



**MAGS MEMBER SEAT SELECTION &
TICKET SALE SURVEY
AUGUST 2024**

NUST HOME TICKETING SURVEY

AUG/SEPT 2023



The survey was open to NUST members who are also Mags or Mags+ members.

We have heard from many supporters in this early stage of the season reporting technical issues with the member sale so we surveyed participants on their experience of using the club ticketing site both the select tickets following successful ballot and in the general sale.

There were 268 responses in total. 59 people were surveyed about the seat selection process following success in the ballot and 153 were surveyed about the Mags member ticket sale. 120 members took part in the Southampton sale and 117 in the Spurs sale.

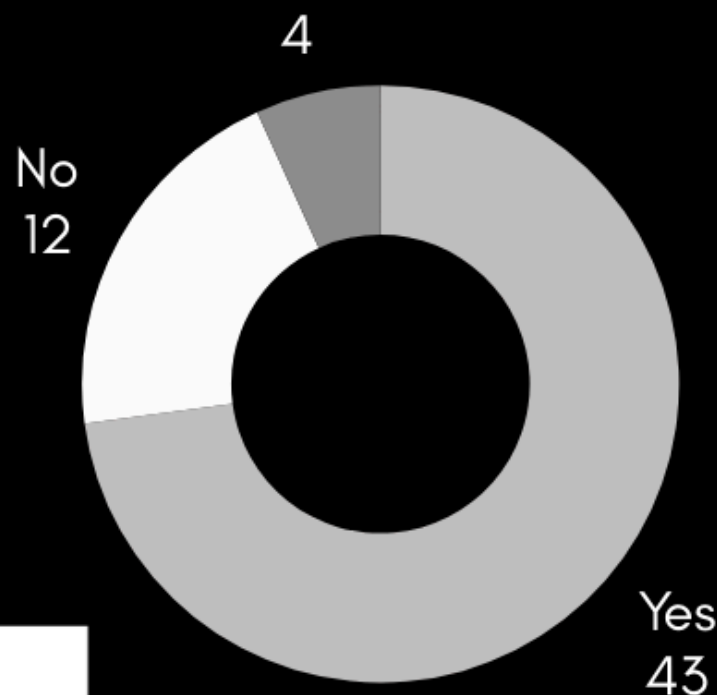


SEAT SELECTION FOLLOWING SUCCESS IN BALLOT

WERE YOU ABLE TO SELECT A SEAT WHERE YOU PREFERRED AFTER BALLOT SUCCESS?

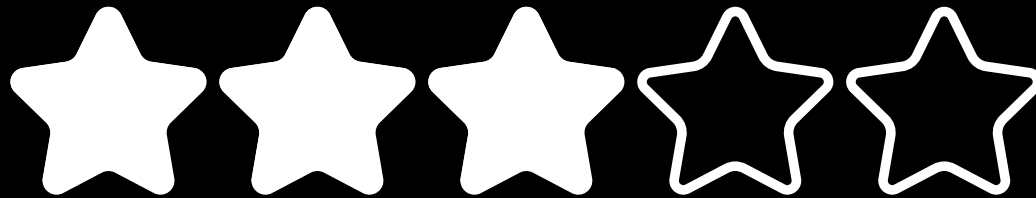


N/A (I don't mind where I sit)



Value = number of participants

HOW WOULD YOU RATE THE FUNCTIONALITY OF THE SEAT SELECTION SYSTEM?



AVERAGE RATING: 2.97/5

MEMBER EXPERIENCES OF USING THE SEAT SELECTION PROCESS FOLLOWING BALLOT



1. Technical and System Issues

- **Unavailable Seats:** Many members reported that seats appeared as available on the website, but when they tried to select them, the seats were either not actually available or could not be added to the basket.
- **Queue and Refresh Problems:** Several respondents faced issues with the queuing system, including getting bumped back to the end of the queue or having to refresh repeatedly to see available seats.
- **Payment Issues:** Some members were able to select seats but faced errors at the payment stage, leading to failed transactions. This happened across different devices and browsers.
- **Access and Login Issues:** Difficulty logging into the ticketing system or understanding how to access it through the website was a concern. There were also issues when attempting to link accounts for purchasing tickets together.

MEMBER EXPERIENCES OF USING THE SEAT SELECTION PROCESS FOLLOWING BALLOT



2. Usability and Interface Design

- **Non-Intuitive Seat Selection:** Respondents noted that the interface for selecting seats was not user-friendly, particularly on mobile devices. Some mentioned that it was difficult to navigate the seating map to find available seats.
- **Greyed-Out Areas:** A few members experienced all areas being greyed out on the stadium map and they were unclear on how to refresh or change this to see available seats.
- **Difficulty with Group Tickets:** Finding multiple seats together was a challenge for many, requiring them to check each section individually.

MEMBER EXPERIENCES OF USING THE SEAT SELECTION PROCESS FOLLOWING BALLOT



3. Communication and Information Clarity

- **Need for Clearer Guidelines:** Some respondents asked for clearer instructions or guidelines from the club on how to navigate the ticketing system, especially with regards to accessing the ticketing site.

5. Positive Feedback

- Despite these issues, there were members who reported that the process was smooth and easy, showing that the system does work well for some users.

SUMMARY: SEAT SELECTION FEEDBACK

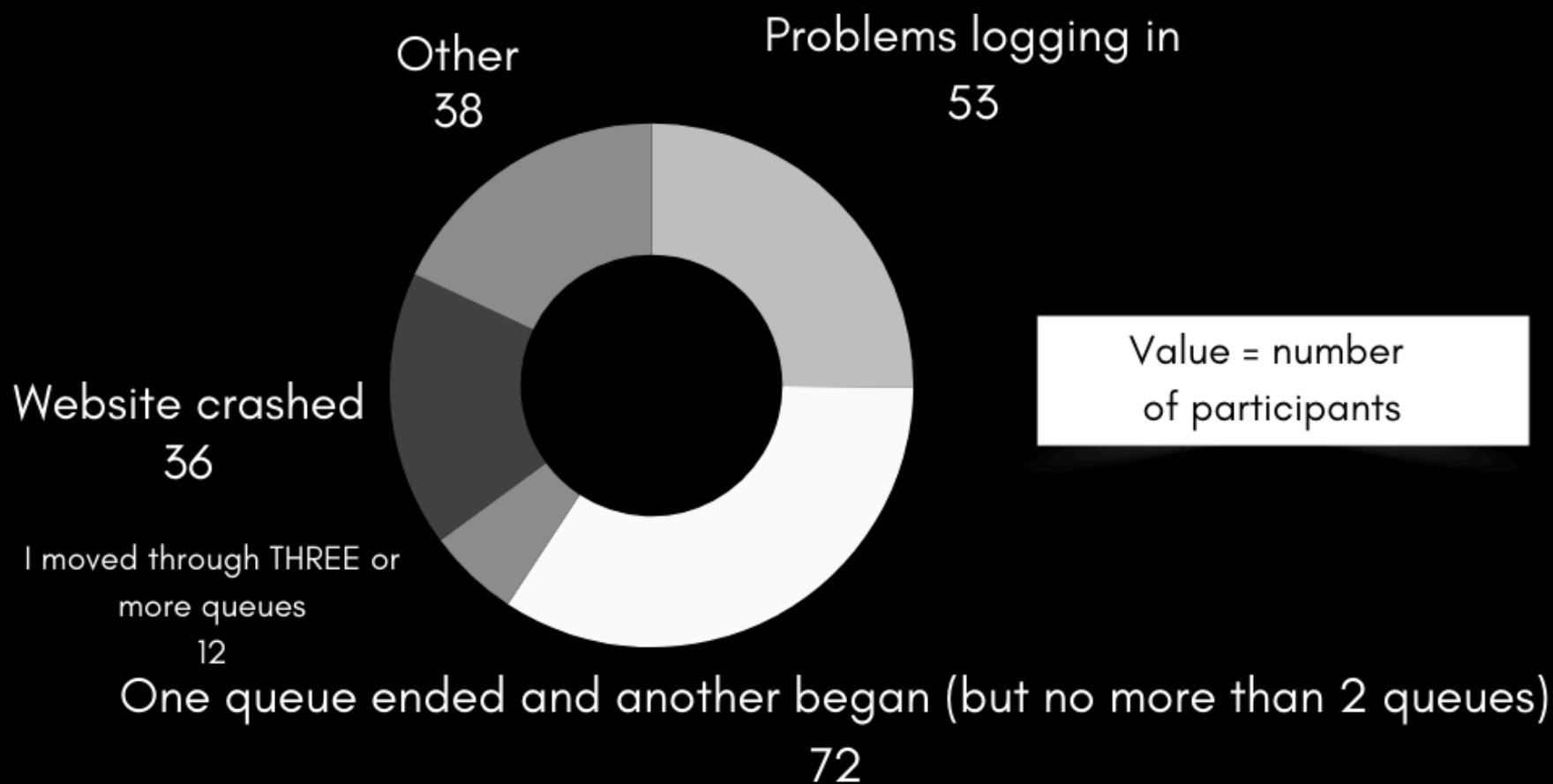


The primary concerns raised by members revolve around technical glitches, system usability, and clarity of information. These issues make the ticketing process cumbersome and stressful, especially during high-demand periods. Addressing these concerns could involve improving the system's technical reliability, refining the user interface, and providing more clear and accessible guidelines to users. Implementing these changes could significantly enhance the overall ticketing experience, making it smoother and more efficient for Mags members.

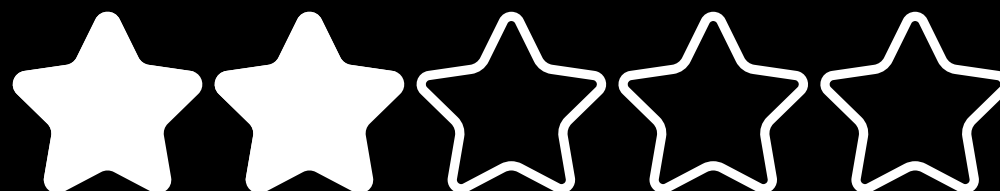


MAGS MEMBER TICKET SALE

WHAT PROBLEMS DID YOU ENCOUNTER DURING THE 10AM MEMBER SALE?



HOW WOULD YOU RATE THE FUNCTIONALITY OF THE MEMBER SALE?



AVERAGE RATING: 2.03/5

MEMBER EXPERIENCES OF USING THE MAGS

MEMBER TICKET SALE



1. Queue Management Issues

- **Multiple Queues:** Many respondents reported being placed in a second queue after reaching the front of the initial queue, without explanation or warning in the communication screens.
- **Queue Resetting:** Some members reported being kicked out of the queue and having to start over, which caused significant frustration.

2. Ticket Availability Discrepancies

- **False Availability:** The system showed tickets as available, but when selected, they would flash or return to being available without being added to the basket.

MEMBER EXPERIENCES OF USING THE MAGS

MEMBER TICKET SALE



3. Technical Glitches and System Errors

- **Page Redirects and Crashes:** Several respondents experienced issues where the system would redirect them incorrectly, crash, or send them back to the main page, making it impossible to purchase tickets.
- **Payment Problems:** Even when members successfully selected seats, some encountered issues with the payment process, such as payment options being disabled or transactions not going through.

MEMBER EXPERIENCES OF USING THE MAGS

MEMBER TICKET SALE



4. User Interface and Experience Issues

- **Poor User Interface:** The system was described as clunky, difficult to navigate, and not user-friendly, especially for finding specific types of tickets or sections.
- **Lack of Transparency:** Respondents expressed a desire for more transparency about the number of tickets available and clearer indications of ticket availability by section or demographic (e.g. in family sections).

ADVICE FOR MEMBERS PURCHASING HOME TICKETS IN SALE



We appreciate that tickets are in high demand and therefore did not survey success rates at this early stage of the season.

Whilst the high demand for tickets will inevitably lead to disappointment for many, a great deal of the issues highlighted in this survey can be addressed by Newcastle United to ensure a smoother, more predictable, and less frustrating experience for its members.

Following presentation of this data and related suggestions to the club, we recommend the following to fans:

ADVICE FOR MEMBERS PURCHASING HOME TICKETS IN SALE



- Save the link for Home Tickets and go directly there on the day of the sale. Going to the homepage will mean queuing to access the Ticketing website then queueing again to enter the Home Tickets page. This is to separate other webpage traffic who may be purchasing away tickets/stadium tours etc.
- If you encounter an error message, please screenshot it and send it to Supporter Services (supporter.services@nufc.co.uk) via email with details about what happened. Feel free to copy NUST into the email too.



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