

Booking system- task based click test

- Great response of 155
- 26% selected service to search for events at their local Library- narrow down to Library only events
 - 25% selected location and 23% selected keyword search
- 70% clicked on the event thumbnail to see further event information
- 94% clicked book to continue with their booking from the event information screen
- 64% selected add attendee to add a friend to their booking
 - 21% selected total ticket number- presumably to change the total number of tickets
- 79% selected name to add their friends name to the booking
- 61% selected address not found to manually add their address
 - 34% selected the address dropdown- although if their address wasn't there hopefully they'd know to then select address not found
- 74% selected attendee type to change their ticket type
 - 9% selected delete which would completely remove the event booking
- 61% agreed that the booking system appeared easy to use
 - 25% disagreed
- The majority of negative comments were regarding: complicated search screen, overcrowded screens, unclear/too small text, confusion re find more info about the event, too complicated, change ticket type not clear, more information/help required etc.