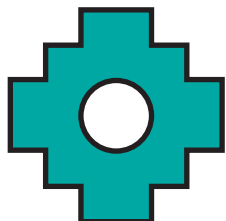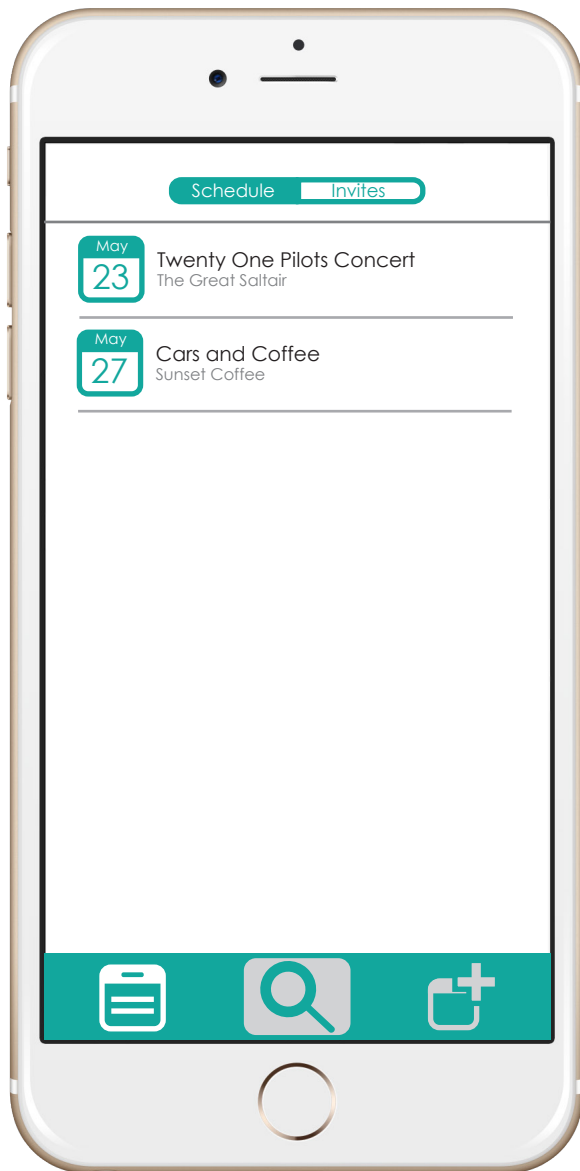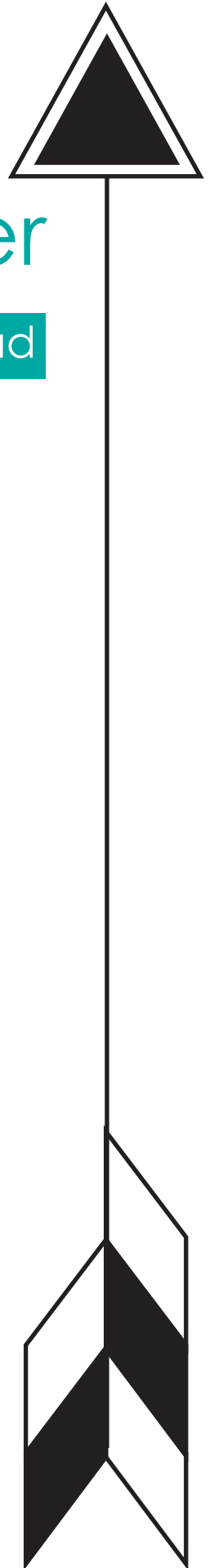# Event Finder

Austin Broadhead

Schedule   Invites

May
23
Twenty One Pilots Concert
The Great Saltair

May
27
Cars and Coffee
Sunset Coffee

Mobile App Design

Problem

There are many people who want to find and advertise events. However, there is no easy way to accomplish this. Other programs, like Facebook, use your friends' interests to suggest events to you. What we need is an app that will find events based on geographical location.

Requirements

- Find local events
- Categorize events to help user find specific interests
- Use contact information for invitations to events
- Search for events through zip code or GPS
- Allow users to create and organize events

Target Users

The target demographic would be young adults, especially college students. They might be looking for people who share their hobbies and interests, or events to go to with goups of friends they already have.

Site Map

```
┌──────────────┐      ┌──────────────┐      ┌──────────────┐
│     1.0      │      │     2.0      │      │     3.0      │
│  My Events   │──────│    Search    │──────│    Create    │
└──────────────┘      └──────────────┘      └──────────────┘

┌──────────────┐   ┌──────────────┐   ┌──────────────┐   ┌──────────────┐
│     1.1      │   │     1.2      │   │     2.1      │   │     3.1      │
│   Invites    │   │   Schedule   │   │   Filters    │   │     Edit     │
└──────────────┘   └──────────────┘   └──────────────┘   └──────────────┘

┌──────────────┐   ┌──────────────┐   ┌──────────────┐
│    1.1.1     │   │    1.2.1     │   │     2.2      │
│    Accept    │   │  View Event  │   │   Schedule   │
└──────────────┘   └──────────────┘   └──────────────┘

                   ┌──────────────┐
                   │    1.2.2     │
                   │    Invite    │
                   └──────────────┘
```
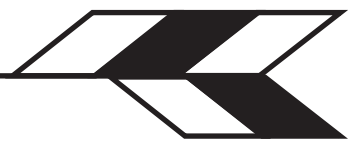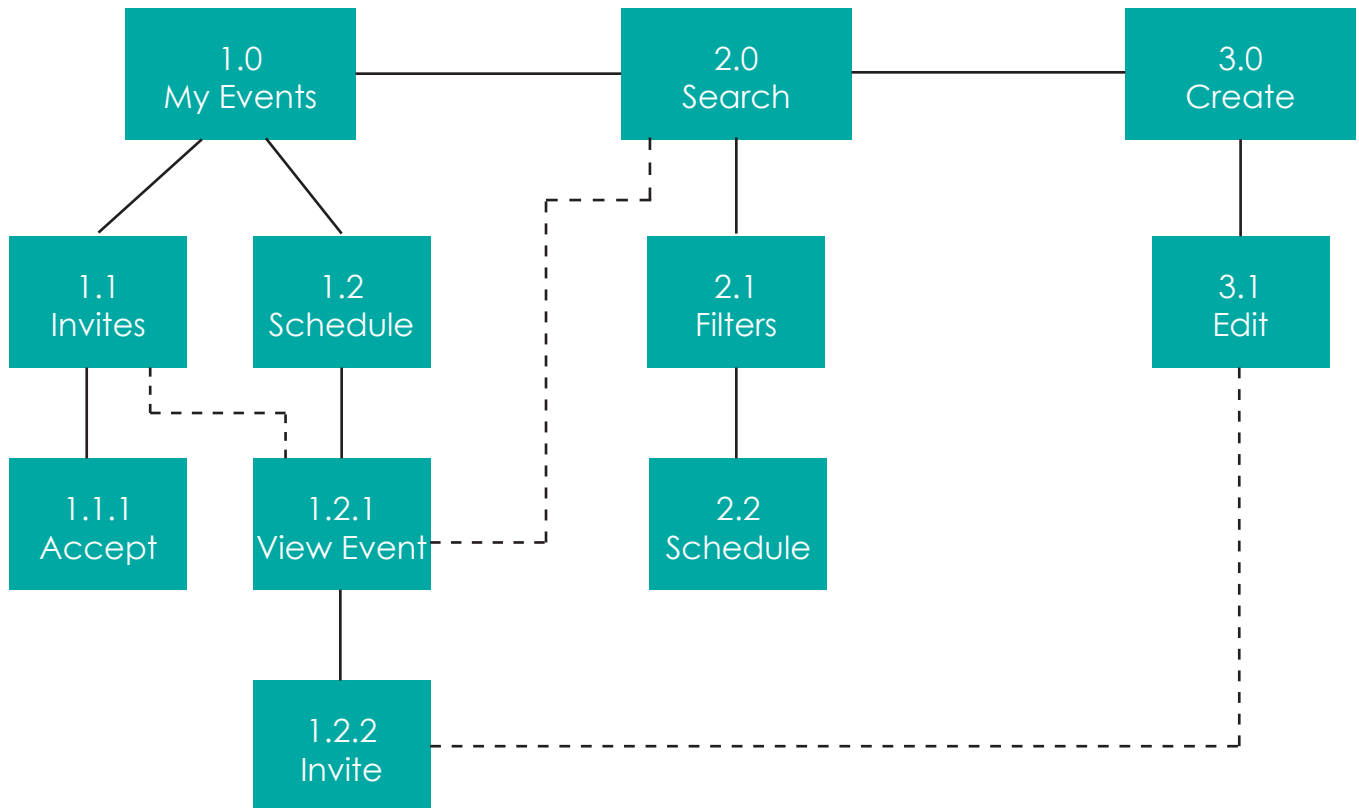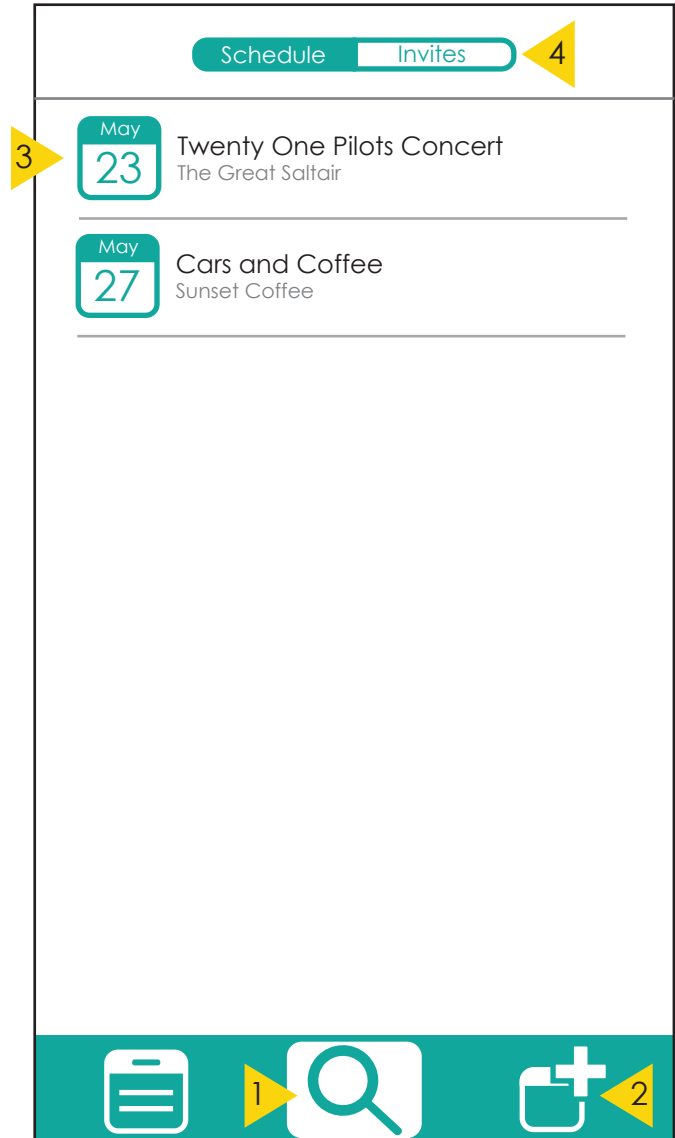
Design

1.2 Schedule

1 ▸ Go to **2.0 Search**

2 ▸ Go to **3.0 Create**

3 ▸ Go to **1.2.1 View Event**

4 ▸ Go to **1.1 Invites**

Schedule   Invites   ◂ 4

3 ▸

May 23 Twenty One Pilots Concert
The Great Saltair

May 27 Cars and Coffee
Sunset Coffee

1 ▸ 🔍   ◂ 2

Design

1.1 Invites
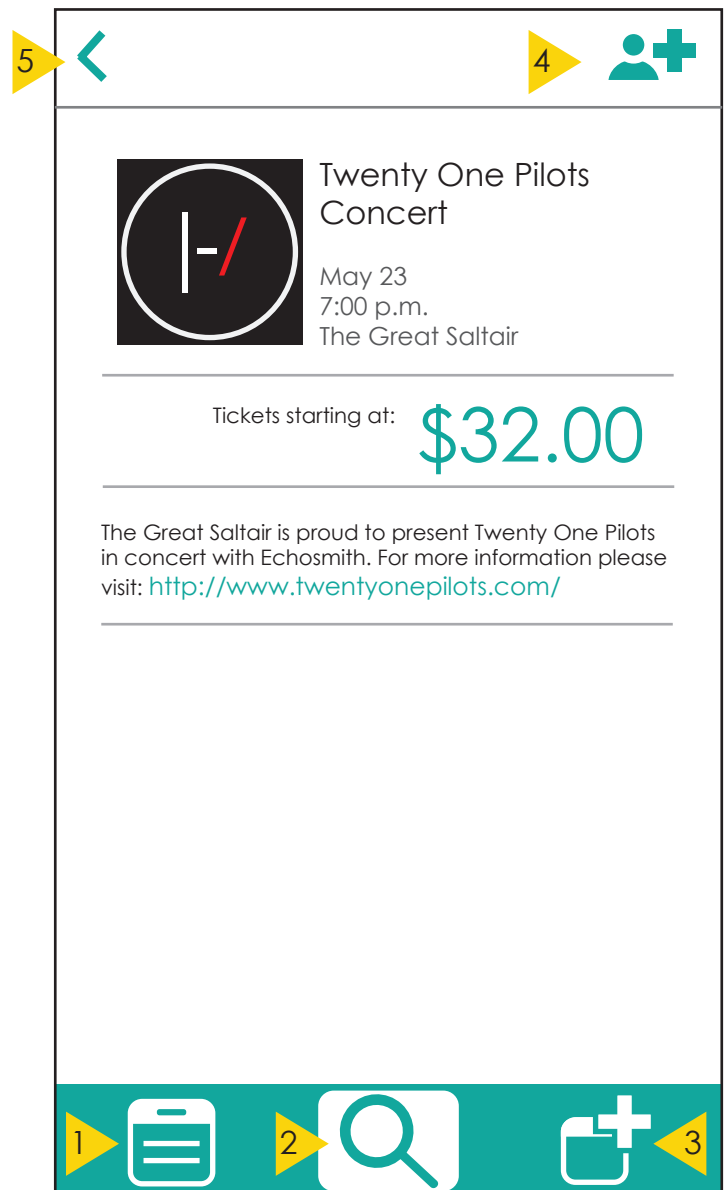
1 ▶ Go to **2.0 Search**

2 ▶ Go to **3.0 Create**

3 ▶ Add to Schedule

4 ▶ Go to **1.2.1 View Event**

5 ▶ Go to **1.2 Schedule**

5 ▶ | Schedule | Invites |

3 ▶ ✓ | June 3 | Summer Pool Party
From: Blake ◀ 4

1 ▶ 🔍 ◀ 2
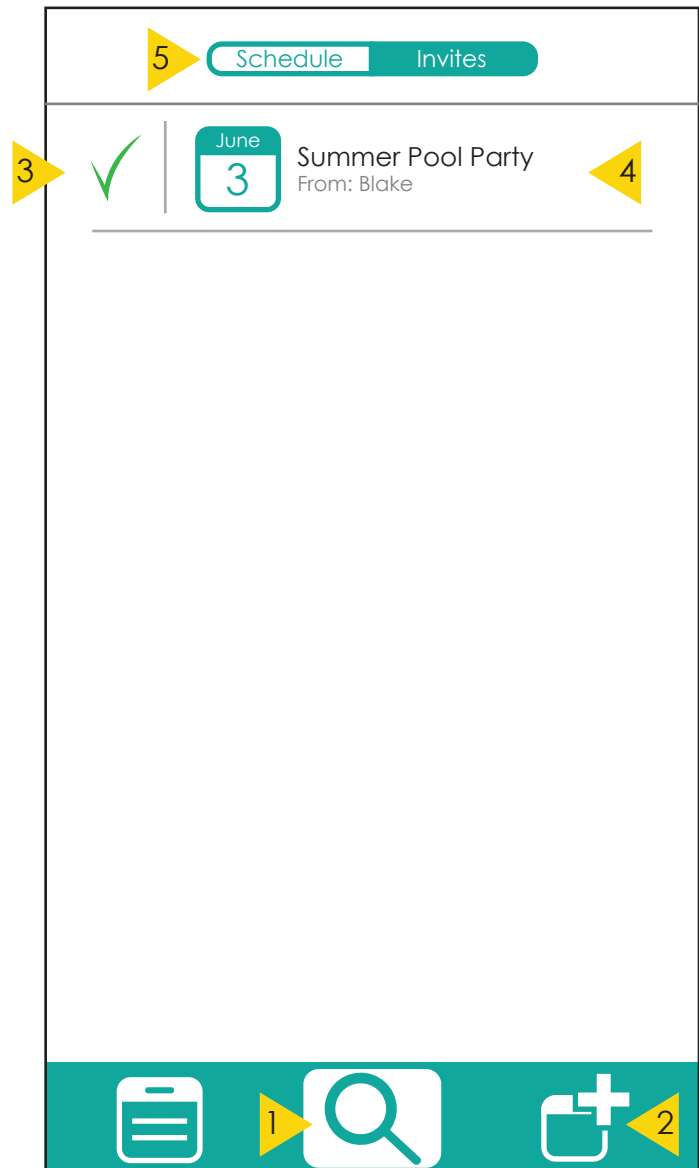
Design

1.2.1 View Event

1. Go to **1.2 Schedule**

2. Go to **2.0 Search**

3. Go to **3.0 Create**

4. Go to **1.2.2 Invite**

5. Back

Twenty One Pilots Concert

May 23
7:00 p.m.
The Great Saltair

Tickets starting at: **$32.00**

The Great Saltair is proud to present Twenty One Pilots in concert with Echosmith. For more information please visit: http://www.twentyonepilots.com/

Design

1.2.2 Invite

1 ▶ Go to **1.2 Schedule**

2 ▶ Go to **2.0 Search**

3 ▶ Go to **3.0 Create**

4 ▶ Close invite menu - 1.2.1

5 ▶ Back

5 ◀   👤+ ◀ 4

Twenty One Pilots Concert

May 23
7:00 p.m.
The Great Saltair

Tickets starting at: **$32.00**

The Great Saltair is proud to present Twenty One Pilots in concert with Echosmith. For more information please visit: http://www.twentyonepilots.com/

Invite Who? ✕ ◀ 4

+ John Smith

+ Blake Davis

+ Sammi Jewell

1 ▶ 📋   2 ▶ 🔍   🗔+ ◀ 3
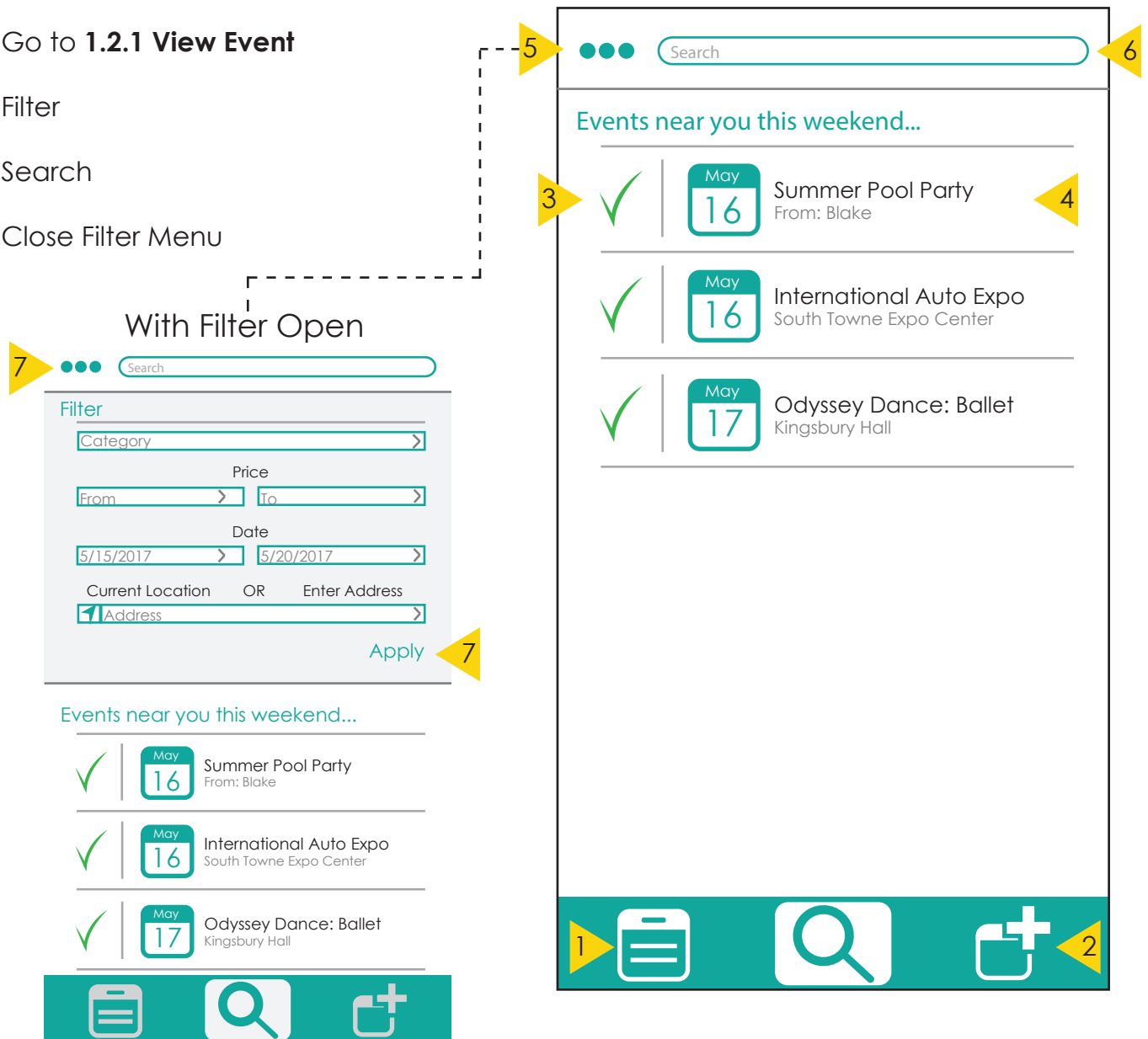
Design

2.0 Search
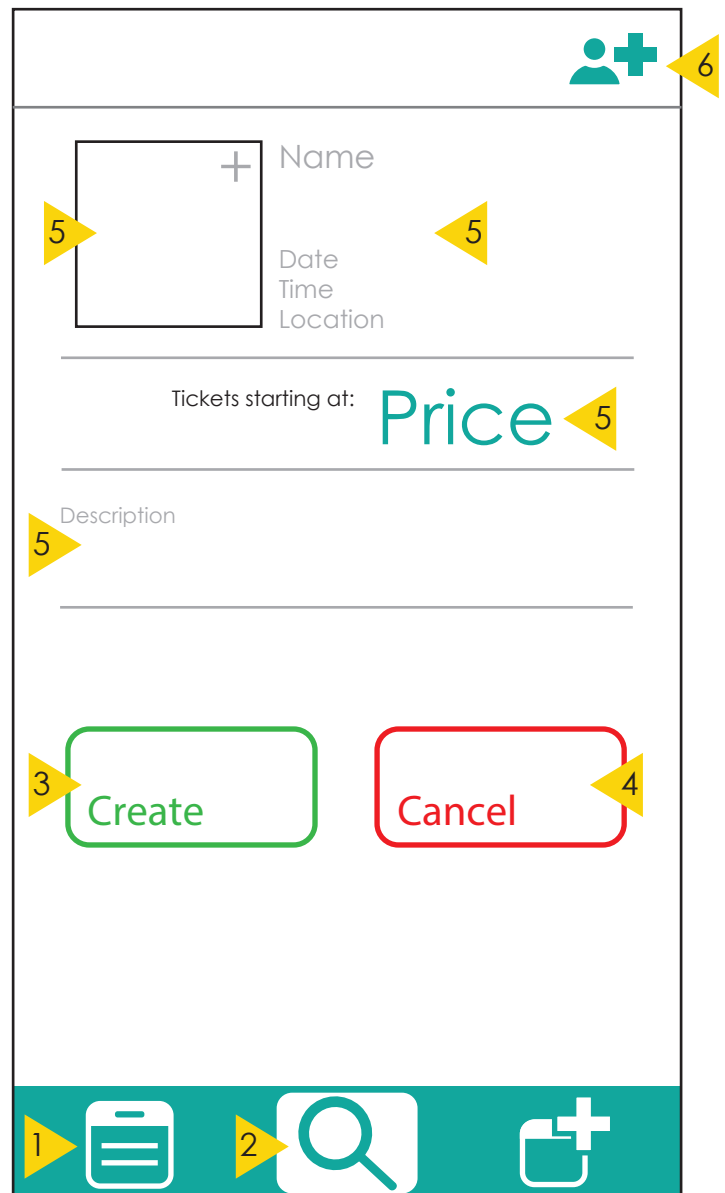
1 Go to **1.2 Schedule**

2 Go to **3.0 Create**

3 Add to Schedule

4 Go to **1.2.1 View Event**

5 Filter

6 Search

7 Close Filter Menu

With Filter Open

7 ●●● Search

Filter

Category ❯

Price

From ❯   To ❯

Date

5/15/2017 ❯   5/20/2017 ❯

Current Location   OR   Enter Address

Address ❯

Apply 7

Events near you this weekend...

✓ | May 16 | Summer Pool Party
From: Blake

✓ | May 16 | International Auto Expo
South Towne Expo Center

✓ | May 17 | Odyssey Dance: Ballet
Kingsbury Hall

---

5 ●●● Search 6

Events near you this weekend...

3 ✓ | May 16 | Summer Pool Party
From: Blake 4

✓ | May 16 | International Auto Expo
South Towne Expo Center

✓ | May 17 | Odyssey Dance: Ballet
Kingsbury Hall

1   2

Design

3.0 Create

1 Go to **1.2 Schedule**

2 Go to **2.0 Search**

3 Create Event

4 Cancel

5 Add Information

6 Invite Friends

6

5

Name

5

Date
Time
Location

Tickets starting at: **Price** 5

5 Description

3 Create

4 Cancel

1 2

Test - Plan

To test the Event Finder app, a prototype was created using Invision and run on an iPhone 6.

The following screener questions were used to find five potential users who are looking to find events near them.

1. What age group do you fit in? (13-17, 18-24, 25+)
2. How often do you go out to social events with your friends?
   - Rarely
   - Few times a year
   - Few times a month
   - Few times a week
   - Nightly
3. Who do you go out with most?

Question 1 was used to sort users in to age groups, of which User 1 was in age group 13-17, Users 2 and 3 were 18-24 (Primary target group), and Users 4 and 5 were over the age of 25.
User 1 answered question 2 with "Few times a week" and the other four said "Few times a month".
Users 1,2, and 3 said they went out with friends and family, and Users 4 and 5 went out with strictly family members.

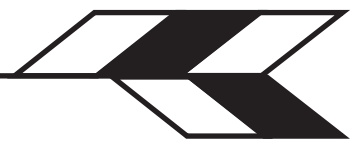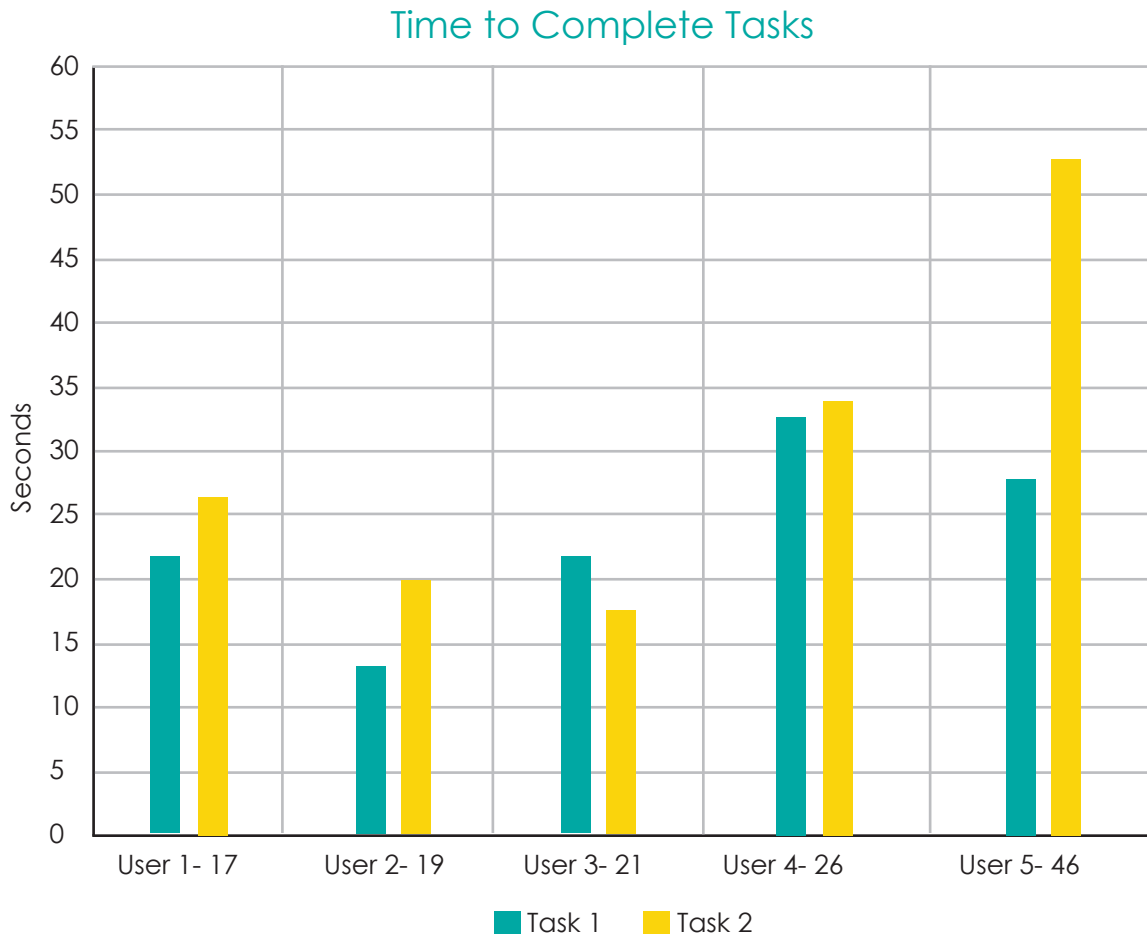the following tasks were created to gather data on completion time:

Task 1: Find where to invite someone to the event "Twenty One Pilots Concert".

Task 2: Apply the default filter to a search query.

Test - Results

I found some overlying patterns while testing when asked to perform task 1, most users switched to the invites tab first and thought those were events you could invite others to. Only User 2 clicked on the event first to find how to invite someone else.

Task 2 proved more difficult, User 5 took 53 seconds to find where to filter a search. All users except User 3 took longer to do task 2 than task 1. The users seemed somewhat lost and overwhelmed performing the tasks. Users also seemed to have to click through all three main page to find the create page.

Time to Complete Tasks

Bar chart titled "Time to Complete Tasks". Y-axis labeled "Seconds" ranging from 0 to 60. X-axis categories: User 1- 17, User 2- 19, User 3- 21, User 4- 26, User 5- 46. Legend: Task 1 (teal), Task 2 (yellow).

Approximate values:
- User 1- 17: Task 1 ≈ 22, Task 2 ≈ 26
- User 2- 19: Task 1 ≈ 13, Task 2 ≈ 20
- User 3- 21: Task 1 ≈ 22, Task 2 ≈ 18
- User 4- 26: Task 1 ≈ 33, Task 2 ≈ 34
- User 5- 46: Task 1 ≈ 28, Task 2 ≈ 53

Recommendations

Users had trouble identifying where they were in the app, often expressing uncertainty in whether they were on the correct page. To solve this I might make each page more unique or even label them so users know where they are located and what each page is used for.

Users also did not immediately identify the filter on the search page. To make the filter easier to find I should research different icons to use for it, or even use the word "filter" rather than an icon. This would help people specify their searches better.

Confusion over the "Invites" tab was caused by people thinking this is where they invite other people to events. To clarify this, I could change the label to "My Invitations" or even restructure the app so the "Invites" tab contains "My Invitations" and "Invite Others". Since this is where people went to invite others, maybe it would be best to provide that function there.

Further testing could be used to improve the "Invites" tab and the "Create Event" page.

Overall, the app is structured for usability once the user already knows how to use it. It could be improved by increasing the learnability. User satisfaction could probably be increased by adding more images and colors, rather than using almost strictly vector shapes.