

Case Study : Guest Checkout & Ticket Hold Flow

Role	Senior Product Designer
Product	Event & show ticketing platform
Users	Live event audiences & event promoters

After the pandemic, demand for high-traffic ticket wars surged. A significant portion of buyers were first-time users without TipTip accounts, creating friction during peak sales moments.

The Problem

During high-traffic ticket sales:

- Buyers were forced to register before checkout
- Tickets were not held during form completion
- Many users lost tickets after long queues, causing frustration and drop-off

This resulted in abandoned purchases and lost revenue.

Constraints & Reality

- Ticket holding required buyer data (name, phone, email)
- Backend rules could not be changed
- High traffic required a lightweight, reliable solution

My Role & Ownership

I owned the UX flow design and worked closely with engineering to align user experience with backend constraints during peak traffic conditions.

Exploration & Trade-offs

I evaluated several approaches, including forcing account registration or holding tickets without buyer data. Both options were rejected due to conversion drop and backend limitations.

The final approach balanced system constraints, transaction safety, and user trust during high-traffic sales.

The Solution

I proposed a guest checkout flow that:

- Allowed buyers to proceed without account registration
- Collected minimal buyer data under "ticket delivery information"
- Triggered a 15-minute ticket hold once required data was submitted
- Re-validated ticket availability at key steps to ensure reliability

This balanced conversion, system limitations, and transaction safety.

Impact & Outcome

- Reduced drop-off during ticket wars
- Increased completed transactions (estimated improvement)
- Significantly fewer user complaints related to lost tickets

- Improved buyer confidence during high-demand events

What I Learned

Designing high-conversion flows under traffic pressure requires close collaboration with engineering and respect for backend realities.

Final Takeaway

Designing for ticket wars taught me that the best UX is often the one that survives real-world pressure, not the most elegant flow.