ELECTRIC NIGHTS

Mobile App

UX/UI Designers:
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ELECTRIC NIGHTS
ELECTRIC NIGHTS
Salt Lake City
Your results
Feed
Food
Events

Step 1: Research

Overview

The Problem: There are many resources to help plan a night out, but users don't want to spend time going through all of those resources to find something.

The Solution: We found that most users who plan a night out are spontaneous and don't like an overwhelming number of options, and many like to collaborate with others, so we created an app to fill those needs.

Proto-Persona

Name: Ashley
Age: 28

Behavioral Demographics:

- Single
- Young professional
- Travels often
- Social

Needs & Goals

- Wants a variety of options
  - Price points, types of venue/ interest
- Places that are mostly adult-only
- To find places quickly
- Filters evening-of-the-week options

Pain Points & Frustrations

- Many resources to find ideas
- Usually spontaneous, and she doesn't want to spend the time researching
- Doesn't want to think too much about planning

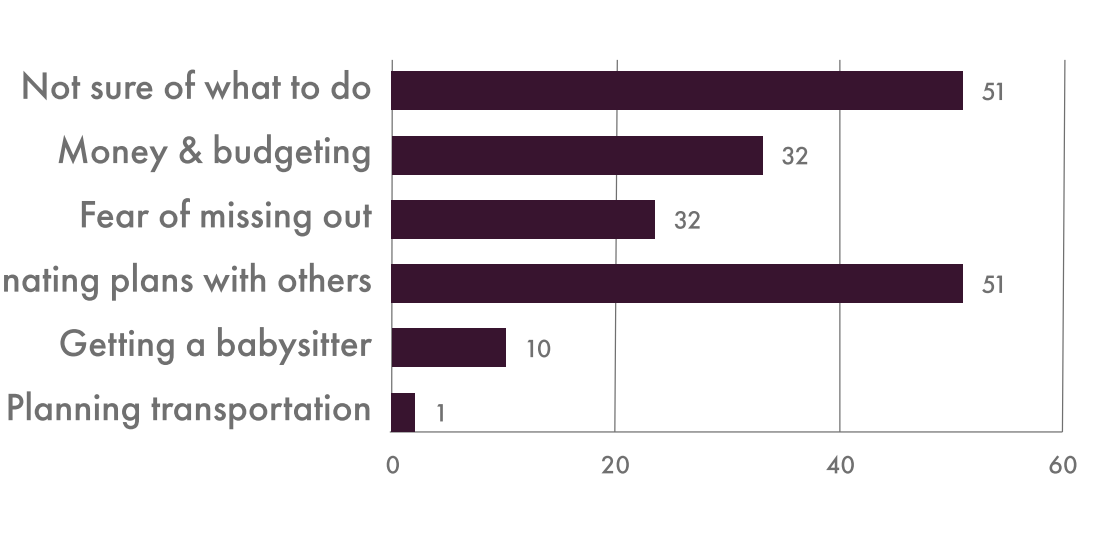
Survey

76 Responses

Most Users:

- Want results based on their preferences
- Like to plan ahead, but end up being spontaneous
- Don't like notifications

What are your frustrations when planning a night out?

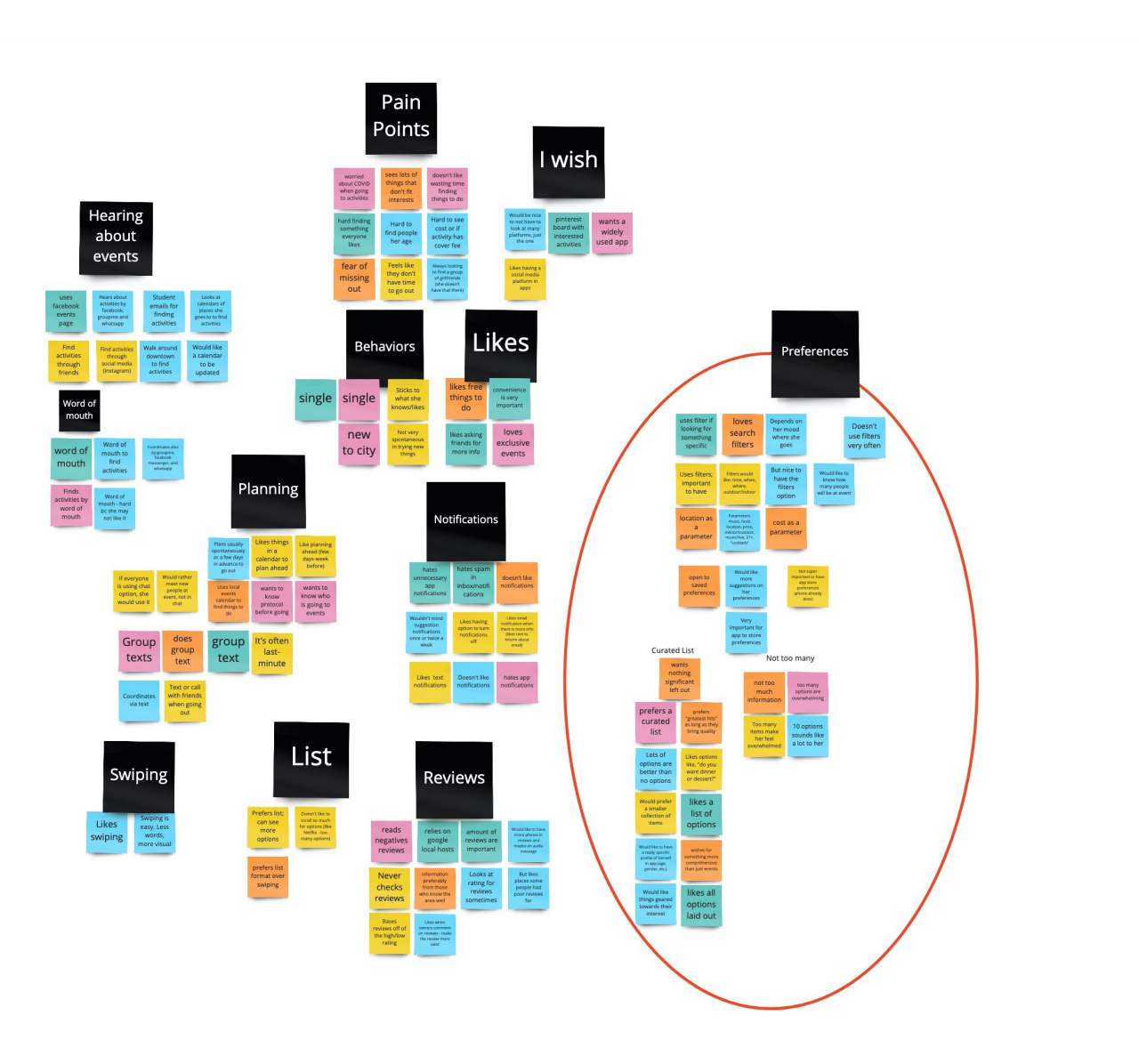


Interviews

6 Interviews

User Insights:

- Like filters/curated list
- Plan ahead
- Want to save their preferences
- Use word of mouth & social media to find out about things to do
- Like reading reviews


Pain Points
I wish
Hearing about events
Behaviors
Likes
Preferences
Word of mouth
Planning
Notifications
Swiping
List
Reviews

> [I use filters] personally to save myself time so I'm not looking at stuff I already know I'm not interested in looking at.

Competitive Analysis

Direct Competitors	Feature Analysis	Competitive Advantage	Strengths	Weaknesses
Facebook events	Combination of social media & events. Can specify if "going" or "interested"	FB has name recognition. Event holders directly post events onto FB; anyone can create an event	Far-reaching; a lot of people can see it and check it often. Saves past events	Not everyone has FB & you need an account to review the events. Event is a side feature, not the main focus. Info is not consolidated
Yelp	Search filters are detailed	Has a lot of categories and options. Well organized. Consistent w/ brand and color scheme. Has photos and reviews to guide users	Can search by location, good map feature. Can search by categories (pool halls, karaoke, bar crawl, etc)	Reviews can be really biased. Doesn't put emphasis on things to do or events. Doesn't know your preferences
Indirect Competitors	**Feature Analysis**	**Competitive Advantage**	**Strengths**	**Weaknesses**
Word of Mouth	Individual information	Completely trustworthy in recommendations (compared to reviews that may not be as trustworthy)	Detailed info w/ immediate feedback. More unique experiences offered	A lot goes unsaid. Not organized. Info is not always specific to what you want to do
Google	Unlimited search engine. Can also look at images. Taskbar at top	Almost everyone knows about Google searches and utilizes it as a resource	Sorts results by sites most used. Has a lot of search results (options)	You have to know the rules in order to get specific search results (quotations, and/or, etc)

User Persona

Ashley Parr
Product Manager
28 years old
Single
SLC, UT

"I know my city has so much to offer, I just don't know where to find it."

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Bio

Ashley is a young professional that enjoys going out with friends after work and on weekend nights. She and her friends often struggle finding the best option for their group to do together, especially last-minute. She would love to know more about what's going on nearby or unique events.

Goals

- As little personal planning as possible
- Personalized results
- Memorable experiences with friends
- Know details about activities in advance

Frustrations

- Constant and unnecessary app notifications
- Too many options are overwhelming
- Free time with nothing to do

Pain Points

Time
Collaborating
Cost
Convenience

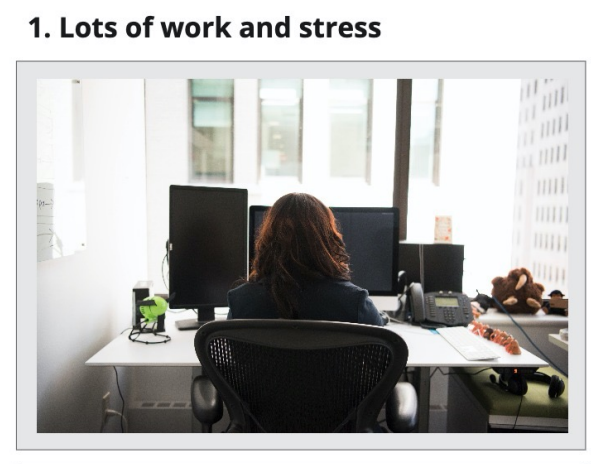
Brands

Channels

Online/Social Media
Word of Mouth
Reviews

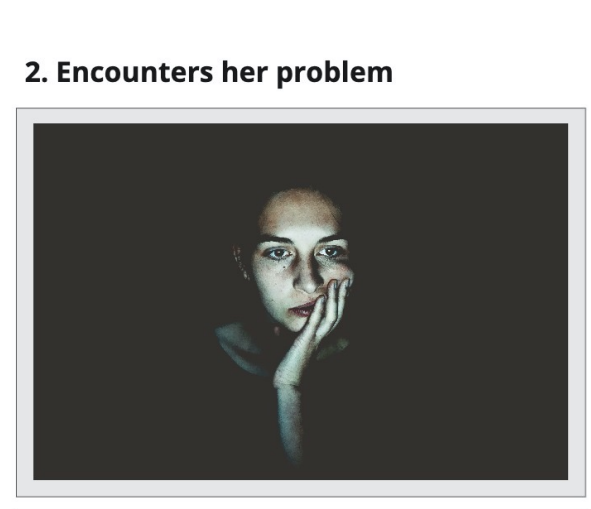
Storyboard

1. Lots of work and stress



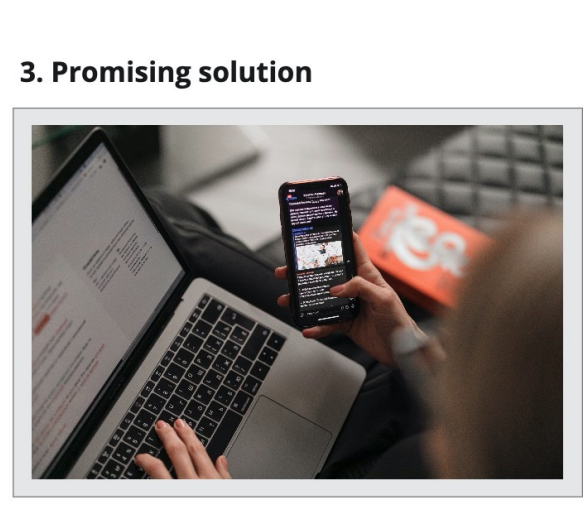
Ashley just got done with a long and stressful week at work and can't wait to hang out with her friends Friday night.

2. Encounters her problem



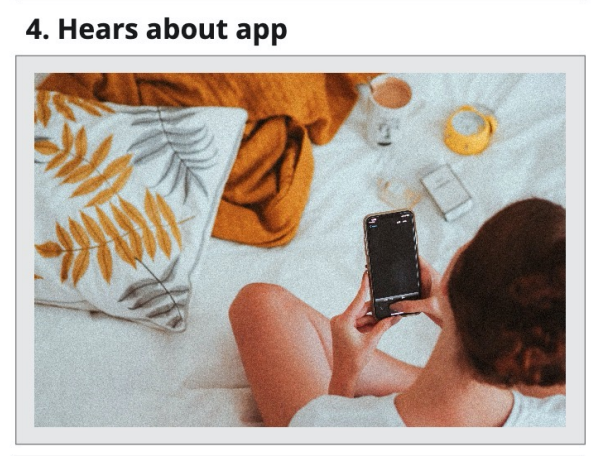
She checks her friend group chat after work and no on can agree on something to do despite a lot of options thrown out by individuals.

3. Promising solution



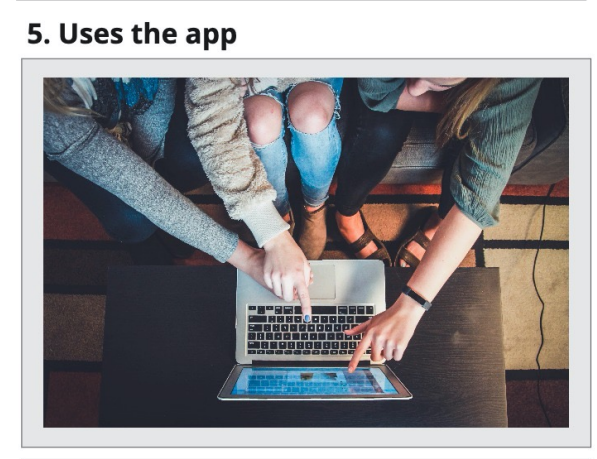
Ashley's friend, Edwardo send a link to this app he's started using called Electric Nights and says everyone needs to download it and pin the available activities they'd be interested in going to.

4. Hears about app



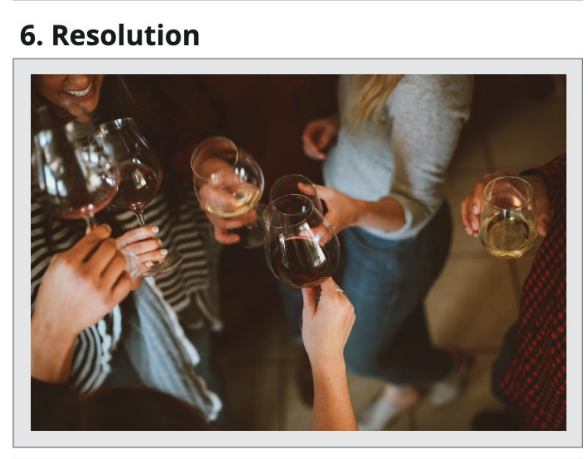
Ashley creates a profile within Electric Nights with her interests and preferences. She then selects a few spots she's been wanting to try including a wine tasting event with live music from a local band.

5. Uses the app



Once everyone finishes their profile and selects their choices, Electric Nights pulls up their common activities which includes the same wine tasting event Ashely was interested in. They decide to give it a shot!

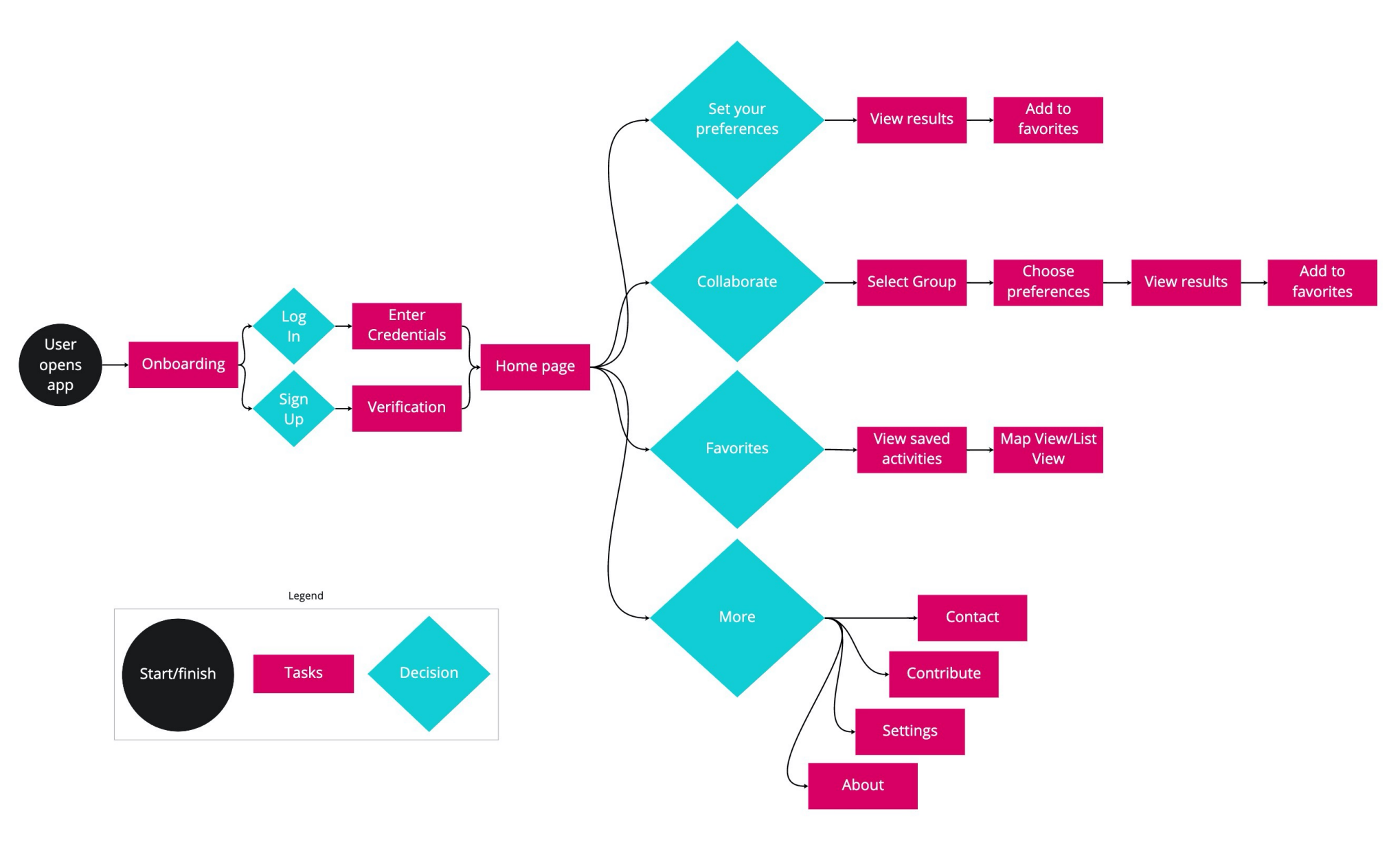
6. Resolution



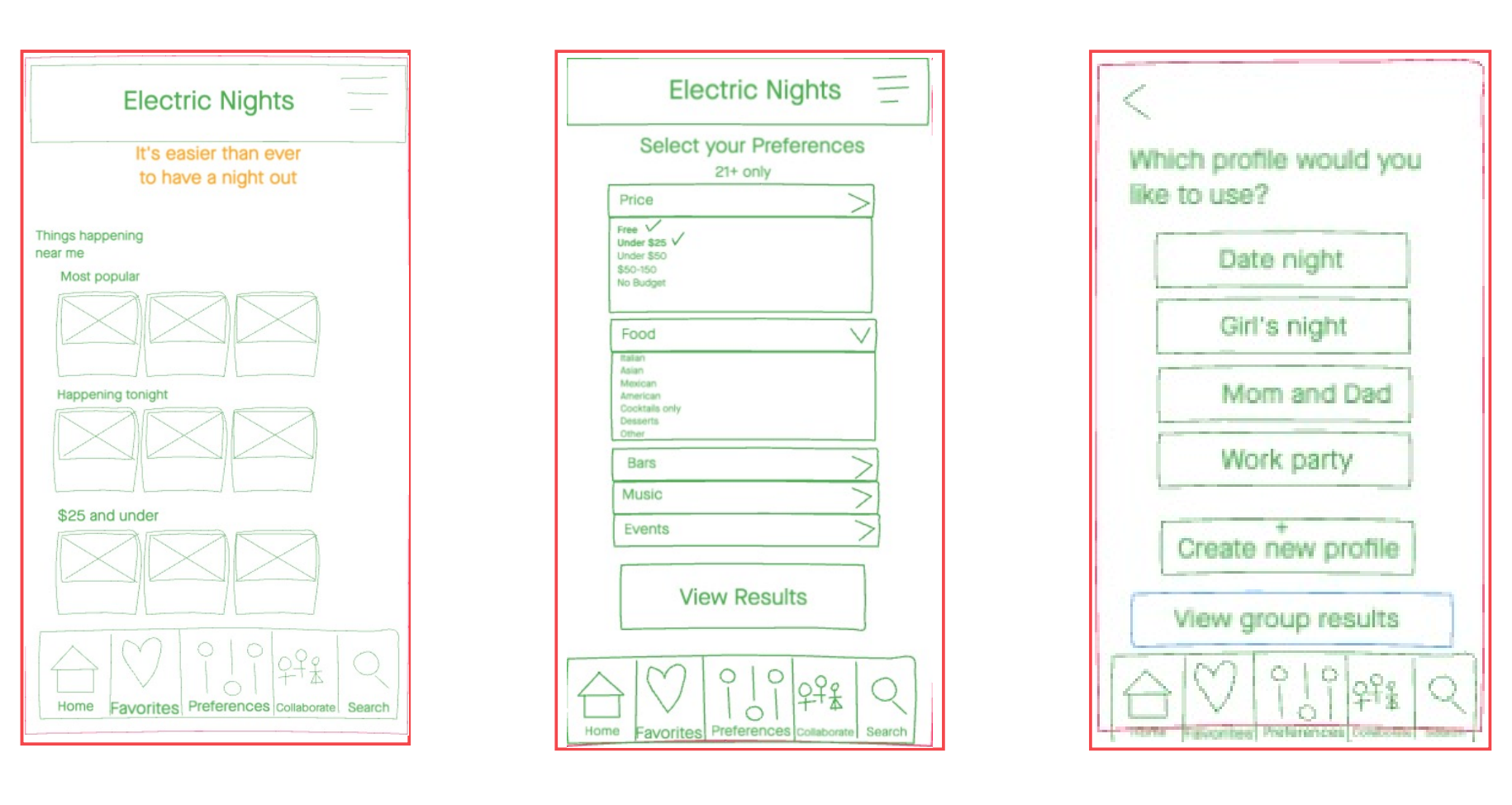
They go and have a great time experiencing something new in their city together. They were all surprised with the ease and quickness of finding something they all agreed on. The plan to use Electric Nights again next weekend.

Step 2: Ideation

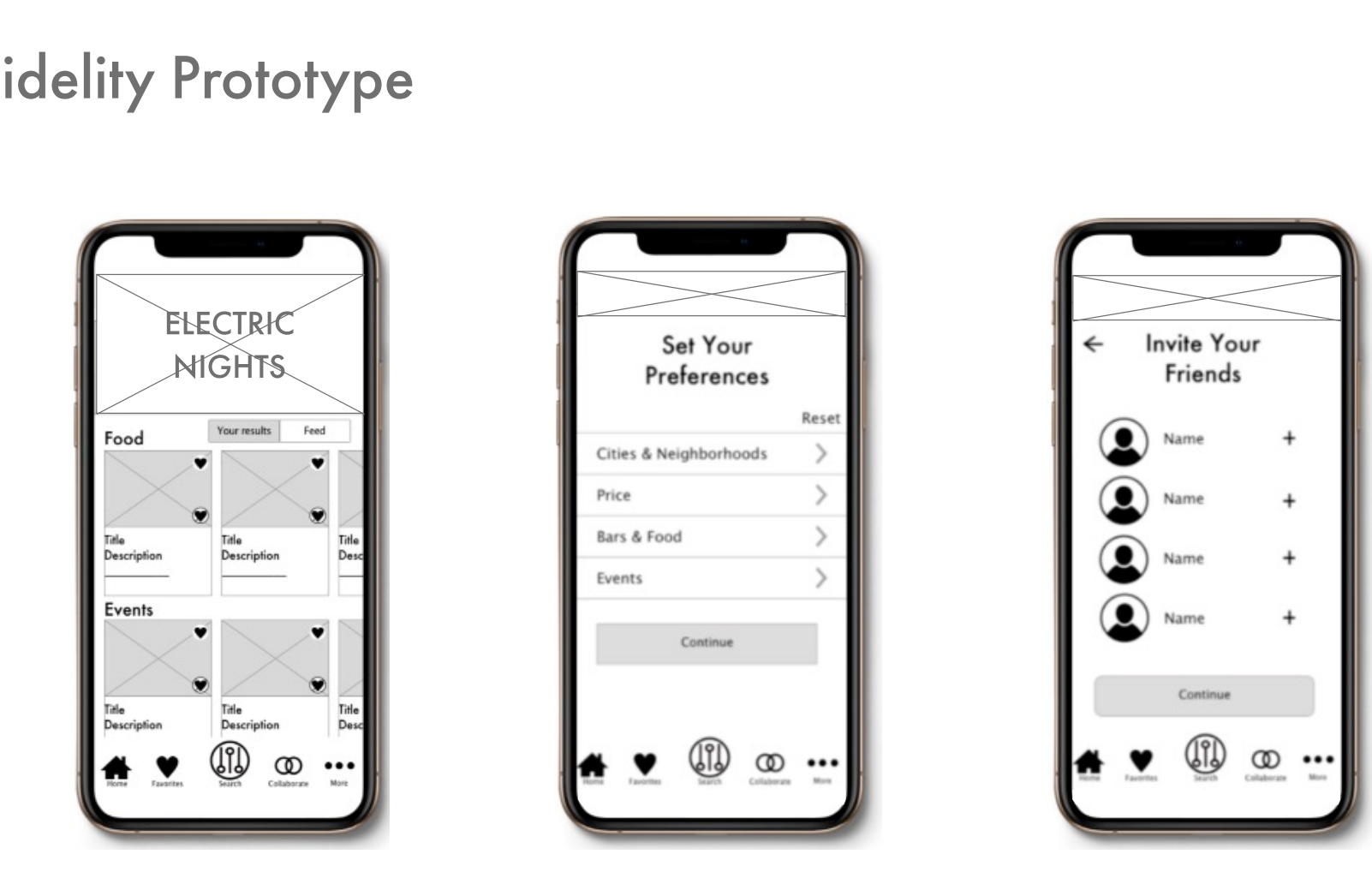
User Flow


User opens app
Onboarding
Log In
Sign Up
Enter Credentials
Verification
Home page
Set your preferences
View results
Add to favorites
Collaborate
Select Group
Choose preferences
View results
Add to favorites
Favorites
View saved activities
Map View/List View
More
Contact
Contribute
Settings
About
Legend
Start/finish
Tasks
Decision

Low-Fidelity Prototype


Electric Nights
It's easier than ever to have a night out
Things happening near me
Most popular
Happening tonight
$25 and under
Home
Favorites
Preferences
Collaborate
Search
Electric Nights
Select your Preferences
21+ only
Price
Food
Bars
Music
Events
View Results
Which profile would you like to use?
Date night
Girl's night
Mom and Dad
Work party
Create new profile
View group results

Mid-Fidelity Prototype

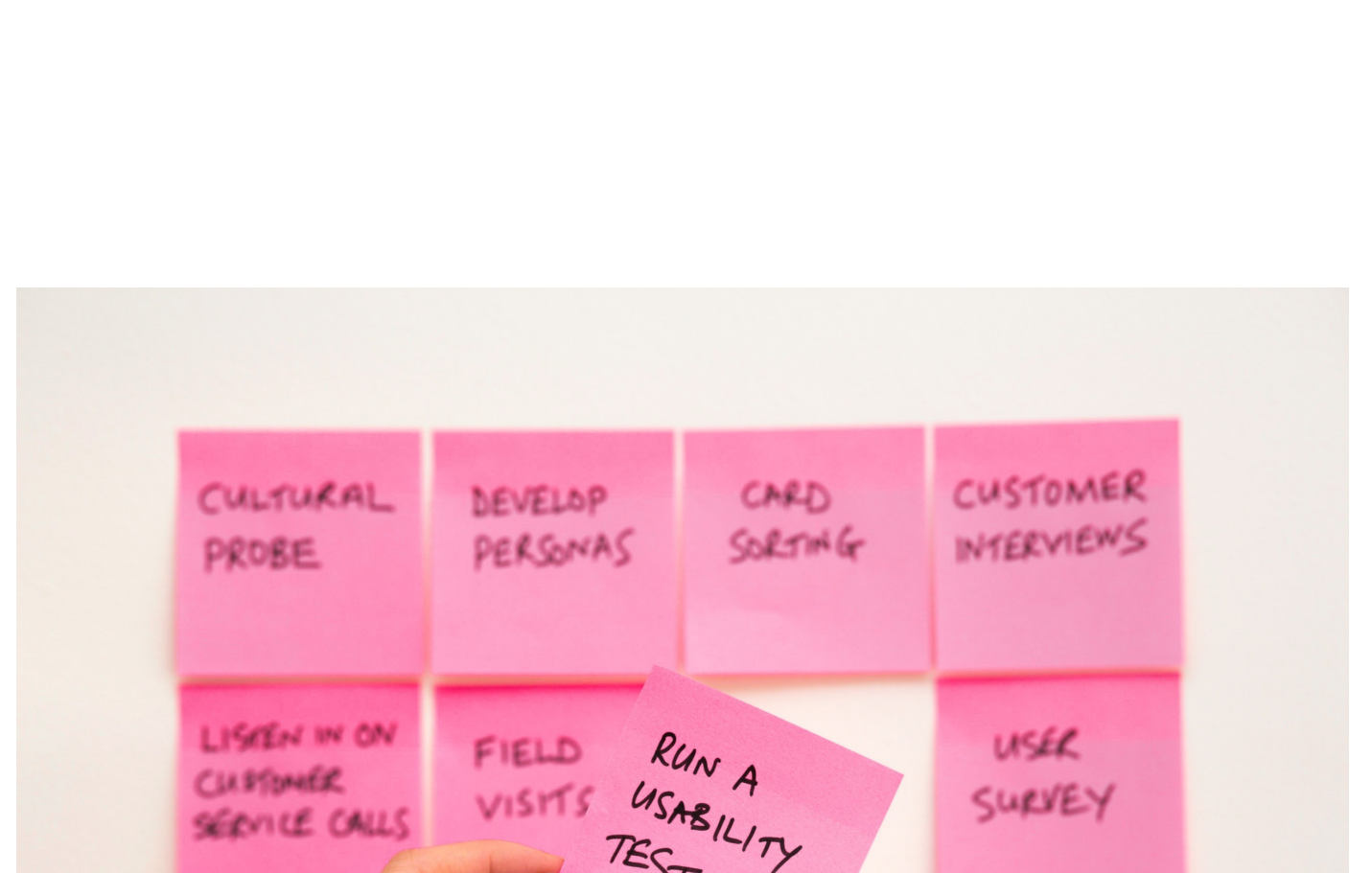

ELECTRIC NIGHTS
Food
Events
Set Your Preferences
Reset
Cities & Neighborhoods
Price
Bars & Food
Events
Continue
Invite Your Friends
Name
Continue

Usability Testing

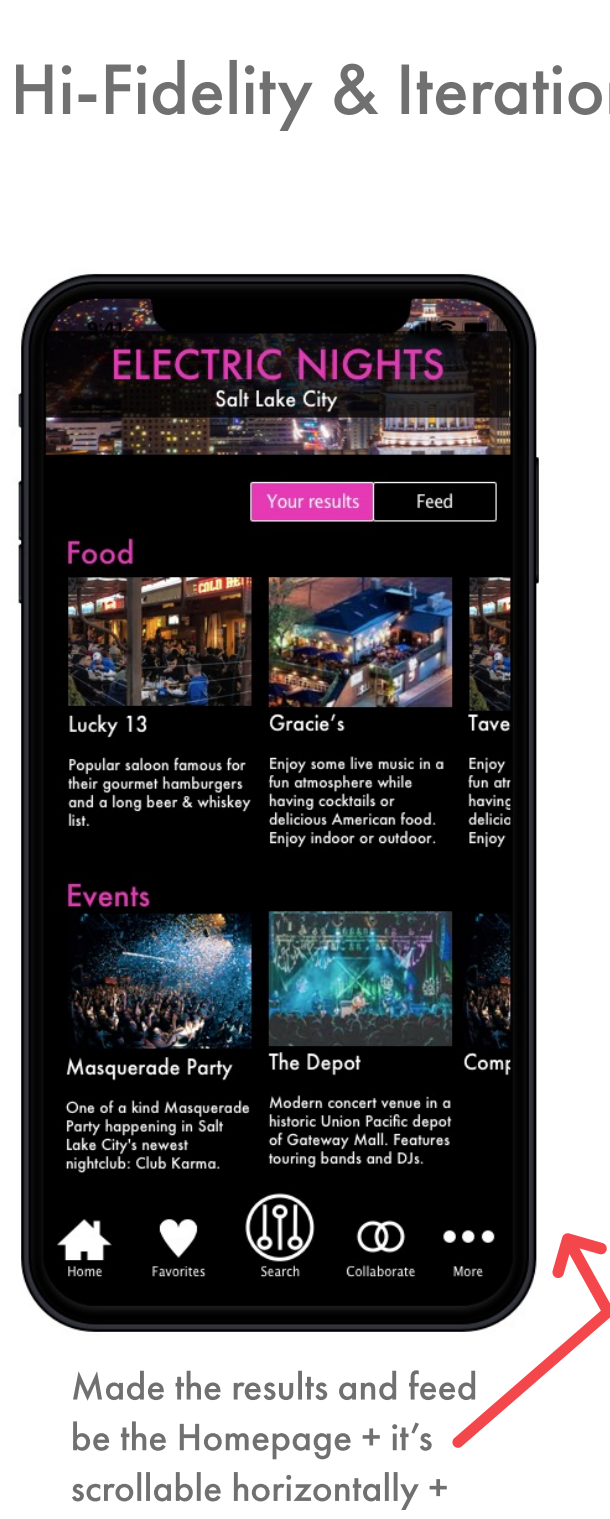
5 Tests

User Insights:

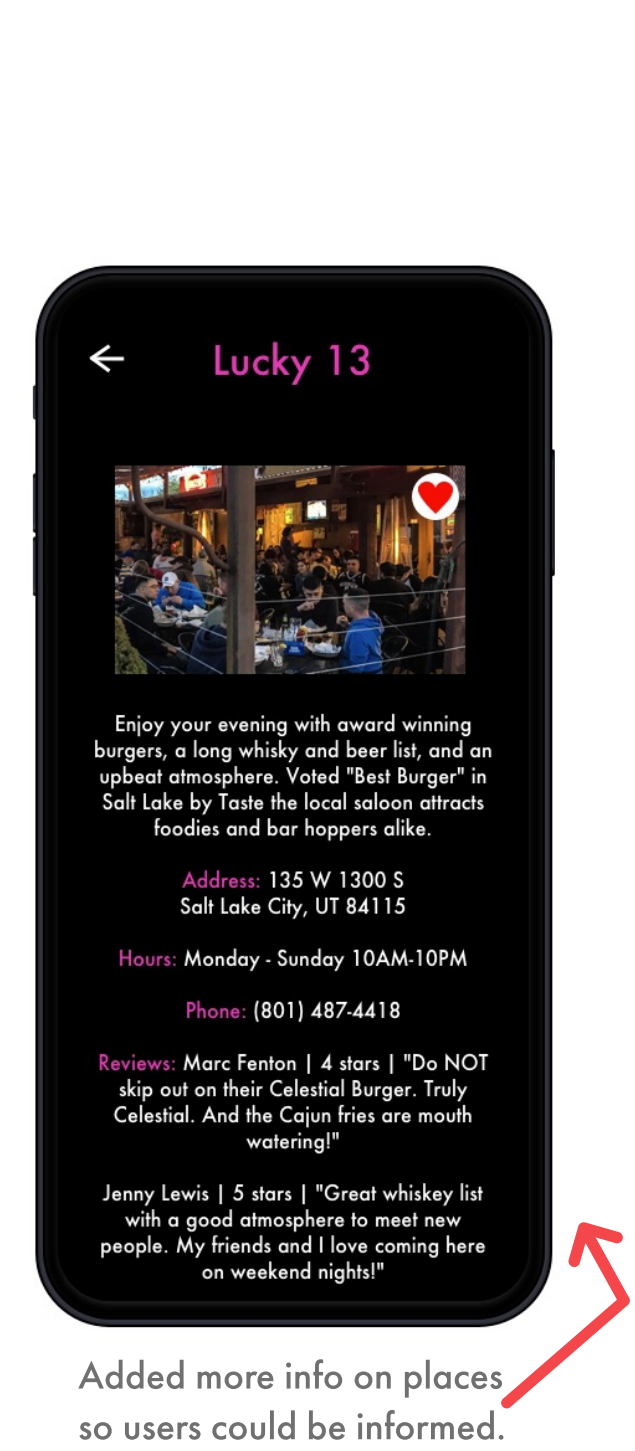
- Want to enable location to see things that already apply to my location
- Want it to be scrollable; like Instagram or Netflix
- Liked the preferences page to get specific results I want to see
- Not sure if I would use the chat feature or just group text


CULTURAL PROBE
DEVELOP PERSONAS
CARD SORTING
CUSTOMER INTERVIEWS
LISTEN IN ON CUSTOMER SERVICE CALLS
FIELD VISITS
RUN A USABILITY TEST
USER SURVEY

Hi-Fidelity & Iterations


ELECTRIC NIGHTS
Salt Lake City
Your results
Feed
Food
Lucky 13
Gracie's
Events
Masquerade Party
The Depot
Home
Favorites
Search
Collaborate
More

Made the results and feed be the Homepage + it's scrollable horizontally + vertically



Enjoy your evening with award winning burgers, a long whisky and beer list, and an upbeat atmosphere. Voted "Best Burger" in Salt Lake by Taste the local saloon attracts foodies and bar hoppers alike.

Address: 135 W 1300 S
Salt Lake City, UT 84115

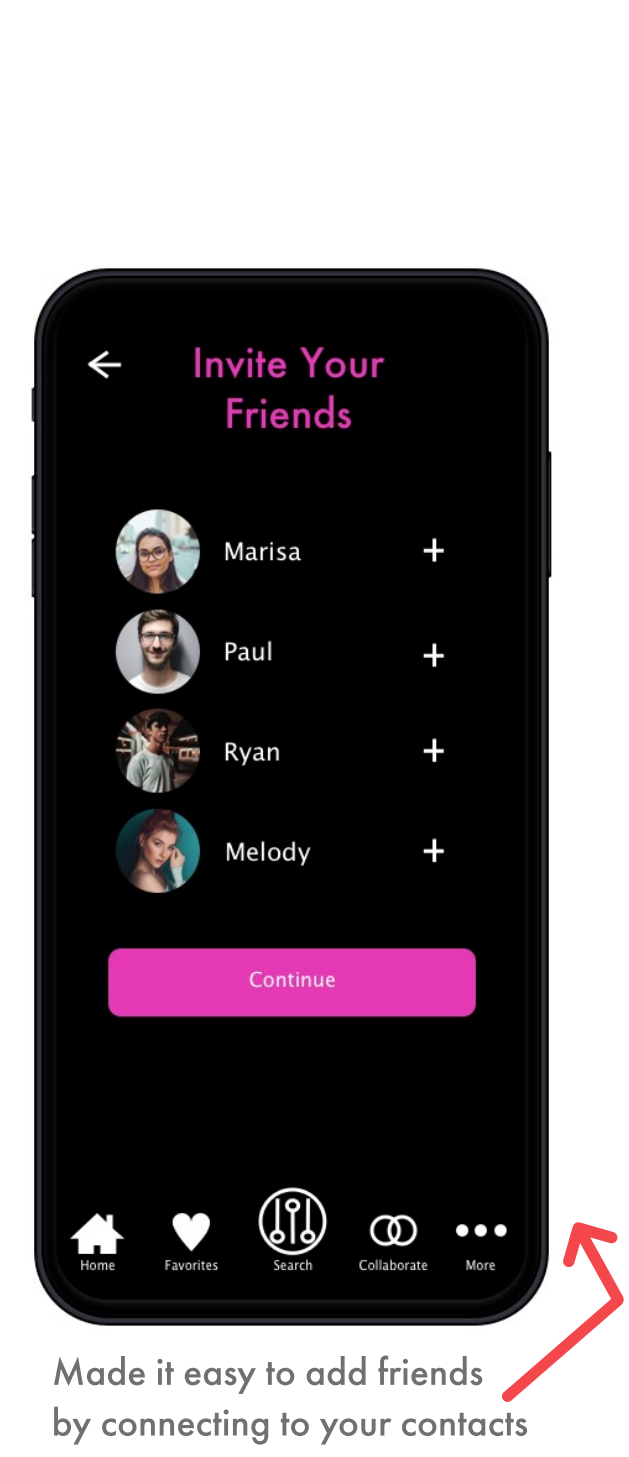
Hours: Monday - Sunday 10AM-10PM

Phone: (801) 487-4418

Reviews: Marc Fenton | 4 stars | "Do NOT skip out on their Celestial Burger. Truly Celestial. And the Cajun fries are mouth watering!"

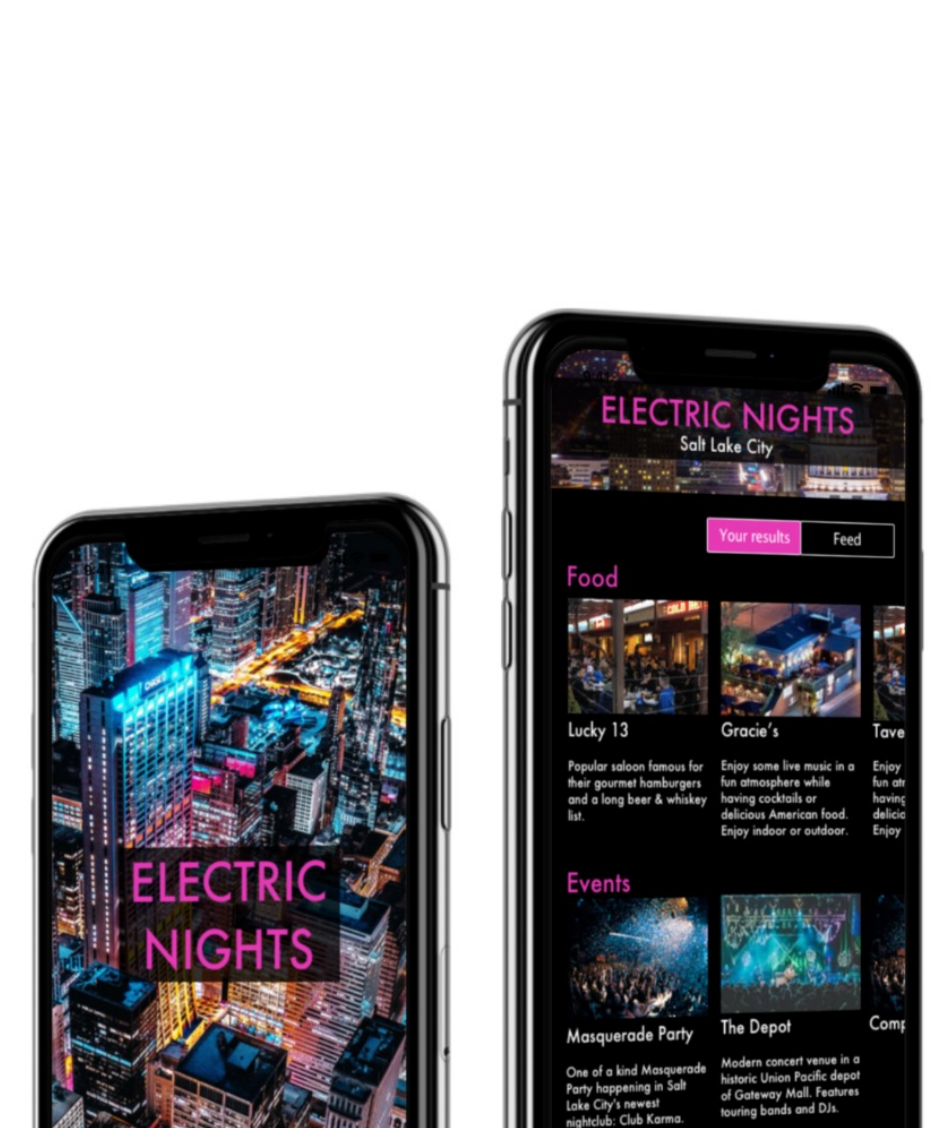
Jenny Lewis | 5 stars | "Great whiskey list with a good atmosphere to meet new people. My friends and I love coming here on weekend nights!"

Added more info on places so users could be informed. Changed the ❤️❤️ to just ❤️ so it wasn't as confusing


Invite Your Friends
Marisa
Paul
Ryan
Melody
Continue

Made it easy to add friends by connecting to your contacts and enabling chatting within the app to be simple & convenient

Step 3: Final Prototype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THANK YOU