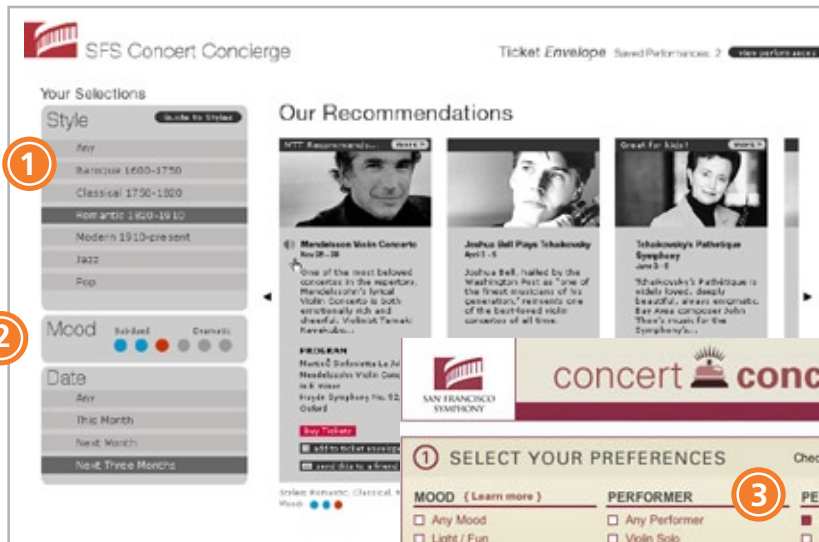


San Francisco Symphony / Concert Concierge



Prototype



Final

Buying tickets for the symphony can be daunting for first time attenders. Making the wrong decision can be expensive or disappointing. The SFS Concert Concierge provides customers with a safe way to begin their relationship with SFS.

Roles: Information Architect, Interaction Designer

Worked closely with: Art Director, Technical Director, Flash Developer

① Since the San Francisco Symphony has over 200 performances a year, narrowing down the options to a manageable list was crucial. Search terms needed to be in plain language and not esoteric.

② Most people are unable to articulate their feelings about music or art. However, music is often selected to accompany a specific mood. I recommended the inclusion of mood-based selection to ensure that at everyone would be able to select concerts based on at least one set of criteria.

③ As the eye moves right, more esoteric terms are encountered. To help users recognize period, I chose to associate period names with the most recognizable composer of the period. To validate the composer choice, I conducted a web-based survey asking responders to indicate which composer names they recognized.

④ Short results link to full results that include audio files.