TikSonic

Live it out live!

What is TikSonic?

TikSonic is the concert ticketing app designed around YOU.

By **linking your favorite music streaming app**, get access to millions of live events, tailored just for you based on your taste. Connect with fans going to the same events as you and form lasting bonds over the music you love.

Take the stress out of **queuing for high demand tickets** with TikSonics fun and intuitive ticket presale system. Favorite the shows you want to get to as soon as dates are posted for quick and easy access when presale goes live.

Download TikSonic today and live it live!

Why choose TikSonic over competitors?

Our mission is to solve the issues plaguing the ticket purchasing process such as irrelevant suggestions, frustrating navigation, and a lack in venue policies and general event/ location information.

TikSonic ventures to solve these issues in a variety of ways including: ***Detailed user profiles*** based on music and travel preferences in order to provide excellent recommendations, ***forums to discuss shows, artists and venues*** with community members to broaden the users horizons.

Well researched ***venue information and bag policies*** so users can plan accordingly, and lastly a ***simplified queuing system***, along with notifications for the beginning of ticket sales for a users favorited shows/dates.

COMPETITORS

3.3/5

Positive

- Easy ticket transfer
- Reliable and relevant notifications
- Relevant reccomendations

Negative

- Confusing layout and app design
- Too many clicks/taps
- Poor flow between pages

3.5/5

Positive

- Easily Identifiable prices and deals
- Anti-Scalper buying policies
- Easy ticket reselling

Negative

- Frustrating User Experience
- High service fees
- Inability to follow favorite artists

4.2/5

Positive

- Abundant information
- Easy ticket purchasing
- Map/Venue information

Negative

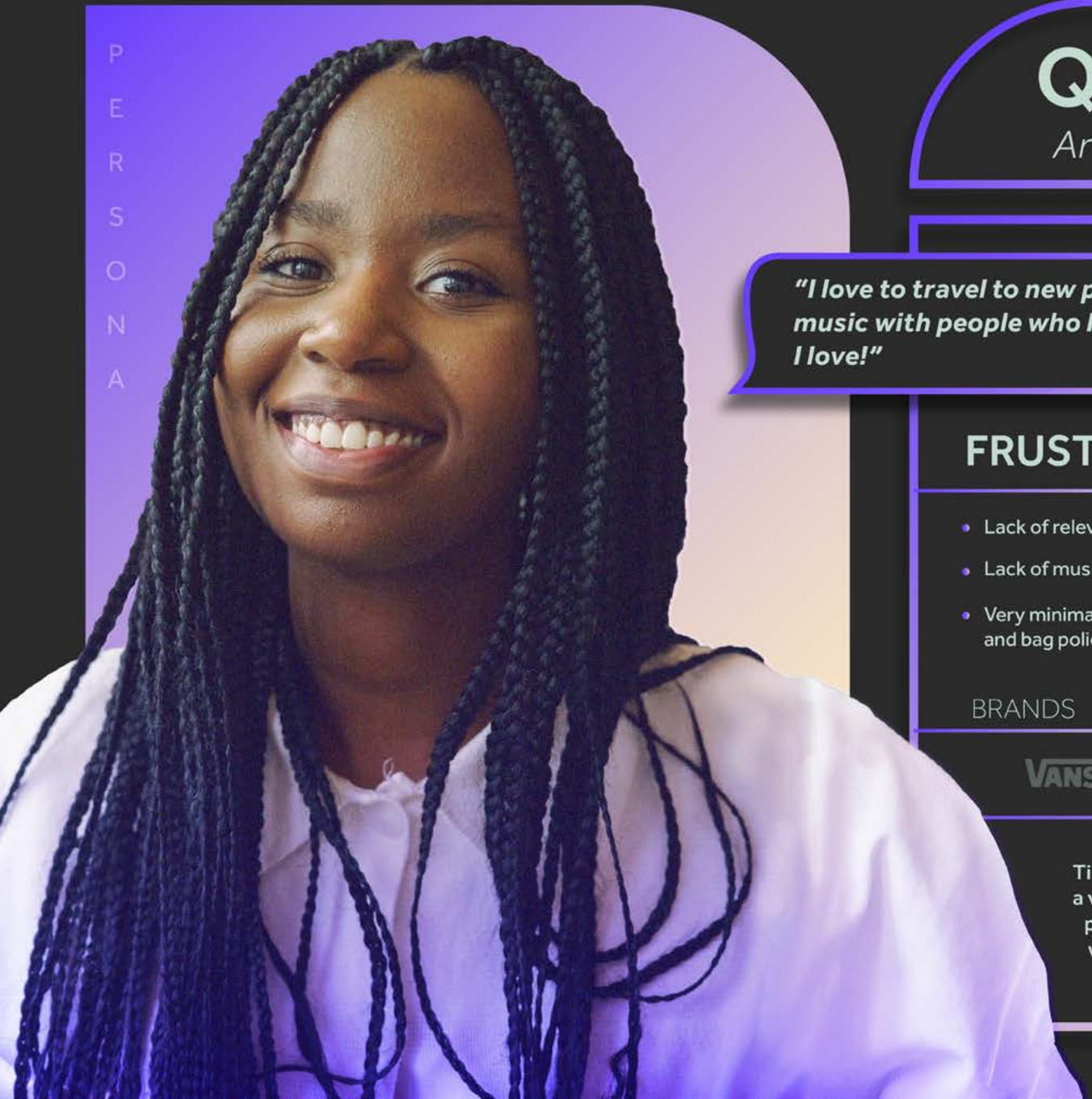
- Frustrating UI/UX
- Confusing Account setup
- Very restricted personalization

COMPETITORS

	Community forums	Music app Integration	Maps and Parking info	Venue and bag policies	Simplified ticket purchasing	Mobile	Desktop
t	⊘	~	✓	~	⊘	✓	✓
StubHub	✓	~	⊘	⊘	⊘	✓	✓
SEAT GEEK	⊘	~	~	⊘	✓	✓	✓

~ = limited integration

PERSONA



Quinn Shelby

Art Director

Engaged, 32 Year Old,
Located in **Boston, MA**

"I love to travel to new places and enjoy music with people who love the artists I love!"

FRUSTRATIONS

- Lack of relevant reccomendations
- Lack of music app integration
- Very minimal information on things like parking and bag policies

BRANDS

VANS UO

GOALS AND VALUES

- To find events based on her favorite artists
- To get more information on venue policies and ammenities in the surrounding area
- To make connections with people who share her taste in music

FAVORITE GENRES

- Folk
- Pop Rock
- Indie / Alternative Rock

TikSonic could greatly improve Quinn's ticket purchasing and overall concert going experience in a variety of ways, such as linking her music app of choice, and asking questions about her travel preferences, in order to tailor a unique experience just for Quinn. TikSonic can also provide her with her concert venue's security and bag policies as well as parking information and review based reccomendations.

Leighton Cross

Student/ Waiter

Single, 23 Year Old,
Located in **Portland,OR**

PERSONA

GOALS AND VALUES

- To purchase the best tickets within his budget
- Easier navigation to queues for high demand shows
- To explore new genres, groups, artists and venues.

FAVORITE GENRES

- Rhythm & Blues
- Punk Rock
- Hip Hop

"Purchasing high demand tickets is so challenging at times, i'd like the option to favorite certain dates and shows for easy navigation and queuing."

FRUSTRATIONS

- Convoluted navigation
- Lack of music app integration
- System for likes and favorites is very shallow and could be more extensive

BRANDS

PACSUN

Leighton is definitely a great potential user for TikSonic, his interest in budget friendly tickets, as well as a more in depth system for liking or favoriting events or artists, and his want to recieve new concert recommendations based on events he has attended previously, are all features that will be integrated into the TikSonic app. With the ability to pick certain show dates and opt in for notifications, Leighton will be able to join a presale queue with ease, and get the tickets he is searching for, rather than settling for what is left at the end of a large queue of concertgoers.

Quinn Shelby

USER JOURNEY

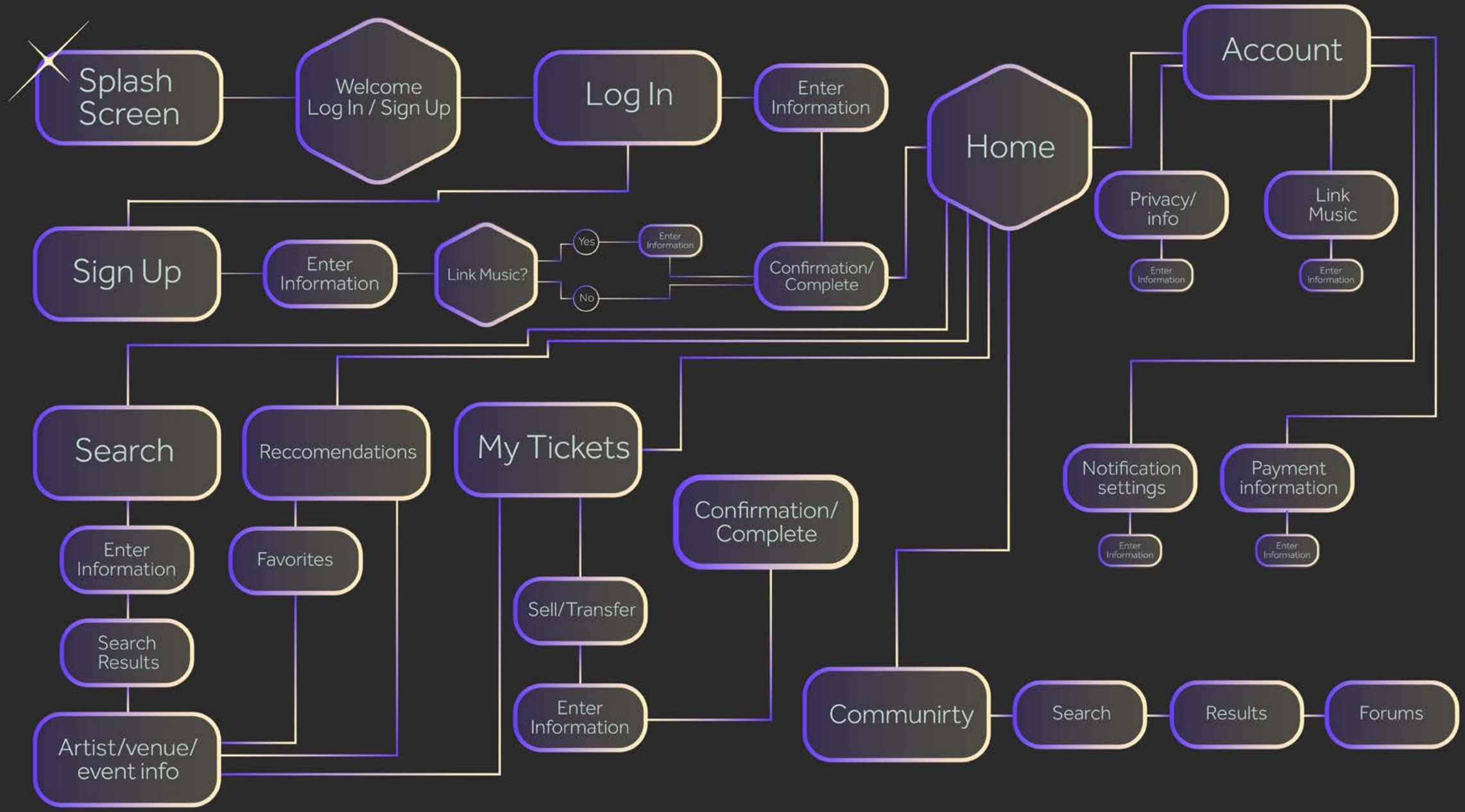
SCENARIO

Quinn is looking to go to a concert for her birthday, she isn't sure if the artists she enjoys will be performing near her around the time of her birthday. She also isn't knowledgeable about local venues.

GOALS

- Find a show to attend
- Find a show that fits the location and date of her birthday
- Learn about the venue she is attending and their policies

	1	2	3	4
ACTIONS	• Googles "Concerts near me". • Google pulls up several results including a link to the app store to download TikSonic	• Downloads TikSonic and completes onboarding • Connects her music app of choice and browses shows based on her preferences and Location	• Chooses a show and date that fits her birthday plans • Enters payment information • Views venue and parking info • Waits for concert day to arrive	• Attends concert • Connects with fans she met through TikSonic forums before and after the show • Plans to see another show and leaves a review for the artist and venue
THOUGHTS	*"I don't want to use the same ticket app i've been using, let me look for something else."* *"TikSonic looks like I can connect my music and use it to narrow down my options to things I know i'll like."*	*"I like how it uses my music taste to reccomend things but I am a little overwhelmed by all the options that came up, I should narrow the search."*	*"This show is perfect it's on the day of my birthday, I have not been to this venue before though, I wonder if it will give me venue details when I buy the ticket."* *"It was really easy to put in my payment, and as soon as I purchased my tickets It prompted me to view the venue info!."*	*"I'm so glad I had access to venue info and forums to talk with other fans before the show, it helped me get a great spot and have a great time!"* *"Because of TikSonic I was able to make new friends who went to the same show as me and like the same artist, I will definitley use this app next time."*
FEELINGS				


Splash Screen
Welcome Log In / Sign Up
Log In
Enter Information
Home
Account
Sign Up
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No
Enter Information
Confirmation/ Complete
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Link Music
Enter Information
Search
Reccomendations
My Tickets
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Enter Information
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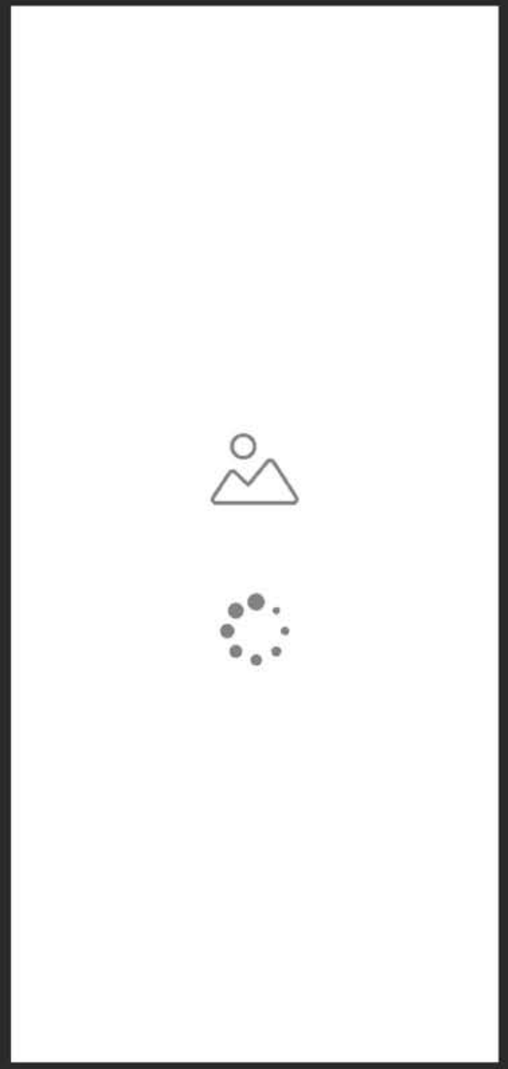
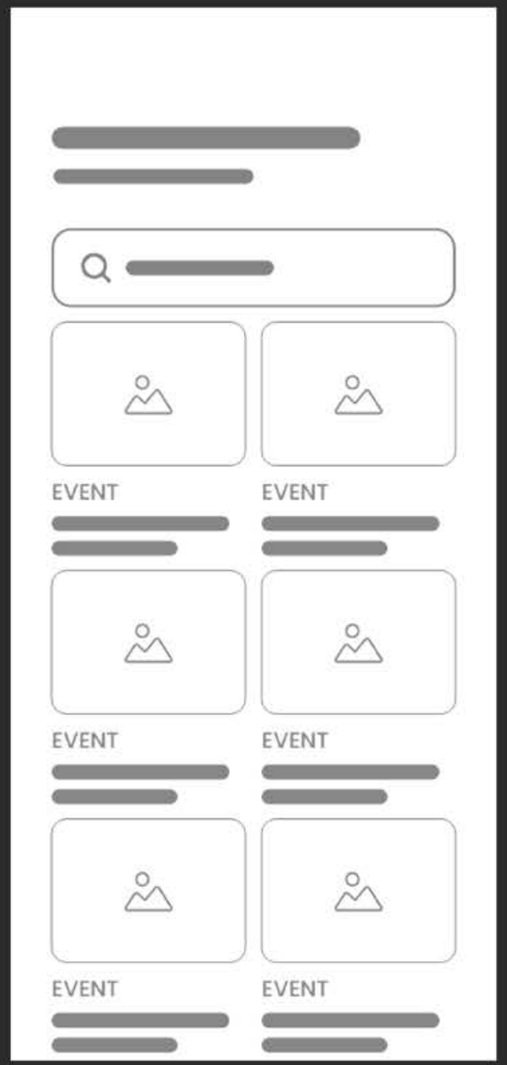
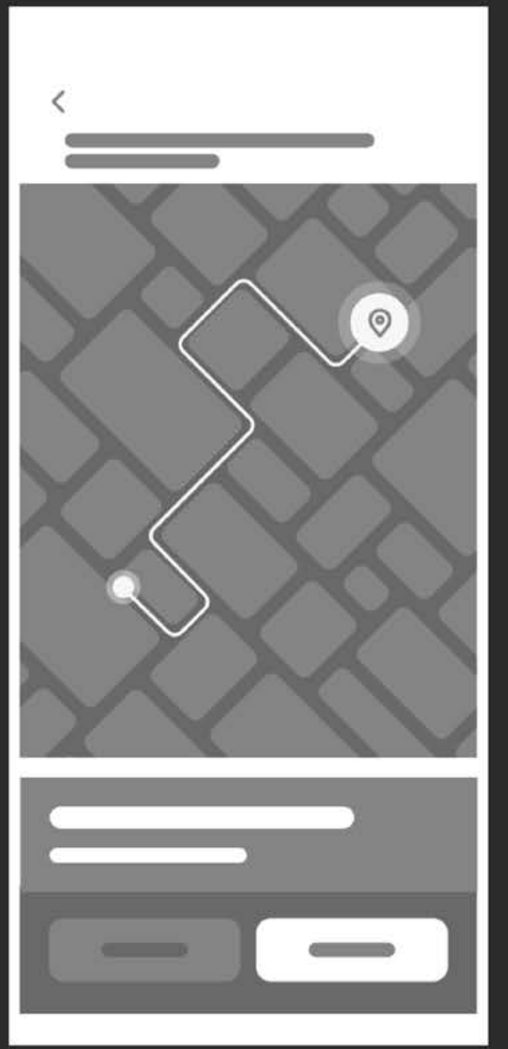
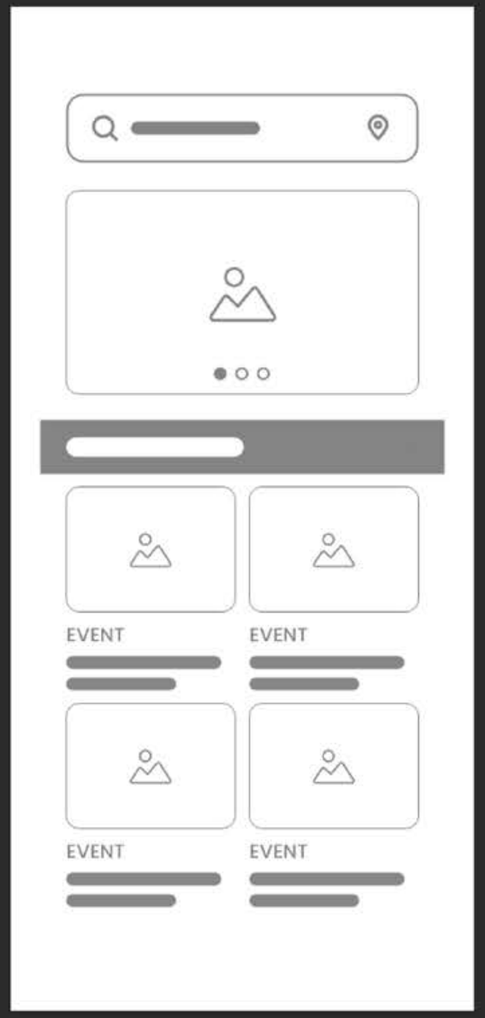
WIREFRAME







WIREFRAME


EVENT
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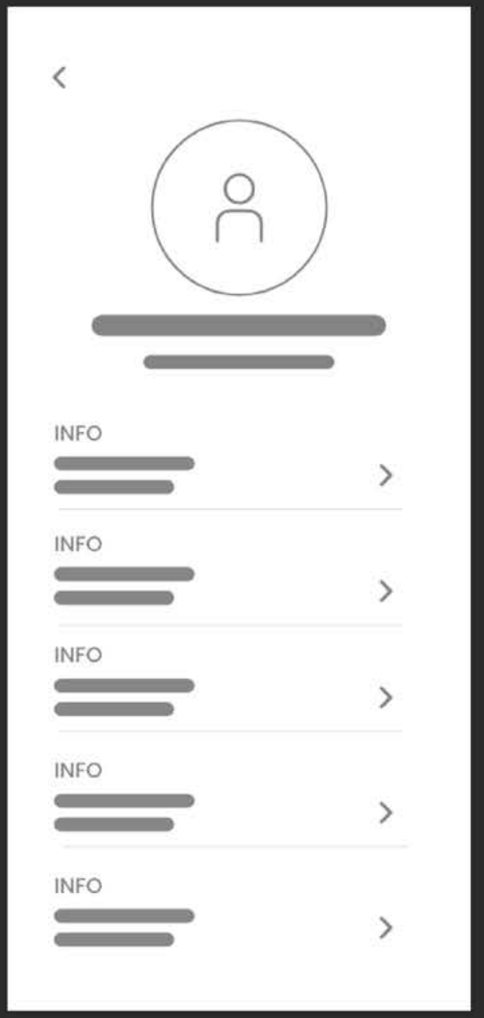
EVENT

Log In
New user? Sign up here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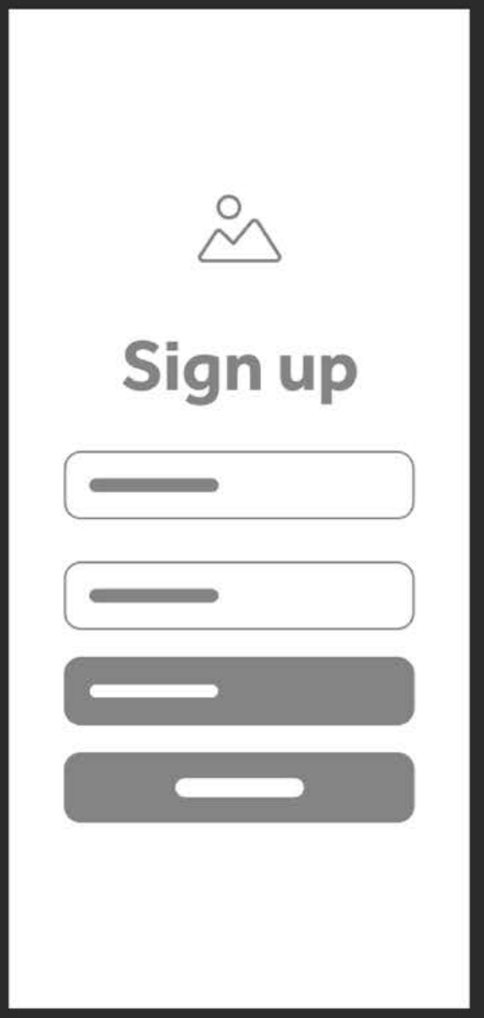

Sign up

Log In

EMAIL / USERNAME

SUBMIT

New user? Sign up here

VENUES, CONCERTS, ARTISTS

EVENTS FOR YOU

EVENT

EVENT

EVENT

EVENT

Quinn Shelby

TikSonic User Since 2023

USER PROFILE

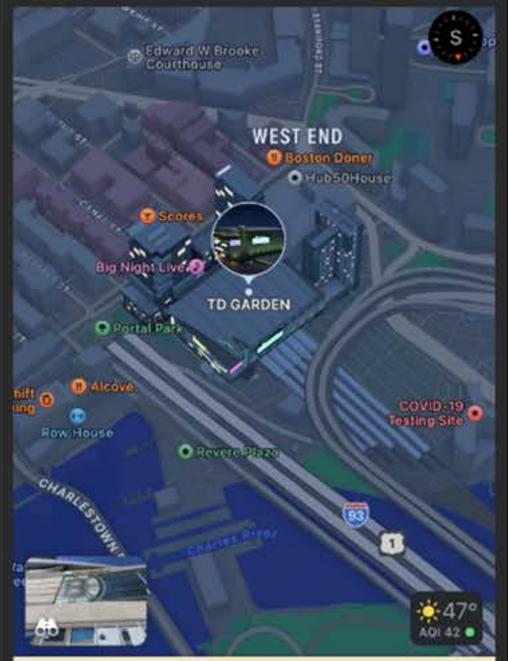
PAYMENT INFORMATION

PRIVACY AND SECURITY

LOCATION SETTINGS

MUSIC APP CONNECTION

VENUE



TD GARDEN

100 LEGENDS WAY, BOSTON, MA 02114

POLICIES

NAVIGATION

LIVE PROTOTYPE