EXECUTIVE SUMMARY

Key findings

Vivid Seats' self-reported purchase rates do not statistically differ from competitors (p >0.8).

- There's a 95% chance that desktop users will prefer Vivid Seats over Seat Geek.
- However, there's a 99.9% chance that Desktop Users would prefer StubHub and Ticketmaster over Vivid Seats.
- Price was the **most common term** that participants used in order to know and decide on during a search experience. They mentioned this before all search tasks.
- The standard ease of use score (SEQ) was had the strongest correlation to NPS ("Large" Effect size 0.648, p < 0.00001)
- VS had a low NPS score on Average (-5)

GOAL

Inform and optimize designs in order to reduce risk and improve usability of the *homepage search experience* for event ticket purchasers on the mobile (Responsive Web) & Desktop, B2C, Homepage Search Experience.

METHOD

- Competitive A/B Unmoderated Usability Test, Within-Subject Design
- Competitors counterbalanced* against Vivid Seats: StubHub, Ticketmaster, Seat Geek
- Half of participants used the Mobile Responsive Web experience for VS and competitors; half used the Desktop Web.
- All participants (n = 60) were asked about various search motivations and goals, and prompted with the same 2 scenarios tasks, starting from the homepage of either Vivid Seats or one other competitor. Information salience was tested via confidence self-report and then a memory test proposition. At the end, retention was measured with a preference question.

Key Hypotheses

SUPPORTED	Price is the most important factor in search contextualization and transactional behavior
NEEDS RESEARCH	Task success on VS is higher than competitor task success
NOT SUPPORTED	Price signifiers aid in navigation towards checkout
SUPPORTED	Retention is lower for VS than for Competitors
NOT SUPPORTED	Users will purchase within the Vivid Seats Search from Homepage Experience more than other Competitor Experiences
NEEDS RESEARCH	No hypotheses about thematic search behavior can be made at this time

How does Vivid Seats Search Experience Compare to Competitors?

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

After, we’ll answer “why” for for the most quantitatively significant observations in this section.

Search Competitive Testing Research Plan - Formative– UER 1

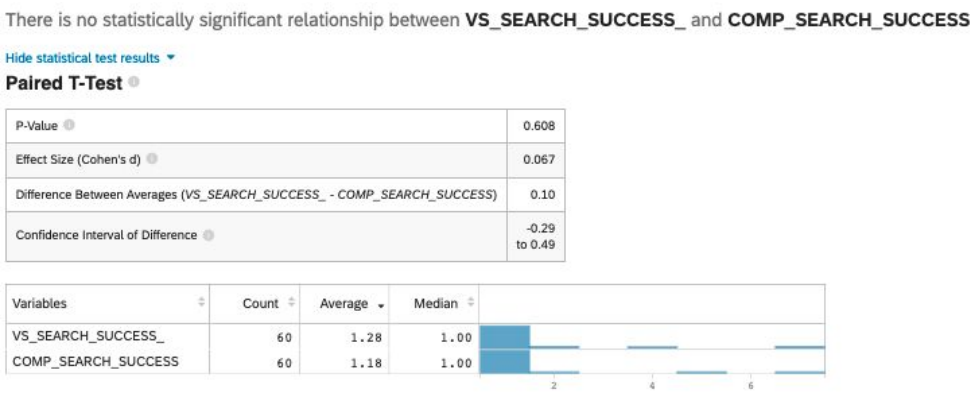
HAPPINESS ENGAGEMENT ADOPTION RETENTION **TASK SUCCESS**

But to understand this story we need to start from the end

Self-Reported Success was the same between VS and Competitors

Participants did not statistically differ between competitors and VS, with respect to their self-reported success search tasks or retention search tasks.

Basically, if the self-reported success on the VS search task, they did so on the Competitor search task, and vice versa. The same holds for their retention search task.



There is no statistically significant relationship between **VS_SEARCH_SUCCESS_** and **COMP_SEARCH_SUCCESS**

Hide statistical test results

Paired T-Test

P-Value	0.608
Effect Size (Cohen's d)	0.067
Difference Between Averages (*VS_SEARCH_SUCCESS_ - COMP_SEARCH_SUCCESS*)	0.10
Confidence Interval of Difference	-0.29 to 0.49

Variables	Count	Average	Median
VS_SEARCH_SUCCESS_	60	1.28	1.00
COMP_SEARCH_SUCCESS	60	1.18	1.00

There is no statistically significant relationship between **VS_RETENTION_SUCCESS** and **COMP_RETENTION_SUCCESS**

Hide statistical test results

Paired T-Test

P-Value	0.317
Effect Size (Cohen's d)	0.130
Difference Between Averages (*VS_RETENTION_SUCCESS - COMP_RETENTION_SUCCESS*)	0.18
Confidence Interval of Difference	-0.18 to 0.55

Variables	Count	Average	Median
VS_RETENTION_SUCCESS	60	1.87	1.00
COMP_RETENTION_SUCCESS	60	1.68	1.00

Users may spend just as much **time** on their search tasks on VS as they do on competitor sites.

There was no statistical difference between VS search and Competitor search time. However, a larger study may show a difference. The average difference for this sample between competitors and VS was 43 seconds.
I.e. -participants searched longer on competitor sites (avg. 220 seconds), than on VS (avg 177 seconds).

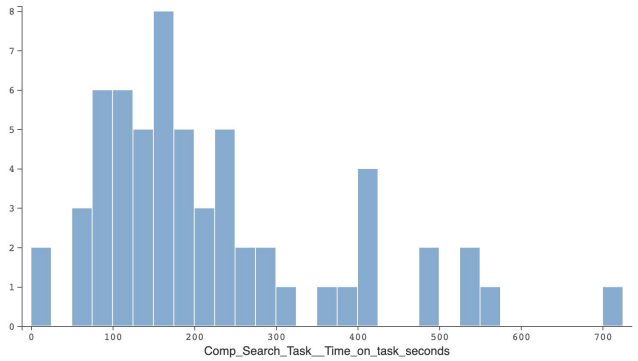
Summary of **Comp_Search_Task__Time_on_task_seconds**

Sample Size	Median	Average	Confidence Interval of Average	Standard Deviation	Minimum	Maximum	Sum
60	170.5	220.1	181.08 to 259.02	150.9	9	719	13,203

Show percentile values

Bucketing

Percent | Count



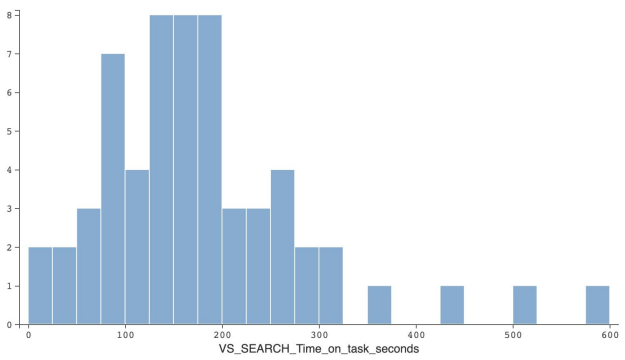
Summary of **VS_SEARCH_Time_on_task_seconds**

Sample Size	Median	Average	Confidence Interval of Average	Standard Deviation	Minimum	Maximum	Sum
60	160	177.2	149.32 to 205.01	107.8	14	580	10,630

Show percentile values

Bucketing

Percent | Count



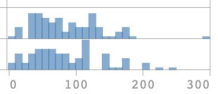
There is no statistically significant relationship between **COMP_RETENTION__Time_on_task_seconds** and **VS_Retention_Time_on_task_seconds**

Hide statistical test results

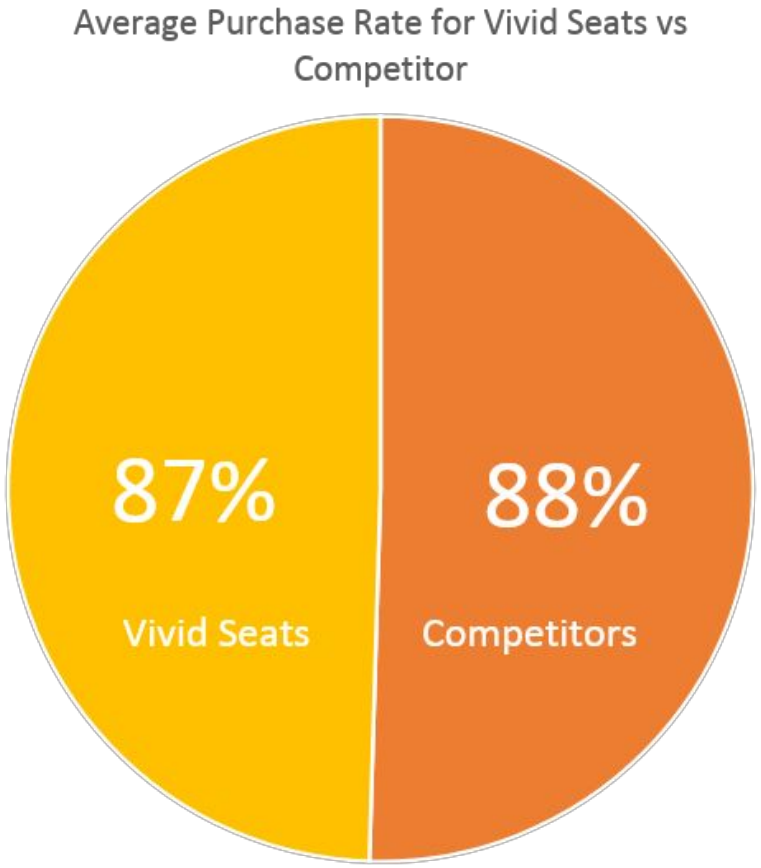
Paired T-Test

P-Value	0.822
Effect Size (Cohen's d)	0.029
Difference Between Averages (*VS_Retention_Time_on_task_seconds - COMP_RETENTION__Time_on_task_seconds*)	-1.88
Confidence Interval of Difference	-18.60 to 14.83

Variables	Count	Average	Median	
COMP_RETENTION__...	60	90.3	81.0	
VS_Retention_Time_o...	60	88.4	77.5	



Users may decide to make a purchase on Vivid Seats after just one Search Task, ***just as often as they would on competitor sites.***



Vivid Seats' self-reported purchase rates do not statistically differ from competitors (p >0.8).

Also, indicate that participants did not base their VS purchase based on their competitor decision; participants were able to make a purchase decision that was mutually inclusive of a previous purchase decision within the test, regardless of the order in which they saw VS and the Competitor.

In fact, more participants chose to make a purchase on VS after one search task than those who had seen VS first, indicating that searching on a competitor's site first does not completely deter VS search-purchase decisions (p <0.0001, see table below.)

Paired T-Test

P-Value	0.799
Effect Size (Cohen's d)	0.033
Difference Between Averages (*COMP_PURCHASE__Yes__1 - VS_PURCHASE__Yes__1*)	0.02
Confidence Interval of Difference	-0.11 to 0.15

Variables	Count	Average	Median
COMP_PURCHASE__Yes__1	60	0.883	1.000
VS_PURCHASE__Yes__1	60	0.867	1.000

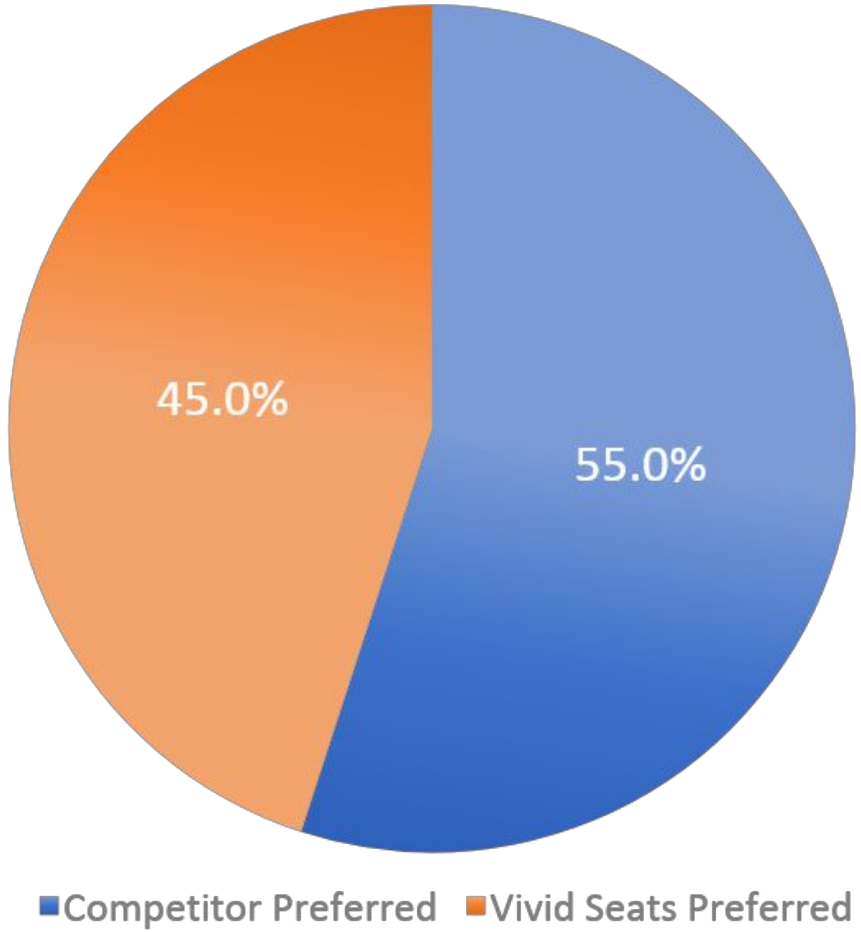
Paired T-Test

P-Value	0.0000375
Effect Size (Cohen's d)	0.576
Difference Between Averages (*VS_PURCHASE__Yes__1 - Vivid_Seats_First__1*)	0.37
Confidence Interval of Difference	0.20 to 0.53

Variables	Count	Average	Median
VS_PURCHASE__Yes__1	60	0.867	1.000
Vivid_Seats_First__1	60	0.500	0.500

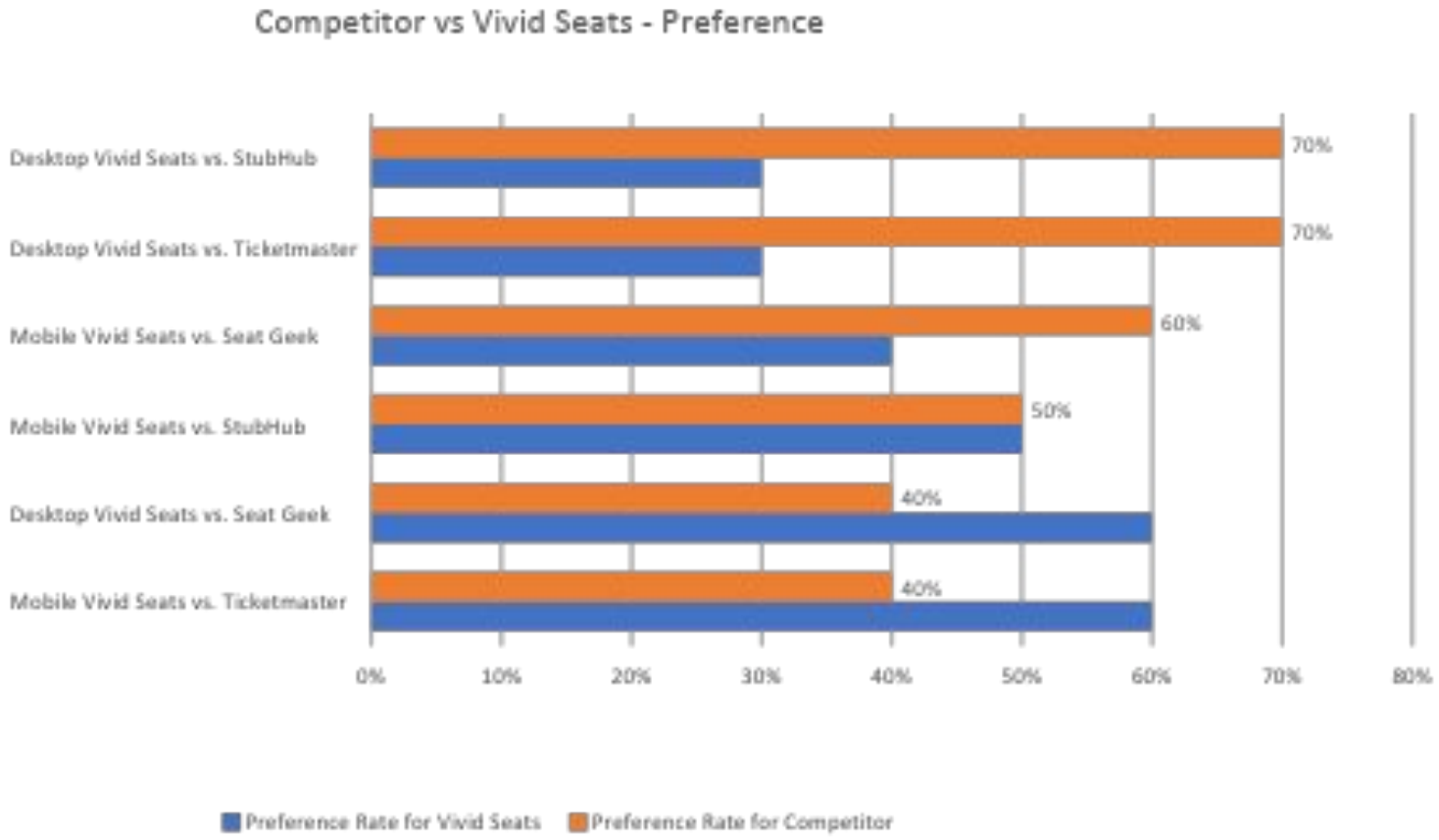
Retention for Vivid Seats may be more difficult than for competitors.

- On average, Vivid was preferred to return to less frequently than competitors (45%/55% respectively, n= 60, $p < 0.4$) however, there is only a 60% chance this will be observed at the population level.*
- Preference was tested against 74 variables, only two variables were associated: identifying as female, and SEQ.
  - Preference for Vivid Seats was associated with those who identify as Female ($p < 0.05$).
  - Self-reported ease of use ratings were positively correlated at the ($p < 0.001$ level).
  - No other variables were associated with preference including *prior familiarity.*
- Preference was measured after a retention-based scenario and inventory/SES agnostic priming; i.e. after the entire test participants were asked ***who they would like to go back to at a later time*** if they had no economic constraints.
- Therefore, these preference rates may be an important indicator for Retention KPIs.



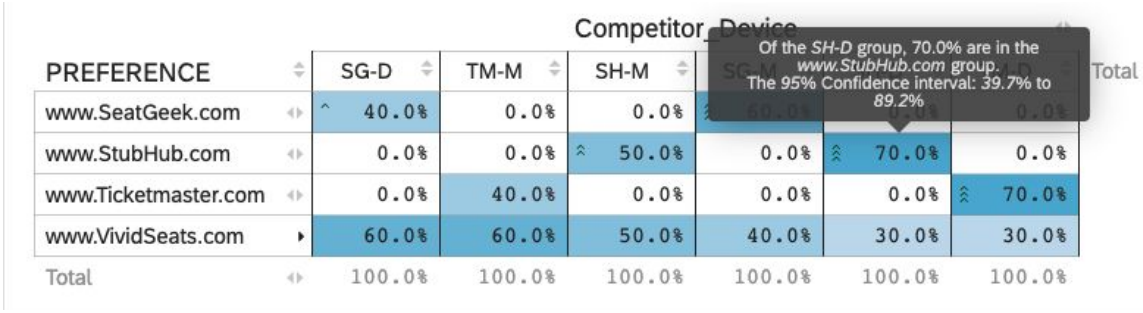
Vivid Seats Search is more preferred than Seat Geek Desktop & Ticketmaster Mobile Search

- Key Competitor Benchmarks:
  - **Least** preferred when compared to Ticketmaster & Stub Hub desktop experience (**30%**)
  - Most preferred when compared to Desktop Seat Geek (60%) and Ticketmaster Mobile (60%)



The preference over Seat Geek Desktop was statistically significant at the p < 0.05 level.

- There's a 95% chance that desktop users will prefer Vivid Seats over Seat Geek.
- However, there's a 99.9% chance that Desktop Users would prefer StubHub and Ticketmaster over Vivid Seats.
- Mobile is mostly a neutral preference territory.
  - There is a 99% chance that Mobile users would not prefer Stub hub any more than they would Vivid Seats (50/50 chance).
  - Nothing can be said about users at the population level for Ticketmaster mobile vs VS mobile – the preference was not statistically different.

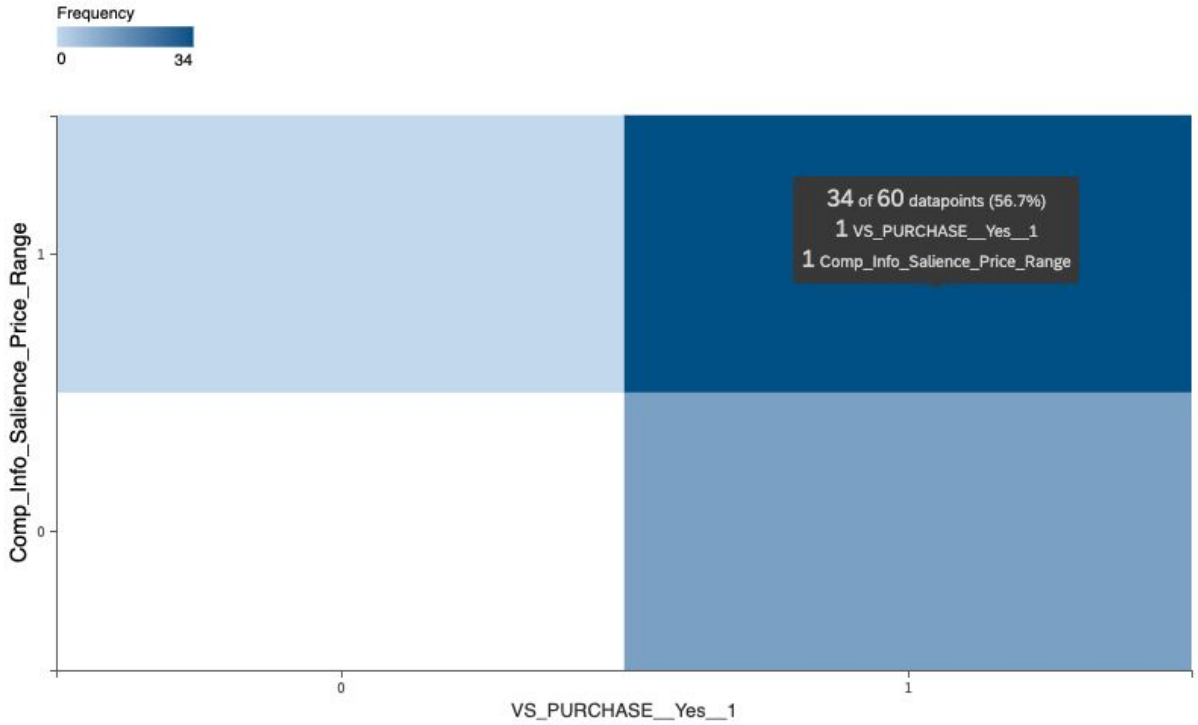


Having high competitor information price salience and comprehension (ISC) is **negatively correlated with deciding to make a purchase based on the first VS search task.**

Participants who were able to remember the price range for at least one event and state it outloud were less likely to make a purchase decision on VS. This is statistically significant at the $p < 0.5$ level).

Ranked Correlation (Recommended)

P-Value	0.0476
Effect Size (Spearman's rho)	-0.257
Confidence Interval of Effect Size	-0.479 to -0.00305
Sample Size	60



VS search ease of use is positively correlated with deciding to purchase (p < 0.001 level)

Participants who were able to decide to purchase on Vivid's site were moderately more likely to self report that the search task was was very easy and moderately more likely to report that "nothing was hard" to find or compare.

However, VS search SEQ is negatively correlated with finding and comparing price (p < 0.01 level).

VS_SEARCH_SEQ is positively correlated with **VS_PURCHASE__Yes__1**

Hide statistical test results

Ranked Correlation (Recommended)

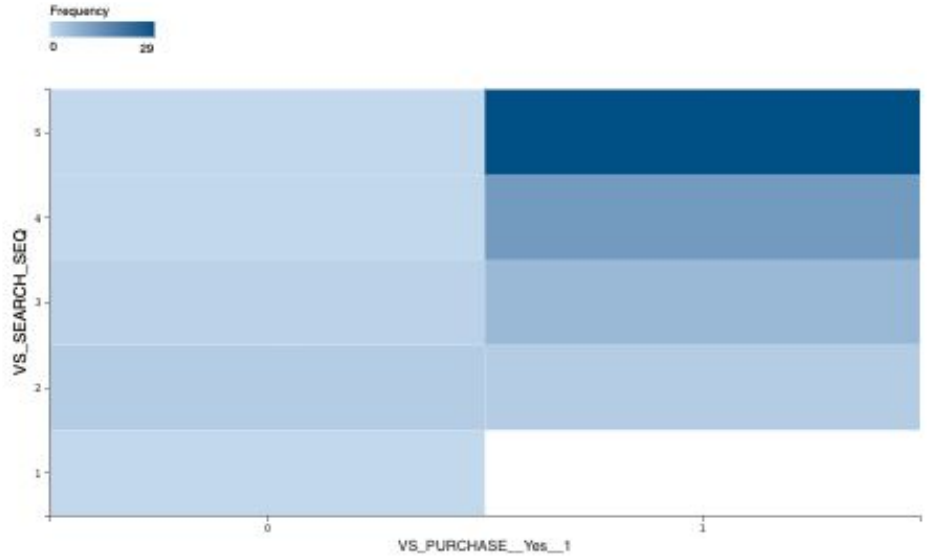
P-Value	0.000913
Effect Size (Spearman's rho)	0.417
Confidence Interval of Effect Size	0.183 to 0.607
Sample Size	60

Show unranked correlation results

Hide simple linear regression results

Simple Linear Regression

R-squared	0.236
Line of Best Fit	*VS_SEARCH_SEQ* = (1.56 x *VS_PURCHASE__Yes__1*) + 2.75 (See equation for predicting *VS_PURCHASE__Yes__1* from *VS_SEARCH_SEQ*)



VS search **ease of use** and **preference** is negatively correlated with **finding and comparing prices** (**p < 0.01 level**)

There is no statistically significant relationship between **price finding/comparing difficulty and brand awareness.**

More specifically, this was not associated with people who have never head of Vivid Seats. The later portion of this deck will analyze this issue more in depth since finding prices were not related to a lack of inventory for suitably priced events.

VS_Pricing_Hard2FindCompare is negatively correlated with **VS_PURCHASE__Yes__1**

Hide statistical test results

Ranked Correlation (Recommended)

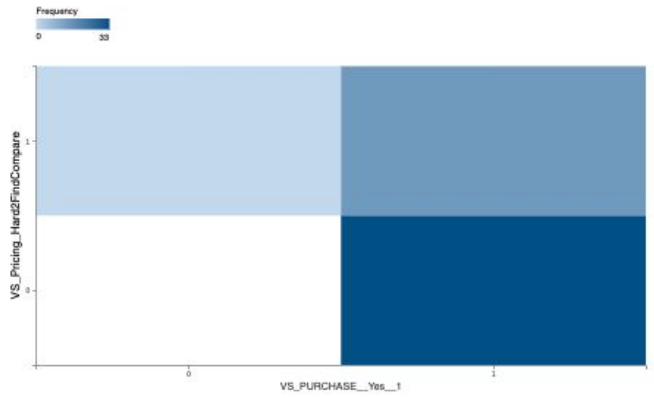
P-Value	0.000538
Effect Size (Spearman's rho)	-0.434
Confidence Interval of Effect Size	-0.619 to -0.202
Sample Size	60

Show unranked correlation results

Hide simple linear regression results

Simple Linear Regression

R-squared	0.188
Line of Best Fit	*VS_Pricing_Hard2FindCompare* = (-0.635 x *VS_PURCHASE__Yes__1*) + 1.00 (See equation for predicting *VS_PURCHASE__Yes__1* from *VS_Pricing_Hard2FindCompare*)



VS_Pricing_Hard2FindCompare is negatively correlated with **VS_SEARCH_SEQ**

Hide statistical test results

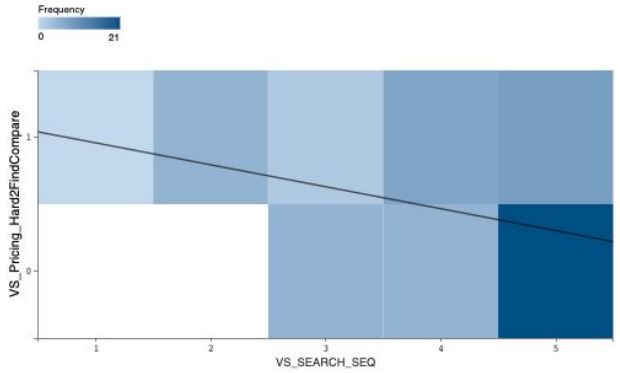
Correlation (Recommended)

P-Value	0.00481
Effect Size (Pearson's r)	-0.359
Confidence Interval of Effect Size	-0.562 to -0.116
Sample Size	60

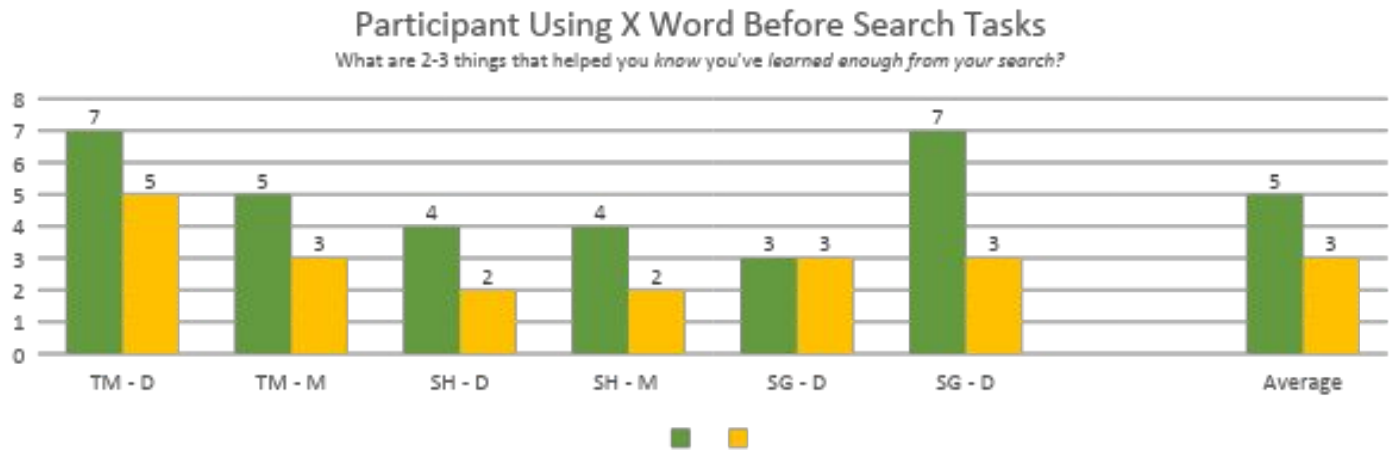
Simple Linear Regression

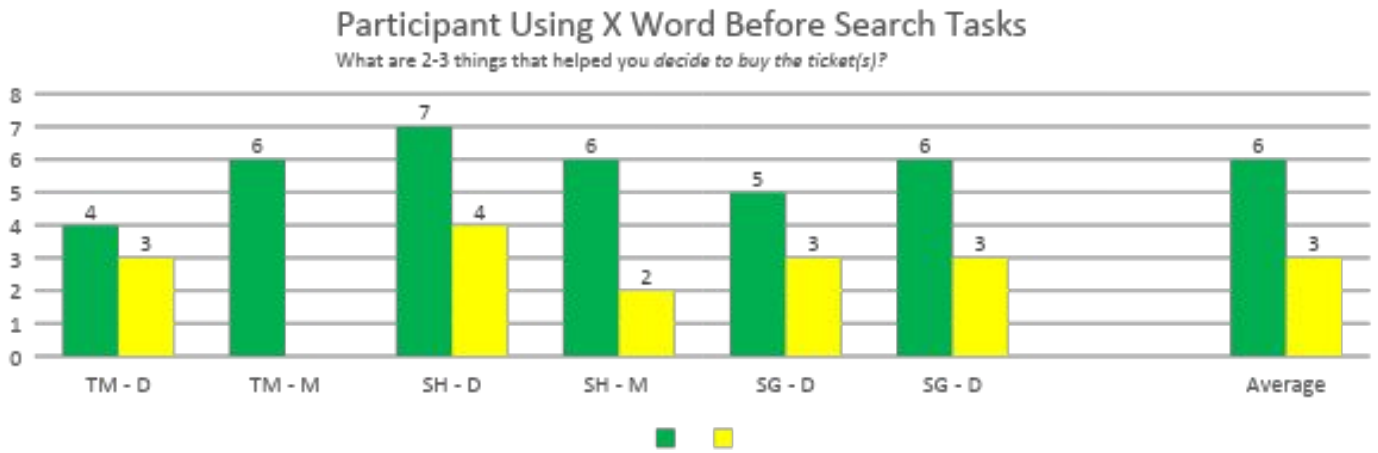
R-squared	0.129
Line of Best Fit	*VS_Pricing_Hard2FindCompare* = (-0.164 x *VS_SEARCH_SEQ*) + 1.12 (See equation for predicting *VS_SEARCH_SEQ* from *VS_Pricing_Hard2FindCompare*)

Show ranked correlation results



Participants wanted to know about price and decide on price, even before they arrived at the homepage.





Price was the **most common term** that participants used in order described what they needed to:

- *know* you've *learned enough from your search? [Top Graph]*
- *decide to buy the ticket(s)? [Bottom Graph]*

In both the *know* and the *do* question participants reported price almost twice as much as mentioning location.

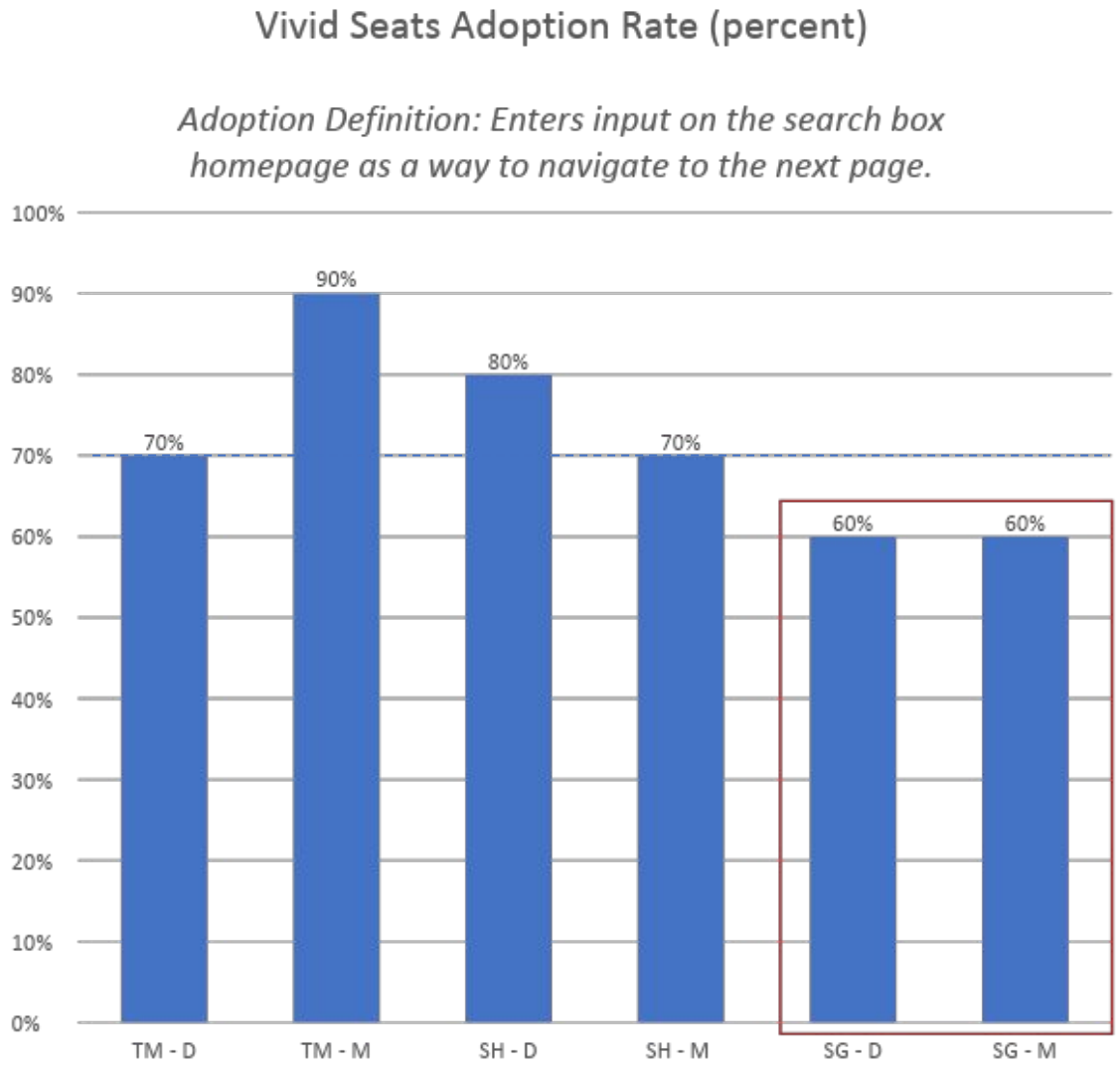
Users did not expect to use price information for navigational reasons. They wanted to know and decide on this for contextualization and transactional reasons. This has important implications for understanding the ***intent*** of adoption.

On average, 30% of VS homepage search query opportunities were not adopted.

Keep in mind, all participants were specifically instructed to use the “search box.” So for some test segments to observe 60% adoption is qualitatively significant.

Those participants who were in the Ticketmaster mobile group had the highest VS adoption rate.

40% of Seat Geek Desktop and Mobile participants did not VS homepage search query opportunities. Instead participants scrolled to other areas on the page, and or clicked on content in the page or in the drawer/menu.



Average	7.17
St.Deviation	1.17

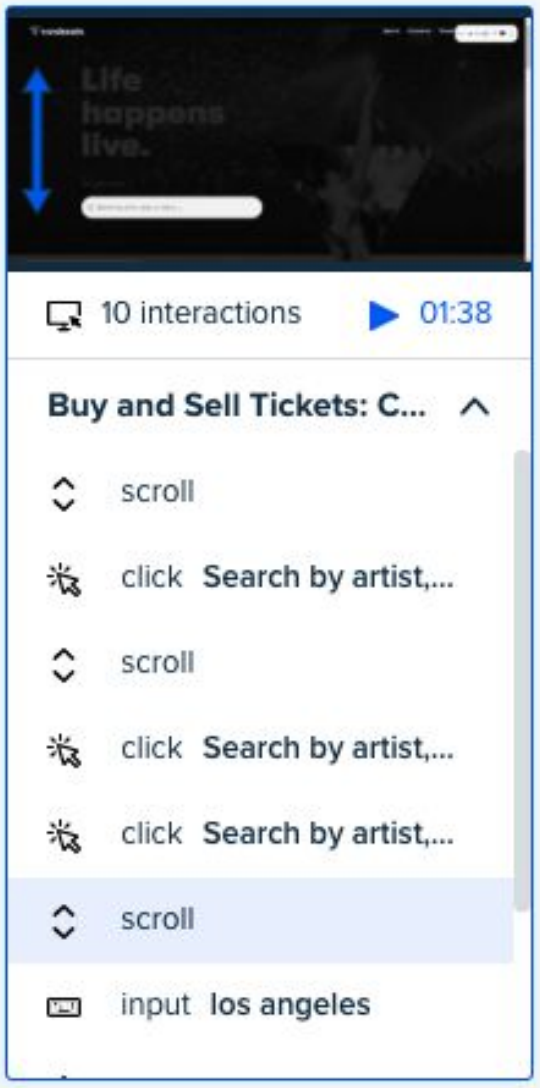
Overall participants had more interactions on the VS homepage, than competitors before adopting the search box.

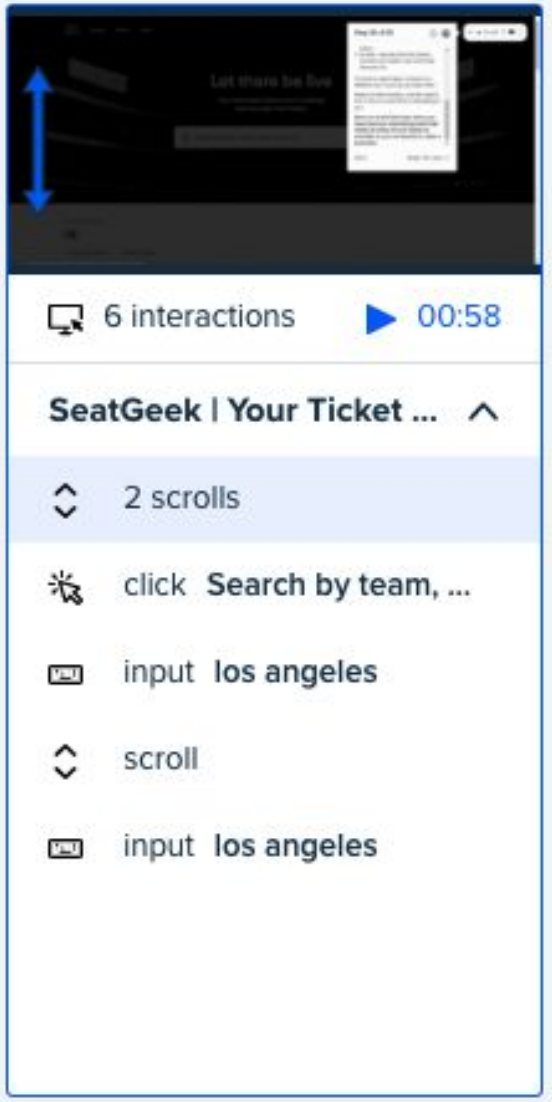
Keep in mind, all participants were specifically instructed to use the “search box.” So having an interactions before that is considered slightly negative.

See example right, the same participant scrolls 4 times on VS and only 2 times on competitor sites before providing input into the search bar.

However, scrolling on VS homepage was nearly 50% less than on competitor sites, on average. Some participants seem to not know there was content below, even when entering search box input.

In the latter portion of this deck we’ll explore why that is the case.





Most engagement metrics were moderately higher than VS, **but were negatively correlated with the competitor ease of use.**

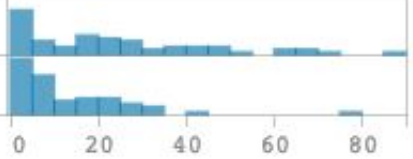
Clicks, page views, and unique page views were all significantly more than VS at the p 0.01 level. However, all three of these metrics were negatively associated with the participants' own **Competitor** SEQ rating.

Example right: The difference between the search task clicks on the competitors sites vs. Vivid was significantly more (about 11 more clicks). See next slide for SEQ correlation.

Paired T-Test

P-Value	< 0.00001
Effect Size (Cohen's d)	0.662
Difference Between Averages (*VS_SEARCH_Clicks - Comp_Search_Task__Clicks*)	-10.98
Confidence Interval of Difference	-15.27 to -6.70

Variables	Count	Average	Median	
Comp_Search_Task__...	60	22.9	19.0	
VS_SEARCH_Clicks	60	11.9	8.0	



Most engagement metrics were moderately higher than VS, **but were negatively correlated with the competitor ease of use, only!**

RE: Competitor Clicks, Page views and Unique Page views were **negatively associated** with the participants' own *Competitor* SEQ rating at the p <0.05 level.

But VS's clicks were not statistically associated with participant's own self-reported ease of use (SEQ to Click correlation shown right.)

COMP_Search_Task__SEQ is negatively correlated with **Comp_Search_Task__Clicks**

Hide statistical test results

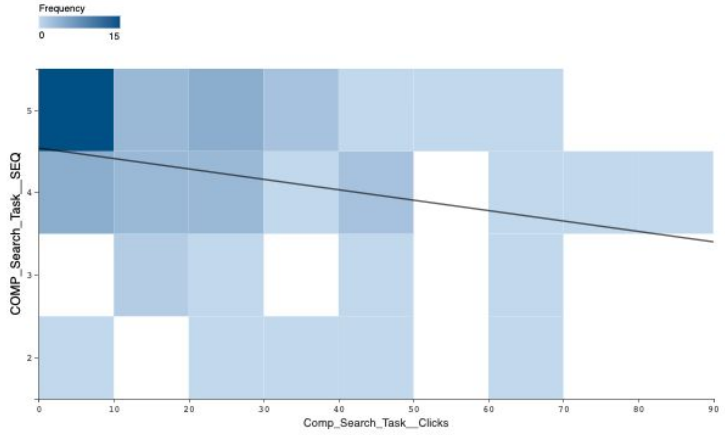
Correlation (Recommended)

P-Value	0.0223
Effect Size (Pearson's r)	-0.295
Confidence Interval of Effect Size	-0.510 to -0.0441
Sample Size	60

Simple Linear Regression

R-squared	0.0869
Line of Best Fit	*COMP_Search_Task__SEQ* = (-0.0126 x *Comp_Search_Task__Clicks*) + 4.54 (See equation for predicting *Comp_Search_Task__Clicks* from *COMP_Search_Task__SEQ*)

Show ranked correlation results



There is no statistically significant relationship between **VS_SEARCH_Clicks** and **VS_SEARCH_SEQ**

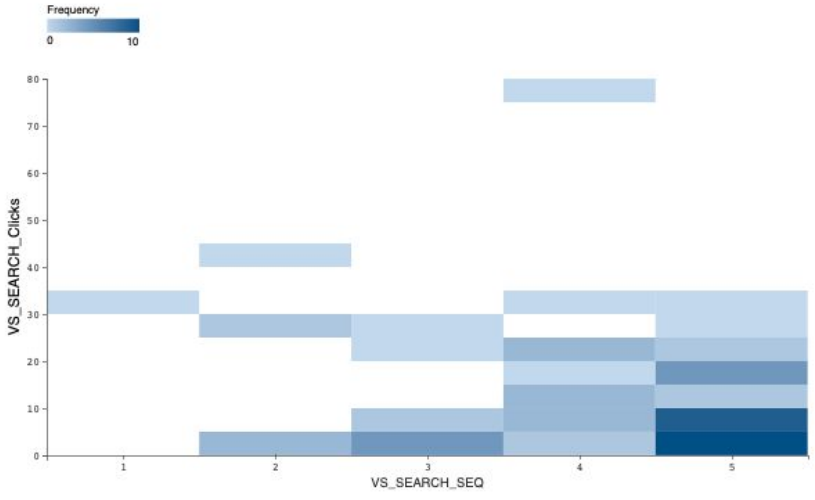
Hide statistical test results

Ranked Correlation (Recommended)

P-Value	0.462
Effect Size (Spearman's rho)	-0.0967
Confidence Interval of Effect Size	-0.342 to 0.161
Sample Size	60

Show unranked correlation results

Show simple linear regression results



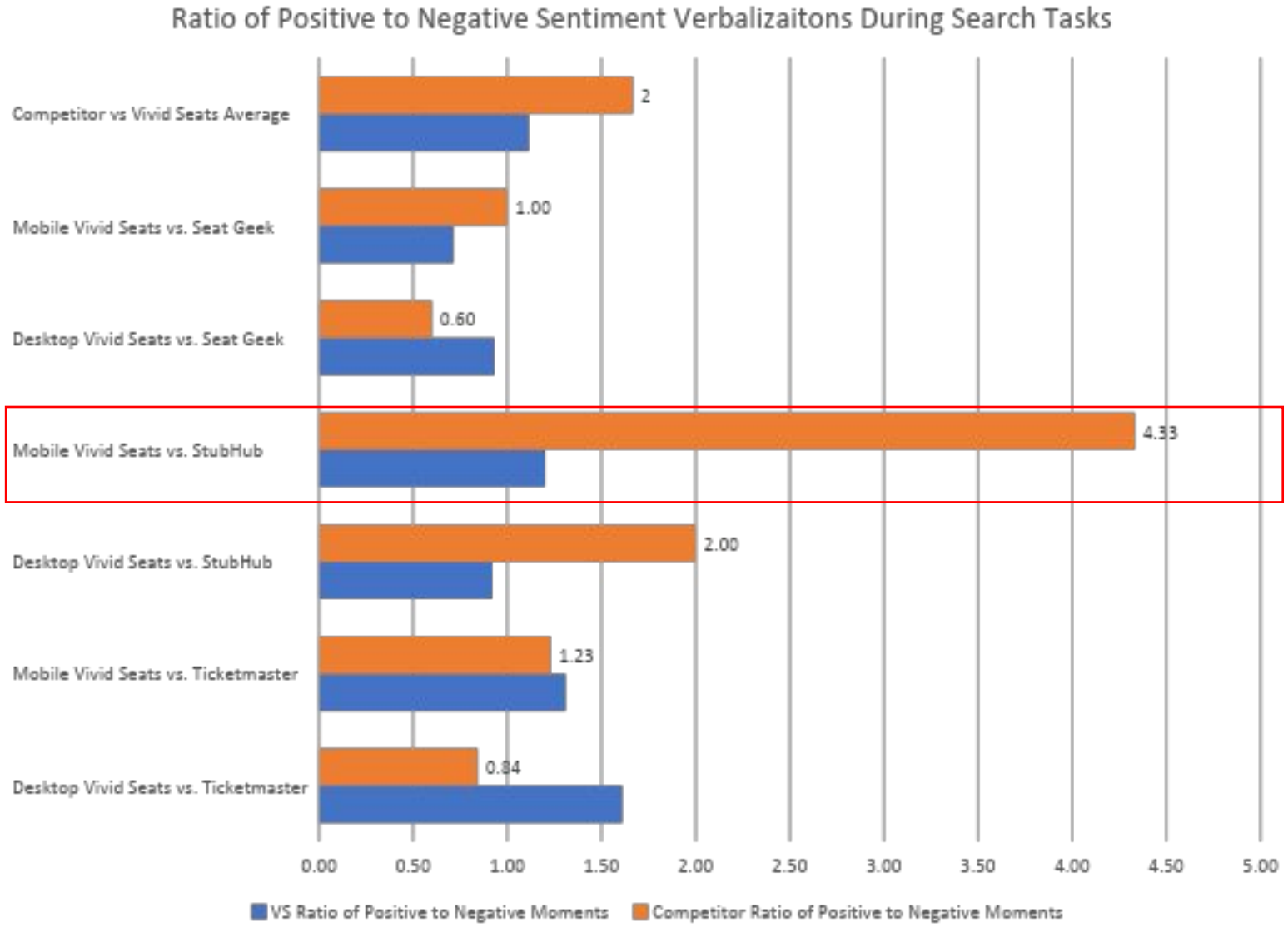
Competitor Search Tasks, on average, were associated with **twice as much positive sentiment** than Vivid Seats.

At the most, participants searching on **StubHub mobile's interface** had nearly 4 times as many positive to negative statements as they did with Vivid Seats Mobile.

The second highest positive to negative ratio was Stub Hub Desktop.

Sentiment was measured by using machine learning models trained on natural language processing of phrases and sentences.

This just so happens to match the test segment for the lowest NPS score (meaning that sentiment is similar to NPS and SEQ directionality.) See next slide for details.



The average Vivid Seats NPS score was -5, and is strongly positively correlated with SEQ.

Vivid Seats had the most promoters with Stubhub Desktop, and Ticketmaster Mobile.

Vivid Seats' highest NPS was 20, after being tested against Stubhub Desktop and Ticketmaster Mobile.

The standard ease of use score (SEQ) was had the strongest correlation to NPS ("Large" Effect size 0.648, p < 0.00001)

This indicates that machine learning sentiment is reliably associated with user's own self-reported ease of use.

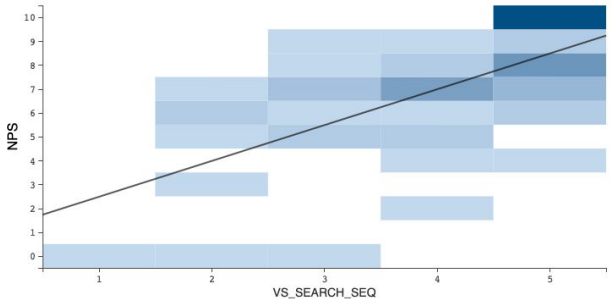
Vivid Seats NPS Score - After Search Testing with Competitor and Vivid

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.

	DESKTOP			MOBILE		
Competitor Priming	**Ticketmaster**	**Stubhub**	**SeatGeek**	**Ticketmaster**	**Stubhub**	**SeatGeek**
NPS Score	**-30**	**20**	**10**	**20**	**0**	**-50**
%Detractors	50	20	20	20	30	60
%Passives	30	40	50	40	40	30
%Promoters	20	40	30	40	30	10

P-Value	< 0.00001
Effect Size (Pearson's r)	0.648
Confidence Interval of Effect Size	0.472 to 0.775
Sample Size	60



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.

How to use these slides

HIGH | MEDIUM | LOW

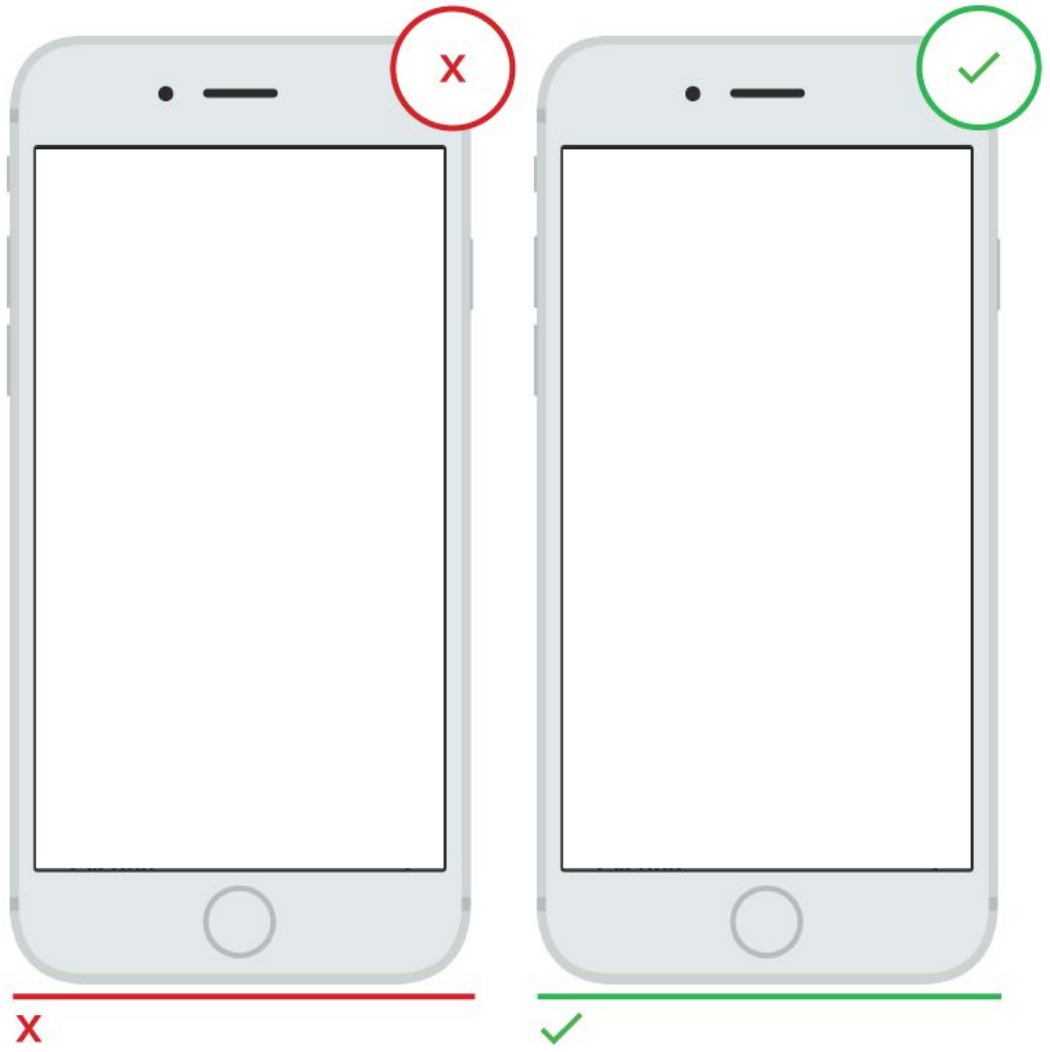
These colors address the priority and/or severity in relation to other problems in this deck or in the experience of the primary researcher.

This is a description of the design, engineering, operational or product problem [Ex. Clarity]

These symbols can be used to track meta themes across the studies. Most of them are taken from NN Group's 10 Heuristics. Further details/screenshots may be linked in the appendix.

RECOMMENDATION

This is a general guideline that can help remediate the design, engineering, or misc. product problem. To the right there is an example. These are not directions for design, engineering, operations or product. They are illustrative tools to supplement words.



These may be in desktop format too. *Wherever possible slides show screenshots of what is happening and what could be an alternative.*

#1 - Place drop-down interactions well above the fold.

HIGH

Drop down interactions that are provided via search box suggestions are below the fold. User enters search criteria and then relevant content below the fold is hidden.*

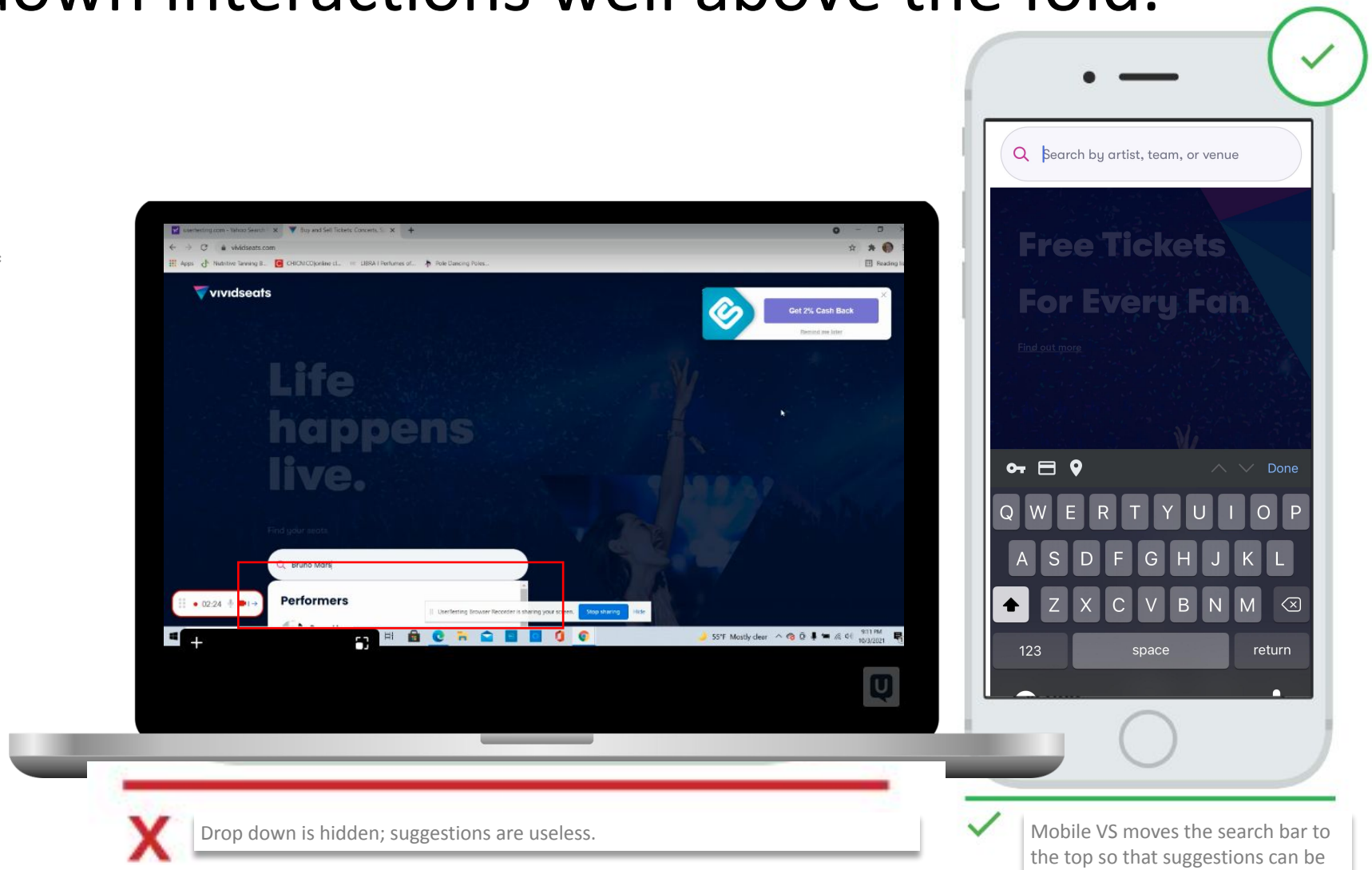
Users cannot see or confirm the event that they desire. If a participant is zoomed out to 125% they will not know that there are suggestions. Participants may scan the rest of the page to see if there is something returned from the entered search text. See appendix for details.

RECOMMENDATION

All drop downs should never be presented below the fold, especially sensitive first order tasks (like search).

Consider mirroring the VS mobile search box behavior on desktop, especially if user sessions are zoomed in at 125%.

For other drop-down interactions consider **auto scrolling the user up** so that the full drop down can be scrolled through by the user (especially



Drop down is hidden; suggestions are useless.

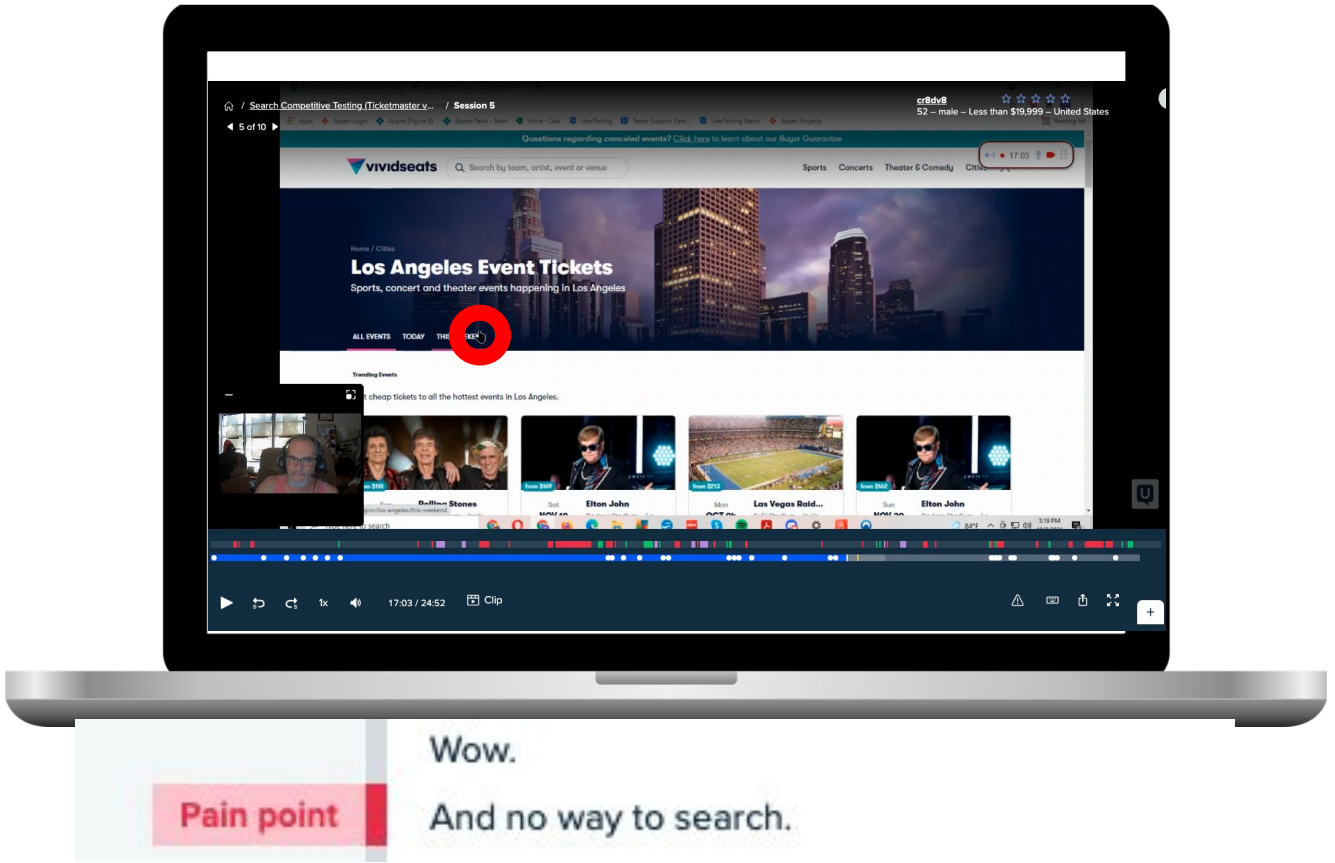
Mobile VS moves the search bar to the top so that suggestions can be viewed

#2 - Search box header placement was not expected.

HIGH | MEDIUM | LOW

The search bar is not static (as a header) on every page. Users only know it' there if they interacted with it first, and saw it move to the top.

Many users scrolled away from the search box and never interacted with it. Therefore, they did not know a search box lied above in the header.
17:03 - The red circle indicates where the user is looking, but is literally where their mouse is when they verbalize that there is "no way to search." (VS NPS 4)



RECOMMENDATION

Always teach users where previous components transitioned.

Consider keeping the search box static at the top of the page as users scroll down; this happens sometimes on subsequent pages, but does not on the homepage.

Consider making search and filtering options where tabs are on pages like these (see right.)

#3 – Make pricing signifiers earlier and stronger

HIGH

The minimum price range (signified by the green pill) is not strong enough or doesn't exist at all. It also competes for attention since its container shape is non-unique.

Participants who only reported price as the hardest thing to find and compare, *and* preferred the competitor indicated that prices was the most difficult thing to determine before deciding to make a purchase.

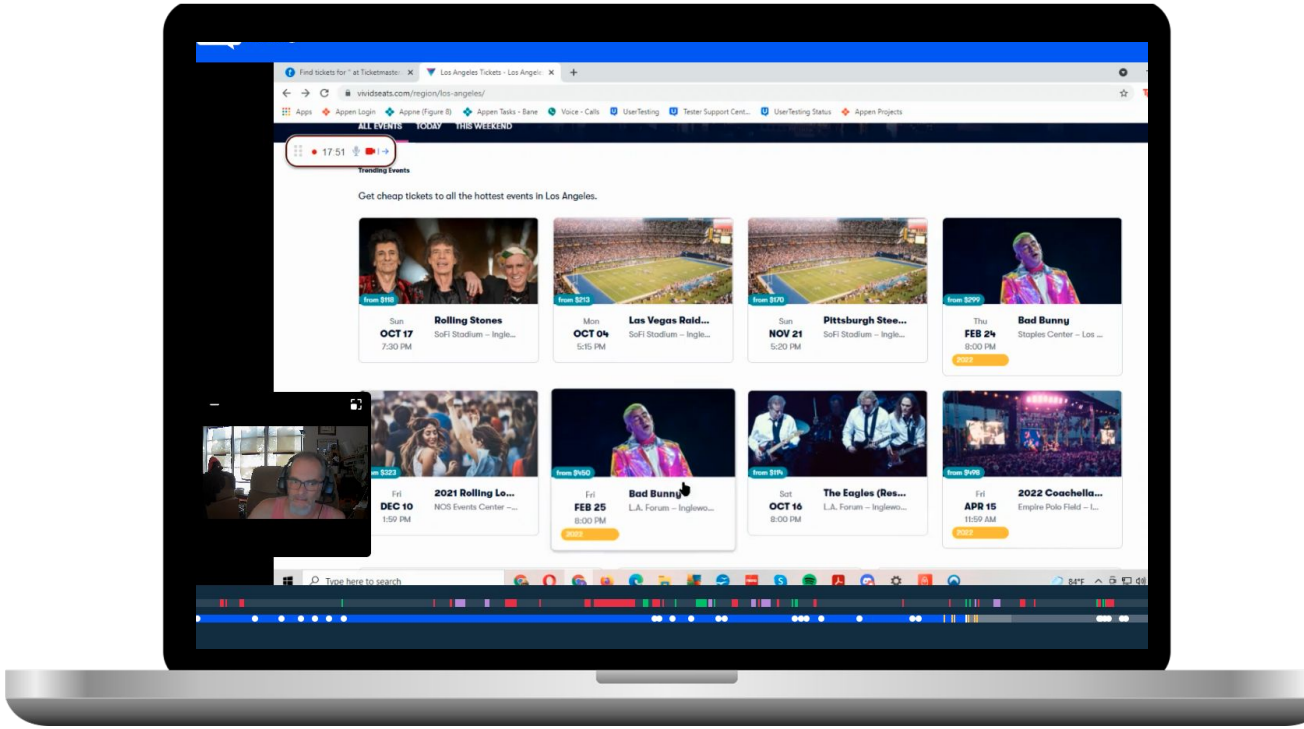
This forces users to go back through the beginning of the search process several times to find the price.

RECOMMENDATION

Provide pricing filters on every page with more than one event.

Provide pricing signifiers as early as possible. Some competitors provide this within the search suggestions drop down.

Increase the signifier strength with larger font and unique containers (note that the pill container is also being used for "2022" flagging.



X

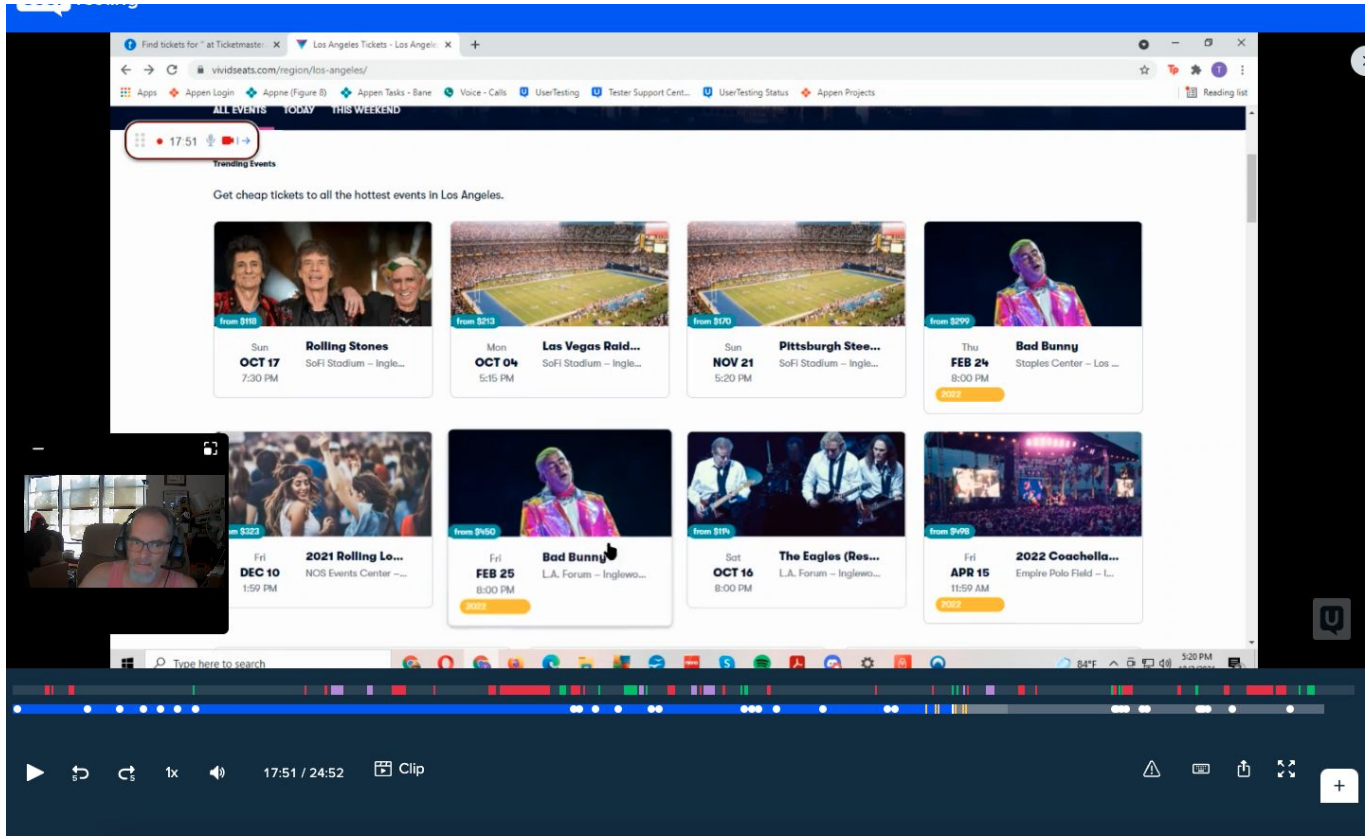
The price information is too small for the intent of our users (re: price is the strongest contextualizing and transacting piece of information for our users.)

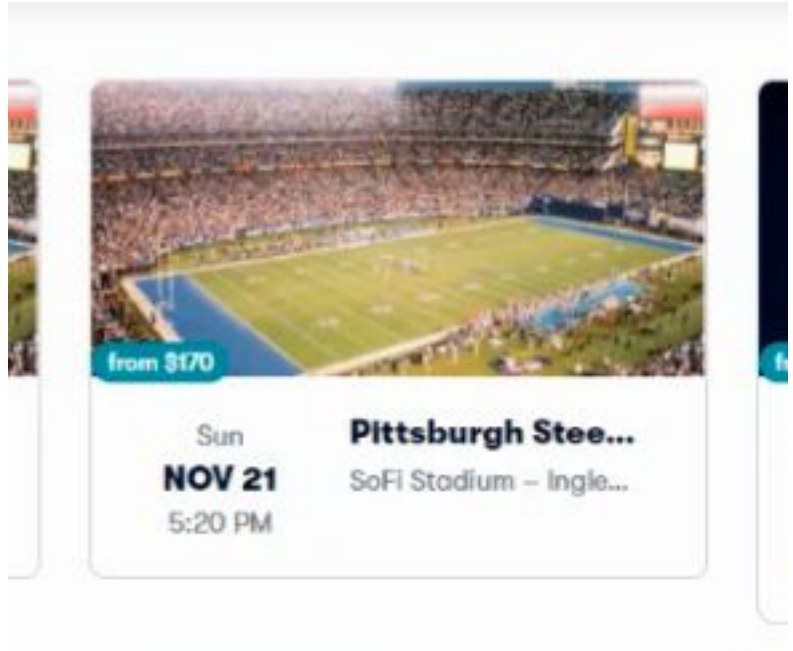
Here user is about to make the same mistake again (has already been to the production page with content that is too expensive- participant doesn't notice the green pill that states where the price starts.

#3 – Make pricing signifiers earlier and stronger

HIGH

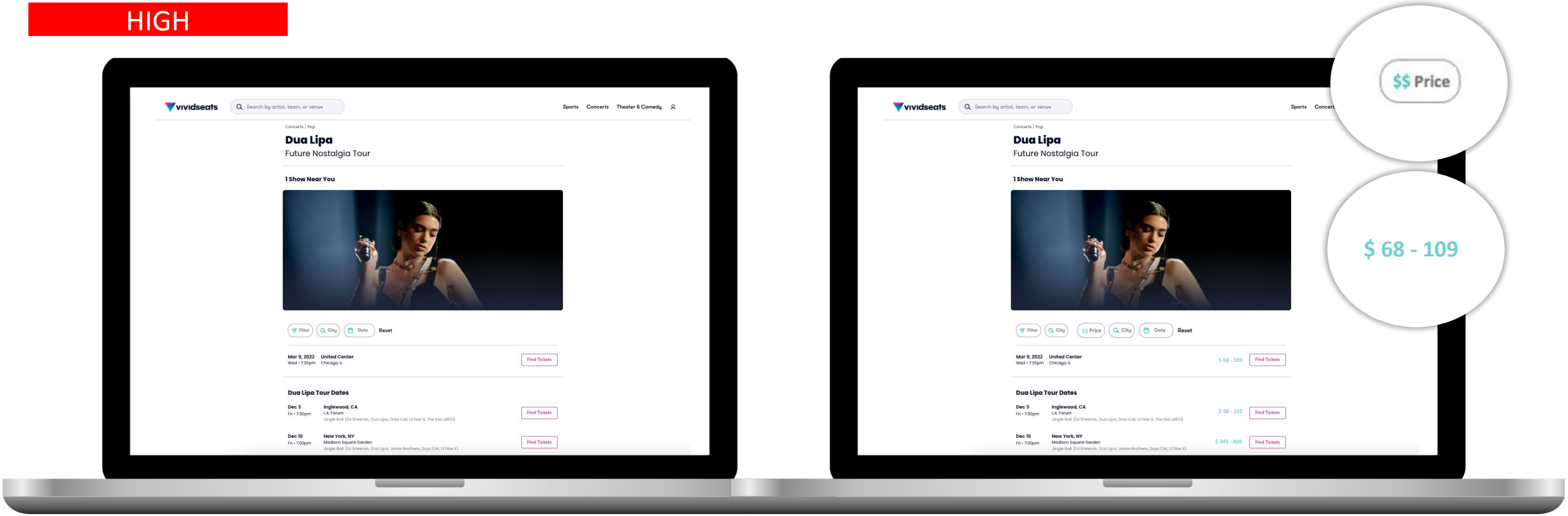
User is about to make the same mistake again, doesn't notice the green pill that states where the price starts





#3 – Cont’d Make pricing signifiers earlier and stronger

HIGH



X

There is no price signifier or filter on this page. Users must click into each “find tickets” button to see the price range.

Has a pricing minimum and max range, just like the production page.

Note that competitors don’t do this on every page. So this could be strategic differentiation.

#4 – Price Affordances are misleading

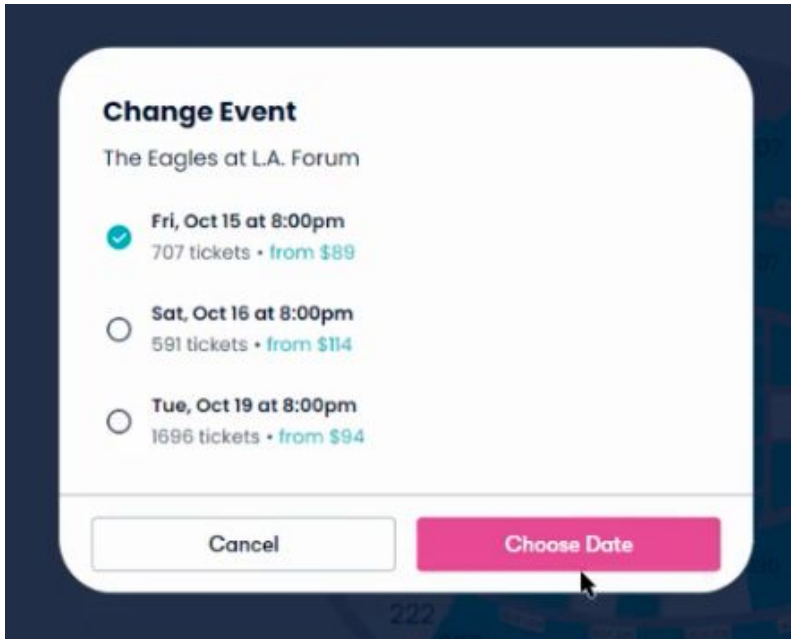
HIGH

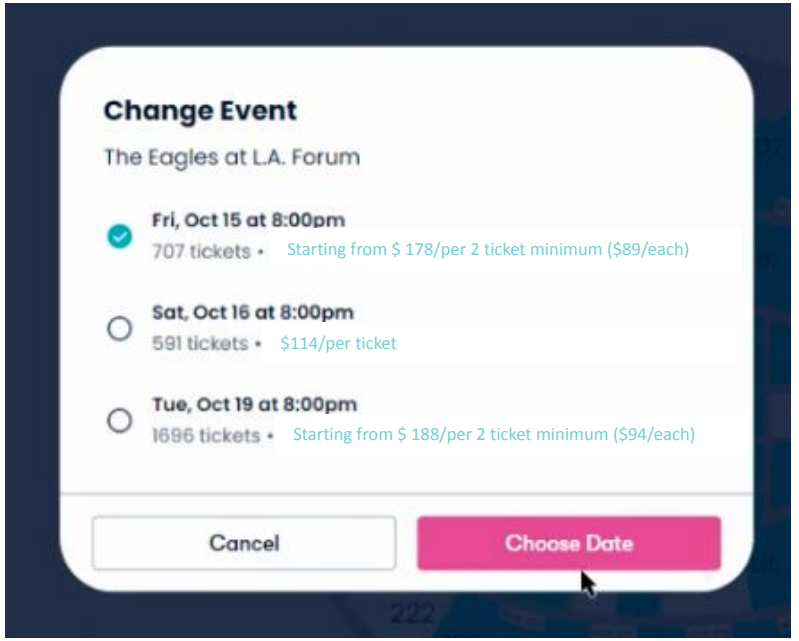
Price signifiers act as **false positives** for navigation, causing significant re-work.

Users expect prices to be **per unit available. Match between the real-world and the system.**

Also, Jacobs law tells us that users spend most of their time on other sites. This means that users prefer your site to work the same way as all the other sites they already know.

This can have serious effects on brand perception.





RECOMMENDATION

Never user the word “from” if it’s not possible to start there, because that’s not where users will be going “from.”

Always show users where the bottom of the per unit pricing starts.

X

Make price minimums *from the perspective of the user,* if it is not possible to spend $89 only then do not use the word “from.”

Here user is about to make the same mistake; $89 ends up being $178, because the unit starts at 2.

Uses the price that it is possible to start from.

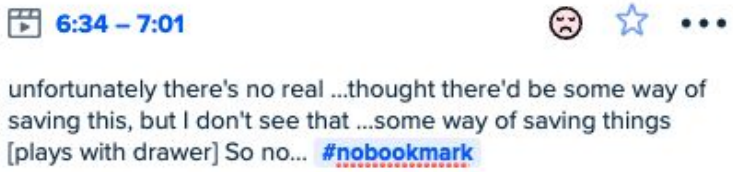
Consider showing the unit minimum that is available.

5 – Coming back requires memorizing the path

LOW

There are no ways to compare this information with new information at later time. Coming back to information requires a high cognitive load –if users can't make a decision now, they have to do it all over again.

Participants did not use the bookmark on their browser or indicate doing such. **Consider the principle of *Flexibility, Efficiency, and Recognition over Recall***

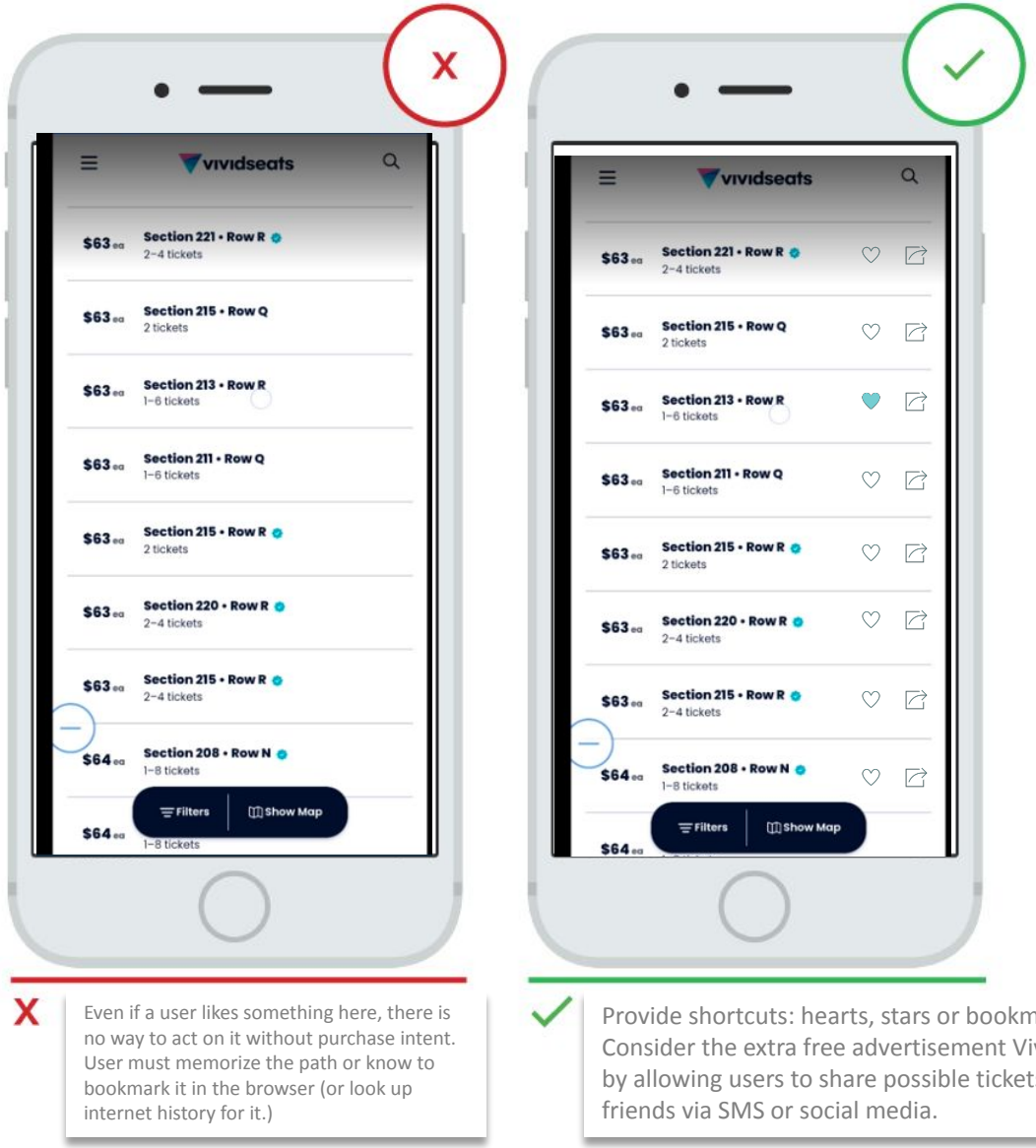


RECOMMENDATION

Provide accelerators like keyboard shortcuts for bookmarking within the experience (ex: (starring, hearting, ***sharing***).

Note: the placement of this does not have to just be on the production page. Further research should test where and how often these types of options should appear.

Consider Medium's forced share/highlight model. Users can share as soon as they highlight or star something.



Recommendations summary (abridged)

RECOMMENDATION	
HIGH	• All drop downs should never be presented below the fold, especially sensitive first order tasks (like search). **Audit the entire experience for this.** • For other drop-down interactions consider **auto scrolling the user up** so that the full drop down can be scrolled through by the user (especially in forms.) • Always teach users where components move to; keep header components static always.
HIGH	• Provide pricing filters on every page with more than one event. • Provide pricing signifiers as early as possible. (Some competitors provide this within the search suggestions drop down.) • Never user the word “from” if it’s not possible to start there - Always show users where the bottom of the per unit pricing starts. Re: Information should be from the ***perspective of the user, not the seller.***
LOW	• Provide accelerators like keyboard shortcuts for bookmarking within the experience (ex: (starring, hearting, ***sharing***).

Appendix

Study Limitations; Test Artifacts; Special Findings

Imagine this scenario:

*I'm really excited - at some point, I'm going to go to a live event! The sooner the better!

For now, I just need to learn some things about an event: what's out there, where the information is, and how to get it.

If I find some thing interesting, I have to consider some things:

Today I only have $100.
I live in Los Angeles, CA.
The event should be an afternoon or evening event since I work during the day.
Maybe I'll go to another city!! And take off work! Although, the closer the better.
At best, I actually find the closest, soonest and lowest cost event that interests me.
If I have to wait longer, or travel to a different city, I'll just go at a later time.*

Based on this scenario, use the search box to find an event that is interesting to you.

Move on to the next task when you have found an interesting event that meets as many of your needs as possible or you can decide to make a purchase.

Task & Scenario Prompt 1

Contextualization, Navigational, and Transactional Priming

NPS is positively correlated with **VS_PURCHASE__Yes__1**

Hide statistical test results

Ranked Correlation (Recommended)

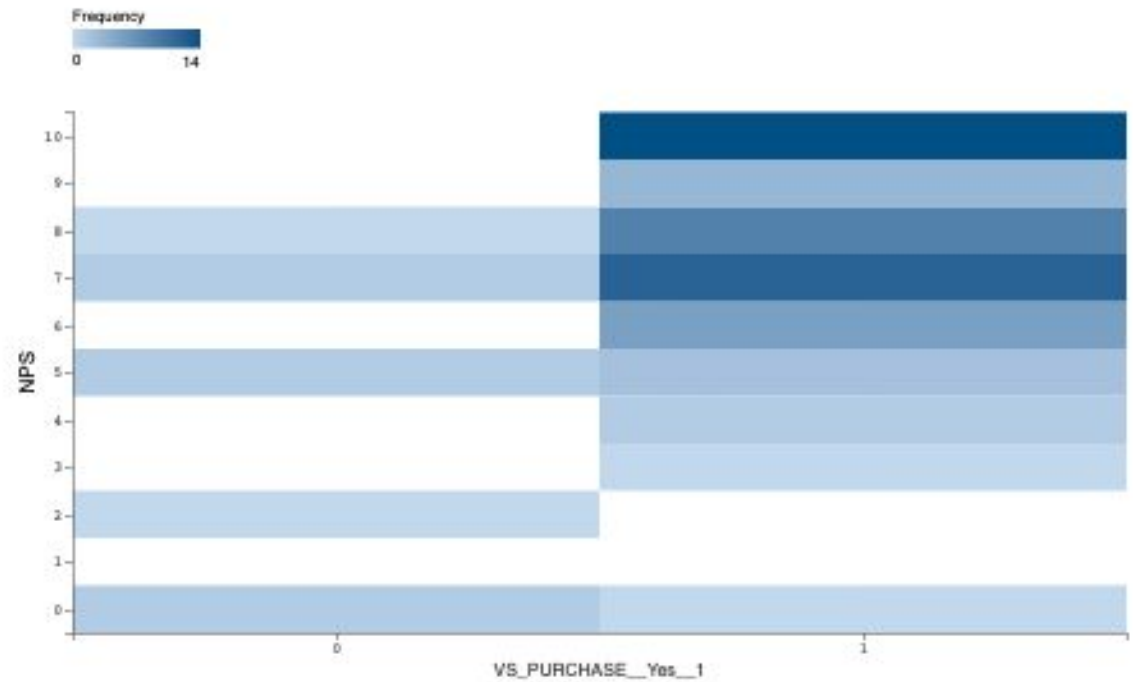
P-Value	0.00394
Effect Size (Spearman's rho)	0.367
Confidence Interval of Effect Size	0.125 to 0.568
Sample Size	60

Show unranked correlation results

Hide simple linear regression results

Simple Linear Regression

R-squared	0.200
Line of Best Fit	*NPS* = (3.33 x *VS_PURCHASE__Yes__1*) + 4.25 (See equation for predicting *VS_PURCHASE__Yes__1* from *NPS*)



COMP_Location_Hard2FindCompare is negatively correlated with **COMP_PURCHASE__Yes__1**

Hide statistical test results

Ranked Correlation (Recommended)

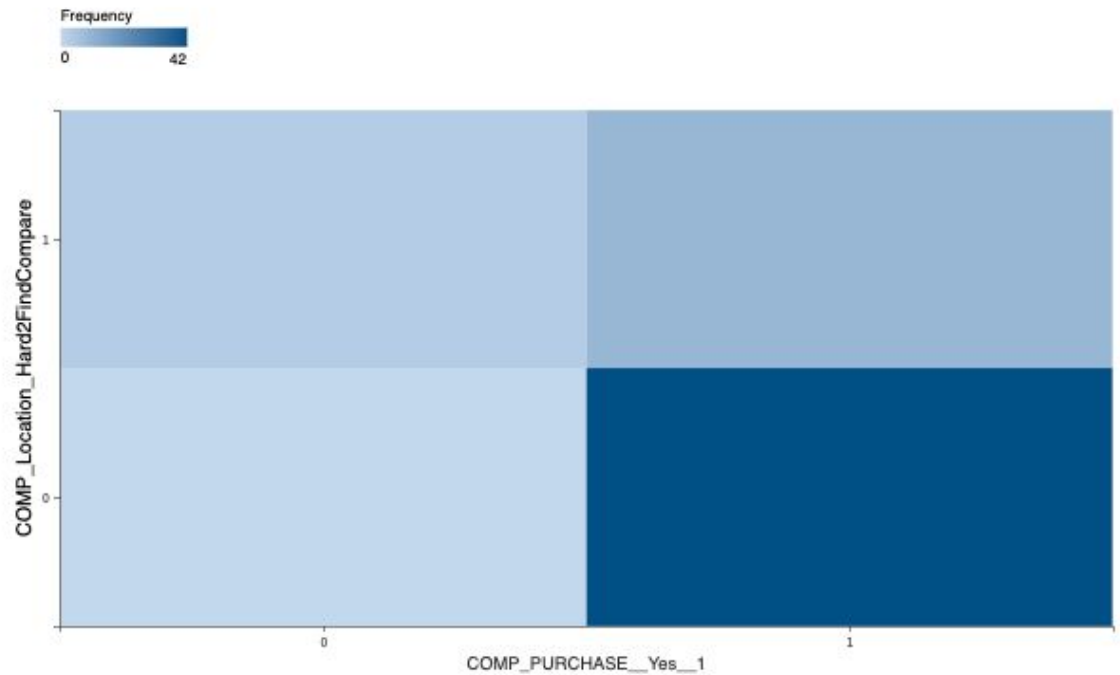
P-Value	0.00383
Effect Size (Spearman's rho)	-0.368
Confidence Interval of Effect Size	-0.569 to -0.126
Sample Size	60

Show unranked correlation results

Hide simple linear regression results

Simple Linear Regression

R-squared	0.135
Line of Best Fit	*COMP_Location_Hard2FindCompare* = (-0.507 x *COMP_PURCHASE__Yes__1*) + 0.714 (See equation for predicting *COMP_PURCHASE__Yes__1* from *COMP_Location_Hard2FindCompare*)



VS_SEARCH_SEQ is negatively correlated with **COMP_PURCHASE__Yes__1**

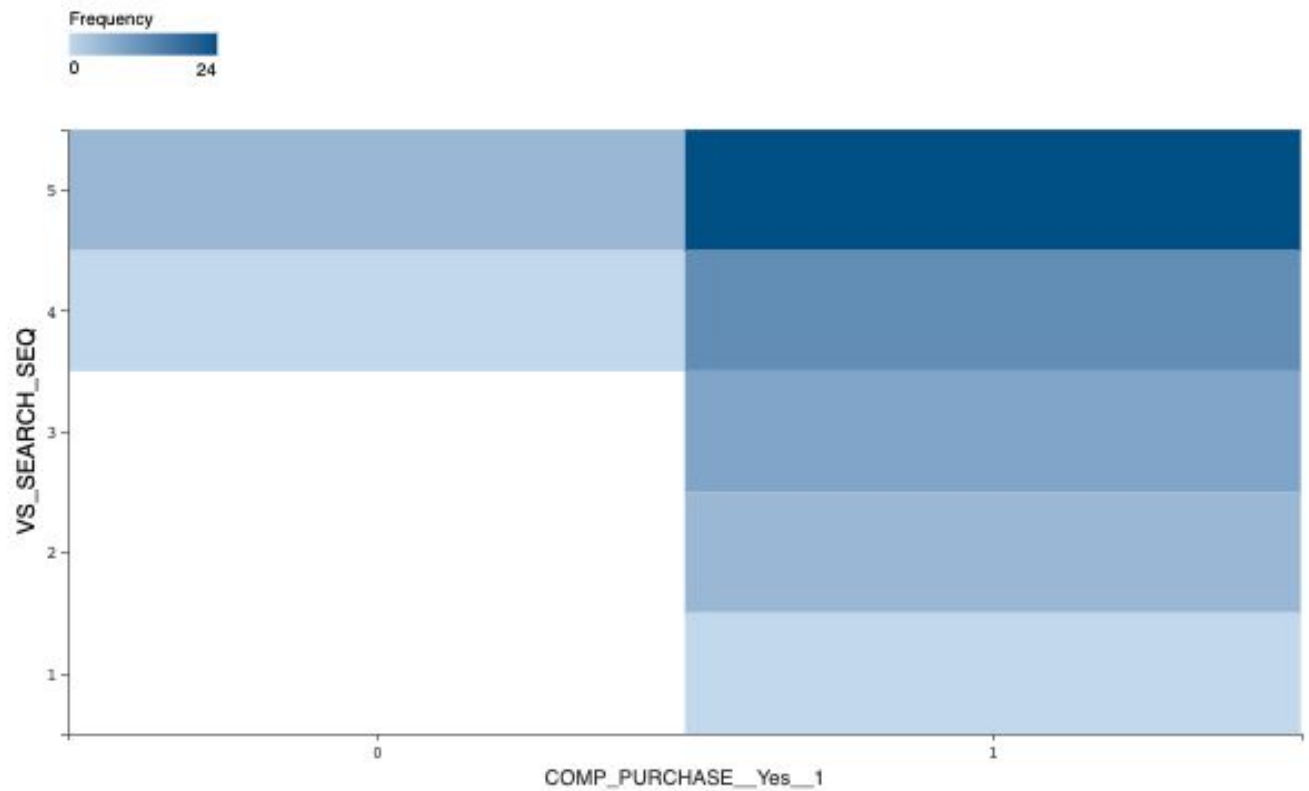
Hide statistical test results

Ranked Correlation (Recommended)

P-Value	0.0380
Effect Size (Spearman's rho)	-0.269
Confidence Interval of Effect Size	-0.489 to -0.0158
Sample Size	60

Show unranked correlation results

Show simple linear regression results



•Deciding to purchase after the search task does not statistically differ between Vivid and Competitors

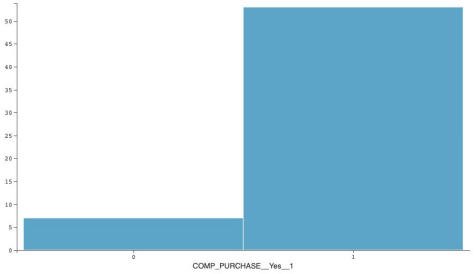
Summary of **COMP_PURCHASE__Yes__1**

Sample Size	Median	Average	Confidence Interval of Average	Standard Deviation	Minimum	Maximum	Sum
60	1	0.9	0.80 to 0.97	0.3	0	1	53

Show percentile values

Bucketing

Percent | Count



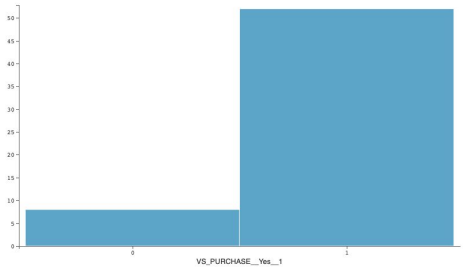
Summary of **VS_PURCHASE__Yes__1**

Sample Size	Median	Average	Confidence Interval of Average	Standard Deviation	Minimum	Maximum	Sum
60	1	0.9	0.78 to 0.96	0.3	0	1	52

Show percentile values

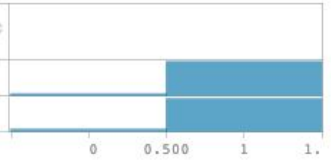
Bucketing

Percent | Count



P-Value	0.799
Effect Size (Cohen's d)	0.033
Difference Between Averages (*COMP_PURCHASE__Yes__1 - VS_PURCHASE__Yes__1*)	0.02
Confidence Interval of Difference	-0.11 to 0.15

Variables	Count	Average	Median	
COMP_PURCHASE__Yes__1	60	0.883	1.000	
VS_PURCHASE__Yes__1	60	0.867	1.000	



Prefers Vivid (=1) over Competitor (=0) is positively correlated with **VS_SEARCH_SEQ**

Hide statistical test results

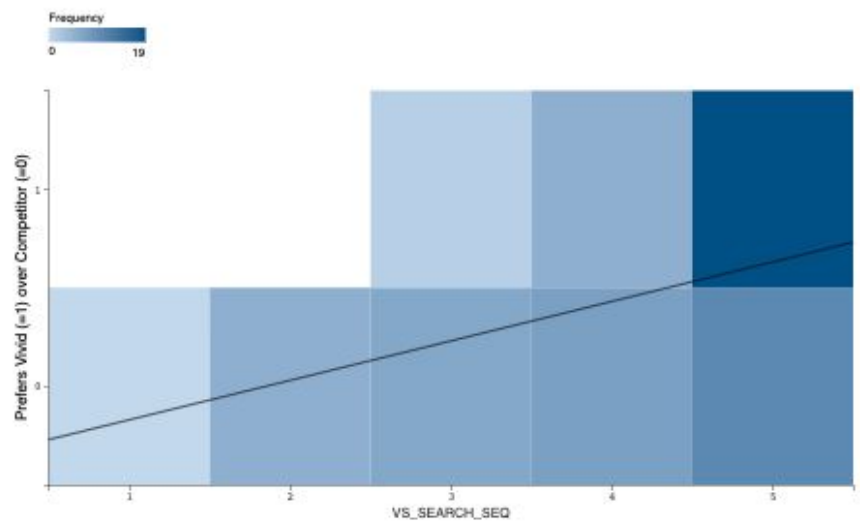
Correlation (Recommended)

P-Value	0.000448
Effect Size (Pearson's r)	0.439
Confidence Interval of Effect Size	0.208 to 0.624
Sample Size	60

Simple Linear Regression

R-squared	0.193
Line of Best Fit	*Prefers Vivid (=1) over Competitor (=0)* = (0.200 x *VS_SEARCH_SEQ*) - 0.371 (See equation for predicting *VS_SEARCH_SEQ* from *Prefers Vivid (=1) over Competitor (=0)*)

Show ranked correlation results



Prefers Vivid (=1) over Competitor (=0) is positively correlated with **NPS**

Hide statistical test results

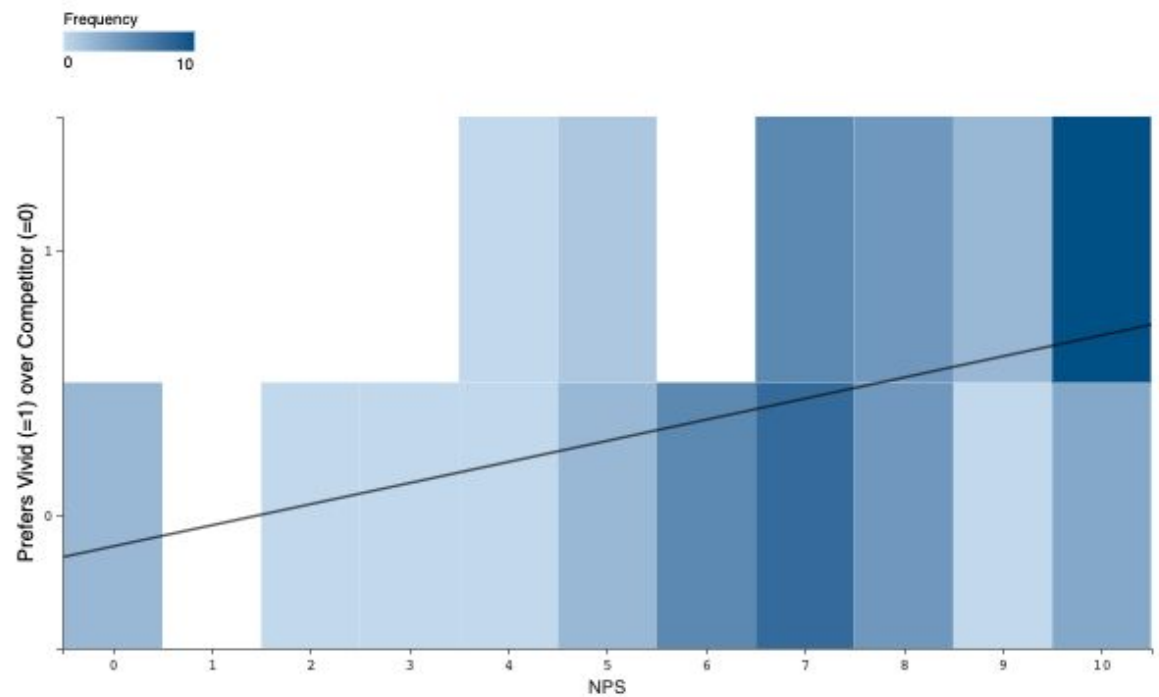
Correlation (Recommended)

P-Value	0.00140
Effect Size (Pearson's r)	0.403
Confidence Interval of Effect Size	0.166 to 0.596
Sample Size	60

Simple Linear Regression

R-squared	0.163
Line of Best Fit	*Prefers Vivid (=1) over Competitor (=0)* = (0.0794 x *NPS*) - 0.116 (See equation for predicting *NPS* from *Prefers Vivid (=1) over Competitor (=0)*)

Show ranked correlation results



Female tends to have higher values for **Prefers Vivid (=1) over Competitor (=0)** than **Male**

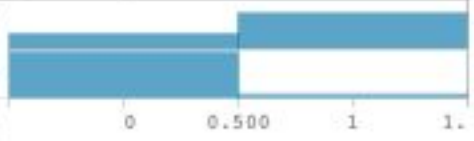
T-Test (Recommended)

P-Value	0.0413
Effect Size (Cohen's d)	0.550
Difference Between Averages (Female - Male)	0.264
Confidence Interval of Difference	0.0108 to 0.516

Show *ranked* T-Test results

Reorder/Recode | Bucketing

Gender	Sum	Count	Average	Median
Female	17.000	29	0.586	1.000
Male	10.000	31	0.323	0.000
Total (2)	27.000	60	0.450	0.000



Prefers Vivid (=1) over Competitor (=0) is negatively correlated with **COMP_PURCHASE__Yes__1**

Hide statistical test results

Ranked Correlation (Recommended)

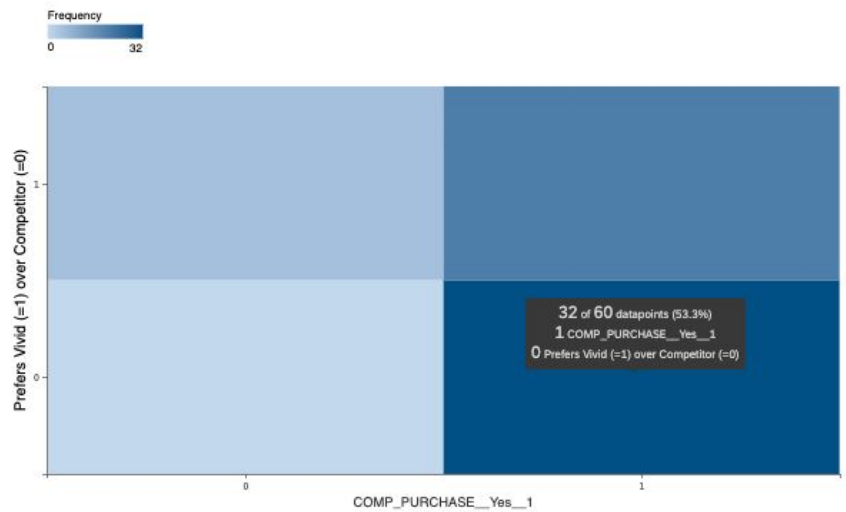
P-Value	0.0210
Effect Size (Spearman's rho)	-0.297
Confidence Interval of Effect Size	-0.513 to -0.0470
Sample Size	60

Show unranked correlation results

Hide simple linear regression results

Simple Linear Regression

R-squared	0.0885
Line of Best Fit	*Prefers Vivid (=1) over Competitor (=0)* = (-0.461 x *COMP_PURCHASE__Yes__1*) + 0.857 (See equation for predicting *COMP_PURCHASE__Yes__1* from *Prefers Vivid (=1) over Competitor (=0)*)



VS_SEARCH_Clicks is negatively correlated with **VS_RETENTION_SUCCESS**

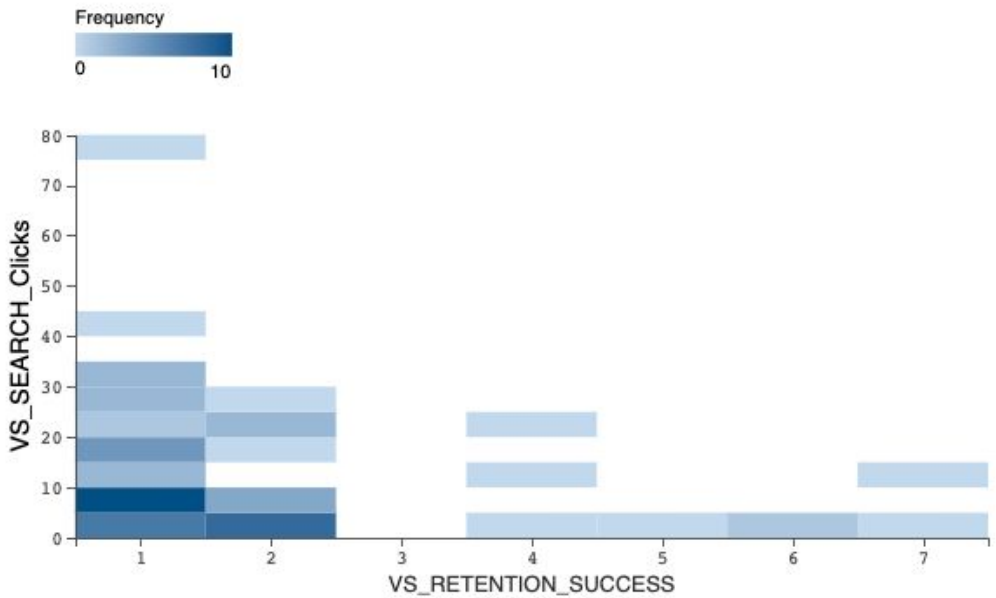
Hide statistical test results

Ranked Correlation (Recommended)

P-Value	0.0138
Effect Size (Spearman's rho)	-0.317
Confidence Interval of Effect Size	-0.528 to -0.0680
Sample Size	60

Show unranked correlation results

Show simple linear regression results



VS_SEARCH_Clicks is negatively correlated with **COMP_Search_Task__SEQ**

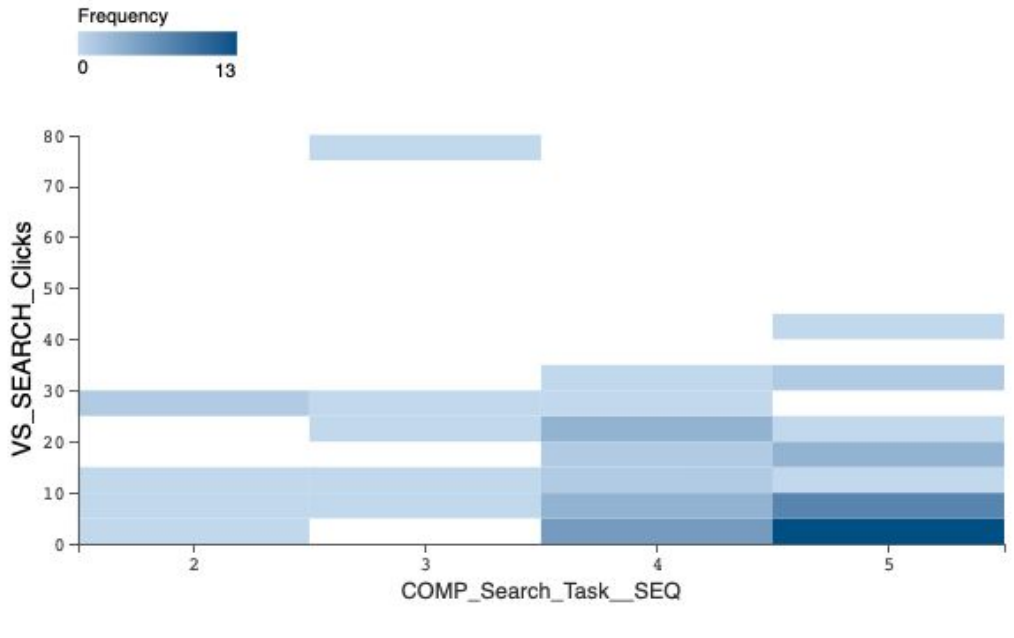
Hide statistical test results

Ranked Correlation (Recommended)

P-Value	0.0183
Effect Size (Spearman's rho)	-0.304
Confidence Interval of Effect Size	-0.518 to -0.0539
Sample Size	60

Show unranked correlation results

Show simple linear regression results



Video Sampling methodology - Preference

Competitor Preference winners: TM & SH Desktop doing
Competitor Preference Loser: SG Desktop
-preferred SH/TM Desktop
-And had heard of or used Vivid Seats in the past (prior familiarity)*
N=5, SH-D n = 4, TM-D n= 1

Hydae	https://app.usertesting.com/v/964bab89-c7cb-4ad3-a6b7-5d69952f122d
Kolby833	https://app.usertesting.com/v/1b7cd895-6678-4b93-8edd-2de9f44fb60f
stm91	https://app.usertesting.com/v/41690064-972d-4865-9b11-445c337c2adf
baltimoredave16	https://app.usertesting.com/v/939abd6b-ae49-4f9e-90f3-80d7c019d8b0
cr8dv8	https://app.usertesting.com/v/c5f5635f-39ba-4a7c-98f5-1670a4123241

Appendix – Special Covid Event Information

“Covid Protocols”

5 **Question (written) (Preliminary task)**

▶ Watch task 5 4:25

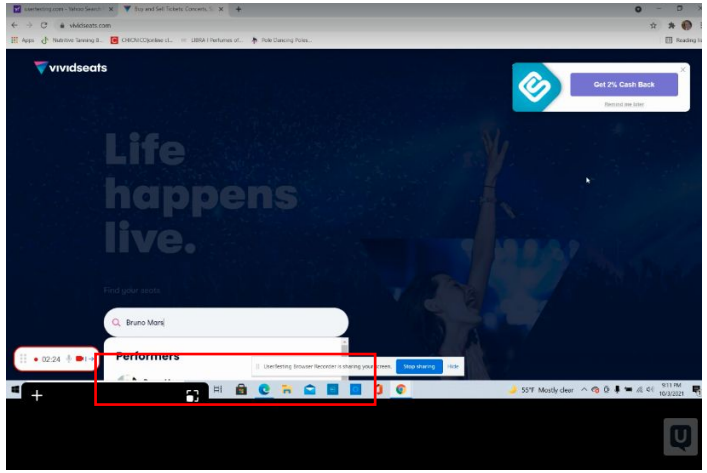
What are 2-3 things that helped you *decide to buy the ticket(s)?*

Participant	Time on task	Response	Smart tags
AB Bailey1234	▶ 0:28	I wanted to watch the team and the description of the game ie) who they are playing against	Like
BA dumb1tch	▶ 0:09	cost, friends	Like
BA misslynn32	▶ 0:34	1. Price 2. Location of the best available seat (the seating chart for the venue helps too) 3. Policies regarding refund/cancellation, just in case something comes up	Like
BA anonymous216	▶ 0:23	-location -price -time -covid protocols	
AB Barber	▶ 0:25	we wnated tickets - so really was nothing else to decide in this case	
BA regularConsumer	▶ 0:26	If the topic is of my interest, if I am free for the time of the event	
AB Testflyer26	▶ 1:02	Easy payment process, lots of information being provided on the event tells me how legit it is. The host name, event name, locations, times, how many people have bought it so far.	Like
AB cr8dv8	▶ 0:19	The show itself and the price was good and the return policy was acceptable.	Like
BA applesarenice	▶ 0:10	date and time cost performer of choice	
AB Debanamu	▶ 0:29	We decided to buy the tickets because they were reasonably priced.	

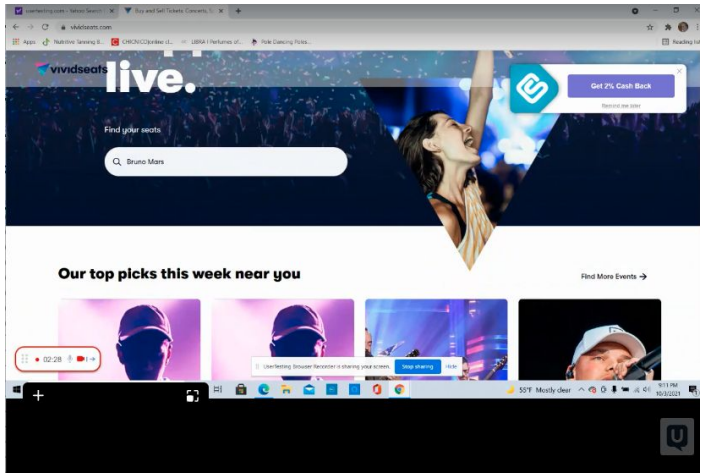
#1 – Example Story: No search input adoption

HIGH

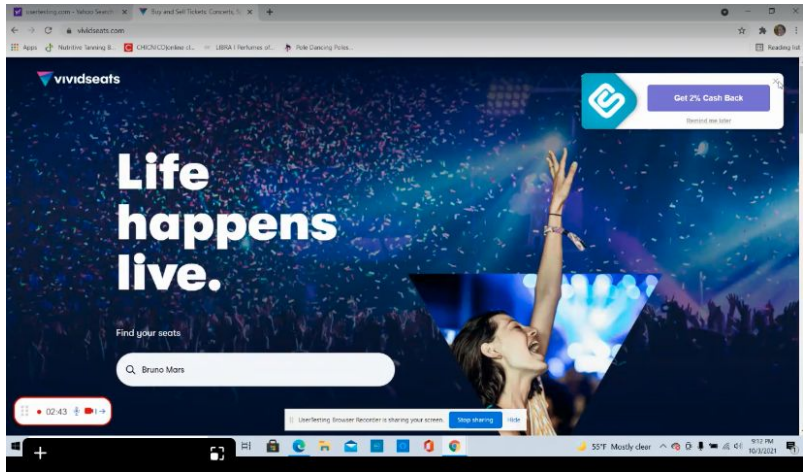
2:24 - User enters search criteria and relevant content below the fold is hidden. This may happen if users are zoomed in 125%*



2:28 scrolls down to see suggestions then the drop down of suggestions, but they go away. User then scans the rest of the page to see if there is something returned from the entered search text.



2:43 user scrolls back up and doesn't see anything related to their search term.



Pain point

- I'm not finding my artist See concerts.

rap For hip hop.

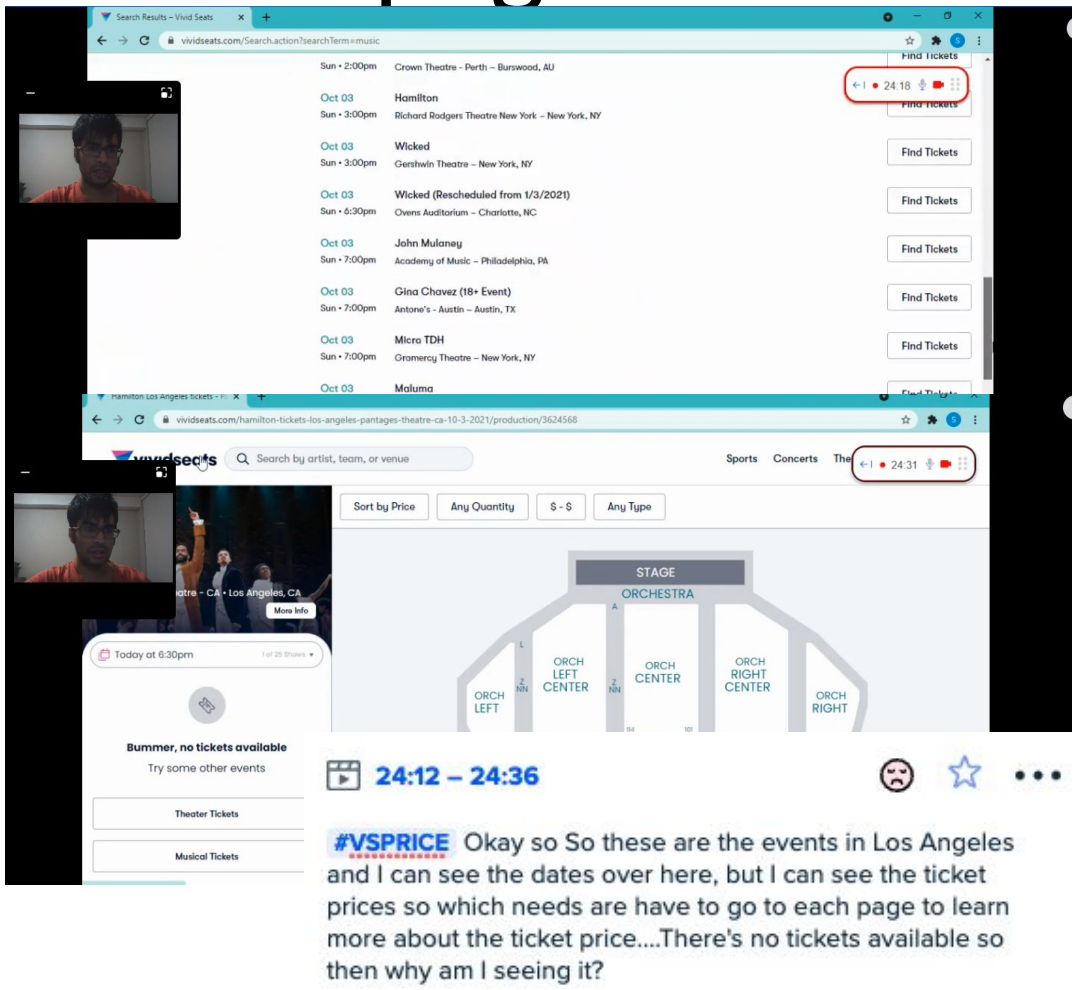
#3 continued – Prices expectations are not usefully set on the ‘Find Tickets’ pages

The pages leading up to the production page, specifically the ones that invite users to find tickets, do not have prices, but also don’t have tickets available.

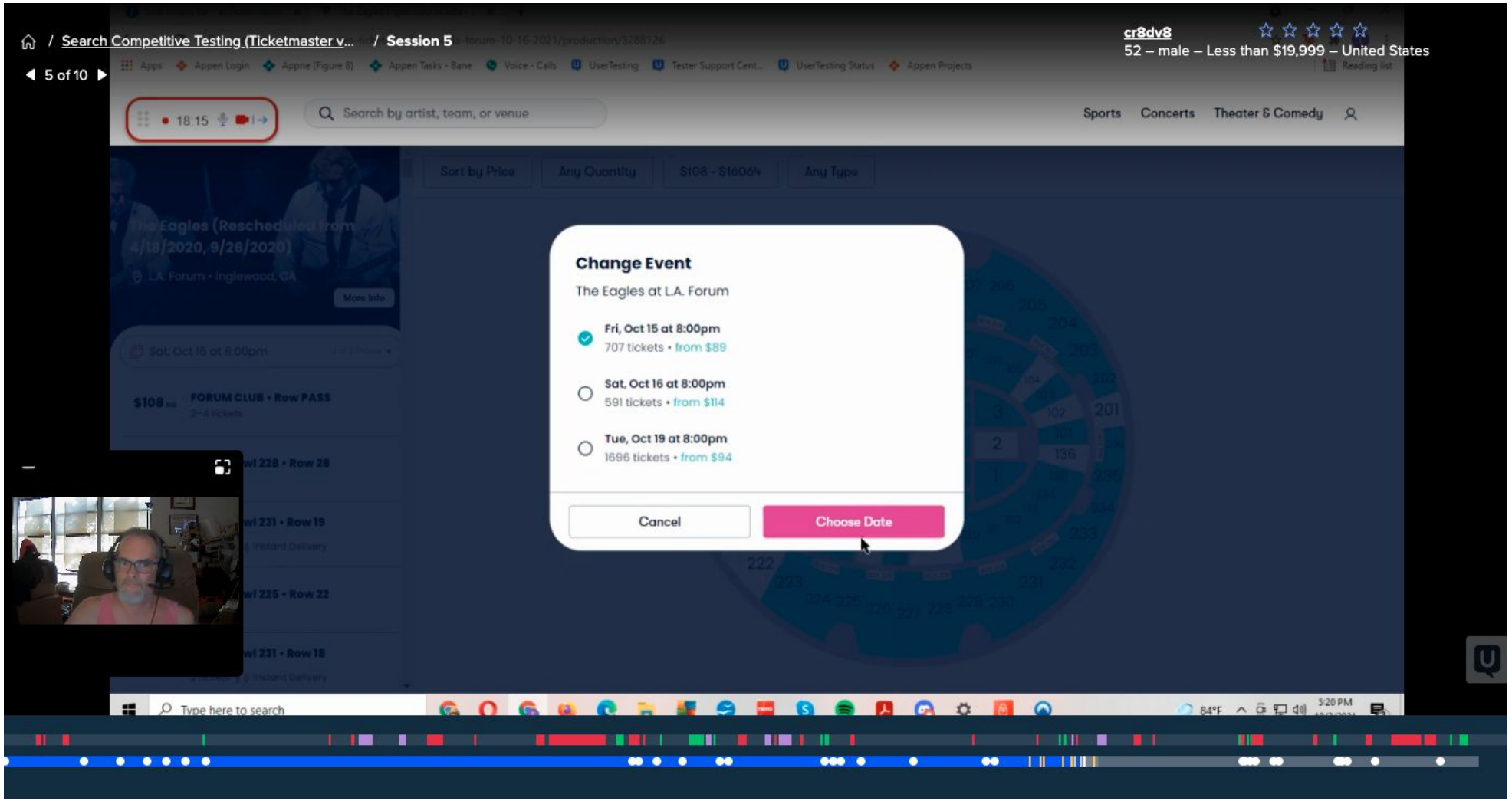
Participants go back and forth between the production page and the “Find tickets page” only to learn if there is a ticket or to learn about about price ranges.

This stalls retention, useful engagement and overall task success (conversions.)

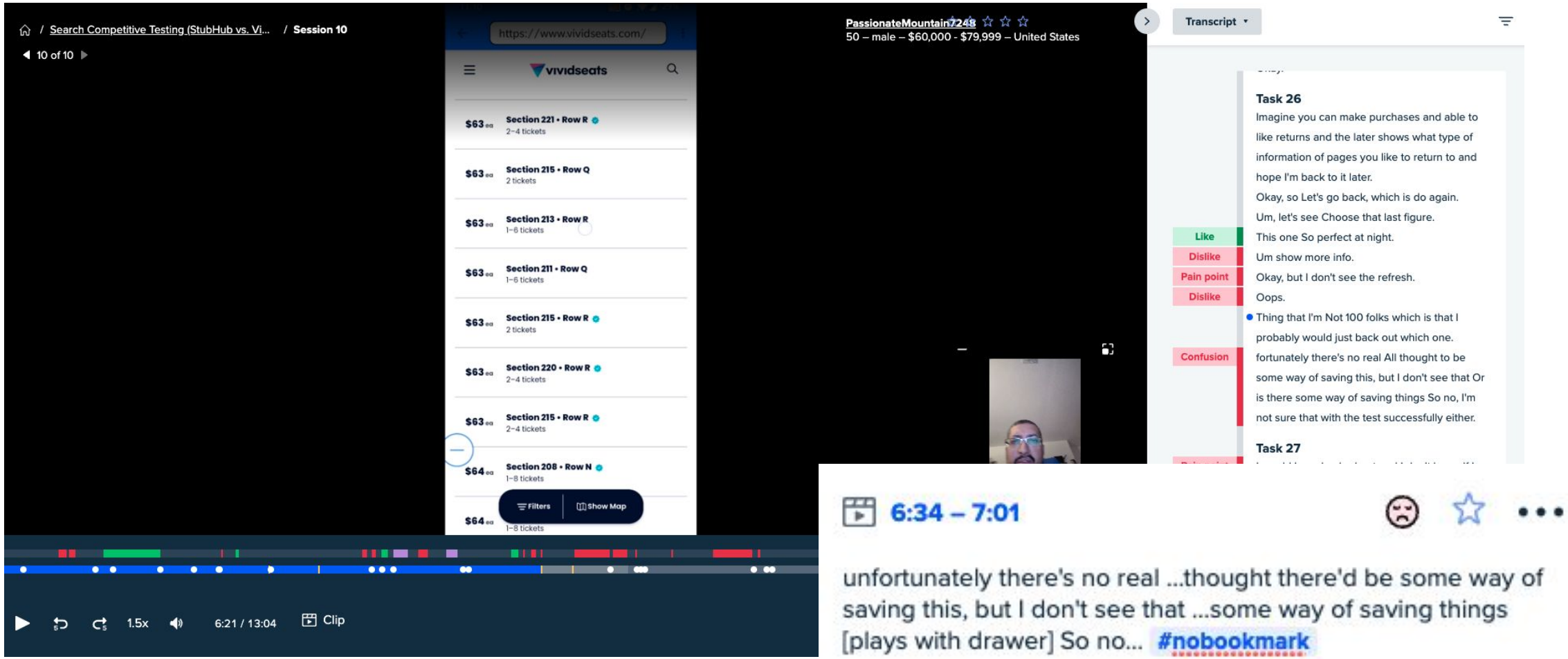
Recommendation: Provide price ranges next to the Find Tickets button and remove events from a list with no tickets.



#4 - Price affordances are misleading



#5 – No way to make coming back to that information easy



Invest in custom animations for page transitions and click interactions.

The visual stimuli that is associated with a page views and clicks across all sites, including Vivid's, is a flash, or stock animation. More flashes (as page transitions) make cognitive processing harder. As for stock click animations, the frames between one state and another state are missing, creating a similar disorientation to page transitions.

Higher engagement via interactions may be beneficial after more investment in custom animation and transitions, instead of abrupt visual changes.

Study Limitations

Test Artifacts

- All users used a chrome browser in order for face camera to show
- Participants had to use both Usertesting.com and Qualtrics to be measured pre and post stimuli
- All participants were recruited from UserTesting.com