

Eventbrite Group Consensus

Parker Wright

July 22, 2019 – 1 week duration

Project Brief

Eventbrite is a digital ticketing service that also helps people explore events near them. I find myself using their app the most when I want to find things to do with friends nearby or for an upcoming trip. Eventbrite is used more individually, whereas the collaboration occurs on other platforms, like Facebook or group text. Since experiences are popularly shared with other people, I propose a new feature that allows voting on which event to attend to help reach a group consensus.

The Eventbrite logo, featuring the word "eventbrite" in a bold, lowercase, sans-serif font. The "e" is a darker shade of orange, while the rest of the letters are a lighter orange.

Problem

Decision-making in groups can be difficult, especially when communicating through messages. Suggestions can get lost in the clutter and it can be a long process to reach a consensus. Users have to keep switching back and forth between researching events on the app and messaging friends, so there is no integration involved where there could be.

My **goal** is to create a feature in Eventbrite's app that can ease the group decision making process and increase engagement.

My **user focus** will be on **large groups** (coworkers, clubs, sports teams, etc.), because they have a tougher time reaching decisions than small groups.

Reasoning

More Factors Involved

There are more preferences and requirements in large groups. A small group of friends might all know they want to go to the zoo together when visiting Houston, but preferences are more likely to not align in a large group of acquaintances.

Paradox of Choice

When faced with too many options to choose from, many people become “paralyzed” and won’t be able to make up their mind at all.

Wavering Opinions

In situations like these, most people tend to have ambiguous opinions that can sway one way or another and might not even share what they think at all. The people with stronger opinions lead the pack in a polarizing direction, opposing the middle ground.

Ideation

Ideation

Criteria Voting

Vote based on certain criteria each user wants out of their experience and the event will be picked based on the most popular criteria.

Creating technology to match the event to the criteria might not be feasible. It would also be complicated and create a mentally strenuous process for the user.



Individual Ranking up to 5

Each user ranks their top 5 events with a certain number of points attached to each rank. The events will then be ranked based on the total points they received from all users in the group.

It would be difficult to develop an objective point system and users might want to put two or more events as the same rank.



Individual Voting with 5 total points

Each user will have 5 points they can distribute towards the event(s) they want. The event with the most points wins.

I decided on this idea, because voting would be based on how strong the user's opinion is on the final decision, while giving all members a voice.

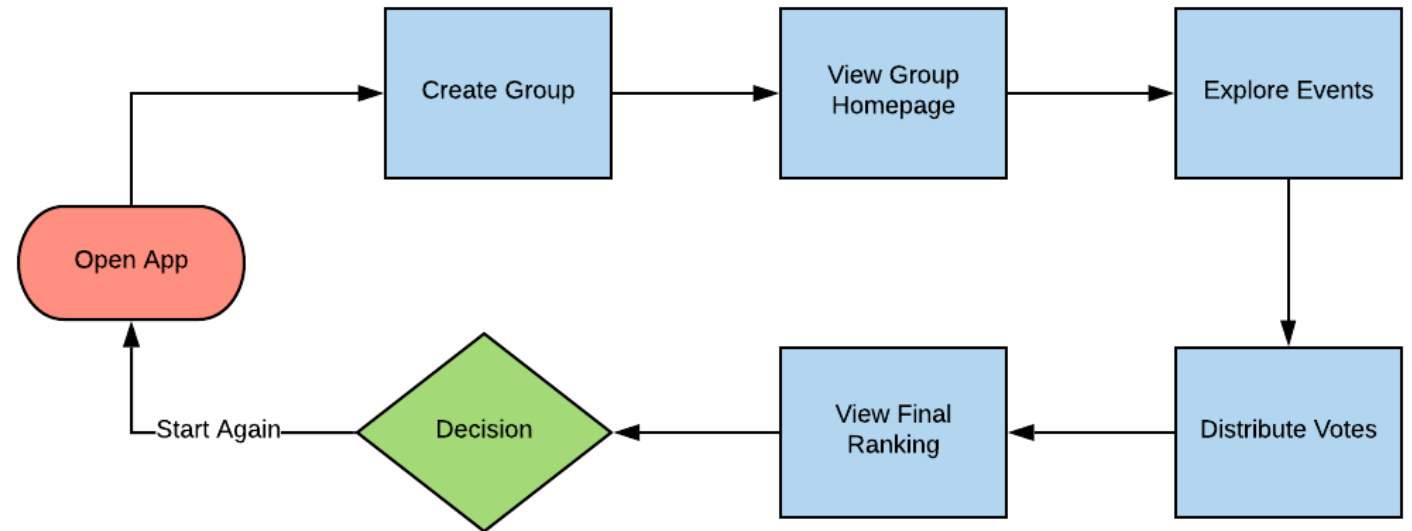


Flowchart

I mapped out the general process the user goes through to assist in the creation of a low-fidelity design.

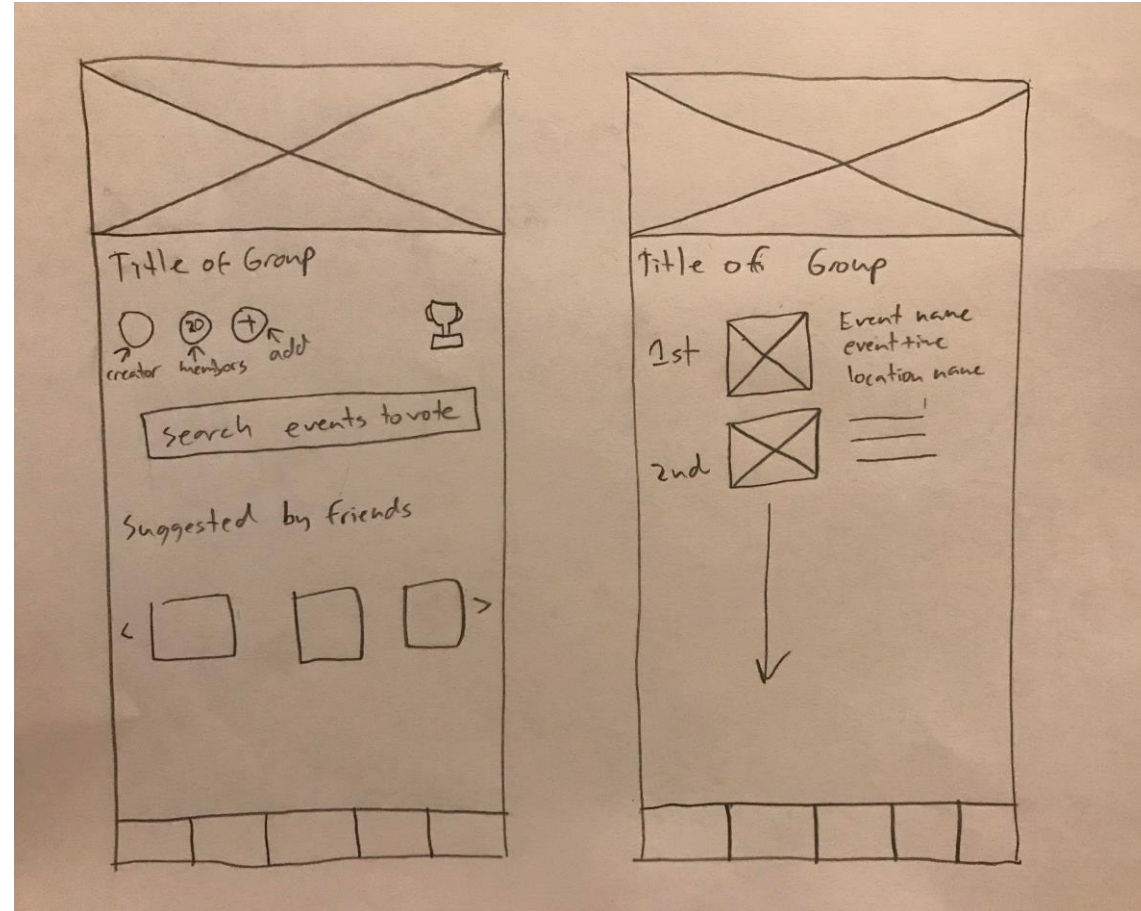
I thought about my ideas as I made the flowchart and realized that a long process was a key pain point in all of them. I decided that I should decrease the number of usable points from 5 to 3.

I believe this specific difference would lend itself well to **A/B testing** at the end, since it's difficult to understand how much time this process should take and it's an easy feature to change.



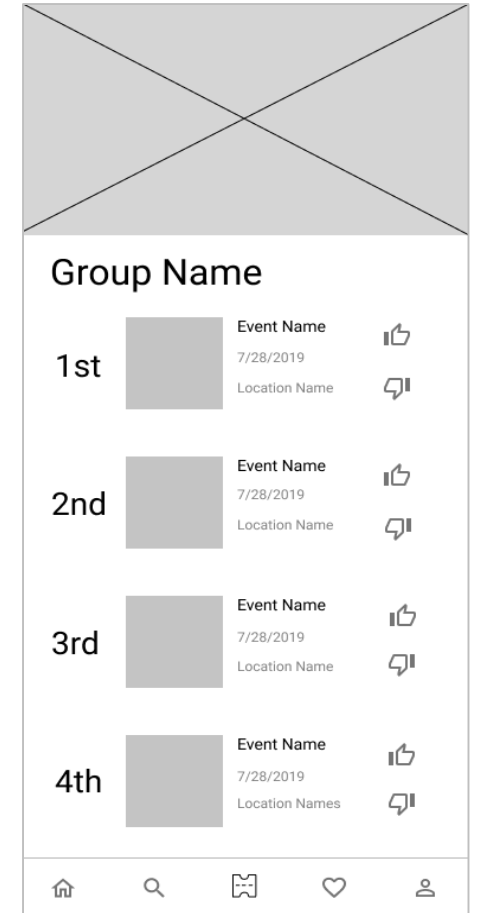
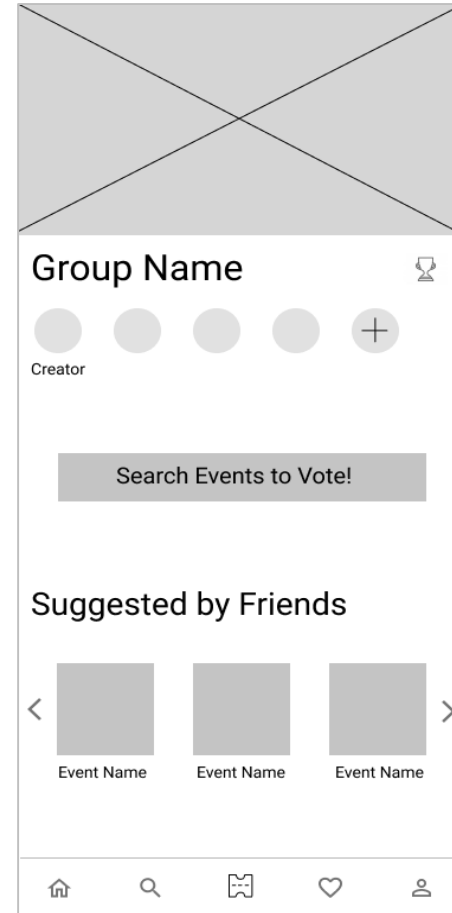
Sketches

I created sketches of my design before moving on to Figma. There were messier drawings before this, because I like to draw as I think through my design.



Wireframes

Using my sketches, I tweaked and created wireframes of my design that I could use for user research and iterate upon. I couldn't decide on how navigation should work yet, so I left it out for the time being and explained my ideas verbally to the user.



User Research

User Interviews

To learn from other perspectives, I went to the Starbucks at my University to find people for user interviews. After asking questions and walking through my design, I gained valuable insight.

“Is there a start and end time to the voting?”

“The trophy icon looks weird alone.” (said by more than one person.)

“What if there are certain things that would stop a lot of people from going to a popular event completely, like it’s too far to drive to it?”

“Do you need an account to be in the group?”

“Are tickets made for the event that got first?”

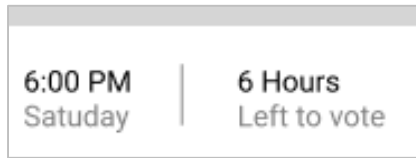
With the new information gathered, I re-worked my wireframes to address the problems brought to my attention.

Wireframes – Second Iteration

“Is there a start and end time to the voting?”

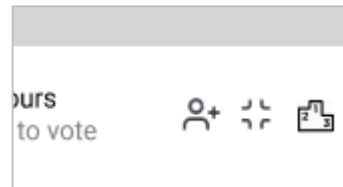
Sometimes seemingly obvious features can be overlooked, so thank you user feedback!

There should definitely be a start and end time to the group vote that is set up upon creation.



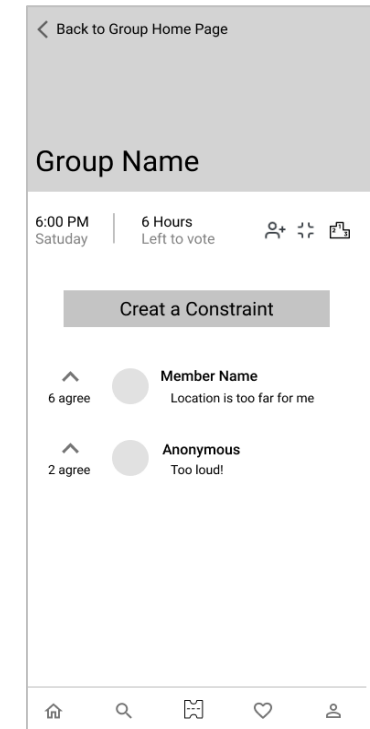
“The trophy icon looks weird alone.”

The ranking icon did look odd alone. I put the new “add member” and “constraints” icons next to it. I also changed the rankings icon since it displays more than just the winner.



“What if there are certain things that would stop a lot of people from going to an event?”

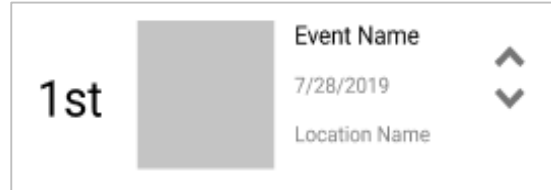
At first I felt an event wouldn’t win if too many people couldn’t attend, but social dynamics can be complex. I decided to add a “constraints” page where group members can suggest one constraint each and members can vote up (not down) if they agree. This will make it easier to filter out events that make the rankings.



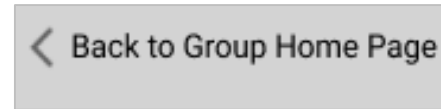
Wireframes – Second Iteration

Other Changes

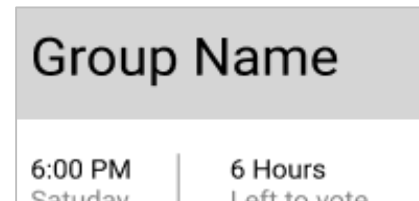
I changed the voting icons to a more minimalistic design.



I added the navigation to the group home page on the top left.



The group name is now where the picture will be uploaded to make more room.

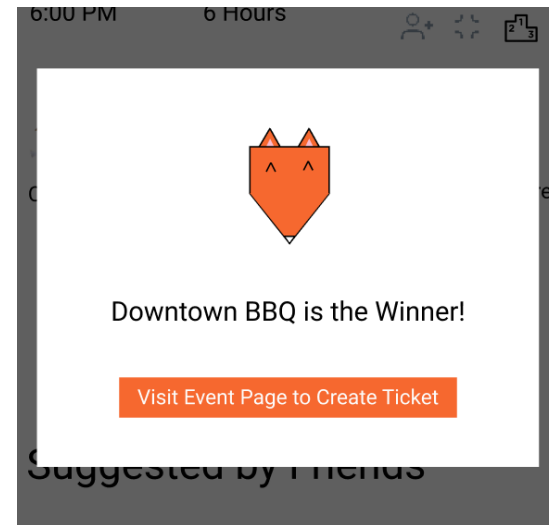


Final Design

Final Design

“Are tickets made for the event that got first?”

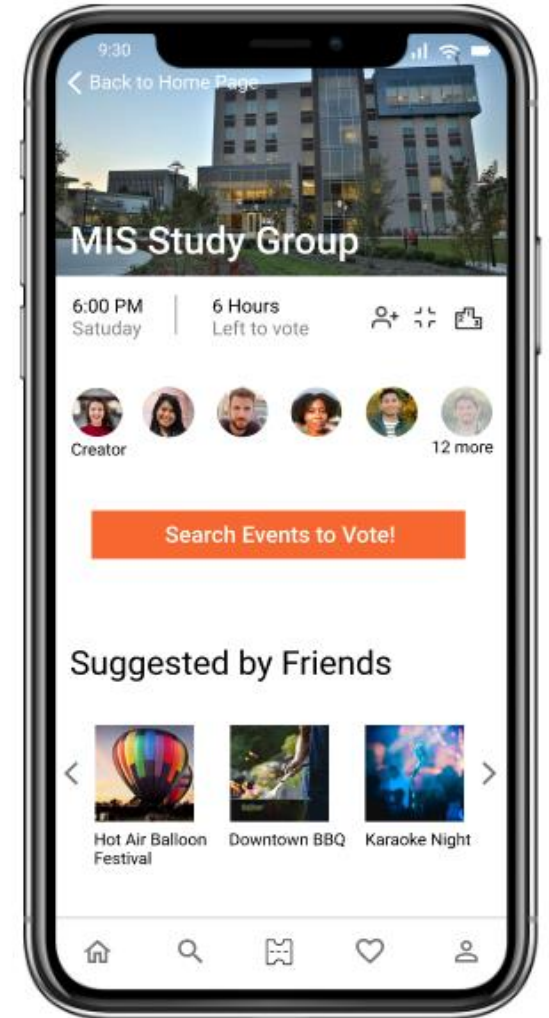
My design should aid decision making, but not act as an absolute choice. The ticket won't automatically be made, but this gave me an idea for a message to pop up on the home page displaying the winning choice. (The fox is just a fun a bonus.)



Final Design

Group Home Page Features

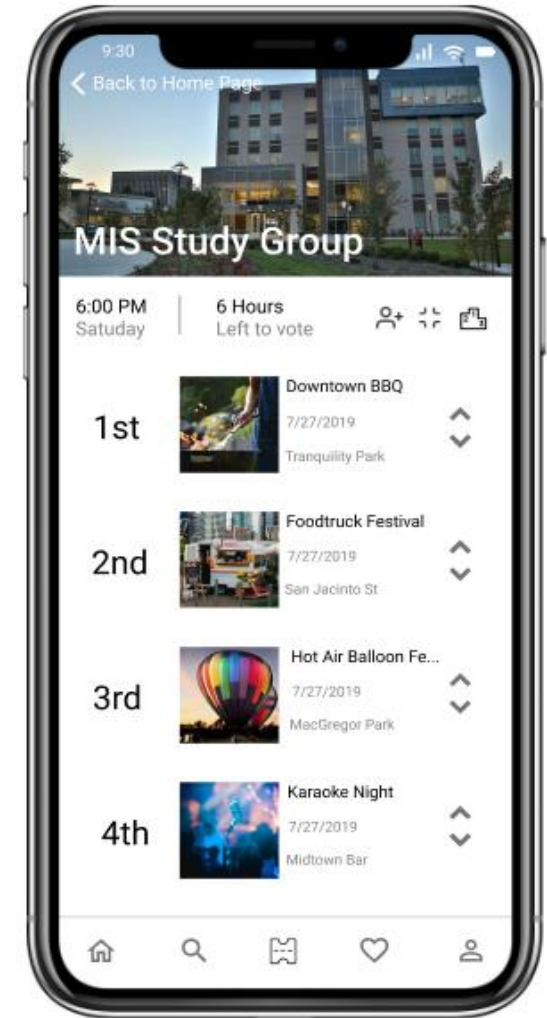
- The user can navigate back to the home page at the top left in addition to the bottom navigation bar.
- The user can fill the top area by uploading a picture or pre-designed template.
- The event date and how much time left to vote is displayed below the group name.
- The user can navigate to the “add member”, “constraints”, “rankings page” with the three icons on the right.
- The user can view other group members profiles by clicking their picture. They can tap on the right-most picture to view the other members not shown.
- There is a second way to navigate to the search page with the orange button. They will be able to vote on the event page itself or on the rankings page.
- The user can see what the other group members suggest, making their search easier



Final Design

Voting Page Features

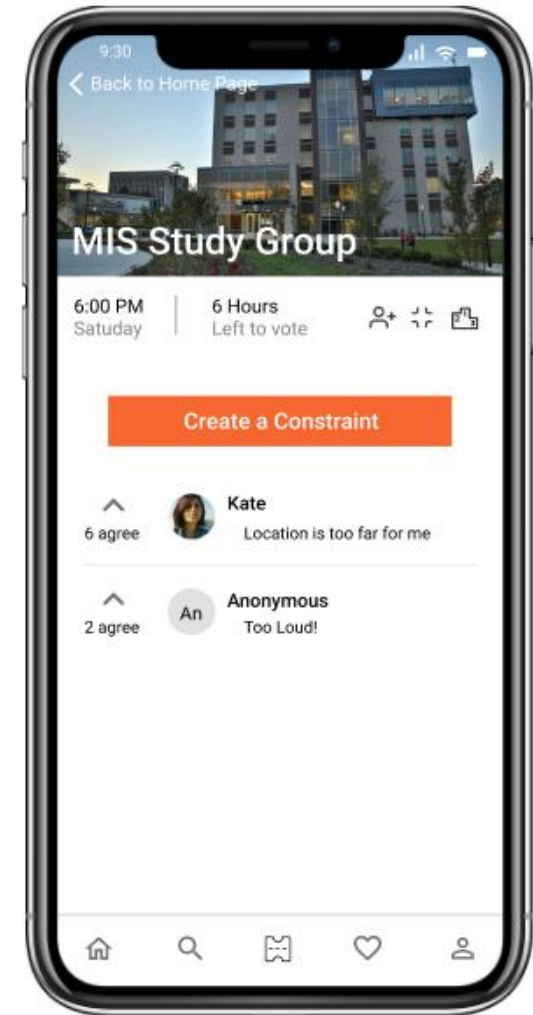
- The user can view the rankings with the votes hidden. This page is scrollable, and an arrow will appear at the bottom when touching the page to signal the user.
- The user votes on the events they like with 3 points they can distribute however they want. A small bubble will appear on the arrow with the number of points given.
- The down arrow is used to subtract votes the user distributed in case they change their mind.



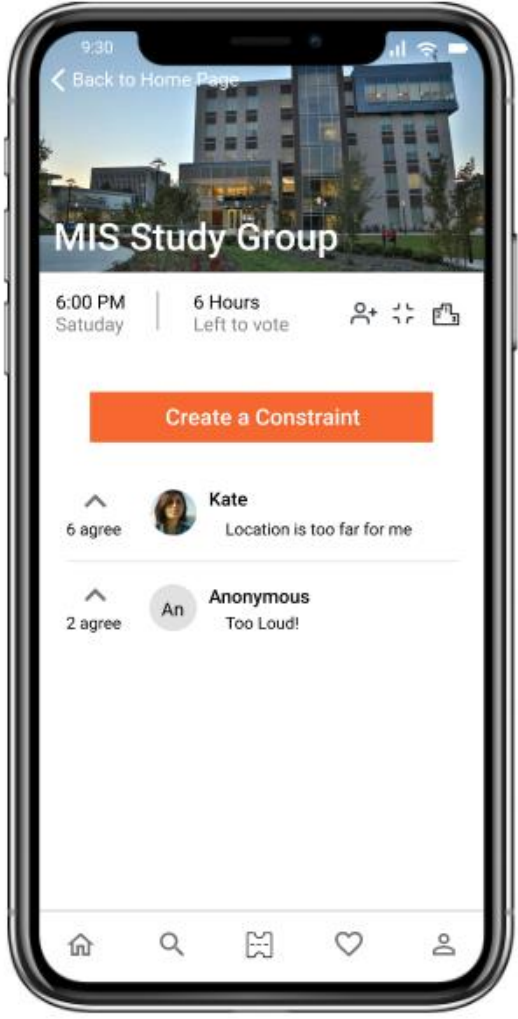
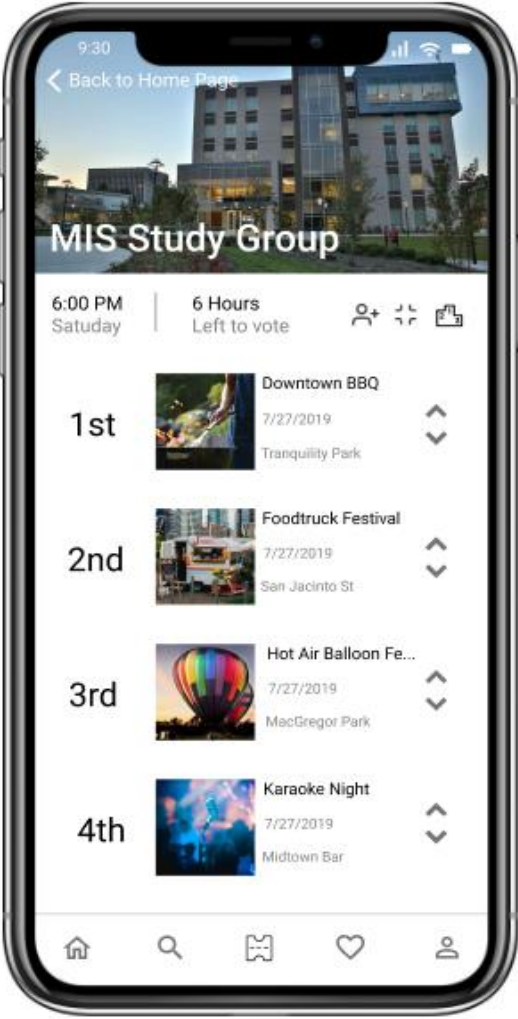
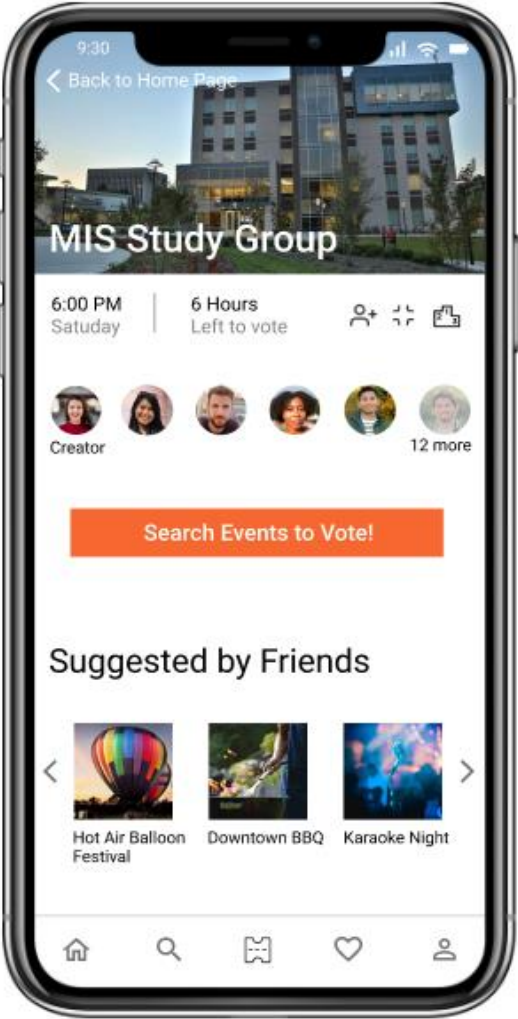
Final Design

Constraints Page Features

- Each member can add one constraint to the page.
- Other members can vote up (not down) if they agree with the constraint.
- The user can decide to add a constraint anonymously if they don't feel comfortable having the whole group know it was them.
- I believe this feature could also be used for fun, because many members will probably leave a funny comment to get upvoted by others. I think this is a good thing, as it increases engagement.



Final Design



Thank you!