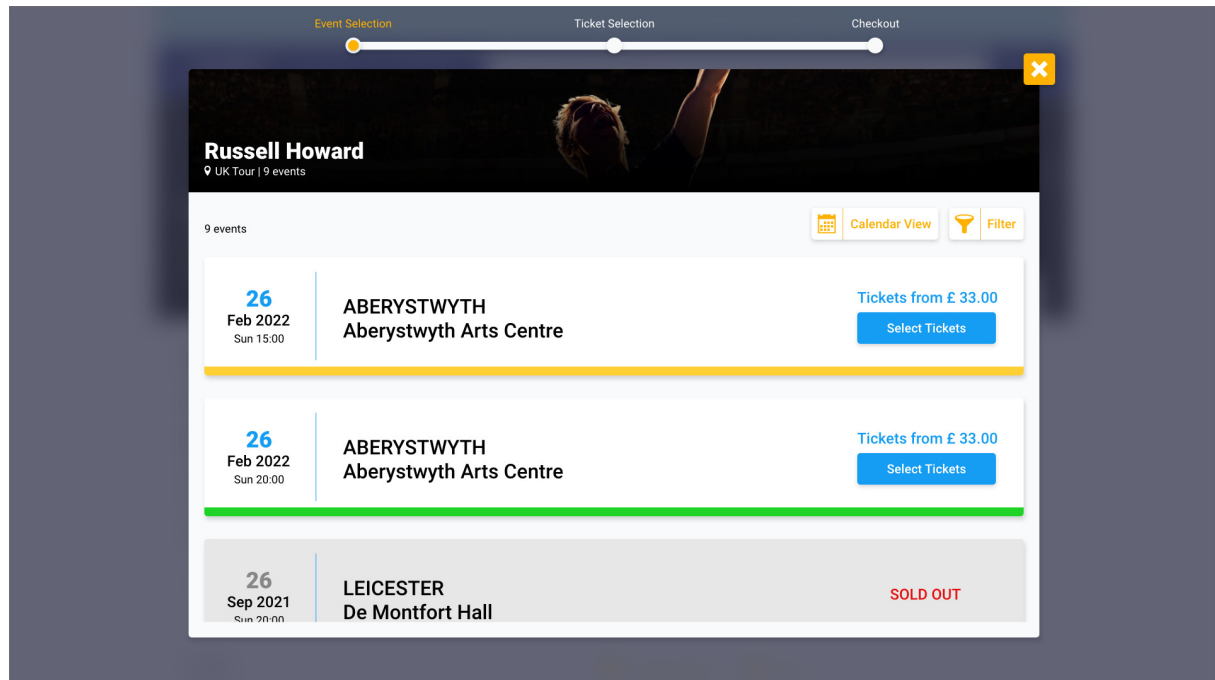
The main attention for this page is placed on the fixed button that leads to the ticketing module. The white space on the right half of the page creates a destruction-free zone, that separates the button with the rest of the content.

The button has the distinctive primary accent color found throughout the rest of the website. It introduces to the user the idea that everything that is related to tickets, the end-product is a trail of blue UI elements. The user has just to follow the blue indications. All other interactions and content manipulation rely on the use of white, grey, or yellow UI Elements.

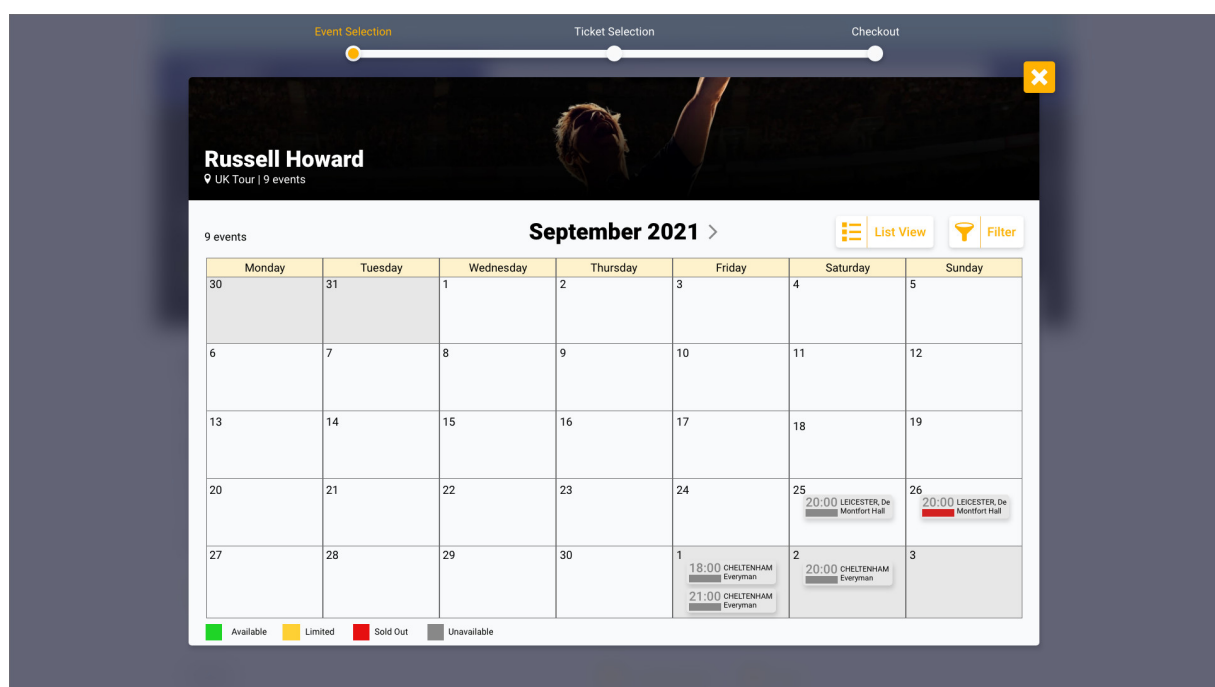


The paginated event day slider. It contains color-coded ticket availability info, and acts as an other way to enter the ticketing modal container. The use of the blue color on the date number continues the desired pattern: the user has to follow the blue color to get tickets.

4.5 The ticketing modal, step 1

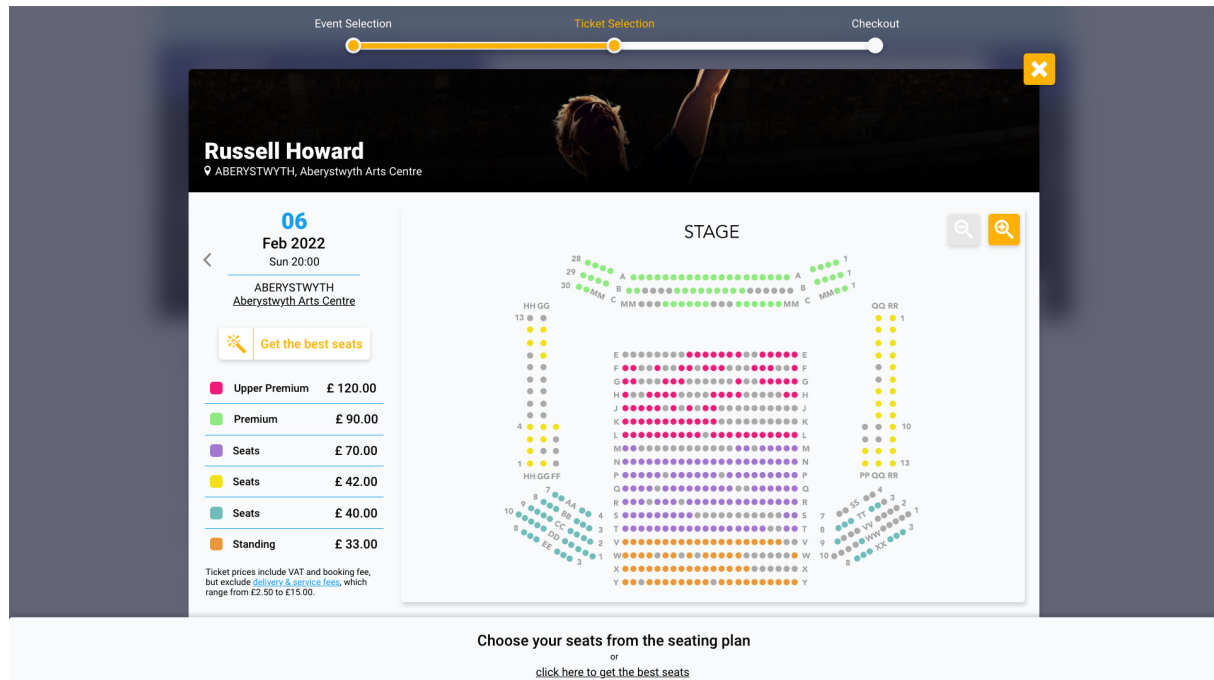


A scrollable display of all available events, retaining color coded information. Unavailable or sold out events are greyed out and placed on the bottom of the list.

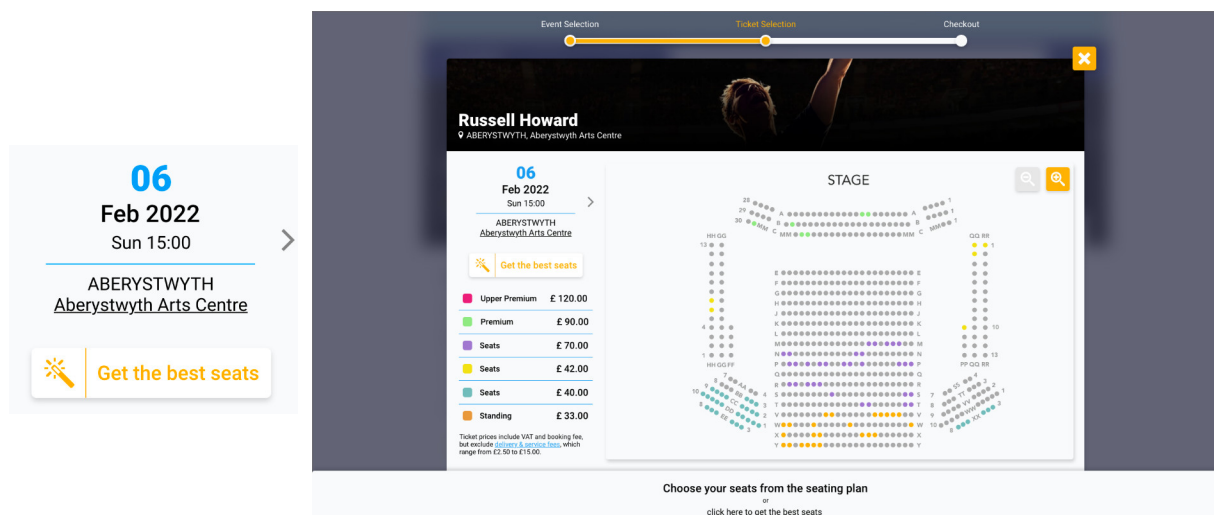


An alternative calendar view of available event dates.

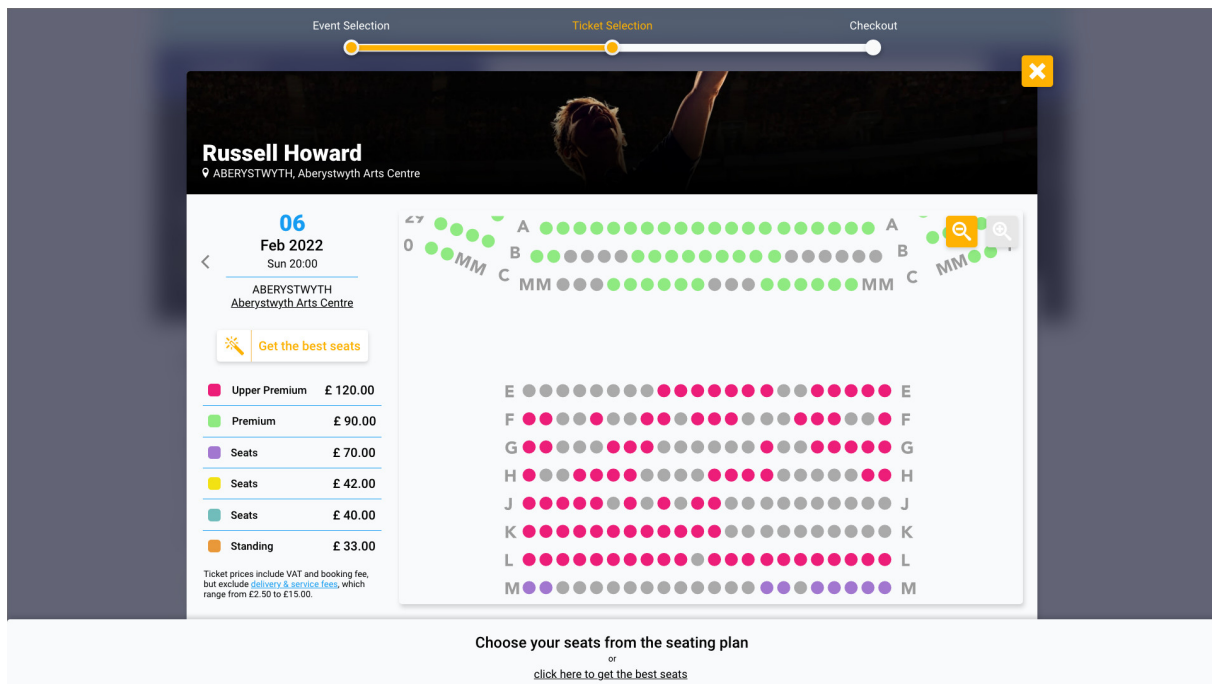
4.6 The ticketing modal, step 2



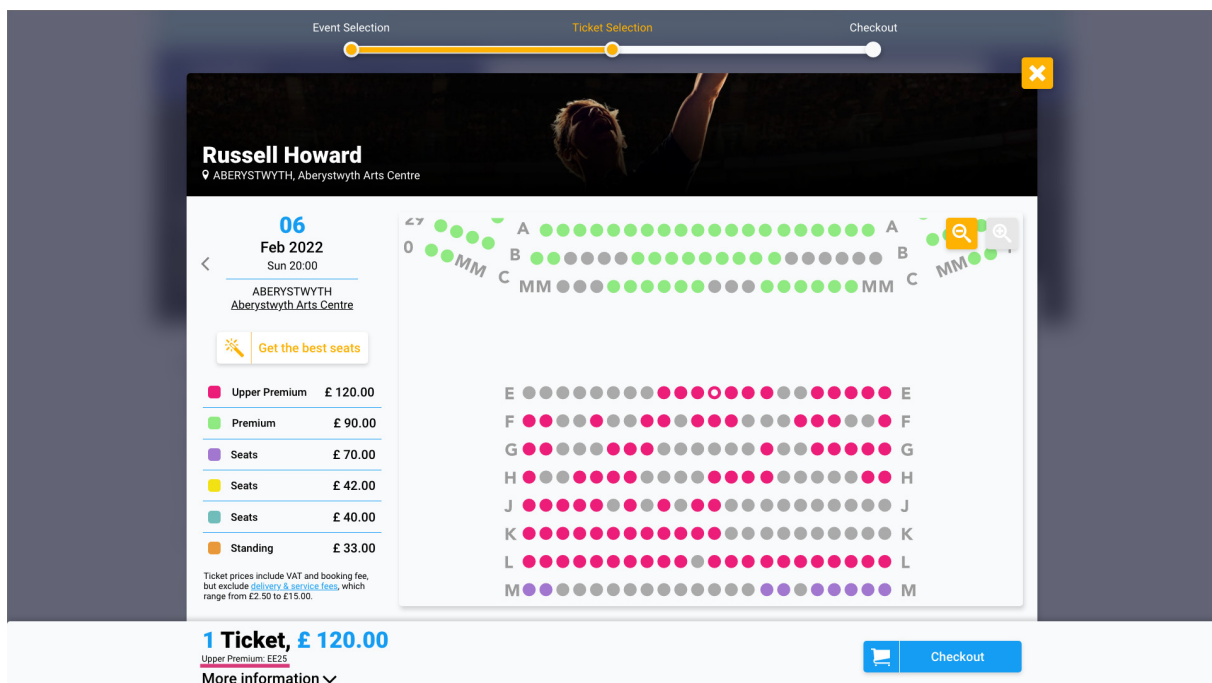
The manual ticket selection path becomes the default selection. The interactive chart is placed on the right, with the available ticket categories on the left (this section can be scrollable and contain even more ticket categories)



On the top left of the column there is the functionality to see the seating chart of other event dates. In addition a button leads to the alternative automatic ticketing mode. All ticket selections reset when the users changes the date. Extensive testing of this feature should implemented before a major release, to prevent the creation of additional problems to the users instead of offering another choice.



All the user has to do to select a seat is to zoom and click on an individual seat on the chart.



Automatically the price is instantly calculated. The cost and all ticket details are included in the bottom expandable fixed box. A blue call to action button leads to the checkout step.

Event Selection Ticket Selection Checkout

Russell Howard
ABERYSTWYTH, Aberystwyth Arts Centre

06 Feb 2022 Sun 20:00
ABERYSTWYTH Aberystwyth Arts Centre

Choose your seat

1. Select the number of tickets

2. Choose your seat or price category

Upper Premium	Full Price Ticket	£ 120.00	☒
Premium	Full Price Ticket	£ 90.00	☐
Seats	Full Price Ticket	£ 70.00	☐
Seats	Full Price Ticket	£ 42.00	☐
Seats	Full Price Ticket	£ 40.00	☐
Standing	Full Price Ticket	£ 33.00	☐

Ticket prices include VAT and booking fee, but exclude [delivery & service fees](#), which range from £2.50 to £15.00.

2 Tickets, £ 240.00
Upper Premium: EE25, EE27
More information

See Selected Seats Checkout

The automatic “best seats” path. By default it offers the user 2 tickets. All cost and ticket information is again placed inside the bottom container. There is an option to view the selected seats in a seating chart.

Event Selection Ticket Selection Checkout

Russell Howard
ABERYSTWYTH, Aberystwyth Arts Centre

06 Feb 2022 Sun 20:00
ABERYSTWYTH Aberystwyth Arts Centre

Choose your seat

1. Select the number of tickets

2. Choose your seat or price category

Upper Premium	Full Price Ticket	£ 120.00	☒
Premium	Full Price Ticket	£ 90.00	☐
Seats	Full Price Ticket	£ 70.00	☐
Seats	Full Price Ticket	£ 42.00	☐
Seats	Full Price Ticket	£ 40.00	☐
Standing	Full Price Ticket	£ 33.00	☐

Ticket prices include VAT and booking fee, but exclude [delivery & service fees](#), which range from £2.50 to £15.00.

1 Ticket, £ 120.00
Upper Premium: EE25, EE27
More information

See Selected Seats Checkout

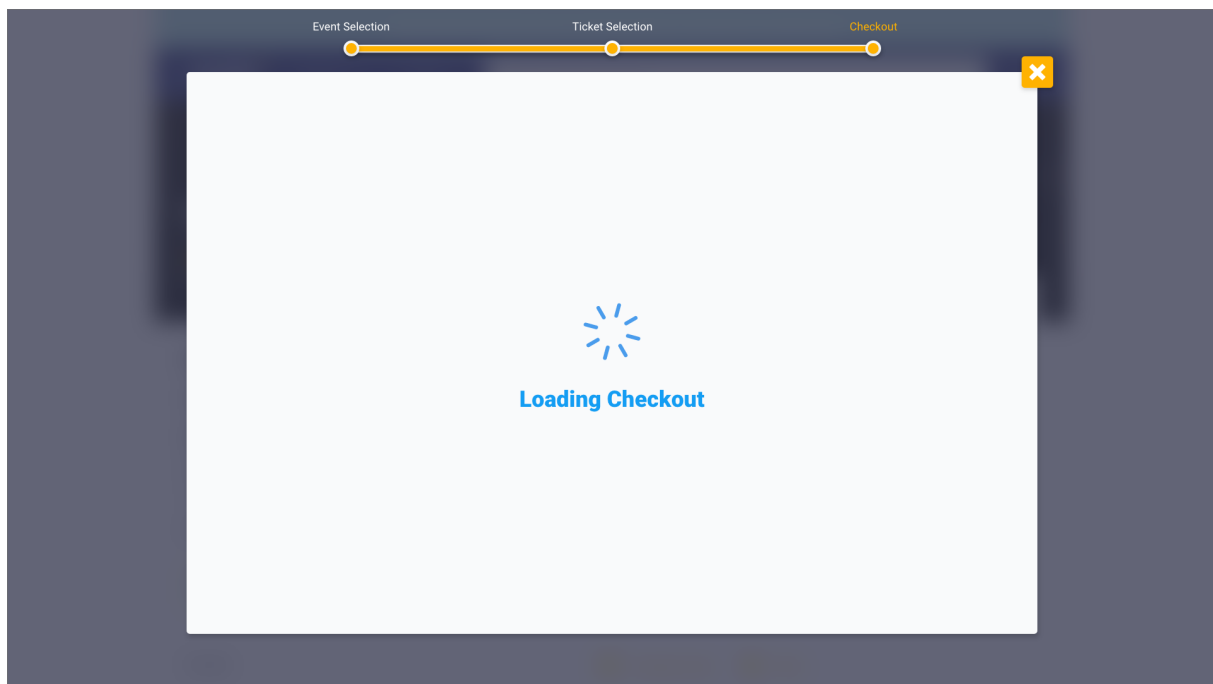
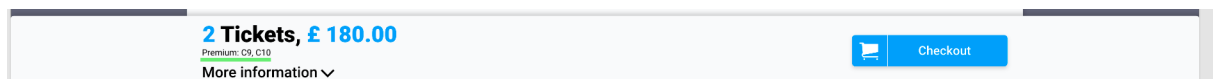
3 Tickets, £ 360.00
Upper Premium: EE25, EE27
More information

See Selected Seats Checkout

While the user changes the number or the category of the tickets they select, the info inside the bottom container instantly updates.

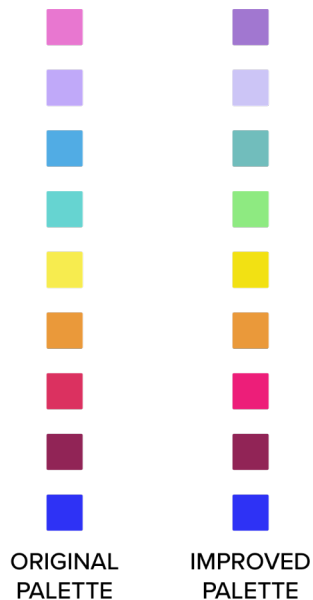
4.7 The ticketing modal: bottom container & step 3

As mentioned all info relevant to the selected tickets is presented in an expandable bottom-fixed container. A large number of secondary information (legal info, ticket printing info etc) can either be placed there or on the final steps of the checkout. The main goal is to navigate clearly the user to the checkout as quickly as possible.



The actual checkout should ideally be implemented inside the modal. However, there is always the possibility to redirect the user to the specific checkout page. (which is what happens at eventim.co.uk right now)

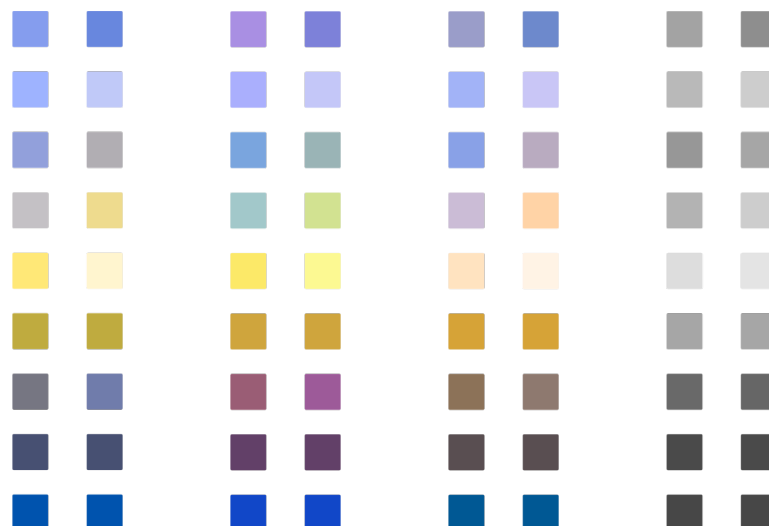
4.8 Accessibility



An important part of the ticketing selection process is the identification of the cost of each seat category on the seating chart based on color.

This step can pose significant difficulties for users with anomalous trichromacy and various vision problems.

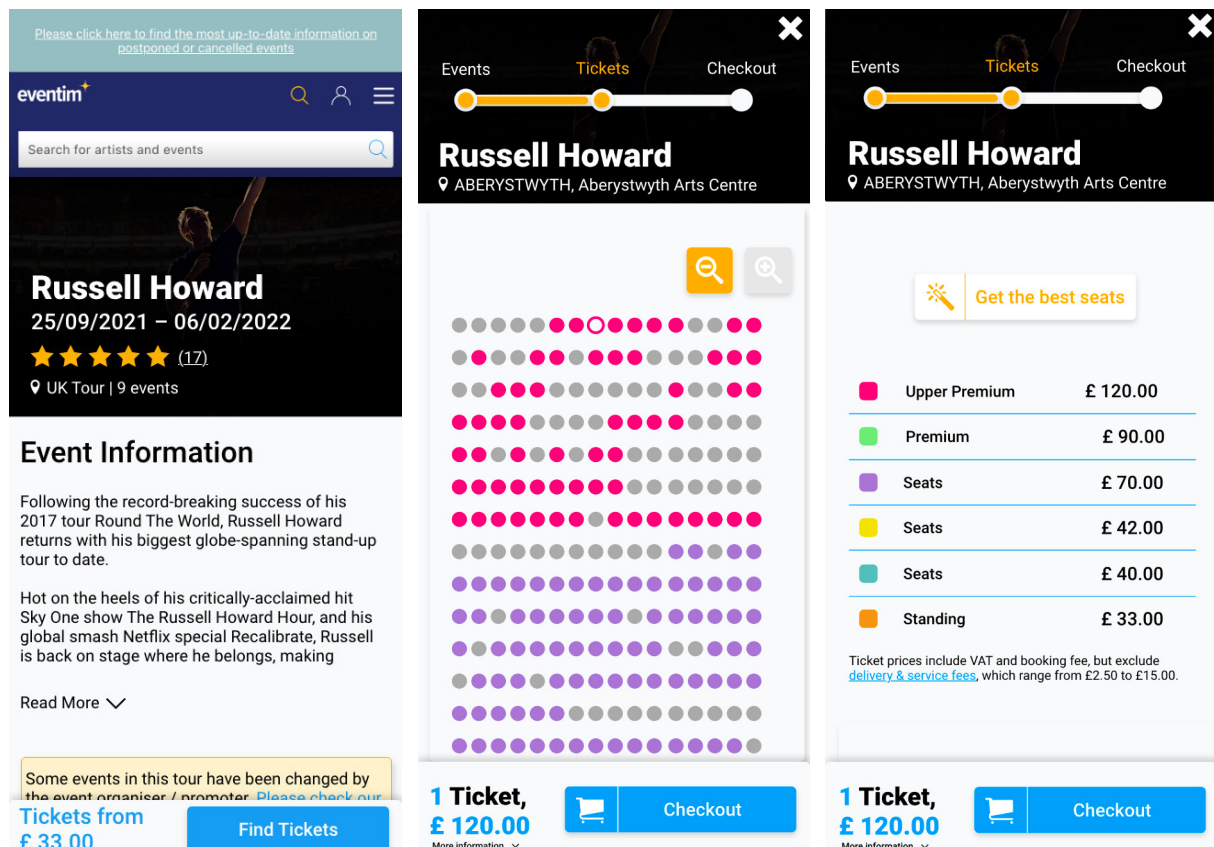
For this reason a new palette was designed that takes into account a lot of these difficulties.



By implementing small changes to the original color values the individual color differences can be greatly improved for a large number of users with color vision conditions. These columns present different simulations of color vision conditions. In each case the original palette is on the left and the improved one is on the right. There is a significant improvement in particularly for the warmer colors.

4.9 Responsive design

The new design respects the pre-existing decisions of the structure of eventim.co.uk. The content is responsive and easily adjustable to all devices sizes without major structure changes.



The design patterns and all individual UI elements used can easily adapt on all screen sizes

5. CONCLUSION

A partial redesign of an existing and established complex system as a ticketing platform is a significant task to undertake. The designer needs to take into account a large amount of knowledge concerning the inner mechanics of the system (both technical and financial).

At the same time, the only way to ensure a robust User Experience is by enforcing extensive testing, analysis and metrics before, during and after the implementation of the changes.

Nonetheless, the designing process in itself presents a huge creative opportunity to build upon and improve the existing mechanisms of the system.

