



NM2216 USER CENTRED DESIGN METHODOLOGIES

AY 2016/2017 Semester 2

W1G3

Submitted to: DR Jude Yew and MR Benjamin Loh

Submitted by:

Alicia Soh	A0114334U
Juliana Sharmine Riduan	A0126962Y
Li Dingran	A0142922L

Executive Summary

This report outlines the development of our team's Booqed Events mobile application. In this report, we have included the different user-centred design frameworks and methodologies that we have adopted to guide our design process. Also, in line with the over-arching theme of user-centred design, the new Booqed Events app has incorporated various design principles that are relevant to enhance user experience when using the app.

The aim of this report is to provide a summary of our work that took place throughout the past 4 months. The objective of our project is to provide an online platform, in particular a mobile application, which most Singaporeans could use in order to book event spaces.

In the final section of this report, we have included a few new design features that could be incorporated into our current Booqed Events mobile application if given more time.

Lastly, we would like to thank our mentors, Dr Jude Yew and Mr Benjamin Loh, who have given us constructive feedbacks throughout our design process. We would also like to extend our gratitude to Booqed for their feedback which has helped guide the objective of our project.

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1. Introduction

Artbox is a recent hipster market event that took place at 50,000 square feet Bayfront Event Space between 14 and 16 April. The event was in the limelight due to overcrowding problem. Mr Lee Haoming, 29, co-founder of Artbox Asia, said, “If we’d known that bringing the concept of Artbox here would be such a hit with Singaporeans, we might have looked for a bigger set-up.” (The Straits Times, 2017).

The abovementioned incident is one of the many examples of context in which Booqed Events could be used. Booqed Events is a mobile application that allows users to book event spaces on an online platform effortlessly. User will be provided with all necessary as well as additional means to run their event. On Booqed Events, Mr Lee may view and book large event spaces for future Artbox events.

2. Research Methodology

We conducted 6 semi-structured interviews and 10 usability testings throughout the 4 months. At the same time, we used different user-centred design frameworks to help us better understand the nature of Booqed Events.

2.1. Competitive Analysis

First, we did a competitive analysis of potential Booqed Events competitors. Two main competitors are Venerific and Share Desk. Below, is a summary of our competitive analysis:

	Booqed (current)	Venerific	Share Desk
Overview	Offers meeting spaces only	Offers a plethora of event and corporate spaces for birthdays, meetings and others	Offers meeting and co-working spaces
Accessibility	Website and mobile app	Website only	Website only
Features	1. Elaborate filters 2. Website tutorial on how to book spaces 3. App uses familiar interfaces functions (such as those used	1. Elaborate filters 2. Users are able to submit enquiries to venue host directly on that website 3. Users can both	1. Elaborate filters 2. Website tutorial on how to book spaces 3. Users can both book and host a

	<p>in Airbnb and Expedia) to help users better navigate through the app</p> <p>4. Users have to create separate accounts to book and host event spaces</p>	<p>book and host a space using an account</p>	<p>space using an account</p> <p>4. Customer reviews</p>
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2.2. PACT Analysis

People

We agreed that Booqed Events should cater to both corporate and non-corporate users aged between 18 and 50 years old. As a means of generating revenue, Booqed Events has to rely on bookings from corporate users which could generate revenue of up to thousands. We also wanted Booqed Events to be that one-stop place for event booking for all ages. Users as young as 18 can book a birthday space whilst users as old as 50 can book a reunion dinner space on our app.

Activities

The main activity on Booqed Events is viewing and booking of event spaces. In few cases, users may even use this app to plan and manage their event with our event management function.

Context

Booqed Events caters to local users who are often on the go. As such, it is important that our app is detailed such that users can find all information under one roof. This means that users do not have to do a separate Google search on the listed event spaces in our app.

Technology

In terms of technology, our Booqed Events is designed in the form of a mobile app for Android and iPhone users so that almost all local users could have access to our service whilst on the go.

2.3. Interviews

We conducted 6 interviews with potential corporate and non-corporate users (see Appendix), aged between 18 and 50 years old, using a similar set of questions (see Appendix). During our interview,

we showed them Venuerific website so as to allow them to get an idea of an event booking space. Thereafter, we gathered their feedbacks on what they wish to see, or do not want to see, on a future event booking space.

2.3.1. Persona & Scenario

Based on our interviewees, we came up with two personas (see Appendix) and two accompanying scenarios.

The first persona is Eugene Tan Kai En who is a 25-years-old single male living in Tampines. Eugene loves going to parties and has organised two bachelor parties and three birthday parties at different indoor venues for his course mate. In the first scenario, Eugene was assigned to organise a celebration party for a department of 300 staff. His department won Best Cinematography Award at the local level. Apart from finding a venue to hold the celebration party, he also needs a list of facilities and amenities provided at the venue. From this scenario, we have one task flow which is booking an event space.

The second persona is Fatimah Osman who is a 45-years-old married woman and mother of two married sons and a single daughter. She has organised two small wedding ceremonies. In a particular scenario, Fatimah wants to manage her daughter's wedding that is happening in the next three months at the National Service Resort & Country Club at Kranji. The wedding will be attended by 500 close relatives and friends. Fatimah wants to try new methods of booking a wedding venue. To manage her daughter's wedding, Fatimah – who has booked a wedding space via Booqed Events – is now using the event management function to create her to-do-list as well as to write down additional notes.

3. Generated Requirements

Based on the findings from our interviews, our team generated a list of requirements that are to be implemented in our design of the application. This section aims to explain the rationales of the requirements which are supported with quotes from the interview. Further description about the flow and design will be discussed in the later part of the report.

FAQ & Ask Function

The FAQ & Ask Function feature consist of two separate parts. The FAQ section is a comprehensive list of questions that have been frequently asked by other verified Booqed users about a particular event space. On the other hand, the Ask Function allows users to communicate directly with venue host to clarify more doubts about the space. A note will be shown at the top of the chat interface to indicate that “messages will be replied within 3 working days” to notify users that they might not receive instant reply.

All 6 interviewees agreed that the Ask Function is a necessary and an important feature which ensures effective communication between the host and users. As mentioned by one of the interviewee “it is very important to communicate with the host, we have different needs so we need to ask different things and for me I like to keep it personal.”

360° Photo

The 360° Photo feature provides an overall layout view of an event venue that is necessary in helping users plan their event. Almost all of our interviewees agreed that 360° photo is an important and useful feature. One interviewee said: “360° like 3D virtual reality I think is very interesting, they will provide a holistic view for us then we can see all the arrangements in the area and plan how we want to decorate the place.”

This feature is an additional function that aims to provide a holistic view to help users navigate through the overall layout of the event space. More importantly, this feature reduces users’ need to visit the event space, hence any booking and monetary transaction will solely happen on Booqed Events mobile application only.

Users will have to swipe right or left to view still images of the event space before they are requested to press the 360° button at the top of the still images so as to switch to the 360° viewing mode.

Log in with Facebook / LinkedIn

This feature was proposed by one of our interviewee. He said, “Instead of creating an account, maybe they (online booking platforms) can have ‘Log in with Facebook’ feature or ‘Log in with Google account’ which I think it is more convenient.” After a team discussion, we then decided to implement this feature.

This feature serves as an easier alternative for Booqed Events users to sign into their account. This feature provides convenience for users whereby they do not need to go through the hassle of filling in a lot of information which may be time-consuming and tedious. Furthermore, our team thinks that this feature will not only help to improve user experience but also differentiate our mobile application from its competitors. We also added in a “Log in with LinkedIn” option for corporate users who do not wish to disclose personal information when booking a corporate event space.

Event Management

The complementary Event Management feature is an additional mean to help users run their event. This feature allows Booqed users to note down internal deadline, create checklist and manage guest list. This feature is extremely helpful for users that are new to event planning or for users who seldom plan events.

When we proposed this idea to our interviewees, two of them agreed that it would provide convenience and they would want to use it. One of our interviewee said: “Oh if you could include a note function with calendar in the app that will be very good! It will lighten the memory work for us and even manage the event then more convenient.”

SMS Notification

Coupled with email confirmation, users will also receive SMS notification upon completion of the booking. The SMS notification will be sent to the user’s phone with the booking receipt attached to help users track the progress of their booking.

The main rationale of this function is to assure users that their booking has been processed and approved. An interviewee said, “It assures me that at the very least someone who is in charge has seen my request.” Also, we noticed that the older interviewees would prefer to receive SMS instead of email notification. They raised their concerns about mobile data usage when they have to turn on 4G connection. An interviewee said, “...it is good to have SMS notification so more convenient, no need to print out the receipt, no need to use data.”

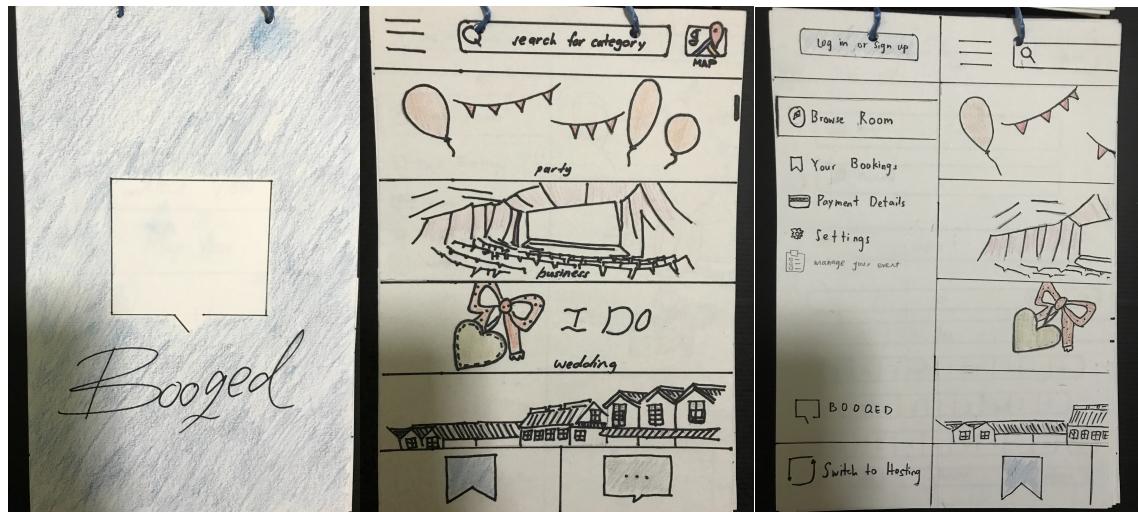
4. Lo-fidelity Prototype

Our team developed a lo-fidelity paper prototype to illustrate our two personas and accompanying scenarios when using Booqed Events mobile application, as well as our generated design requirements. When we were crafting our second task flow, the team had a debate about the features to include. After much discussion and deliberation, our team decided to implement the “Manage your Event” feature that was well received by our interviewees.

Our lo-fidelity prototype is not the final product of our design as it only shows key features that we would like to highlight. Therefore, it has to be noted that this paper prototype does not contain all the transitions from one page to another. Instead, our hi-fidelity prototype will show the smooth transitions.

Our team designed and drew up the paper prototype for both task flows to act as a form of visual help when planning out the hi-fidelity prototype. Another reason for the paper prototype was to aid in setting a theme for the app that we will follow to ensure consistency.

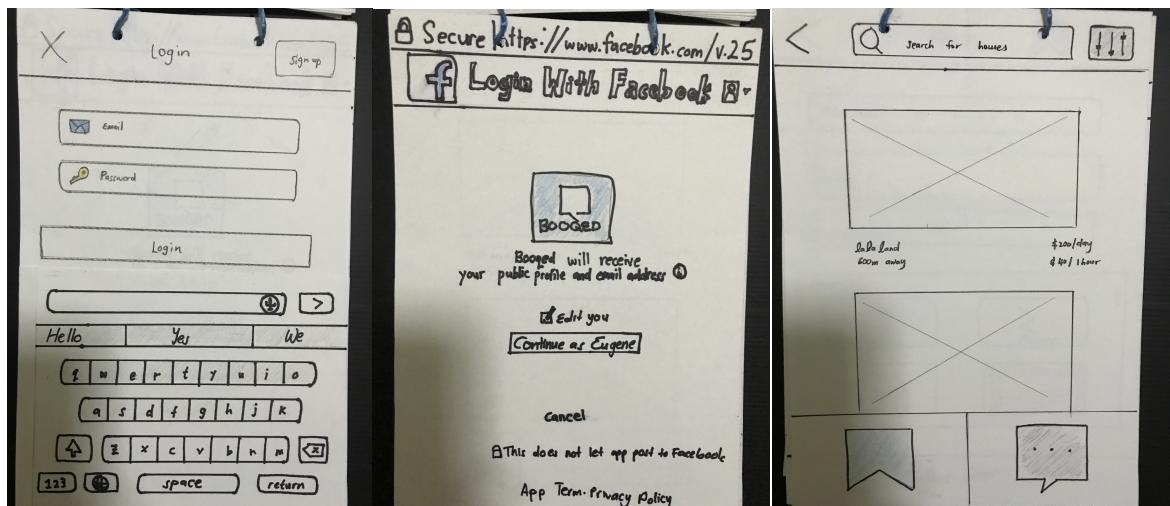
4.1. User Task Flow 1: Booking an Event Space



Home page

Listing page

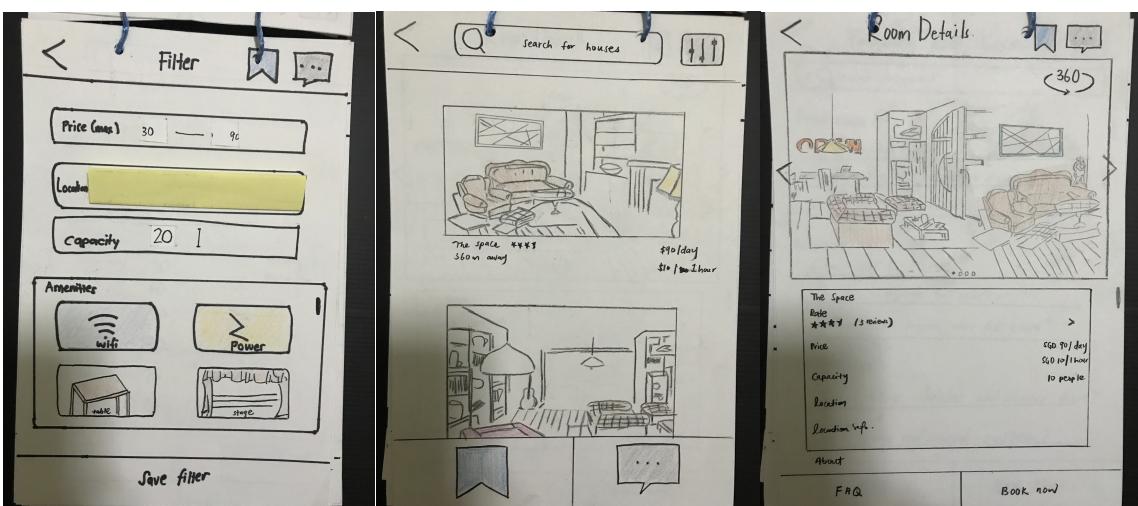
Side bar



Log in/ Sign up Page

Log in with Facebook

Listings



Filter Page

Listings page

Room details

Frequently Asked Questions

enter keyword...

EVENT SPACES

Are the rooms free?
Is there a nearby convenience store?
Is there a nursing room?

PAYMENTS

Can I pay by cheque?
How do I negotiate the price?
Do you accept payment after the event?

AMENITIES

Are there tables and chairs here?
Can I bring my sound system?

Ask More Book Now

The Space

(Note: Any messages were expected to be replied within 2 working days)

Help

I would like to ask if there is a refrigerator in the room?

YES NO 1'm
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123 space return

The Space

S	M	T	W	T	F	S
2	X		4	5	6	7
9	10		11	12	13	14 Good Friday
16	17	X	18	19	20	21
X	24	25	26	27	28	29
30						

May

PROCEED

FAQ Page

Chat (ask more) page

Booking page (calendar)

BOOK now

Date 12 Apr 2017

Full day package(\$0-8) \$90

Hourly Package. \$10 / hour

check in check out

Special instructions

Total fee \$ _____

Proceed

BOOK now

Date 12 Apr 2017

Full day Package \$90

Special instructions:

Total fee \$90

Proceed

Payment Details

Payment Type

VISA
Name of cardholder
Credit card number

Visa
Mastercard
Amex
E-Nets
Pay Pal

Booking page (half day)

Booking page (full day)

Booking (payment)

B Booked

iMessage Today 4:49PM

Booking request was approved. Your payment has been received. Please check your email for the invoice receipt. Alternatively, you may print our SMS - generated receipt below.

Thank you for using us!

Booking
Booking date: 2017-04-12
Confirmation code: 12345
Guest: xxx
Booking details: xxx
Days / time: +xxx

message

Receipt

BOOKED

Monday, March 27, 2017
Confirmation code: xxx

Guest _____
Booking details _____
Days / Date _____

check in check out

Payment details
Payment method _____
Total amount _____

SMS notification

Receipt attached to the SMS

4.2. User Task Flow 2: Managing an Event



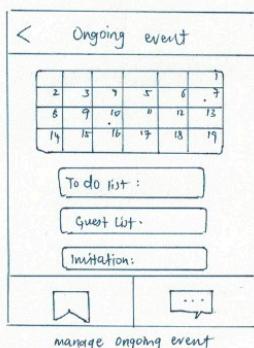
side bar



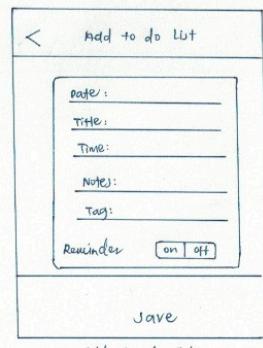
Manage your event tab



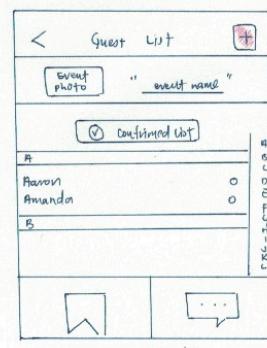
create new event



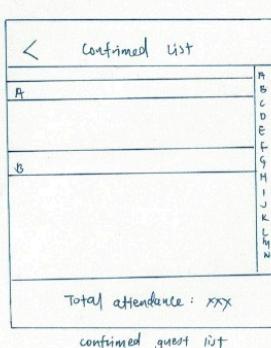
manage ongoing event



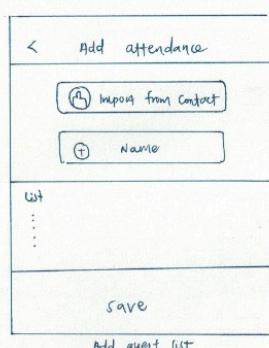
Add to do list



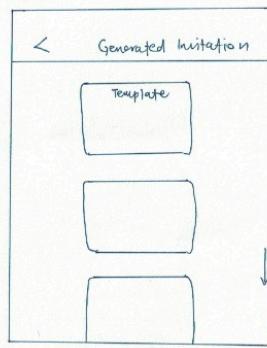
manage guest list



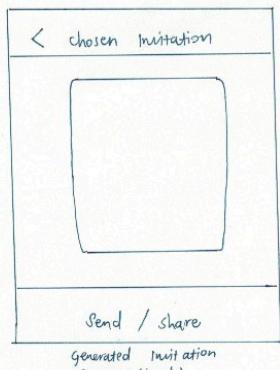
confirmed guest list



Add guest list



List of invitation template



Generated invitation
(personalised)



"completed event page"

5. Usability Testing & Evaluation

Our team tested out the low-fidelity prototype with 4 potential Booqed Events users. Amendments were made after the test to refine our product based on the comments provided. We then conducted up to 3 rounds of usability testing depending on the different features and functionalities and refined our prototype along with the tests.

We conducted a total of 10 usability testing with people of different age, gender and ethnicity to test the effectiveness of our prototype. The test was conducted with 5 NUS undergraduates mainly majoring in computing, business and communications and new media, and 5 working adults aged between 30 and 55 years old. There was a variation in the demographics in hope that we could gather information that could cater to all potential Booqed users. We run the usability test for two task flows (1) Booking an Event Space and (2) Manage your Event. While carrying out the test, we requested the potential users to voice out any concerns and opinion that they have in the process of trying out the prototype. By doing so, it helps the team to identify problems that we might have missed out. It also helped us in understanding the user's preference and mental model. After the potential users have tested and interacted with our prototype, we then proposed some of the feasible solutions to the problems that they have identified and sought their opinions about the modification.

Redesign of the prototype

Based from the feedbacks we have collected, we then redesigned our product to fit the mental model of the users. We generated a list of improvements that will be implemented in the final version of the prototype which will be presented in the next section of the report.

1. One of the problem that we encountered while testing the hi-fidelity prototype was that 4 of the potential users mentioned that the filter page was not very useful. In particular, users did not expect time and duration of the event as the first component for filtering. One of the test subject that has planned several events mentioned that “filtering by date is very important for me because sometimes, the date was already set and I am not willing to compromise the space for a different date.” Therefore, we redesigned the filter page and prioritised date as the first choice. Another problem with the filter page was that there was a “distance” filter. The initial idea of filtering by distance is to provide convenience for users to look for spaces that is nearest to them. However, potential users of the usability testing expressed that it is rather redundant. One of the potential user raised his concern about the distance filter as he was unsure of the meaning behind it. He said, “Is it distance from the nearest MRT or distance from where you are? I think that this is not necessary.” Taking their feedbacks into consideration, we decided to remove “distance” under the filter page.

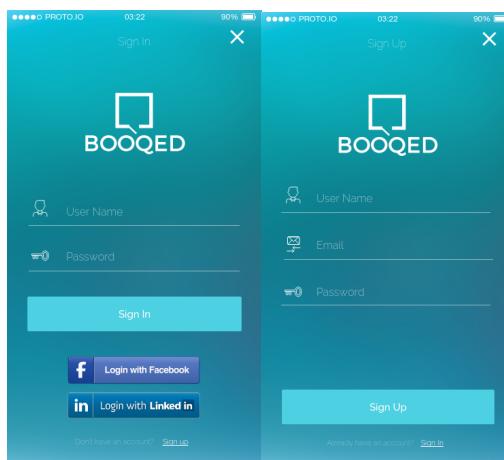
2. One major problem brought up by most potential users of the usability testing was that they were unsure how long the booking would take or the number of steps involved in the booking process. Therefore, to effectively solve this problem, we added in a progress bar to inform users of the total steps needed for booking. After we have modified our prototype, we conducted usability testing again and we received approval from our potential users. A potential user said, “I think that the progress bar at the top is really helpful, I will then have an idea of the process and not feel lost and the booking would not seem endless.”
3. We tested the FAQ Function with potential users and we received positive feedback. However, a few of them mentioned that the small note that states “Your messages will be replied within 3 business days” in the Ask Function is not as effective for them. A potential user said, “The words do not stand out so I might just ignore it.” Therefore we implemented an automatic reply to the system. The users will receive an automatic reply which reiterates that the reply is not instantaneous after they have sent a message to the host.
4. Different from the current Booqed mobile application, users will now be able to switch from map view to list view by toggling the map/list view button at the top right hand corner of the mobile application.
5. While carrying out the usability testing, 6 out of 10 of the potential users had problem understanding the “360°” icon at the top of the still images under the room details page. “So this is to view the 360° photo? I would not have known until you tell me.” Another potential user also mentioned that “... oh I thought it was part of the image, I would not want to press it though.” Therefore, we changed the presentation of the 360° photo feature to the very last page of the space preview. We tested out the new design with potential users again and received positive feedback. One potential user said, “Yes, I think this is good ... for me I have a habit of scrolling all the way so I would not miss the feature.”
6. Initially, the icon at the bottom of the mobile application is a bookmark, which is meant to represent favoured or flagged spaces. When we were testing the prototype with the users, some was confused at the use of the metaphor to represent the icon. A potential user said, “I would take this as the bookings that I have made.” Therefore, to ensure that the icon will not lead to confusion, our team has changed the icon from a bookmark to a heart shape.
7. Potential users of the usability testing also suggested a few recommendations to improve the Manage your Event feature. They felt that although the reminder function is beneficial, it was at the same time restrictive. A potential user said, “When will I be reminded? Is it possible to

choose when I could be reminded?” Therefore, we included an alarm notification function that allows user to choose, ranging from 5 minutes to 1 week before the specific deadline, when they would like to be reminded.

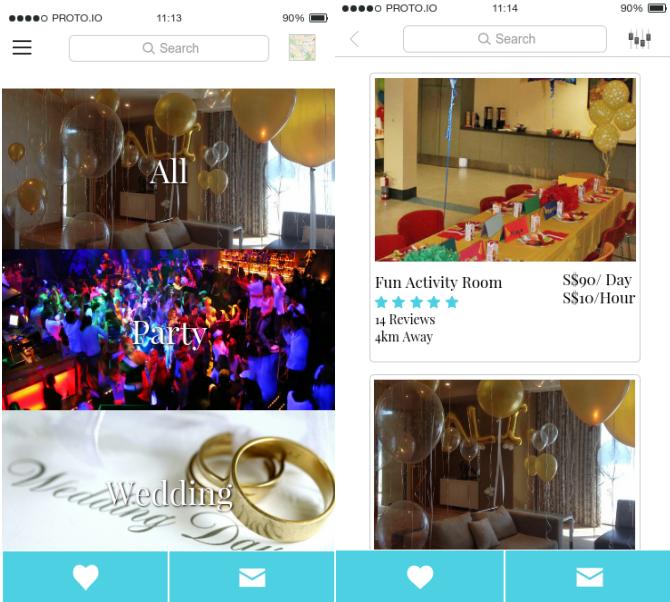
6. Hi-fi Prototype

After several rounds of iterations and prototype revamp, our team has finally come up with the following final version of Booqed Events prototype. We used Proto.io to develop our hi-fidelity prototype.

6.1. User Task Flow 1: Booking an Event Space



Having a “Log in with Facebook” and “Log in with LinkedIn” function improve Booqed Events efficiency. It is easier and more convenient to sign in using users’ social media credential as compared to signing up or logging in from scratch. This is because it allows users to skip the account creation or logging in process as they can just log in with an account that they already have. Speeding up the signing up or logging in process ensures that users will have a smooth and efficient experience when using Booqed Events. In addition, by signing up or logging in using third party services, it saves Booqed Events the trouble of keeping users’ password or other information in their own server. These third-party services keep Booqed Events users’ information safe in their own server and they help Booqed Events to authenticate users against their own servers (Rashid, 2015). Lastly, authenticating users through social media sites allow users to sync their friend’s information into Booqed Events application which is necessary during the second user flow which is Manage your Event.



When searching for an event space, a list of categories of different kind of events (e.g. birthday parties, wedding, conferences, and an ‘All events’ category) would benefit users more than having a map or full list of event spaces. Different events require different kinds of event spaces and thus, having a list of categories of different kinds of events that users can choose on will help narrow down the list of event spaces that suit the particular event that the user intends to organise. Having such category feature will improve on the usability of Booqed Events application. Moreover, through follow up sessions, it is being brought up that having a map on the home screen upon loading the Booqed Events application creates confusion to first time users as they are unsure of what to do next. Hence, by providing a list of categories as well as a visual cue of an arrow pointing downwards provides directions for users that they are to scroll down to view more categories. Users would spend less time figuring out how to use the application through direct manipulation and exploration. Thus, this can help to improve on the usability of Booqed event application.

Date: 1 January 2017

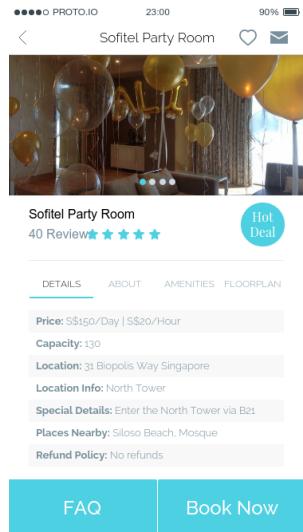
Start Time: - 6:00AM + Duration (Hours): - 0.5 +

Price Range (Hourly): Min - 0 + Max - 0 +

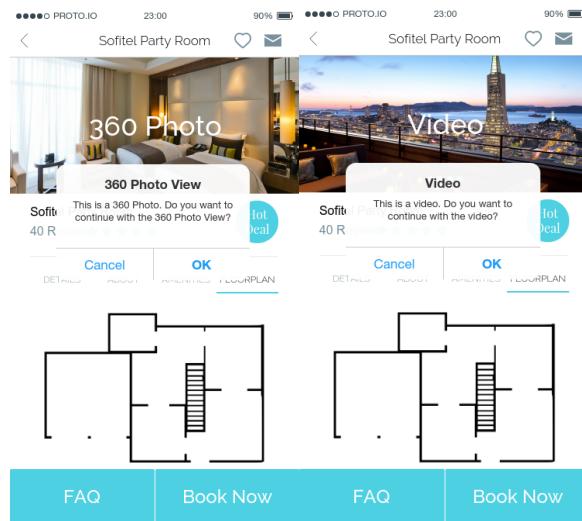
Price Range (Full Day): Min - 0 + Max - 0 +

Filter

Upon clicking on a specific category, users can then utilise the filtering function to narrow down on the event spaces that they would like to book. The filtering function allows users to filter by price, capacity, date, time, amenities, location and ratings. Having a wide range of filtering functions helps to improve on the usability of Booqed Event application as it allows users to find event spaces easily and efficiently based on their needs.



Aside from providing necessary details, the Booqed Event application space details page allows user to view still images, 360° photo and a video of the event space. Users can also favourite the event page. These features as well as information are necessary in the application as it provides users with the necessary information when booking event spaces.

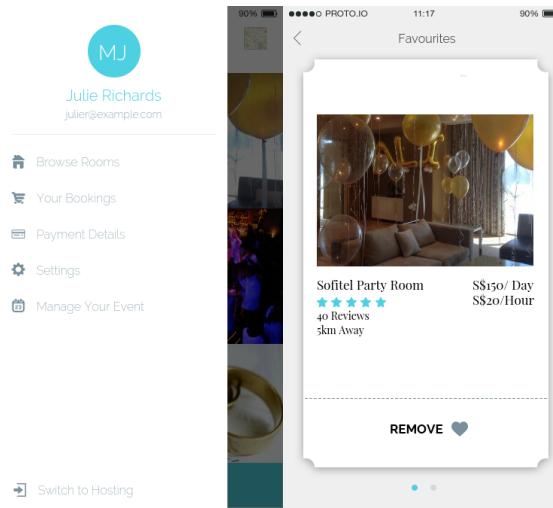


A short video and 360° view of the event space serves to allow users to gain a better feel and look of the event space. Users might not get the full experience that that 360° view or video can provide. Thus, having a short video or 360° view enables users to have a better sense of understanding of the space before they decide on booking a specific event space. Many of our interviewees agreed that having a short video or 360° view feature of the event space will be helpful for users in deciding on

event spaces. It gives users a more accurate and better look and feel of the event space. In addition, according to secondary research, 360° view or videos are more likely to be conversation starters than compared to images and click-to-purchase rates are at least 14 times higher than compared to having images alone. (Barrett, 2016) This improves on the overall user experience by making the application efficient and more pleasant to use.



The details about the event space presented to users includes basic information such as the price, location, capacity as well as additional information such as places nearby and even the event space floor plan details. Information about places nearby shows users the different places/ facilities/ landmarks nearby (e.g. swimming pool, park, shopping centre, MRT station, bus interchange). Details about the event space floor plan can help users to analyse the event space first. Moreover, providing users with additional information can aid them in decision making when they are comparing between event spaces. These additional information helps users to analyse the different event spaces before making an informed decision and being able to make an informed decision gives users a sense of accomplishment that they have booked the perfect event space. This will therefore improve on the overall user experience when using Booqed Events mobile application.



Users are able to favourite event spaces where those spaces will be saved in their favourite list where they can refer to again for future references under the ‘Favourites’ tab in the menu bar. All of our interviewees agreed that the favourite function is commonly found in many applications, including booking platforms and thus, it would be useful if it were to be incorporated into Booqed Events application as well. This satisfies the design principle of consistency where users would expect the same kind of features in different applications. Having such consistency ensures that users need not learn new representations when doing simple tasks like booking an event space. In addition, establishing design norms of following the universal booking platform conventions allows users to complete the task of booking an event space without having to learn a whole new toolset.

The team has further simplified the booking process and condensed into three important steps as highlighted below. A status bar is presented at the top of the screen providing users direction on the booking process.

1. Select Date

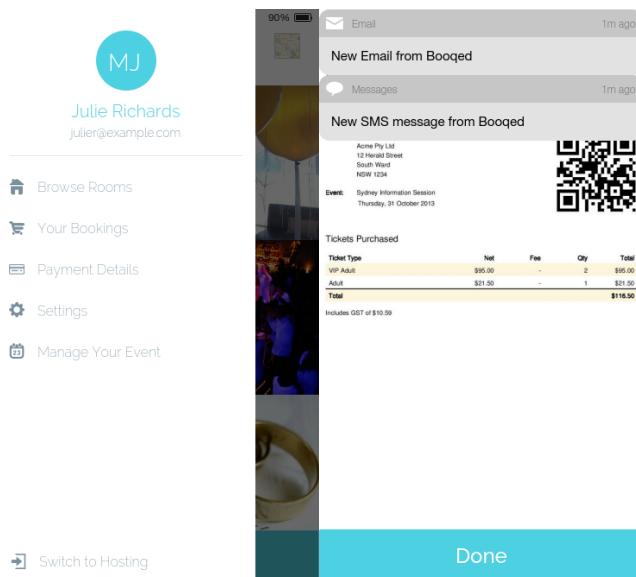
Users are to select the date for which they would like to book the event space. The date would be pre-selected if users have selected the date through the filtering function.

2. Select Time

Users will proceed on to selecting a full day package or hourly package. The full day package has a fixed price and a fixed time while for the hourly package, users are to state the starting time and the duration and the price will be calculated respectively according to the hourly price stated by the host.

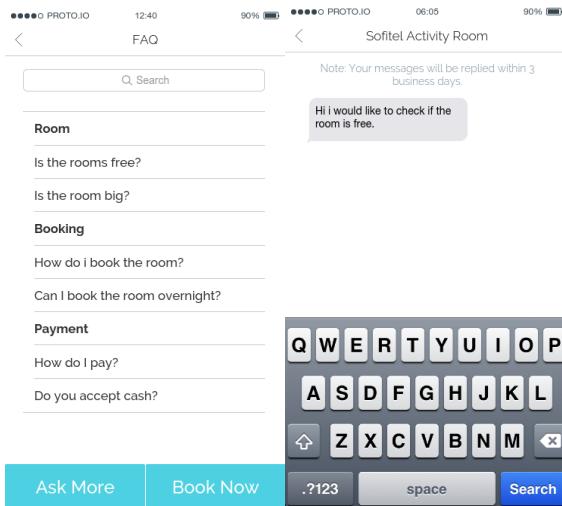
3. Select Payment

Users will then proceed on to selecting their preferred mode of payment through the wide range of methods of payments available. Providing a variety of payment methods offer flexibility and convenience to users and thus, improves on the usability of Booqed Events application.



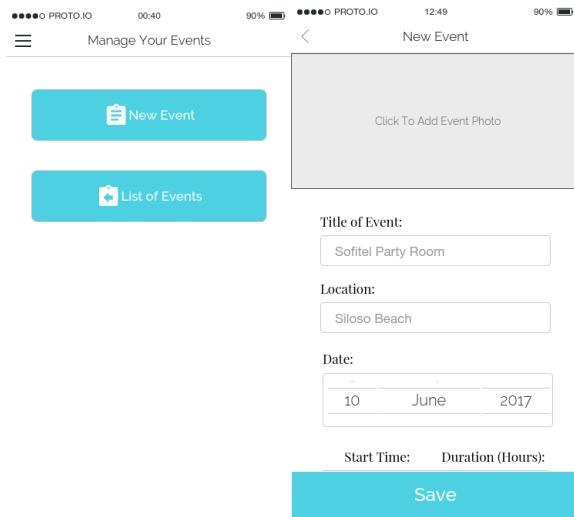
Confirmation of successful booking of the event space satisfy the design principle of feedback.

Having appropriate feedback (e.g. email or SMS confirmation) after users have successfully booked the event space would provide users a sense of security that they have accomplished their intended goal. Having appropriate and sufficient feedback is essential as it helps to further improve on the usability of Booqed Events application and enhances users' experience when using the application. All of our interviewees stressed the need for a feedback or reply once they have successfully booked the event space. Thus, having an email or SMS confirmation provides users assurance that their booking is successful and has been received. Moreover, providing users notifications through SMS and email allows them to choose the platform which they prefer to use when they want to view their bookings or receipts. Users are also able to review their bookings as well as receipts under the "Bookings" tab in the menu bar.

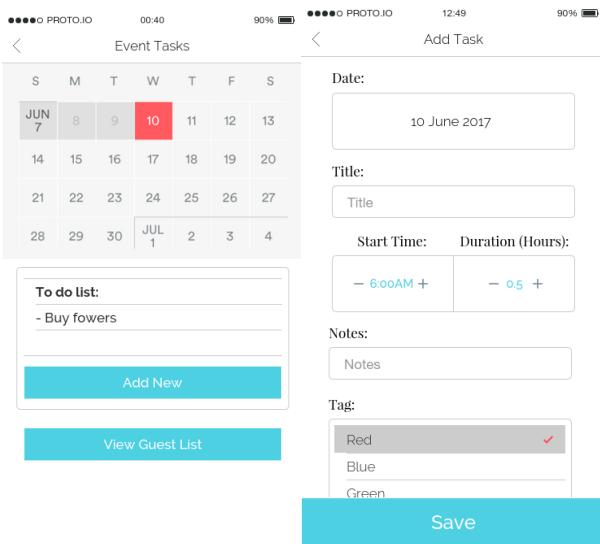


An FAQ and messaging function is incorporated to facilitate direct communication (through Booqed Events application) between users and the event space owners. The features can be accessed via the FAQ button (for FAQ function) and the Ask More button (for messaging function) at the bottom left hand corner of the screen. All of our interviewees stated that booking event spaces involves contacting the event space owners either through email or direct call. This is because by communicating, it is easier and more efficient in exchanging information and clearing doubts. Hence, it would be beneficial to incorporate a FAQ and messaging feature so as to improve on the usability of Booqed Events application. Users would be able to review the FAQ feature to check whether their doubts or questions have already been answered already or not. If the users do not feel satisfied with the information available in the FAQ section, they can then proceed on to messaging (if event space owners allow) the event space owner. This saves the frustration for both the user and host. Users are able to retrieve information that are already available in the FAQ section without needing to enquire the host and waiting for a reply. As for hosts, it saves them the hassle of having to answer same questions multiple times to different users. In addition, giving users the option of communicating through Booqed Event application allows users to reach out and communicate with the event space owners in the most direct way possible instead of using other forms of communication (e.g. email, calling, etc). These features will therefore, aid in shaping an improved user experience as well as ensure that users would not use third party platforms when booking event spaces.

6.2. User Task Flow 2: Managing an Event

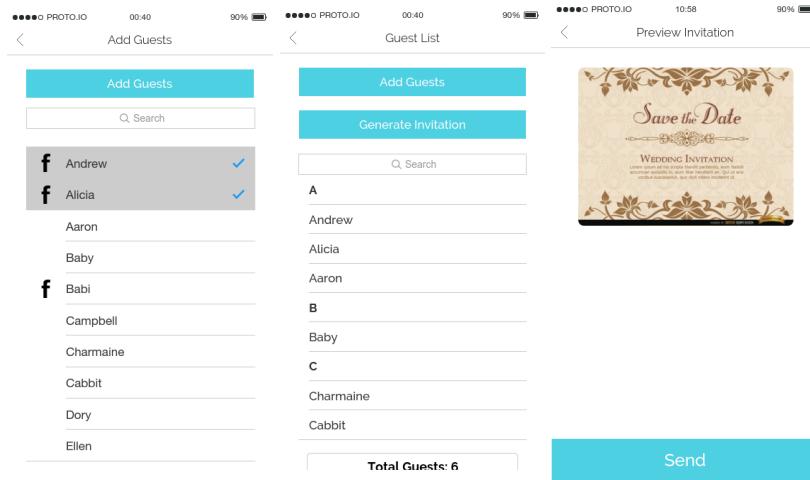


Users are able to create new events in the ‘Manage your Events’ feature for which they would like to manage. Users would only be required to add an event photo that represents their event, title of the event, location, date and time. The ‘Manage your Events’ feature is sync with Booqed Events application and thus, the user’s past bookings will be shown automatically without requiring the user to input every information manually.



All of our interviewees stressed that the one of the issues in planning and executing events is making sure that everything is in place or working or on time. It would therefore be essential in incorporating a list to do feature in Booqed Events application to help users run their event smoothly without even leaving Booqed Events application itself. By having a checklist and calendar feature, it targets on the issue of having difficulties in making sure that everything is on track or accounted for. Users are able to utilize an external cognition for remembering what needs to be done and when it has to be done and this lessens the amount of information users need to remember using their own memory. This releases

the amount of stress that is put on users when organizing events. Users are able to set reminders on the tasks as well as different coloured tags to categorize tasks based on their level of importance.



Having a list of guests explicitly listed down in the events management feature of Booqed Events application allows users to decrease the amount of stress that is put on them when organizing events as they are able to utilize an external cognition to manage the guest list. In addition, the events management feature of Booqed Events application allows users to send invitations to their guests in the guest list. Users are able to select their preferred invitation card from a list of templates and then send the invitation via MMS (if the guest is sync via the user's contact list) or email (if the guest is sync via Facebook or LinkedIn).

7. Limitation & Further Recommendation

As our team reflected on the project, there are bound to be limitations and further improvements that we can make. Given the short period of time and resources, one of the limitations was to carry out the project with a limited sample size. The qualitative data that we have gathered was not sufficient to effectively support the results of our user research. Therefore, the data collected may not be a clear reflection of the markets and perspective for the app. More interviews and usability testing should be conducted to build a stronger data base with more time.

Due to the scope of the project, we were unable to test out further improvements that we would want to make to the Booqed app. Other features that we would want to implement includes the e-invite function to send invitations and multi-language system. It is due to that during usability testing, some of the potential users mentioned that they would prefer it in other languages to better facilitate the booking process. Therefore, this app is not friendly with non-native English users due to a language barrier. In order to meet the needs of all the target audience, we hope to implement a language option.

8. Conclusion

In conclusion, user-centred design aims to design products that is both aesthetically pleasing and brings convenience to people's life. A good design should be smart, effective and fits the needs and mental model of the target audiences. Therefore, when designing, we need to always bear in mind user's preference and the design principles.

9. Reference

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10. Appendix

Interview Questions:

1. Name:
2. Age:
3. Gender:
4. Occupation:
5. How do you define the term **event**?
6. Have you ever organised an event? (You may refer to some of the examples above)
 - If Yes,
 1. What was it?
 2. Did you face any difficulty **planning** the event?
 3. Did you face any difficulty **executing** the event?
 - If No, proceed to the next question.
7. What are the types of event that you would require an event space?
8. If you were to plan an event (any event that you have in mind), what is the first place that comes to your mind?
 - Why is that so?
9. What are the amenities that you look out for when you plan an event?
10. Were there times when you wanted a space really urgently (within three days)?
 - If Yes,
 1. How did you solve the problem?
 - If No,
 1. How would you solve the problem if such situation arise?
11. Have you ever faced any trouble looking for an event space?
 - If Yes, please explain.
 - If No, please explain.
12. How much would you be willing to pay (dollars per hour) for an event space?
13. Do you know any website or mobile app that allows you to book an event space?
 - If Yes,
 1. What are they?
 2. Have you tried booking an event space online on desktop?
 3. Have you tried booking an event space online through an app?
 - If No, proceed to the next question.

Venuerific is an example of an online website that allows users to view and book various event spaces that are available for booking. Users have to log in before they start searching.

Please click on the link attached, navigate through the website and refer to the questions below.

14. What are some features from the online website that you wish to see on an event space booking app?
 - Why do you wish to see those features?
 - Did the features on the online website help you navigate through the booking process?
 1. If Yes, why?
 2. If No, why?
15. From your experience on the online website, what other features do you wish to see on an event space booking app?
16. Do you think 360° photos would help users when booking an event space on an

- app?
17. Would you make your decisions based on the information provided by a number of individuals who have past experiences on an event space (e.g. a review)?
 18. What are some suggestions you have with regards to Venuerific?
 19. What are some concerns you have with regards to Venuerific?
 20. What could be the possible reasons for you to stop using websites or apps like Venuerific?

Interviewee A	Interviewee B	Interviewee C	Interviewee D	Interviewee E	Interviewee F
30 / Female / Chinese / Works at JTC	23 / Male / Indian / NUS Undergraduate	22 / Female / Malay / NUS Undergraduate	50 / Female / Malay / Security Officer	35 / Male / Chinese / Self-employed	22 / Female / Chinese / NUS Undergraduate
She has organised school and company events. She will be organising more events in the future. She found event spaces through personal contacts.	He has organised birthday parties and a company Dinner and Dance function. He found event spaces on the Internet.	She has organised school events and birthday parties. She did not find much problem when booking event spaces as most of the events organised by her were in school.	She has helped planned four weddings and occasionally organised family gatherings. She used past wedding spaces for her children's' weddings and found new event spaces through personal contacts.	He has organised both small and large scale events. He organised simple gathering and a charity event for 3,000 guests.	She has organised school events. She was part of exam welfare pack committee for NUS School of Design and Environment for 2 consecutive semesters.

Eugene Tan Kai En

Xtensio



"The party doesn't start till I walk in."

Age: 25

Education Level: Diploma in Media Studies

Work: Assistant Producer at Mediacorp

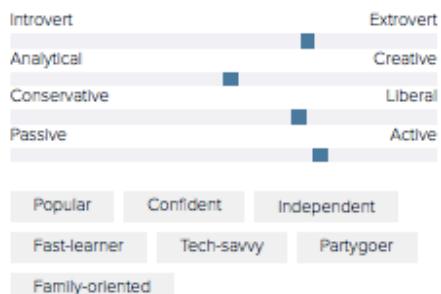
Status: Single

Location: Tampines, Singapore

Bio

Eugene was crowned as Singapore Polytechnic's Party King from 2011 to 2013. As a party enthusiast, Eugene believes that that a great party has to have great company, great food and even greater ambiance. He has organized two bachelor parties at a hotel for his best friends and three birthday parties at different indoor venues for his course mates.

Personality



Ideal Features

- Ability to have live chat with host, caterers and other event space providers
- Ability to view overall layout of the event space
- Ability to conduct different forms of money transaction, preferably online
- Email approval
- Ability to manage an event on top of booking an event venue
- Easily understandable app

Motivations

- Wants to be the first among his friends to try out something new
- Wants to organize more bachelor and birthday parties for his friends and families
- Wants to be part of the organizing team for company parties

Needs

- A list of new and interesting event spaces, caterers and entertainers
- Management system when organizing parties
- Chat function to communicate with host, caterers and other event service providers
- Secure online transaction
- Black and white receipt of approval from all host, caterers and other event service providers

Frustrations

- Slow updates and replies
- Blurry Images of an event space
- Complicated app

Persona 1: Eugene Tan Kai En

Fatimah Osman

Xtensio



"45 and still kicking."

Age: 45

Education Level: GCE 'O' Level

Work: Admin Clerk at CBD area

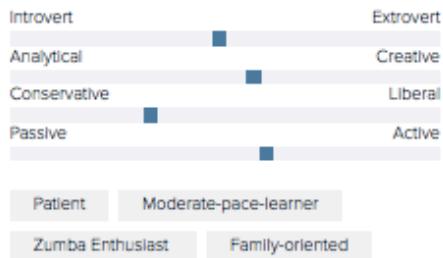
Status: Married, mother of two married sons and a single daughter

Location: Woodlands, Singapore

Bio

Fatimah is a mother of three kids who has organized two small wedding ceremonies for her sons. She enlisted the help of her friends who have contacts of halal Malay wedding caterers and service providers. She is looking for a new and different wedding venue for her daughter's wedding. She is willing to try a third-party event space service provider if it helps ease the process of planning and organizing the wedding. She goes to a weekly Zumba class every Friday night after her 10 - 6 work.

Personality



Ideal Features

- Tutorial on how to use Booqed Events
- Ability to view overall layout of the wedding venue
- Detailed information about the venue
- FAQ section about the venue
- Ability to contact the host, caterers and other wedding service providers directly
- Email approval
- Easily understandable app

Motivations

- Wants to find a new and interesting wedding venue for her daughter's wedding
- Wants to try something different
- Wants to share and show off the cool features of Booqed Events with her friends and relatives

Needs

- A list of event spaces for weddings, halal caterers and other wedding service providers
- To view and confirm the overall layout of the wedding venue
- Means of contacting the host, caterers and other service providers
- Black and white receipt of approval from all host, caterers and other event service providers

Frustrations

- Complicated app
- Venues that are not able to accommodate her huge family
- Insufficient information about a venue

Persona 2: Fatimah Osman