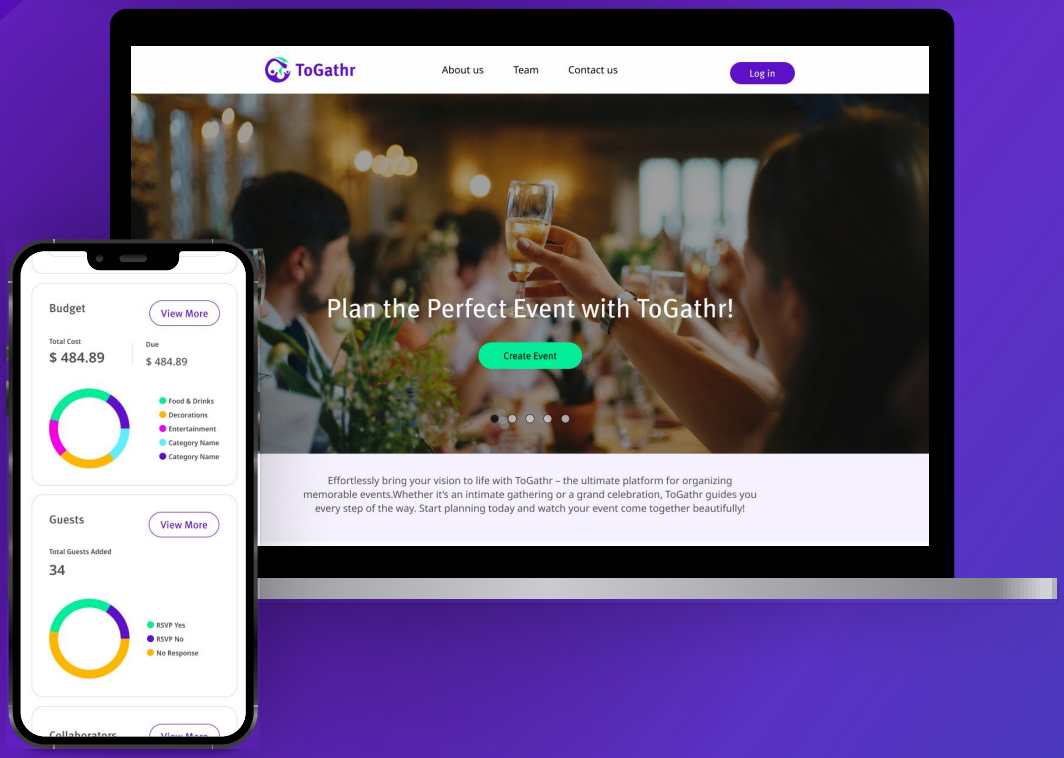
ToGathr

A Simplified Event Planning



Usability Report of Togathr - Group 6

Andrei Gallardo | Mehul Sharma | Sangeetha Ravi | Shashank Panjeti | Sudiksha Suresh

Introduction

As part of our research for the ToGathr project, we began sessions by introducing ourselves as the design team and what the application is all about. Then thanking participants for their time and willingness to share their experiences. We emphasized the value of their feedback in improving the app and reassured them that there were no right or wrong answers. Participants were encouraged to speak openly about their experiences, particularly regarding planning an event.
Sessions were structured to last approximately 30 minutes, with flexibility for breaks if needed. To ensure confidentiality, we clarified that all shared information would be kept private. Additionally, we requested permission to record the sessions for accurate note-taking purposes and addressed any participant questions before beginning.

Usability test method

To understand the user insights for the ToGathr project, we conducted a qualitative user interview with five participants, each representing different backgrounds and user experiences. The purpose was to understand their needs, behaviors, and challenges related to event planning and the use of event planning applications.

Interview Process

- Format: Semi-structured interviews
- Duration: Approximately 15-20 minutes per participant
- Platform: In-person test run
- Key Focus Areas:
  a. Participants general comfort with technology
  b. Experiences with event planning applications
  c. Event planning habits and challenges
  d. Desired features in event planning tools
  e. Understanding the user experince with ToGathr application

The interviews aimed to uncover actionable insights to refine the ToGathr app's design and functionality.

Participants Overview

The participants in this study were diverse in terms of backgrounds, professions, and event planning experiences, offering valuable insights for the ToGathr project.

Lu Yu, a 38-year-old UX designer, uses the internet daily and is quite comfortable with desktop applications. She has previously used Eventbrite for workplace social events, parties, and meetups and values features that allow her to describe events and manage attendee lists.

Tomohiro, a 30-year-old male participant, also uses the internet daily and is comfortable with desktop applications. Though he has no prior event planning experience, he has interacted with Meetup as a user but not as an organizer, and he prioritizes planning capabilities in event tools.

Luis, a 33-year-old UI/UX designer, is very comfortable with desktop applications and has participated in event planning through tools like Calendly as a participant but not as an owner. He typically engages in concerts and professional meetings and looks for comprehensive planning features.

Kisaja, a 23-year-old student, uses the internet very often but finds desktop applications less intuitive. His experience with event planning includes professional meetings, and he specifically wishes for features that make tracking tasks easier, such as sending invites to save dates.

Finally, **Calvin**, a 28-year-old student, is comfortable with desktop applications, uses the internet very often, and has used Eventbrite for personal events. Like others, he values robust planning features but did not identify specific challenges.

This range of perspectives highlights the varying needs and pain points associated with event planning, greatly helps to refine the ToGathr application.

Summary of Findings

Following are the insights of the usability test conducted for the ToGathr application

1. **Login Process**
   - All participants were able to log in to the application from the landing page without any issues, indicating a smooth and user-friendly login process.
2. **Event Creation and Navigation**
   - After logging in, users attempted to create an event. While the event creation process itself was intuitive, some users were unsure about where to navigate next.
   - The confusion arose on the All Events page, where the side navigation was absent. This design choice was intentional since the side navigation is specific to individual events. However, this led to users feeling disoriented.
3. **AI-Generated Task List**
   - Once users successfully created an event, they navigated through the AI-generated task list specific to the event type on the overview page. This feature was well-received and understood by participants.
4. **Vendor Navigation Issue**
   - While exploring vendors for the event, some users struggled to find the correct navigation path from the Overview page. The issue originated from the side navigation being collapsed by default, making it less discoverable.
   - Based on this feedback, we have decided to implement a fixed open side navigation to enhance visibility and provide users with a clearer and more accessible navigation experience.
5. **Budget Management**
   - Users successfully added items to their budget lists without any issues. However, one user suggested including a confirmation message after adding an item, to provide clarity and reassurance about the action.
6. **Collaborator Management**
   - Users effectively sent invitations to collaborators, assigned and unassigned tasks from the task checklist, and marked tasks as completed.
   - They also tested removing collaborators without any difficulties, indicating that the collaboration feature is intuitive and easy to use.
7. **Guest Management**
   - Users were able to add guests individually and successfully imported guest lists from an Excel sheet. There were users slightly confused anout multiple “Add Guest” button.
   - After importing, users sent invitations to all guests and expressed satisfaction with the AI-generated invite messages. These messages were personalized based on event details, allowing users to send invites without typing but still offering the option to edit before sending.
   - There was suggestion to have an alert before user compose the invite, they must select the guest.
   - Once invitations were sent, users could track responses (accepted, rejected, or pending), which were also visually reflected in the accompanying chart. This feature was highly appreciated for its clarity and real-time updates.

Issues and Severity Rankings

1. **Issue: Confusion on the All Events page**
   - Users were unsure where to navigate after creating an event due to the absence of side navigation on the All Events page.
   - Severity: Moderate - This caused some disorientation but was intentional as side navigation is event-specific.

2. **Issue: Difficulty finding vendor navigation**
   - The collapsed side navigation made it challenging for users to locate the vendor section from the Overview page.
   - Severity: High - Directly impacted task flow and user experience.

3. **Issue: Lack of confirmation message for budget additions**
   - Users suggested adding a confirmation message after adding an item to the budget list for clarity.
   - Severity: Low - Does not block progress but can improve user confidence.

4. **Issue: Multiple "Add Guest" buttons caused slight confusion**
   - For a moment users were confused about which button to use when adding guests due to multiple Add Guest buttons.
   - Severity: Moderate - Minor UI clarity issue.

5. **Issue: Missing alert before composing guest invites**
   - Users suggested having an alert to prompt them to select guests before composing an invitation.
   - Severity: Moderate - Could lead to incomplete actions or errors if overlooked.

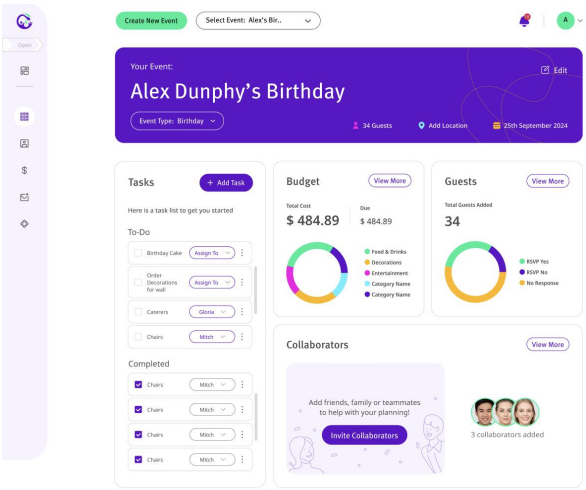
6. **Issue: Collapsed side navigation impacts discoverability**
   - Collapsed side navigation in general reduced the ease of locating key features like vendors and other sections.
   - Severity: High - Major usability concern requiring a design adjustment.

Recommended Solutions and Prioritization

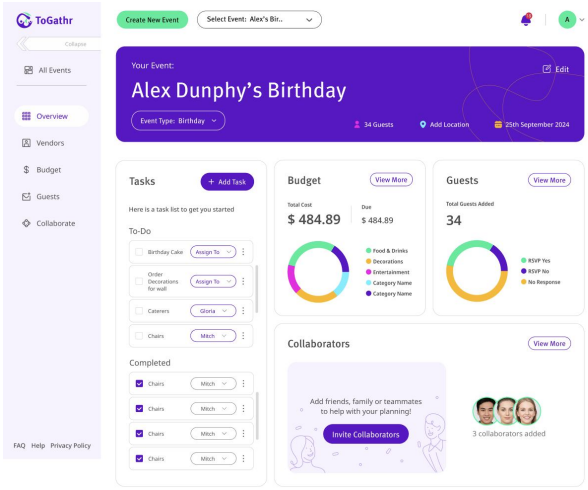
Following are the redesigned screens based on the usability test feedback for the ToGathr application.

1. **Side Bar Navigation:** Based on the feedback, we redesigned the side navigation to remain open instead of being collapsed. This change improves discoverability and makes navigation more intuitive for users.

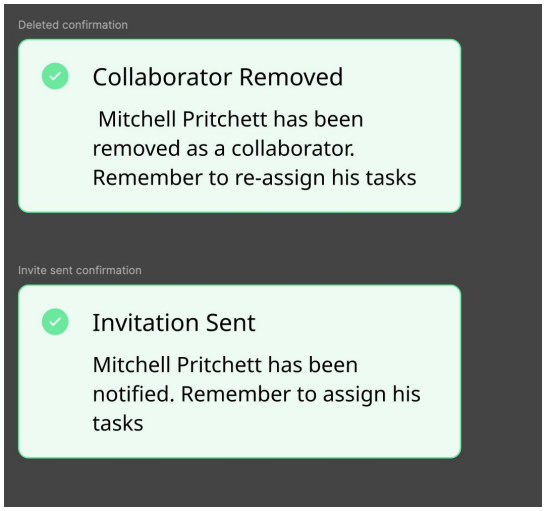
BEFORE

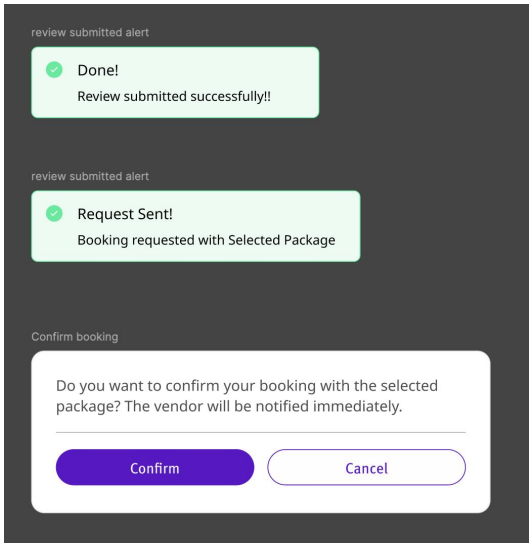


AFTER



2. **Added confirmation alerts in the required place:** Users highlighted the need for confirmation alerts after completing specific actions. We implemented these alerts to provide feedback and reassurance for activities like adding items to the budget or composing guest invitations.

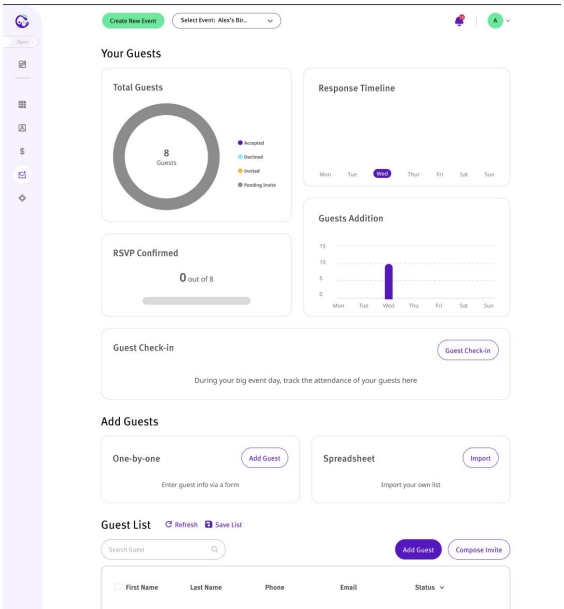
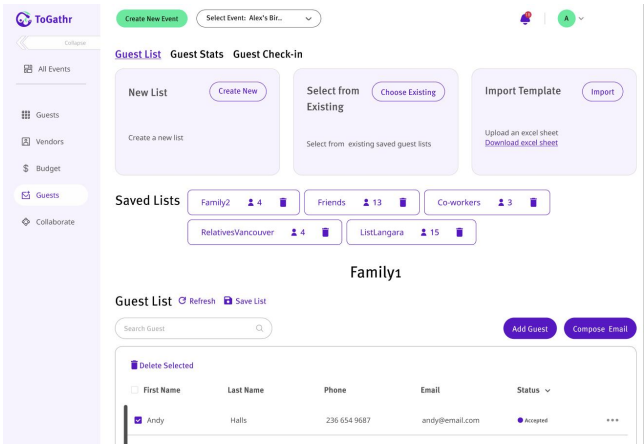




Recommended Solutions and Prioritization

3. **Simplified Guest Management Interface:** To address the confusion caused by multiple **Add Guest** buttons, we redesigned the interface. The new design replaces the stacked layout with a tab-based view, which organizes information more effectively and reduces user confusion.

BEFORE



AFTER