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PRO

CLIENT HANDBOOK

Issue 1, October 2017

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Welcome to the inaugural issue of Ticketmaster PRO Client Handbook

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As a way to celebrate the launch of our new and improved Ticketmaster PRO, we want to empower you.

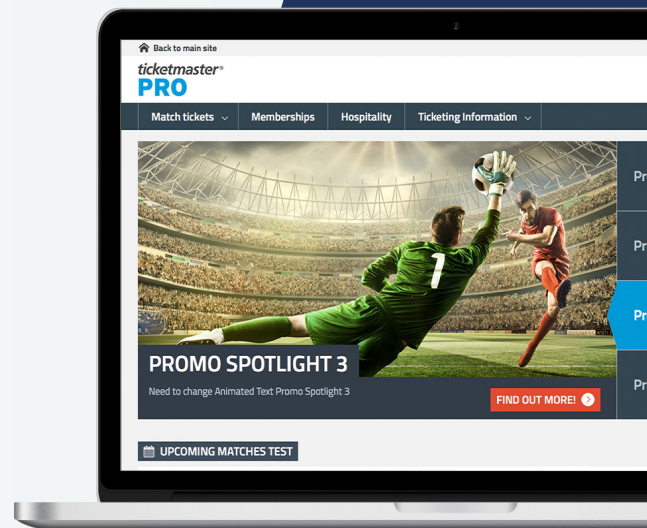
New beginnings give us opportunities: To evaluate and reassess where we've been and what we can do to improve things going forward.

In the case of PRO, that means arming you, our clients, with valuable insights and advice to provide the best-in-class experience for your fans. Hence, the launch of our PRO Client Handbook.

Our quarterly issues will revolve around a particular user experience (UX) theme. We will share with you the best in UX industry practices and follow them up with detailed examples of how to apply these lessons — across your own version of PRO experience.

New starts also mean there are lots for us to learn. Feel free to share with us your thoughts. Feel free to reach out to us just to say hi. We look forward to working with you on this journey.

Ticketmaster PRO Design Team



01 *USER EXPERIENCE*



Providing the best ticketing experience for our fans doesn't mean shipping a piece of technology and stopping there. The best means being responsible for how each end experience is shaped and presented.

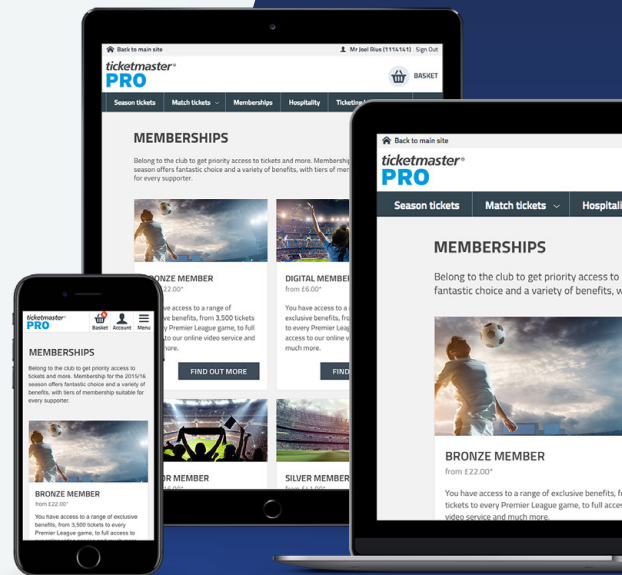


Introducing the New Ticketmaster PRO

A device-agnostic solution for every fan

Ticketmaster PRO helps you reach your fans everywhere and anywhere. The robust feature sets your fans have come to expect are available across desktop, tablet, or mobile, but with device-specific optimisations and flows built in.

With mobile poised to overtake traditional channels globally, our focus will continually be on optimising our mobile experiences to meet that fan demand and to make their experience frictionless.



Have your space and content work for you

For our first issue of the PRO Client Handbook, we have decided to focus on **Content & Language** for a few reasons: Real estate on mobile devices being limited is an obvious one, but many digital behaviour studies have repeatedly shown that our fans' attention spans are not what they used to be. Moreover, we have seen many of you dealing with the same type of legibility and scannability issues in our research.

Most fans spend on average about 8 seconds scanning and deciding whether something is worth their time or not. This means that we need to figure out ways to reduce our fans' cognitive load while we have them for those fleeting seconds.

We need to reconsider A) how we label our **core features**, B) how we share pertinent **supportive information**, and C) how we approach **merchandising**, so that we can get them down the purchase funnel fast and easily.

In short, we need to change our game plan.



Most fans spend on average about 8 seconds scanning and deciding whether something is worth their time or not.



USER EXPERIENCE ADVICE

WRITING STYLE**● Use concise language. Use precise language**

The aim is to help users find information they require quickly and seamlessly. Concise language will reduce the user's cognitive load. Precise language will help them get to where they need to go without ambiguity.

● Use language that is accessible for every user

All copy should be easily read and understood. Try using short sentences and simple vocabulary to reach a wider audience. A general rule of thumb is to use language that can be understood by an 11 year old.

● Avoid jargons and acronyms

If possible, avoid using technical and internal terms. Acronyms are no nos as well. If there is no way around it, use simple, straightforward and human language to convey your message.

● Use supportive language

Use language to encourage and support users through the site and their journey.

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USER EXPERIENCE ADVICE

HIERARCHY

- [Put important content first](#)

Sounds obvious, but eye tracking studies show that people read in an 'F' shape pattern, looking across at the top and then down the side and across again. So, place that content strategically!

- [Determine and enforce information hierarchy](#)

Try to organise headings and subheading hierarchically. Headers should be descriptive of the whole page. Don't forget to keep it short and concise. Sub headers help to break out a copy-heavy page and help guide users to specific areas that are of interest to them.



USER EXPERIENCE ADVICE

STRUCTURE & USAGE

- **Make everything scannable**

Build on the stylistic lesson in concise and precise writing by making your page layout and structure more lightweight and scannable. Give breathing room to text by adding extra white space around paragraphs and headers.

- **Use consistent font size, colour and spacing**

Make sure all information or texts of same type are presented consistently across the whole site in size, colour and spacing.

- **Use consistent messaging**

Reuse content for site standards, such as a notifications, error messages, service descriptions or instructions. This helps to improve consistency and reduce the learning curve for the user.

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02 *PUTTING IT ALL TOGETHER*

WRITING STYLE

CALL TO ACTION**Call to Action Button — Everywhere — All Devices**

Call to actions come in button or link forms. It's designed to guide users towards a particular path or to complete a specific action. As such, providing your users with a short but descriptive verb phrase with an accurate and perceivable outcome is necessary.

Do

For example, instead of writing on a button 'Complete' which is very generic, try writing 'Complete Purchase' to provide that additional layer of clarity.

Don't

If possible, avoid using verbs-only as it does not provide the user with enough context about the outcome. Save verb-only instances for simple actions, like 'Close,' where the action is finite.

Please acknowledge that you agree to the [Terms & Conditions](#) of sale.

Please note: By clicking Complete Purchase, your booking will be submitted and your payment will be processed.

Your contract with us starts once [we've confirmed your purchase/your payment has been processed] and expires immediately after the completion of the event for which you purchased the ticket(s).

COMPLETE PURCHASE

Please acknowledge that you agree to the [Terms & Conditions](#) of sale.

Please note: By clicking Complete Purchase, your booking will be submitted and your payment will be processed.

Your contract with us starts once [we've confirmed your purchase/your payment has been processed] and expires immediately after the completion of the event for which you purchased the ticket(s).

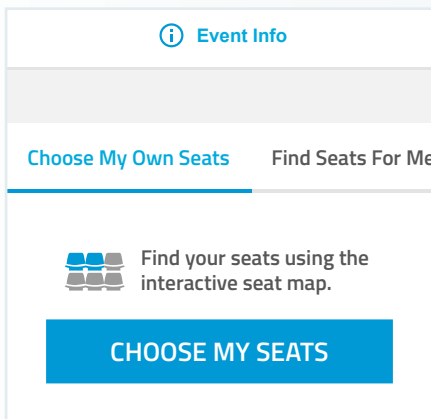
COMPLETE

Navigation Tabs — Event Details Page — Mobile

One of the main features of the Event Details Page is the Navigation Tabs. These tabs are scrollable right to left so that fans can have access to other actionable options on a small, mobile screen. Keep the call to action text short, so that the next option has enough real estate to peak through. Or, in UX parlance, provide the fans with appropriate *affordance* of other available options.

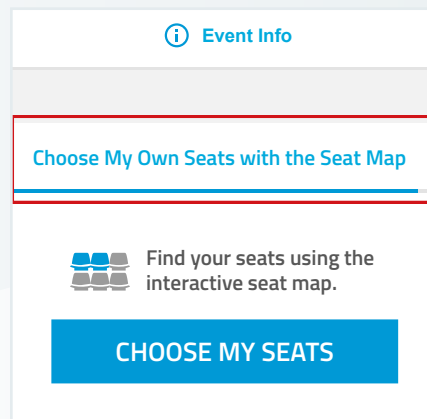
Do

The tabs should be visually distinct enough to let the fans know what actions are available via a quick scan. Also, notice that the next option is in grey to indicate to the fan that this option is different to the selected state, which is in blue and underline.



Don't

The tab descriptions should not be so long that only one option is visible on a mobile screen. Use short, descriptive phrases to help them find exactly what they need quickly.



WRITING STYLE

SUPPORT LANGUAGE

Page Descriptions — Everywhere — All Devices

For all lower level pages, we have added a short description field below the main headers to help you pass on essential information to your fans and to support them through their site journey.

Do

Provide clear sign posting for each page. Always try to encourage your fans through their journey on Ticketmaster PRO through clear, short textual descriptions. Wherever relevant, explain what is required to remove any ambiguity on what's coming up next.

Don't

Try not to be too vague in informing your fans what they need to do next. At the same time, don't make the text so long that fans get overwhelmed and that you push your conversion-critical features far down the page.

CUP TICKET SCHEME

Manage your home cup matches below. Please make sure that valid card payment details are registered for each client before proceeding to the checkout.

Mr John Smith (000888)Cup Ticket Scheme: **Opted In**

Card Number: xxxx xxxx xxxx 1234

Expires: 01/19

[Amend card details](#)**All Cup Matches****CUP TICKET SCHEME**

Manage your home cup matches below.

Mr John Smith (000888)Cup Ticket Scheme: **Opted In**

Card Number: xxxx xxxx xxxx 1234

Expires: 01/19

[Amend card details](#)**All Cup Matches**

HIERARCHY


INFORMATION HIERARCHY

Merchandising Box — Hospitality Page — All Devices

The Hospitality Page provides you with the unique opportunity to merchandise your upmarket or luxury propositions. There are flexible image modules as well as package titles, pricing subtitles and descriptive text modules so your fans clearly absorb and differentiate between your many offerings.

Do

Entice your fans through beautiful and modern imagery and copy. Keep the title descriptive and short. Always include the starting price at the top to avoid fans scrolling through the page to find it, especially on mobile and tablet devices



Executive Box
from £5,000.00 excluding VAT


For both business and football, the option of privacy has its advantages when you're looking to entertain those key business contacts. The Club Executive Suite offers a unique and prestigious setting in which to conduct important business discreetly, whilst enjoying all the action of a top-flight fixture.

East Stand Box
£10,800* excluding VAT
(£10,700 Ticket + £100.00 Fees)

— 0 +

Don't

Avoid writing lengthy copy. Paragraph after paragraph will only discourage fans from reading. Make sure the content is unique per offering as well. Again, the purpose is to entice and not to overwhelm nor bore the fans.



Executive Box

For both business and football, the option of privacy has its advantages when you're looking to entertain those key business contacts. The Club Executive Suite offers a unique and prestigious setting in which to conduct important business discreetly, whilst enjoying all the action of a top-flight fixture. Club Executive Suites are hugely valued business tool for many of our clients, so discover what our corporate hospitality packages could do for you. Modern in design and featuring private outdoor balcony seating, there's an outstanding view of all the action combined with the comfort and luxury of the recently refurbished boxes. Prices start from £5,000.00 excluding VAT.

East Stand Box

— 0 +

HIERARCHY

IMPORTANT INFO FIRSTticketmaster[®]
PRO**Event Info Module — Event Cards Everywhere — Mobile**

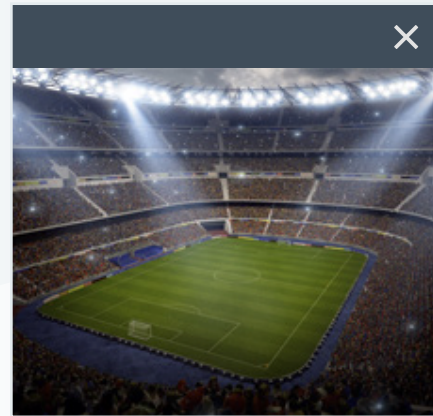
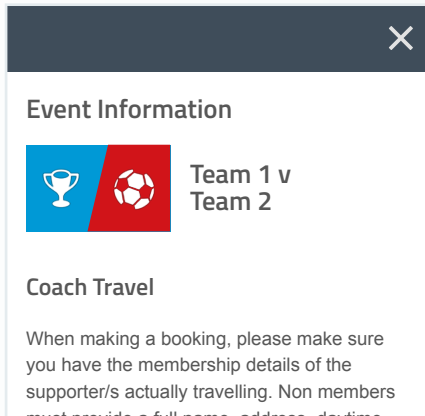
Fans can click on the “Event info” link on the Event Card to uncover detailed information about a particular event. On mobile devices, the pop up display will take over the entire screen, so we must be particularly mindful of the in-modal content. Otherwise, we will force the fan to scroll heavily and overwhelm them in the process. Striking a balance between being informative and being brief is key.

Do

To avoid your fans scrolling through a lot of content on a mobile device, place all important content at the top. If you have a lot of content, use headings and sub headings to help sign post key areas.

Don't

Avoid using large imagery at the beginning of the pop up. It will prevent fans from seeing important information first.



Content — Everywhere — All Devices

When writing a lot of content on a page, try and approach it with scannability in mind. Grouping paragraphs of texts will be difficult for fans to follow. Using lists are a great way to help break up paragraphs and add spacing and clarity to a page.

Do

Use sub headings to highlight sections to make it scannable. Use bold text to emphasise key words and colour to highlight links. Additionally, use bullet points to list content.

Don't

By not giving enough space around sections and paragraphs, you are forcing your fans to spend time locating key information on the page. Apply consistent spacing, size and colour.

My Club Privacy Policy

We collect your information in different ways

Directly from you. For example, if you register for a promotion, create an account, enter a competition or free prize draw, download an app or buy tickets, post a comment on our websites, ask us a question, email us or interact with Our Club's call centres.

We use the following information for the purposes described in this Policy:

- Your contact and account information.
- Your payment and billing information.
- Email response information.
- Website usage information.

Email response information. In relation to emails we send you, we may use cookies and other technologies, such as pixel tags to collect information on how you respond to such emails, for example, the number of times the email is opened or the links in them

My Club Privacy Policy

We collect your information in different ways

Directly from you. For example, if you register for a promotion, create an account, enter a competition or free prize draw, download an app or buy tickets, post a comment on our websites, ask us a question, email us or interact with Our Club's call centres.

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Your contact and account information . Your payment and billing information. Email response information. Website usage information.

Email response information. In relation to emails we send you, we may use cookies and other technologies, such as pixel tags to collect information on how you respond to such emails, for example, the number of times the email is opened or the links in them are clicked etc. We partner with third parties who may also use such cookies and other technologies in our emails. Please see our **Cookies Policy** for more information.

CONSISTENCY IS KEY

Fees Disclosure Text — Season Tickets / Hospitality Pages — Mobile

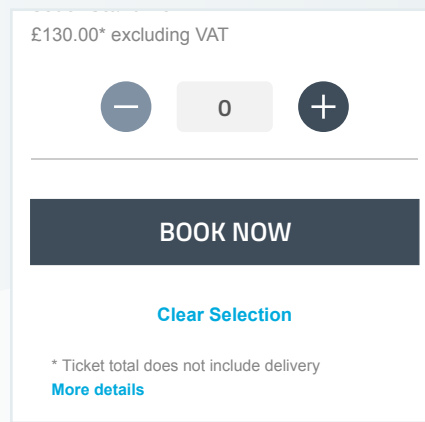
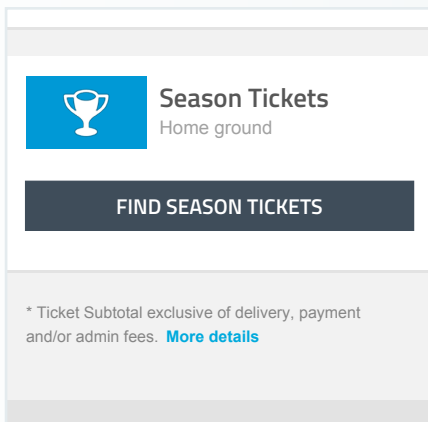
Season Tickets and Hospitality pages are just two of the sections within Ticketmaster PRO, that provide information on price fees. Help reduce the learning curve for your fans by keeping repeated or standard messaging consistent throughout the site. Also, most countries have regulatory requirements regarding fee disclosure. Make sure you are following them by consulting with your Legal team.

Do

Be transparent and state if the fees are included or not. Use the same message whenever possible to keep consistency for the fan and to reduce their cognitive load.

Don't

Changing the messaging in different sections of the site will confuse fans, especially if it is the same information.



THANK YOU

ALL ENQUIRES PLEASE CONTACT

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