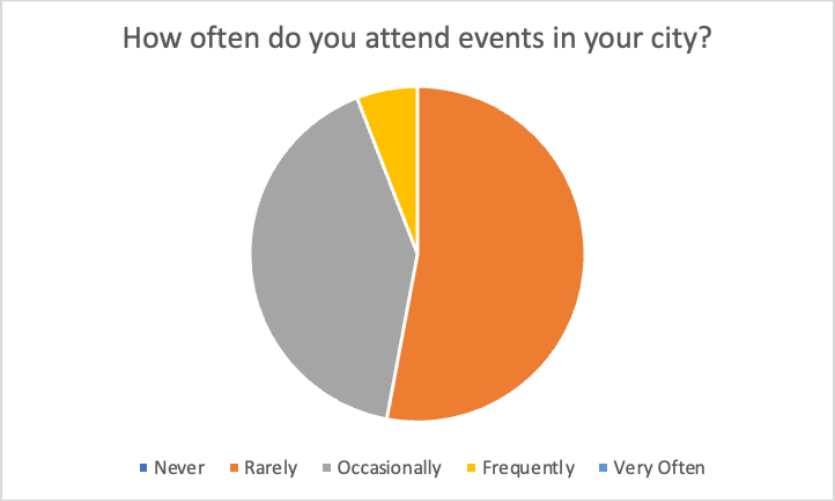
COSC345 Eventures – User Feedback Analysis

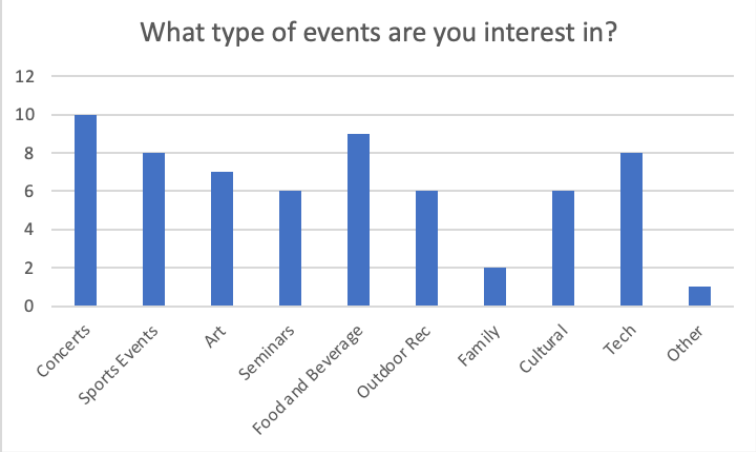
User testing and feedback occurred following the beta release of the COSC345 Eventures application, aiming to gather honest feedback from our target audience as to the positives and negatives of our current release product. This testing and feedback have provided us with valuable insights and suggestions for enhancing the application for future releases.

Q1: How do you attend events in your city?



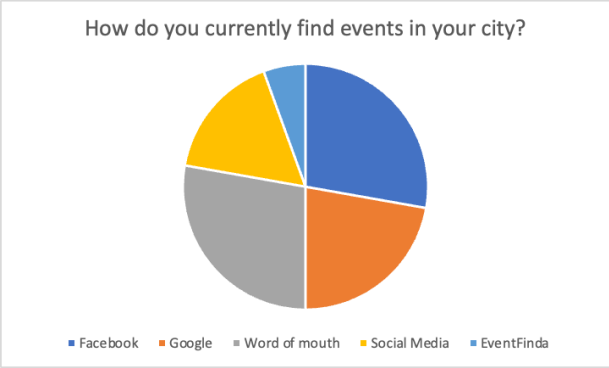
This showed that our current target audience cannot find local events in their cities, meaning our release of Eventures will hopefully change this and encourage students to start attending events.

Q2: What type of events are you interested in?



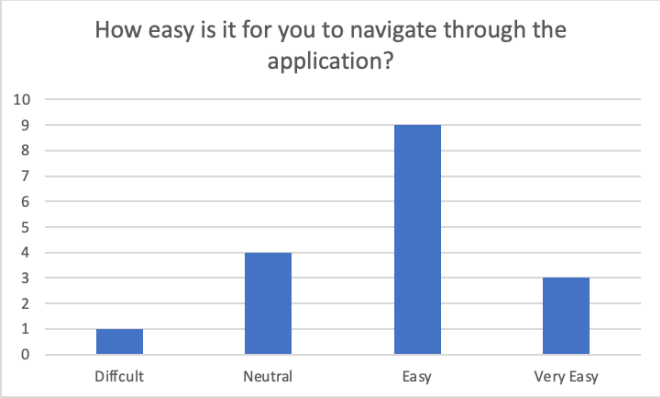
This response has given a good gauge into what events users are interested in, and what event type we should return to the user.

Q3: How do you currently find events in your city?



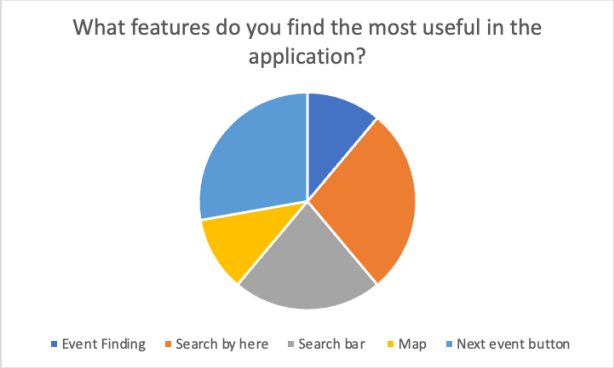
Most of the users surveyed used word of mouth and Google/Facebook Events to find events coming up, and do not have a dedicated event-focused app like Eventures to find events.

Q4: How easy is it to navigate through the application?



Most users have found the Eventures application easy to navigate throughout the user testing. This is a positive response into seeing how our application looks and runs professionally.

Q5: What features do you find most useful in the application?



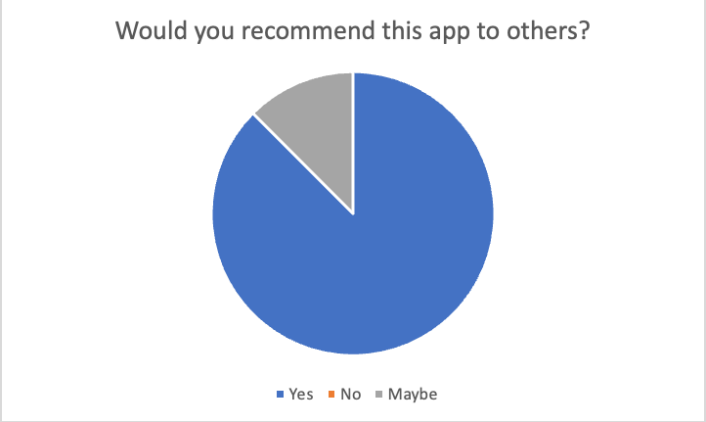
Our recent addition of the Next Event Button was received well by users who liked the application being able to quickly cycle through all apps in the given region. They also enjoyed the functionality of being

able to search from the entered location and search by here buttons allowing the users to search by where they currently are.

Q6: What features do you think are missing from the application?

What features do you think are missing from the application?
Zoom into first event when you search
Search by category
Satelitte View
Advanced searching
Save events
A picture with event info
Show its loading events
Price filter for events
Paging button labels
Zoom into events in a place without searching on searchbar
More feedback when hovering over points

Q7: Would you recommend this app to others?



Overall, throughout the responses gathered we have found extremely positive feedback about the functionality and aesthetic of the Eventures application presented to them. Most features suggested by users were too difficult and lengthy to add within the remaining timeline before the final release. Here are the ones that were able to be added within the application:

- Search by here button

This additional feature makes it easier to search for users, as they can search for events within their local area to where they currently are at the time of using the application. Before this change, users felt it annoying to have to search in their location.

- Link on event information ticket to EventFinda

This addition gives the user the ability to click on a link inside the ticket box, going to the EventFinda APi website displaying even more information than what is currently displayed on our app. Before some users wanted to see an event photo with more information on the event. This way we give users a quick solution to this problem, for the timeframe we have remaining.