SEATS ● IO
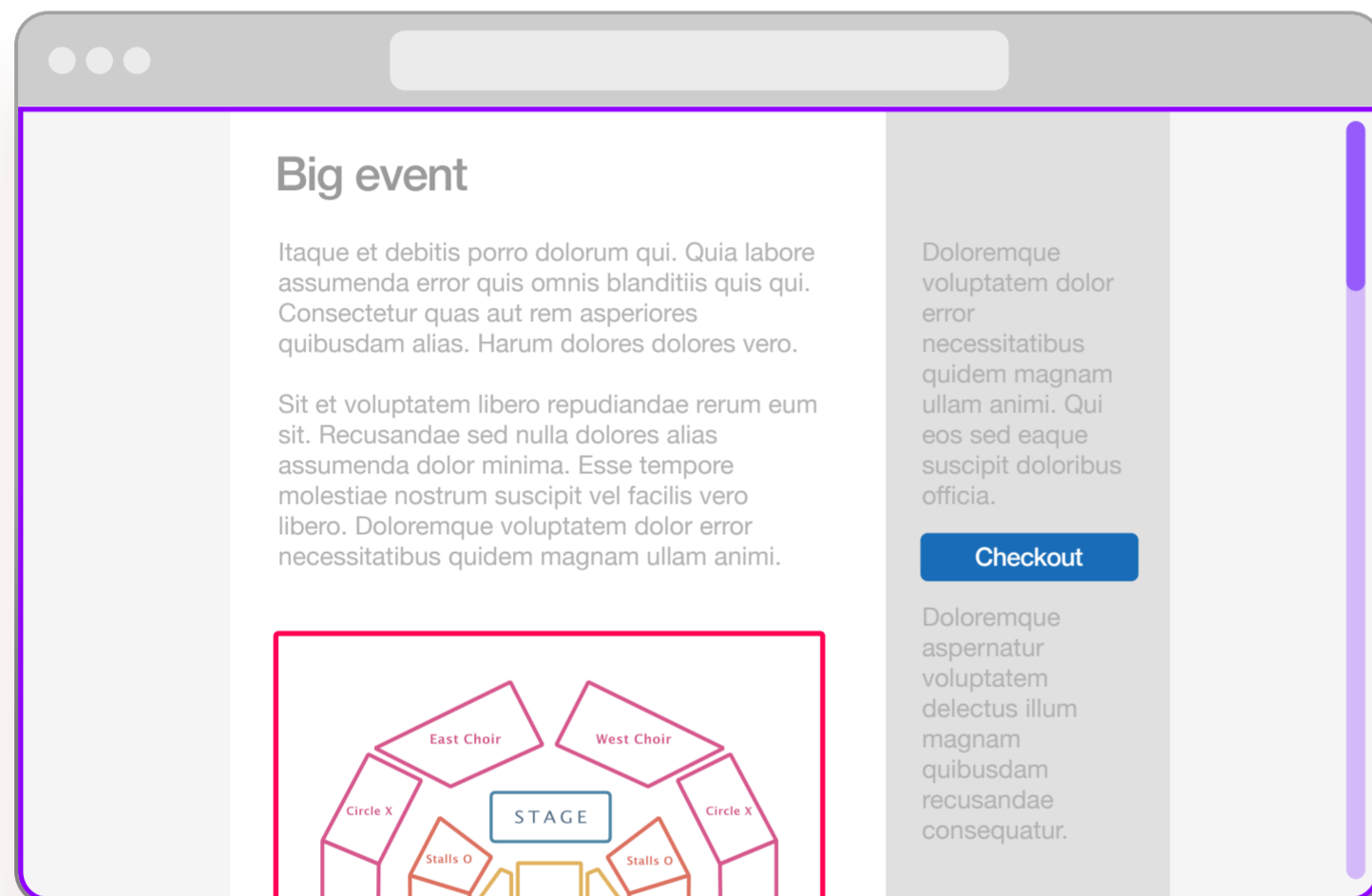
User Experience Guidelines

Dec 2021 edition

Embedding on desktop

For a quick and easy experience picking seats, you should provide as much screen real state as possible during the seat picking step of your purchase process, ensuring the chart is never obstructed, below the fold, or part of a larger scrollable container.

✕ **Not recommended**

✓ **Best results**

Big event

Itaque et debitis porro dolorum qui. Quia labore assumenda error quis omnis blanditiis quis qui. Consectetur quas aut rem asperiores quibusdam alias. Harum dolores dolores vero.

Sit et voluptatem libero repudiandae rerum eum sit. Recusandae sed nulla dolores alias assumenda dolor minima. Esse tempore molestiae nostrum suscipit vel facilis vero libero. Doloremque voluptatem dolor error necessitatibus quidem magnam ullam animi.

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Doloremque aspernatur voluptatem delectus illum magnam quibusdam recusandae consequatur.

Checkout

Big event

X^XX €
X^XX €
27^00 €

Doloremque voluptatem dolor error necessitatibus quidem magnam ullam animi. Qui eos sed eaque suscipit doloribus officia. Doloremque aspernatur voluptatem delectus illum magnam quibusdam recusandae consequatur.

Quisquam et tempora

Checkout

- Chart not above the fold on several screen resolutions.
- Accidental scrolling will interfere with the seat picking process.
- Limited screen space to see details and interact with the chart.
- Busy screen struggles to funnel users to purchase step.
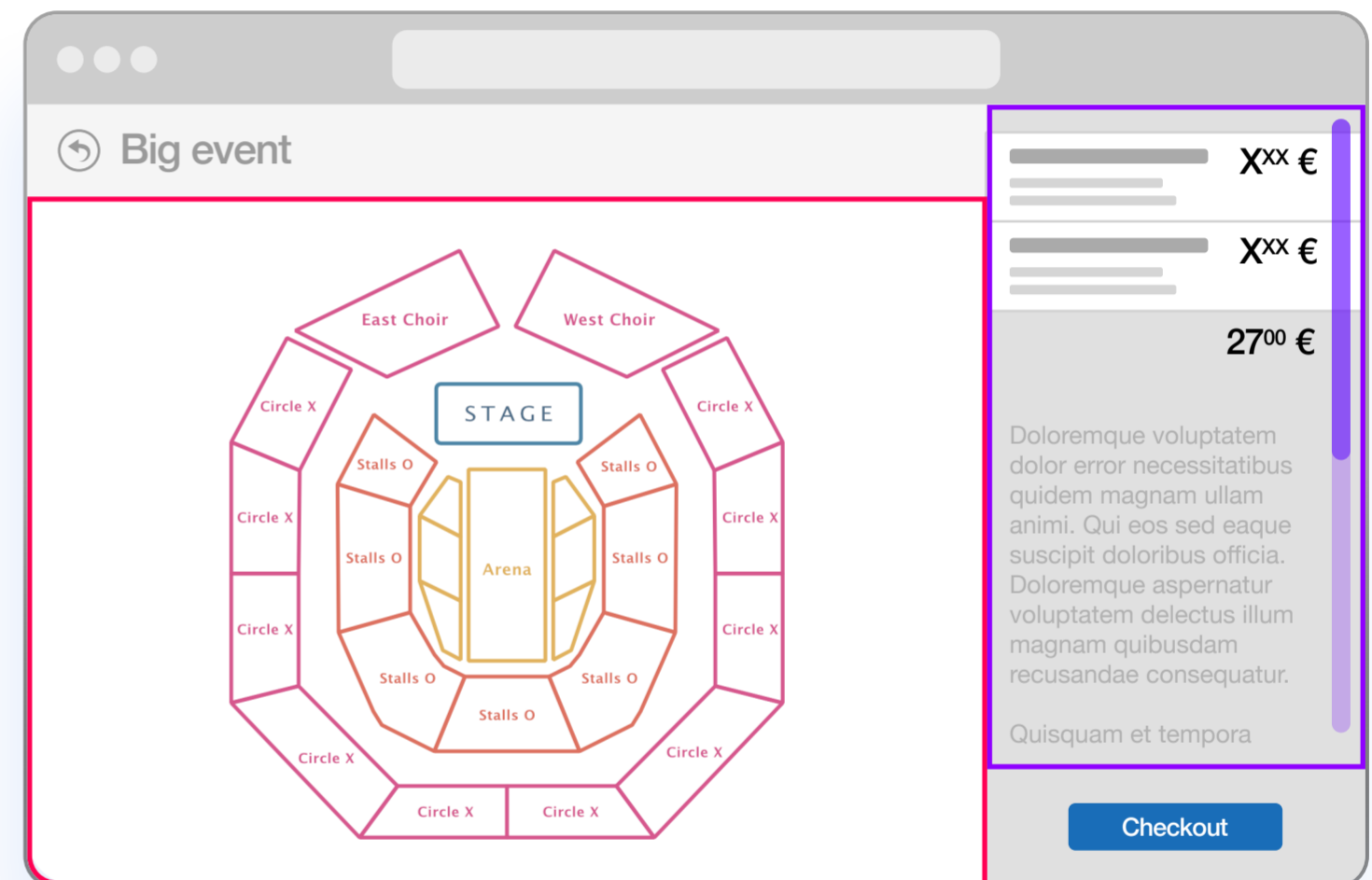
- Chart fully visible at all times.
- Plenty of screen real state to see details and interact.
- Screen layout takes user straight into the action.
- Cart and checkout call-to-action can remain always visible.

💡 Suggestion

You could also show the chart as a full size modal if building an entire view for this step is not an option.

Embedding on mobile

Every pixel counts on small touch screens, not only due to the limited screen real state, but because elements must always be large enough to be interacted with a finger.

For instance, the Seats.io chart will zoom in further on mobile to make it easy to tap a seat, yet fitting less content on the screen in the process.
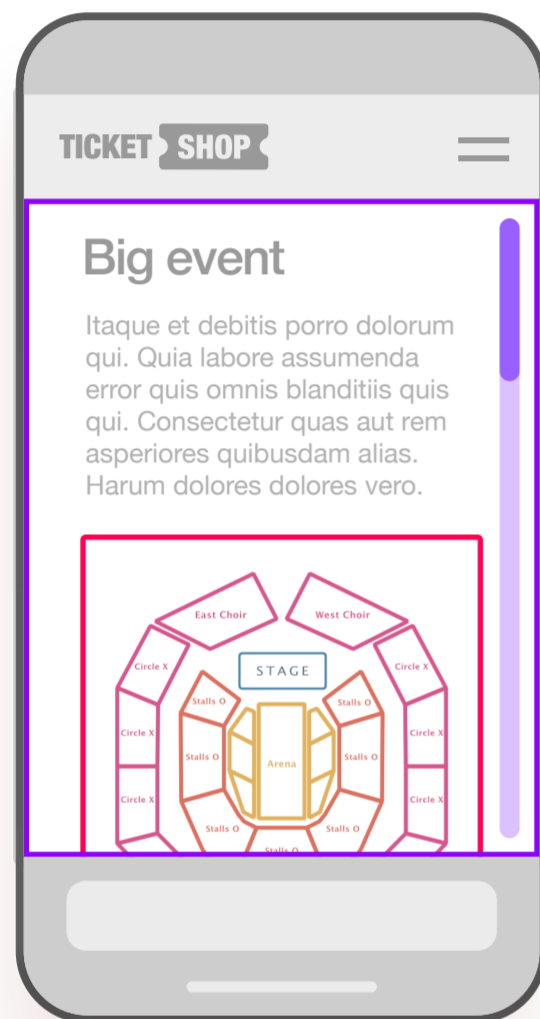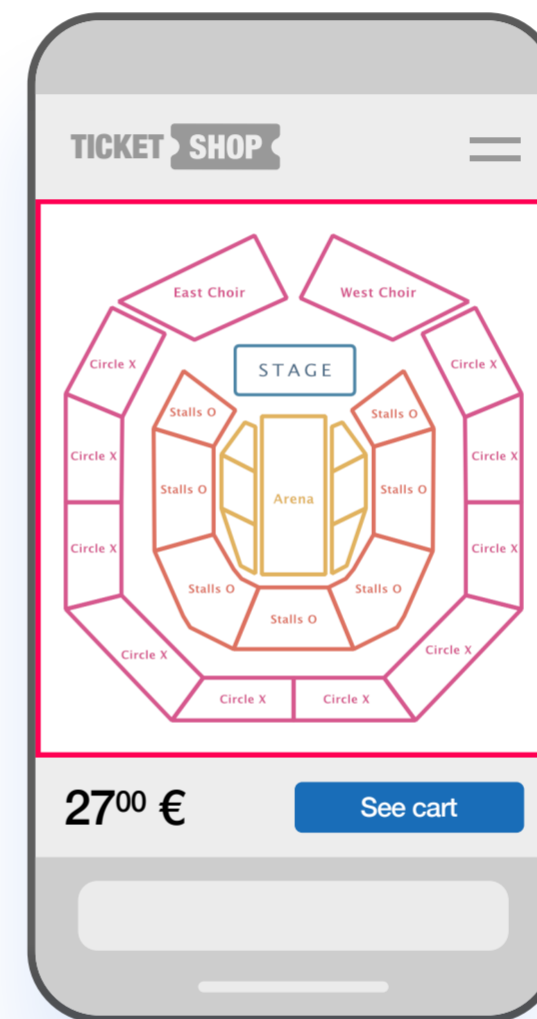
✕ Not recommended

- Not utilizing full width of the display, greatly reducing how much can fit on screen.
- Scroll interferes with chart experience, and chart might not always be fully visible.
- Next step in the flow might not be obvious.
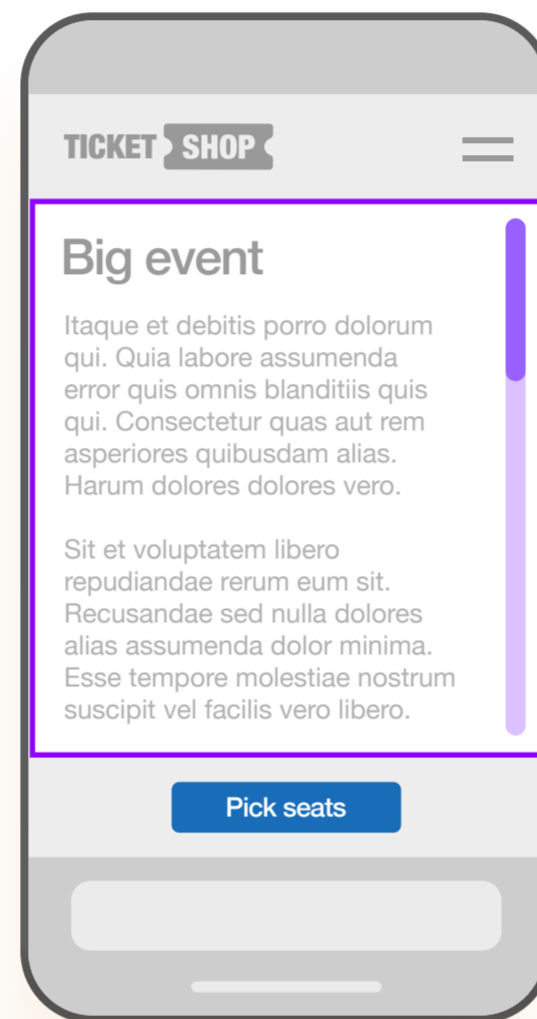
💡 Optional

If necessary, the event can have a landing page with information with a call to action to pick seats.

✓ Best results

User can focus on picking their seats on a large, comfortable area with plenty detail.

💡 Suggestion

Allow your users to review their cart on a modal dialog before leaving this step.

Big event

Itaque et debitis porro dolorum qui. Quia labore assumenda error quis omnis blanditiis quis qui. Consectetur quas aut rem asperiores quibusdam alias. Harum dolores dolores vero.

STAGE

Big event

Itaque et debitis porro dolorum qui. Quia labore assumenda error quis omnis blanditiis quis qui. Consectetur quas aut rem asperiores quibusdam alias. Harum dolores dolores vero.

Sit et voluptatem libero repudiandae rerum eum sit. Recusandae sed nulla dolores alias assumenda dolor minima. Esse tempore molestiae nostrum suscipit vel facilis vero libero.

Pick seats

East Choir   West Choir

STAGE

Circle X   Stalls O   Arena   Stalls O   Circle X

Circle X   Circle X

27^{00} €   See cart

X^{XX} €

X^{XX} €

27^{00} €

Go back   Checkout

Help users find what they are looking for

Best Available

Sell your best seats first, or offer a fast and accessible way to obtain seats, by automatically offering or assigning seats to your ticket buyers, through Best Available.

STAGE

General Admission

ORGAN

Category Filtering

Pre-filter categories for your users and zoom the chart straight to the objects assigned to them. Or enable the Category Filter to let your users pick - and even automatically zoom to - pricing tiers of their preference.

Click to filter categories

| Stalls | ✓ |
| 8€ - 12€ | |

| Arena | |
| 8€ | |

| Choir | ✓ |
| 40.5€ | |

| Circle | |
| 50€ | |

Best available documentation

Category filter documentation

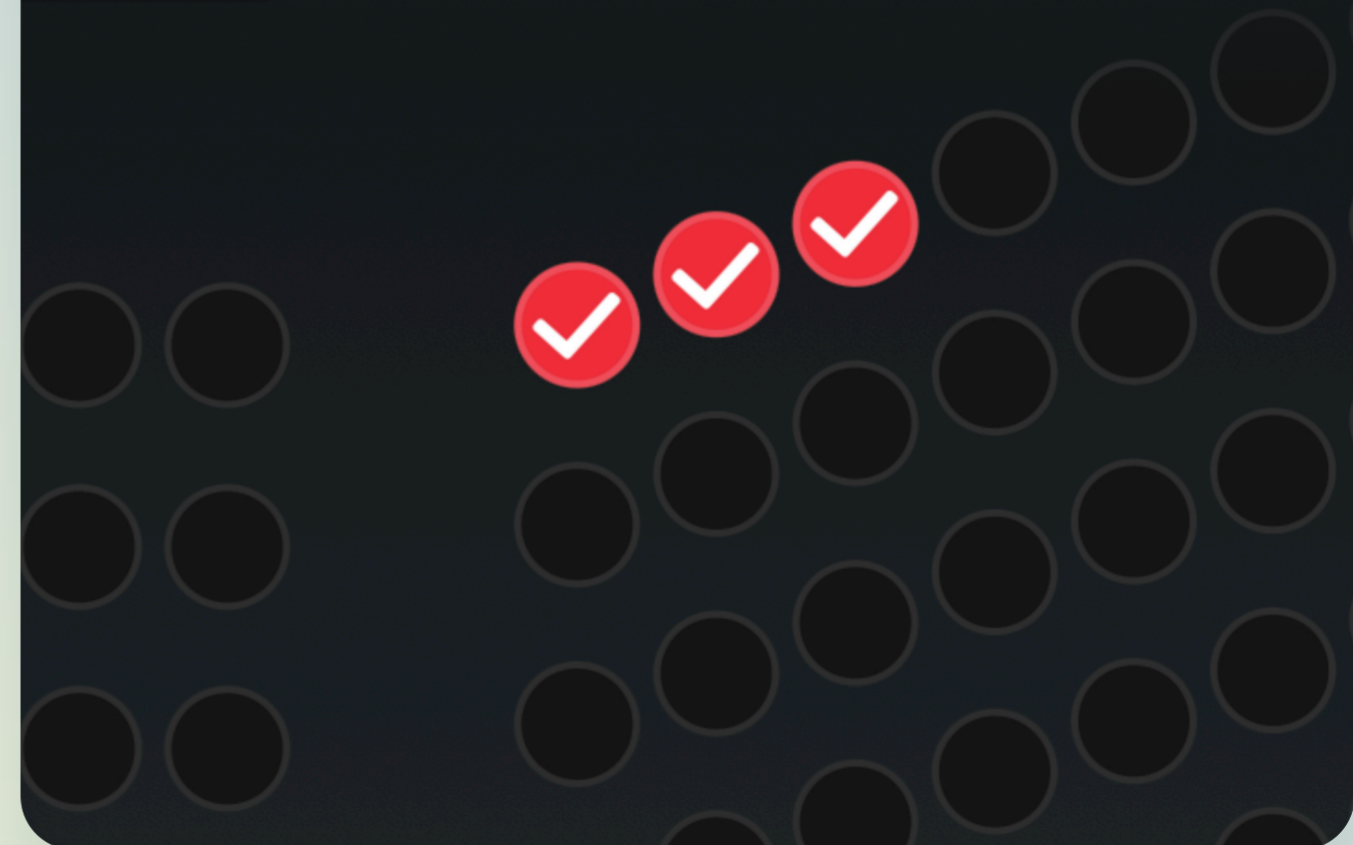# For a better user flow

Party size 👥

Reduce the selection of multiple places into a single click if you know the size of ticket buyers parties, by pre-setting the number of places to select.
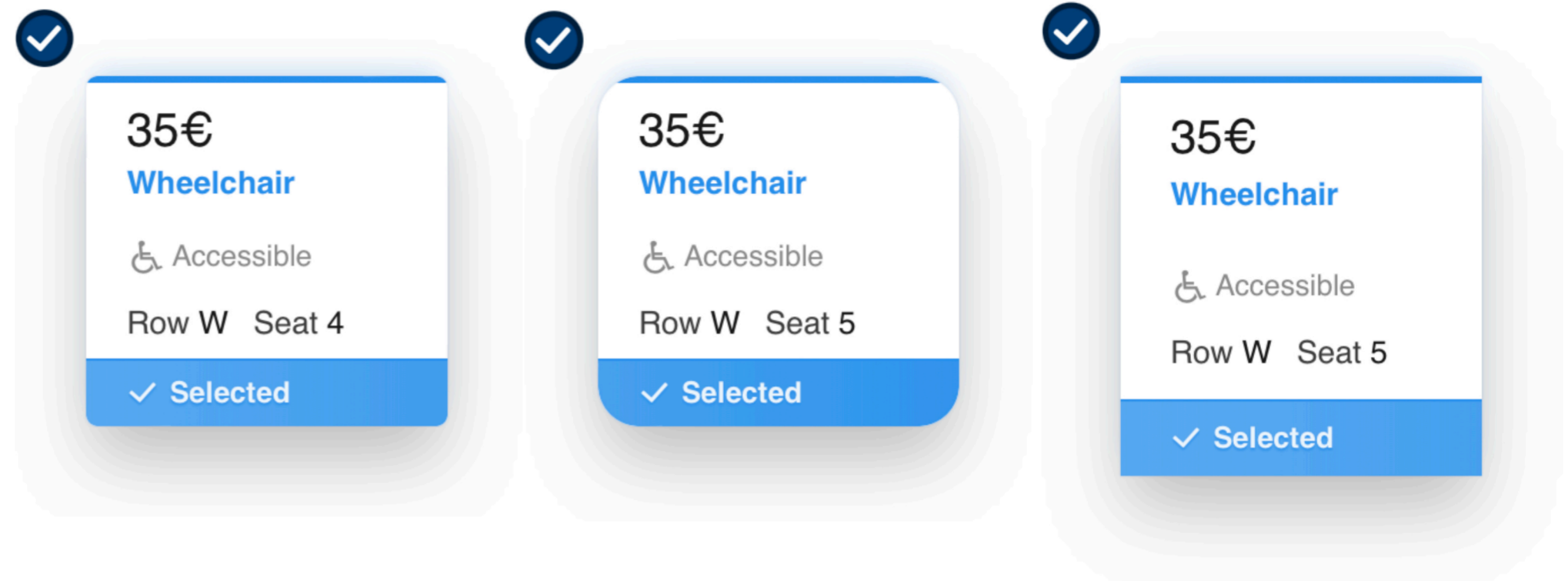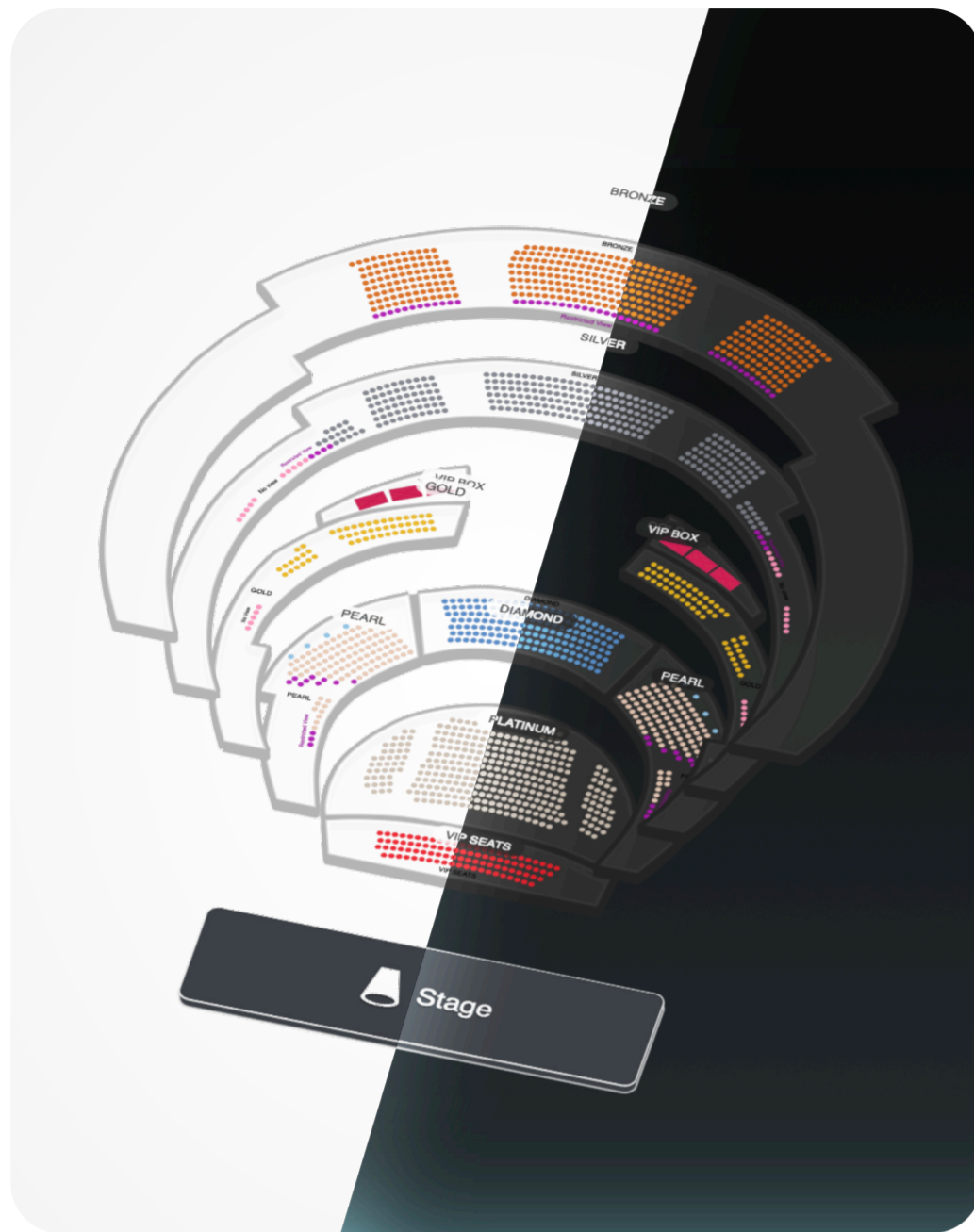
Spotlight mode

Show users the seats they picked on a previous step, by embedding a chart in Spotlight mode. This allows to highlight specific seats, marking them as selected in a read-only view, while dimming out every other seat on the chart.
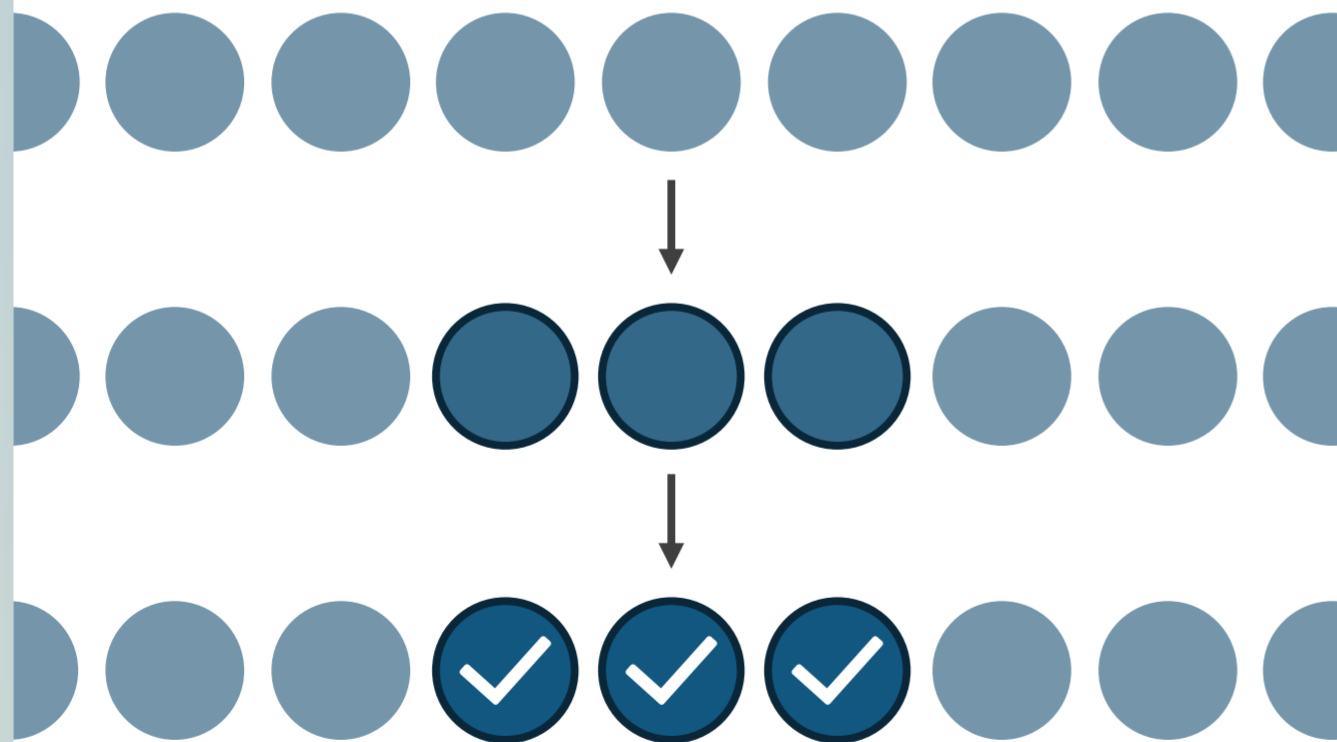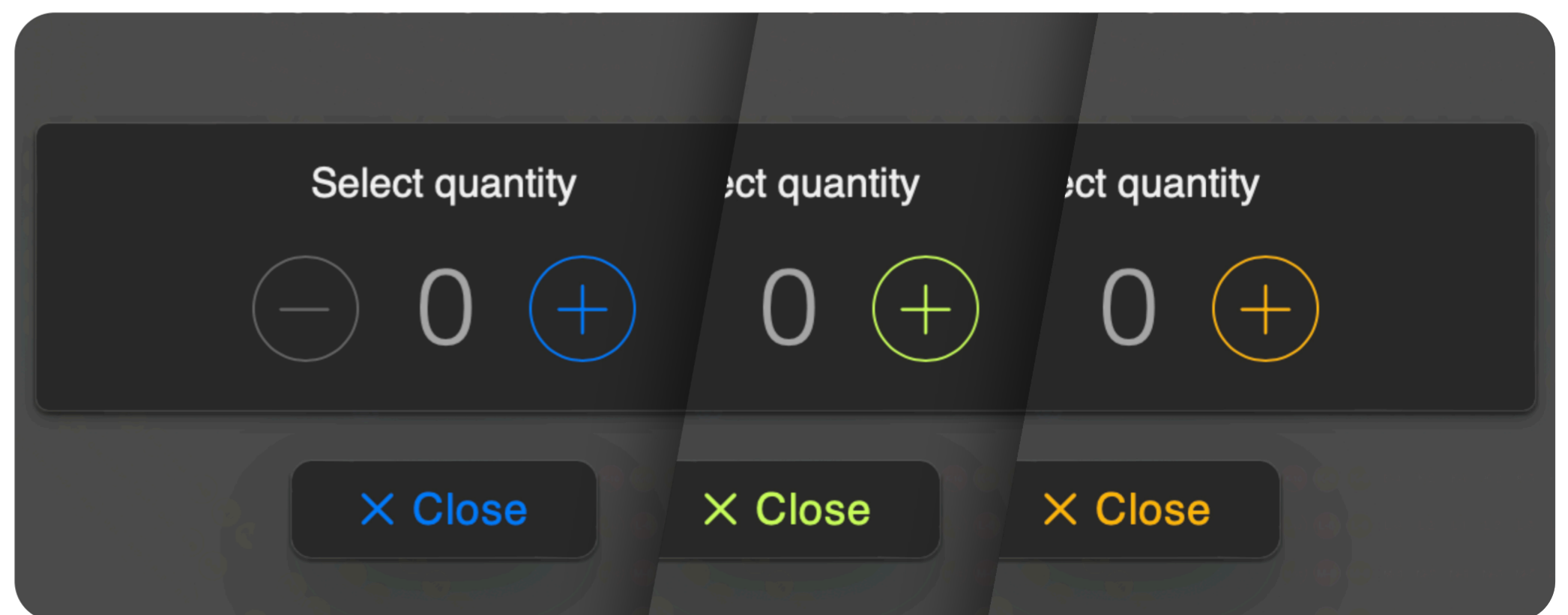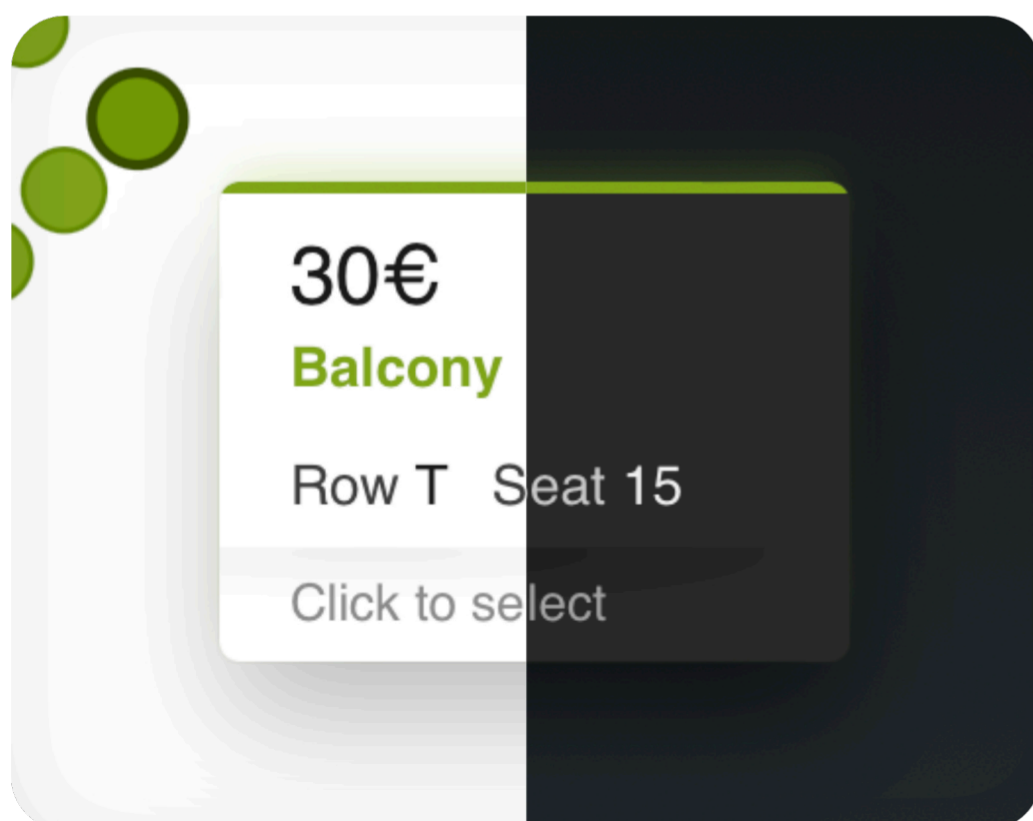
Number of places to select documentation

Spotlight mode documentation

35€
Wheelchair
♿ Accessible
Row W   Seat 4
✓ Selected

35€
Wheelchair
♿ Accessible
Row W   Seat 5
✓ Selected

35€
Wheelchair
♿ Accessible
Row W   Seat 5
✓ Selected

Customize
the user interface

Seats.io allows to choose between light & dark modes, change certain colors, turn on or off GUI elements and adjust several GUI characteristics such as corner roundness, spacing and borders.

Styling documentation

30€
Balcony
Row T   Seat 15
Click to select

Stage

BRONZE · SILVER · GOLD · VIP BOX · DIAMOND · PEARL · PLATINUM · PEARL · VIP SEATS

Select quantity
− 0 +

ect quantity
0 +

ect quantity
0 +

✕ Close   ✕ Close   ✕ Close

Where to next?

Features

There is more than UX related features. Get to know more at the Seats.io website.

seats.io/features

Documentation

Learn the basics of integrating Seats.io, as well as discovering every setting, event and method that can be used with an embedded chart, designer, event or chart manager.

docs.seats.io