Checkout 2.0 - M1

How do we decrease cart abandonment and increase order-handling comprehension?

UX Research | Unmoderated Usability Study - Formative 1.0 – JIRA Ticket: UER-2

Senior UX Researcher, Dawn Procopio

UX Design Initiative for Q4 – Originally Presented on October 18, 2021

KEY FINDINGS

76% of participants felt their checkout was successful, however, the average NPS score was 17.

Positive price expectations, comfort and understanding had the strongest relationship to NPS.

- Objectively, 43% of participants failed (cart abandonment).

- 30% Struggled

- 27% Succeeded

Income had the strongest relationship with Objective Fails, Struggles and Success (p < 0.00001, Effect size: Very Large = 0.9; Large threshold is > 0.5)

GOAL

Increase conversions by reducing the number of checkout abandonments and remove any extra steps or distractions that could block an order. The goal of this research is to inspire, explore and choose new directions for design and product strategy, in order to reduce risk and improve usability of the experience, with an emphasis on conversions and operational efficiencies.

STRATEGY	EXECUTION	ASSESSMENT

METHOD

- Unmoderated Usability Test, Between Subject-Design

- 3 Key Segments: 2 cut points for income (< 40K & > 80K); each 50/50 split between 2 levels of sports interest (measuring changes between low income and high income users, also changes between event interest levels (for this study it was sports.)

- Device: Mobile Responsive Web only

- All participants (n = 30) were prompted with the checkout task in the context of a simulated price sensitivity scenario (see Primary Task Card for details.) Participants were measured for objective and subjective task success, along with several root cause measurements for abandonment.

KEY HYPOTHESES

SUPPORTED	Income will be statistically associated with checkout success.
NEEDS RESEARCH	Cart abandonment will be statistically associated with personas with less event interest.
NEEDS RESEARCH	Almost all participants will not conflate order confirmations with order received.
NOT SUPPORTED	Most participants will understand order handling, know when their ticket will be sent by and where they should look for it.

RECOMMENDATIONS

HIGH

Order Summary

- To enhance transparency and clarity, always explain custom terms like "service total." Ex. Instead of the term "service total" all fees could be listed.

- To enhance freedom and control, consider breaking this price out and/or using a tool tip to show more information about alternatives. Ex. Include Klarna where the line is for applying a gift card or coupon, in addition to keeping it here.

Place order page

- Use progressive disclosure in order to prevent errors. Don't allow users to skip ahead, otherwise extensive error/empty field validation and auto scrolling will have to be programed.

- Force engagement with accordion panels, or gated anchors, which prevent users from even seeing the next set of interactions within the page. Auto-open each panel when the required interactions are validated.

Final Page

- To increase recognition over recall offer users a reminder or something clickable related to the date (see right; ex. +Add to calendar).

- To increase clarity differentiate the important information item (ex. Date) with a different color. Consider using the word form of the date since speech based information may help recall.

MEDIUM

T&A Header

- To enhance Consistency and Standards audit the experience for words that are in conflict with subsequent pages.

- Talk to legal about what other word we can use hits paragraph, besides confirm.

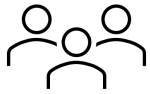- Consider re-labeling the T&A header with "Agree & Place Order"

LOW

Login:

- Let users know they are still in the checkout process, and remind them of what they were just doing. Plan for users who go to do other things while at this step and then later return to this screen (they will need some hints).

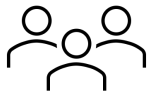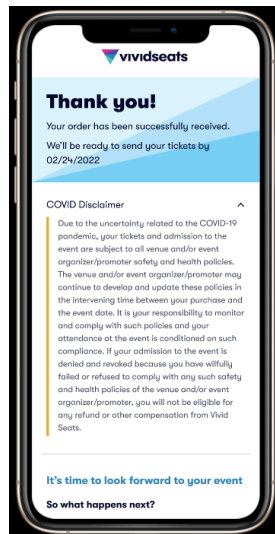- Consider contextualizing the main CTA to "Continue Checkout."

INCOME SEGMENTS

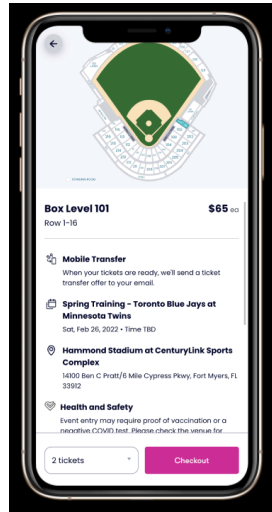Sports Interested OR Loose Sports Interest

Motivation and Needs Scenario

< $40K

$40-80K

$80K- $150K+

TASK

Measurements

Page Description

Retention
- o Info want to store

Blinded Price Comprehension-
- o Price key words
- o Price sentiment self rating

Price Comprehension
- o Price sentiment self rating

Blinded Order Handling Comprehension
- o Sentiment about When
- o Sentiment about Where

Confirmed vs Received Comprehension
- o Thank you page key words (meaning)

Trust
- • Increase or decrease
- • Reason

Page End

Retention
- o Mechanism

Blinded Price Comprehension-
- o Price Spending

Price Comprehension
- o Price breakdown, detail level

Blinded Order handling Comprehension
- o Accuracy about When
- o Accuracy about Where

Confirmed vs Received Comprehension
- o Fails (confirmed vs received)
- o Date comprehension

1. First person "I"

2. Scenario:

   a. User context (what where they just doing?)

   b. Intent/Motivation

   c. Game mechanics- A.K.A - Real World Constraints

   d. Multi-player dynamics (family/friends)

3. Task Goal (stopping point, how the user thinks their successful)
   a. "SHOW"
   b. When to "move on"

4. Rorschach test Blue + Purple

CHECKOUT TASK

Imagine this scenario by reading it out-loud:

I've just finished budgeting my disposable income with my family's account; we can have some fun without sacrificing our basic needs.

I decided I'm going to go to a baseball game and I've found 2 tickets for myself and my partner!!! I'm so happy to give them something.

I have to consider some things:

My accountant has given my family a strict budget for luxury things, which is $500 dollars a month.
Between myself, my partner and daughter, **I can only spend at most $150 this month.** *The rest is for them.*
These Baseball tickets are reasonably priced and well under my budget. **Only $130 for the both of us!!!** Wow. My partner will be so happy I'm spending some of my allowance on them.

Last month I went over budget and my partner was so upset, it wasn't even worth it. I'm trying to make it up to them.
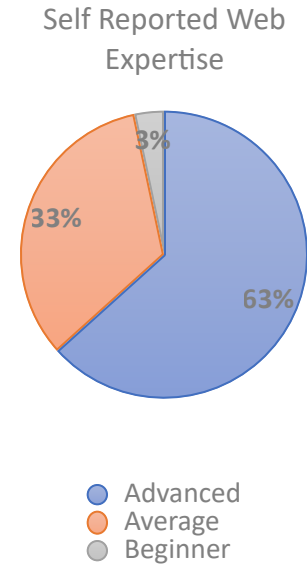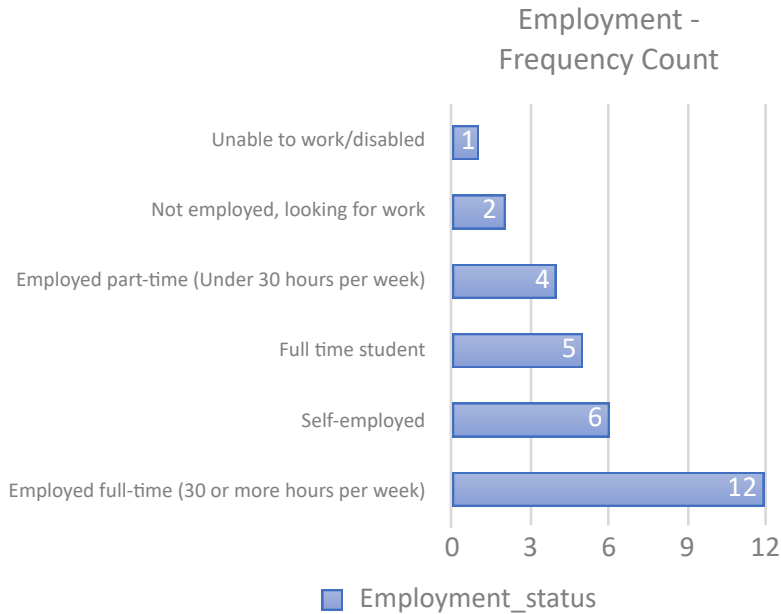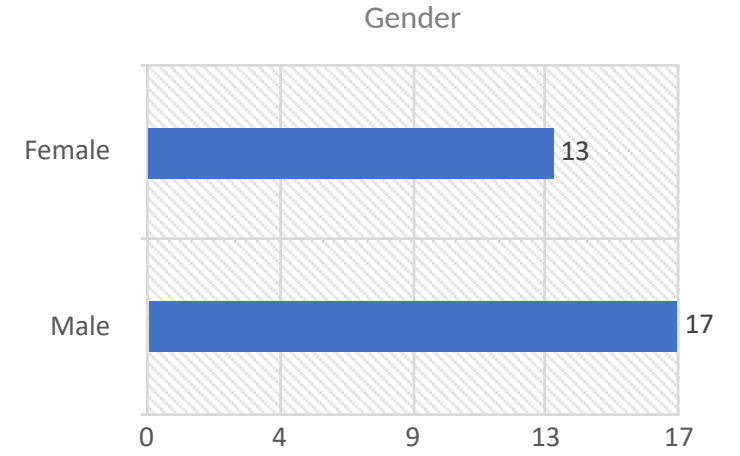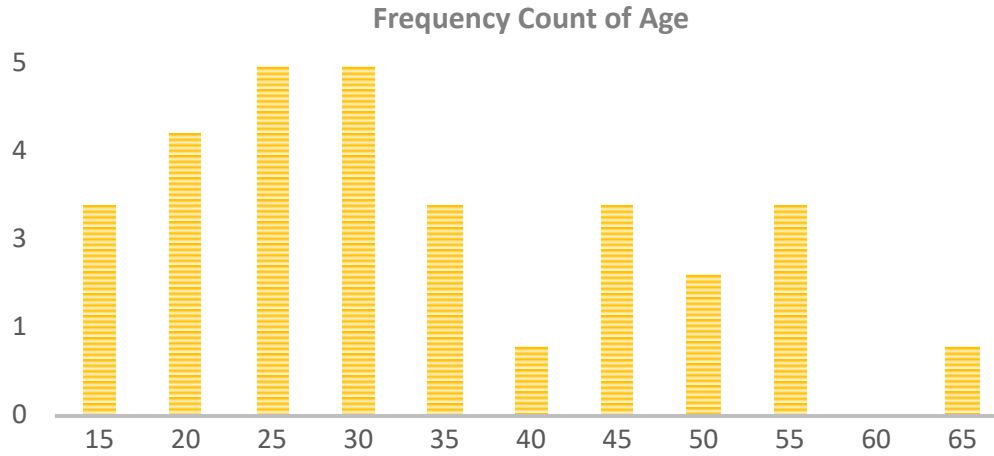I've selected my my two tickets and I'm ready checkout.

Based on this scenario, show us how you would checkout with tickets described above.

Move on to the next task when **you're done checking out with the tickets you described above.**

- Age average - 36

- Slightly more participants identified as male 56%; statistically half & half

- Income was strictly controlled, per our test plan hypotheses

- Most participants 40% were employed full-time; very few were unemployed

- Most participants were Advanced 63.3%.

Frequency Count of Age

Gender

Female 13

Male 17

Employment - Frequency Count

Unable to work/disabled 1

Not employed, looking for work 2

Employed part-time (Under 30 hours per week) 4

Full time student 5

Self-employed 6

Employed full-time (30 or more hours per week) 12

■ Employment_status

Self Reported Web Expertise

3%

33%

63%

● Advanced
● Average
● Beginner

Annual Household Income

5   5   5   5   5   5

$100,000 - $124,999 $60,000 - $79,999

What happened in the checkout?

This section answers research questions that deal with the "what" "how many"/ "how much" using Google's HEART framework for UX.

In another section we'll answer "why?"

76% of Participants *felt* successful

There's a 95% chance that 59-88% of the population will feel successful in this checkout flow; at most with this confidence level, 41% will feel not successful. This did not statistically differ by income or by sports interest. The difference **for self-reported succes**s is shown below.

Tested against 60 other variables in the test, SEQ (the participant's standard ease of use rating) had the highest effect and confidence level (p < 0.001 level, Very Large Effect Size, Cohen's D 2.79) . This indicates that *if* participant's felt successful if they felt like it was easy.

Only two other variables had a statistically significant relationship: Gender and Blinded Price Comfort Rating which we'll review on the next few slides. *Gender is discussed in the appendix – an ongoing tracking for all research is being collected. Past research also aligns with less than optimal results for those identifying as male.*

Main_task_...		Count	Percent
Success		23	76.7%
No_Success		7	23.3%
Total		30	100.0%

How many checkouts *actually* succeeded?

- 27% Succeeded
- 30% Struggled
- 43% Failed

However, this story is not true for everyone. Participants in low to medium income households observed 20% MORE fails than those in high income households.

In this section we'll address the differences in this outcome, but in the next section we'll cover why this **also presents different usability issues.**
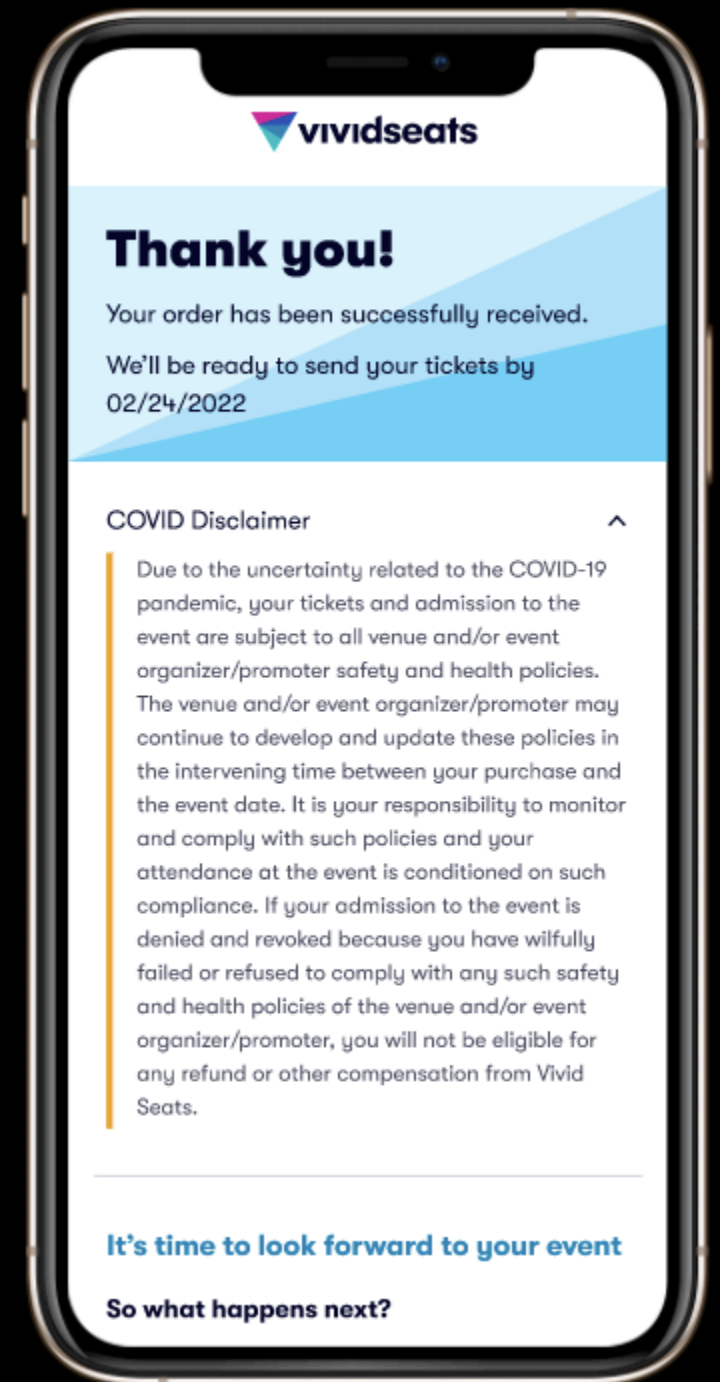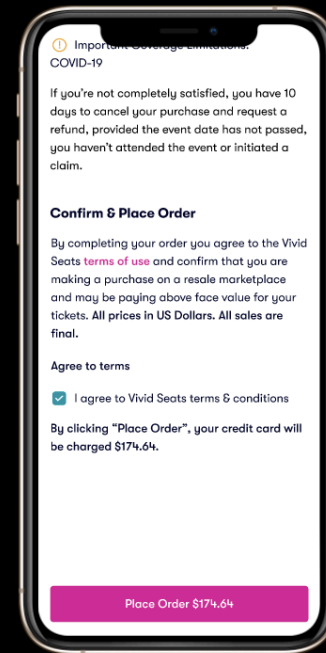
Objective Task Success is strongly related to income.

- The low income segment had a 10% success rate.

- The medium income segment ($40K – $80K) had a 20% success rate

- The high income segment (> $80K+) observed a 50% success rate

Notice that even in an *interocular test,* shows a correlation between movements towards success and higher income.

Checkout Outcomes by Income Level
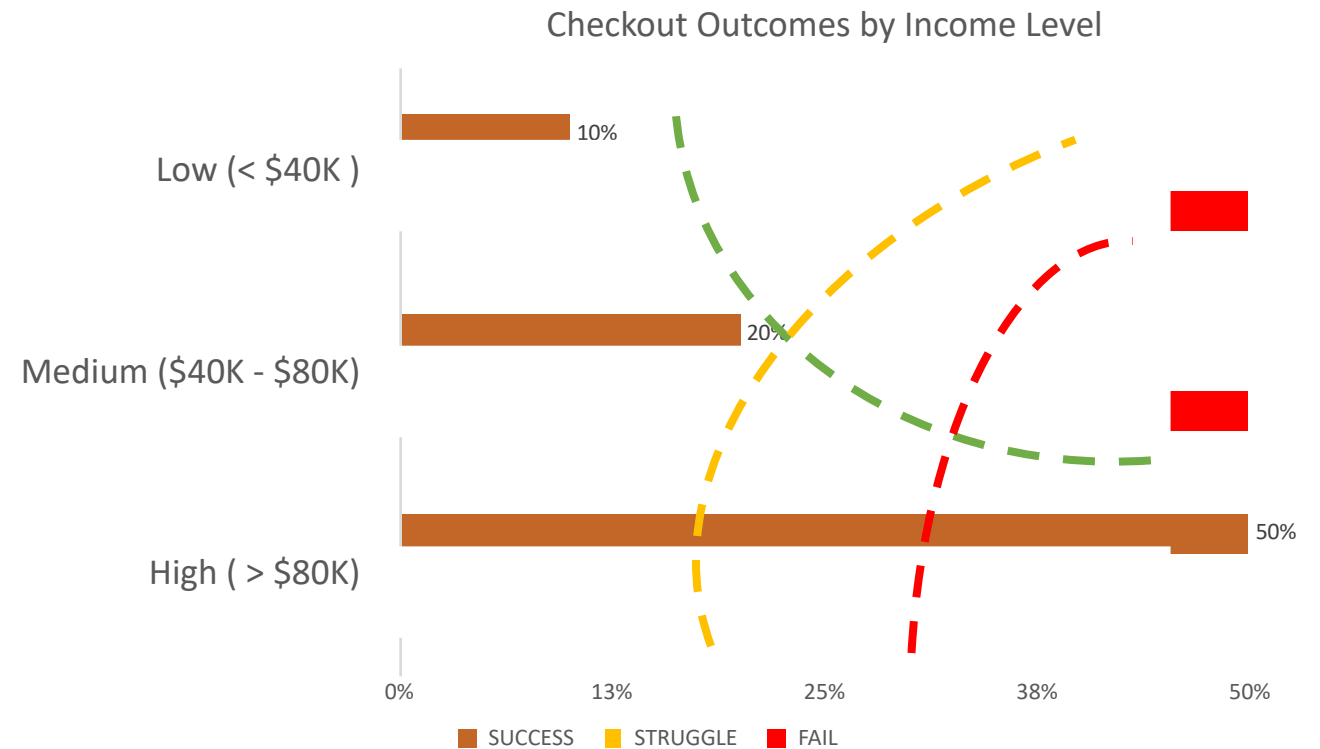
Objective Task Success is strongly correlated to income (p < 0.00001)

P-Value	< 0.00001
Effect Size (Pearson's r)	0.919
Confidence Interval of Effect Size	0.835 to 0.961
Sample Size	30
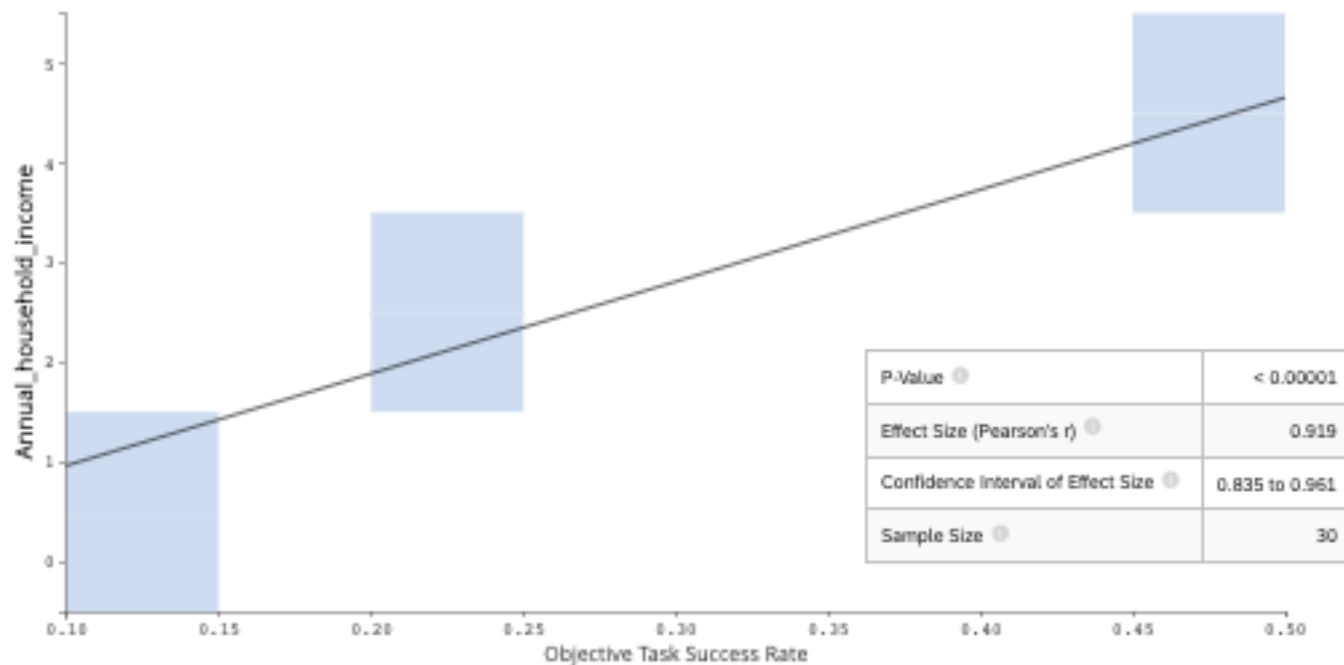
Not only is annual household income very likely to to impact users in the real world, but it also accounts for a very **large effect (> 0.9; threshold is > 0.5).**

87% adopted the first step in the checkout process.

13% of participants directly observed expressed hesitation or confusion. Of those, all were in the medium to low-income segment (50/50 split).

The next section shows the root cause analysis about why this might be the case for some participants.
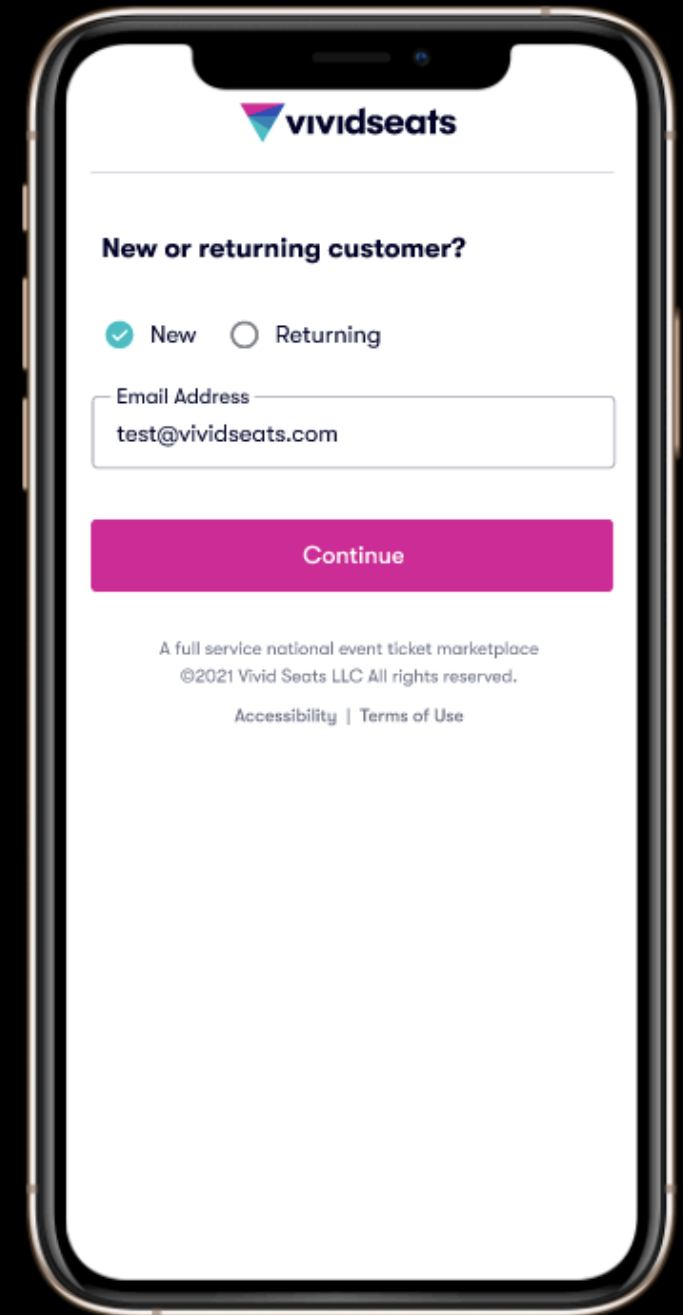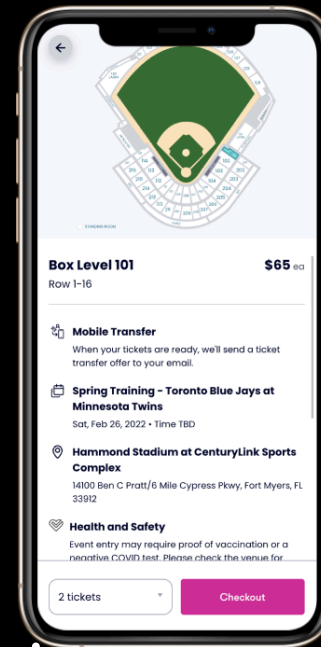
43% of participants abandoned the order summary page.

However, **this didn't always lead to failing to checkout.** Most indicated that they would "cancel" or not purchase the tickets in that moment because that's not why they hit checkout in the first place.

Some participants looked for a way back to double check what they saw. A few wanted to go back to choose a different ticket.

56% decided to come back or stay, and consequently sacrifice their original intentions.
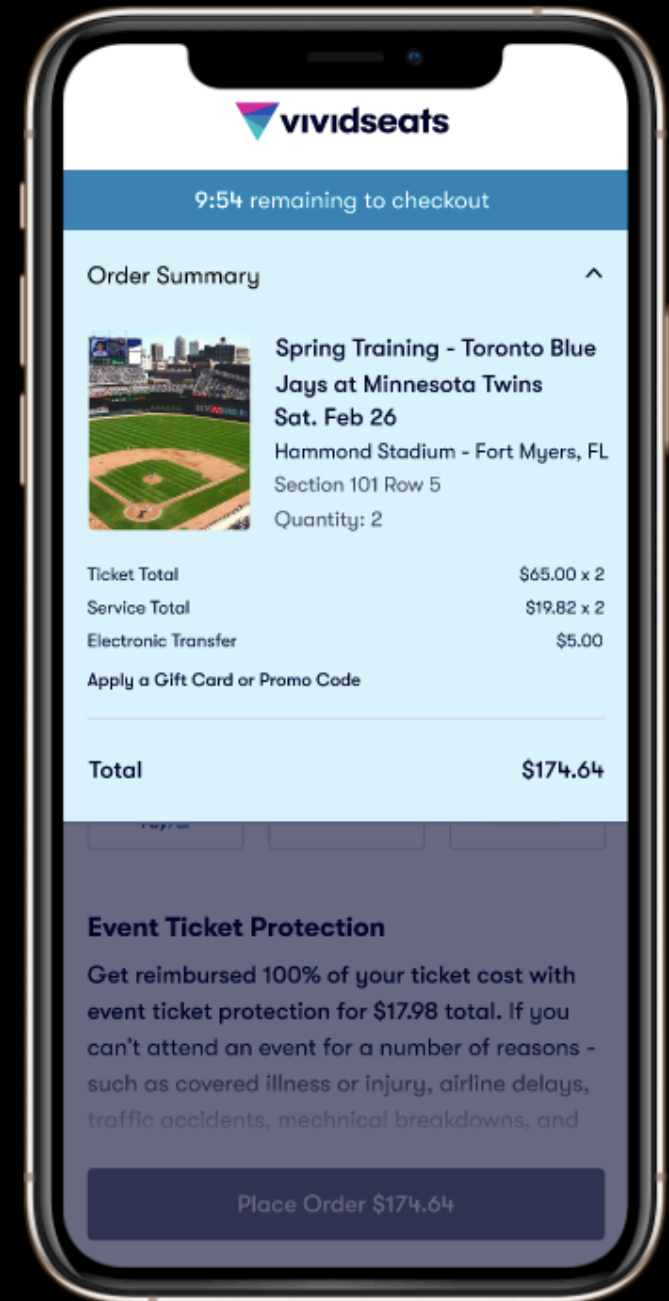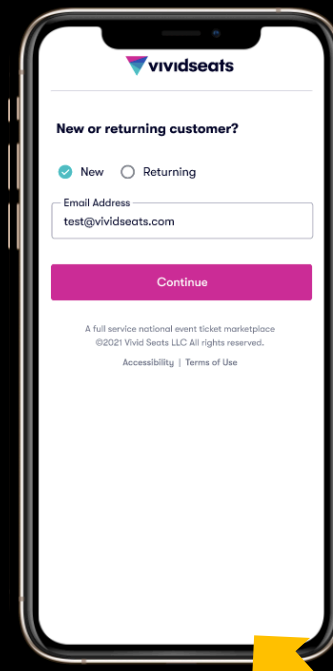
6% of participants recognized that they could use Klarna to meet their price expectations and successfully checkout.

After realizing that the price was higher than the task scenario allowance the some users closed the drawer in hopes that they could find a way to lower the price.

When they tapped on Klarna they verbalized their price lowering expectation with Klarna.

This just happened to be only people in the high income segment.

This was also the only way to satisfy the task scenario. Future research may consider engagement with Klarna as the only true definition of task success.
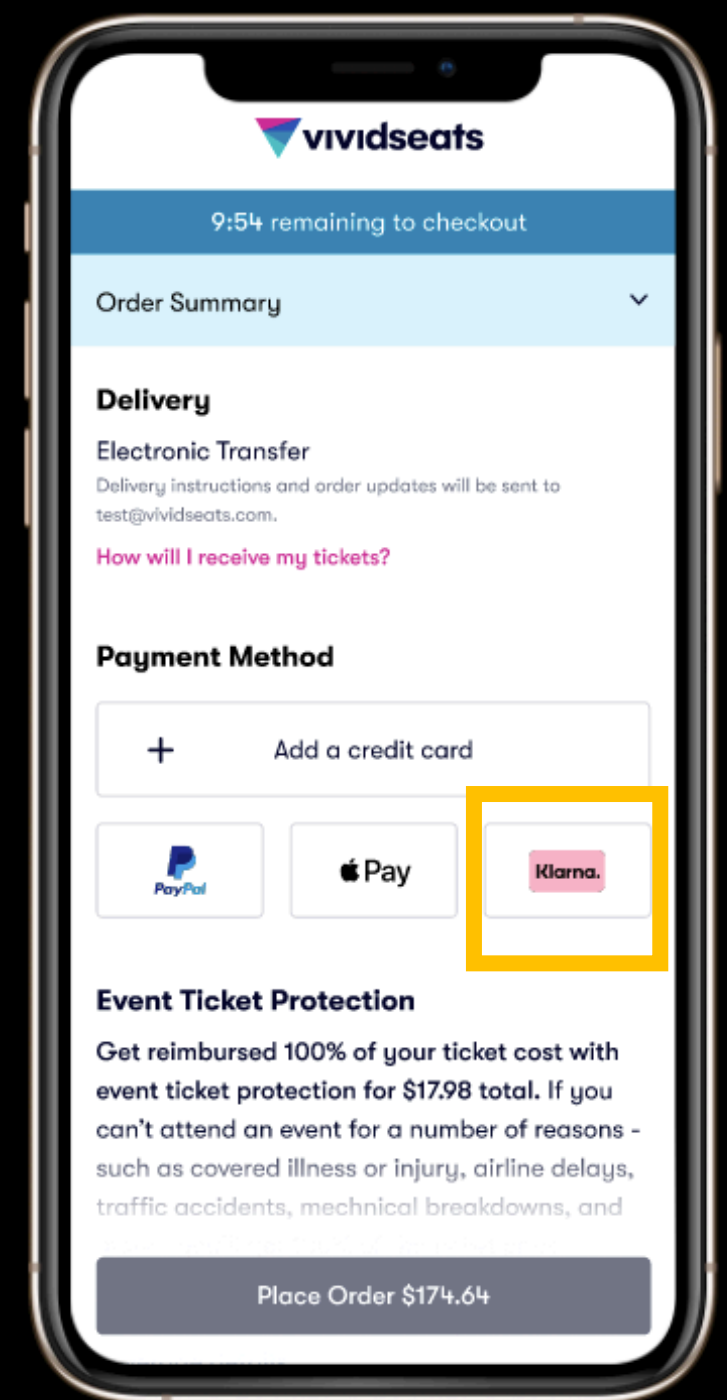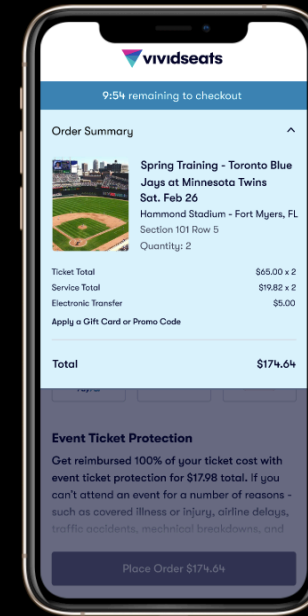
26% of participants clicked on the electronic transfer pink question: How will I receive my tickets?

Most participants clicked here **to search for more ways to reduce their total ticket price**- not to get more information about electronic transfer.

57% of eligible participants did not click this information.

This was split almost evenly between all income segments.
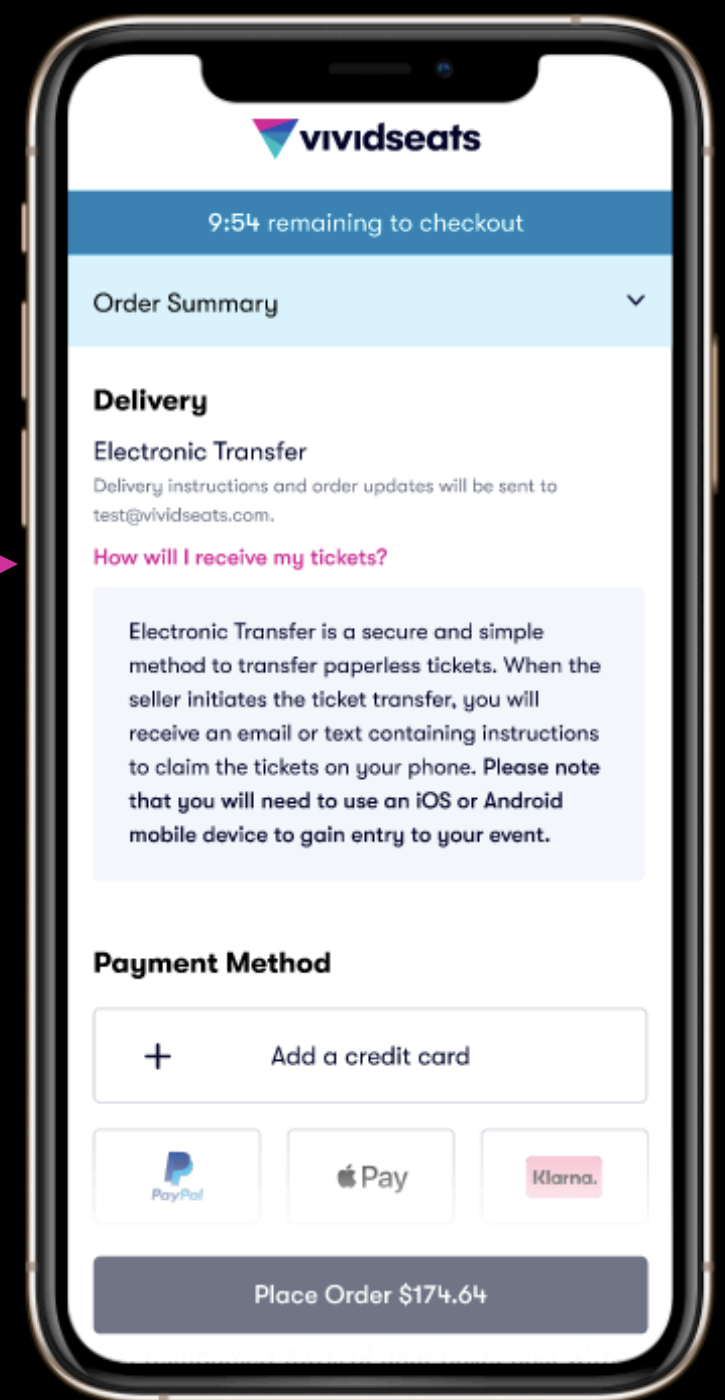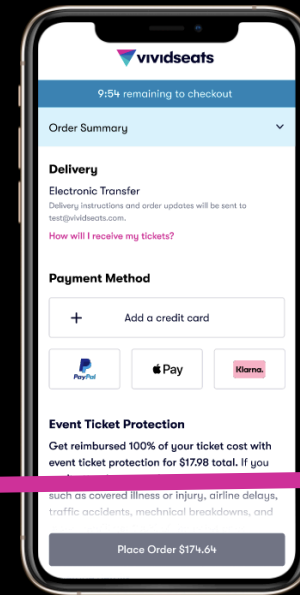
40% of participants skipped the credit card input and initially and scrolled back and forth.

Most of these participants stopped at the insurance options and attempted to click, or they attempted to click the T&A Agreement.

This type of engagement led to significant checkout struggling. Participants scrolled up and down to scan information to determine a few different things.

In one instance, a participant gave up after not being able to figure out what was missing and then claimed that they were giving up because of the price.

On face this seems like a test artifact (prototype issue) however, it's much more than that. In the next section we'll discuss how and why this could be a huge input validation problem.
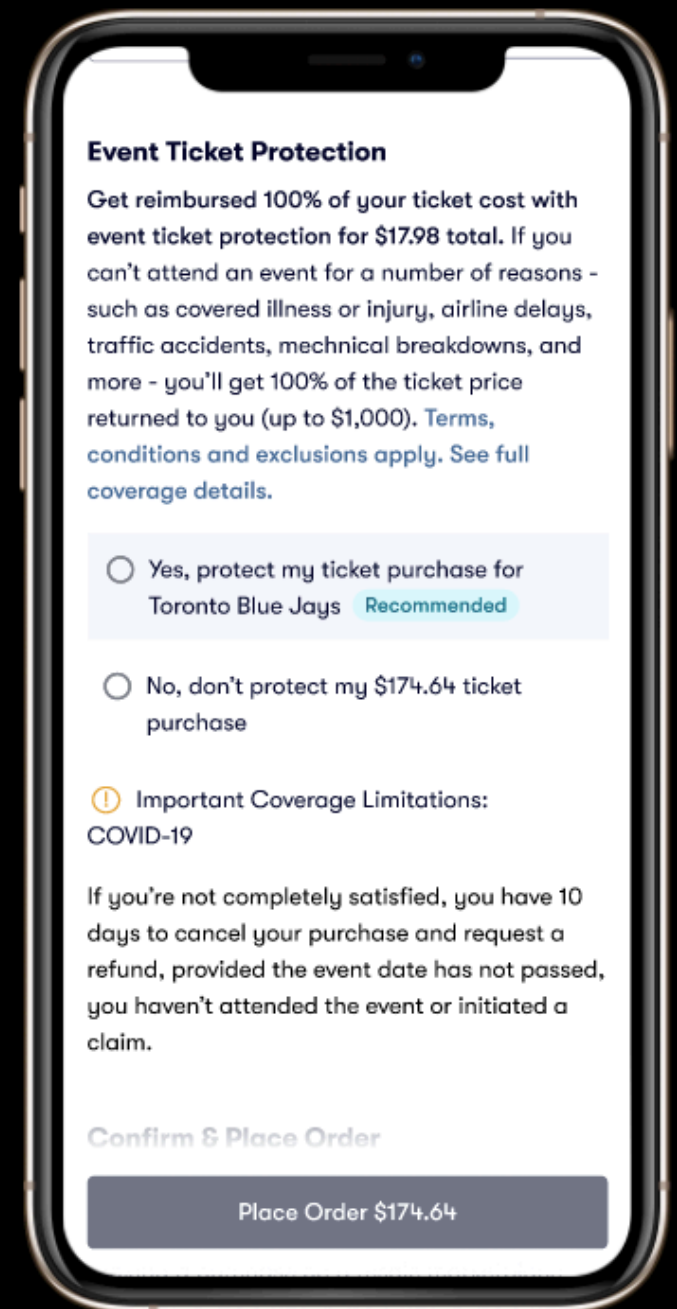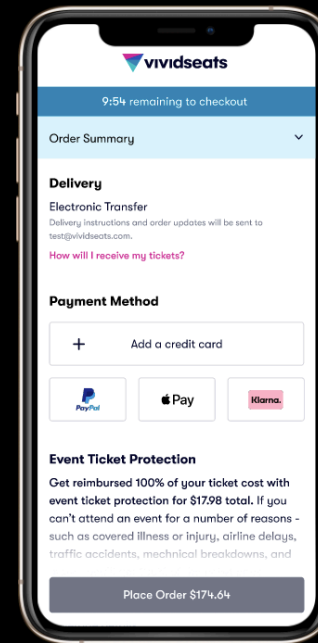
83% of participants did not sufficiently engage with the dates on the last page.

Participants were asked to select when they would get their tickets based on a multiple choice with **false dates.**

Only **17%** said that none of these applied (**which was the correct answer.**)

This was all while being able to view the final page of the prototype (pictured right.)

The next section deals with why this could be the case.
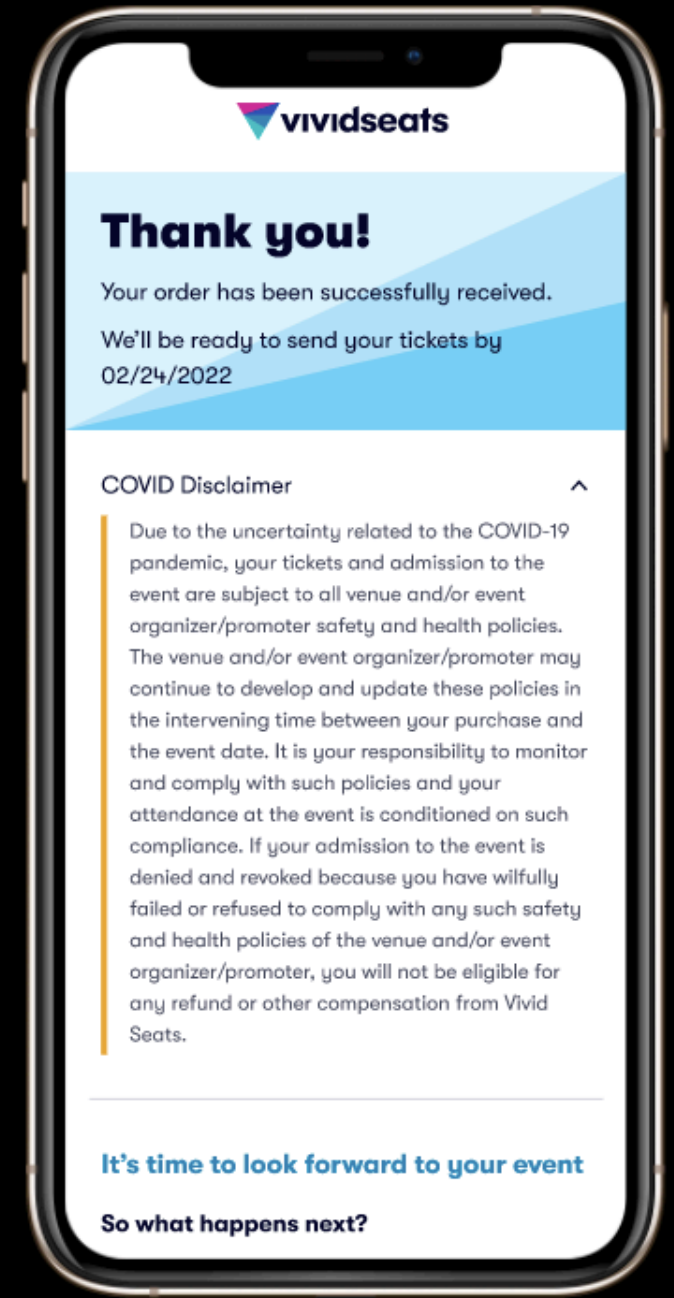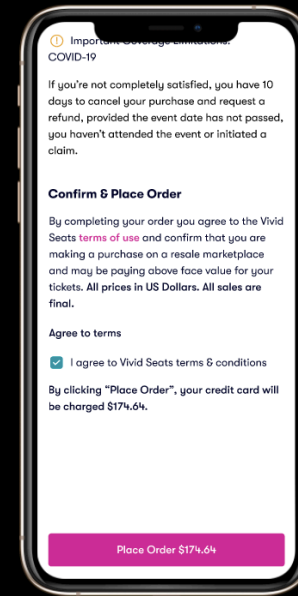
36% of participants described this as a confirmation page.

Participants were asked to describe this page in **one sentence**. They were presented with this page, in order to look back and scan it as much as they would like.

33% used the word summary.

The next section deals with why this could be the case.
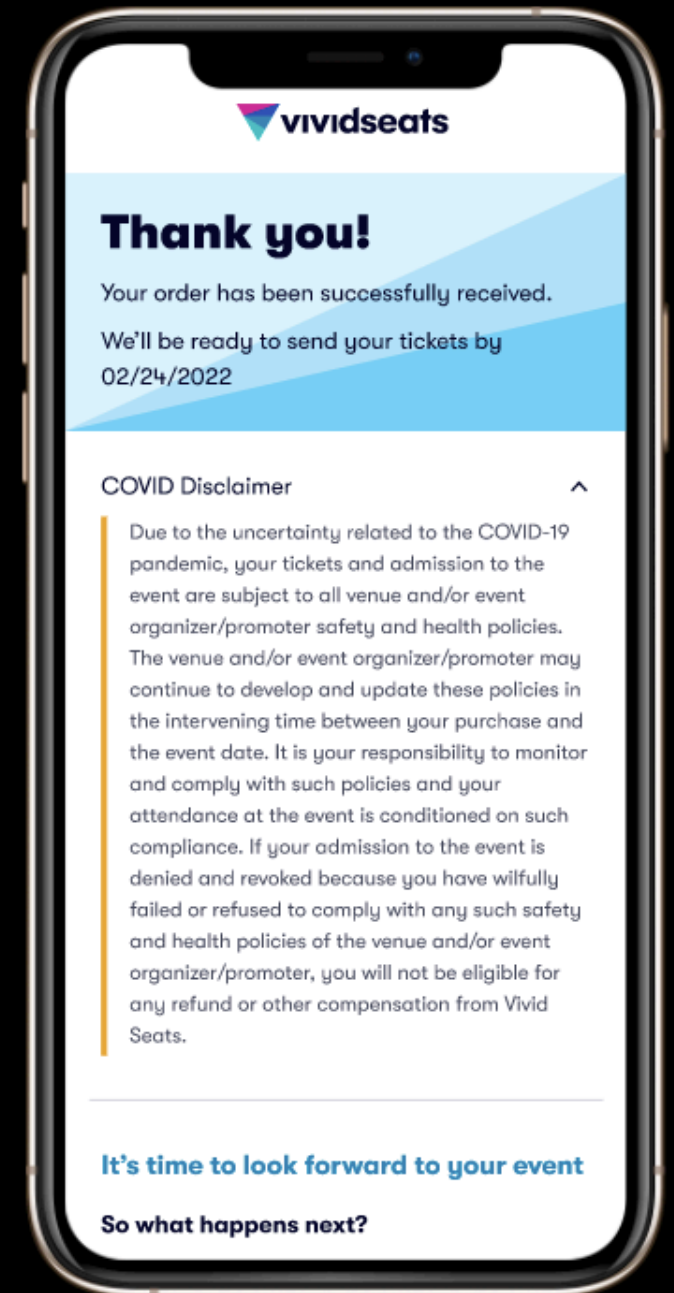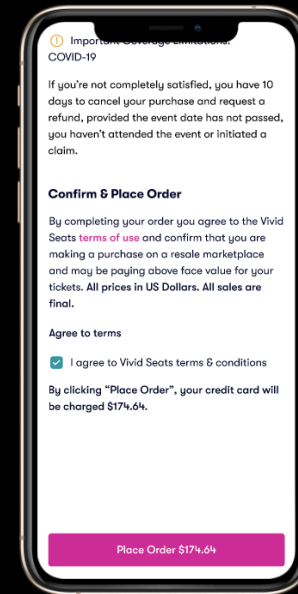
Memorability of the total cost may aid retention.

An astounding number (93%) of participants remembered what the total cost of the tickets were- *without looking at the page and after 4 other questions.*

Even if they indicated that they would not continue checking out because the price was over budget or never actually checked out.

Why is this good?

Recall, from previous research (Search Competitive Analysis) that **remembering a price was correlated with preferring to *come back at a later time*.** Hence, retention may be benefit when the total cost is easily remembered.

Think about how this works: if users are dissatisfied with the price now, but also able to remember it, their comparison on competitor sites may benefit Vivid Seats.

We'll talk about *how and why* this price memorability happens in the next section.

Memorability of The Total Cost of Tickets

not remember
0.07

Remembered
0.93

P-Value ⓘ	0.0142
Effect Size (Pearson's r) ⓘ	-0.443
Confidence Interval of Effect Size ⓘ	-0.693 to -0.0987
Sample Size ⓘ	30

P-Value ⓘ	0.00184
Effect Size (Spearman's rho) ⓘ	-0.545
Confidence Interval of Effect Size ⓘ	-0.757 to -0.230
Sample Size ⓘ	30
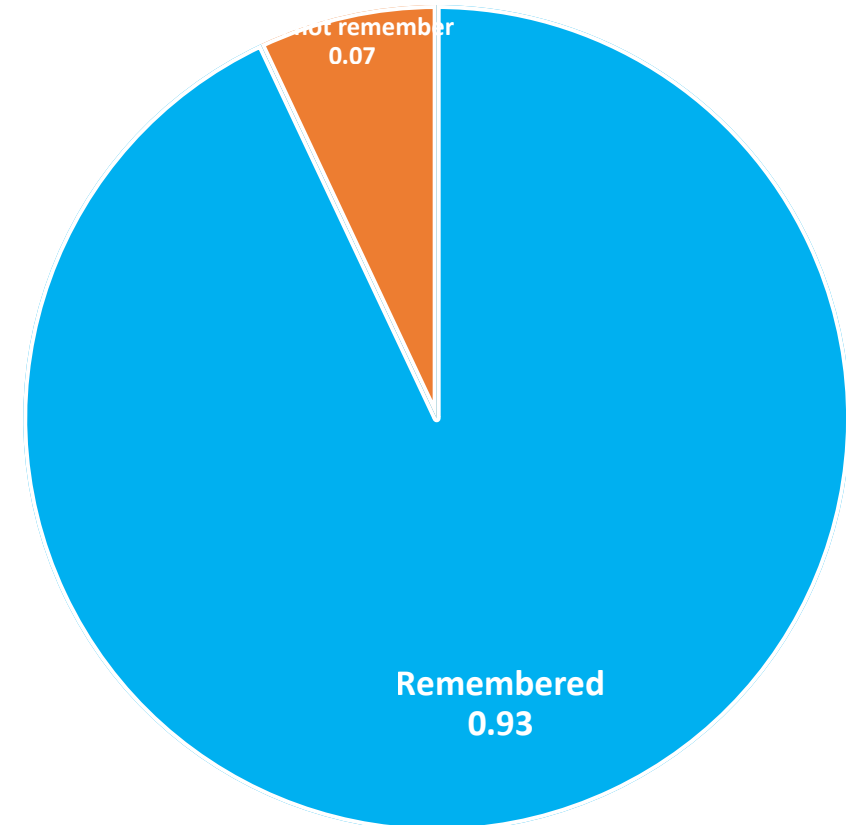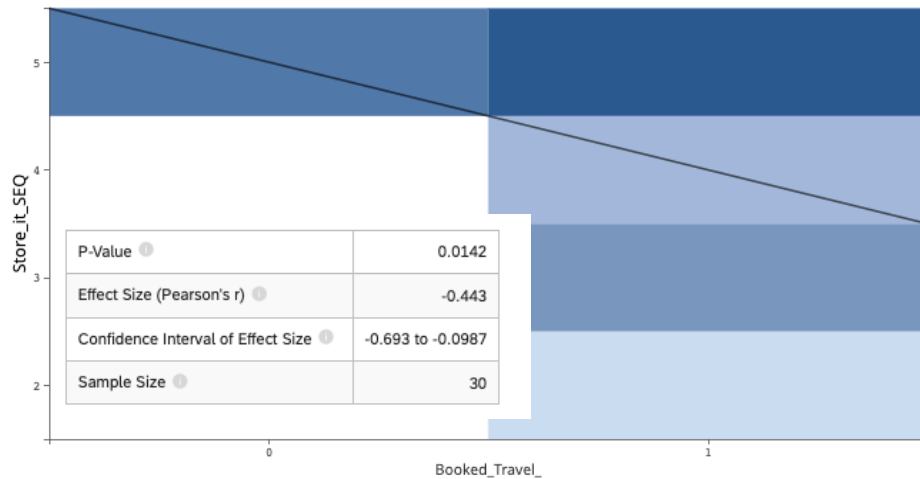
Storing information SEQ to come back to was negatively correlated with other booking travel and setting up reoccurring home deliveries.

Participants were asked:

Show us what, if any, information you would like to come back to and how you would store it.
Move on to the next task when you feel you could return to this information at a later date.

Then participants rated the ease of use of doing this task (1-5, SEQ, were 5 means very easy). On average users felt like it was somewhat easy to come back to the information they wanted to (4.3/5)

However, participants who had booked travel or set up reoccurring deliveries were more likely **to not think this was easy.**

This may indicate that other ecommerce activities make it more clear on what and where they can go back to for information.
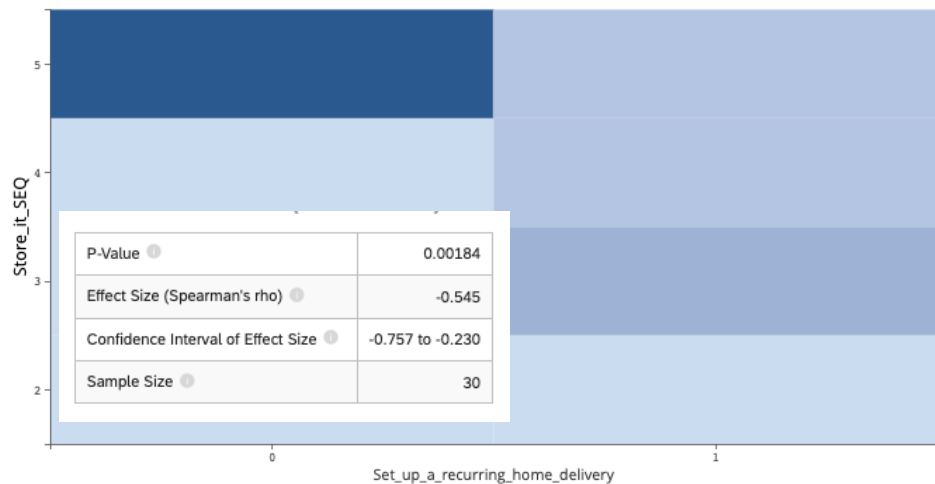
43% of participants could reasonably said to be still happy.

Machine analyzed sentiment and NPS were both clearly low.*

Of all the machine analyzed sentiments only 38% were positive. This aligns slightly with participant's average NPS score 17 (43% Promoters, 30% Passives, 27% Detractors).

- For High Income participants 45% of sentiments were positive. (NPS 20)
- For Medium Income participants 60% of sentiments were positive. (NPS 10)
- For low income participants 11% of sentiments were positive. (NPS 20)
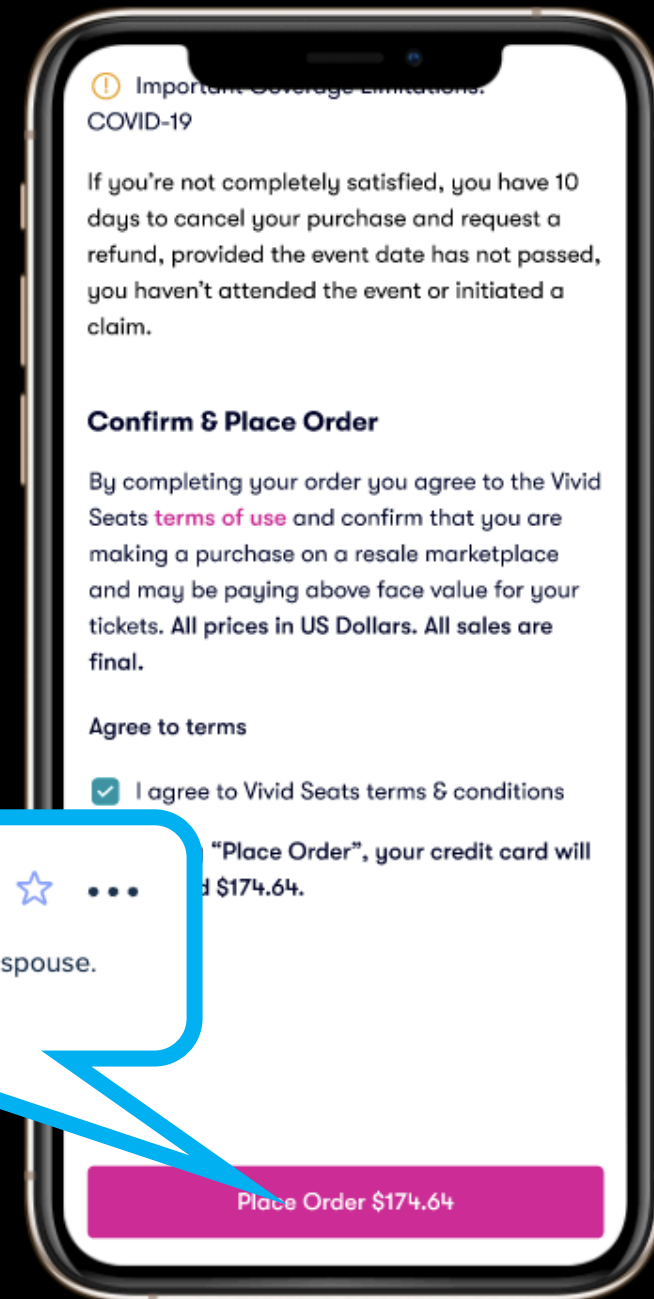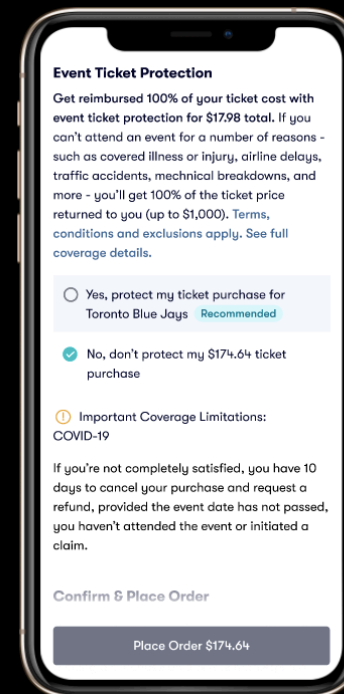
NPS was not related to any canon demographic or brand awareness background.

It was related to these 5 things that we'll discuss on the next slides:

1. Being comfortable with the price they had remembered (before revisiting)
2. Understanding the price before revisiting it
3. Agreeing that the price met their expectations after they revisited
4. Booking travel
5. And holding a false belief that their tickets were begin delivered.

Vivid Seats NPS Score

SES Segments Vivid

Net Promoter Score (NPS)

This measures the likelihood of users to recommend your product or services. Scores range from -100 to 100 and include all participants.

Mobile Responsive Web

Test Segment	High Income	Medium Income	Low Income
NPS Score	**20**	**10**	**20**
%Detractors	30	30	20
%Passives	20	30	40
%Promoters	50	40	40

	Average	St.Deviation
NPS	17	6
DETRACTORS	27	6
PASSIVES	30	10
PROMOTERS	43	6

NPS score was strongly positively correlated with being comfortable with price memorized (p < 0.001).

P-Value ⓘ	0.000173
Effect Size (Pearson's r) ⓘ	0.633
Confidence Interval of Effect Size ⓘ	0.354 to 0.809
Sample Size ⓘ	30
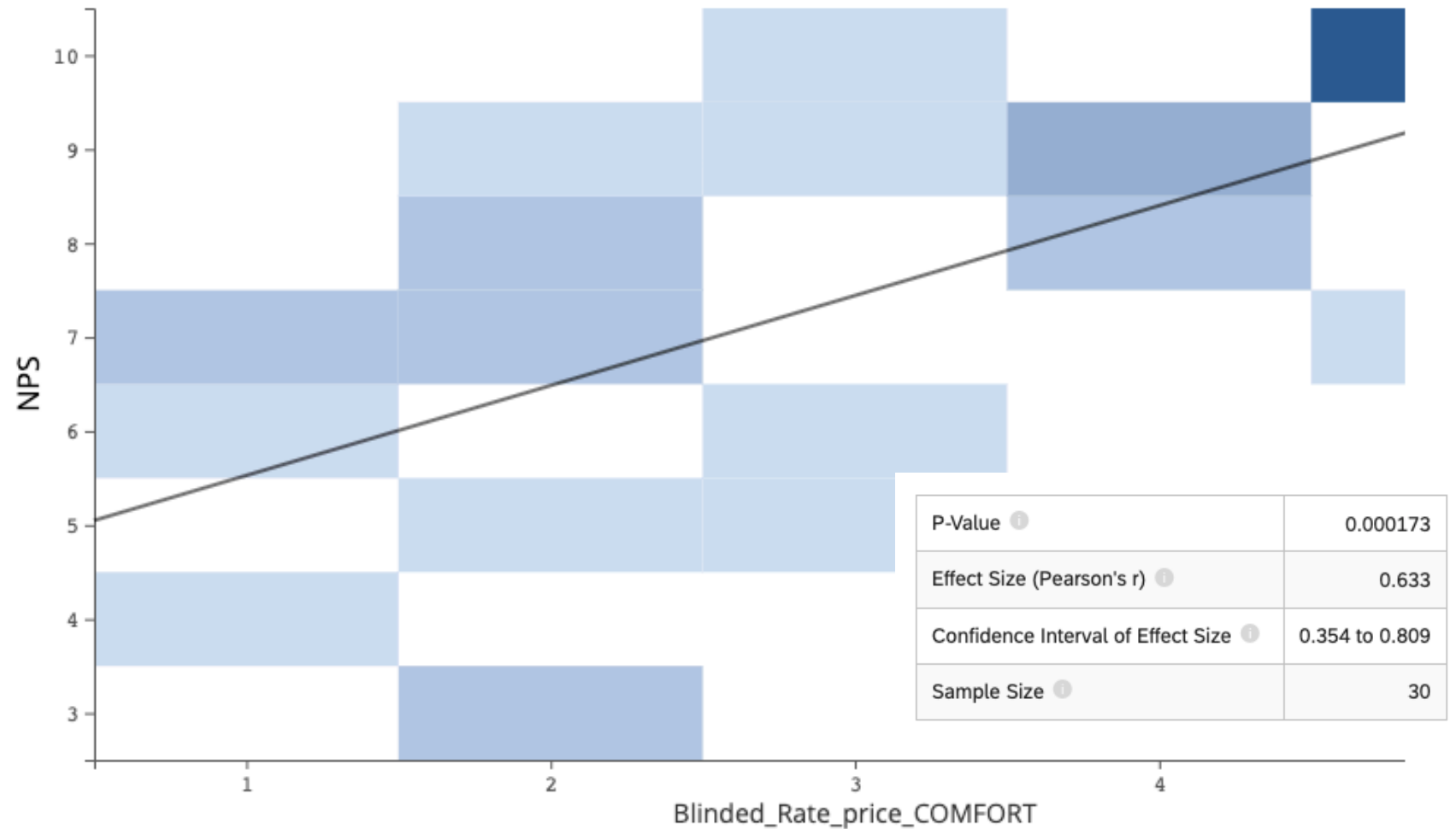
NPS was also correlated price understanding (p < 0.05) *and* meeting expectations (p < 0.01).

So how does this happen?

P-Value	0.00960
Effect Size (Pearson's r)	0.465
Confidence Interval of Effect Size	0.126 to 0.707
Sample Size	30

Post_Stimuli_Rate_Price_EXPECTATIONS
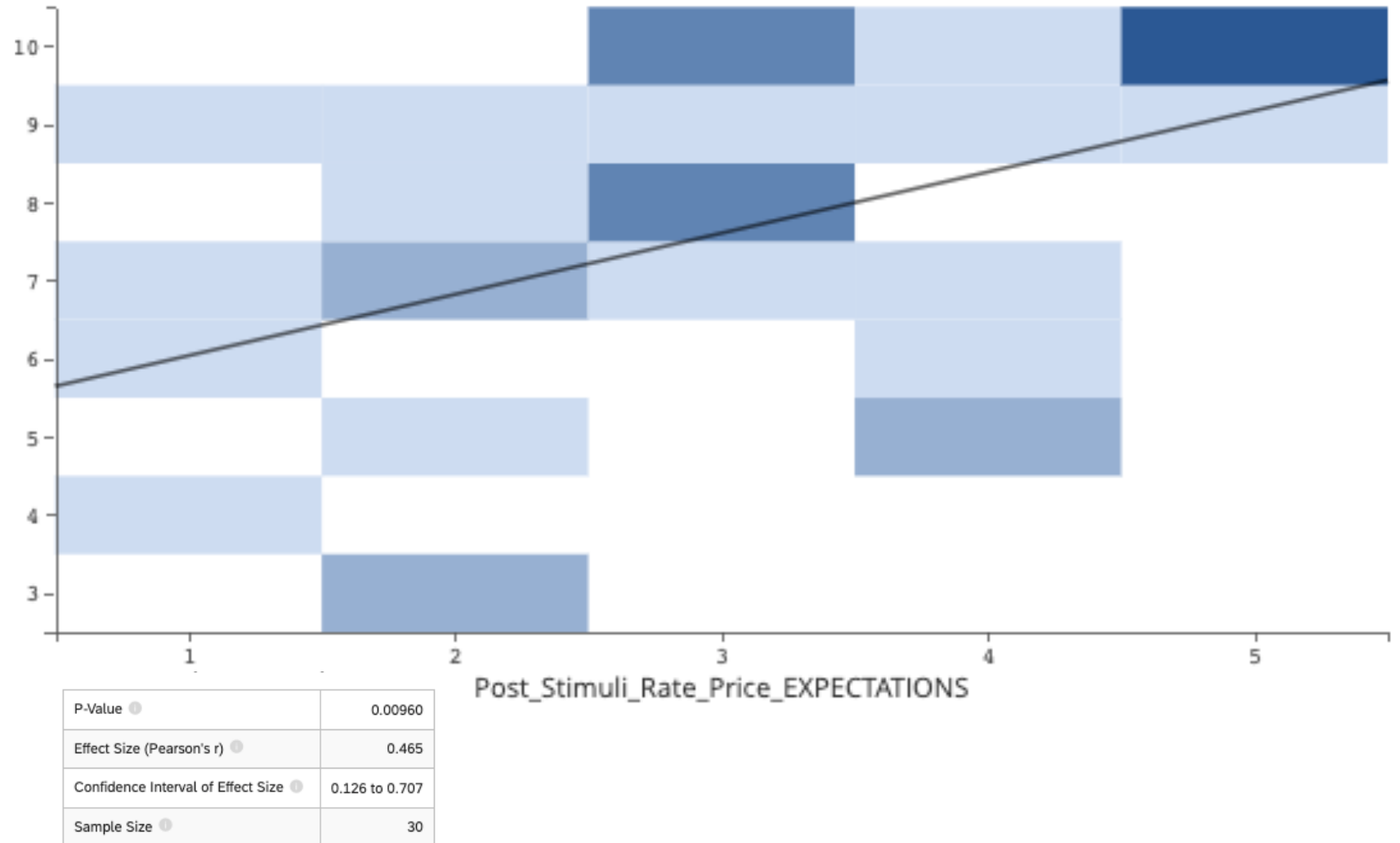
Unlike the ease of use in retention tasks, NPS was correlated with booking travel (p < 0.05) .

On average, booking travel has a moderate effect effect on participant's NPS score. If they had booked travel they were more likely to have been a promoter.

Which means that if we want to study how and why booking travel sets better expectations we should see design references there.

More on this in the next section.
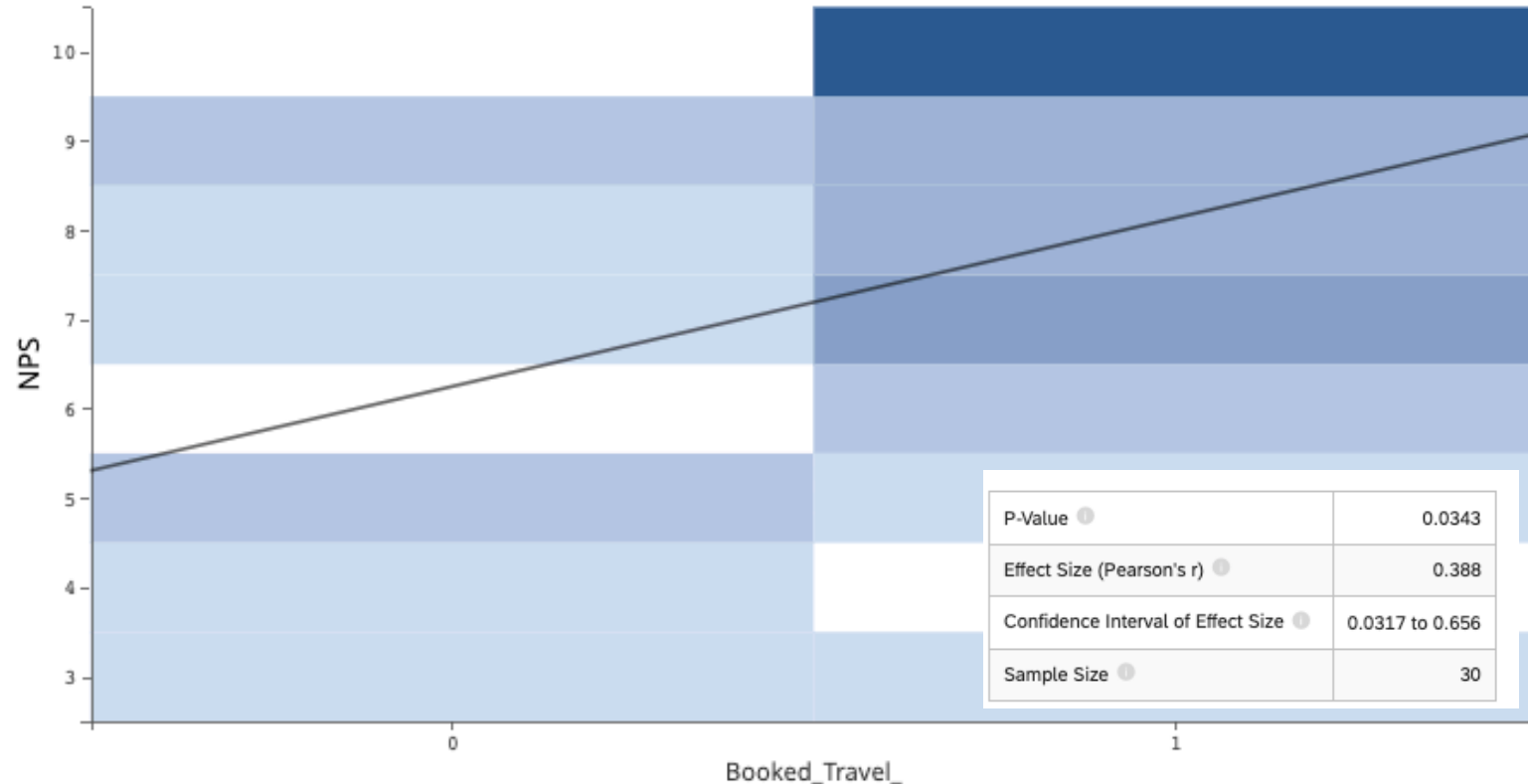
P-Value	0.0343
Effect Size (Pearson's r)	0.388
Confidence Interval of Effect Size	0.0317 to 0.656
Sample Size	30

NPS

Booked_Travel_

NPS is strongly positively correlated with Viewing_Fail_Final_Page_means_Tickets_Delivered

Hide statistical test results ▾

Ranked Correlation ⓘ (Recommended)

P-Value ⓘ	0.00334
Effect Size (Spearman's rho) ⓘ	0.518
Confidence Interval of Effect Size ⓘ	0.194 to 0.740
Sample Size ⓘ	30

Show unranked correlation results ▸
Show simple linear regression results ▸

Frequency
0   5

NPS

Viewing_Fail_Final_Page_means_Tickets_Delivered
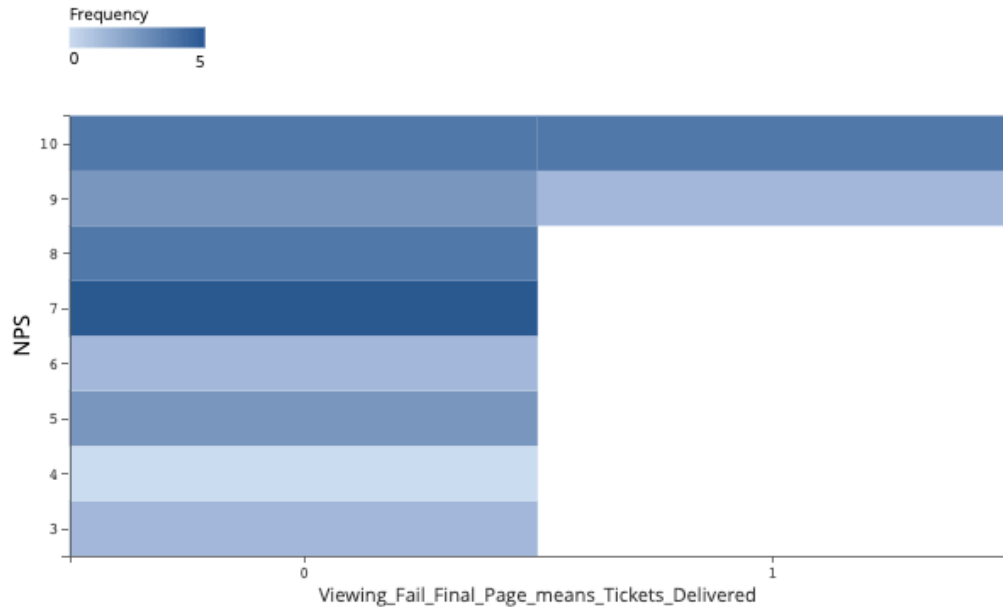
But NPS was also correlated with false beliefs about the order confirmation page.

Some users checked-out thinking that the Tickets were already delivered.

Why and how did this happen?

This section deals with qualitatively significant problems that were sampled amongst participants that observed at least one of the quantitative problems identified in the previous section.

5 Email requirement needs explaining

LOW

The question and email input lacks context; it requires that users *recall vs recognize* the purpose.

Only a few participants did not initially attempt to enter an email address. Instead, they hesitated or looked back at the task when they arrived on the login page. After some consideration, they eventually tapped the email field.

RECOMMENDATION

Let users know they are still in the checkout process, and remind them of what they were just doing. Plan for users who go to do other things while at this step and then later return to this screen (they will need some hints).

Consider contextualizing the main CTA to "Continue Checkout."
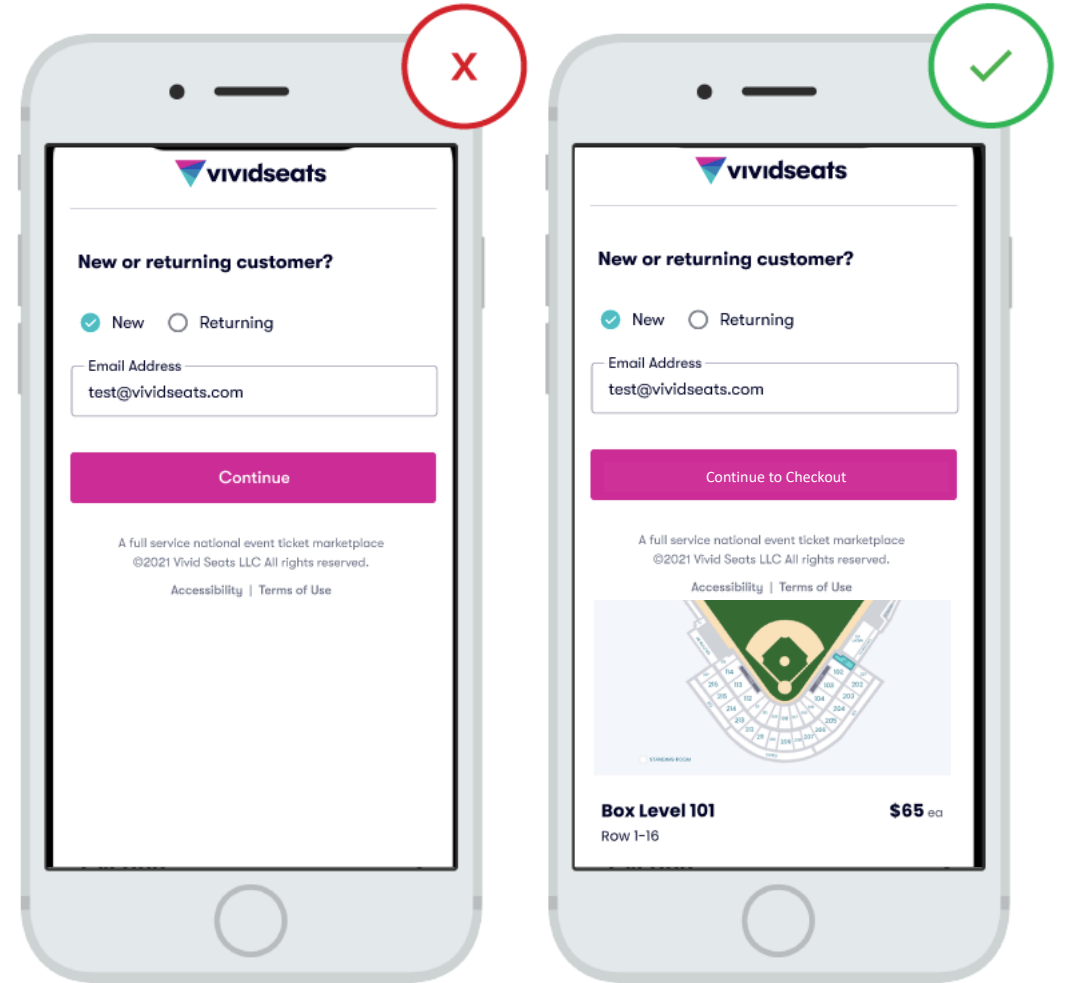
X This lacks task context. User may infer that this is an accident, or they could put their phone down, return, *and not know why they are seeing this screen.*

✓ This shows the previous user context, letting them know this is intentional and part of what they were doing previously.

Explain the additional prices and offer alternatives

HIGH

The service total lacks clarity and transparency but also makes Vivid Seats the sole owner of this mark up. Secondly, Klarna offers more control and freedom in this situation but lacks visibility in this moment (where users are most likely to abandon.)
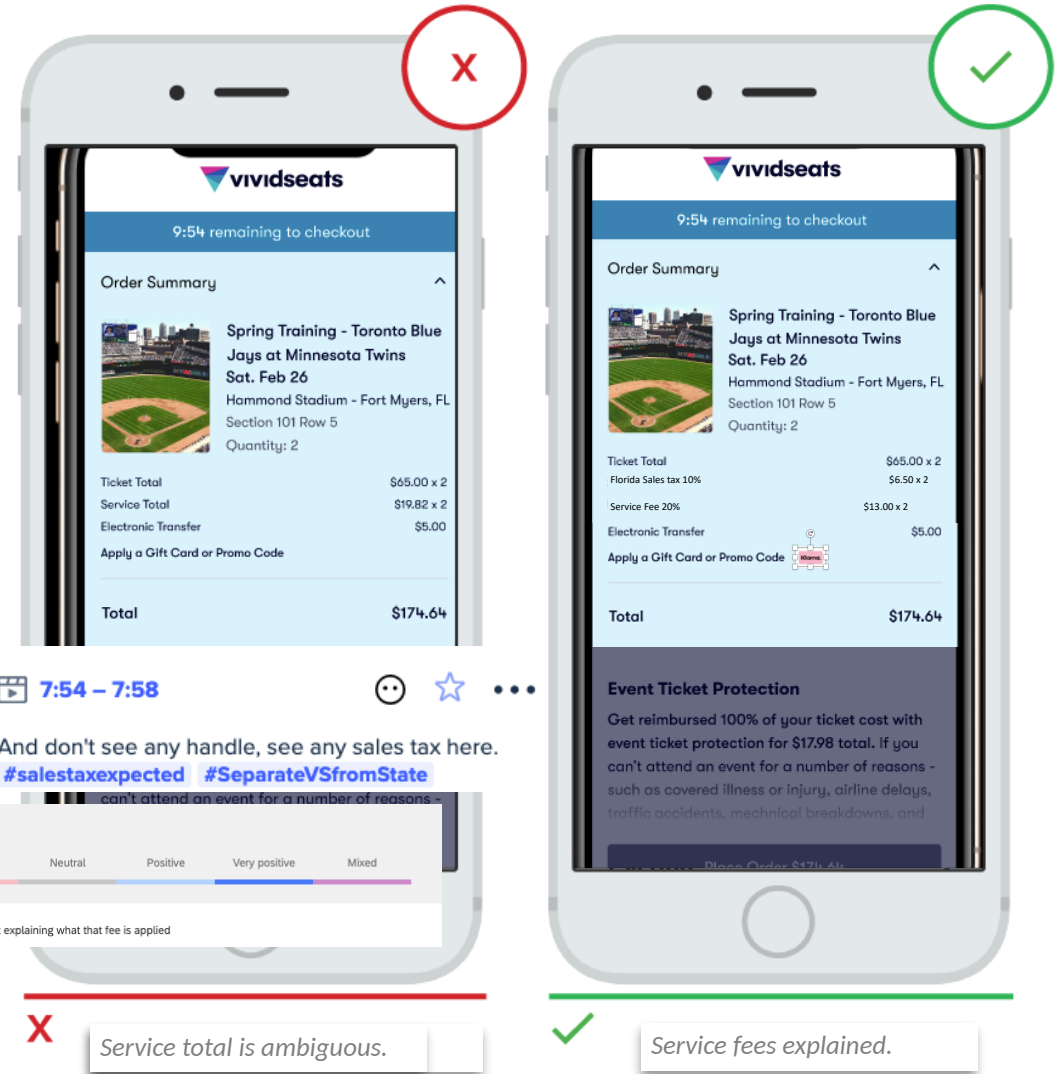
The only users who were successful were the ones that later verbalized use of Klarna, or that they expected sales tax (these participants also happened to be in the medium to high income range.)

Low income participants for this event are considered *sticker shock vulnerable* - they need extra signifiers to understand what freedom and control they have over this situation.

RECOMMENDATION

To enhance transparency and clarity, always explain custom terms like "service total." Ex. Instead of the term "service total" all fees could be listed.

To enhance freedom and control, consider breaking this price out and/or using a tool tip to show more information about alternatives. Ex. Include Klarna where the line is for applying a gift card or coupon, in addition to keeping it here.

And don't see any handle, see any sales tax here.
#salestaxexpected   #SeparateVSfromState

Oct 16, 2021 2:52 PM

| Very negative | Negative | Neutral | Positive | Very positive | Mixed |

The $20 service fee per ticket without explaining what that fee is applied

X *Service total is ambiguous.*

✓ *Service fees explained.*

Checkouts struggle after skipping around

HIGH

There is no real checkout *funnel*. Empty fields currently don't have validation and are not auto-scrolled to- so users must scroll to find out what the problem is. Important information is initially missed or not even seen.

More information is available than necessary, creating a cognitive overload. Users must scan all the information on the page in order to see what the problem is, and what interactions they should do next. Participants in this study tapped several times on things only to eventually realize that there is information they haven't filled out yet.

40% of participants skipped the credit card input and initially and scrolled back and forth.

Only **26%** of participants engaged with the electronic transfer information.

RECOMMENDATION

Use progressive disclosure in order to prevent errors. Don't allow users to skip ahead, otherwise extensive error/empty field validation and auto scrolling will have to be programed.

Force engagement with accordion panels, or gated anchors, which prevent users from even seeing the next set of interactions within the page. Auto-open each panel when the required interactions are validated.

9:54 remaining to checkout

Order Summary

Delivery

Electronic Transfer
Delivery instructions and order updates will be sent to test@vividseats.com.

How will I receive my tickets?

Payment Method

+ Add a credit card

PayPal · Pay · Klarna.

Event Ticket Protection

Get reimbursed 100% of your ticket cost with event ticket protection for $17.98 total. If you can't attend an event for a number of reasons - such as covered illness or injury, airline delays, traffic accidents, mechnical breakdowns, and
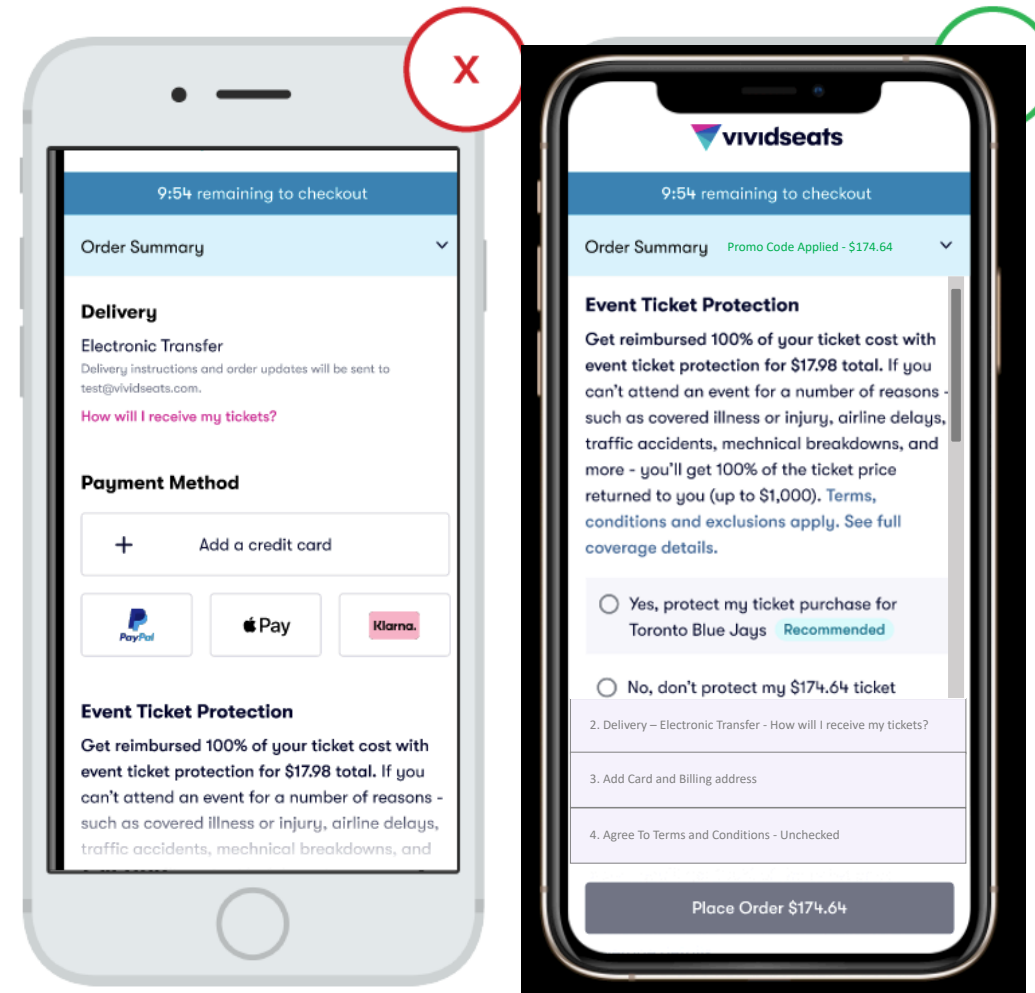
X **No input is required initially; users can easily skip around**

vividseats

9:54 remaining to checkout

Order Summary   Promo Code Applied - $174.64

Event Ticket Protection

Get reimbursed 100% of your ticket cost with event ticket protection for $17.98 total. If you can't attend an event for a number of reasons - such as covered illness or injury, airline delays, traffic accidents, mechnical breakdowns, and more - you'll get 100% of the ticket price returned to you (up to $1,000). Terms, conditions and exclusions apply. See full coverage details.

○ Yes, protect my ticket purchase for Toronto Blue Jays   Recommended

○ No, don't protect my $174.64 ticket

2. Delivery – Electronic Transfer - How will I receive my tickets?

3. Add Card and Billing address

4. Agree To Terms and Conditions - Unchecked

Place Order $174.64

✓ **Funneling - users must interact with the panel/ drawer that is open and cannot open other panel drawers until the input is validated. The next drawer/panel auto-opens for the user.**

It's not a confirmation, but it asks you to "confirm"

MEDIUM

The word confirm is on the previous page. Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.

36% of participants described the next page as a **confirmation** page.

Users who had more positive sentiment about the overall process had previously booked travel.

RECOMMENDATION

To enhance Consistency and Standards audit the experience for words that are in conflict with subsequent pages.

Talk to legal about what other word we can use hits paragraph, besides "confirm."

Consider re-labeling "Confirm & Place Order" header with:

 "Review & Place Order"

"Agree & Place Order"

"Reserve your Seat & Place Order"

X The word "confirm" sets expectations for "confirmation."

✓ The word "confirm is removed.

Force proactive engagement to decrease Support Calls.

HIGH

There is a lot of text that competes for attention. The main pieces of information that inform the user's next steps is crowded out, and requires users to recall vs. recognize what they should do next.
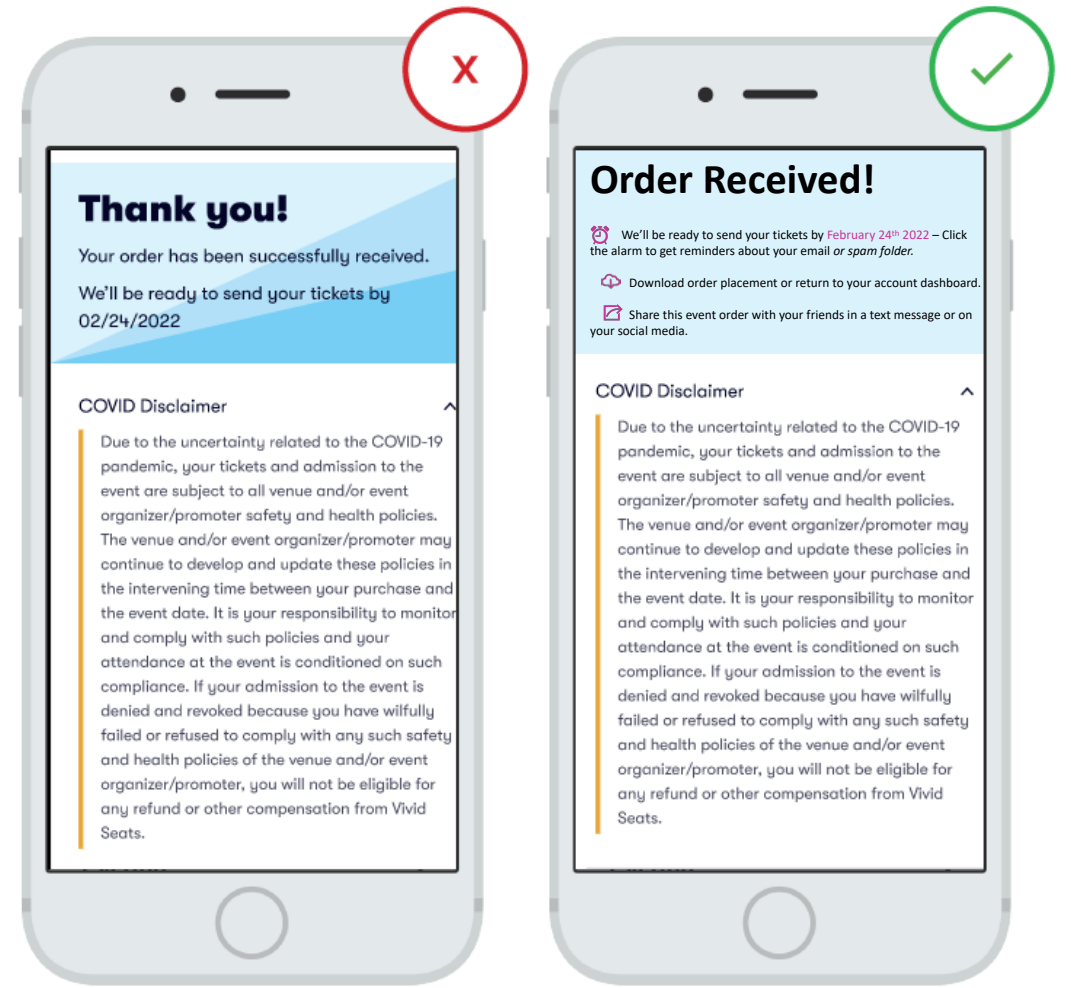
Almost all participants scrolled down on this page and even read the date out-loud (in words, not numbers). However, 83% of participants failed the ticket date comprehension question after the task. They had full access to this page.

30% of participants did not agree that they understood when their tickets would be getting their tickets. 20% did not understand where they would be getting the next piece of information.

RECOMMENDATION

To increase recognition over recall offer users a reminder or something click able related to the date (see right).

To increase clarity differentiate the important information item (ex. Date) with a different color. Consider using the word form of the date since speech based information may help recall.

Thank you!
Your order has been successfully received.
We'll be ready to send your tickets by 02/24/2022

COVID Disclaimer

Due to the uncertainty related to the COVID-19 pandemic, your tickets and admission to the event are subject to all venue and/or event organizer/promoter safety and health policies. The venue and/or event organizer/promoter may continue to develop and update these policies in the intervening time between your purchase and the event date. It is your responsibility to monitor and comply with such policies and your attendance at the event is conditioned on such compliance. If your admission to the event is denied and revoked because you have wilfully failed or refused to comply with any such safety and health policies of the venue and/or event organizer/promoter, you will not be eligible for any refund or other compensation from Vivid Seats.

X The important information at the top and throughout the page are hard to remember, but also relatively hard to see compared to everything else.

Order Received!
⏰ We'll be ready to send your tickets by February 24th 2022 – Click the alarm to get reminders about your email or spam folder.
☁ Download order placement or return to your account dashboard.
✉ Share this event order with your friends in a text message or on your social media.

COVID Disclaimer

Due to the uncertainty related to the COVID-19 pandemic, your tickets and admission to the event are subject to all venue and/or event organizer/promoter safety and health policies. The venue and/or event organizer/promoter may continue to develop and update these policies in the intervening time between your purchase and the event date. It is your responsibility to monitor and comply with such policies and your attendance at the event is conditioned on such compliance. If your admission to the event is denied and revoked because you have wilfully failed or refused to comply with any such safety and health policies of the venue and/or event organizer/promoter, you will not be eligible for any refund or other compensation from Vivid Seats.

✓ Forcing engagement with a programmable iOS, Android reminder. Have the reminder explain that they should check their spam folder as well as email.

RECOMMENDATIONS

HIGH

Order Summary

- To enhance transparency and clarity, always explain custom terms like "service total." Ex. Instead of the term "service total" all fees could be listed.

- To enhance freedom and control, consider breaking this price out and/or using a tool tip to show more information about alternatives. Ex. Include Klarna where the line is for applying a gift card or coupon, in addition to keeping it here.

Place order page

- Use progressive disclosure in order to prevent errors. Don't allow users to skip ahead, otherwise extensive error/empty field validation and auto scrolling will have to be programed.

- Force engagement with accordion panels, or gated anchors, which prevent users from even seeing the next set of interactions within the page. Auto-open each panel when the required interactions are validated.

Final Page

- To increase recognition over recall offer users a reminder or something clickable related to the date (see right; ex. +Add to calendar).

- To increase clarity differentiate the important information item (ex. Date) with a different color. Consider using the word form of the date since speech based information may help recall.

MEDIUM

T&A Header

- To enhance Consistency and Standards audit the experience for words that are in conflict with subsequent pages.

- Talk to legal about what other word we can use hits paragraph, besides confirm.

- Consider re-labeling the T&A header with "Agree & Place Order"
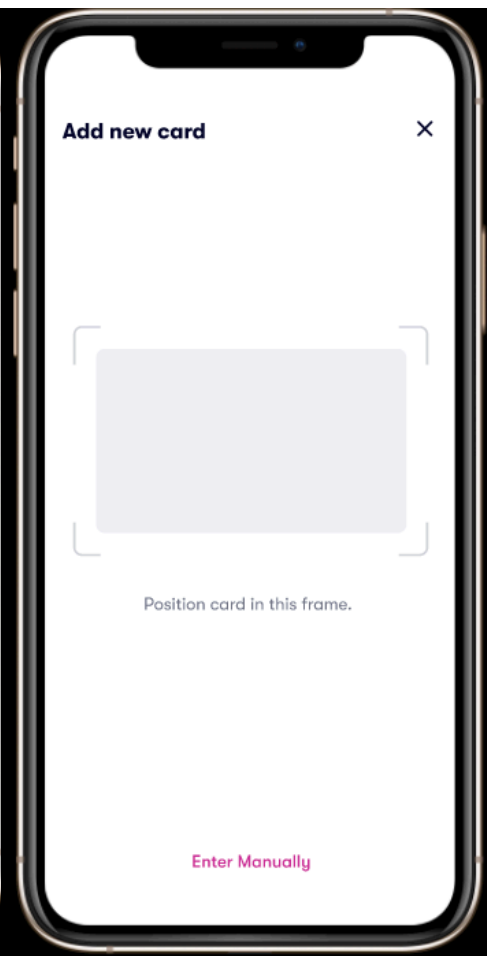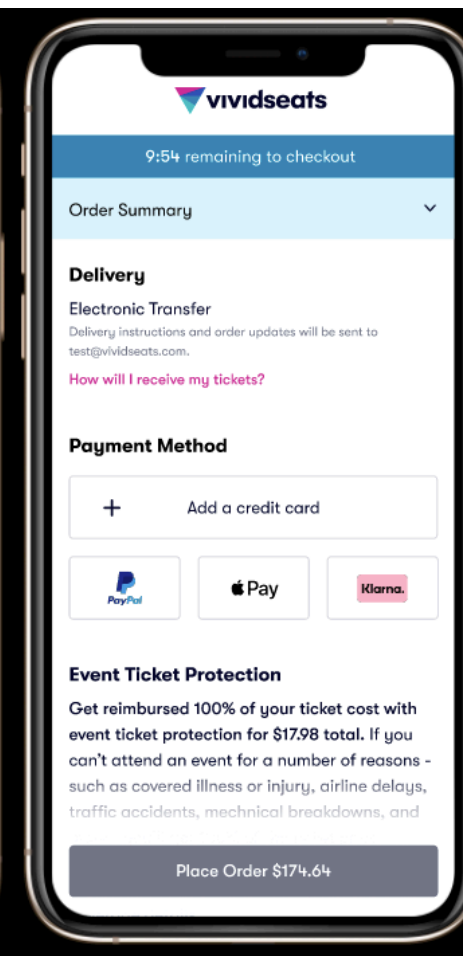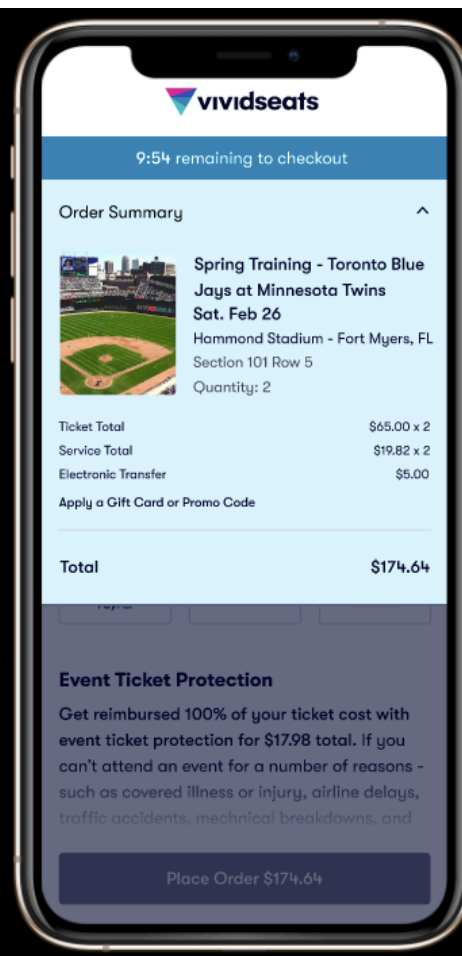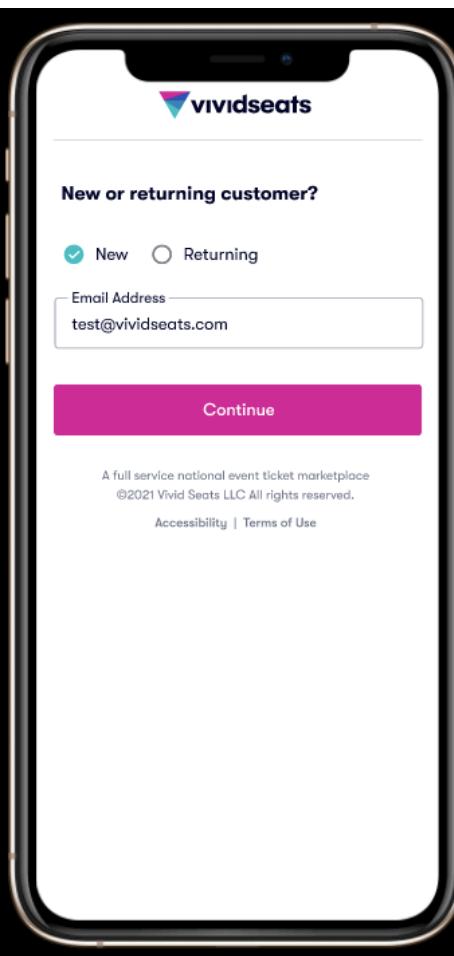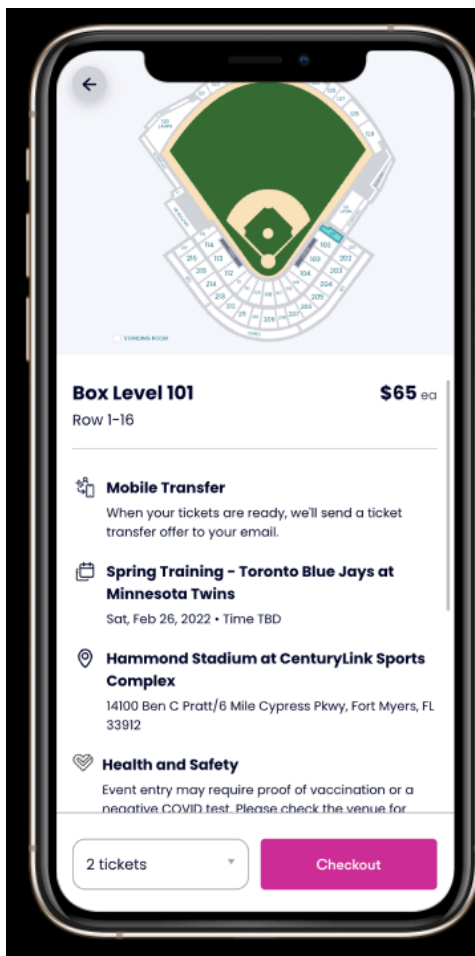
LOW

Login:

- Let users know they are still in the checkout process, and remind them of what they were just doing. Plan for users who go to do other things while at this step and then later return to this screen (they will need some hints).

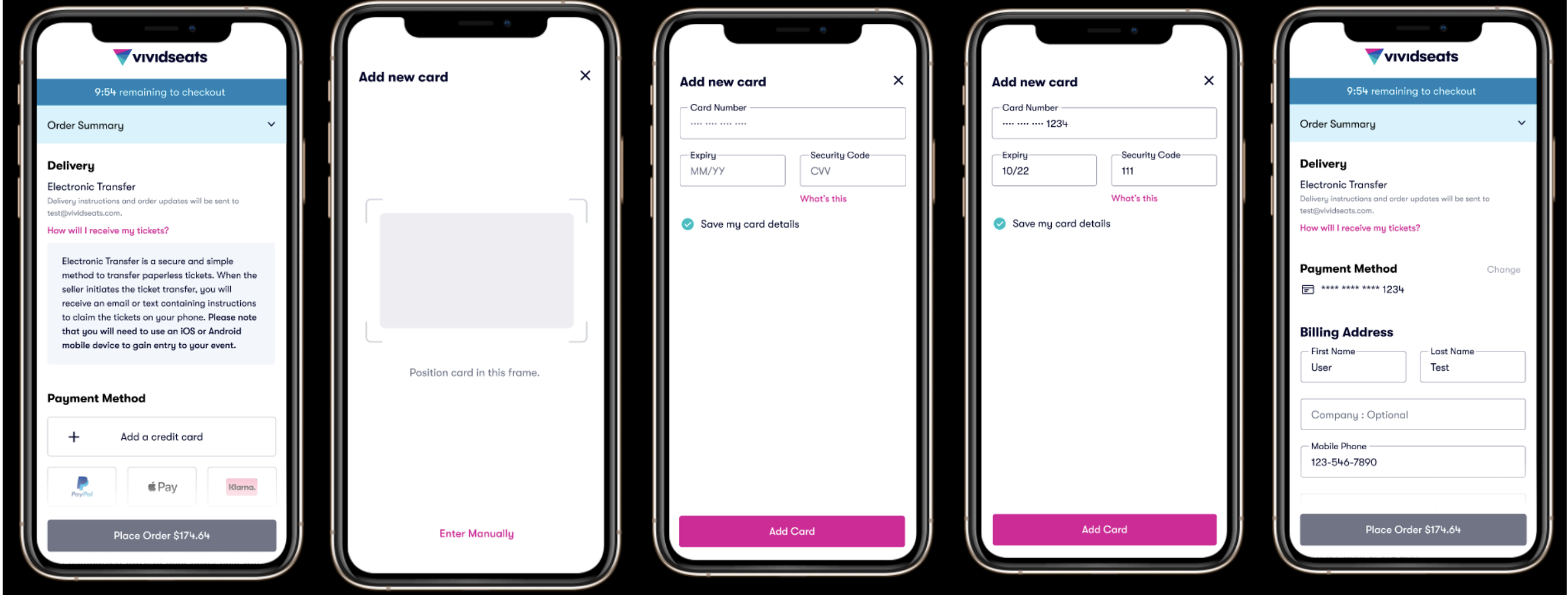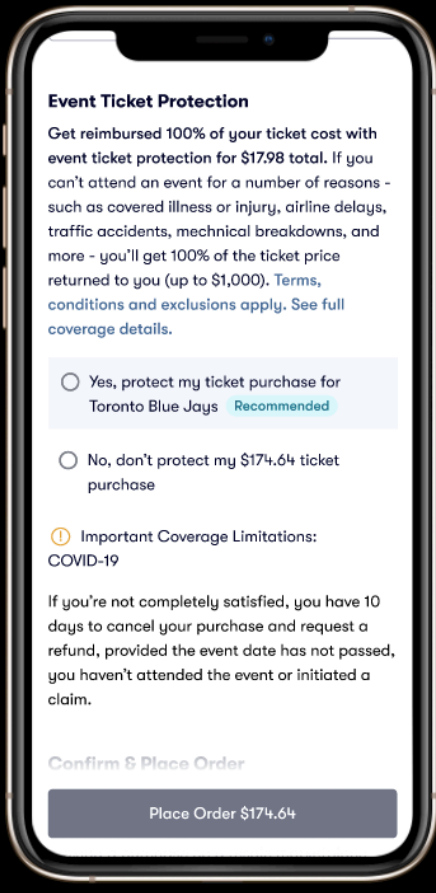- Consider contextualizing the main CTA to "Continue Checkout."

Appendix

Study Limitations; Test Artifacts; Special Findings

Appendix - A

Test Artifacts

Event Ticket Protection

Get reimbursed 100% of your ticket cost with event ticket protection for $17.98 total. If you can't attend an event for a number of reasons - such as covered illness or injury, airline delays, traffic accidents, mechnical breakdowns, and more - you'll get 100% of the ticket price returned to you (up to $1,000). Terms, conditions and exclusions apply. See full coverage details.
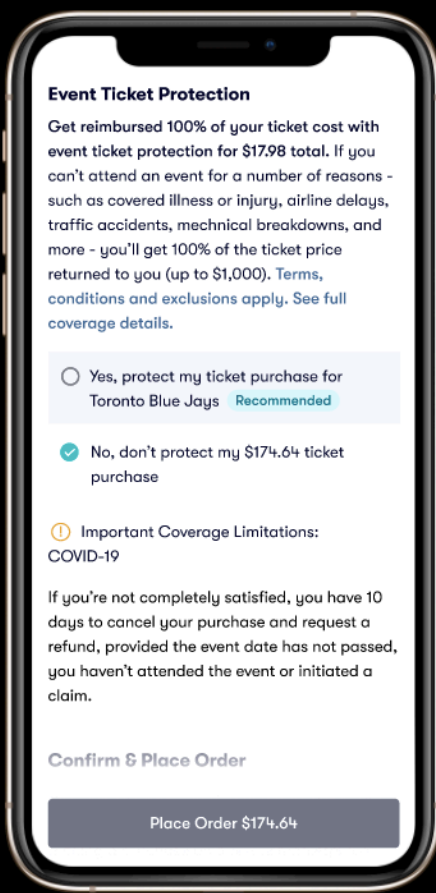
○ Yes, protect my ticket purchase for Toronto Blue Jays Recommended

○ No, don't protect my $174.64 ticket purchase

⚠ Important Coverage Limitations: COVID-19

If you're not completely satisfied, you have 10 days to cancel your purchase and request a refund, provided the event date has not passed, you haven't attended the event or initiated a claim.

Confirm & Place Order

Place Order $174.64

Event Ticket Protection

Get reimbursed 100% of your ticket cost with event ticket protection for $17.98 total. If you can't attend an event for a number of reasons - such as covered illness or injury, airline delays, traffic accidents, mechnical breakdowns, and more - you'll get 100% of the ticket price returned to you (up to $1,000). Terms, conditions and exclusions apply. See full coverage details.
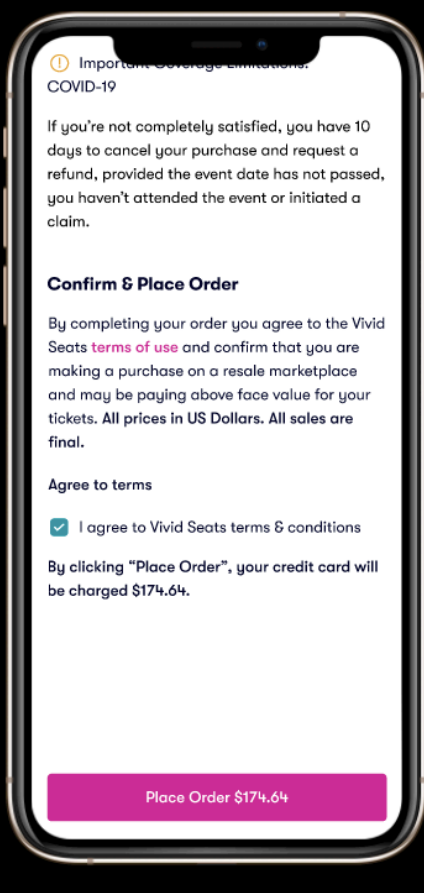
○ Yes, protect my ticket purchase for Toronto Blue Jays Recommended

✓ No, don't protect my $174.64 ticket purchase

⚠ Important Coverage Limitations: COVID-19

If you're not completely satisfied, you have 10 days to cancel your purchase and request a refund, provided the event date has not passed, you haven't attended the event or initiated a claim.

Confirm & Place Order

Place Order $174.64

⚠ Important Coverage Limitations: COVID-19

If you're not completely satisfied, you have 10 days to cancel your purchase and request a refund, provided the event date has not passed, you haven't attended the event or initiated a claim.
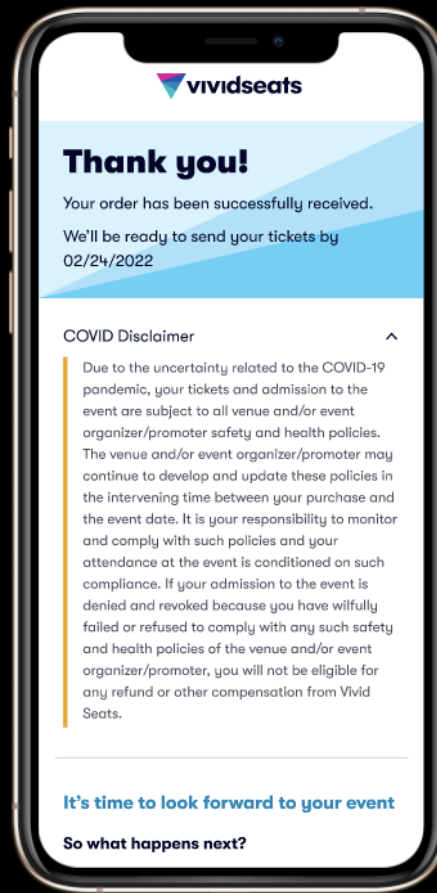
Confirm & Place Order

By completing your order you agree to the Vivid Seats terms of use and confirm that you are making a purchase on a resale marketplace and may be paying above face value for your tickets. All prices in US Dollars. All sales are final.

Agree to terms

☑ I agree to Vivid Seats terms & conditions

By clicking "Place Order", your credit card will be charged $174.64.

Place Order $174.64

---

vividseats

Thank you!

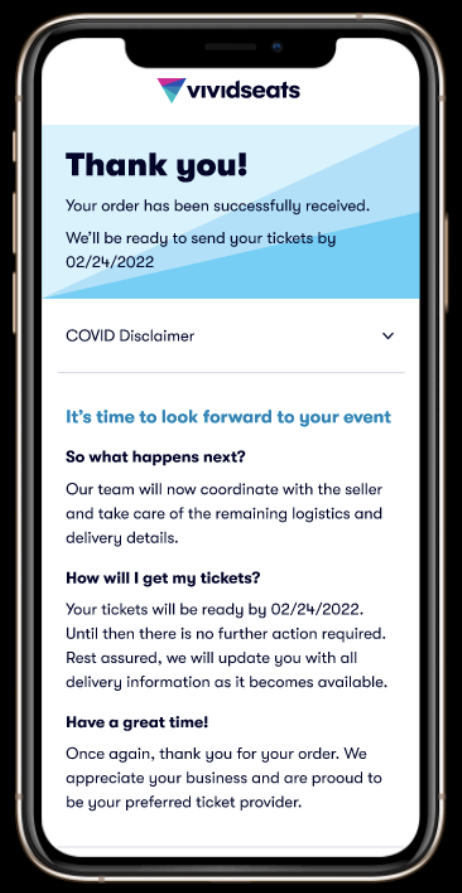Your order has been successfully received.

We'll be ready to send your tickets by 02/24/2022

COVID Disclaimer ⌃

Due to the uncertainty related to the COVID-19 pandemic, your tickets and admission to the event are subject to all venue and/or event organizer/promoter safety and health policies. The venue and/or event organizer/promoter may continue to develop and update these policies in the intervening time between your purchase and the event date. It is your responsibility to monitor and comply with such policies and your attendance at the event is conditioned on such compliance. If your admission to the event is denied and revoked because you have wilfully failed or refused to comply with any such safety and health policies of the venue and/or event organizer/promoter, you will not be eligible for any refund or other compensation from Vivid Seats.

It's time to look forward to your event

So what happens next?

---

vividseats

Thank you!

Your order has been successfully received.

We'll be ready to send your tickets by 02/24/2022

COVID Disclaimer ⌄

It's time to look forward to your event

So what happens next?

Our team will now coordinate with the seller and take care of the remaining logistics and delivery details.

How will I get my tickets?

Your tickets will be ready by 02/24/2022. Until then there is no further action required. Rest assured, we will update you with all delivery information as it becomes available.

Have a great time!

Once again, thank you for your order. We appreciate your business and are prooud to be your preferred ticket provider.

Screen 1
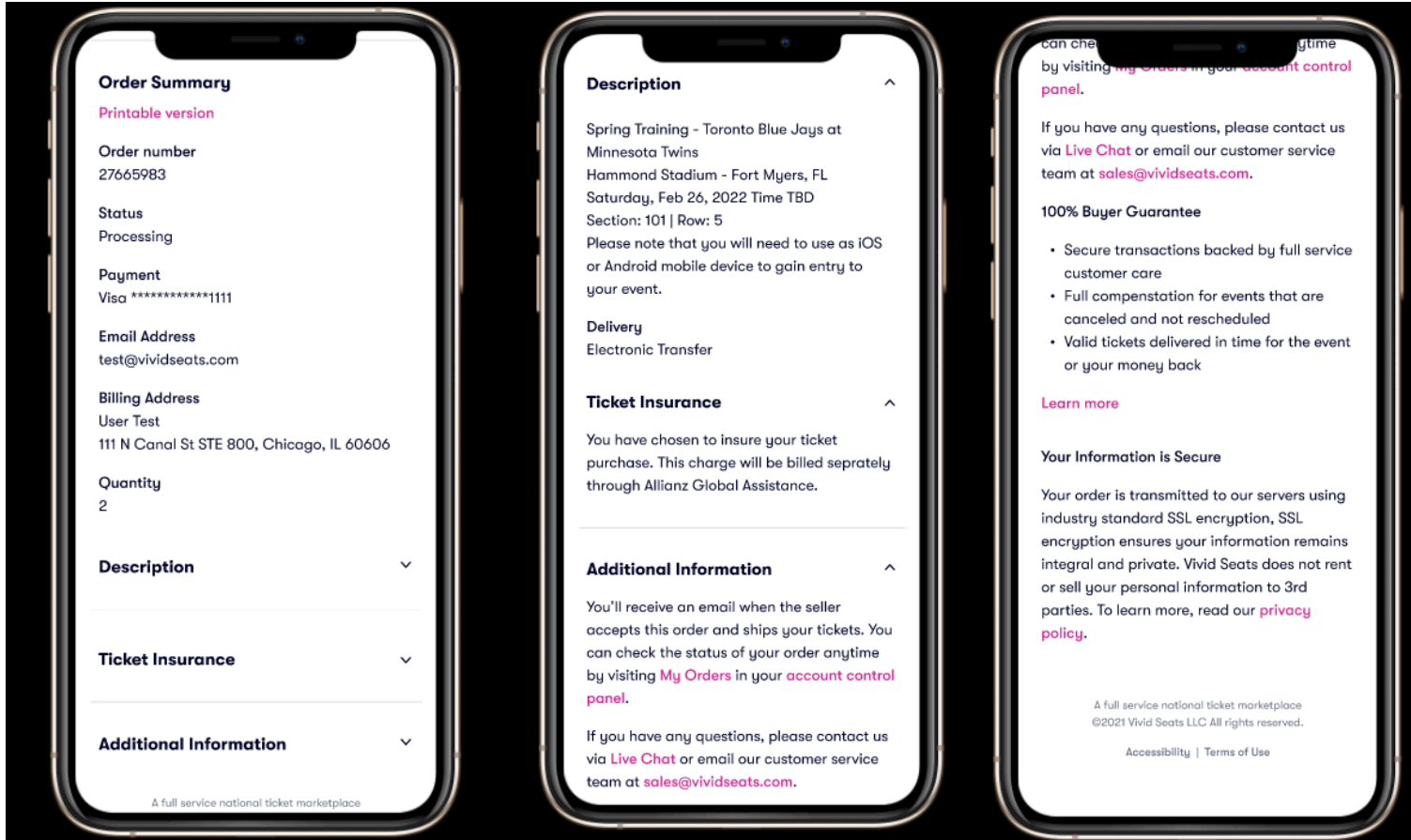
Order Summary

Printable version

Order number
27665983

Status
Processing

Payment
Visa ************1111

Email Address
test@vividseats.com

Billing Address
User Test
111 N Canal St STE 800, Chicago, IL 60606

Quantity
2

Description ⌄

Ticket Insurance ⌄

Additional Information ⌄

Screen 2

Description ⌃

Spring Training - Toronto Blue Jays at Minnesota Twins
Hammond Stadium - Fort Myers, FL
Saturday, Feb 26, 2022 Time TBD
Section: 101 | Row: 5
Please note that you will need to use as iOS or Android mobile device to gain entry to your event.

Delivery
Electronic Transfer

Ticket Insurance ⌃

You have chosen to insure your ticket purchase. This charge will be billed seprately through Allianz Global Assistance.

Additional Information ⌃

You'll receive an email when the seller accepts this order and ships your tickets. You can check the status of your order anytime by visiting My Orders in your account control panel.

If you have any questions, please contact us via Live Chat or email our customer service team at sales@vividseats.com.

Screen 3

can che... ...gtime by visiting My Orders in your account control panel.

If you have any questions, please contact us via Live Chat or email our customer service team at sales@vividseats.com.

100% Buyer Guarantee

- Secure transactions backed by full service customer care
- Full compensation for events that are canceled and not rescheduled
- Valid tickets delivered in time for the event or your money back

Learn more

Your Information is Secure

Your order is transmitted to our servers using industry standard SSL encryption, SSL encryption ensures your information remains integral and private. Vivid Seats does not rent or sell your personal information to 3rd parties. To learn more, read our privacy policy.

STORE FOR LATER - TASK

Show us what, if any, information you would like to come back to and *how you would store it.*

Move on to the next task when you *feel you could return to this information at a later date.*

Appendix - B

Special Findings

Identifying as male, is associated with less self-reported success.

In line with previous research (Search A/B Competitive Analysis) Females tended to self-report success more than males in the checkout process.

So what is Gender associated with in this study?
On average, those who identified as females tended to do these things more than males:

- Heard of or used Seat Geek
- Refilled a Prescription
- Interested in attending Concerts and were more loosely interested in sports
- Agreed that the prices was more comfortable

Fisher's Exact Test ⓘ (Recommended)

P-Value ⓘ	0.0104
Effect Size (Cramér's V) ⓘ	0.482
Sample Size ⓘ	30

Show Chi-Squared results ▶

| Reorder/Recode ⌄ | Bucketing ⌄ | Reset | | Count | All % | Row % | Col % |

	Gender		
Main_task_self_report_success	Female	Male	Total
Success	100.0%	58.8%	
No_Success	0.0%	41.2%	
Total	100.0%	100.0%	

Time on Task is mostly associated with Age (p< 0.02, Large Effect.)

For this study we are not interested in time on task average as a benchmark because data entry input was not required for the prototype.

What we are interested in is how this would change between participants and if this relationship would still hold after prototypes required data entry input.

What should be most important to note is that this time on task was not associated with self-reporting task success or self –reported ease of use.

Main_Task_Time_on_Task is strongly positively correlated with Age
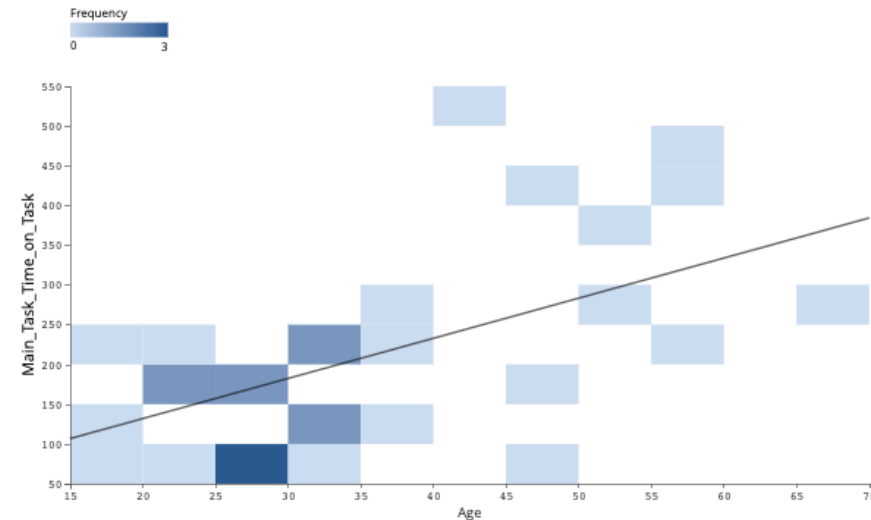
Hide statistical test results ▾
Correlation ⓘ (Recommended)

P-Value ⓘ	0.00212
Effect Size (Pearson's r) ⓘ	0.539
Confidence Interval of Effect Size ⓘ	0.222 to 0.753
Sample Size ⓘ	30

Simple Linear Regression ⓘ

R-squared ⓘ	0.290
Line of Best Fit ⓘ	Main_Task_Time_on_Task = (5.05 x Age) + 31.0 (See equation for predicting Age from Main_Task_Time_on_Task)

Show ranked correlation results ▸

Blind_Rate_understand_when is positively correlated with Blinded_Rate_price_COMFORT
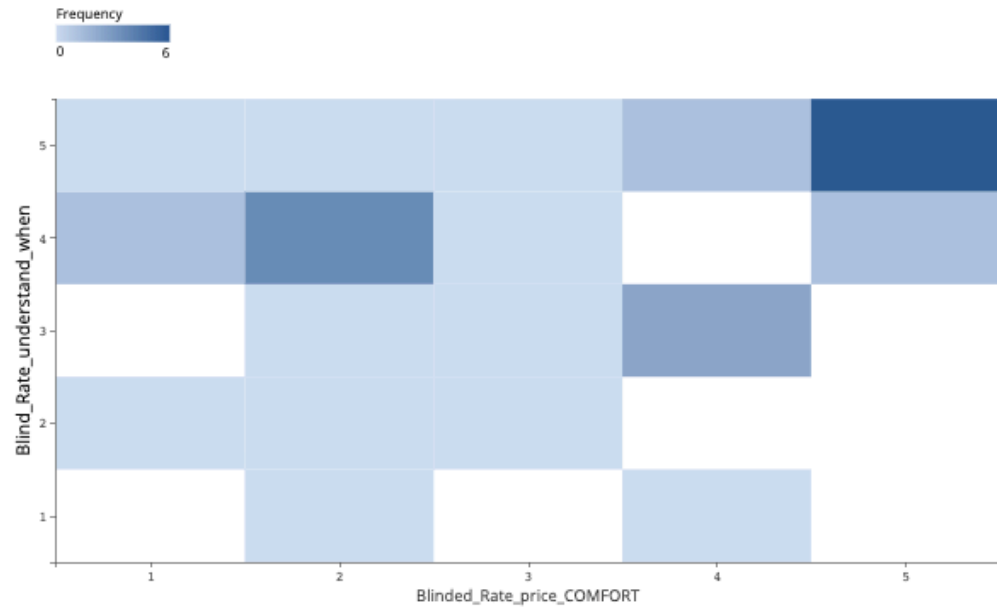
Hide statistical test results ▼

Ranked Correlation ⓘ (Recommended)

P-Value ⓘ	0.0452
Effect Size (Spearman's rho) ⓘ	0.368
Confidence Interval of Effect Size ⓘ	0.00926 to 0.643
Sample Size ⓘ	30

Show unranked correlation results ▶
Show simple linear regression results ▶

NPS is strongly positively correlated with Viewing_Fail_Final_Page_means_Tickets_Delivered

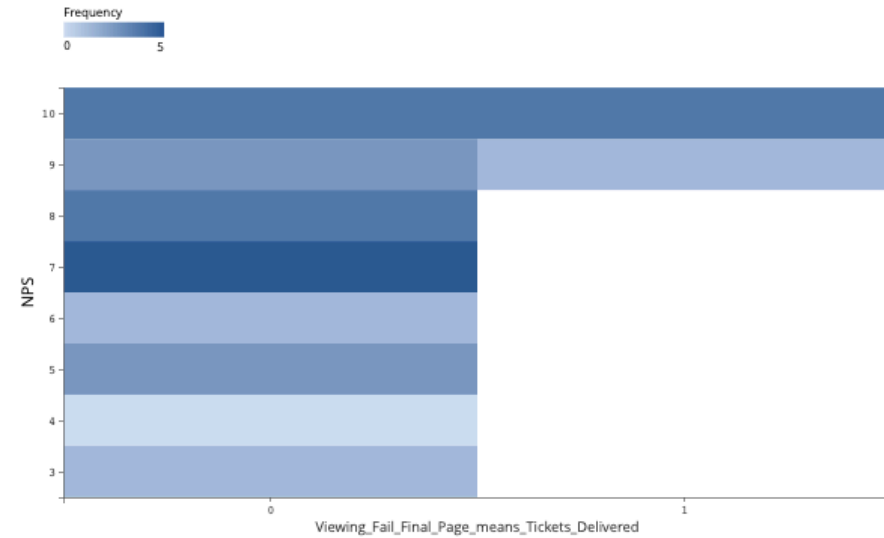Hide statistical test results ▼

Ranked Correlation ⓘ (Recommended)

P-Value ⓘ	0.00334
Effect Size (Spearman's rho) ⓘ	0.518
Confidence Interval of Effect Size ⓘ	0.194 to 0.740
Sample Size ⓘ	30

Show unranked correlation results ▶
Hide simple linear regression results ▼

Simple Linear Regression ⓘ

R-squared ⓘ	0.223
Line of Best Fit ⓘ	NPS = (2.54 x Viewing_Fail_Final_Page_means_Tickets_Delivered) + 7.13 (See equation for predicting Viewing_Fail_Final_Page_means_Tickets_Delivered from NPS)

Being interested in other live events may give more price contextualizing experiences

For those personas who were interested in more than just attending live sporting events, their rating of understanding the price was much higher, on average.

Loose Sports Interest is positively correlated with Blinded_Rate_Price_UNDERSTAND

Hide statistical test results ▼

Correlation ⓘ (Recommended)

P-Value ⓘ	0.00929
Effect Size (Pearson's r) ⓘ	0.467
Confidence Interval of Effect Size ⓘ	0.128 to 0.708
Sample Size ⓘ	30

Simple Linear Regression ⓘ

R-squared ⓘ	0.218
Line of Best Fit ⓘ	Loose Sports Interest = (0.237 x Blinded_Rate_Price_UNDERSTAND) - 0.568 (See equation for predicting Blinded_Rate_Price_UNDERSTAND from Loose Sports Interest)

Show ranked correlation results ▶