

WEBSITE REDESIGN: \\ PROCESS JOURNAL



SAN FRANCISCO
SYMPHONY

MICHAEL TILSON THOMAS • MUSIC DIRECTOR



TABLE OF CONTENTS

DESIGN BRIEF	2
PREVIOUS HOMEPAGE DESIGN	3
OLD SITE STRUCTURE	4
NEW SITE STRUCTURE	5
WIREFRAME DESIGNS	6
PAPER PROTOTYPING.....	7
INITIAL MOCKUP DESIGN.....	8
USABILITY TESTING: STAGE 1.....	9
USABILITY TESTING: STAGE 2.....	10
NEW DESIGN OVERVIEW	11
DESIGN: MINI CALENDAR AND LAYOUT.....	12
DESIGN: CONCERTS PAGE	13
DESIGN: CALENDAR PAGE.....	14
DESIGN: SHOPPING CART	15
TICKETING PROCESS: WALKTHROUGH.....	16
MOBILE SITE	17

THE DESIGNERS

This project for the redesign of the San Francisco Symphony was a collaborative effort between team members Mark Bumanglag, Stanley Diaz, Sangyoung Jeong and Nicholas Roschkowsky.

This project was created to fulfill the requirements of the User Experience 2 class for the Web Design & New Media department at the Academy of Art University during the Fall Semester of 2011. Thank you for viewing our work and please take some time to review our portfolios.

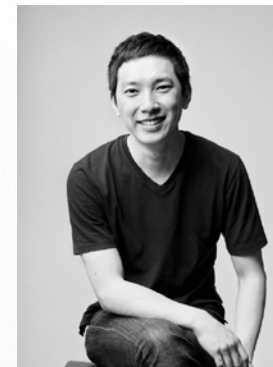
Our thanks goes out to our instructor-Haydn Adams, the San Francisco Marketing Director-Catherine Ogden Levin, and all others who have helped us in this project.



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Stanley Diaz
stanleydiaz.me



Sangyoung Jeong
sangyoung-j.com



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PROJECT BRIEF

SAN FRANCISCO SYMPHONY BACKGROUND:

The San Francisco Symphony sets the highest possible standard for excellence in musical performance at home and around the world; Enriches, serves, and shapes cultural life throughout the spectrum of Bay Area communities; Maintains financial stability and gains public recognition as a means of ensuring its ability to fulfill its mission. The symphony serves many roles aside from its brick and mortar location. This includes having their own label, a touring orchestra, a phenomenal core group of artists, education and community programs.

PROJECT DESCRIPTION:

The current San Francisco Symphony website must be redesigned in order to improve usability. The process of buying and ordering tickets should be simplified. Site design should appeal to new, younger, audiences without alienating current core audience. Site structure must be improved to facilitate user navigation. Lastly, the site should place precedence on the many different roles of the symphony besides its concerts.

TARGET AUDIENCES:

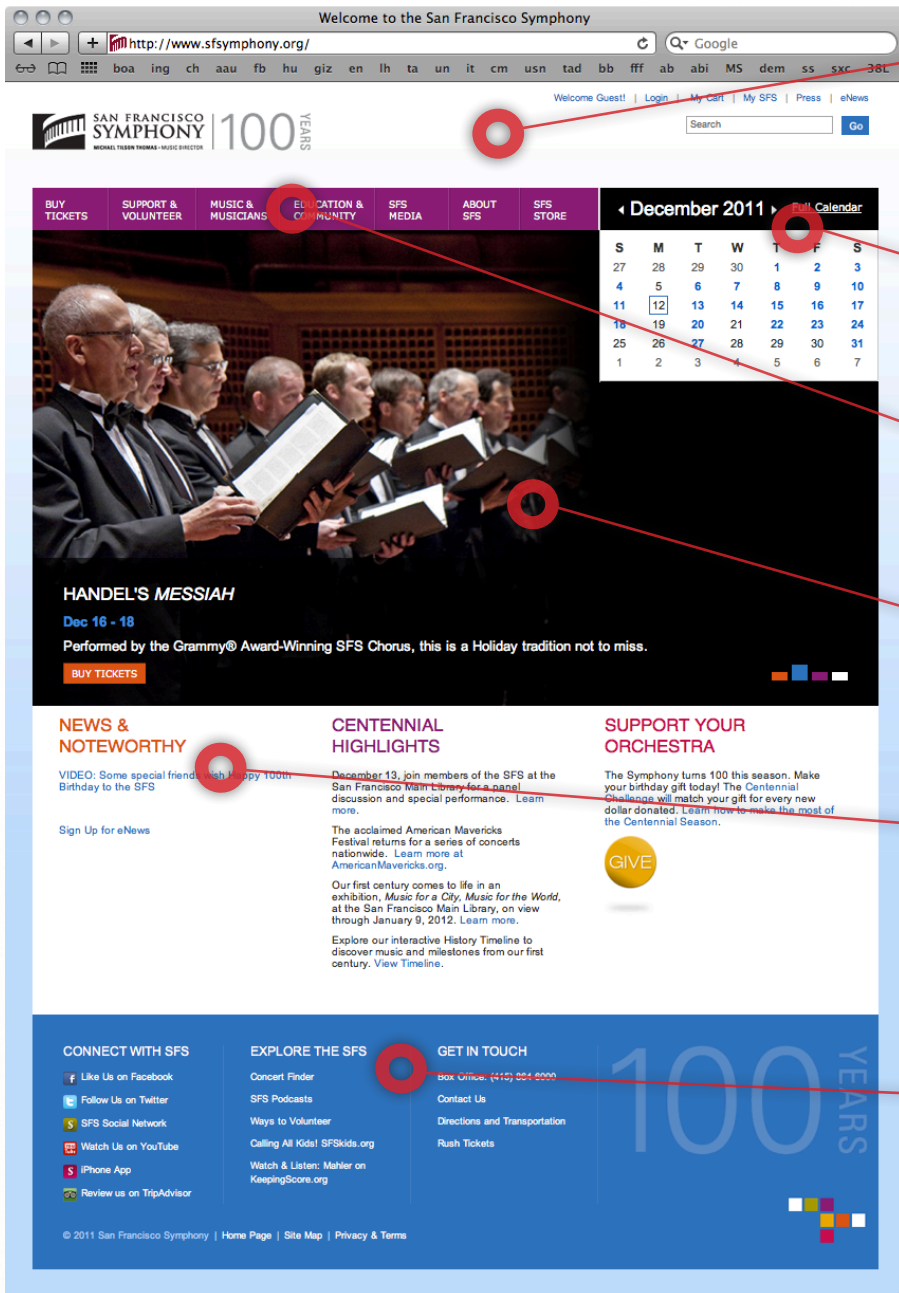
Women: Women in the household are often the primary decision makers when it comes to the arts, especially in the San Francisco Symphony.

Younger Audiences: The symphony would like to attract younger audiences to concerts. Young adults to mid-30's has been a group that the symphony has not built a large following and hopes to change that.

Symphony Newcomers: Newcomers are a major target for the symphony simply because they have yet to experience a show. Attracting newcomers is a key goal of this redesign.

Core Donors & Current Audience: Though one of the main goals of the site is to bring in fresh new faces, the site should not alienate core donors and the older generations as they make up the current core followers of the symphony.

PREVIOUS HOMEPAGE DESIGN



COLOR

Upon viewing the site, the SF Symphony's previous site design feels awkward due to a confused color palette. In combination with the gradient background, there is confusion in design and a lack of cohesiveness. Also, color disrupts the hierarchy of type and makes it difficult for the user to focus and scan through the page effectively.

MINI CALENDAR

Though it serves an important role in finding events quickly, it clashes with the slider images and creates heavy visual tension since it is also the most contrasting item on the page.

NAVIGATION

The previous site had a simple navigation that worked well, but it feels tight with the inclusion of the calendar on it's right.

SLIDER

The slider grabs the user's immediate attention. But, images feel awkward as they all cater to the calendar sitting over it.

BODY COLUMNS

These columns have a decent layout but the white space contrasts with the black of the slider and the blue of the footer, creating more visual tension on the page.

FOOTER

We felt that the large footer could be minimalised to display only necessary information such directions and contact information.

OLD SITE STRUCTURE

BUY TICKETS

Buy Concerts

- Family-friendly Concerts
- The American Orchestra Series
- Chorus Concerts
- Youth Orchestra
- Organ Concerts
- Sunday Matinees
- Open Rehearsals
- Chamber Music
- Holiday Concerts

Concert Finder

Buy Subscriptions

Subscriber Benefits

11-12 Season Highlights

Davies After Hours

Project San Francisco

Pre- and Post-Concert Talks

Groups/Tourism Professionals

Students

Seating Charts

Plan Your Visit

- First Timers Guide
- The Wattis Room
- Directions and Transportation
- Restaurants and Hotels
- Patrons with Disabilities
- Lost and Found

Ticketing F.A.Q.

SUPPORT & VOLUNTEER

Annual Support

- Friends
- Baton Society
- Maestro's Circle
- Matching Gifts
- The Wattis Room

Our Greatest Priorities

Planned Giving

- Planned Giving Options
- The Pierre Monteux Society
- San Francisco Symphony Endowment
- Charitable Gift Annuity
- IRA Charitable Rollover

Corporate Partnership

- Commit to Your Community
- Strengthen Your Brand
- Entertain Your Clients
- Be in Good Company

Volunteer

- Ways to Volunteer
- Volunteer Council Leagues

- Contra Costa League
- East Bay League
- Junior Committee League
- Marin League
- Metropolitan League
- Mid-Peninsula League
- San Francisco League
- Silicon Valley League
- Symphonix League
- Upper-Penninsula League

- Contact Us

Give Now

MUSIC & MUSICIANS

Meet the Musicians

- Michael Tilson Thomas
- Herbert Blomstedt
- Donato Cabrera
- Members Of Orchestra
- Ragnar Bohlin
- SFS Chorus
- Chorus Roster
- Friends of the Chorus

Program Notes

Podcasts

Featured Articles

Music Then and Now

- Pre-1600
- Rococo
- Baroque
- Classical
- Romantic
- Twentieth Century and Contemporary

EDUCATION & COMMUNITY

Concerts for Kids

Adventures in Music

Instrument Training and Support

Youth Orchestra

- About the SFS Youth Orchestra
- Music Director
- Coaching Team
- Current Musicians
- Committee and Staff
- YO Timeline
- YO History
- Alumni Information
- Discography
- Past Concerts
- Auditions

Bass Training Program

Music for Families

Community of Music Makers

Inside Music Talks

SFSKids.com

Community Concerts

SFS MEDIA

Keeping Score

Mahler Project

- Mahler Symphony No.1
- Mahler Symphony No.2
- Mahler Symphony No.3
- Mahler Symphony No.4
- Mahler Symphony No.5
- Mahler Symphony No.6
- Mahler Symphony No.7
- Mahler Symphony No.8
- Mahler Symphony No.9
- Das klagende Lied
- Das Lied von der Erde
- Mahler Songs with Orchestra
- Mahler Collection On Vinyl

New Releases

Radio Broadcasts - SFS on KDFC

A Celebration of Leonard Bernstein

The Composer is Dead

ABOUT SFS

Our Mission and History

The Centennial Season

SFS History Timeline

SFS Fact Sheet

Contact Us

Auditions

- Symphony Auditions
- Chorus Auditions

Job Opportunities

Shop SFS

Experience the Hall

eNews

Board of Governors

Administration

Press Releases

Photo Library

Key Leadership Biographies

Press Kits

SFS STORE

OVERVIEW

In discussion with the symphony's marketing director, it was determined that there was much more to the SF Symphony site than just selling tickets. Acting as a hub for its own recording label, international touring information, and musician training program information are just a few of the roles the site engages

STRUCTURE ISSUES

The old site has many different pages that don't house much new information. Because of this, users have had problems with finding the information they need. Our goal in restructuring the site is to make it simple and easy to understand.

NEW SITE STRUCTURE

LESS PAGES

We cut down the excess pages that were redundant and had little information. By having less pages, it saves the user from clicking and refreshing so much. This helps them focus more on content than navigating the site.

SAME INFORMATION

In combining child pages into single sub-pages, we were able to keep the same amount of information. For instance, instead of having 13 different child pages, for the Mahler project, we could put them all on one page and use interactive design elements to help the user process and sort through all the info.

COMBINING MUSICIANS + MEDIA

We chose to combine the “Musicians & Music” page with the “SFS Media” page to form “Musicians + Media”. We found this would make it easier for people to find items that could have been in both sections.

EASIER TO NAVIGATE

Less pages and way points through the site make it much easier for the user to find the information they want.

LESS BANDWIDTH

Also, by cutting down on excess pages, we save bandwidth for the symphony and the user.

TICKETS + EVENTS

- Concert Tickets
- Calendar
- Subscriptions
- Season Events
- SFS On Tour
- Groups/Tourism
- Students
- Seating Charts
- Ticketing F.A.Q.

SUPPORT THE SFS

- Annual Support
- Our Greatest Priorities
- Planned Giving
- Corporate Partnership
- Volunteer
- Give Now

MUSICIANS + MEDIA

- Musicians
- Program Notes
- Podcasts + Broadcasts
- Featured Articles
- Mahler Project
- Music Through the Ages
- Keeping Score
- The Composer is Dead

EDUCATION + COMMUNITY

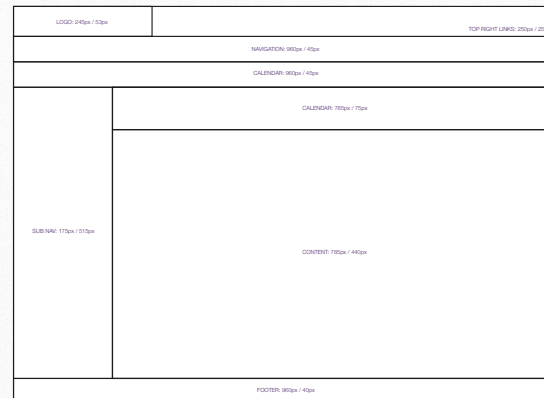
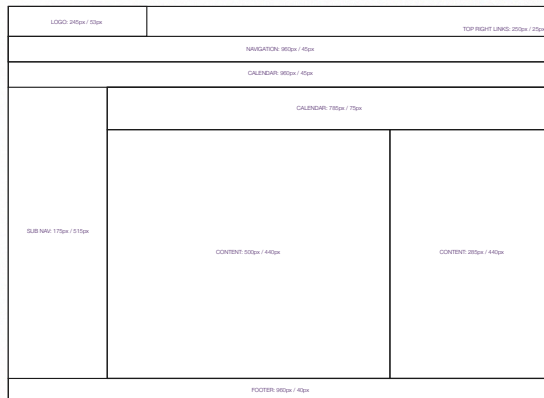
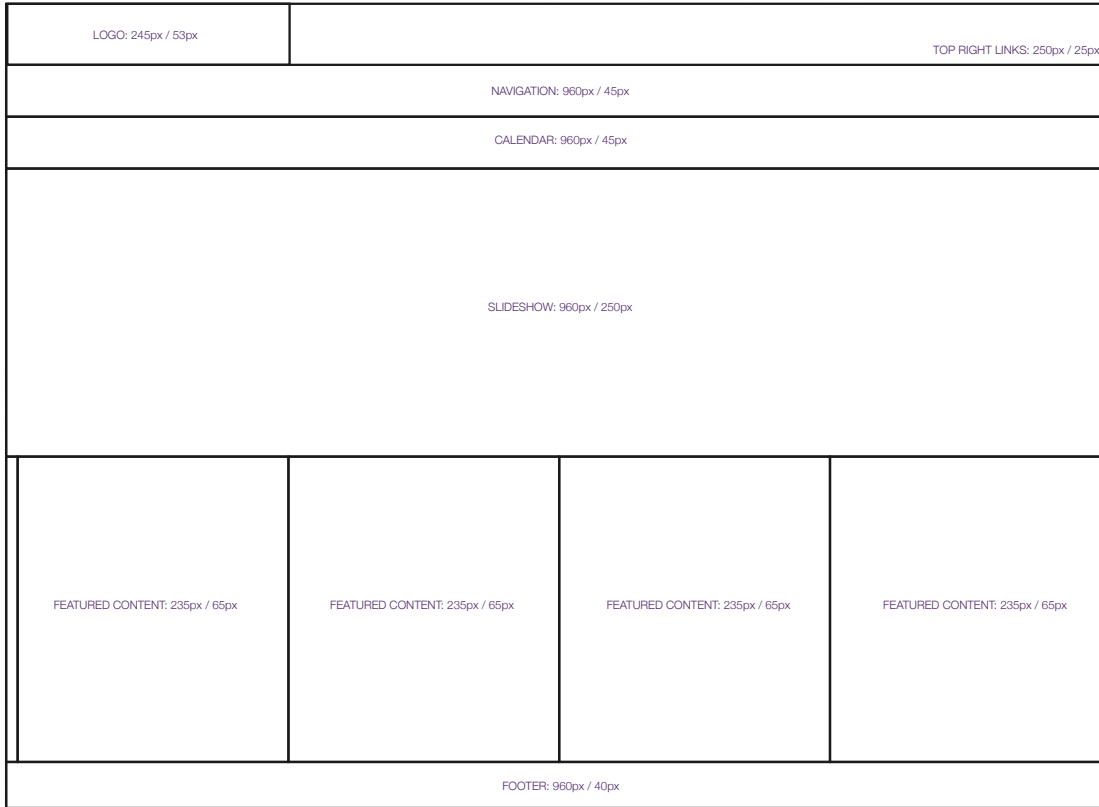
- Adventures in Music
- Instrument Training
- Youth Orchestra
- Music for Families
- Community of Music Makers
- Music Talks
- SFSKids.com

ABOUT SFS

- Our Mission and History
- Contact Us
- Auditions
- Job Opportunities
- Experience the Hall
- Board of Governors
- Administration

SFS STORE

WIREFRAME DESIGNS



960PX STANDARD WIDTH

A standard width of 960px was chosen for the site because it accommodates the increased resolution of current monitors, and browser displays, while still keeping a size that is comfortable for smaller displays.

THREE BASIC WIREFRAMES

We developed three wireframes in total that are all based around the same headers and footers. These pages include the homepage and two formats of sub-pages with single and double column layouts.

HEADER LAYOUT

One key idea that we wanted to develop from the beginning was a horizontal mini-calendar. From a design standpoint, this would eliminate the issue of the calendar breaking the flow of the slideshow. It would also differentiate the SF Symphony's site from other symphony sites that have traditional calendars.

EXPECTED CAPACITY

In general, the wireframes were developed to be able to contain as much data that can be thrown at it. We looked at many sites and decided that a two-column content section would work best for most of the information that we needed to present. The single section sub-page would act as a "catch-all" for pages that need a custom design such as the store-front page.

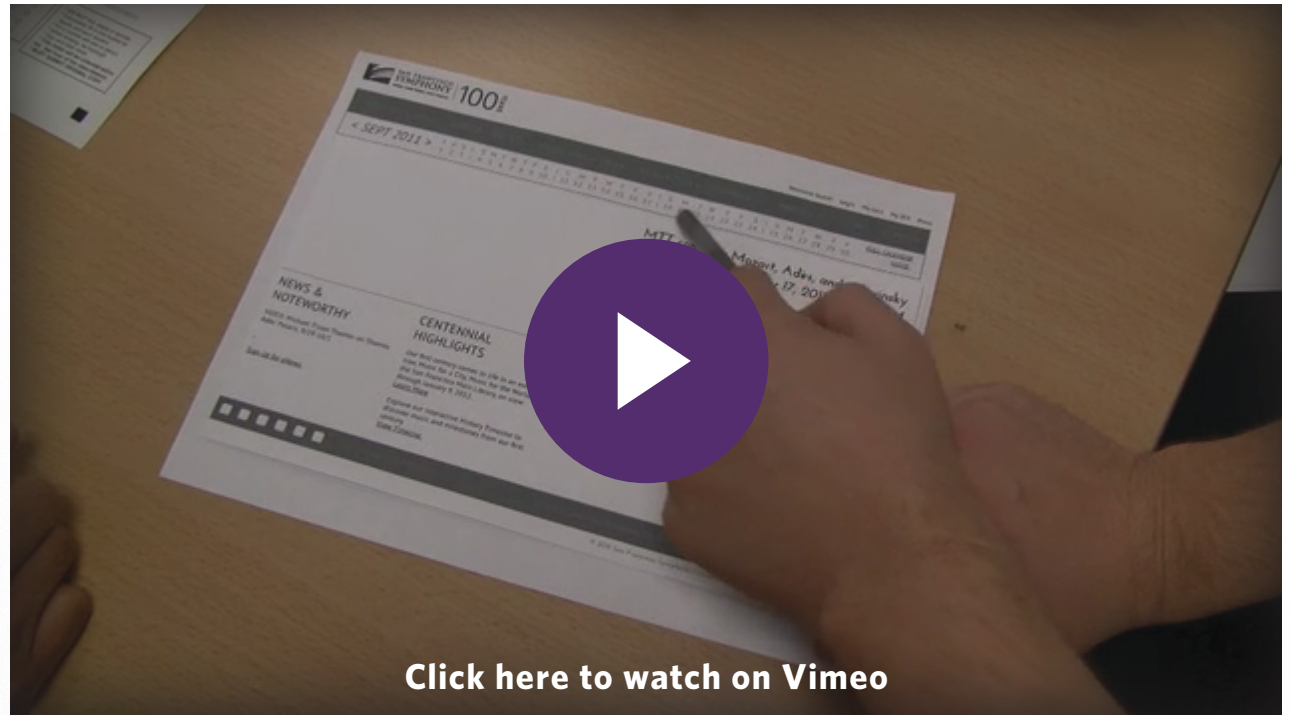
PAPER PROTOTYPING

TICKETING PROCESS

The San Francisco Symphony's ticketing and checkout process is one of the most critical aspects of the site for consumers. In order to work on the functionality aspect of our redesign, we created a paper prototype of the site in order to simulate the ticketing and checkout process. The video to the left shows the site as we worked through this process.

RESULTS

In conducting this paper prototype, we found a few flaws in the initial design that helped us make improvements and adjustments to the site accordingly. These refinements would help make the user experience feel refined and simpler.



[Click here to watch on Vimeo](#)

INITIAL MOCK-UP DESIGN

Our initial design as seen to the left, shows a site that is structured based on the wireframes we created. We wanted the new site to have a modern and upscale feel. But at the same time, we did not want to alienate the symphony's older audience or the detract newcomers from the site by making it feel overbearing. Color and type treatment help address these issues by making the site approachable and easy to understand.

This design also shows how content is being populated into our layout. It shows the development of our horizontal calendar as well as our initial ideas for the popout calendar.

Though our final design is similar to this initial design, we would develop this into a much more polished version down the line.

The screenshot displays the initial mock-up design for the San Francisco Symphony website. At the top left is the logo for the San Francisco Symphony, celebrating its 100th anniversary, with Michael Tilson Thomas as Music Director. The top right contains navigation links: Register, Login, My Cart, My SFS, and Press. Below this is a main navigation bar with categories: TICKETS + EVENTS, SUPPORT THE SFS, MUSICIANS + MEDIA, EDUCATION + COMMUNITY, ABOUT US, and STORE, along with a search bar. A horizontal calendar for September 2011 is shown, with the 17th highlighted. A popout calendar is also visible. The main content area features a featured event: 'Fanfare for a New Century: San Francisco Symphony Opening Night Gala' on Saturday, Sept 17, 2011, at 3:00 PM on KQED Channel 9, with buttons for 'BUY TICKETS' and 'MORE INFO'. Below this is a large image of violinists performing, with a text overlay: 'MTT conducts Mozart, Adès, and Stravinsky Saturday, September 17, 2011 @ 3:00 PM'. The page is divided into four columns: NEWS (with video links), CENTENNIAL HIGHLIGHTS (with a 'Learn More' link and a 'View Timeline' link), SUPPORT YOUR ORCHESTRA (with a paragraph about the Centennial Challenge), and EXPLORE THE SFS (with links to Concert Finder, SFS Podcasts, Ways to Volunteer, Calling All Kids!, and Watch & Listen: Mahler on KeepingScore.org). The footer includes social media icons, contact information, and a copyright notice for 2011.

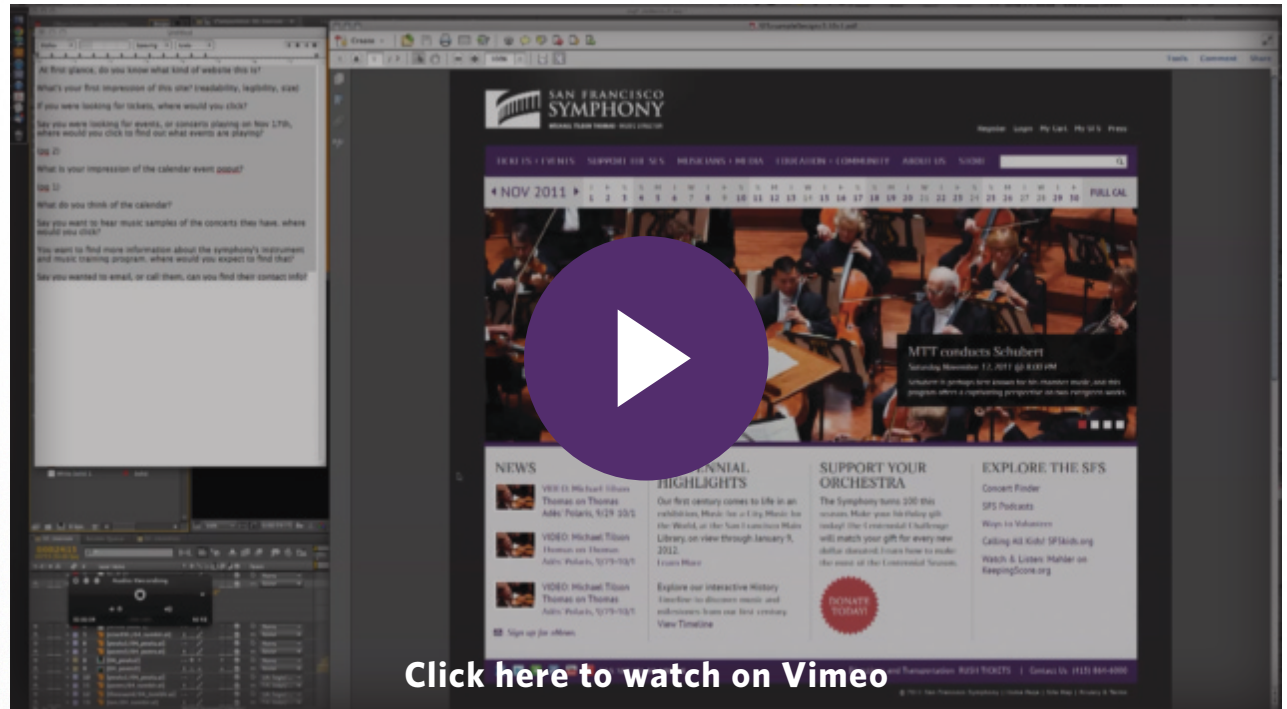
USABILITY TESTING: STAGE 1

TESTING

Once we finalized the home page design, we conducted several usability tests to check if users understood how to navigate the website to find specific information such as concert tickets for a particular day. We focused our testing on the home page calendar because it was one of the most significant changes to the website.

RESULTS

Overall, testing was a success for the overall look and design of the site. Because we only used a mockup for our first usability test, we found that some people got confused as to what days on the mini-calendar had events as well as its overall design. We were confident that, once brought into code, we could make the mini calendar interactive and use multiple hover states to emphasize its features and use. The usability test also helped us affirm many choices in design when they were viewed as successes or easily understood.



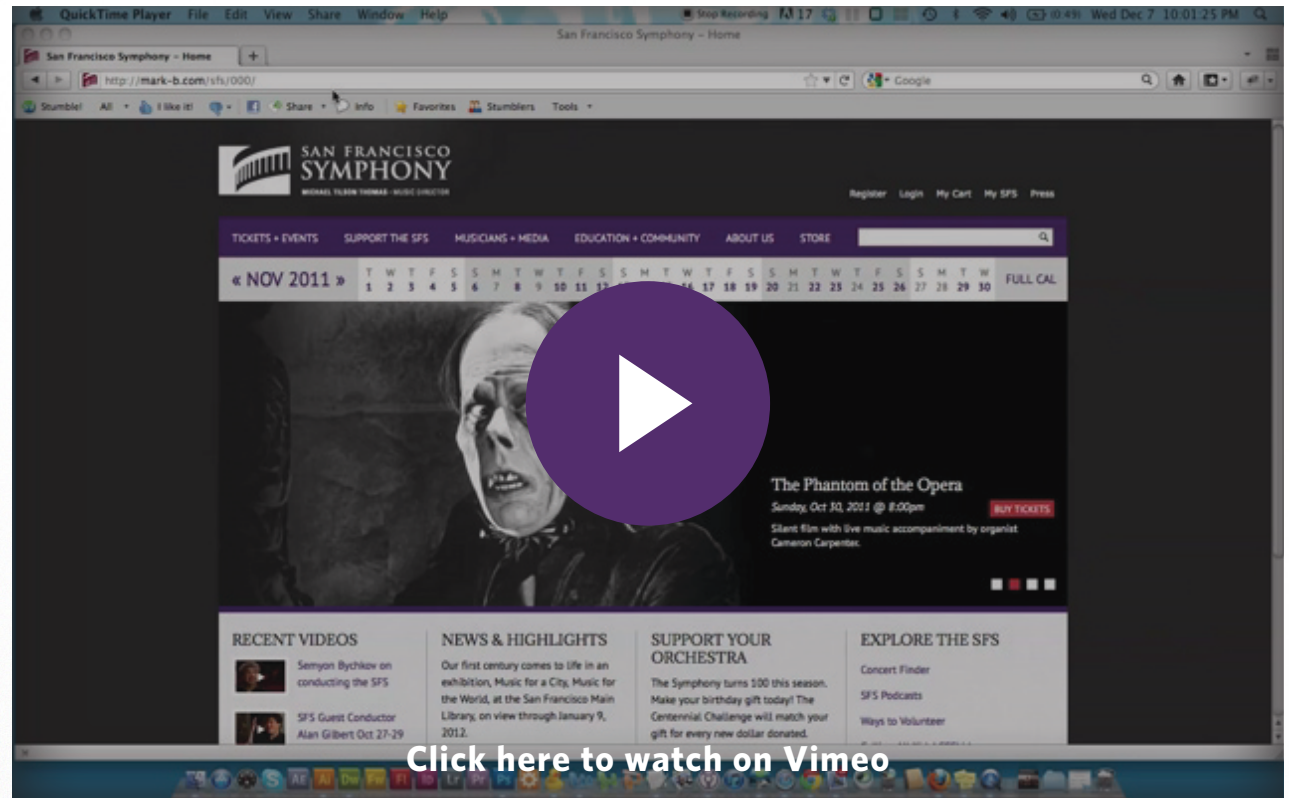
USABILITY TESTING: STAGE 2

TESTING

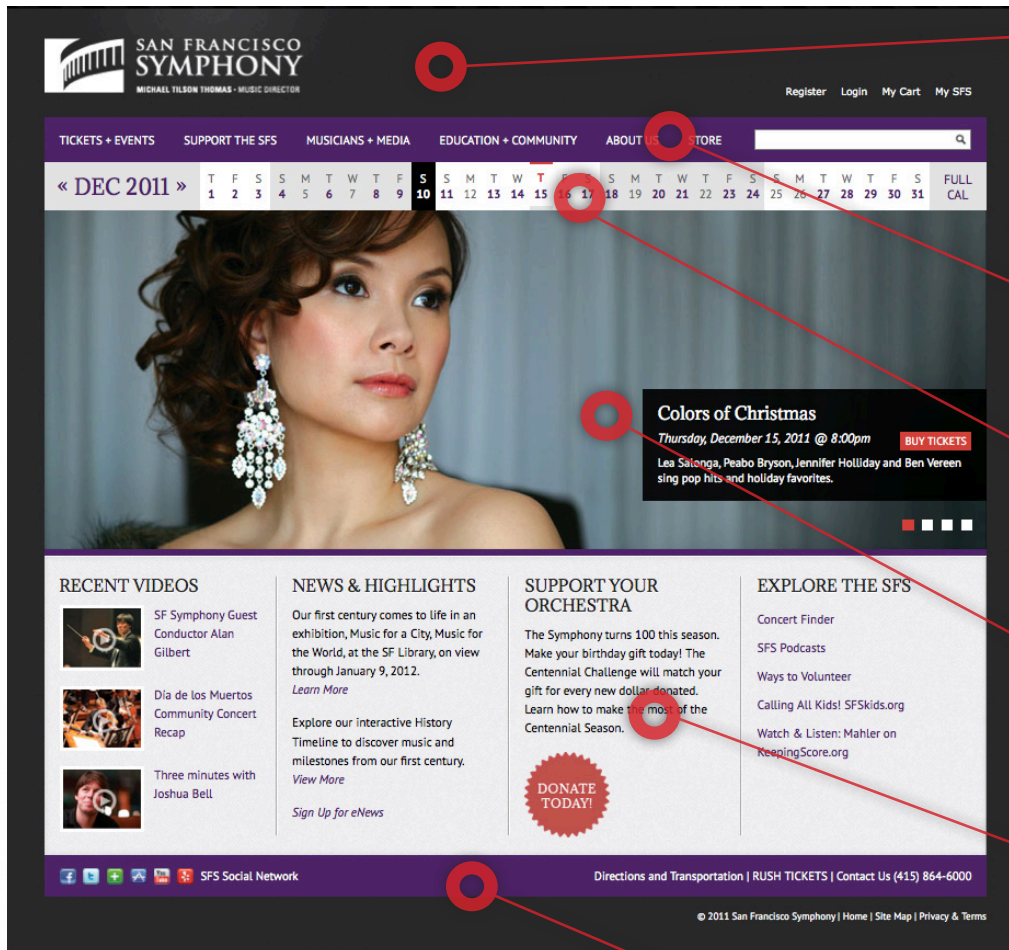
Later on in the process, after developing a live site, we conducted another usability test to see if there were any other major flaws in the site design and to troubleshoot how we could fix them.

RESULTS

This usability test again showed us that our site was relatively straightforward and easy to navigate. The user highlighted many things about the design. But some of the major issues that arose were the legibility of certain parts of the site. One, in particular, was the ticketing process where the seating charts were a bit small and a little difficult to understand at first. We would fix this in our final design tweaks. We also found our calendar page to be lacking in certain features that would help the user scan it easier.



NEW DESIGN OVERVIEW



COLOR

We wanted the site to have a modern and high-end feeling. We achieved this by using a dark background. Purple is the main accent color, where we felt it gave the symphony an air of modernism and heraldry. Red was used on highlight items such as the buy tickets buttons to compliment the design.

NAVIGATION

Our navigation takes a few cues from the old site, but it is designed with better spacing and legibility.

MINI CALENDAR

Our new mini-calendar has been reworked into a horizontal layout. It provides more freedom for the rest of the layout to breathe and differentiates our site from most other symphony sites.

SLIDER

We made the slider the largest item on the homepage simply because images speak much more than words. In combination with good design and great photographs, it really pulls the user in.

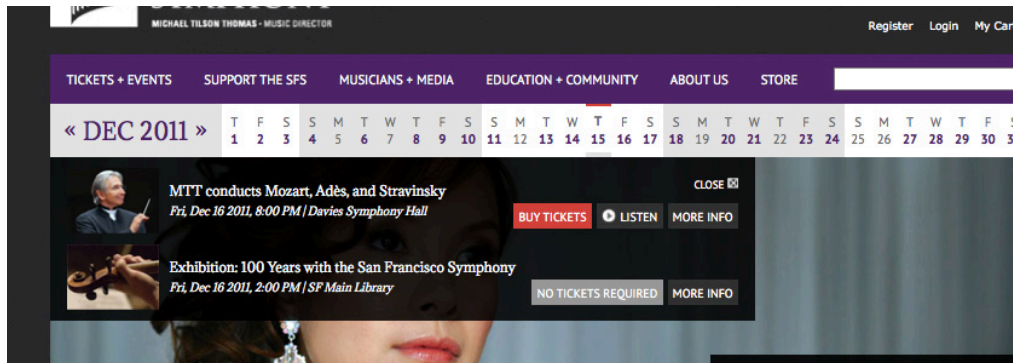
TYPOGRAPHY

We decided to use a combination of "Adamina" and "PT Sans", both from the Google Web Fonts API. Adamina is a serif that we use for headlines and page titles. PT Sans makes up the body copy and most of the text. Together, we feel they are natural compliments and have great readability.

FOOTER

Our new footer is minimal, where we wanted to provide only the most essential information. We kept it to social media icons, directions, rush tickets and contact information.

DESIGN: MINI CALENDAR AND LAYOUT



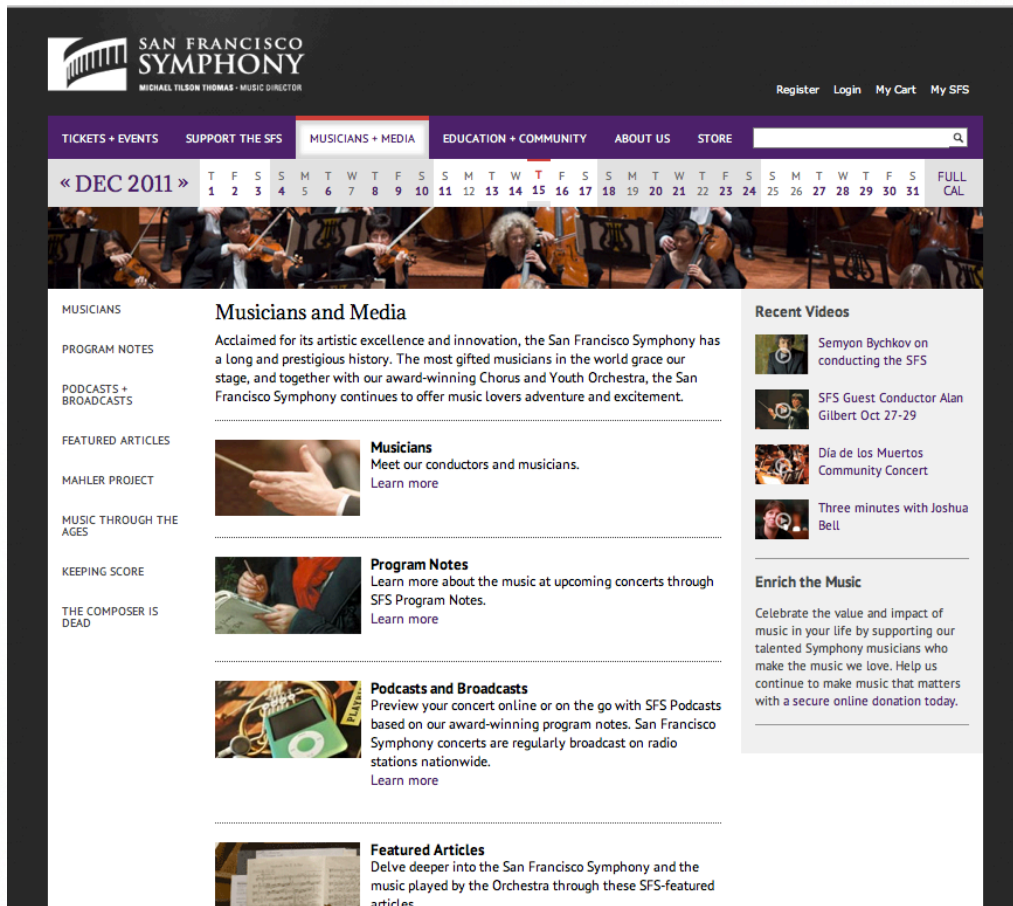
MINI-CALENDAR POPOUT MENU

In addition to a new mini-calendar, we also made a new popout, animated menu. When a user clicks a date on the mini-calendar, a list populates below with the events scheduled for that day. We made sure that the list had good visual hierarchy and we also needed to make sure that different types of events were easy to distinguish between.

For concerts and events with tickets, we offered a bold "Buy Tickets" button, an audio preview, as well as a link to the event details page. For any free or broadcast style event, we offer a graphical notifier that states no tickets are required, and a link to that event details page.

SUBPAGE LAYOUT

The overall layout is that which was seen in our initial wireframes. We had much success in our planning and did not need to tweak much. The images shows you our basic sup-page layout. The left column acts a sub-navigation menu. The middle column is the main body of information. And the right column acts as a featured area to highlight different aspects that are related to the main content.



DESIGN: CONCERTS PAGE

SAN FRANCISCO SYMPHONY
MICHAEL TILSON THOMAS - MUSIC DIRECTOR

Register | Login | My Cart | My SFS

TICKETS + EVENTS | SUPPORT THE SFS | MUSICIANS + MEDIA | EDUCATION + COMMUNITY | ABOUT US | STORE

« DEC 2011 »

DAVIES SYMPHONY HALL

CONCERT FINDER

Find the concerts you want to see quickly! View upcoming San Francisco Symphony concerts by Date, Time, Composer, and Concert Type.

Search by:

Date/Time: Choose Month | Day | Choose Time | **SEARCH CONCERTS**

Composer: Any Composer

Artist: Any Artist

Instrument: Any Instrument

Concert Type: Any Concert

SEARCH RESULTS:

SEARCHED- Composer: Michael Tilson Thomas | EMAIL RESULTS | PRINT RESULTS

- MTT conducts Mozart, Adès, and Stravinsky**
Fri, Dec 16 2011, 8:00 PM | Davies Symphony Hall
\$15-\$150 | **BUY TICKETS** | **MORE INFO**
- MTT conducts Schubert**
Fri, Jan 6 2012, 8:30 PM | Davies Symphony Hall
\$15-\$150 | **BUY TICKETS** | **MORE INFO**
- MTT conducts Tchaikovsky's First Symphony**
Sat, Jan 21 2011, 8:00 PM | Davies Symphony Hall
\$15-\$150 | **BUY TICKETS** | **MORE INFO**
- MTT conducts Beethoven's Pastoral Symphony**
Sat, Mar 18 2012, 7:00 PM | Davies Symphony Hall
\$15-\$150 | **BUY TICKETS** | **MORE INFO**

UPCOMING EVENTS

- Colors of Christmas**
Thurs, Dec 13 2011, 8:00 PM | Davies Symphony Hall
\$15-\$86 | **BUY TICKETS** | **MORE INFO**
- Handel's Messiah**
Fri, Dec 16 2011, 7:00 PM | Davies Symphony Hall
\$15-\$150 | **BUY TICKETS** | **MORE INFO**
- 'Twas The Night**
Fri, Dec 22 2011, 7:00 PM | Davies Symphony Hall
\$30-\$135 | **BUY TICKETS** | **MORE INFO**

SFS Social Network | Directions and Transportation | RUSH TICKETS | Contact Us (415) 864-6000

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CONCERT FINDER

The concert finder page allows visitors to search for concerts using various filtering options such as date playing, composer, or concert type. In doing so, this de-clutters the page from an overwhelming list of concerts. Once they search for concerts, users have an option of either buying tickets, or learning more about the event. They also have an option for printing, or emailing results. Ultimately, we wanted this process to mimic other ticket finding sites like Ticketmaster and Fandango. But, we catered the queries and design to match information that pertains to the symphony and it's unique ticketing processes.

FEATURED EVENTS

On this page, we also wanted to feature upcoming events. So, on load, the upcoming events are already displayed in the search results area. But, after a search query is submitted, the events get pushed to bottom below the search results.

DESIGN: CALENDAR PAGE

SAN FRANCISCO SYMPHONY
MICHAEL TILSON THOMAS · MUSIC DIRECTOR

Register Login My Cart My SFS

TICKETS + EVENTS SUPPORT THE SFS MUSICIANS + MEDIA EDUCATION + COMMUNITY ABOUT US STORE

« DEC 2011 »

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 FULL CAL

DAVIES SYMPHONY HALL

CONCERT TICKETS **EVENT CALENDAR**

CALENDAR

SUBSCRIPTIONS

SEASON EVENTS

GROUPS/TOURISM

STUDENTS

SEATING CHARTS

TICKETING FAQ

« December 2011 »

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1 The Best Time of Year: A Christmas Special with the San Francisco Symphony TICKETS 8:00 PM	2 Exhibition: Music for a City, Music for the World, 100 Years with the San Francisco Symphony FREE EXHIBIT 12:00 PM	3 Music for Families with the San Francisco Symphony TICKETS 2:00 PM
4 Deck the Hall TICKETS 11:00 AM	5 Deck the Hall TICKETS 3:00 PM	6 KDFC Broadcast of the San Francisco Symphony TV BROADCAST 8:00 PM	7 Boston Symphony Orchestra and Ludovic Morlot TICKETS 8:00 PM	8 Katharine Harahan Open Rehearsal: Esa-Pekka Salonen and Leila Josefowicz TICKETS 8:00 PM	9 Esa-Pekka Salonen and Leila Josefowicz TICKETS 8:00 PM	10 Peter and the Wolf TICKETS 1:00 PM
A Second Look, TV Broadcast Dedicated to the SF Symphony's 100th TV BROADCAST 8:00 PM	11 Chamber Music at the Legion of Honor TICKET INFO 2:00 PM	12 Peter and the Wolf TICKETS 3:00 PM	13 Panel Discussion — Musicians of the San Francisco Symphony, Past and Present LIBRARY PANEL 6:00 PM	14 Colors of Christmas TICKETS 8:00 PM	15 Colors of Christmas TICKETS 8:00 PM	16 Exhibition: Music for a City, Music for the World, 100 Years with the San Francisco Symphony FREE EXHIBIT 12:00 PM
The Duke Ellington Orchestra TICKETS	17 Handel's Messiah TICKETS 2:00 PM	18 Colors of Christmas TICKETS 8:00 PM	19 The Snowman with the San Francisco Symphony TICKETS 8:00 PM	20 The Snowman with the San Francisco Symphony TICKETS 7:00 PM	21 The Snowman with the San Francisco Symphony TICKETS 7:00 PM	MTT conducts Mozart, Adès, and Stravinsky TICKETS 8:00 PM

DESIGN

On our new calendar page, we focused on tying the design in with the rest of the site. The calendar, in general, does not leave many options to be changed without confusing users, so we kept the format very traditional. If users do not understand the new horizontal mini calendar, this calendar page acts as their main hub of navigating date ranges.

TICKET GRAPHIC INDICATORS

We included buttons to buy tickets as well as matching greyed-out indicators that show if tickets are not available for a certain event. By doing this, we solved one of the original problems of the website calendar, where users had a difficult time distinguishing between what events had tickets that were available to be purchased and what events did not (e.g. broadcasts and exhibits).

DESIGN: SHOPPING CART

SAN FRANCISCO SYMPHONY
MICHAEL THILSON THOMAS - MUSIC DIRECTOR

Register Login My Cart My SFS

TICKETS + EVENTS SUPPORT THE SFS MUSICIANS + MEDIA EDUCATION + COMMUNITY ABOUT US STORE

« DEC 2011 »

SHIPPING CART

Cart Contents

STEP 1: LOGIN / REGISTER

STEP 2: TICKETING

STEP 3: PAYMENT

STEP 4: REVIEW ORDER

Order Total
\$271.25

CHECKOUT

Cart Subtotal: \$250.00
Discounts: \$0.00
Shipping/Handling: \$0.00
Tax: \$21.25

Patron Services

We are available to assist you:

M-F: 10:00am - 6:00pm
Sat: Noon - 6:00pm
Sun: 2 hours prior to concerts

Phone: (415) 864-6000
E-mail: patronservices@sfsymphony.org

Patrons with Disabilities

Davies Symphony Hall and Flint Center are designed to provide easy access for patrons with disabilities. If you require seating accessible to wheelchairs, please call Patron Services at (415) 864-6000 to order your tickets.

Directions and Transportation | RUSH TICKETS | Contact Us (415) 864-6000

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Payment

Credit Card Information
VISA M-CARD Discover The SF Symphony accepts all major credit card companies.

Expires: (month) / (year) CVC Code

Billing Information SAME AS SHIPPING

First Name Last Name Company Address (Optional)
Area Primary Phone Street Address
Area Alternate Phone (Optional) Apt, Suite, Bldg. (Optional)
Email Address Zip (for City & State)

Order Total
\$271.25

Cart Subtotal: \$250.00
Discounts: \$0.00
Shipping/Handling: \$0.00
Tax: \$21.25

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Please Review Your Order

Your Tickets EDIT TICKETS

MTT conducts Mozart, Adès, and Stravinsky
Friday, December 16, 2011, 8:00 PM
Davies Symphony Hall
Premier Orchestra, Seat T9 (Adult): \$125.00
Premier Orchestra, Seat T11 (Adult): \$125.00

Ticket Delivery Information EDIT DELIVERY INFO

Delivery Method:
Ship Tickets via USPS First Class mail - free

Ship to:
George Washington
205 Van Ness Ave
San Francisco, CA 94102
415-123-4567
george@gmail.com

Billing Information EDIT BILLING INFO

SAVE AS SHIPPING

Payment Information EDIT CARD INFO

Name as Card: George Washington
Card No: 0000000000000000
Expiration: 08/14
CVC: 000

Order Total
\$271.25

PROCESS ORDER

By placing your order you agree to the SF Symphony's privacy policy and conditions of use.

Order Total
\$271.25

PROCESS ORDER

Cart Subtotal: \$250.00
Discounts: \$0.00
Shipping/Handling: \$0.00
Tax: \$21.25

Patron Services

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E-mail: patronservices@sfsymphony.org

Patrons with Disabilities

Davies Symphony Hall and Flint Center are designed to provide easy access for patrons with disabilities. If you require seating accessible to wheelchairs, please call Patron Services at (415) 864-6000 to order your tickets.

DESIGN

The shopping cart was designed to be easy to understand and simple to use. We wanted users to distinguish all the information they needed without any excess clutter. The design of the cart and subsequent checkout processes are based on our two column layout that is effective in displaying our information here as well.

CHECKOUT PROCESS

Our checkout process requires only 4 steps, which is the minimal amount needed for a process of this sort. The first is a login/register page that the user may skip. The second is to select how one wants their tickets delivered. The third is billing and the final stage is a review. We wanted to make the process fast and simple to follow. You can see a video of this process on the following page.

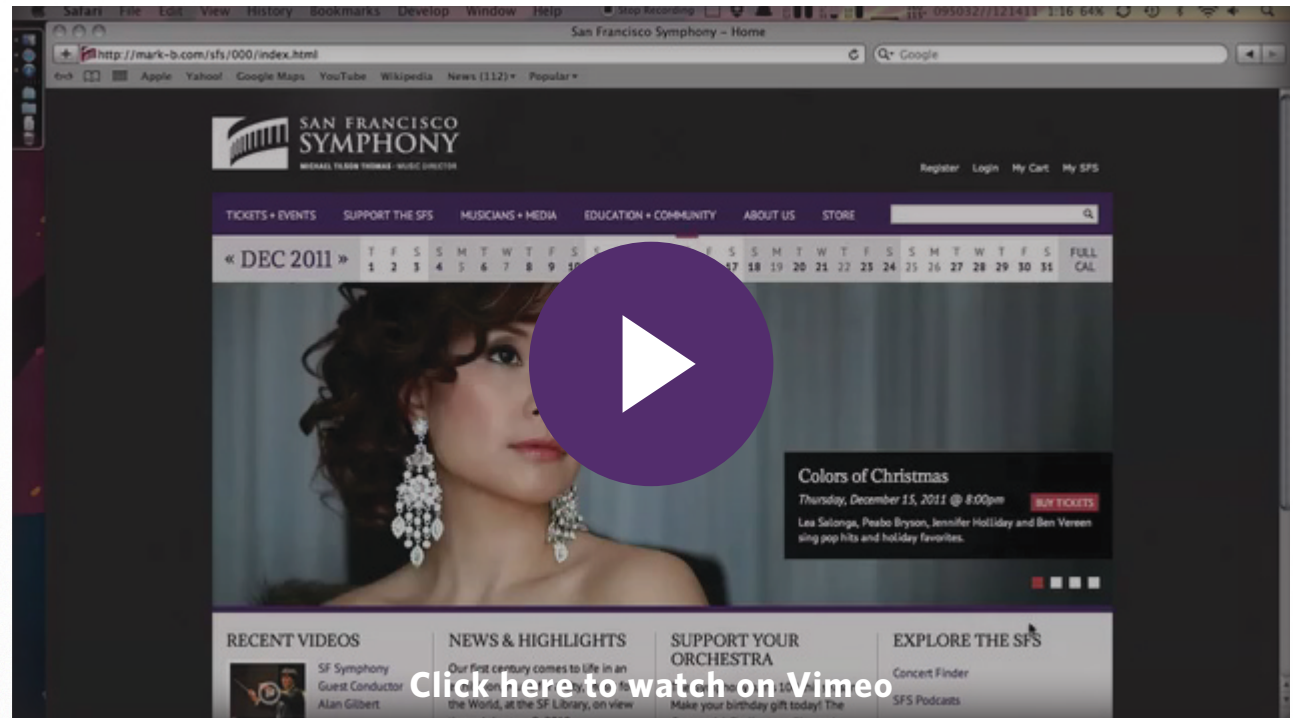
TICKETING PROCESS: WALKTHROUGH

DEMO

The video to the right shows a demo of the various waypoints to access different concerts, our ticketing process and the new checkout process.

OVERVIEW

Overall, we tried to make this process as simple and well designed as possible. We provided very straightforward access points to the ticketing process and wanted to mirror shopping experiences similar to that of Amazon, Ticketmaster and Fandango. We came up with a friendly solution that is easy to understand for the symphony's broad audience.



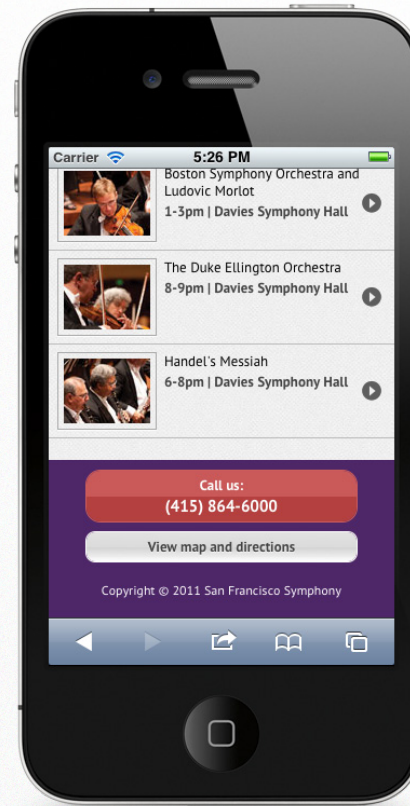
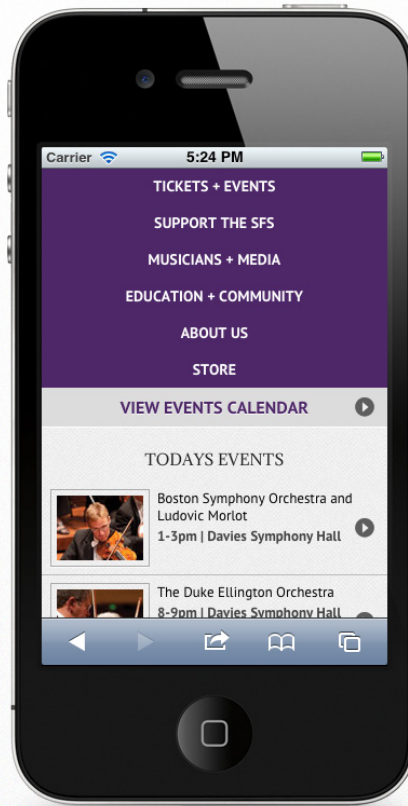
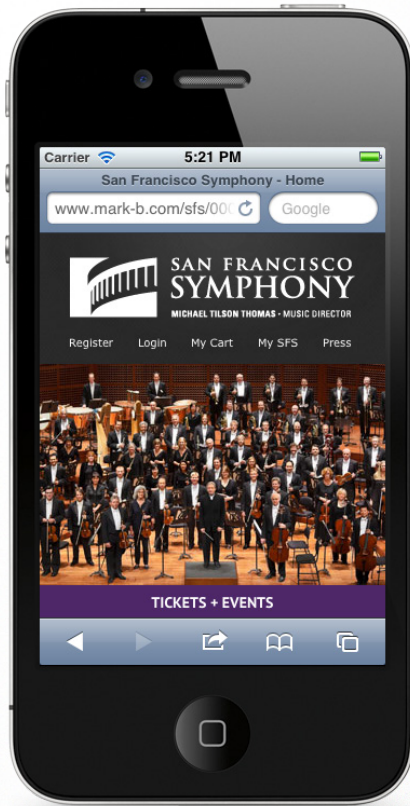
MOBILE SITE

WHY A MOBILE SITE?

A mobile version of the San Francisco Symphony website was created in order to expose the website to an increasing number of users with access to smartphones. By doing so, this helps accomplish one of their main goals of attracting a new, younger target audience (most of whom are the ones who have access to these new devices).

OVERVIEW:

- Gives access to navigation menu in vertical format.
- Events calendar is called out in navigation menu.
- Today's events are showcased on homepage.
- Visitors have the option of calling the Symphony for information, or viewing map and directions.



To view the live project, please [click here](#), or visit stanleydiaz.me/sfs

THANK YOU!