



**Utility**

**Fun**

Figure 1. Classification of Alcohol Related Apps



Figure 2. Starting Event Interfaces: Register Account (Left); Main Menu (Right)



Figure 3. Starting Event Interfaces: Insert all event details (Left); Snap an event photo (Middle); Add a friend via bump or friends list (Right)

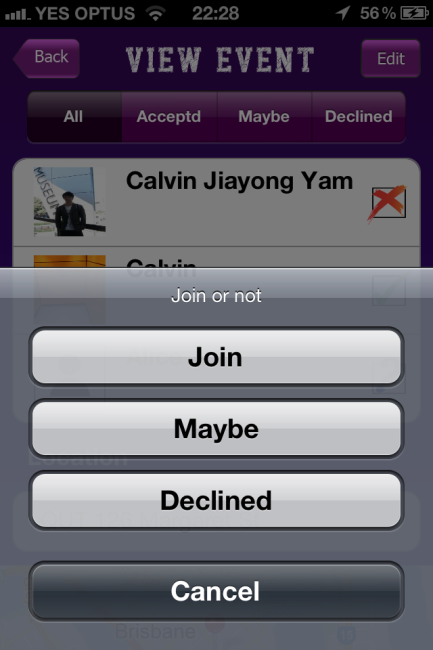


Figure 4. Starting Event Interfaces: Viewing Event Details (Left); Confirming or rejecting invitations (Middle); Status of friends attendance (Right)

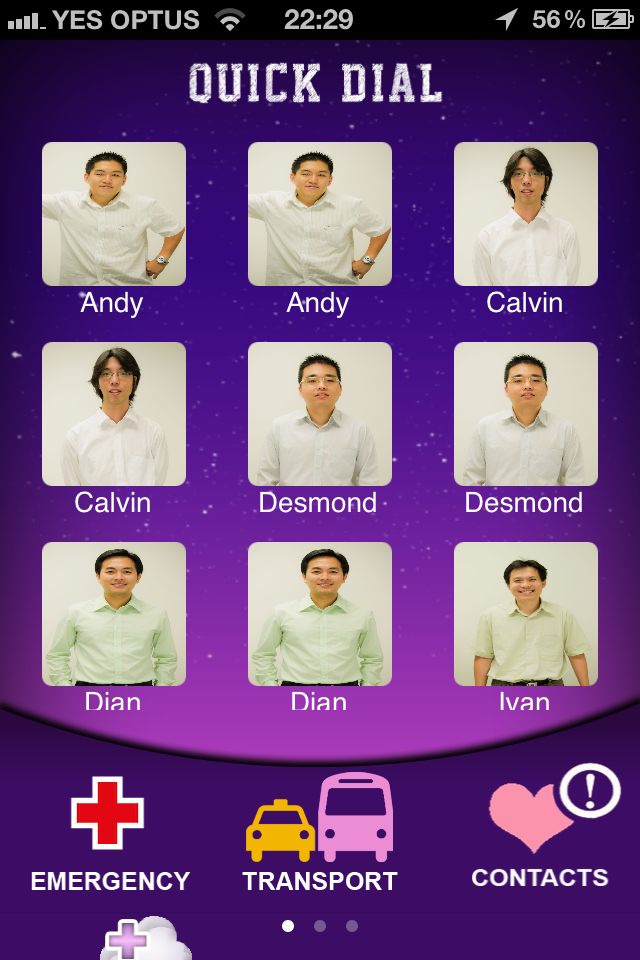
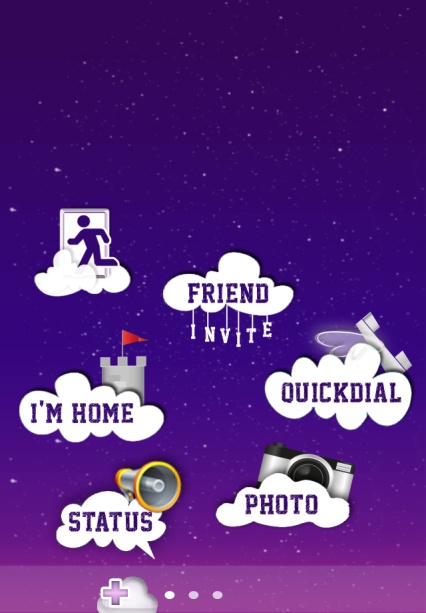
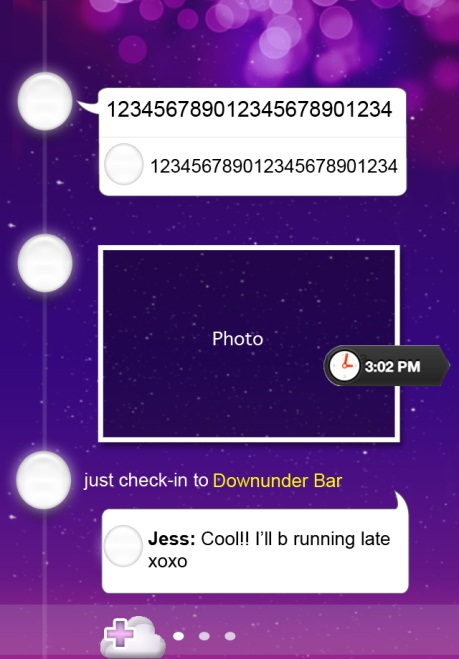


Figure 5. During Event: Timeline (Left-Middle); Quick Dial (Right)

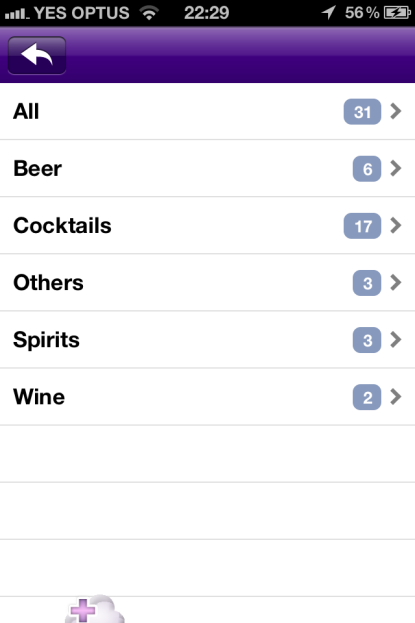


Figure 6. During Event: Photo booth (Left); Record drink (Middle – Right)

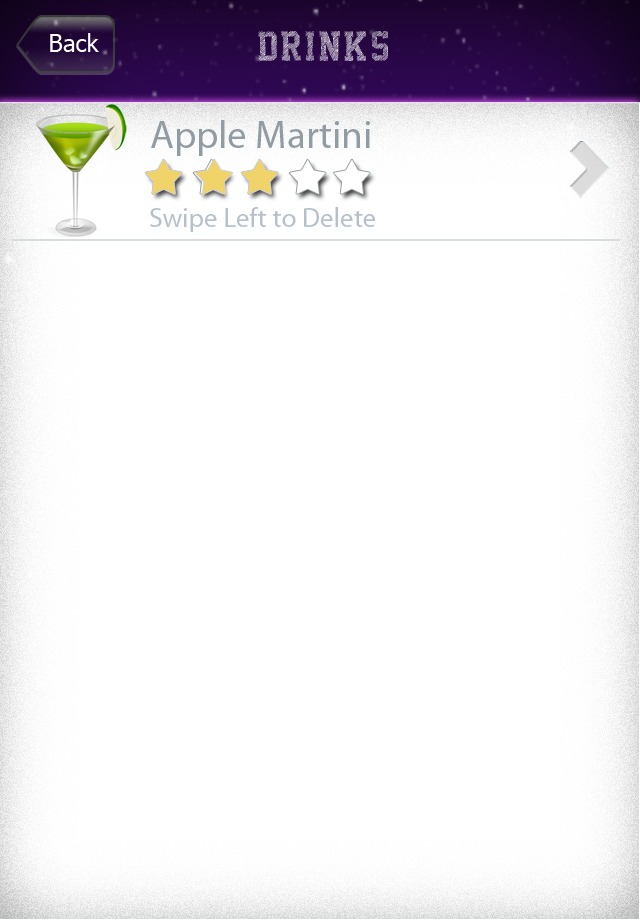


Figure 7. After Event: View User Profile (Left); Add or Update Customised Drink (Middle – Right)

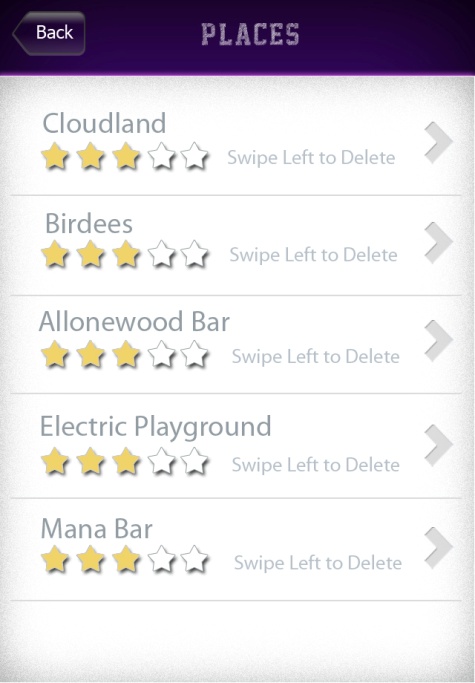
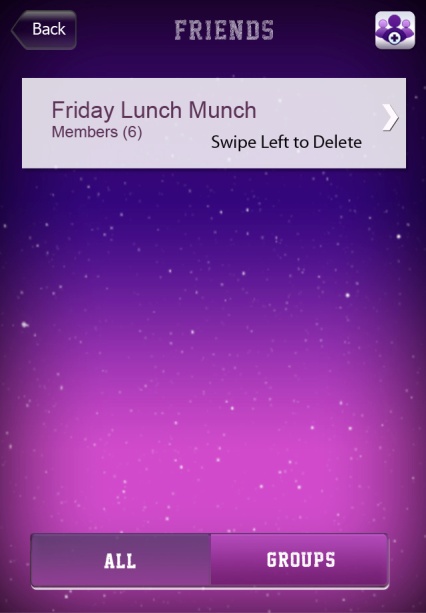
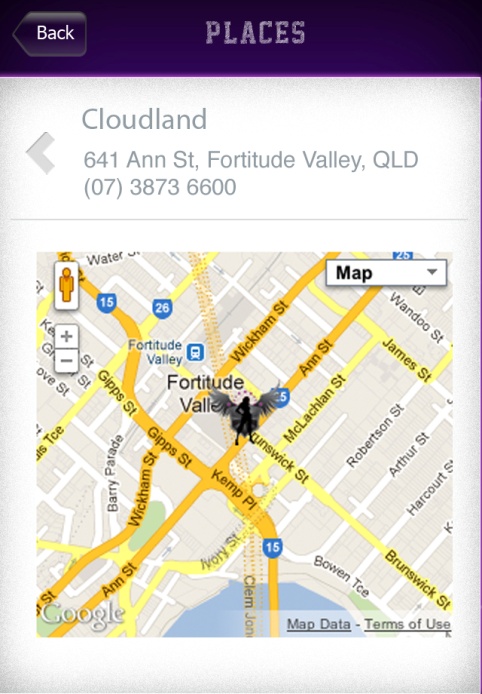


Figure 8. After Event: View Places Visited (Left-Middle); Customise List of Friends into Group (Right)