



Introducing **Ai**-based mobile app

Tickey

Designed by Fang Nan



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Product Overview

Tickey is a cutting-edge mobile ticketing app designed to revolutionize the way you experience entertainment and transportation. Whether you're a busy professional or a budget-conscious student, Tickey caters to all your needs, providing a seamless and personalized ticket booking experience across movies, sports, music, art, and transportation.

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Problem Statement

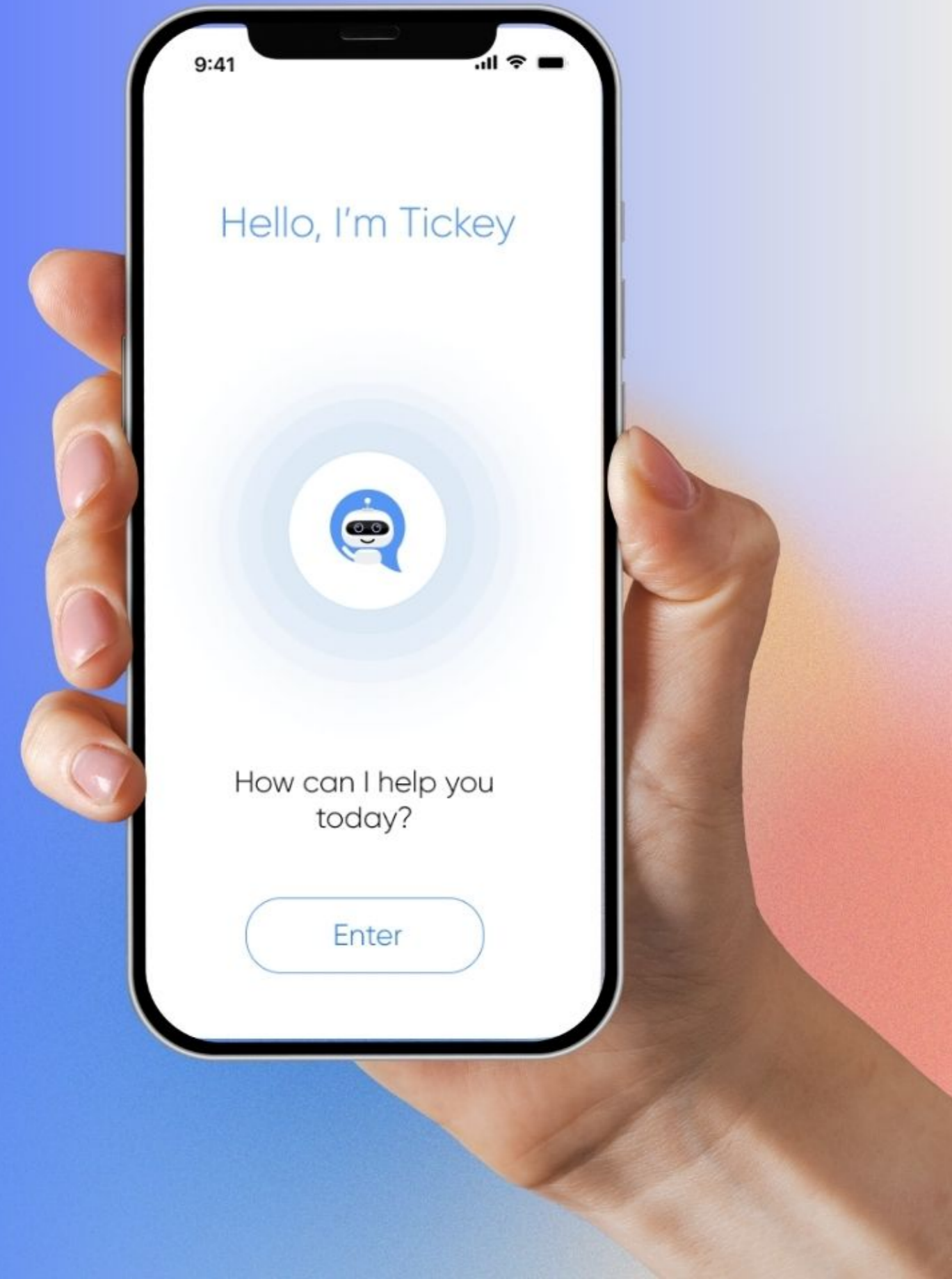
The existing ticketing systems lack a comprehensive and personalized approach, leaving users with fragmented experiences and unmet needs. To address these issues, there is a pressing need for a user-centric ticketing app that caters to the diverse preferences and lifestyles of users, ensuring a seamless and enjoyable journey from event discovery to attendance.

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Product Goals

Goal: Understand user preferences in movies, sports, music, art, and transportation to provide personalized recommendations.

Approach: Implement AI algorithms that analyze user behavior, past interactions, and explicit preferences to tailor event suggestions.





Alex

DEMOGRAPHIC INFORMATION

28 years old
Tech Industry
White Collar

ABOUT THE USER

Alex Thompson is a 28-year-old professional working in the tech industry. As a tech enthusiast, Alex is always on the lookout for innovative solutions to simplify daily tasks. Living in a bustling city, Alex has a busy schedule but enjoys exploring various entertainment options like movies, sports events, music concerts, art exhibitions, and transportation services.

PROBLEMS

- Couldn't find current apps which make personalized recommendations for entertainment
- Expressing his ideas in words
- Keeping his designs and freelancing business relevant

CHALLENGES

- Following up with clients on feedback
- Billing clients on time
- Managing his notes, clippings, and resources

QUOTES

- "I love discovering new events, but it should be as easy as a few taps on my phone."
- "Efficiency matters to me; I want an app that understands my preferences and simplifies the whole ticket booking process."

GOALS AND NEEDS

- Alex seeks a convenient solution for booking tickets across various entertainment categories.
- Prefers a personalized experience tailored to individual preferences in movies, sports, music genres, art forms, and transportation options.
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- Appreciates timely updates and reminders for booked tickets, event schedules, and any changes.

Persona:
Alice Fang

Journey Map

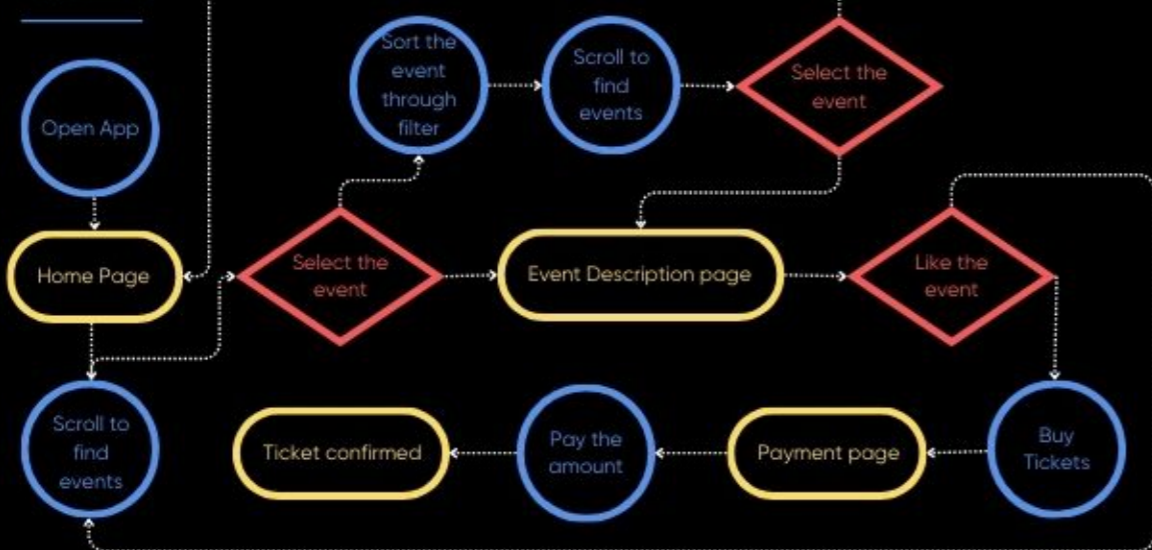
Goal:

To book tickets for her friends

Actions	Opens the app	Selects event	Confirms ticket	Gets tickets
Task List	A. Select option of live concerts from categories B. Filter out the lofi hip-hop concerts from the list C. Selects the concert of the favorite singer and highest rating	A. Read the about section of event B. Checks the date, time and location of the event	A. Confirms the total amount of passes B. Confirms email and mobile number. C. Pays full amount through credit/debit card	A. Downloads the tickets B. Set reminder on mobile for the concert
Feeling		🤔		😊
Improvement Opportunities	If the user is an old user the app should only focus on the genre the user likes, so he doesn't have to spend time finding his type of event	A brief of date and venue should also be displayed with the name of event outside before opening the whole tab	User should be asked if he wants her card details to be save for future bookings.	Tickets should be automatically send to the user mail and number A option to set reminder should be given after booking the tickets

The user research for Tickey focuses on gaining insights into the preferences, behaviors, and pain points of the target audience to inform the design and development process.

User Flow



Alice

DEMOGRAPHIC INFORMATION

23 years old
College Student
Senior Level

"I rely on my phone for everything – from planning my day to booking tickets; the app should be user-friendly and reliable."

DESCRIPTION

Alice Martinez is a 23-year-old college student pursuing a degree in visual arts. Juggling between classes, assignments, and a part-time job, Alice looks forward to recreational activities like movies, sports, music, art exhibitions, and affordable transportation options to unwind and socialize.

BEHAVIORS

- Relies heavily on the smartphone for communication, socializing, and entertainment purposes.
- Often makes last-minute plans based on availability and mood, especially for movies and impromptu social gatherings.

SCENARIOS

Plans a spontaneous movie marathon with friends after exams. Wants the app to suggest trending movies and enable quick ticket bookings.

PERSONAL CHARACTERISTICS

- Energetic
- Easy-going
- Inspiring
- Outgoing

GOALS

- To make more friends
- To collect more idol posters
- To keep fit everyday

NEEDS

- Productivity booking tools
- Powerful messaging app
- Access across devices
- Customized app recommends

HOBBIES AND INTERESTS

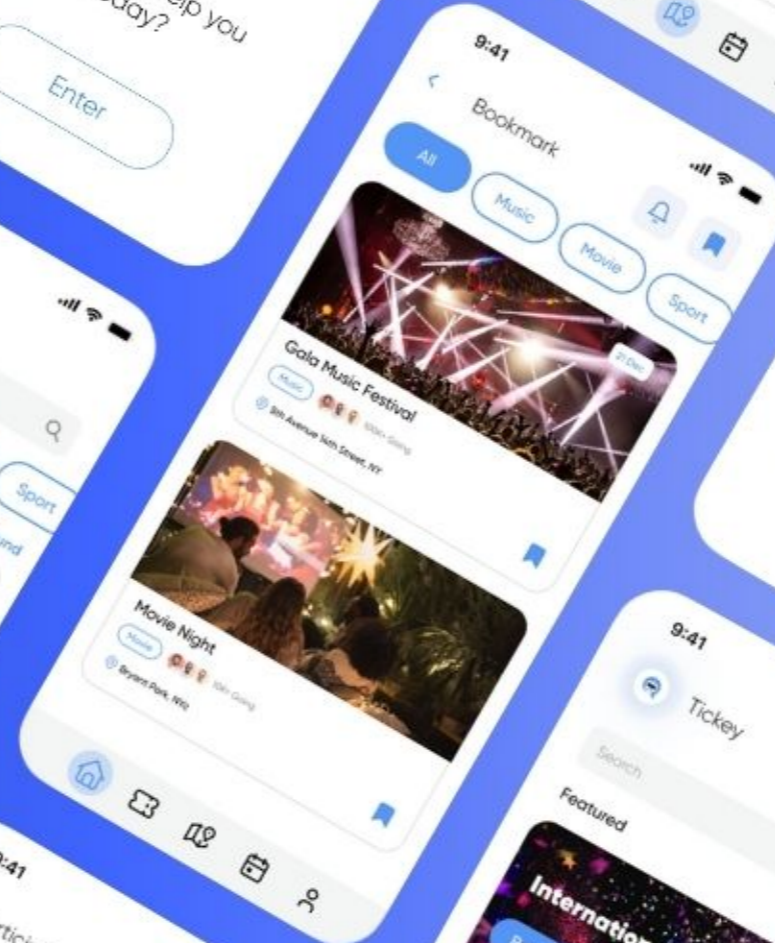
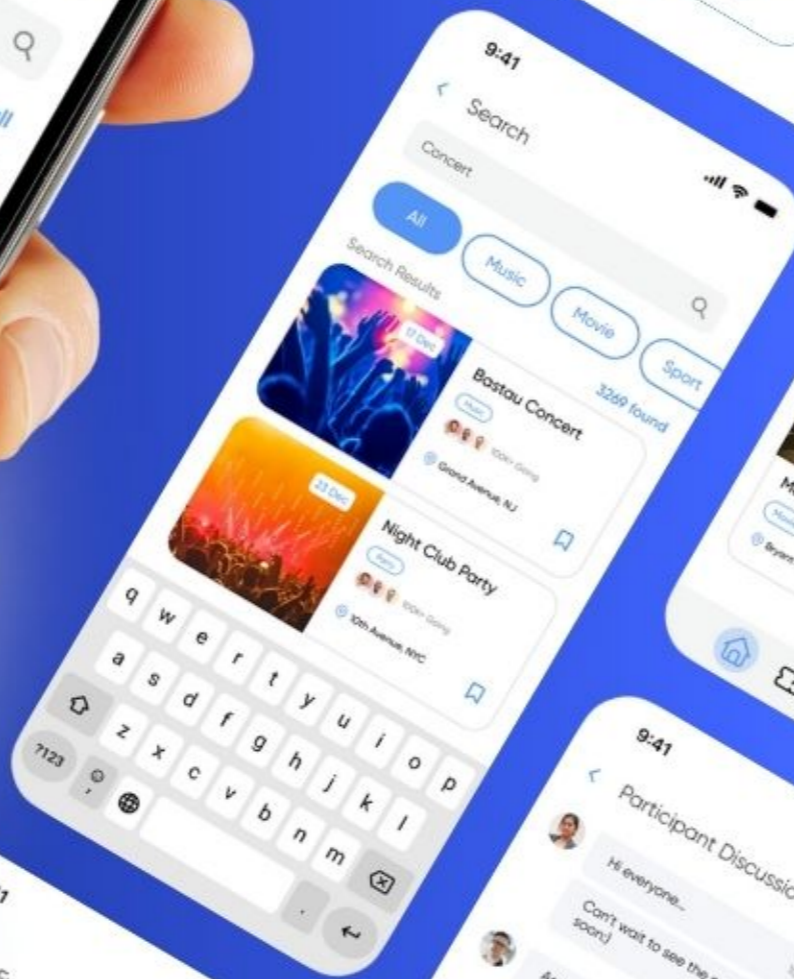
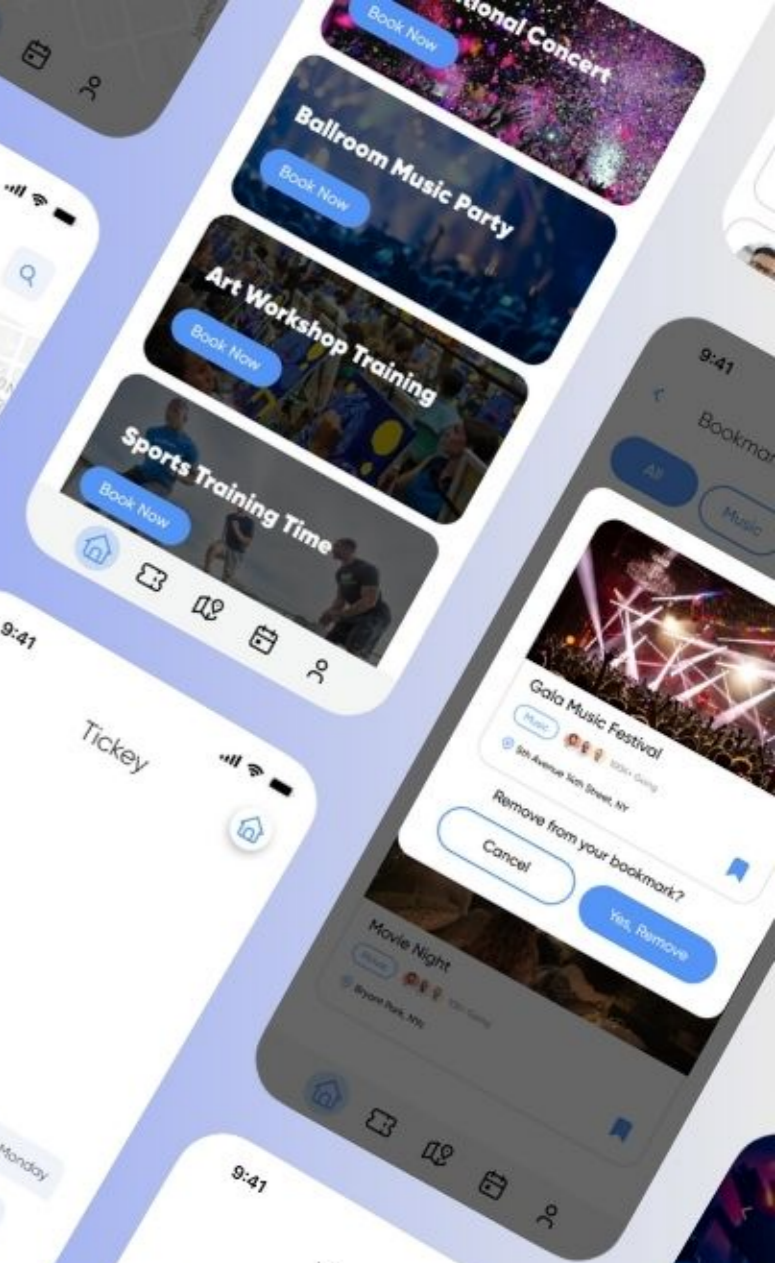
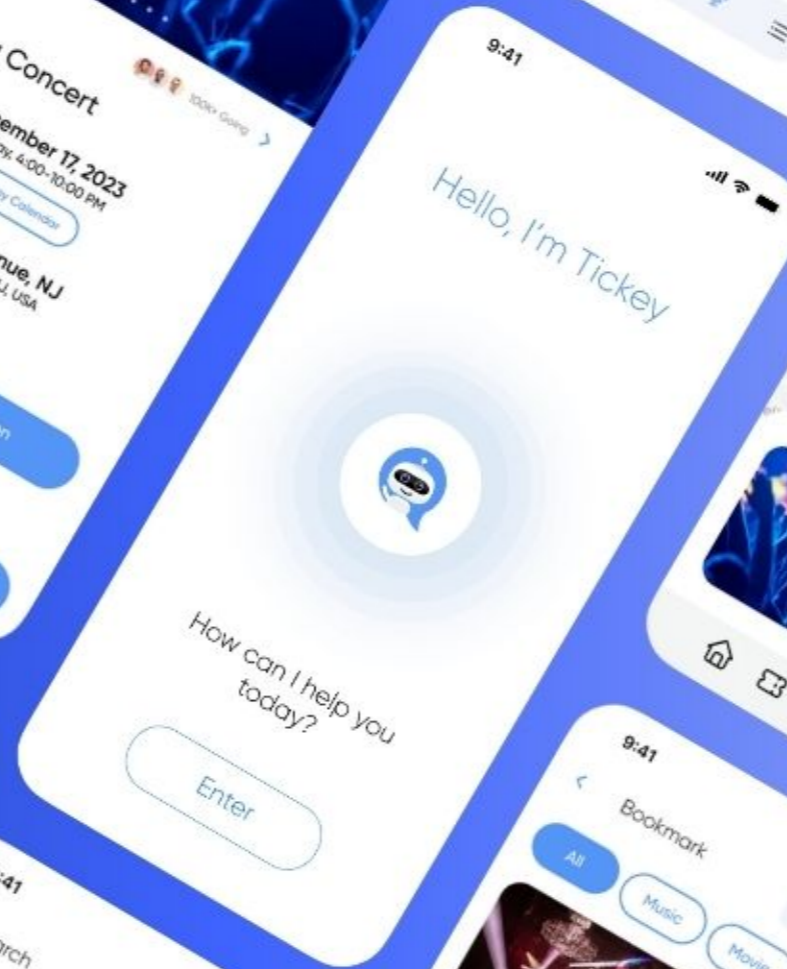
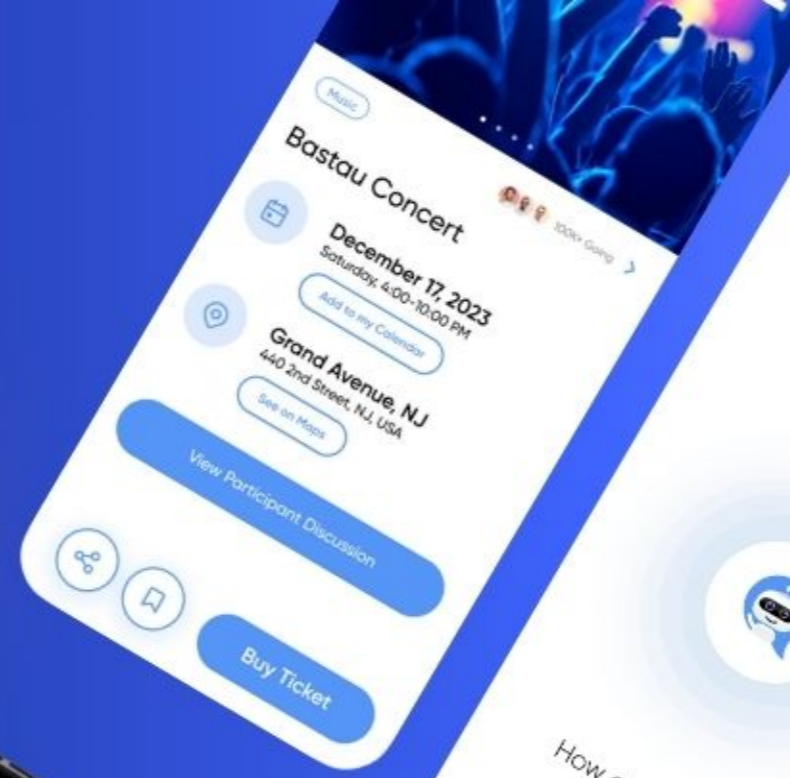
- Going to party
- Going hiking with friends
- Doing Sports
- Going to concert

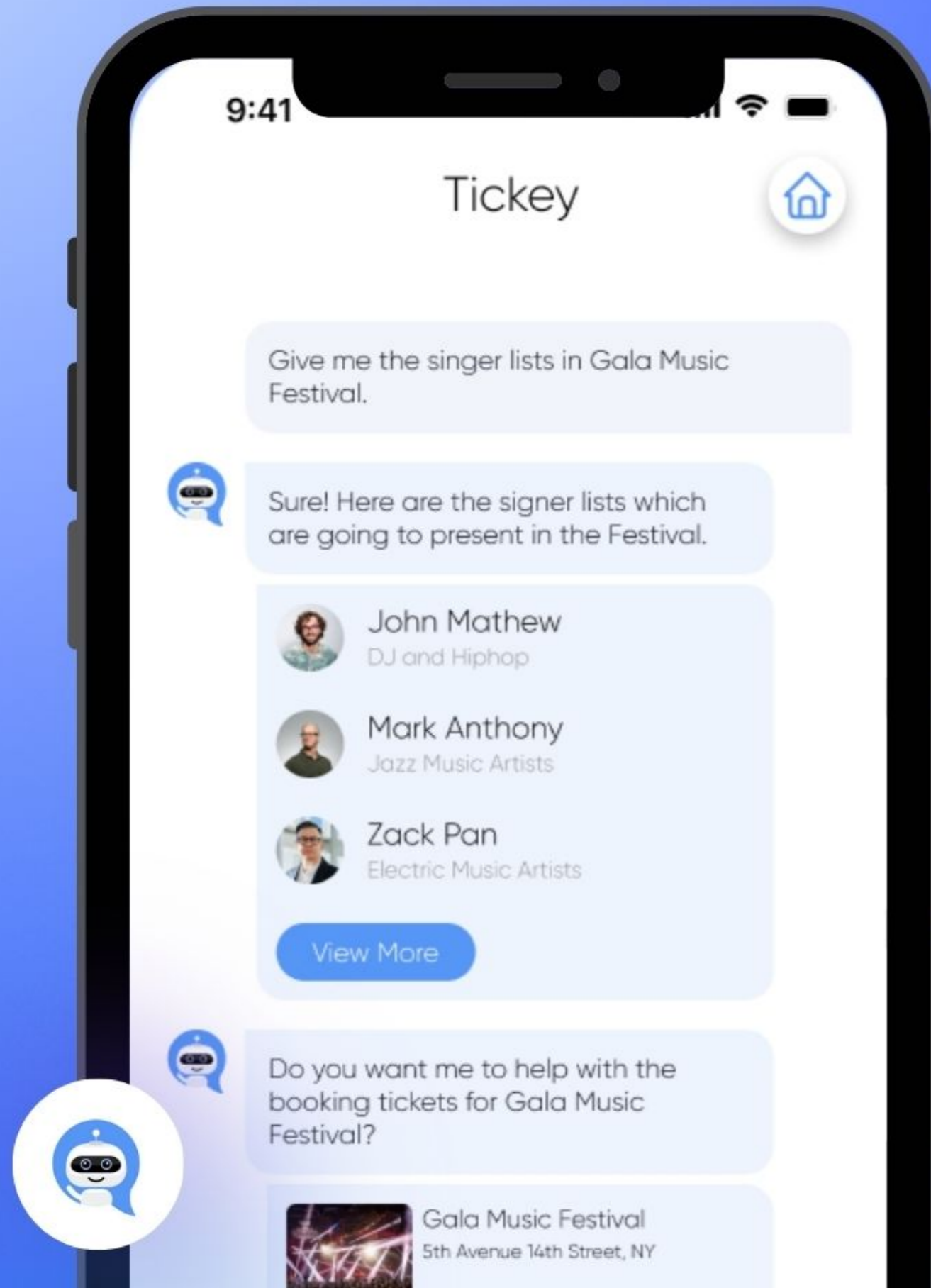
CHALLENGES

- To track daily exercise progress
- To voice out her ideas
- To stay connected

SOURCES OF INFO

- News
- Social media
- Word of mouth





Built with advanced AI technology, Tickey redefines how you secure tickets for entertainment and travel, offering a streamlined and personalized process.

01

Tickey's AI-driven recommendations make it easy to discover events and transportation options that match your preferences and past choices, saving you time and enhancing your experience.

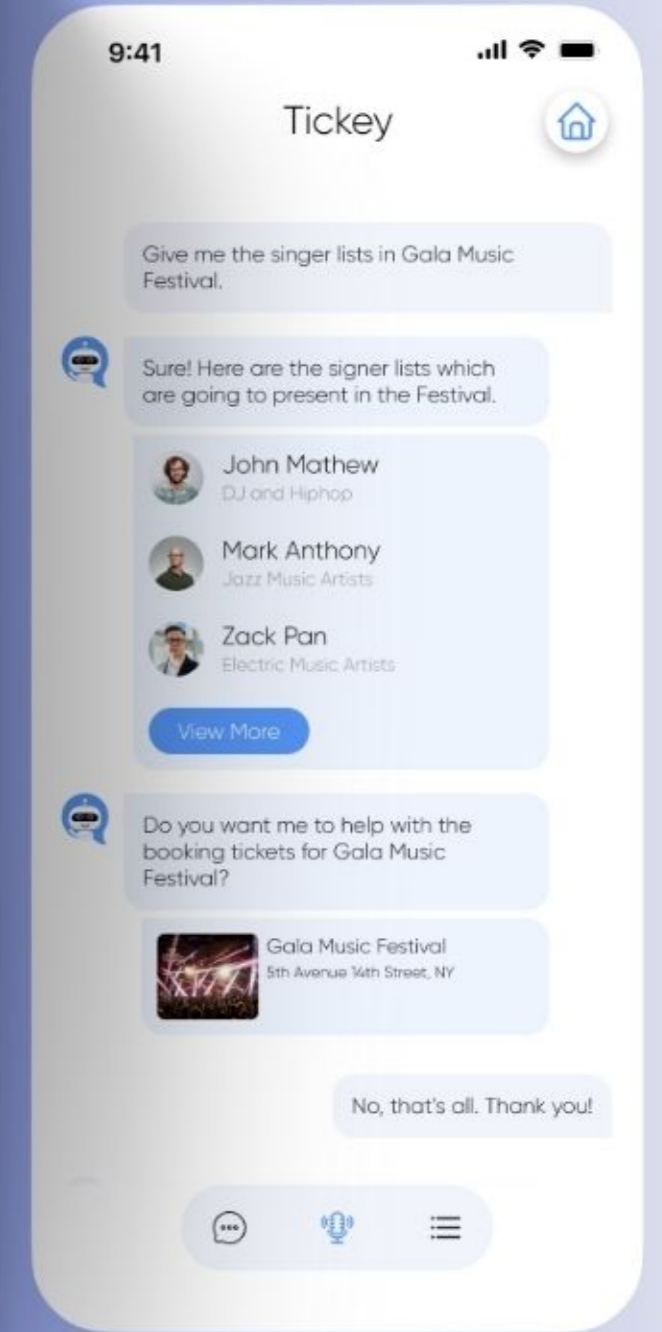
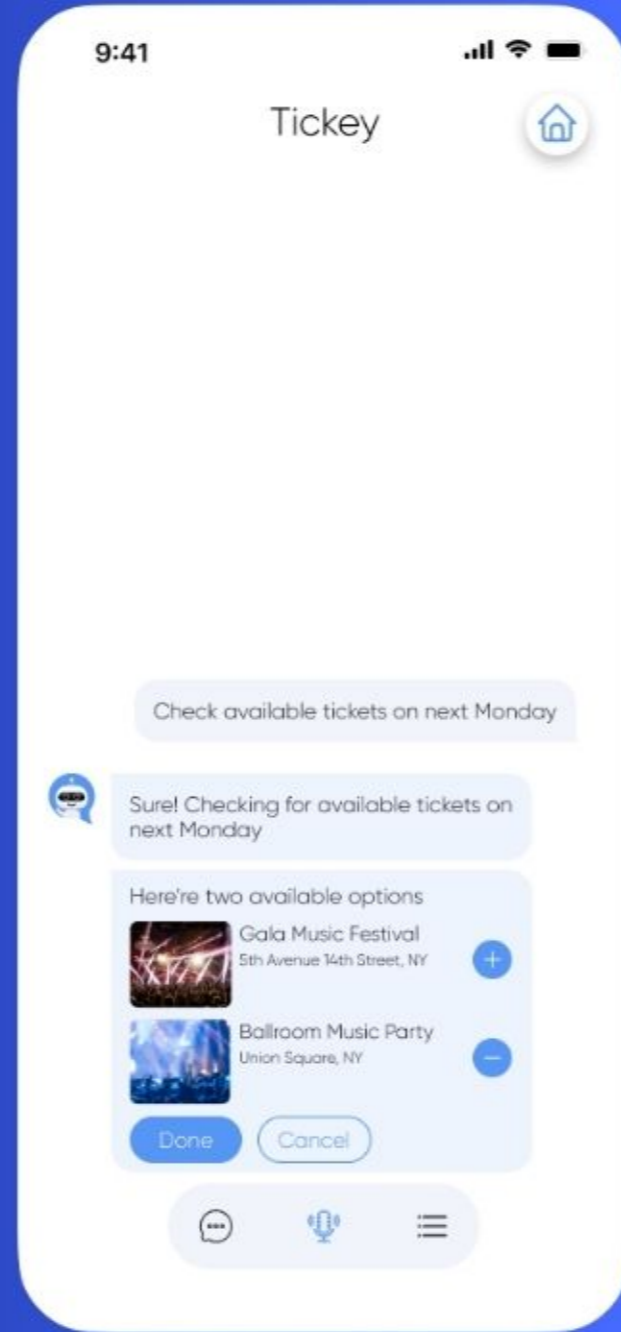
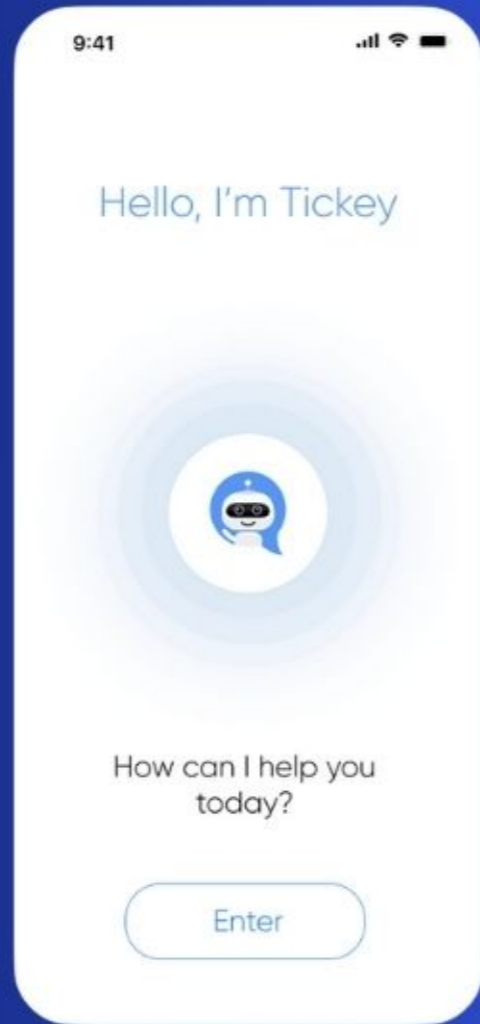
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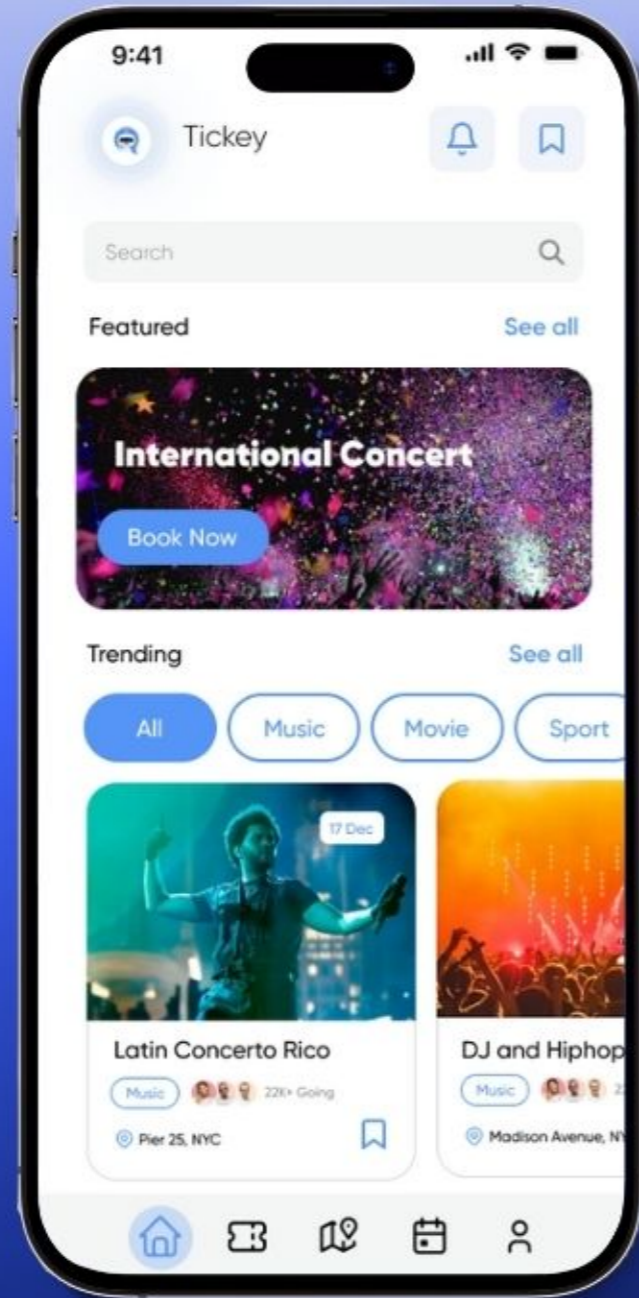
Enjoy a unified booking experience across entertainment categories like movies, music, sports, and art, as well as travel options like trains, buses, and flights—all in one app.

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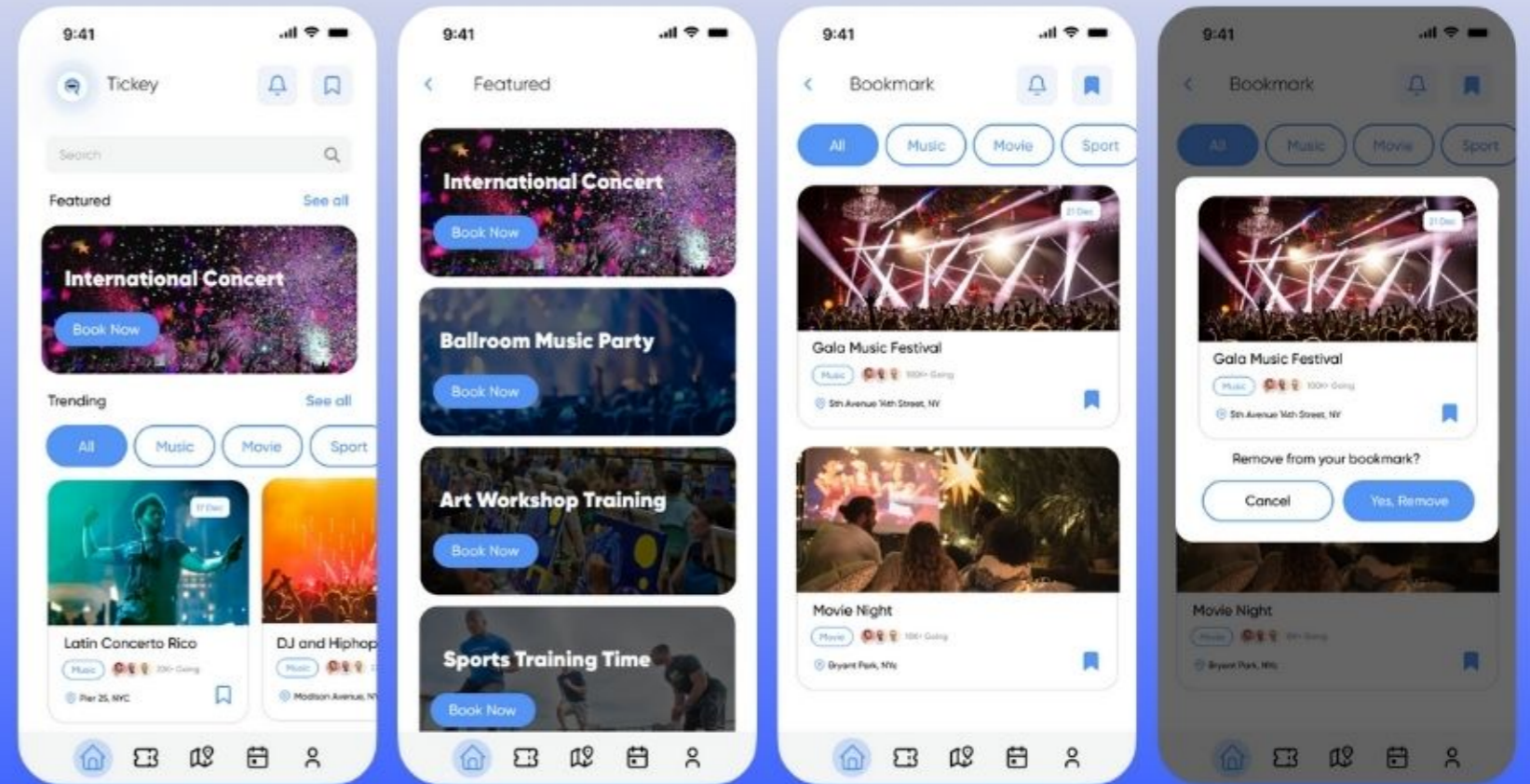
Tickey's intelligent budget tool helps users find ticketing options within their price range, highlighting discounts and exclusive deals for a cost-effective experience.

Now generating...

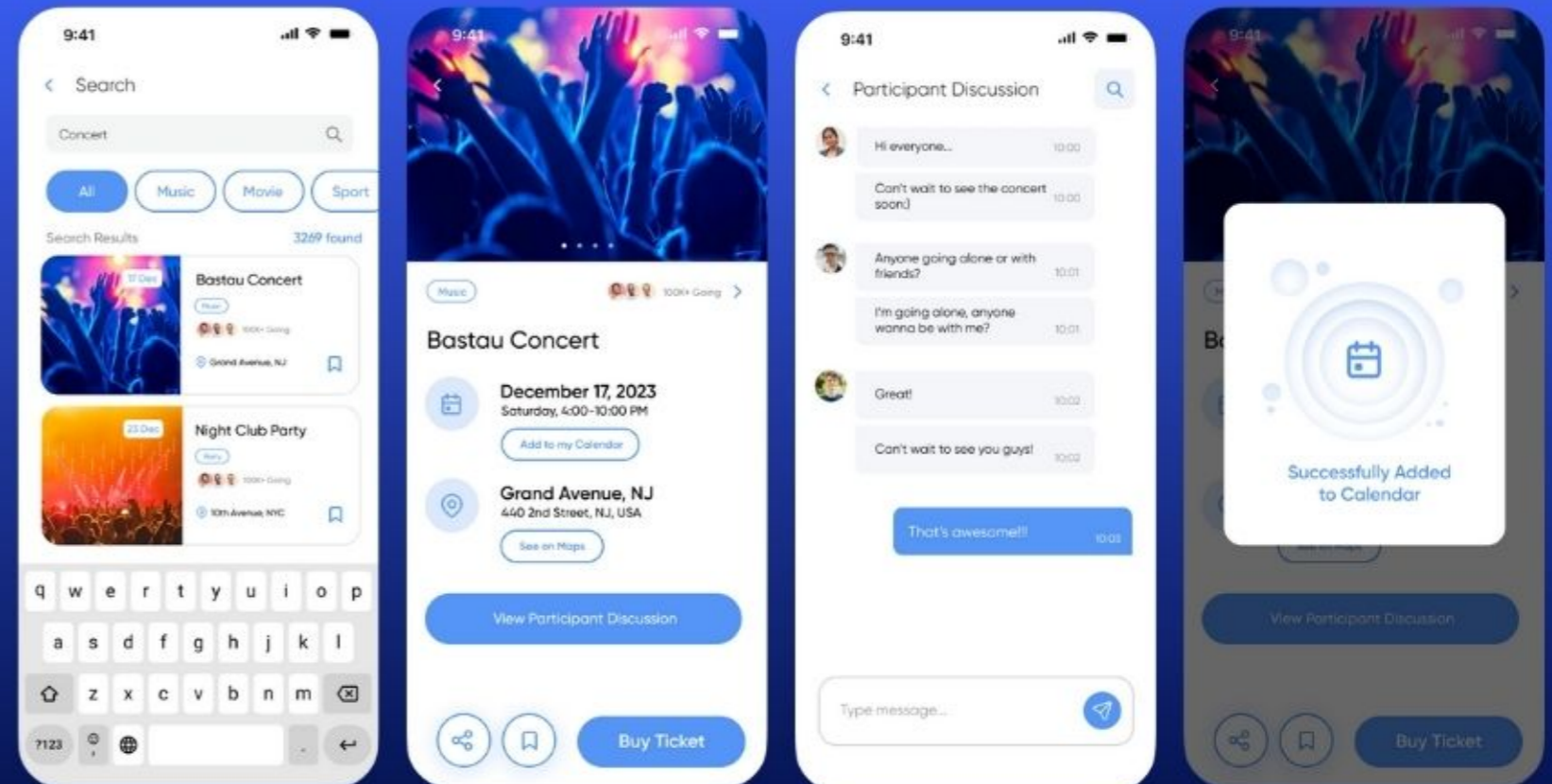




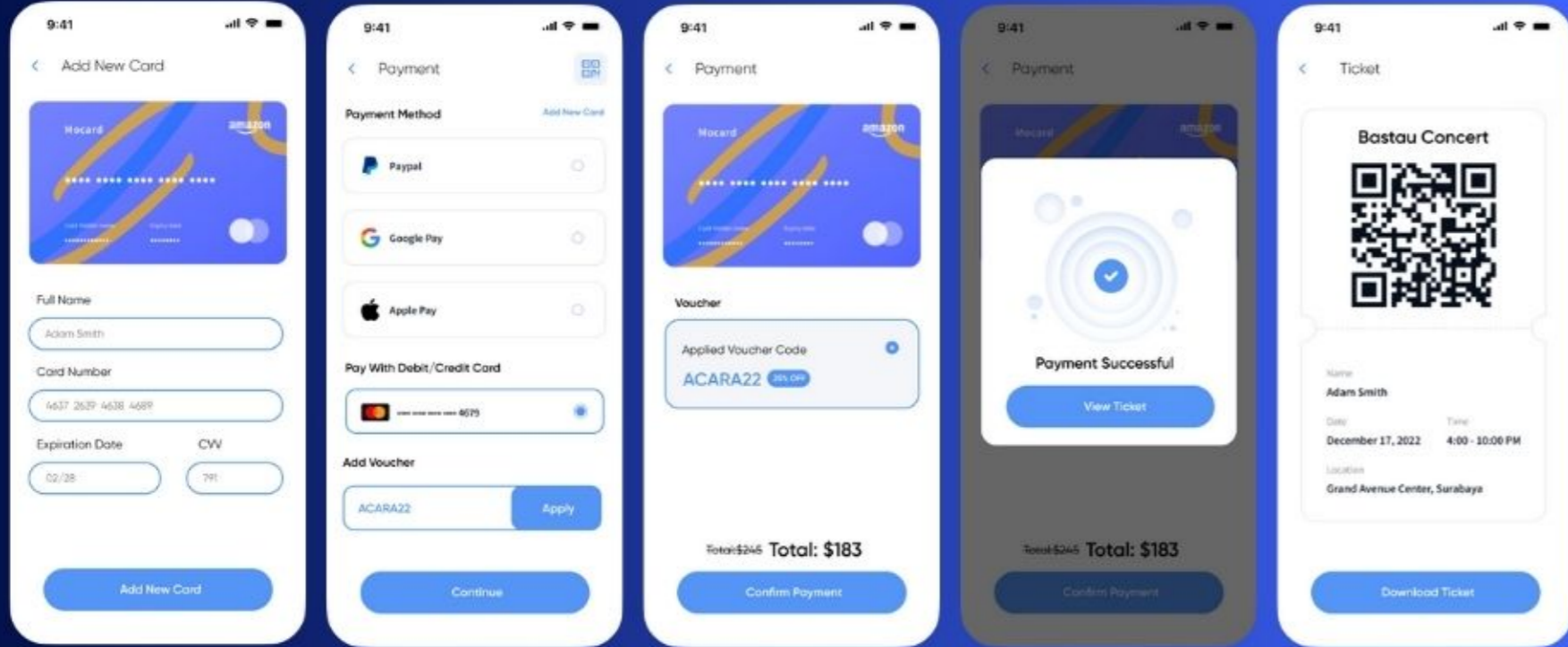
02 Home Action Menu



03 Event Search/Details/Action Menu/Event Ticket Booking



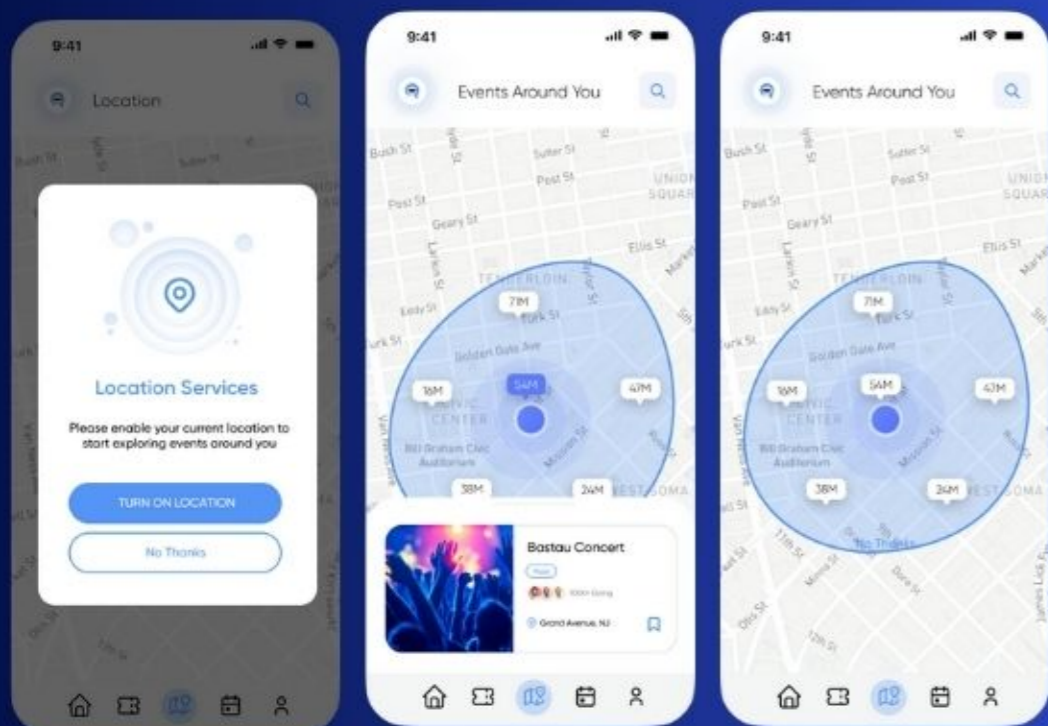
03 Event Search/Details/Action Menu/Event Ticket Booking



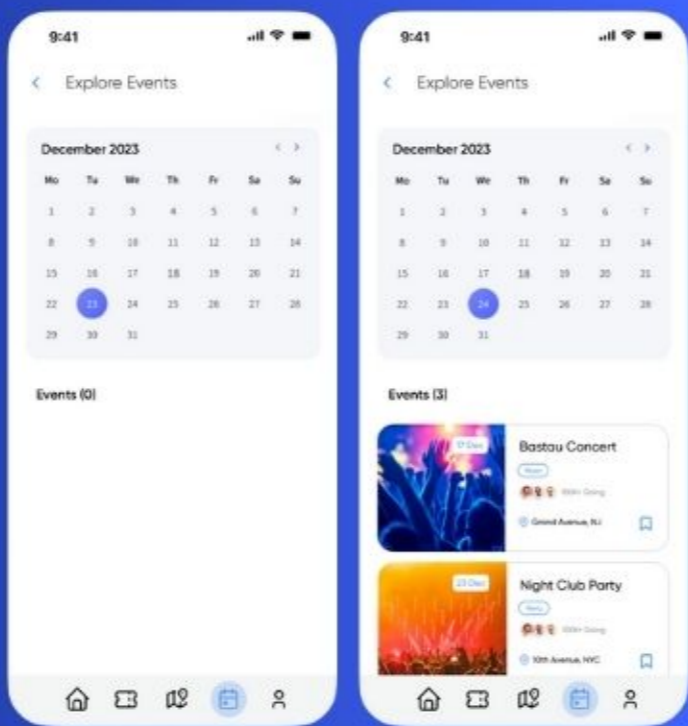
04 Event List Button



05 Location Button



06 Calendar Event



07 User Profile

