



Persona: Sophie Martinez, 21, College student & avid concert-goer

The Journey of Buying Concert Tickets Online

Riley Moger Scenario: Sophie is purchasing two tickets to see her favorite artist through an online ticketing platform.
Goal: Find affordable seats, complete her purchase successfully, and feel confident that her tickets are legitimate.

	Discovery	Research	Ticket Selection	Checkout	Confirmation
Actions	Sees her favorite artist's tour announcement on social media and checks nearby concert dates	Compares concert dates, venues, ticket prices, and seating options	Enters the ticketing website, waits in the virtual queue, and selects available seats	Reviews the total cost, including fees, and enters her payment information	Receives her purchase confirmation and checks that her tickets appear in her account
Touchpoints	Instagram, TikTok, artist's official website, and tour announcements	Ticketmaster, venue websites, seating charts, and Google searches	Ticketing website, virtual waiting room/queue, and interactive seating chart	Shopping cart, payment page, and credit card or apple pay	Confirmation email, ticketing app, and mobile ticket wallet
Emotions	Excited! Thrilled that her favorite artist is going on tour 🌟😄	Hopeful! Eager to find affordable tickets within her budget 😊	Anxious! Worried tickets will sell out before she can select seats 😓	Frustrated! Surprised by additional fees and pressured to purchase quickly 😡	Relieved! Happy and reassured that her tickets are secured 😌
Thoughts	“OMG! I have to get tickets to this show!”	“Which date and seats will give me the best experience for my budget?”	“Why is this taking so long? What if all the good seats sell out?”	“How did the price get so high? I hope these tickets are worth it.”	“Finally! I got my tickets! Now I can start counting down the days!”
Opportunities	Provide clear tour announcements with direct ticket links, sale dates, and pricing information	Display transparent pricing, including fees, and offer filters for budget and seating preferences	Show accurate queue progress, real-time ticket availability, and clearer seating charts	Display the full price upfront and provide a longer checkout window to reduce pressure	Send immediate confirmation and provide easy access to tickets, receipts, and event details