

campfire

Team campfire: Teddy Clark, Michael Kokkatt,
Anya Tralshawala, & Rachel Wang

Team Campfire



Teddy

Database admin,
back-end



Michael

Database admin,
back-end



Rachel

UI/UX & accessibility,
design, front-end
and some back-end



Anya

UI/UX, front-end,
back-end, database,
design, and mobile UX

Problem

- Clubs and organizations find it difficult to plan group activities
 - Planning out activities and all of the logistics that go along with them can be very overwhelming
 - Finding an activity where everyone is satisfied with is even more difficult and groups usually resort to doing the same few activities over and over again
- It is hard to find new friends who share the same passions and interests as you
 - Especially with the COVID-19 pandemic and social distancing

63%

of respondents **ages 18-24** experienced **substantial anxiety** and **depression** due to the pandemic (CDC, June 2020)

User Research

- **Google Forms survey**

- Questions in appendix of this presentation
- Sent to Overheard @ RPI Facebook group, RPI subreddit, Design at Rensselaer discord, UX Hexagon Slack group

- **Key insights**

- Spending quality time, meeting new people, new experiences, spontaneity
- Most students do thorough event planning for club activities specifically
- Transportation planning

Our Product

campfire

- Allows users to join events and meet new friends who share the same passions and interests as them
- Users will be able to plan group activities, events, hangouts, etc.
- Users have the ability to join and create private or public events
- Very simple interface, no login required

Evaluating Business Segments – Five Forces

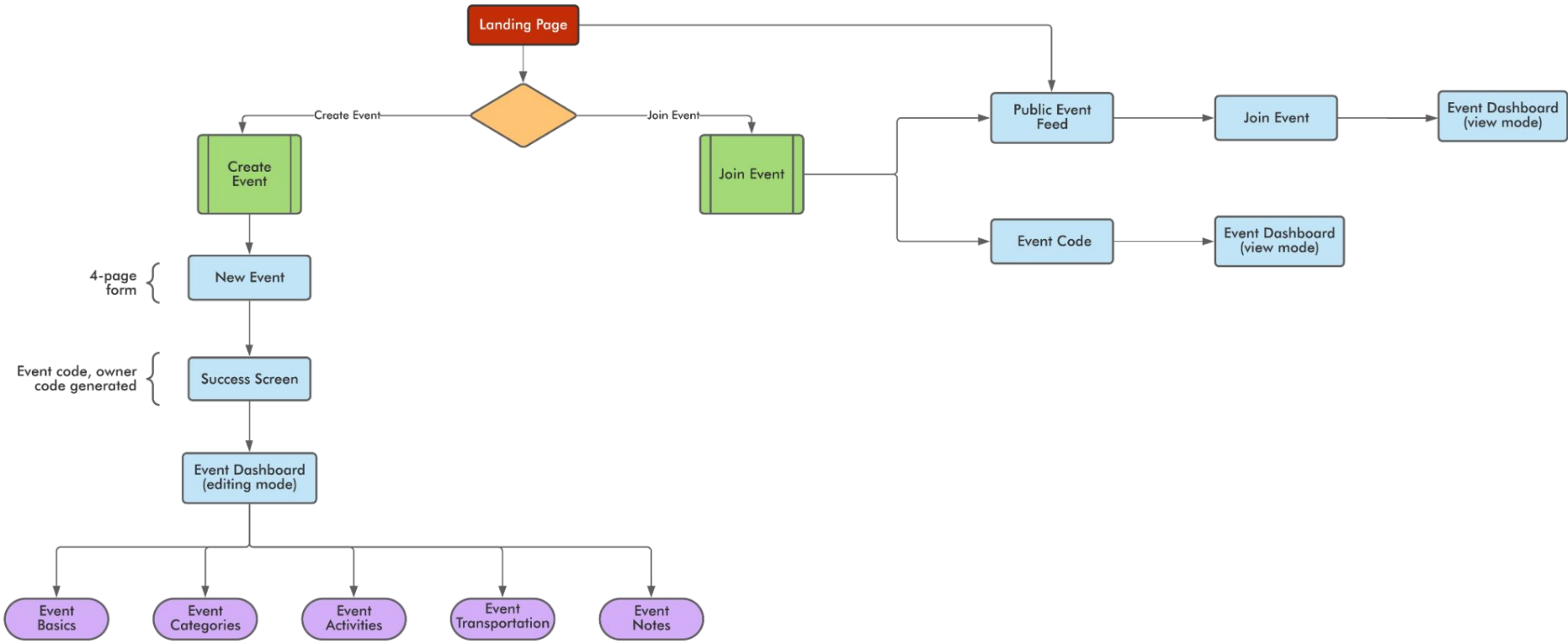
- **Power of Buyers – Medium**
 - Many competitors to choose from, unique service, cross side network effects
- **Power of Suppliers – Low**
 - Software is not dependent any one API, store information in our database
- **Threat of Substitutes – Low**
 - Differentiated product offerings, free service
- **Threat of New Entrants – High**
 - Scalable, event planning and digital conferencing, data asset suggestion features
- **Threat of Competitors – Medium**
 - Bizzabo – paid subscription service, video conferencing
 - Monday Marketing – paid subscription service, team workflow, event pricing
 - Flowthemes – \$279 – \$1999, weddings, event & floral design

Target Market and Monetization

- Penetrate the event planning industry with college students
 - Comfortable with meeting new people in a virtual setting
 - Invite friends through the site and social media
 - High market growth rate in event planning and conferencing with low market share
- Monetizing
 - Free service to increase scalability
 - SAAS, PAAS for internal business communication
 - Sponsored events
 - Incorporate additional features


How it Works

User Flow



Create Event

- Create an event without having to make an account!
- Select event and club categories
- Set up transportation arrangements
- Set event to private/public and online/offline

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Create New Event

Email address:

We'll never share your email with anyone else.

Event name:

Your name (will be displayed as event owner):

Invite friends (email address):


[+ Add Friends](#)

Step 1 of 4

Next >

Join Event

- Private event: enter a code to join
- Public Events: View all public events
- Public Events: Filter based on event categories and club categories

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Join Event

Event Code

[Join Event](#)

Just browsing? Select the categories that interest you, and we'll find events that match!

[View All Events](#)

Event Categories:

[General Body Meeting \(GBM\)](#) [Casual](#) [Movie Showing](#) [Games/Trivia](#) [Informational](#) [Excursion](#)

[Elections](#) [Workshop](#) [Recruiting \(Company\)](#) [Other](#)

Club/Organization Categories:

[Academic & Professional](#) [Identity Based](#) [Hobby & Special Interest](#) [Community Service](#) [Greek Organization](#) [Sports & Recreation](#)

[Student Government & Event Planning](#) [Other](#)

Online or Offline:

[Online](#) [Offline](#)

[Find Events](#)

Dashboard

- Event dashboard: add transportation, create a list of activities, set date, add to Google Calendar
- Dashboard is editable by only the owner
- Joining an event: you will have read-only access

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View Mode

Event Name

Basic

Is this a Public Event?

Public

Private

Choose a date

Google Calendar

Google Maps

Location

Address

Visual

Activities

Planned Activities

Activity

Address

Add Activity

Delegated Tasks

Task

Assignee

Add Task

Specify Playlist

golden hour

Transportation

Ride Arrangements

Get?

Driver Name

Notes

Add Cabs

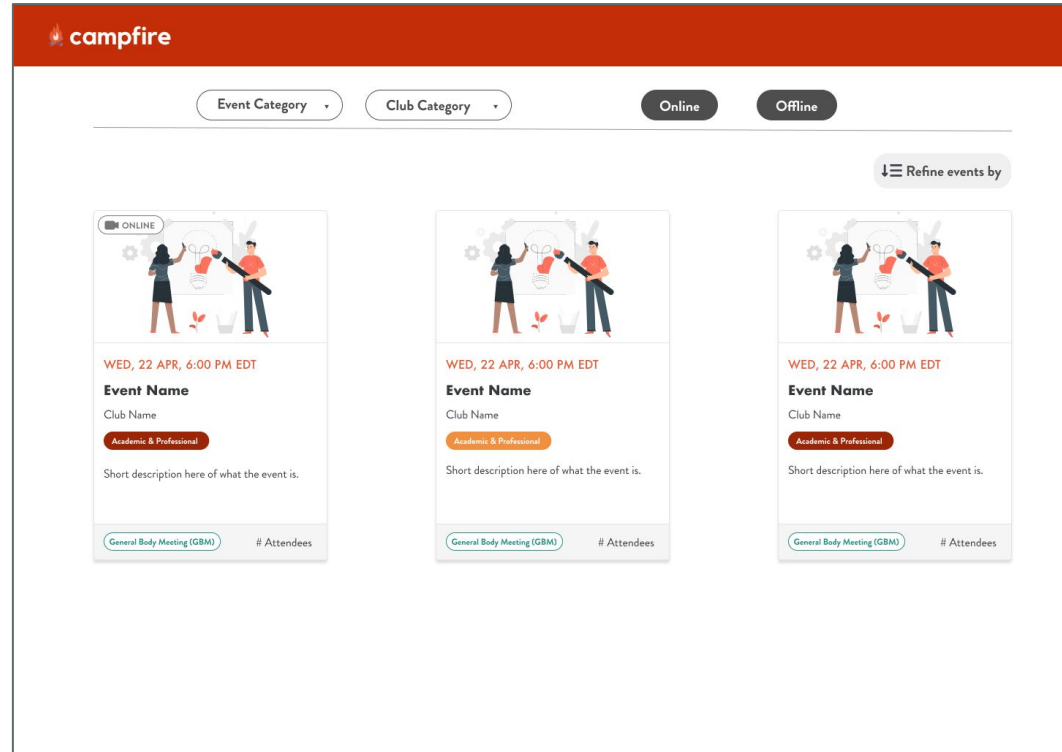
Notes

Event Code: rzhkjB!

Save Changes

Event Feed

- Displays all public events
- Will show date, time, location, how to join and a description of the event
- Feature to refine search based on event, club category and/or online/offline



Database Collection Schema



_id: ObjectId("")

yourEmailAddress: ""

eventName: ""

yourName: ""

inviteFriends: ["", ... , ""]

eventBasics: [publicBool: "T/F", date: "xx/xx/xxxx", time: "", onlineBool: "T/F"]

eventActivities: [eventCategory: "", eventDescription: "", clubDescription: "", clubDescription: ""]

eventTransportation: [spotifyPlaylist: "", transportationBool: "T/F", driverNames: ["", ... , ""]]

eventCode: [eventCode: "", ownerCode: ""]

API

Database Updates (POST)

Submit input form data to database incrementally via these endpoints:

- /submitEventStart
- /submitEventBasics
- /submitCategories
- /submitEventTransportation
- /submitEventCode

Data Retrieval (GET)

Update the event feed/dashboards

- /getEvents

Demo time!

Future Plans (beyond this project)

- Usability testing
 - Interviews with Union reps, club officers
- Formalized design system
- Integration with RPI Union club officer system
 - Formal account system option (link events to same club)
- Event collaborators
- Suggestions, supplies features

Thank you!

Any questions?

Appendix

Full Figma Mockup

View here:

<https://www.figma.com/file/NrC0cO0lhxdSBDdnkkm3lz/campfire?node-id=0%3AI>

Create New Event

Email address:

We'll never share your email with anyone else.

Event name:

Your name (will be displayed as event owner):

Invite friends (email address):

+ Add Friends

Step 1 of 4

Next >

Create New Event

Email address:

We'll never share your email with anyone else.

Event name:

Your name (will be displayed as event owner):

Invite friends (email address):

+ Add Friends

Step 1 of 4

Next >

Event Basics

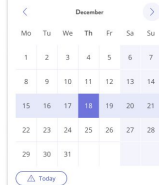
Private or Public?

☐ Private

☐ Public

A private event means only people who are added can access the event.

Date:



Held online or offline?

☐ Online

☐ Offline

< Back

Step 2 of 4

Next >

Event Activities

Event Categories:

General Body Meeting (GBM) **Casual** **Movie Showing** **Games/Trivia** **Informational** **Excursion**
Elections **Workshop** **Recruiting (Company)** **Other**

Event Description:

Please enter an event description.

0/1000 words

Club/Organization Categories

Academic & Professional **Identity Based** **Hobby & Special Interest** **Community Service** **Greek Organization** **Sports & Recreation**
Student Government & Event Planning **Other**

Club/Organization Description:

Please enter a description of the club/organization hosting the event.

0/1000 words

< Back

Step 3 of 4

Next >

Event Transportation

Does your event require transportation?

☐ Yes

☐ No

If so, add cars:

+ Add Cars

< Back

Step 4 of 4

Finish >

View Mode

Event Name

Basics

Private or Public Event?

☒ Private
 ☐ Public

Location

Choose a date

Google Calendar

Google Maps

Activities

Planned Activities

Date	Activity	Additional Info
1	Learn about the event	How and where to go
2	Check out the event	Go to the event location
3	Check out the event location	Check out the event location

Add Activity

Delegates Tasks

Task	Assign
Learn about the event	<input type="button" value="Assign"/>
Check out the event	<input type="button" value="Assign"/>
Check out the event location	<input type="button" value="Assign"/>

Add Task

Specify Playlist

Transportation

Ride Arrangements

Car	Driver Name	Notes
1	John	<input type="button" value="Assign"/>
2	John	<input type="button" value="Assign"/>
3	John	<input type="button" value="Assign"/>

Add Cars

Notes

Event Code: zshkj8!

Save Changes

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View Mode

Editing (Current)

Event Name

Basics

Activities

Transportation

Notes

Save Changes

Join Event

Event Code

[Join Event](#)

Just browsing? Select the categories that interest you, and we'll find events that match!

[View All Events](#)

Event Categories:

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Club/Organization Categories:

[Academic & Professional](#)[Identity Based](#)[Hobby & Special Interest](#)[Community Service](#)[Greek Organization](#)[Sports & Recreation](#)[Student Government & Event Planning](#)[Other](#)

Online or Offline:

[Online](#)[Offline](#)[Find Events](#)

Event Category ▾

Club Category ▾

Online

Offline

⌵ ⌵ Refine events by

 ONLINE

WED, 22 APR, 6:00 PM EDT

Event Name

Club Name

Academic & Professional

Short description here of what the event is.

General Body Meeting (GBM)

Attendees



WED, 22 APR, 6:00 PM EDT

Event Name

Club Name

Academic & Professional

Short description here of what the event is.

General Body Meeting (GBM)

Attendees



WED, 22 APR, 6:00 PM EDT

Event Name

Club Name

Academic & Professional

Short description here of what the event is.

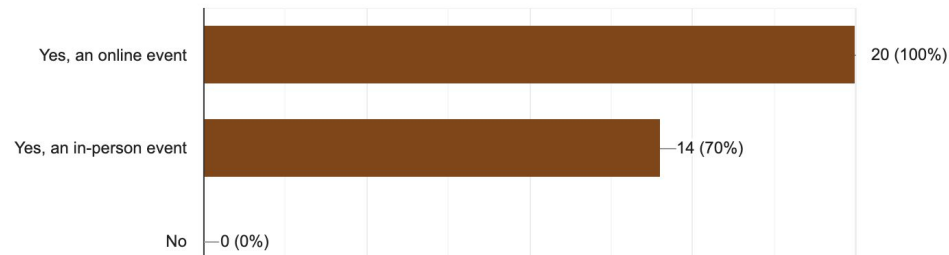
General Body Meeting (GBM)

Attendees

Have you planned an event/gathering with 3 or more total people in the past year?

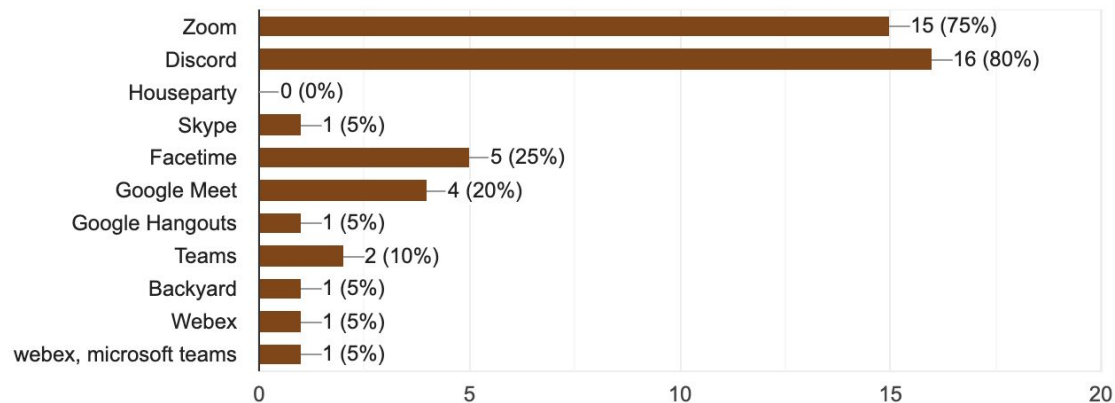


20 responses



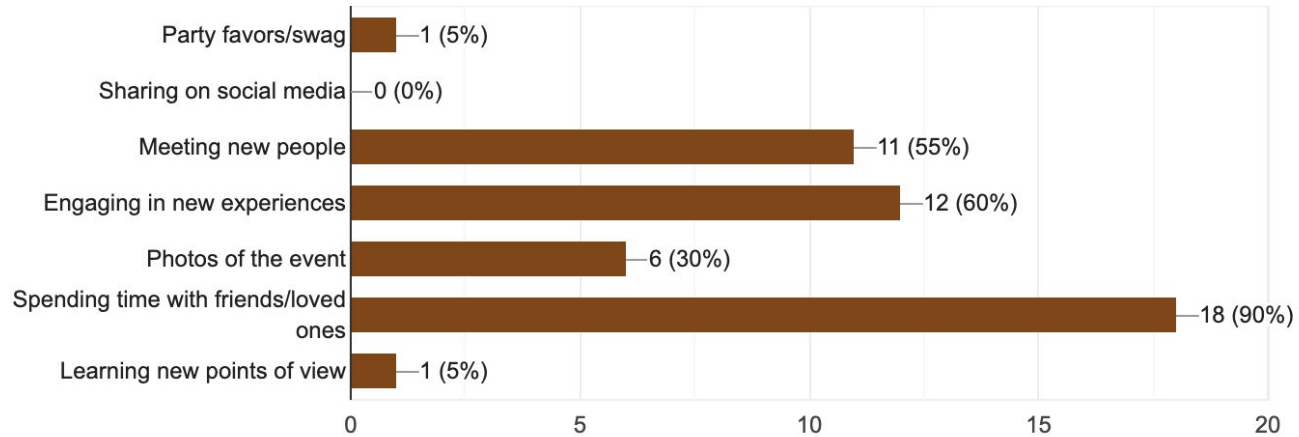
If you selected online event, what platform(s) did you host the event on?

20 responses



What makes a group event/activity memorable to you?

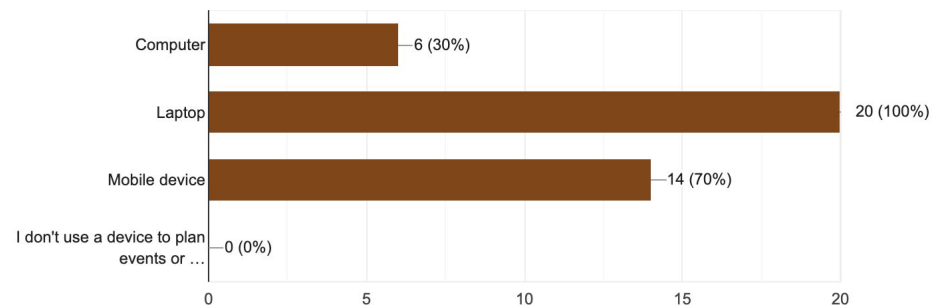
20 responses



What devices do you plan on?



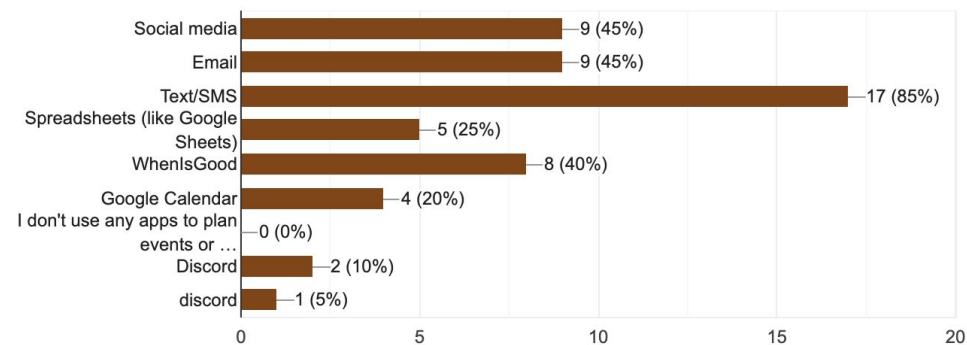
20 responses



What apps do you use to plan an event or group activity?



20 responses



What activities do you plan for your events to make them memorable?

14 responses

the gathering to be memorable (simply engaging in conversations is enjoyable).	Most often a game that can be played online with a group
codenames.com, other zoom games/icebreakers, trivia	The game options on discord
Ways in which we can get to know each other better, catch up on lost time, etc	We play jackbox
i feel like the activities aren't what make things memorable, it's the spontaneous moments. if i were hosting a get together i would make sure there were food, drinks, and games available, and beyond that just be really flexible and not worry about making it memorable	Allow them to take something away from the event. It could be that they learn something new. Or another way to get people engaged is through games and activities.
interactive workshops, prizes at the end for winners	Funny situations
Breakout sessions	I don't really think the events I've planned are memorable or really meant to be very memorable. I just try to have a good time with friends to distract us from the harsh realities of the world around us.
Online games	Games, movies, and other fun activities. Sometimes an activity doesn't even need to be planned in order for the gathering to be memorable (simply engaging in conversations is enjoyable).
Just plan to meet up, nothing further. Usually I'm going out for dinner with friends, so maybe trying a new restaurant.	codenames.com, other zoom games/icebreakers, trivia

How do you decide what to do or buy for an event or group activity?

15 responses

Typically ask the other people what they'd be interested in doing
Text group chat
I do a bit of research online for inspiration
Depends on what the event is, sometimes I'll buy food if it's with friends
Talk to the people I want to hang out with, bring up some ideas and see what they think. I haven't dor large group things.
Video game bingo (tasks in various games on a bingo board)
I usually text friends asking what they would like to do and when would be the best day and time to d For club events, we plan events based on what we feel our members would enjoy or find meaningful. not typically need to buy anything for events, especially online events.

What cheapest or quickest to get.
Mutual interest
I thought about what was needed
this is kind of a vague question - if everyone needs to buy something (i.e. potluck) i have made a spreadsheet where people can put their names and comments next to items and discussed extraneous details in a group chat. in order to decide what to do i would normally just take a vote after a quick discussion
prizes/swag, depending on the budget
Most general use
Online avenues
iMessage group chat or WhatsApp group chat

Do you have any additional feedback or comments?

2 responses

Consider screen sharing and the amount of info that will take

A specific function to arrange rides is something I haven't seen in any apps I've used. Most of the time this hasn't been an issue for me because all my friends outside of uni have cars, but when I'm planning with my friends at RPI it becomes a little more tricky due to the fact that not everyone has a car. Just a thought.

Thank you!

Any questions?