National College of Ireland

Group 1- Project Proposal

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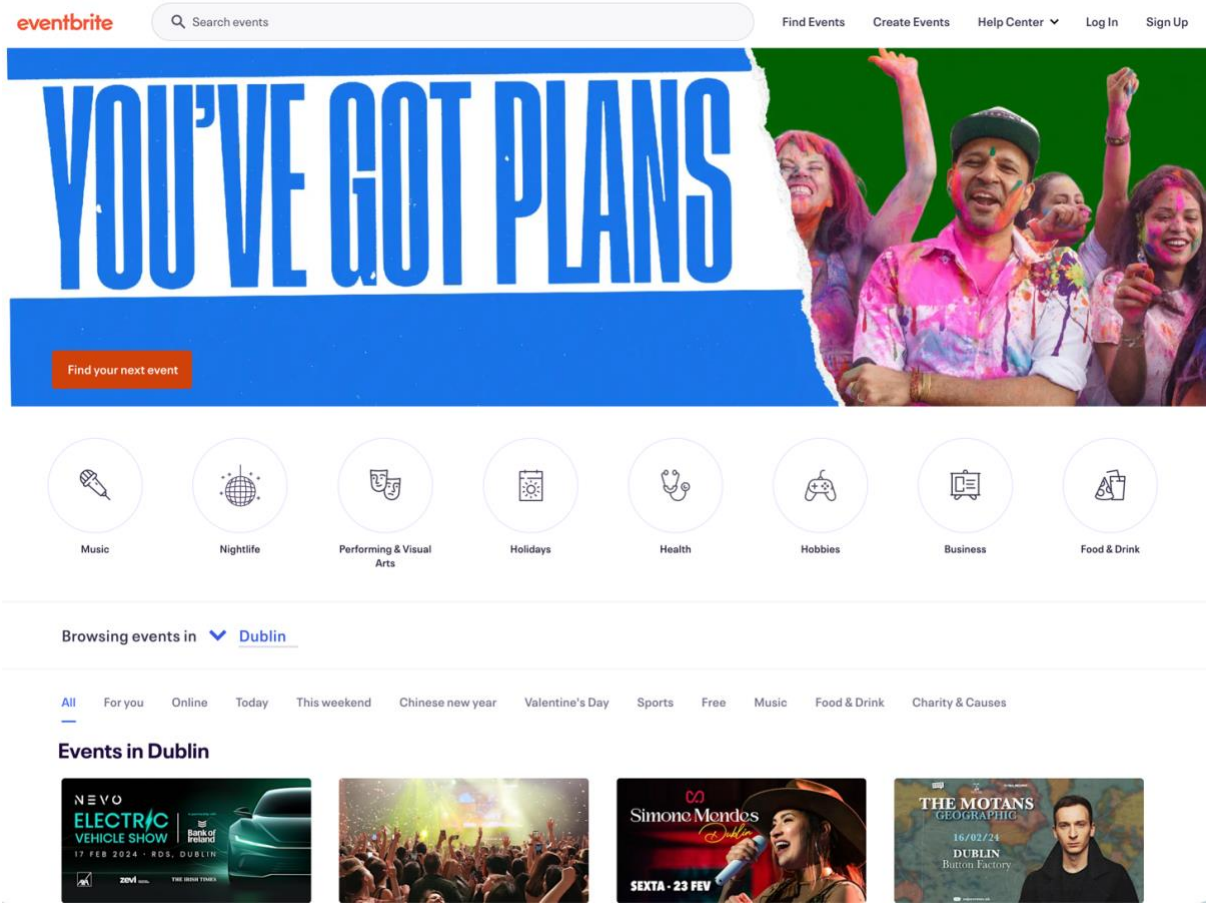
1.0 Overview

WhatsOn is an event discovery web application with a map-based user interface.

Our research indicates that there seems to be a gap in the market for a strictly event discovery application. Our competitors are largely event management and ticketing sites with the ability to browse, create and promote events directly on their sites. Others are social media platforms that enable the creation of events and linking directly to friend groups. As such we will narrow our focus and compare three distinct applications that are commonly used for purposes similar to ours.

1. Eventbrite

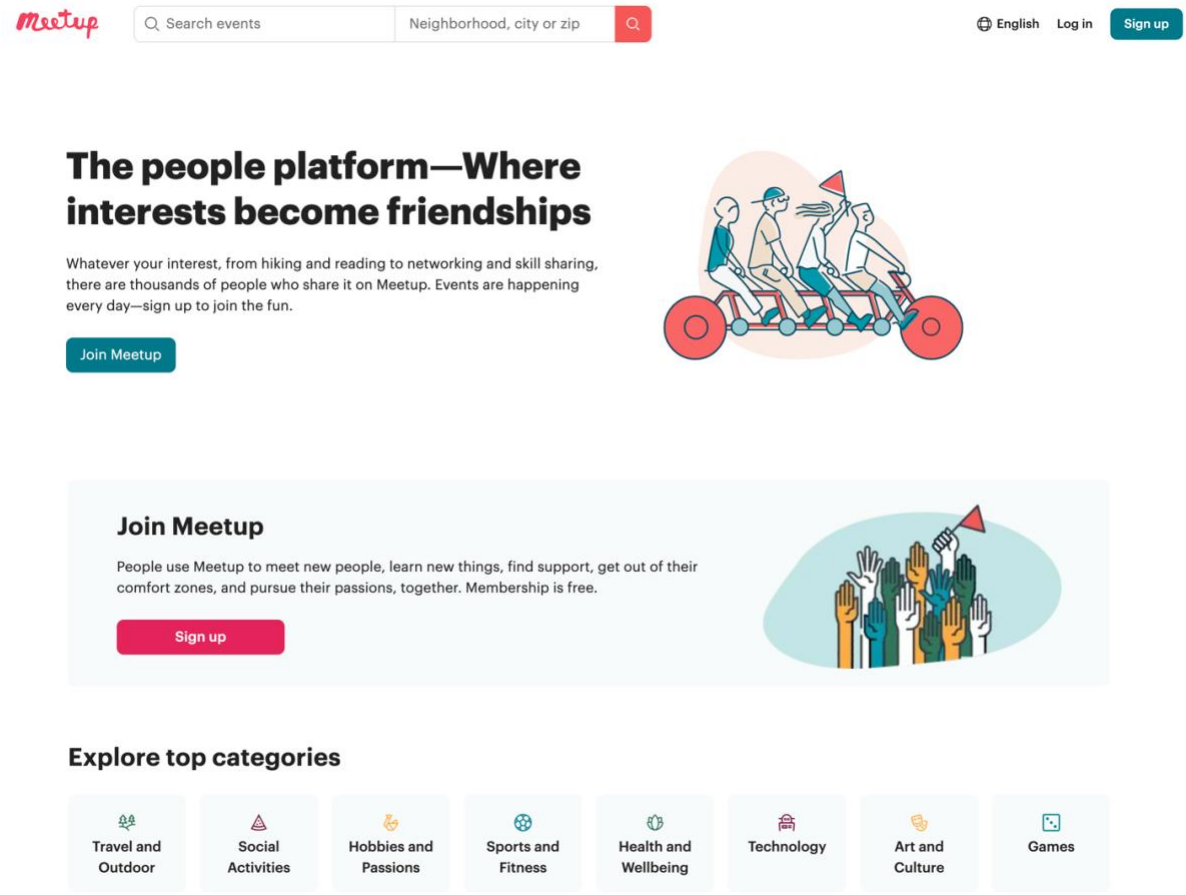
Eventbrite is a comprehensive event management and ticketing website used to browse, create, promote and sell tickets for local events. It caters to both organisers and attendees and offers payment processing.



[Eventbrite homepage]

2. Meetup

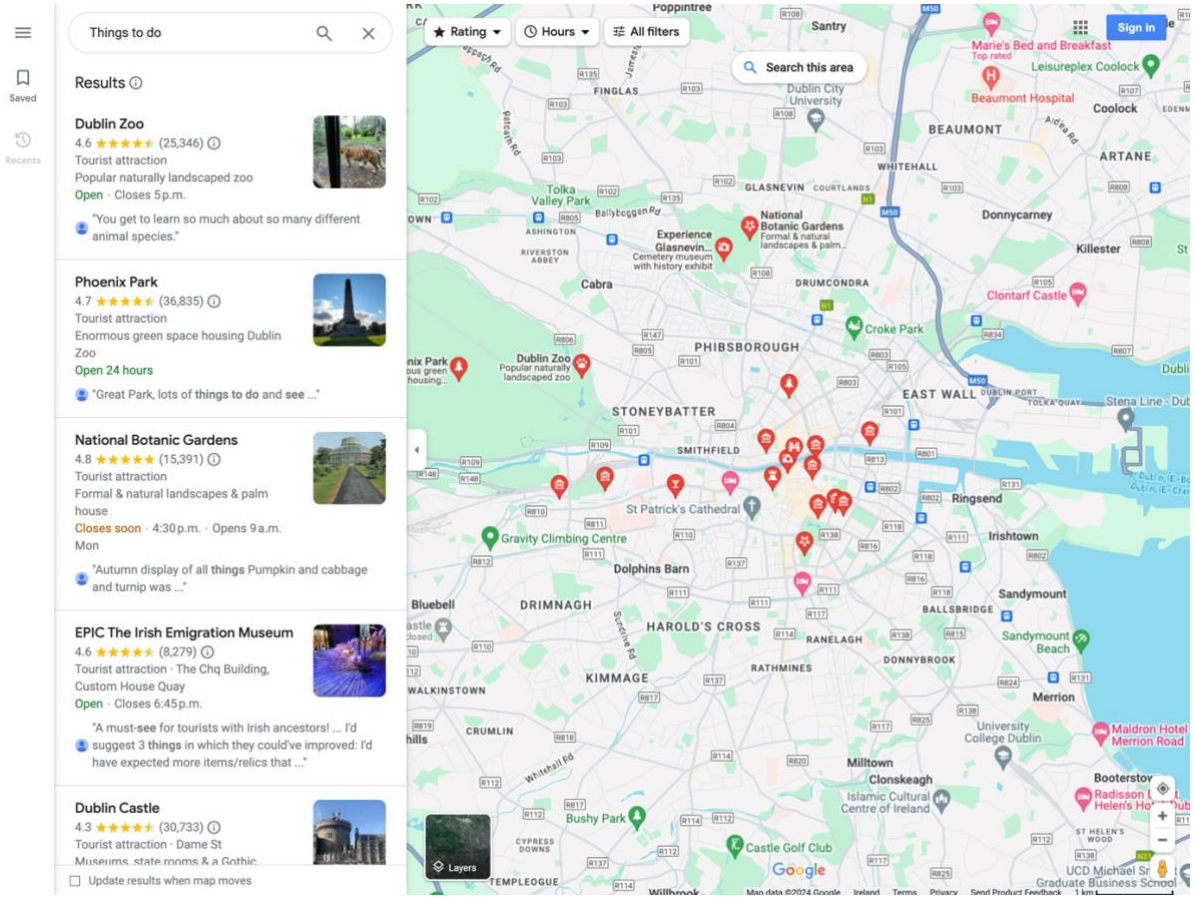
Meetup is a social media platform that offers group meetings and events around users' shared interests. Events are created by their user communities and generally do not facilitate ticket sales as most events are free to attend.



[Meetup Homepage]

3. Google Maps

Google Maps is a web mapping platform that has a large amount of functionality. Although it is not an event management or discovery platform, it does offer point-of-interest discovery and is the most commonly used map-based web application.



[Google Maps "Things To Do" view]

Differentiation from other applications

WhatsOn focuses entirely on live event discovery with an emphasis on removing the friction of doing activities with a simple, intuitive and visually engaging way to discover events. Other apps employ a traditional list format with layers of pages and planning expected of the user, usually including signing up for an account and searching.

WhatsOn uses a single uncluttered and consistent design with events appearing directly on the map itself with only the location permission of the user required. Our emphasis is on making socialising more spontaneous without planning. Events appear and disappear in a 24-hour period, there is a "Random Event" function to further encourage action and connection for those who are having difficulty deciding.

2.0 Target Group

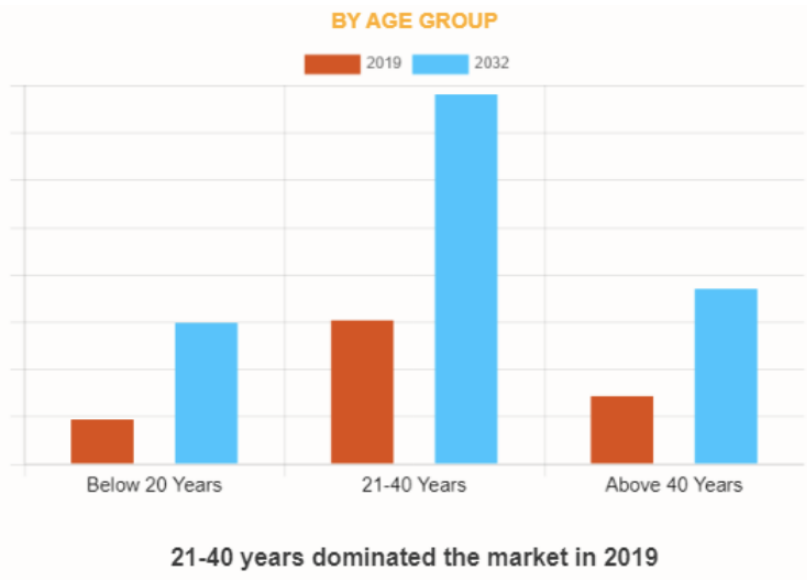
Market Analysis

The events industry market encompasses a broad range of participants, industries and types. The global events industry market was valued at $1.1 trillion in 2019, and is projected to reach $2.1 trillion by 2032, growing at a CAGR of 6.4% from 2023 to 2032. (Allied Market Research, 2023)

Demographic analysis

Although people of all ages participate and are interested in events, the 21-40-year-old segment of the market dominated the global events industry as of 2022 and is expected to maintain this in the future.

(Allied Market Research, 2023)



Target Audience

Recent demographic changes within Dublin have created an even greater demand for communal and networking activities such as events. The average age of an immigrant to Ireland is 36 years old and thus falls within the range of the most dominant market for events. (European Migration Network, 2023).

Our Target Audience is adults aged 21-40, living in Ireland with an interest in events and socialising. Foreign nationals and tourists will be a significant part of this segment.

WhatsOn will encourage users to open to the opportunities for connection all around them. We have identified barriers such as decision fatigue, planning and the anxiety associated with trying new things or the FOMO (Fear of Missing Out) associated with missing things. As such we have consciously chosen to limit events to ones that are current and remove them afterwards. We want this app to be a welcoming user experience instead of another source of digital anxiety.

A user need only open the application, allow location permissions and, at a glance, they will be able to see all the current events going on around them without the need to sign up or search. They can click through to the source site if they are interested. If a user can't decide on what to pick, the random button will present an event for them. Pins on the map will indicate the type of event it is and the distance from the user. If a user wants to see only a certain type of event, they can click on the icon event to see only events that meet that description. Users will have the option to sign up for an account if they would like to follow recurring events or specific organisers. Those events will appear with a star above them.

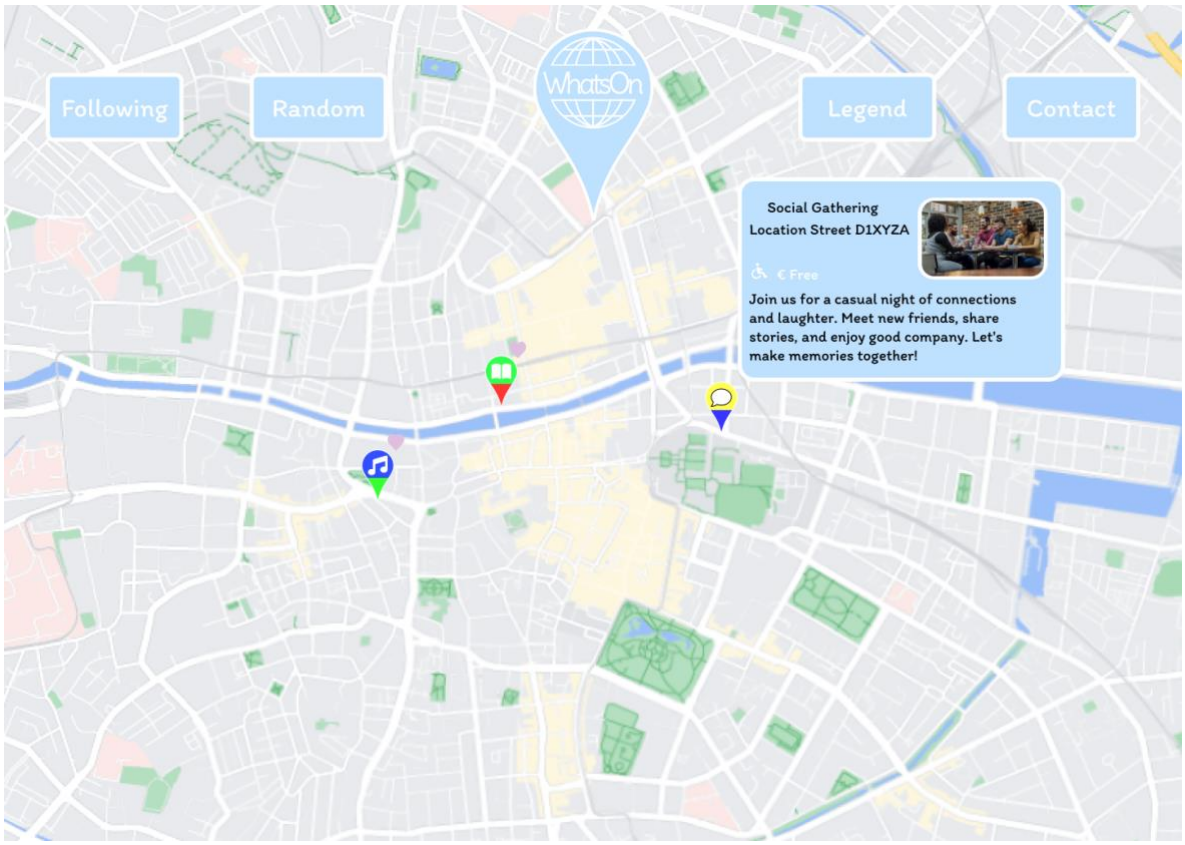
3.0 Functionality

Our application will be using a map-based interface, pulling event information from external APIs and storing user account information in a database. A description of how the functionality of the application is as follows;

1. **Map-based user interface with four buttons and logo:** buttons (Following, Random, Legend, Contact) and logo will float above the map.
2. **Event browsing:** The user browses over the map by dragging a mouse/finger across an area.
3. **Live event pins:** Events appear live on the map as pins.
4. **Event range:** Events will appear within a defined range of the user, other events will appear as the user browses the map.
5. **Event clustering:** If events are too numerous and clutter the map, a defined number of events will appear.
6. **Event differentiation:** Pins differentiate event types by colour and icon. Events appear as pins with an intuitive icon and pastel colour rings (accessibility) matching the defined theme.
7. **Pop-up window:** Clicking/hovering over the event pin expands the pop-up window within the map instead of opening a separate page.
8. **Event information:** concise and relevant information is displayed within the pop-up window. Such as Name, Type, Venue, Host, Location, Price, Accessibility, etc.
9. **External event source integration:** Users can click through to source event sites eg- Eventbrite for more detailed information or to purchase tickets.
10. **External directions integration:** Users can click “Directions” and will be relayed to a reliable mapping service (Google, Apple Maps) for accurate route planning in different modes of transport such as Walking, Driving, Cycling, Public Transport, etc.
11. **Filtering events:** Users can click some event characteristics such as Type and only the matching events will appear on the map.
12. **Random event button:** makes a single event appear at random and will cycle through events each time it is clicked.
13. **User Accounts and Preferences:** The “Following” button triggers a pop-up window that prompts the user to sign up for an optional user account to gain more curated features such as the following event types or hosts. The user will be prompted to select options that define their taste profile.
14. **Starred Events:** A star icon will appear over events relevant to the user. Users can click this only to display starred events.

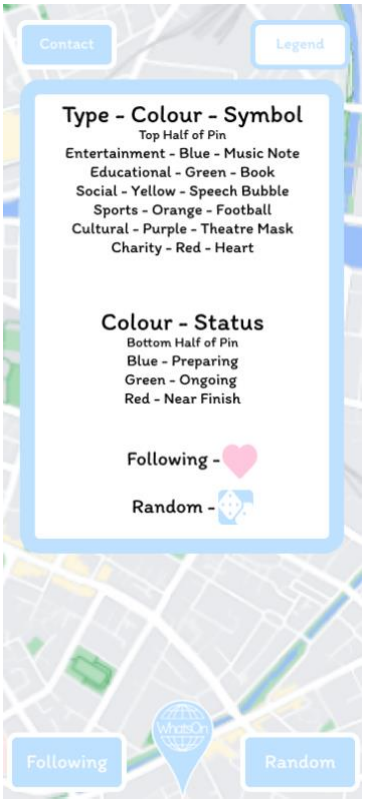
4.0 Mock-Ups

Desktop view with expanded Event window

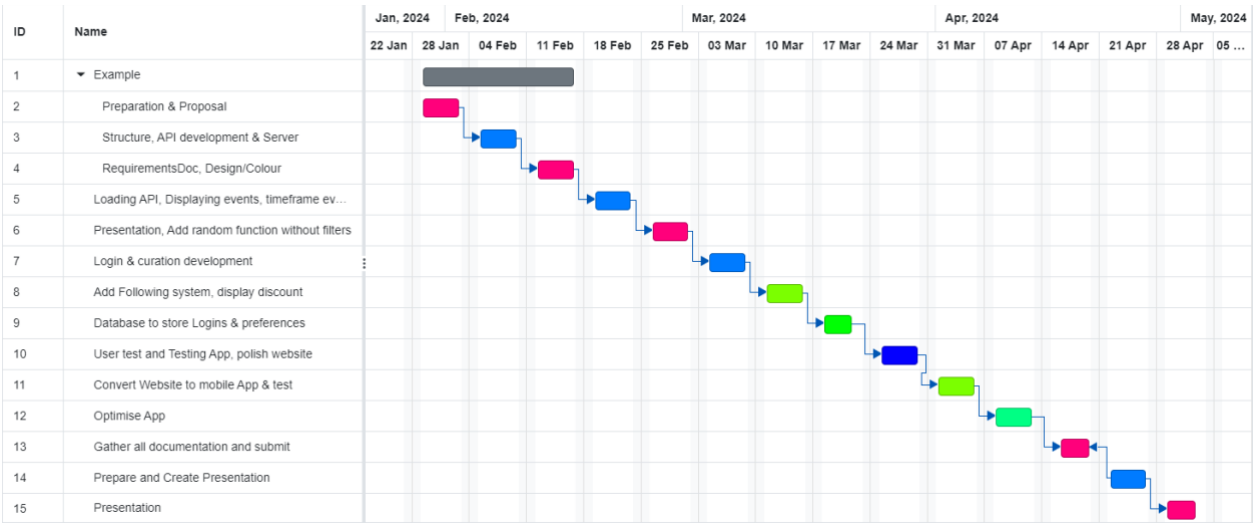


Mobile View with expanded Event Window

Expanded Legend Window



5.0 Timelines



ID	Name
1	Example
2	Preparation & Proposal
3	Structure, API development & Server
4	RequirementsDoc, Design/Colour
5	Loading API, Displaying events, timeframe ev…
6	Presentation, Add random function without filters
7	Login & curation development
8	Add Following system, display discount
9	Database to store Logins & preferences
10	User test and Testing App, polish website
11	Convert Website to mobile App & test
12	Optimise App
13	Gather all documentation and submit
14	Prepare and Create Presentation
15	Presentation

6.0 Summary

We believe WhatsOn has great potential for success because of our unique approach to capitalising on current and future trends in the events industry. Our target customer vision permeates the entire application, from colour scheme, layout, font, copy, and features.

Our app makes use of the addictive qualities of low-commitment scrolling and slot machine characteristics of the most popular social media sites such as Snapchat, TikTok and Instagram. Much has been said about the harmful consequences of this approach and the tech companies monopolising our attention for their benefit. Similarly, much criticism has been aimed at the poor substitute for human connection that these social media sites offer. We don't have to become luddites and disavow technology to take back control of our lives, we can use these same vulnerabilities to push us toward things that do improve our lives.

Instead of triggering a need to scroll the curated lives of strangers, we will be removing the friction and planning involved in just getting out there and being social. Our events disappear after they are over to reduce the dreaded FOMO or regret. We address decision fatigue and overwhelm by the random function. We believe seeing events on a map makes people realise how accessible and local they are to you, instead of a time and date with an address on a website.

Other applications feel like homework by comparison and create further obstacles to spontaneous socialising.

With us, there is no homework, no planning, no stress, just WhatsOn.

7.0 Bibliography

Allied Market Research (2023) Available at:
https://www.alliedmarketresearch.com/events-industry-market
(Accessed: 1 February 2024).

European Migration Network (2023) Available at:
https://emn.ie/one-in-ten-of-the-population-are-non-irish-citizens-census-2022-figures-show/
(Accessed: 1 February 2024).