

Agnes Events

Find things to do in your community

More than an events app

Agnes aims to help students engage with their communities.

This goes beyond events.

Huddle focuses on what everyone in the community might want to know. This page focuses on engaging the community and updating everyone on what's going on.

So what should Events do?

Events ought to help specific users. This is for when users are **looking for something to do** in the community.

The events shown should be catered to them and reflect what Agnes thinks they like.

User research

The priorities in order are:

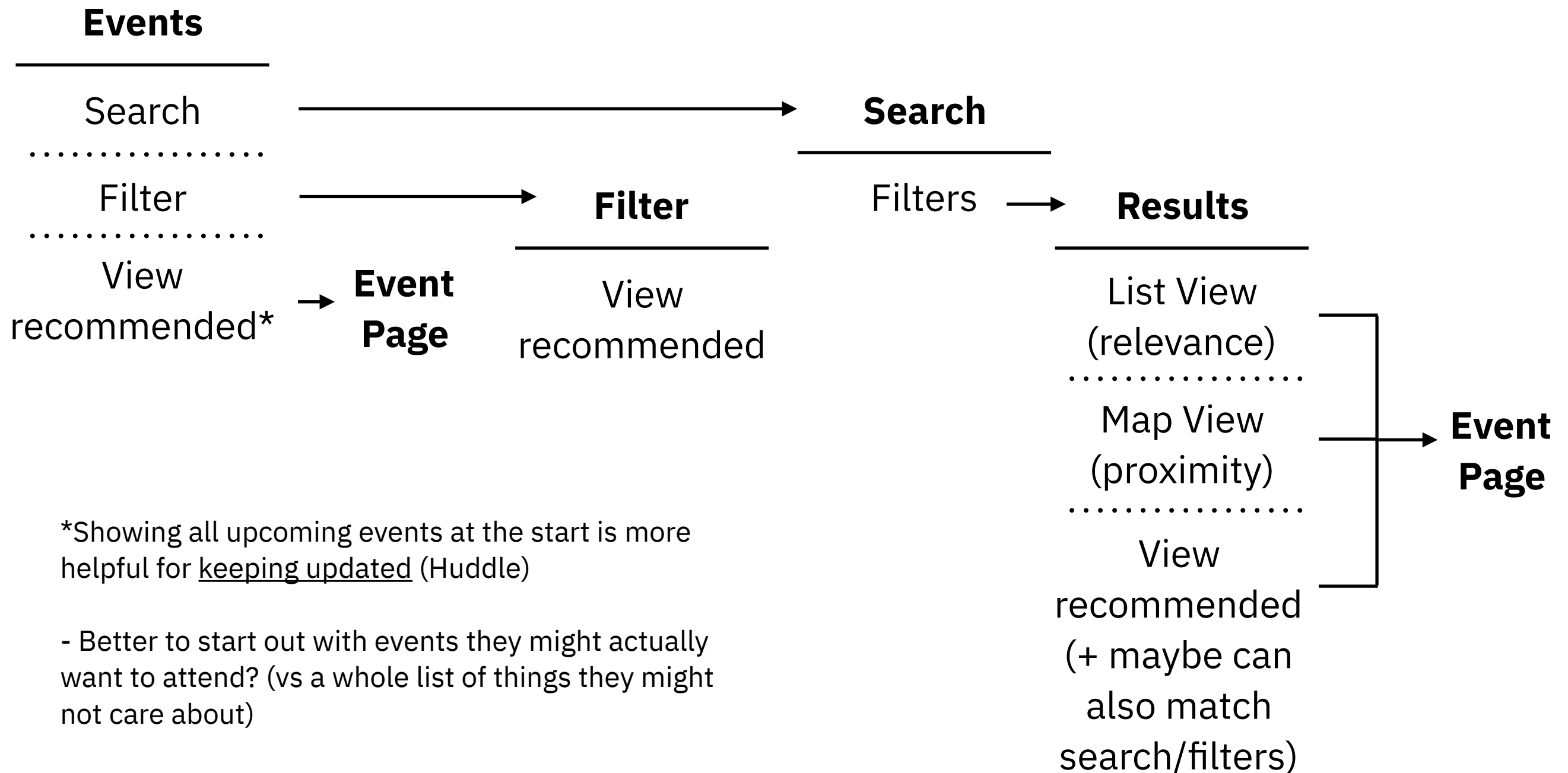
1. Content (Events relevant to the user)
2. Social connections (Friends)
3. Proximity

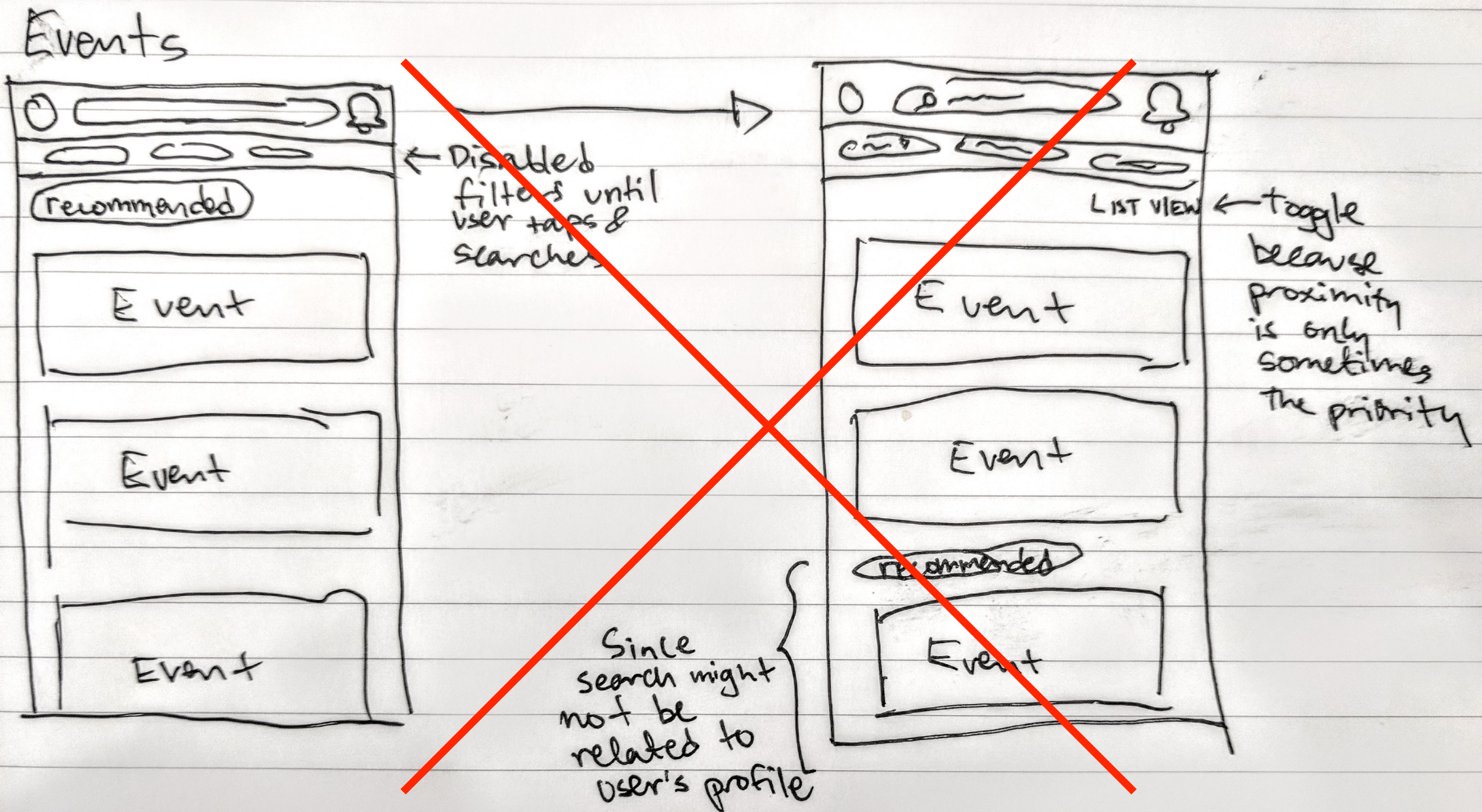
The problem

Finding events that **friends are going to** or that **match interests** is difficult because:

1. There are so many events out there that it's hard to know what interests them
2. They have to ask friends if they're attending things as well - or more often they never find out

User flow





*recommended shouldn't be the only emphasis of the events page

All events are still important since users don't immediately trust "recommended"

Event cards

How do you summarize an event?

Content and information architecture (**Boldness** signifies importance):

- **Event title**
- Picture
- Date & time
- Location
 - Distinction between on-campus/off-campus
- Saving event (easy recall)
- **Friends going**
- “**Content**” - How can we convey what kind of event it is? (show relevance to user) or can the algorithm make it that all events already are relevant?
- Sharing - Should they be able to do this right away?

Filters

How might users search through events?

- **Relevance:** Can the matching algorithm do this easily? - if so maybe the “recommended” section can do the job
- **Time:** When does the user want to do something? (i.e. specific day and/or time)
- **Location:** Proximity/ On-campus or off-campus
 - Research shows majority of attended events are “on-campus”; maybe on-campus should always be shown while off-campus events can be toggled?