



ticketmaster®
PRO

CLIENT HANDBOOK

Issue 3, - 2018

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ISSUE THEME

COLOUR***More than just a colour***

Your team's colours are the most immediate and distinctly recognisable part of your brand identity. Whether your fans bleed blue or red, those colours carry meaning: A sea of fans waving their team flag in unison. Home vs. away. First team jersey for your son. Supporting your local, in good times and bad. A nation's pride.

To help express all that passion, energy, and history those colours have come to represent, Ticketmaster PRO provides you with the flexibility to customise the UI in your team's unique hues. In this issue, we will discuss how you can best leverage your brand colour to shape and elevate the overall user experience.

Your brand palette, used in appropriate combinations, can create an array of possibilities to engage, inform and help your fans. Some of the ideas we will share: Taking a balanced approach in creating clear and constant identifiers, ability to provide continuity in your purchase path, and addressing the needs of your disabled fans in a sensitive but effective way.

Frictionless user experiences increase customer engagement and loyalty, and in turn, help strengthen your market position. We hope these handbooks have been useful to you in learning about common user experience frameworks and we look forward to hearing your feedback to improve our product and content continuously.

Ticketmaster PRO Design Team

Colour increases brand recognition by 90%. This is important as brand recognition directly links to consumer confidence.¹



01 *USER EXPERIENCE*



Around 1 in 12 men and 1 in 200 women have some degree of colour vision deficiency.²



USER EXPERIENCE ADVICE

ENHANCE THE FAN EXPERIENCE

● Identification & Significance

Colour can indicate what elements signify, how they relate to each other, and where they stand in the order of significance. As such, important elements should stand out and be highlighted for fans, so what needs to be done is clear to the fans as they progress through the site.

● Interaction Consistency

Designate consistent and appropriate colours to key interactive elements and identifiers. Consistency and constancy of recognisable elements will provide anchoring comfort to fans and help ease them through the purchase path.

● Colour Contrast / Complement

Using contrast effectively will help not only make the page more attractive, but also help organise, highlight, or differentiate concepts in an obvious way. Clear differentiations thereby reduce the cognitive load on your fans. On the flip side, complementary colours can help strengthen or align related ideas and elements together and help create subtle distinctions and hierarchy as well.



USER EXPERIENCE ADVICE

REINFORCE YOUR BRAND

- **Meaningful Colours**

Colour can be used as a powerful and informative method to assign purpose, significance, association and value. As such, establishing uniqueness of purpose or value per colour becomes particularly critical. Redundancy or unclear designations can have adverse impact on the decision process and conversion.

- **Brand Advocacy**

Use your brand colours throughout the site in a positive, memorable light. Don't associate your brand colour with negative actions or overpower the page with competing colours.



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PRO THEME

PRO THEME

BRAND COLOURS

One of PRO's major advantages is that it allows you to customise the site to your brand colours. The 3 colour channels have been chosen specifically with purpose and intent. Their combinations and assignments have been considered and tested.

COLOUR



Alpha

Alpha is used to highlight the most important item on the page and is consistently used to denote or accentuate the primary Call To Action (CTA). As such, one needs a strong colour to make an impact and attract the fan's attention. Warm, saturated colours will draw more attention of the fans than muted colours.



Gamma

Gamma is the most frequently used colour across the site. As such, choose a colour that is palatable and strong but not overpowering or imbued with too much connotations. Used for secondary CTA buttons or ancillary CTA text links, choose a colour that complements the Alpha. Gamma is also the colour that highlights and guides the user through the entire site.



Epsilon

Epsilon is used for more help or discovery-orientated, tertiary CTAs. Choose a bold enough colour to stand out on the page but also work well with the Alpha or Gamma colours, which will take priority order on the page.

RECOMMENDED

UPCOMING MATCHES

 	Team A v Team B	Sat 14 March 2020, 20:00 MyLayout	FIND TICKETS 
 	Team B v Team C	Sat 14 March 2020, 20:00 MyLayout	FIND TICKETS 

[Choose My Own Seats](#) [Find Seats for Me](#) [Find Seats on TicketExchange](#) [Multi Match Pack](#)

 Find your seats using the interactive seat map.

[CHOOSE MY SEATS](#)

BRONZE MEMBER

from £22.00*

You have access to a range of exclusive benefits, from 3,500 tickets to every Premier League game, to full access to our online video service and much more.

[FIND OUT MORE](#)

DIGITAL MEMBER

from £6.00*

You have access to a range of exclusive benefits, from 3,500 tickets to every Premier League game, to full access to our online video service and much more.

[FIND OUT MORE](#)

PRO THEME

NOTIFICATION MESSAGES

Notifications alert the fans to important information and varying degrees of warning. The notification alerts are useful and purposeful in displaying real time communication to the user. As such, the colours need to convey the type and correct degree of urgency.

COLOUR	RECOMMENDED
<div data-bbox="178 416 272 508"> <p>#D11419</p> <p>Error</p> </div> <p>Important messages and warnings that require immediate action. Also includes actions that need addressing before continuing on.</p>	<div data-bbox="971 416 1469 508"> <p>🕒 02:31 minutes left to complete your order</p> <p>🛒 — 2 — 3 — ✓</p> <p>Payment Label Label Confirmation</p> </div>
<div data-bbox="178 586 272 678"> <p>#EC7B14</p> <p>Warning</p> </div> <p>Important messages and warnings a user needs to be aware but can be dismissed by the fan.</p>	<div data-bbox="971 586 1469 685"> <p>ⓘ No adjacent seats are available.</p> <p>If you are happy to accept non-adjacent seats, then please check the box and then 'Add to Basket'. Alternatively, you can search again with a different criteria.</p> <p><input type="checkbox"/> I accept non-adjacent seats.</p> </div>
<div data-bbox="178 752 272 844"> <p>#009640</p> <p>Positive</p> </div> <p>Important messages and confirmations that can be dismissed by the fan.</p>	<div data-bbox="971 748 1469 855"> <p>🔗 cancel view</p> <p>You will receive: £8.00 (Ticket price minus fees)</p> <p>🗑️ Remove £0.00</p> </div>
<div data-bbox="178 922 272 1014"> <p>#009CDE</p> <p>Informational</p> </div> <p>Informational or helpful messages for the fan.</p>	<div data-bbox="971 922 1469 1021"> <p>ⓘ This package is restricted to selected memberships.</p> <p>Please sign in to verify availability.</p> </div>

03 USING COLOURS WISELY

COLOUR DISTINCTION

Text — Everywhere — All Devices

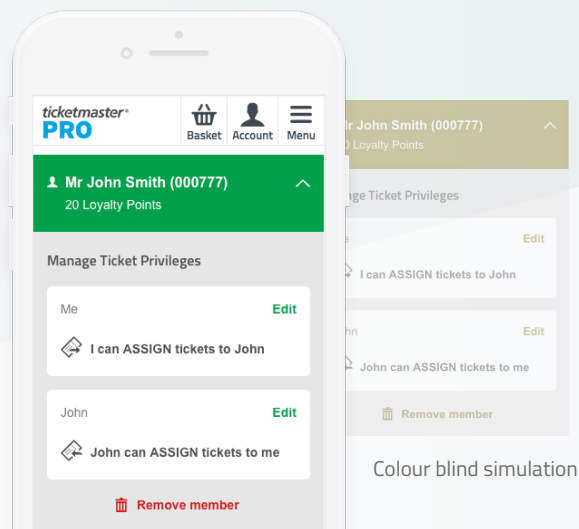
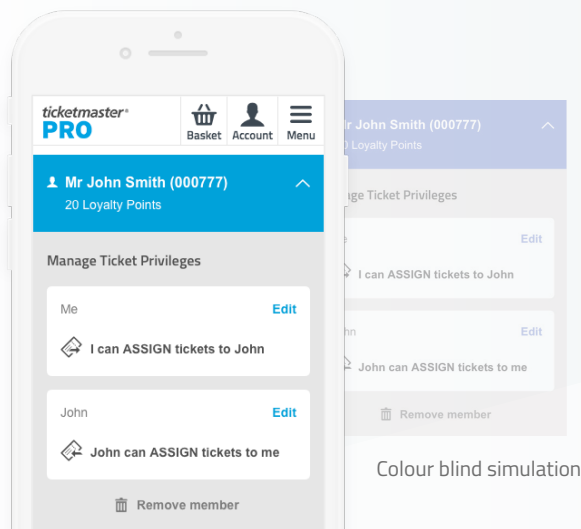
Not everyone can distinguish differences in colours. The World Health Organization (WHO) estimates that there are 217 million who have moderate to severe vision impairment.³ It is important to acknowledge and address the colour contrast on a page. A useful online tool to check your colour contrast for you to use can be found here: <https://webaim.org/resources/contrastchecker/>

Do

Check your colours for your text with an online colour contrast checker. Low contrast text on coloured backgrounds create cognitive strain for the fan to figure out what is written. This is especially important for Mobile users.

Don't

Most people with colour vision deficiency have difficulty distinguishing between types of red, yellow and green colours. If possible, avoid using these 3 colours for critical texts.



COLOUR HIERARCHY

Content — Everywhere — All Devices

Hierarchy of colour determines what is important on a page. Whether that is information or an action, the most important should be obvious and stand out for your fans. You can do this by placing it in a particular sequence or giving prominence through the amount of colour applied. Another way to further strengthen the importance is by creating a sense of relationship through distribution, i.e. applying more colour to one item over another.

Do

The accordion header takes on a coloured header background when active. This colour should be the secondary colour, or Gamma, to not overshadow the primary CTA “Proceed to Checkout”, which is in the Alpha colour. The “Continue Shopping” link is subdued as a text CTA as it is important but not as significant as the primary CTA.

Season Tickets £39.00

Early Bird Season Tickets

Team A v B

Level:	Full	Class:	Internet Senior
Valid until:	31/01/2017	Member:	Mr Joel Rius (1114141)

Remove £39.00

Subtotal: £88.00

Total: £127.00*

* Total does not include delivery, payment and/or admin fees. [More details](#)

[Continue Shopping](#) PROCEED TO CHECKOUT

Don't

You do not want to use the same colour across the whole page, as it does not give your fans an immediate idea of what is the most important item(s) on your page. An example is the shopping basket timer. It is fixed at the top in Gamma to stand out and you should not use the same colour again on the page to dilute this significance.

02:31 minutes left to complete your order

Basket 2 3 ✓

Payment Review Confirmation

YOUR BASKET

4 Items

Multi - Match Packages £88.00

Arsenal Cup Package

Arsenal ladies v Sunderland Ladies 2016

Saturday 5 Jun - 15:00, Emirates Stadium

Area:	East Stand	Class:	Internet Senior
Block:	57	Member:	Mr Joel Rius (1114141)
Row:	2		
Seat:	51		

USING COLOURS WISELY

INDICATING STATES & ACTIONS

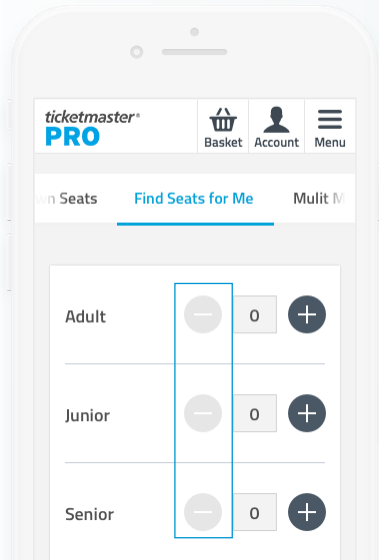
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Active vs Inactive UI — Everywhere — All Devices

Making it obvious to fans what components are active and not active is important in delivering a good user experience. The stepper is a good example of a UI component that requires colour differentiation to help fans know when a component is active and inactive.

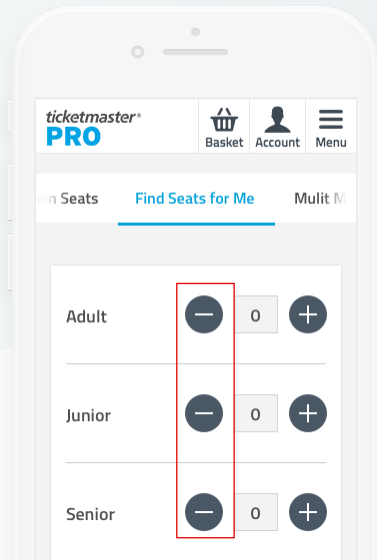
Do

To clearly distinguish an active and inactive state, choose 30% alpha of your active shade, in the case below the Epsilon shade.



Don't

Avoid using the same colour for both interactive and non-interactive components.



REINFORCE YOUR BRAND

COLOUR RELATIONSHIPS

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Buttons — All Pages — All Devices

To help fans make sense of what they are seeing on the page and what to do next, assigning a colour to a particular action will enhance the understanding of the fan throughout their journey. CTA's are a good example to apply this thinking—your primary CTA colour should be distinct and more emphatic than your secondary or tertiary CTAs.

Do

Use the same colour CTAs of similar value or action throughout PRO to help fans recognise an established pattern and follow a clear path, particularly the main purchase path..


Mr Oliver Jones-Smith (111222)

Area: East Stand Class: Standard £11.00*

Row: 11

Seat: 22

ADD TO BASKET

 **Season Tickets**
Home ground

FIND NEW TICKETS

* Ticket Subtotal exclusive of delivery, payment and/or admin fees. [More details](#)

Don't

When you have 2 or more CTA's on the page, don't use the same colours. It will cause confusion for the users in distinguishing what is the main action and what is secondary or ancillary.


Mr Oliver Jones-Smith (111222)

Area: East Stand Class: Standard £11.00*

Row: 11

Seat: 22

ADD TO BASKET

 **Season Tickets**
Home ground

FIND NEW TICKETS

* Ticket Subtotal exclusive of delivery, payment and/or admin fees. [More details](#)

APPENDIX

1. Helpscout.net. (2018). [online]

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2. nhs.uk. (2018). Colour vision deficiency (colour blindness). [online]

Available at: <https://www.nhs.uk/conditions/Colour-vision-deficiency/> [Accessed 26 Oct. 2018].

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Available at: <http://www.who.int/news-room/fact-sheets/detail/blindness-and-visual-impairment> [Accessed 26 Oct. 2018].

THANK YOU

ALL ENQUIRES PLEASE CONTACT

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