


Sugar Plum Nightmare in D minor:

Mary Goes to the Nutcracker

An Example
Design Comic
Martin Hardee





I love this time of year.
Turkey, dressing... and
time to order tickets for the
Nutcracker Ballet!

Based on a true story



I'll just do a quick search for tickets...





Springfield Ballet



- Calendar
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Springfield Ballet

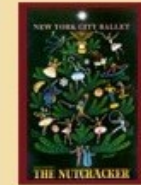
2006 - 2007 WINTER SEASON



Our first online exhibit: "Bedecked, Bedazzled & Bejeweled"



New! Dancer on Dancer



George Balanchine's *The Nutcracker™*

The Company • State Theater • News • Casting • Running Times • Nutcracker

First Casting of Season A
 NYCB Opening Night
 NYCB Seminar:

Here's the page.
 Now where's that
 Nutcracker?

Ah, "buy
 tickets"





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0 item(s) in cart | Checkout

Ticketing Information

- Ticket Availability
- Order Nutcracker
- Winter Repertory
- Subscriptions
- Fourth Ring Society
- Student Rush
- Order Discovery Zone
- Impt. Dates for Ticket Buyers

Home > Ticketing Information

Box Office Highlights



Winter Season Tickets Onsale Now
11 unique programs. 38 extraordinary ballets.
One great season.

[Read More >>](#)

George Balanchine's The Nutcracker™
Now on sale online!

[Read More >>](#)



Nutcracker

"The Nutcracker rules New York... The one and only, the unique, original..."
-The New York Times



Winter Repertory

11 distinct programs featuring 38 extraordinary ballets.



Fourth Ring Society

Enjoy half-price repertory tickets, pre-performance events, and other discounts. Avail. from Oct. 2.



Student Rush

Students 29 and under enjoy \$12 repertory tickets. Avail. from Jan. 3, 2007.



Discovery Zone

The best possible way for novices and seasoned fans to enjoy the world of ballet.



Subscriptions

2007 Spring Series go on sale mid-January.

Season

2006-2007 Winter Season Jan. 3 - Feb. 25, 2007

2006-2007 Winter Season 2007 Spring Season

[ORDER NOW! ▶](#)

[ORDER NOW! ▶](#)

There it is...





- Ticketing Information**
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 - Peak Dates
 - Off-Peak Dates
 - Sweet Seats
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Home > Ticketing Information > Order Nutcracker

0 item(s) in cart | Checkout

The Nutcracker Springfield Production

November 24 - December 30, 2006



Little Marie at the Christmas party. The marching toy soldiers and the adorable mice. The Sugar Plum Fairy and Mother Ginger in her 85-pound dress. A dreamy on-stage snowstorm and Tchaikovsky's memorable music. So many beautiful ballet dancers, so many magical sets and the one-ton Christmas tree that no one can ever forget.

There's nothing like *George Balanchine's The Nutcracker*™.

Order Peak
Date Tickets

Order Off-Peak
Date Tickets

Order Sweet Seats

Presented by WACHOVIA

Find Tickets

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More Information

About Nutcracker Groups

Group Ordering Info

Seating

Group Schedule

Group Planning Ideas

Group Info Request

More Information

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Impt. Ordering Info.

About Sweet Seats


2006 Schedule

Seating

Hmmm. I want to go next week. Is that "Peak"? Or "Off-Peak"?

And "Sweet Seats"?



An illustration of a woman with long brown hair, wearing a purple button-down shirt, sitting at a desk with a computer monitor. A speech bubble is positioned above the monitor, containing text. The background is a plain, light-colored wall.

I'll try Off Peak and hope that's next week when I want to go.



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0 item(s) in cart | Checkout

NYCB Nutcracker 2006 - Off-Peak Dates

Off-Peak Tickets

Price Below

George Balanchine's The Nutcracker™



Seating and Prices

Quantity | 1

Seat | Orchestra

Alternate Seat | Orchestra

Date | Sunday, November 26 at 5pm

Price | Not Available

[Order](#)

[Return to Top](#)

Find Tickets

- Event Calendar
- Performance Search

More Information

- About the Nutcracker
- Impt. Ordering Info.
- About Sweet Seats
- 2006 Schedule
- Seating

OK, this actually looks like the dates I want... Hmm, I wonder why the price isn't available?





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0 item(s) in cart | Checkout

NYCB Nutcracker 2006 - Off-Peak Dates

Off-Peak Tickets

Price Below

George Balanchine's The Nutcracker™



Seating and Prices

Quantity

Seat

Alternate Seat

Date

Price \$60.00

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Oh, OK, here we go... I guess it shows price once I pick a date.



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Home > Checkout

1 item(s) in cart | Checkout

Checkout - Primary Address

Step 1 of 4

Please enter your address (this information is required, for your order to be processed).

View our [Privacy Policy](#).

Fields marked with an asterisk (*) are required information.

First Name*

Last Name*

Address Line 1*

Address Line 2

City*

State Province/Region

Zip/Postal Code*

Country*

Daytime Phone*

Evening Phone

E-Mail*

Secured by 2006-11-17

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Home > Checkout

1 item(s) in cart | Checkout

Checkout - Contributions and Comments

Step 3 of 4

NYCB needs your help. A gift of 20% or more of the price of your order is tax deductible and will make a significant contribution to the work of the Company. Thank you!

CONTRIBUTION: \$

YOUR GENEROSITY MAKES A DIFFERENCE!

- \$75 Buys one pair of toe shoes
- \$150 Buys crystals and sequins to decorate a tutu
- \$350 Buys 50 pounds of snow for Nutcracker
- \$1,000 Buys five terra headpieces

COMMENTS:

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Home > Checkout

1 item(s) in cart | Checkout

Your Cart

Step 2 of 4

Please enter your payment information. Either choose a credit card you have saved, or enter a new one below.

Credit Card

Credit Card Number

Expiration Date

Cardholder's Name

Secure (SSL) software encrypts all of your personal information, including credit card number, and cannot be read as the information travels over the internet.

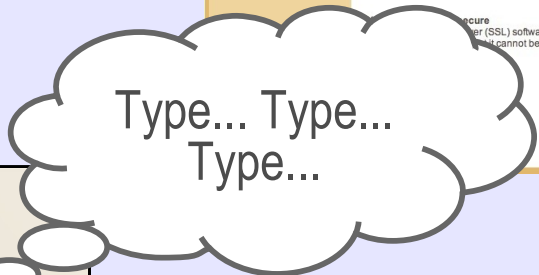
Continue >

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Home > Checkout

1 item(s) in cart | Checkout

Checkout - Place Order

Step 4 of 4

Once tickets have been processed by the Box Office, no refunds, exchanges or corrections will be made. Every person, regardless of age, must have a ticket in order to be admitted to the Theater.

Nutcracker

Date & Time	Seat	Quantity	Unit Price
Nutcracker 2006 Off-Peak Performance Thursday, November 30 at 6pm	Third Ring	1	\$ 0.00
Subtotal:			\$ 0.00

Total: \$ 0.00

Mailing Address:

Edit

Mary Duck

250...

Edit

Mary Duck

Visa

01/2007

XXXXXXXXXXXX1111

Edit

New York, NY 10018

United States

212-5555555

Why does it say
\$0.00?
Let me go back and
try again...



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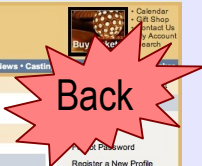
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Checkout - Contributions and Comments

Step 3 of 4

CONTRIBUTION:

NYCB needs contribution to
 CONTRIBUTION:



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The Company • NYST

Home > Checkout

Your Cart

Step 2 of 4

Please enter your payment information. Either choose a credit card you have saved, or enter a new one below.

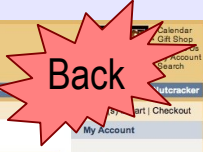
Credit Card

Credit Card Number

Expiration Date

Cardholder's Name

Your transaction is secure
 Our Secure Sockets Layer (SSL) soft
 name, and address, so that it cannot



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Home > Checkout

Checkout - Primary Address

Step 1 of 4

Please enter your address (this information is required, for your order to be processed).

View our [Privacy Policy](#).

Fields marked with an asterisk (*) are required information.

First Name*

Mary

Last Name*

Duck

Address Line 1*



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NYCB Nutcracker 2006 - Off-Peak Dates

Off-Peak Tickets

Price Below

George Balanchine's The Nutcracker™



Seating and Prices

Quantity | 1
 Date | Thursday, November 30 at 6pm
 Seat | Third Ring
 Alternate Seat
 Orchestra

Price \$60.00

Order

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0 item(s) in cart | Checkout

Find Tickets

Event Calendar

Performance Search

More Information

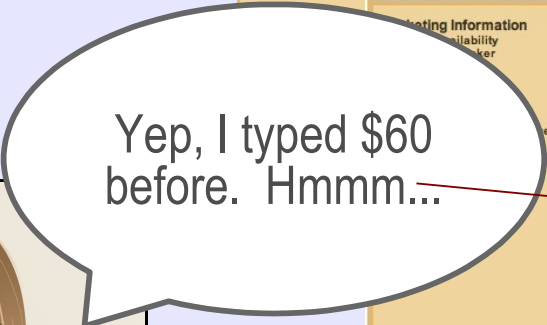
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Yep, I typed \$60
 before. Hmm...





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Checkout - Place Order

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Nutcracker

Date & Time	Seat	Quantity	Unit Price
Nutcracker 2006 Off-Peak Performance Thursday, November 30 at 6pm	Third Ring	1	\$ 0.00
Subtotal:			\$ 0.00

Total: \$ 0.00

Mailing Address:

Edit

Mary Duck
2500 West End Ave,
New York, NY 10018

Edit

Mary Duck
Visa
01/2007
XXXXXXXXXXXX1111

Edit

New York, NY 10018
United States
212-5555555

My Account

- Login
- Forgot Password
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Related Links

- Buy Tickets
- Gift Shop
- Privacy Policy

But it still says \$0 when I check out.





This sure is aggravating!

After 5 more minutes of trying...

Sigh. I guess I will have to fill out their feedback form...





To: Springfield Ballet

Subject: Help!

I ordered tickets but it says \$0.00 for the price even though the screen before said \$60.
Will my order go through if I submit?
What do I do?

This is so
annoying

2 hours later, Mary gets a reply...

Reply from: Springfield Ballet


Subject: Re: Help

There is a conflict in your cookies and cache. This is something Springfield Ballet has no control over.

If you clean your cookies and cache there will be no problem.



Huh? Clean my cookies? Cache?

A close-up illustration of a woman's face, focusing on her eyes and eyebrows. She has large, expressive brown eyes with long, dark eyelashes and thick, dark eyebrows. Her hair is blonde and appears to be blowing in the wind, framing her face. A white speech bubble with a black outline is positioned above her forehead, containing text. The overall style is a flat, stylized illustration with soft shading on the face.

I'm not a computer wizard – I just
wanna order a \$%#@!# ballet
ticket!

A close-up illustration of a woman's face, focusing on her eyes and nose. She has light brown hair and is looking slightly to the right. A white speech bubble with a black outline is positioned above her forehead, containing the text "Maybe I should just get tickets for Radio City instead!".

Maybe I should just get tickets for
Radio City instead!

Observations/Issues

- Finding the ballet is straightforward, but...
- Flow doesn't map to user's task of finding by date
- Pricing not obvious until seats and dates are selected
- Bugs and browser issues create big user frustration with no workaround

Recommended Followups

- Followups here

Usage Notes

- Feel free to experiment with this comic format yourself and send us notes
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- Artwork by: ISD Group:
 - > <http://en.isd-group.com/about/>