Event Booking App – User Research

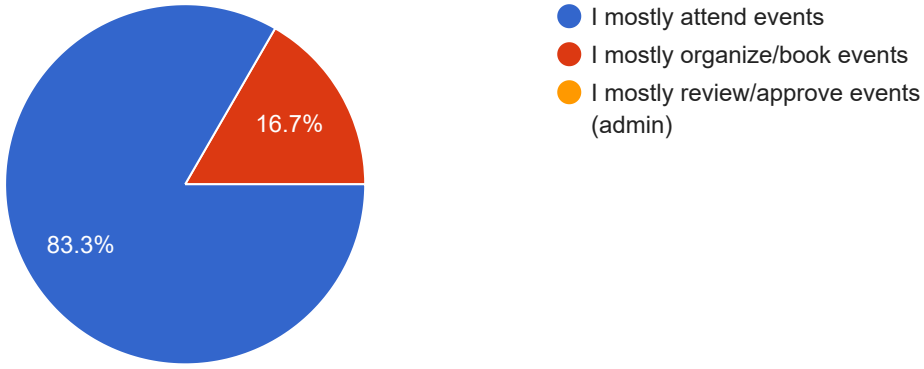
6 responses

Publish analytics

Which best describes your role when it comes to events?

Copy

6 responses



Tell me about the last time you booked, organized, or approved an event. What went well, what didn't?

6 responses

Websites usually use a third party, i think its called confetti, not to unlike google. Usually works well.

The latest event I visited was an IT event. Pro's: organized and well planned! cons: They took pictures of us and uploaded it on linkdin without confirming approval first.

Never

Booked two theater tickets, it was generally a smooth process but I could not use computer browser to book because it would not select the seats. So I had to use the phone which was a bit less user friendly.

During Chas Challenge, I acted as project manager and organized our team's meetings via Discord. Overall, things went smoothly, though the only challenge was aligning everyone's schedules.

Well for work we do this all the time. What works best is clear communication and a system that is easy and can speak to other systems to update information across departments

Do you mostly use your phone or laptop for event-related things? Why?

6 responses

Both, depends. Mobile usually but sometimes the site isnt responsive or theres alot of information then I'd rather use computer to get a better view of the whole

Laptop, easier to find events and eventually book a ticket

Laptop

Laptop for things like theater tickets, because the overview of the seats is better.

Definitely my laptop. A bigger screen helps me focus better and it’s easier to switch between notes, calendar, meetings, so on and so forth.

Laptop. Easier to work with a larger screen.

Event Booking

How do you usually find events to attend?

5 responses

Social media

lindin or friends

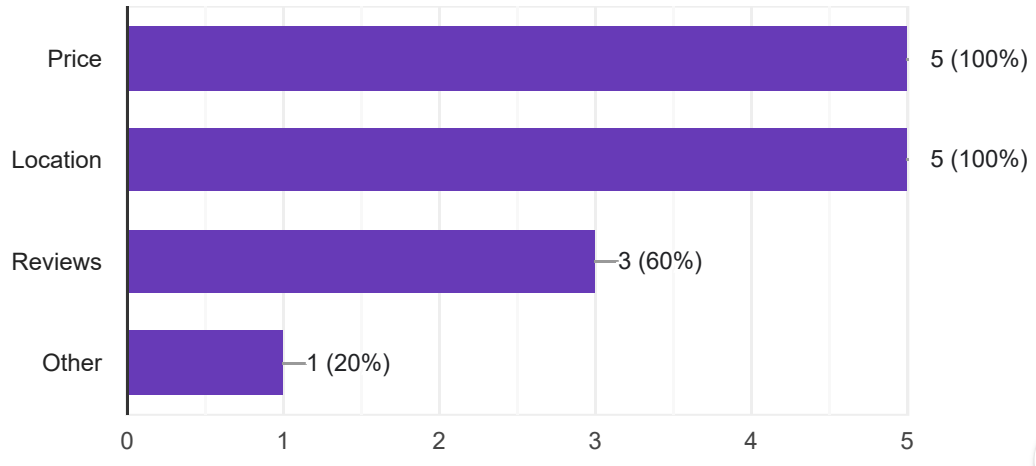
News

IG

What kind of information do you need before deciding to book?

Copy

5 responses



If other - please specify what else you need to consider when deciding to book an event

2 responses

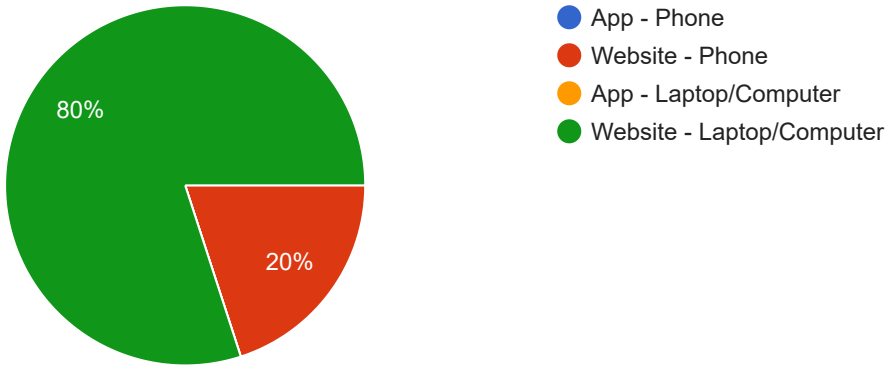
Time

When the event is held - time

Do you prefer booking directly in an app/website, or being redirected to another platform?

Copy

5 responses



Would you want features like saving favorites, reminders, or social sharing?

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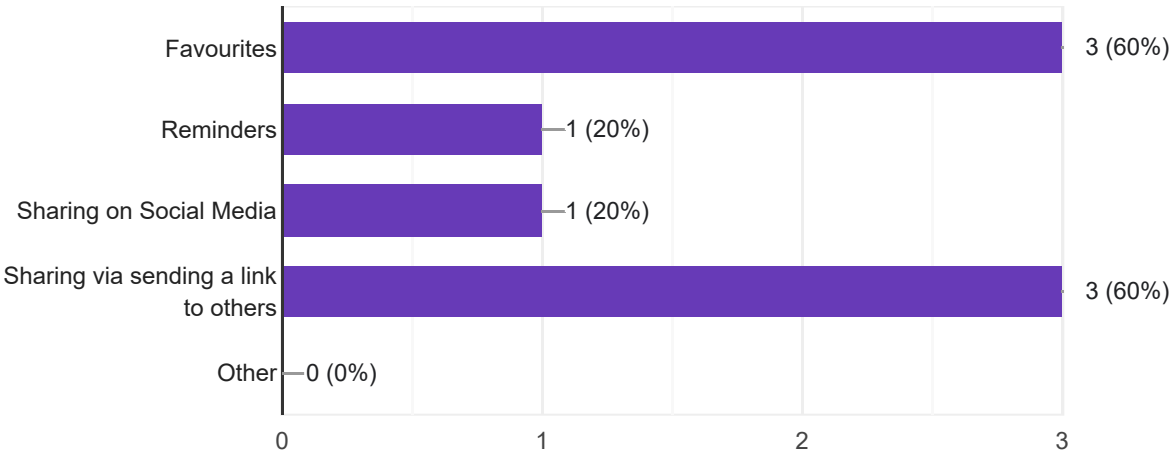
5 responses



If other - can you please specify what other features would be important or nice for you to have.

2 responses

None

A confirmation when something is booked.

What's the most frustrating part of booking/finding events online?

4 responses

Its hard to find. Have to look through all social media platforms and websites. Like https://www.barnistan.se/

The prices

To get an overview of what is available which days without having to check each day.

Too long booking process. Over complex, too many stages. Lack of pricing information.

Event Management

How do you usually promote your events today?

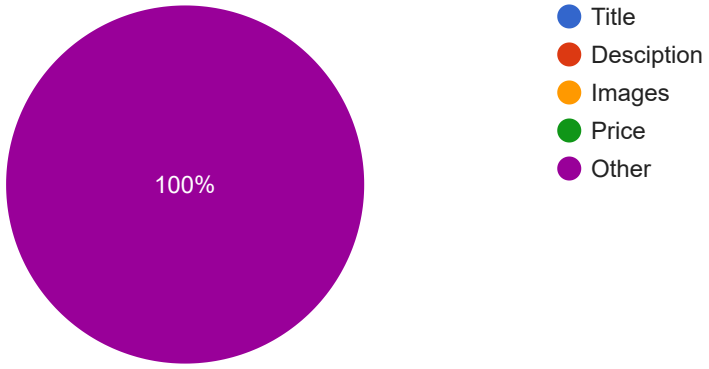
1 response

Mostly through social media and plain word of mouth haha

What's most important when creating an event?

Copy

1 response



If other - can you specify what else you would consider important when creating an event?

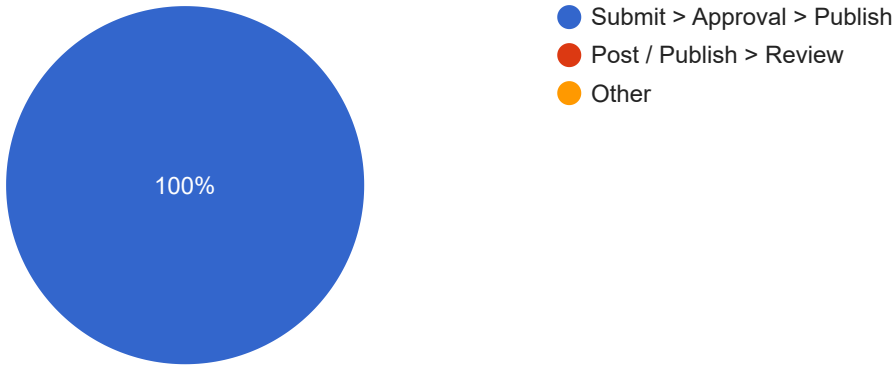
1 response

The date/time/location of the event is in my opinion the most essential, though I'm not sure if that applies as the event's "description"

How do you currently go about posting a new event?

Copy

1 response



If other - can you explain how you generally book your events?

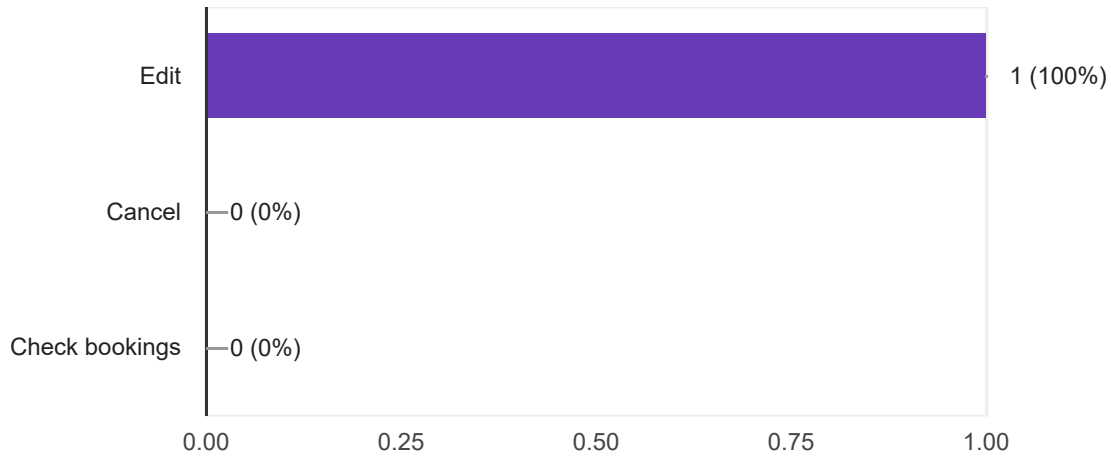
0 responses

No responses yet for this question.

After publishing, how would you like to manage your events?

Copy

1 response



What's the most frustrating part of creating/managing events online?

1 response

Conflicting schedules, lack of structure and unexpected issues

Event Review & Approval

How do you imagine reviewing and approving events should work?

0 responses

No responses yet for this question.

What information do you need to see about an event before approving it?

0 responses

No responses yet for this question.

If other - what else is important to know about an event before approving it?

0 responses

No responses yet for this question.

Would you want to edit event details before publishing, or only approve/reject?

0 responses

No responses yet for this question.

How important is it to have analytics tools?
Number of events

0 responses

No responses yet for this question.

How important is it to have analytics tools?
Number of attendees to an event

0 responses

No responses yet for this question.

What's the most frustrating part of reviewing/managing events online?

0 responses

No responses yet for this question.

Wrap Up

What would make an event booking app/website really useful to you?

6 responses

If the eventplanners actually use it too. Can find lots of small happenings on SoMe that aren't on a website

to have a place where I can find similiar events, so I dont have to search between different plattforms

Easier to see all events in one place and prices

A good overview without to many clicks.

An easy interface overall; including easy scheduling, a clear calendar view, reminders, and the ability to manage multiple events in one place.

Visuals, pricing, simplicity

Any final thoughts?

2 responses

Nope

Great and well thought out survey Sue! Good luck with the development of this app 🙏

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