

# Ticketing

## ASSIGNMENT SHEET 27 OCT. 2011

Design a ticketing microsite for a small airline or other travel company. Choose an existing company or create an imaginary one. Your site should accommodate trips on one route, twice a day, seven days a week, with only one class of travel and no additional options.

**Objectives** Analyze user needs and mental models  
Design a website that helps users perform a task  
Explain a website using interaction design documents

**Deliverables** Static design documents:

1. A *flowchart* that describes how people move through the purchasing process.
2. *Low-fi wireframes* showing information, messages, and controls for every screen in the ticket purchasing process. These wireframes should be in schematic form: they explain what happens, not how the page should look.
3. *High-fi wireframes* for one key screen. These wireframes should look like a page of the real website.

**Schedule**

27 OCT.	Start project. Select an event and begin research.
3 NOV.	Present flow chart and draft low-fi wireframes for at least half of the screens.
10 NOV.	Final critique.

**Evaluation**

VALUE	CRITERION
33%	Usability of site structure and navigation
33%	Visual design of hi-fi wireframe
33%	Quality of presentation of deliverables