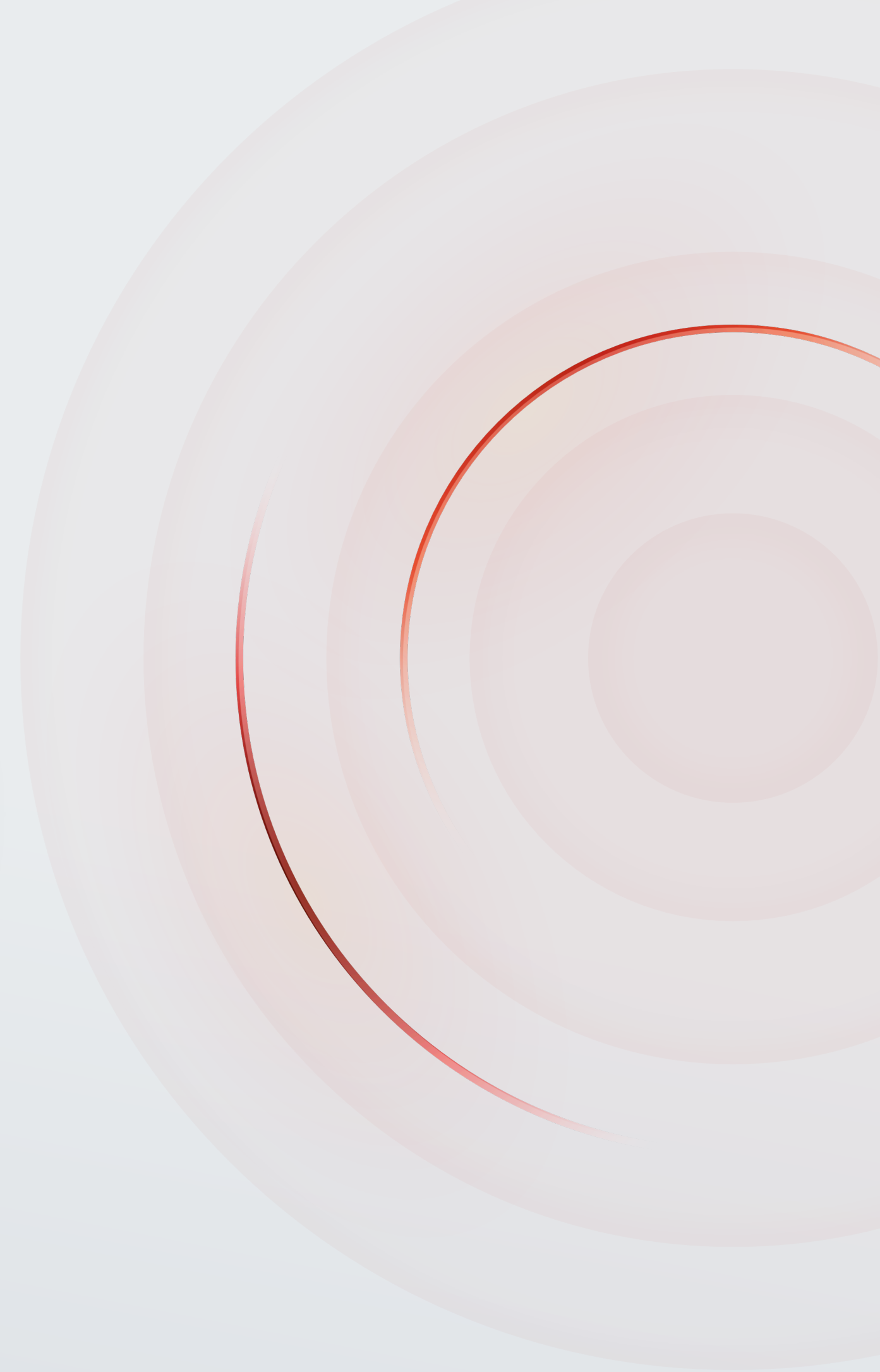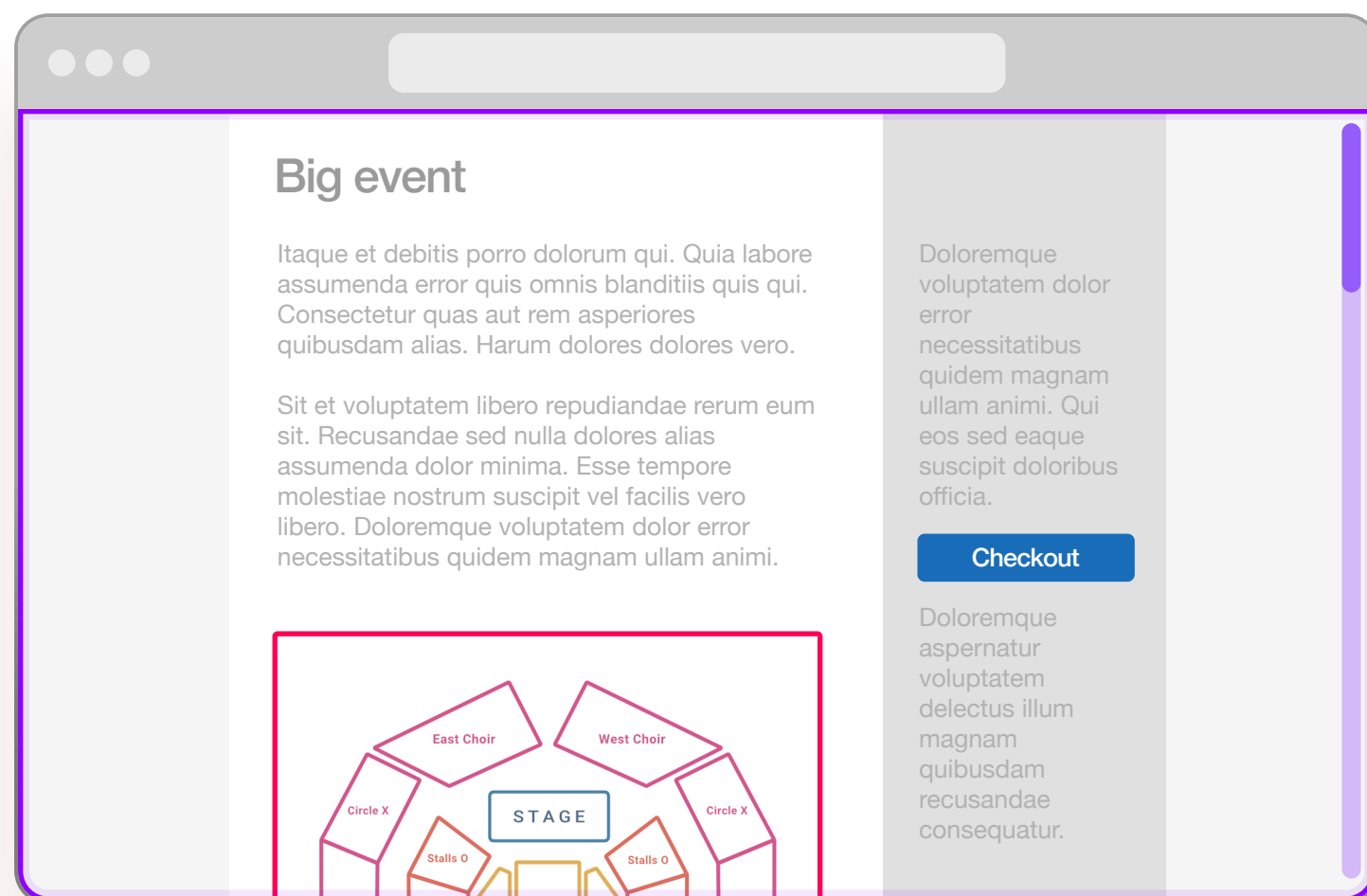# SEATS ● IO
User Experience Guidelines
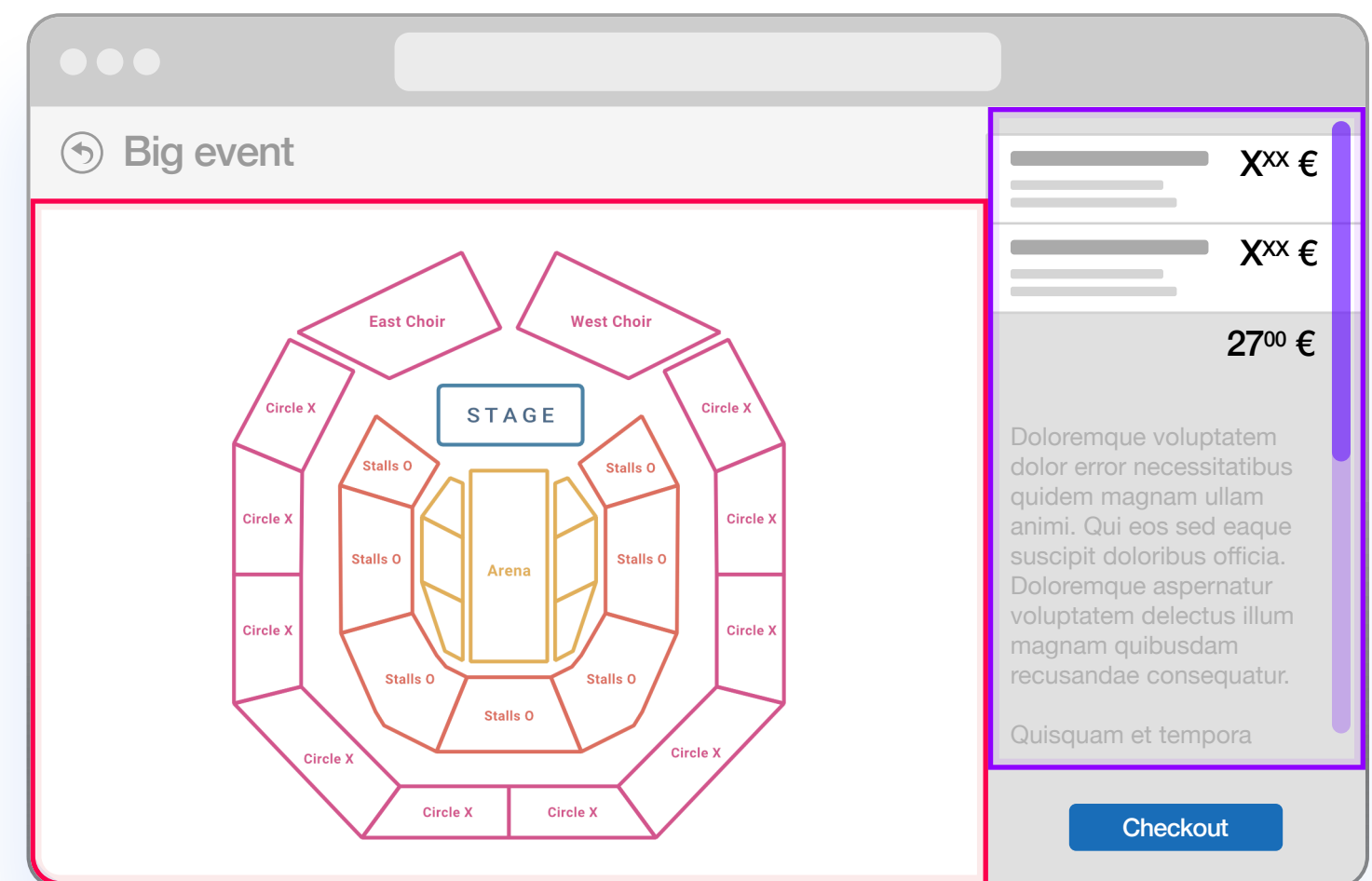January 2025 edition

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**

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.

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Checkout

STAGE

✔ **Best results**

Big event

STAGE — East Choir — West Choir — Circle X — Stalls O — Arena

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 at any window size.
• 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 availability and interact.
• Screen layout takes user straight into the action.
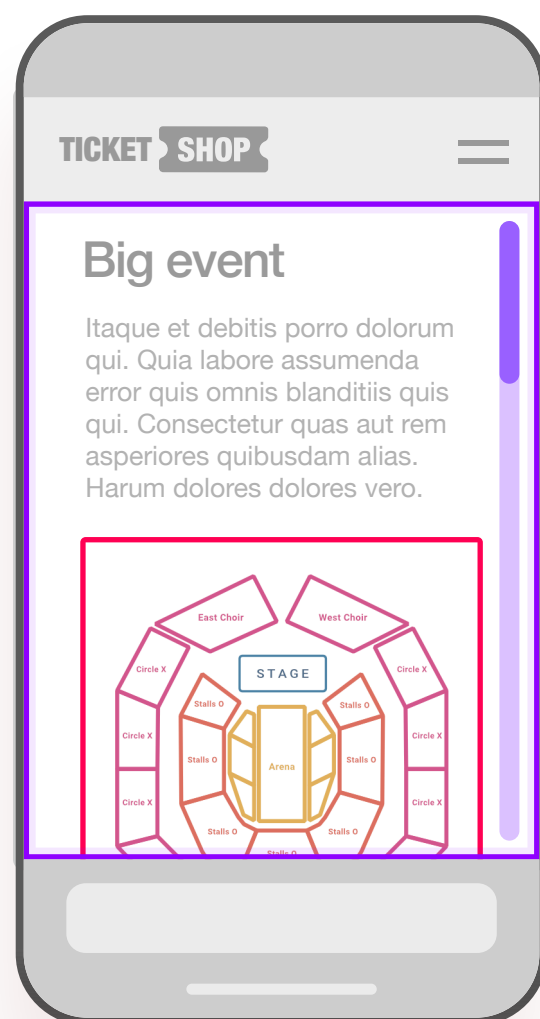• Cart and checkout call-to-action can remain always visible.

💡 **Suggestion**

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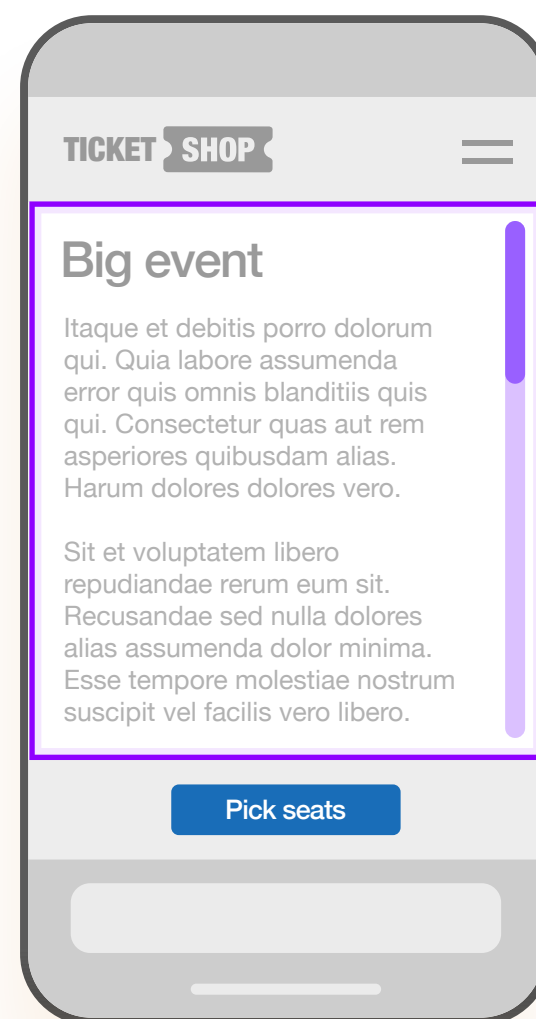
Embedding on mobile

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.
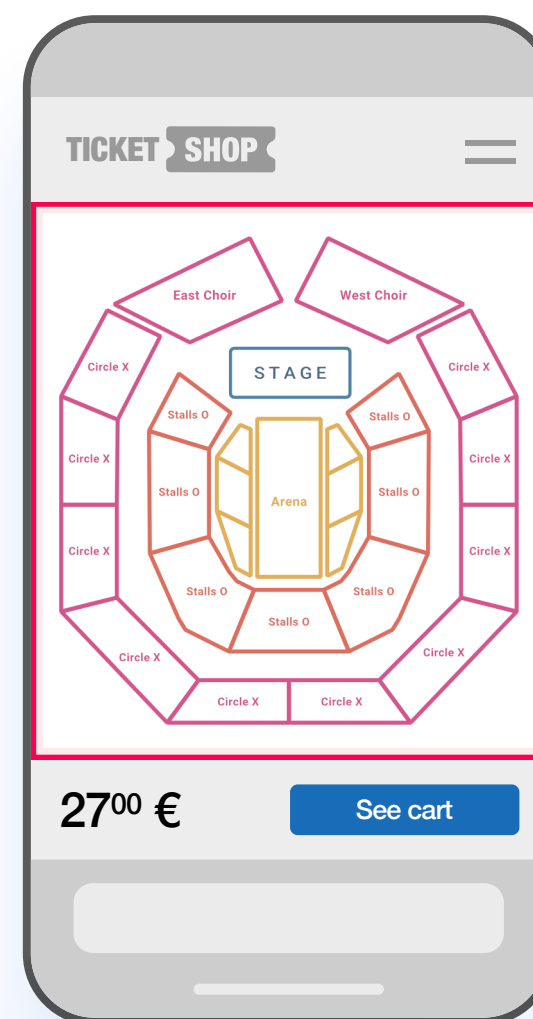
✖ Not recommended

- 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.
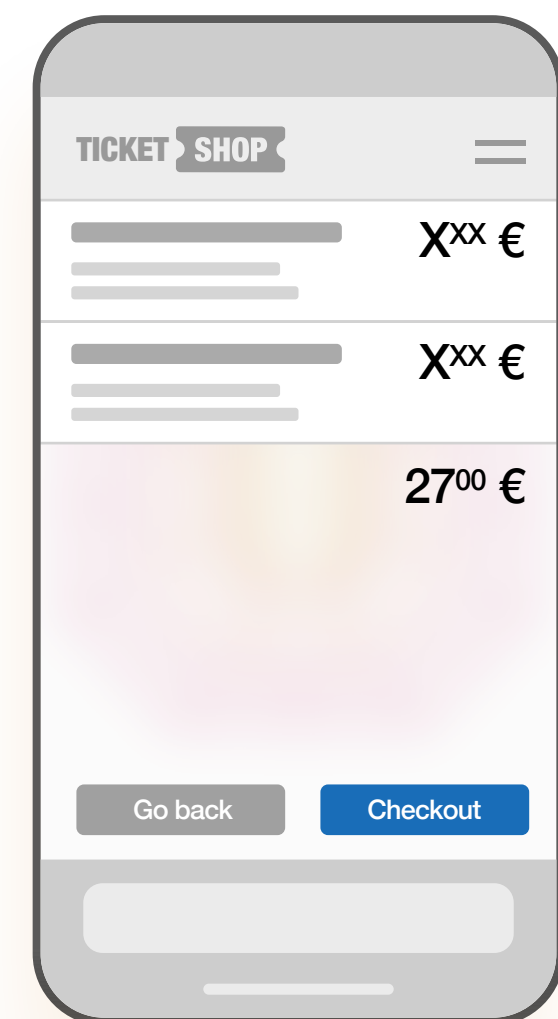- Next step in purchase flow might not be obvious.

💡 Optional

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

✔ Best results

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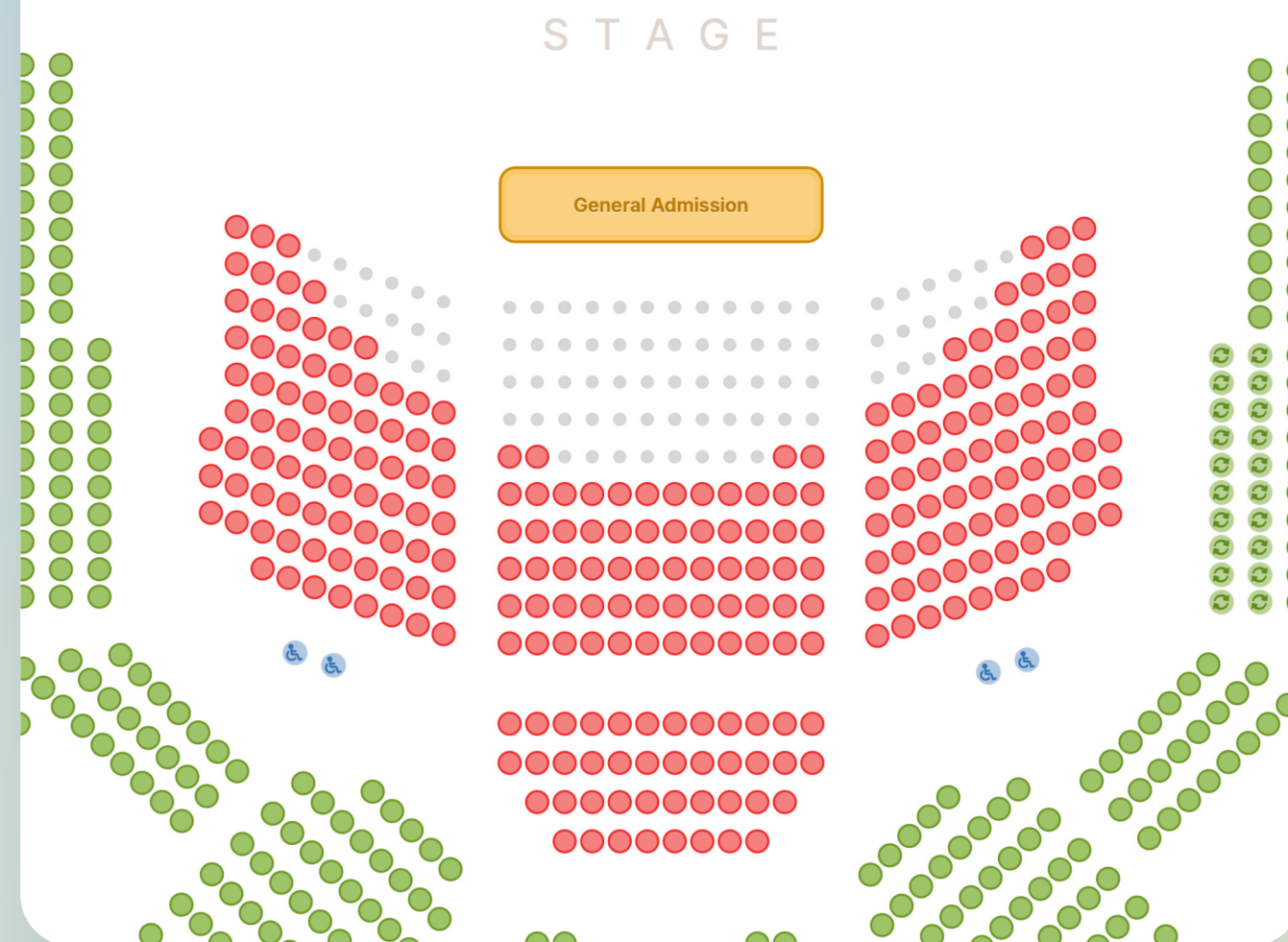
💡 Suggestion

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

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

Category Filtering

Enable the Category Filter for users to pick a price range, or set one programmatically for them. Even zoom to the results to speed up seat selection.
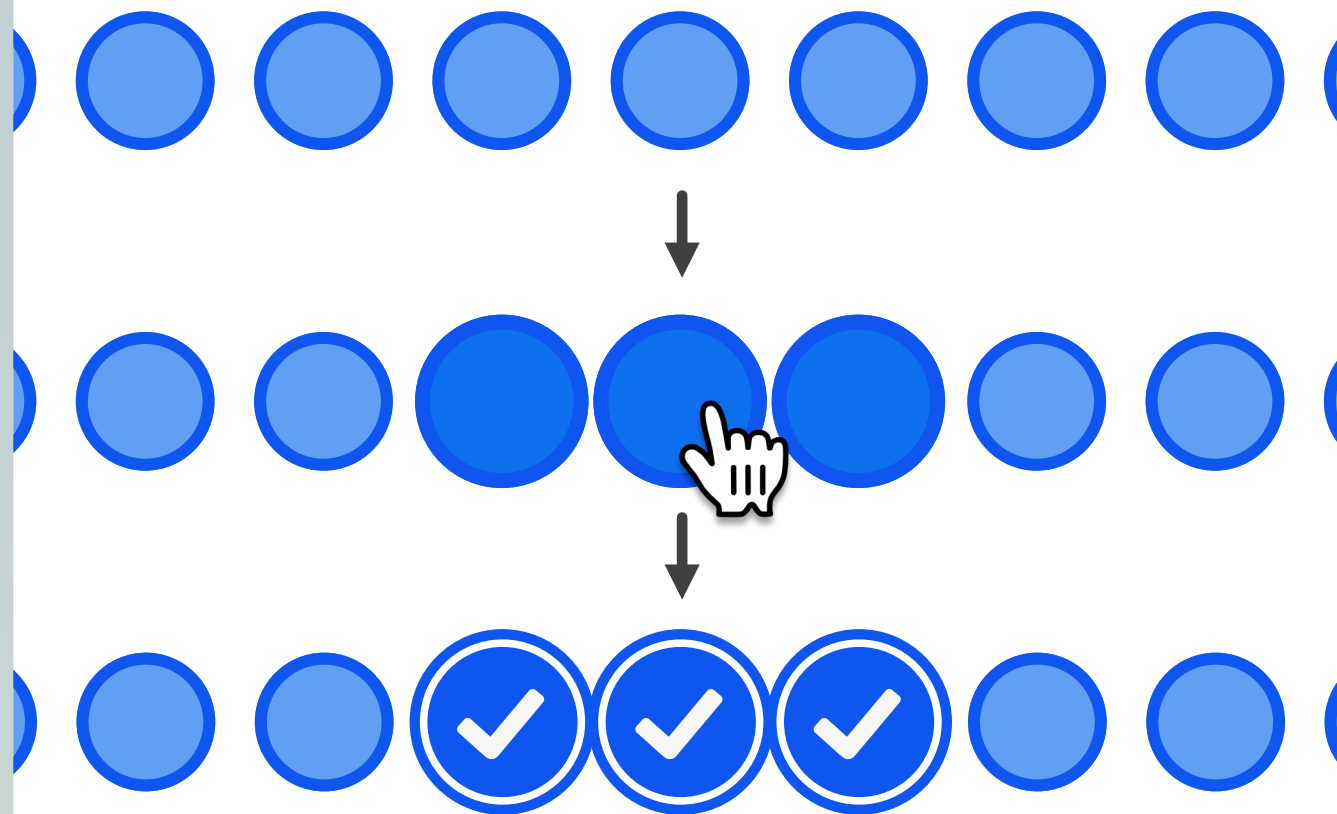
Click to filter categories

Stalls 8€–12€	✓
Choir 40.5€	✓
Circle 50€	
Arena 80€	

Best available documentation
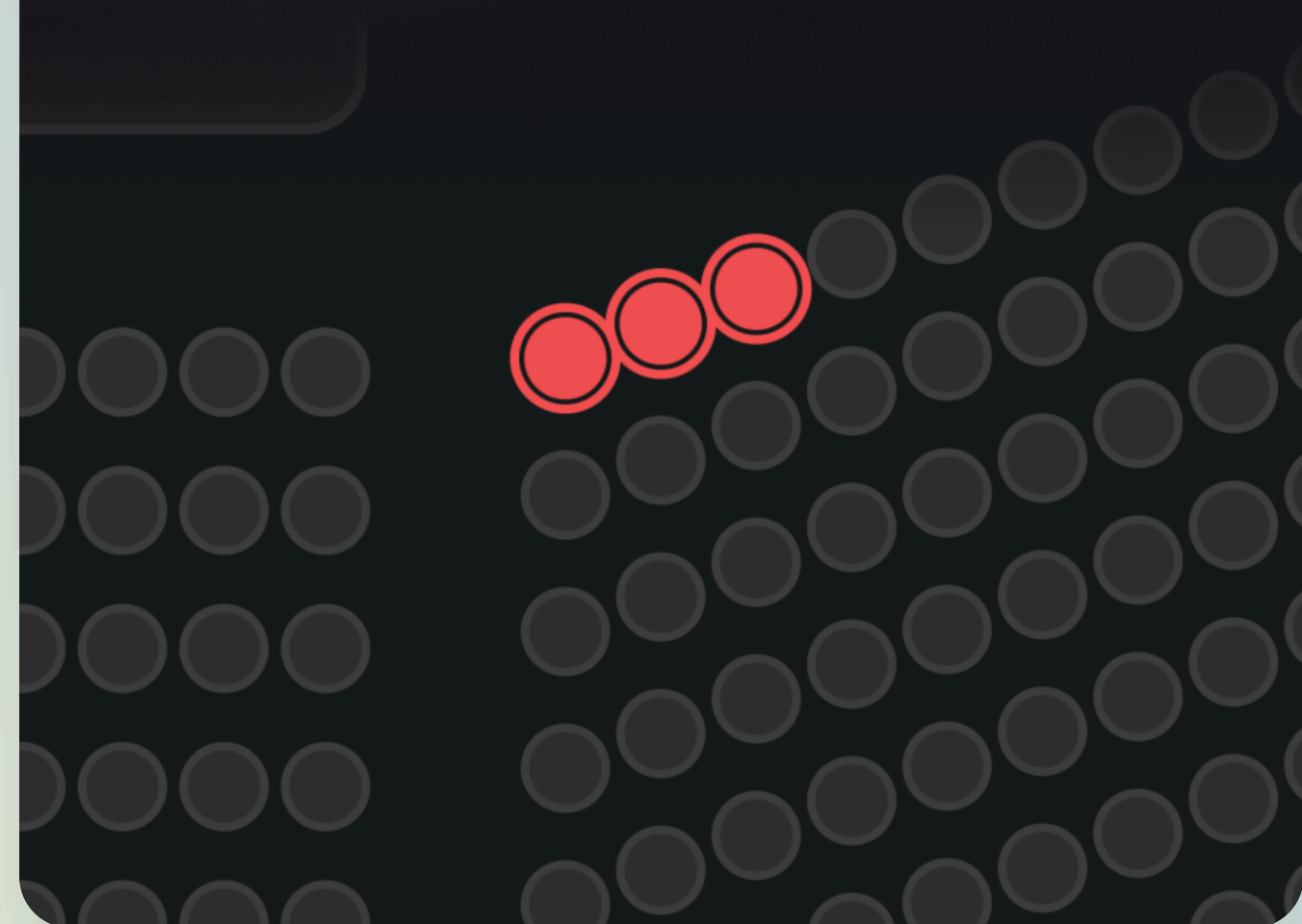
Category Filter documentation

For a better user flow

Party size 👥

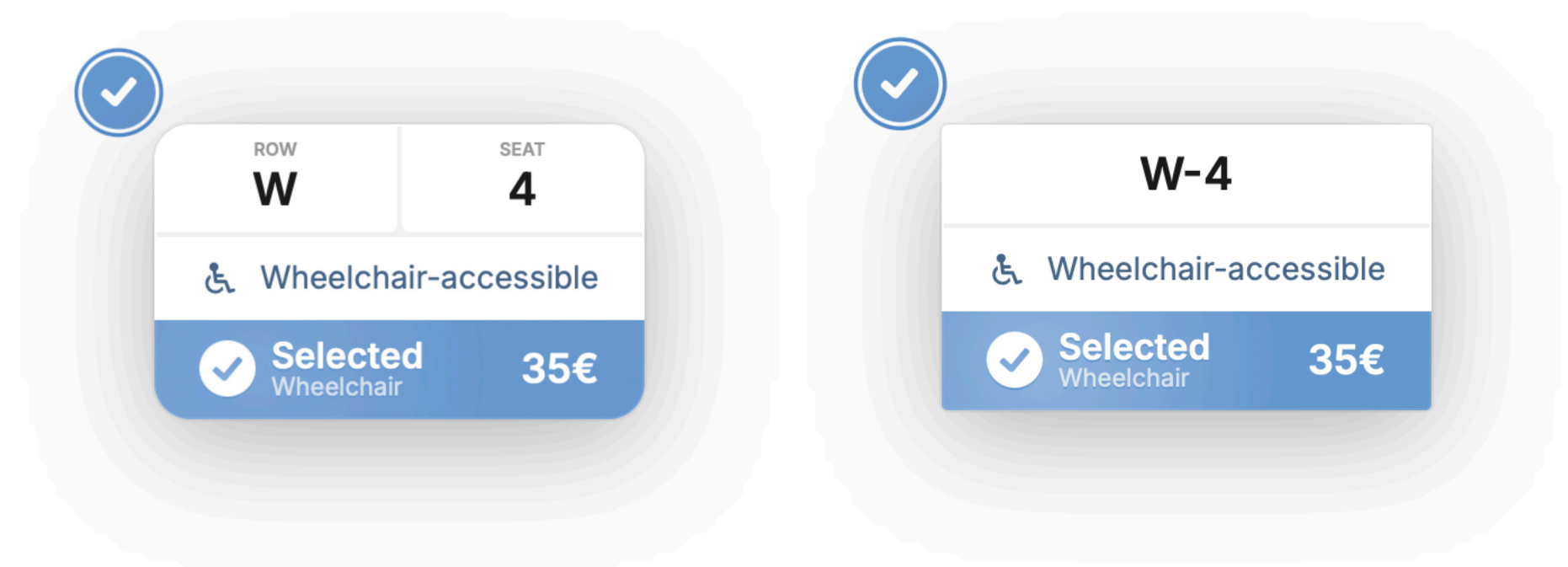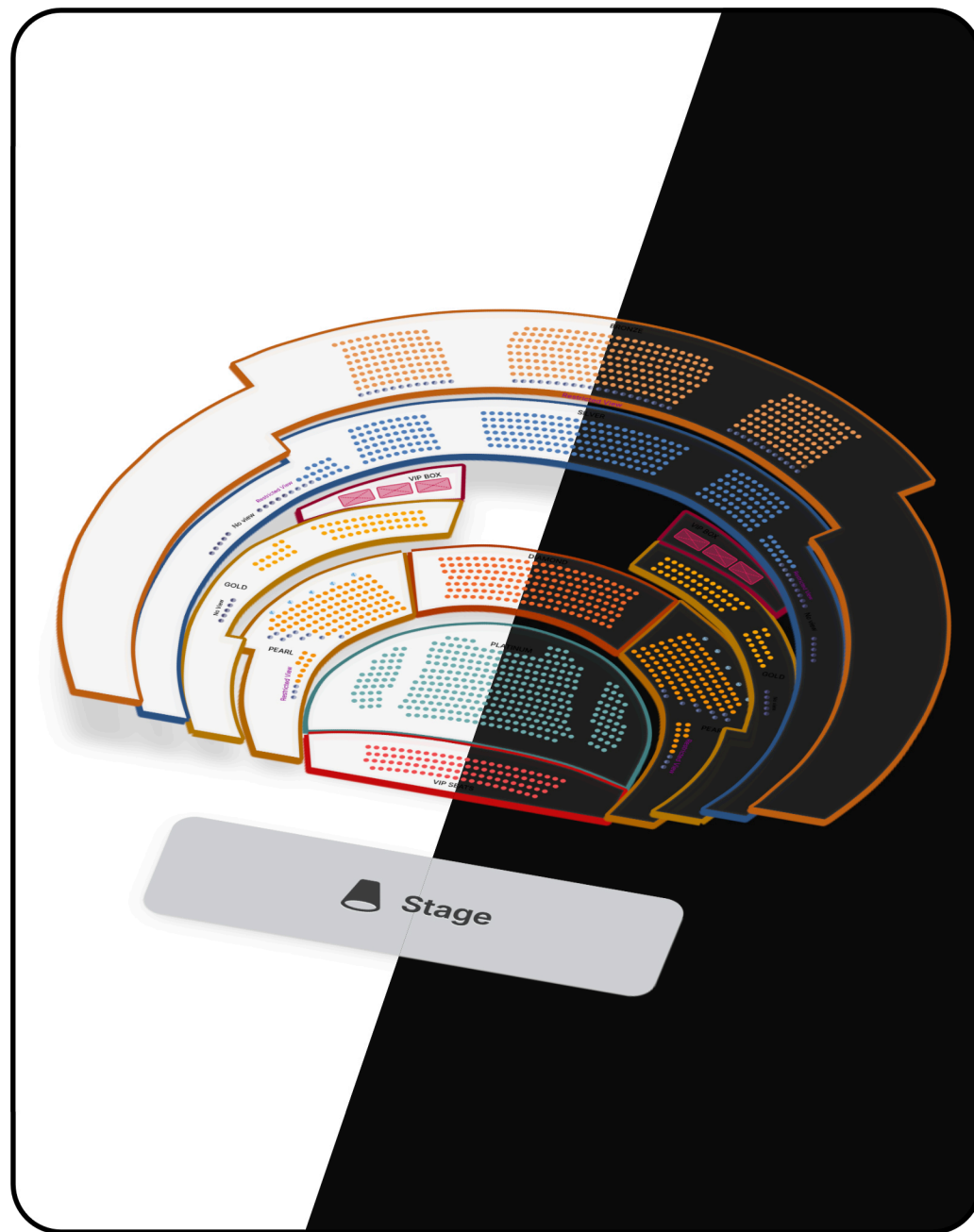Reduce the selection of multiple places into a single click when you know the party size of a ticket buyer.

Spotlight mode

Show users the seats they picked on a previous step, by embedding a chart in Spotlight mode. Highlight specific seats in a read-only view, while dimming out every other seat on the chart.

Number of places to select documentation
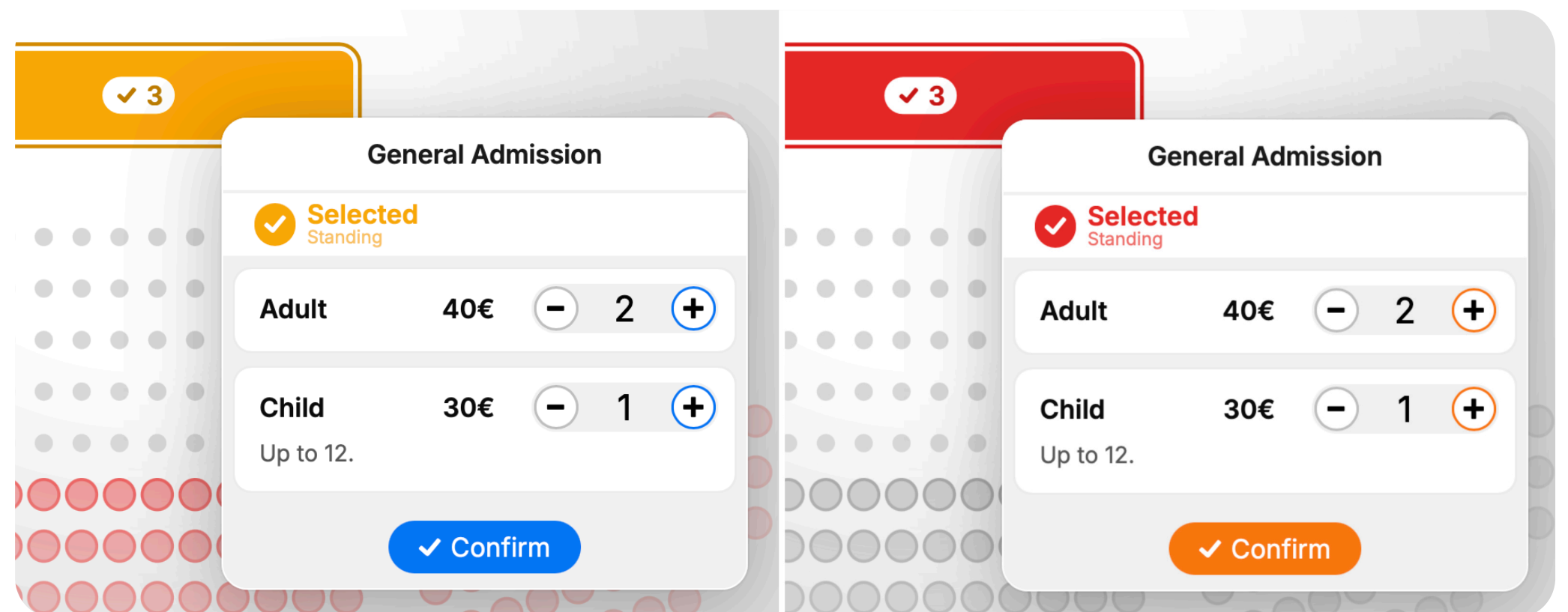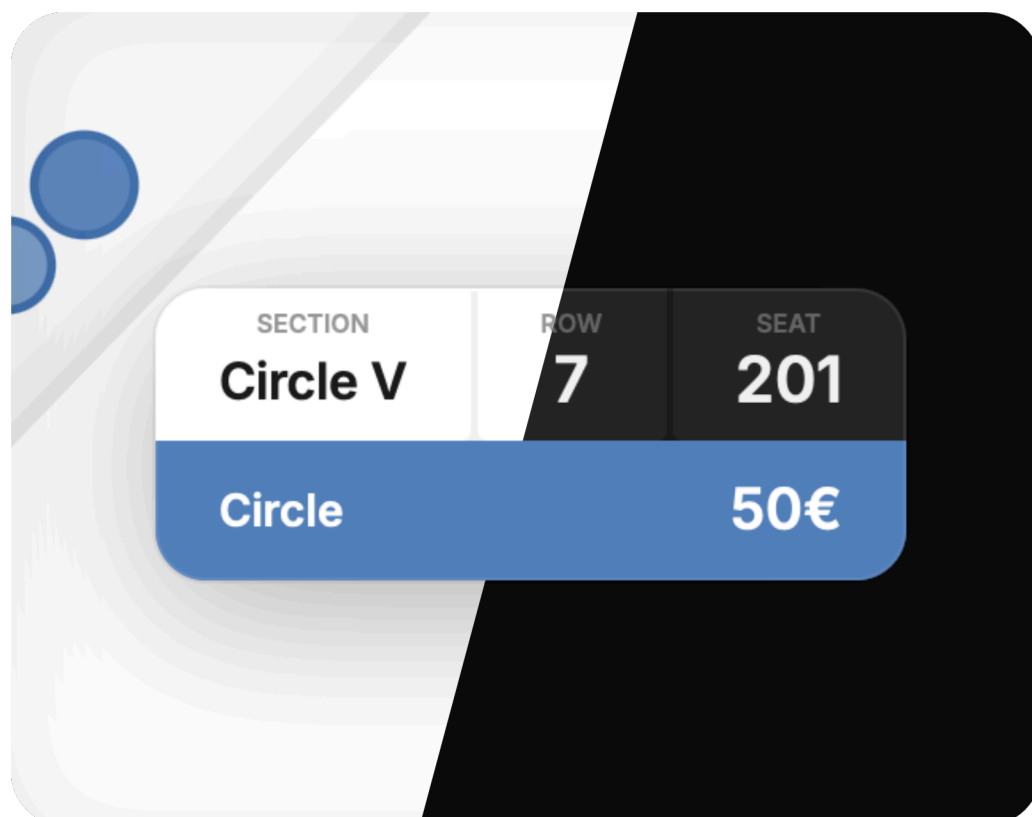
Spotlight mode documentation

Customize
the user interface

Seats.io allows to choose between light & dark modes, configure colors, corners, turn GUI elements on & off, and even build your own modal dialogs.

Popover docs   **Colors docs**   **Prompts API**

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