

**Tilly**  
**AI Customer**  
**Assistant**

### TILLY – AI TICKETING ASSISTANT

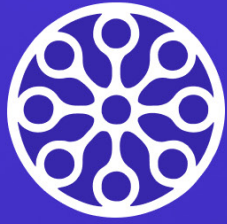
Tilly is a conversational AI assistant designed to simplify event discovery and ticket purchasing for the TillesCenter Performing arts audiences. The project explores how conversational interfaces can reduce friction in traditional ticketing workflows by allowing users to ask natural questions and receive guided responses through structured dialogue.

The assistant was designed to help users quickly find relevant



# About

[www.nickkasicadesign.com](http://www.nickkasicadesign.com)



Tilly

AI Customer

Assistant

The AI Guest  
Experience Assistant

3:18

← Event information

What are your upcoming shows?

Here are some popular upcoming performances:

- 🎭 Sesame Street Live – April 5
- 🎵 The Music Man – April 12
- 🐷 Peppa Pig Live! – April 20

Would you like more details about one of these events?

Can you tell me more about Peppa Pig Live ?

Great choice! 🐷  
Peppa Pig Live! – April 20 at 2:00 PM  
Join Peppa, George, and their friends for a fun-filled family adventure with music, games, and plenty of surprises.

Ask me anything...

9:41

← AI Helpers

Event information Ticket support P

**Event information**

**Find an Event**  
Help users discover upcoming shows and performances.

**Accessibility**  
Learn about accessibility services and seating options.

**Venue**

**Parking &**

4:24

**Settings**

Account

- Personal info
- Security
- Data controls

3:18

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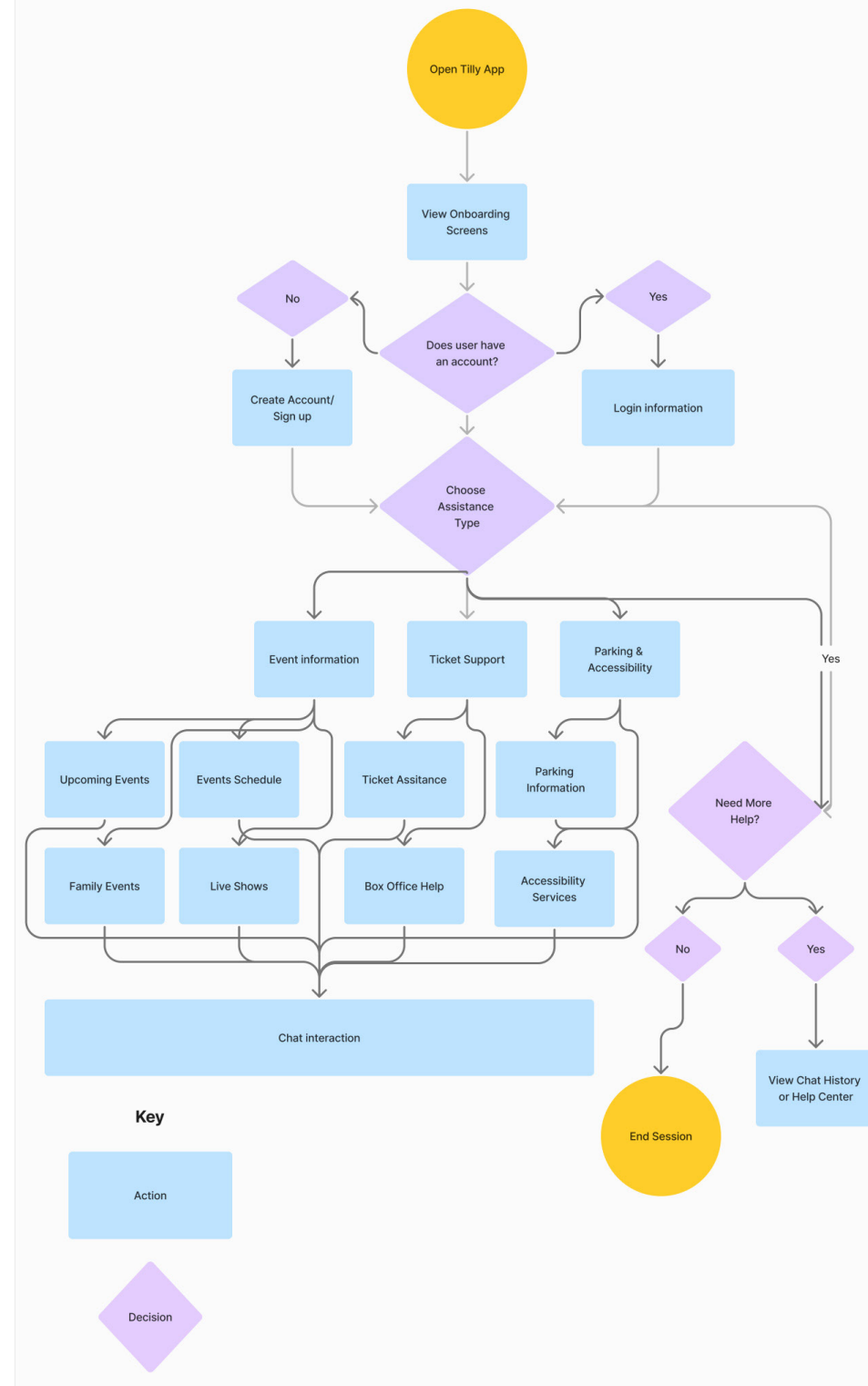
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# Conversation Flow Overview

**This flowchart outlines the primary interaction flow for the Tilly AI ticketing assistant, guiding users from onboarding and account access to selecting the type of assistance they need.**

The assistant organizes support into key categories including event information, ticket support, and parking and accessibility services, each leading to more specific user tasks. The structured flow ensures users can easily navigate conversations, access relevant information, and receive guided support throughout the chat experience.



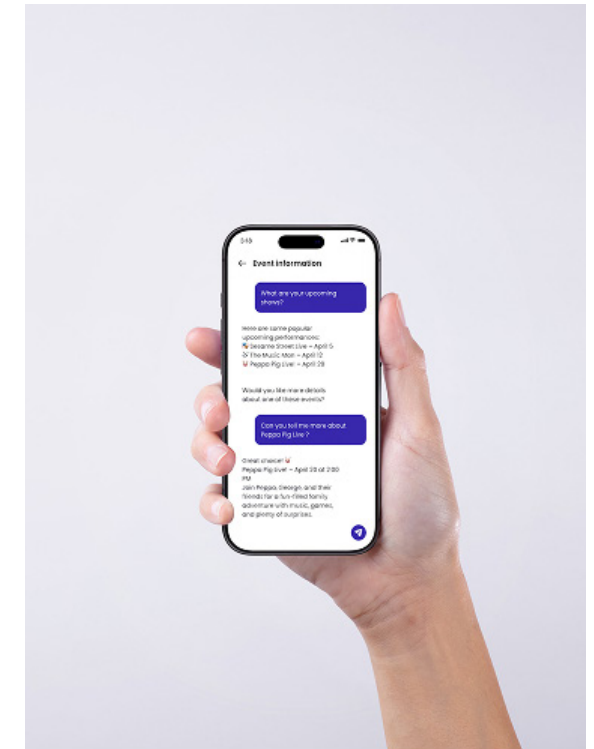
Many performing arts venues rely on traditional website navigation for ticket purchasing. While functional, these systems often require users to move through several steps

1. Browse the event calendar
2. Select a performance
3. Review ticket availability
4. Choose seats
5. Complete the purchase process

### THIS PROCESS CAN BE TIME CONSUMING FOR USERS WHO SIMPLY WANT QUICK ANSWERS TO QUESTIONS SUCH AS:

- ▶ “Are there tickets available tonight?”
- ▶ “What shows are happening this weekend?”
- ▶ “How much are orchestra seats?”

The challenge was to design an AI-powered assistant that could guide users through these tasks using natural conversational interactions.

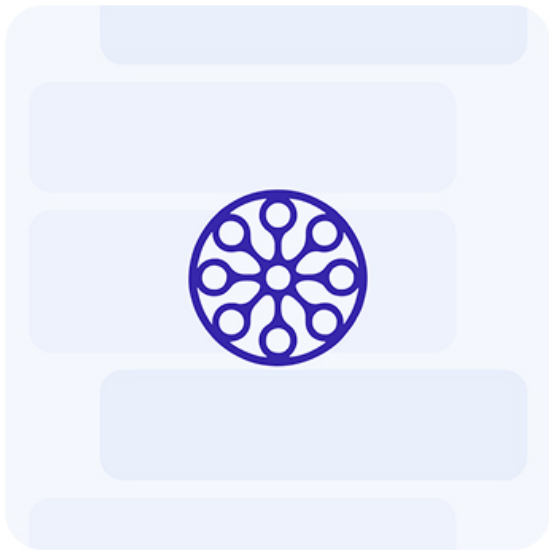


## Your Guide to Events, Tickets, and Venue Info

Get instant answers about upcoming shows, parking, accessibility, and ticket support — all in one place with Tilly.

- Skip
- Next

# Problem



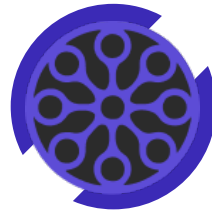
## Meet Tilly

Your virtual assistant for discovering events, planning your visit, and getting quick answers about the venue.

Log in

Sign Up

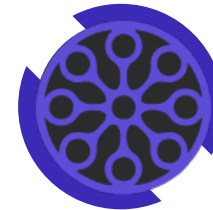
THE GOAL OF THE PROJECT WAS TO DESIGN A CONVERSATIONAL INTERFACE THAT COULD:



### HELP

#1

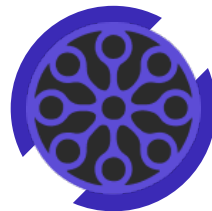
Help users discover upcoming events through natural dialogue



### PROVIDE

#3

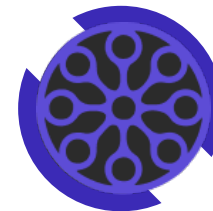
Provide clear responses to common ticketing questions



### GUIDE

#2

Guide users through ticket selection and purchase steps



### MAINTAIN

#4

Handle unclear or incomplete user input through fallback responses and maintain a friendly and consistent brand voice aligned with a performing arts organization

# Goal

# User Intent Mapping

A KEY PART OF THE DESIGN PROCESS INVOLVED IDENTIFYING THE MOST COMMON USER INTENTS WHEN INTERACTING WITH A TICKETING SYSTEM.

## PRIMARY USER INTENT

Purchase tickets for a performance.

## SECONDARY USER INTENT




Discover upcoming events  
Learn about specific performances  
Check ticket availability  
Review seating and pricing information

## EXAMPLE USER QUERIES

Users may approach the assistant with questions such as:

- ▶ “What shows are happening this weekend?”
- ▶ “Do you have tickets for the jazz concert?”
- ▶ “How much are orchestra seats?”
- ▶ “Are there tickets left for tonight?”

Mapping these intents helped define the conversational structure and determine how the assistant should respond in different scenarios.

9:41   

←

## Hello there!




Please enter your email & password to create an account



Login

Password

I agree to the [Terms & Conditions](#)

**Continue**

9:41   

← **History**  





**Is the venue wheelchair accessible?** >  
02 August 2025 | 03:15 PM




**Is photography allowed during the show?** >  
20 September 2025 | 03:58 PM



**Is there a dress code?** >  
21 September 2025 | 05:37 PM

**Is there elevator access?** >  
01 October 2025 | 11:23 AM

**Is there food or drinks available?** >  
12 November 2025 | 10:23 AM

 Tilly  Events  **History**  Settings

9:41   


← **History**  





**How early should I arrive to park?** >  
18 August 2024 | 09:23 AM

**Can I bring a bag into the venue?** >  
08 December 2025 | 10:53 AM

**Are children allowed at this event?** >  
12 July 2024 | 03:23 PM

**Do you have accessible seating?** >  
24 July 2024 | 11:43 AM

**What time do doors open?** >   
August 2025 | 09:23 AM

 Tilly  Events  **History**  Settings

## ← Parking Information

Where should I park for the show?

Parking is available in the West Campus Parking Garage, located right next to the venue.

Parking opens 90 minutes before the show. If you're attending a family event, arriving about 45 minutes early is recommended to avoid traffic and give yourself time to find your seats. Would you like directions to the garage?

Yes please

No problem! The West Campus Parking Garage is located directly across from the main entrance.

Ask me anything...



# Conversational Flow Design

TO SUPPORT THESE USER GOALS, CONVERSATIONAL FLOWS WERE DESIGNED TO GUIDE USERS THROUGH A STRUCTURED BUT NATURAL INTERACTION.

## EXAMPLE INTERACTION

User

"Do you have tickets for Jazz Night?"

Tilly

"Yes. Jazz Night is performing on March 22 at 7:30 PM. How many tickets would you like?"

User

"Two tickets."

Tilly

"Great. I found two seats available in Orchestra Row D for \$75 each. Would you like to reserve them?"

## USER OPTIONS

- ▶ Reserve seats
- ▶ View different seating options
- ▶ Explore other events

This structured dialogue helps users complete tasks step by step without overwhelming them with information.

FEATURES




9:41



← Event information

**What events are happening this weekend?**  
This weekend we're hosting The Music Man, Peppa Pig Live!, and a Friday night comedy show.

**Who is performing next week?**  
Next week's lineup includes the Long Island Philharmonic Orchestra, Sarah Johnson, and Broadway Stars of Tomorrow.

Ask me anything... 


9:41




← AI Helpers 11




Event information




**Upcoming Events**  
Browse upcoming performances, concerts, and shows.



**Event Schedule**  
See what's happening this week




**Family Events**  
Discover kid-friendly shows and family performances.




**Live Shows**  
Explore concerts, theater shows, and guest performers.

Ticket support




**Ticket Assistance**  
Get help purchasing or accessing your tickets.




**Box Office Help**  
Find answers about ticket policies and support options.

Parking & Accessibility



**Parking**



**Accessibility**

# AI Personality and Tone

TO CREATE A CONSISTENT EXPERIENCE,  
TILLY WAS DESIGNED WITH A CLEAR  
CONVERSATIONAL PERSONA.

## DESIGN DECISIONS

Several design choices helped shape the final conversational experience.

### SIMPLIFYING EVENT DISCOVERY

Users often arrive with a specific question rather than a desire to browse. Allowing natural language queries reduces the need to navigate multiple pages.

### GUIDED INTERACTIONS

Rather than presenting all information at once, the assistant asks clear follow up questions to guide users through the ticket purchasing process.

### ERROR RECOVERY

Fallback prompts ensure the conversation continues even when user input is incomplete or unclear.

## PERSONALITY CHARACTERISTICS

- ▶ Friendly and welcoming
- ▶ Clear and informative
- ▶ Helpful without being overly technical

Example Greeting:

“Hi, I’m Tilly, your ticket assistant. I can help you find upcoming events, check seating availability, or reserve tickets.”

This tone was intentionally designed to match the approachable and engaging atmosphere of performing arts venues.



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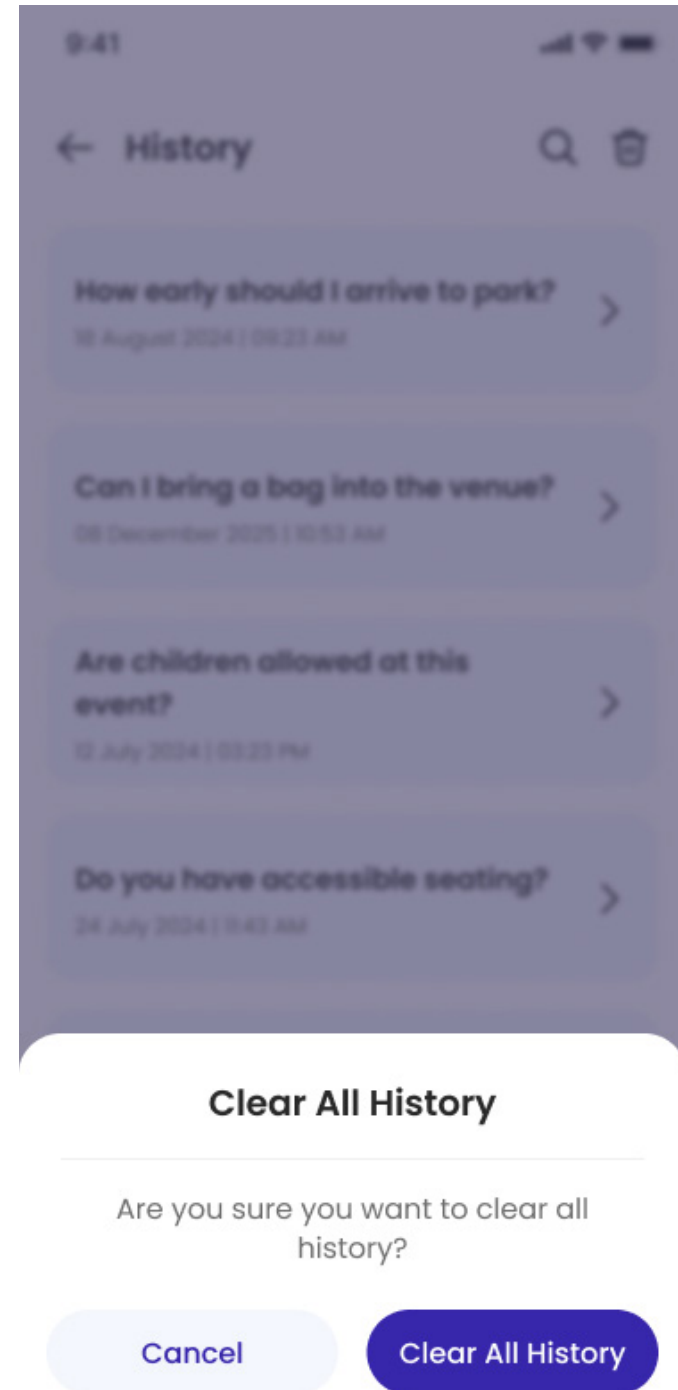
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# Future Improvements

IF DEVELOPED FURTHER, THE ASSISTANT COULD EXPAND ITS CAPABILITIES TO INCLUDE:

- ▶ personalized event recommendations
- ▶ seat map previews within the chat interface
- ▶ ticket transfer and refund assistance
- ▶ integration with voice assistants

These additions would allow the assistant to support a broader range of user needs while maintaining the simplicity of conversational interaction.

9:41

[← Help center](#)

FAQ

Contact

All

Account

Tickets

Venue

[Can I edit a generated response? >](#)[How do I reset my password? ^](#)

You can reset your password by selecting "Forgot password?" on the login screen. Follow the instructions sent to your email to create a new one. If you need further assistance, contact our support team.

[How do I download my tickets? >](#)[Can I bring a bag into the venue? >](#)[How do I contact the box office? >](#)

**Outcome**

**The Tilly prototype demonstrates how conversational design can make complex ticketing workflows easier for users to navigate.**

By focusing on clear dialogue, structured conversation flows, and thoughtful fallback responses, the assistant creates a more intuitive and human centered experience for performing arts audiences.

This is a H1

This is a H2

This is a H3

This is a H4

This is a Callout

This is a Body

This is a Metadata

This is a Metadata 2

Light Mode



### Light

