

# Zazu

## Validation Report

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March 2020

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# 1 Introduction

When it comes to capturing a market share in a market rife with competition, we have to be sure our product is actually what the customer wants. If the needs of our customers are not completely met, they may very well keep using the products of our competitors out of convenience. Zazu has to be worth the effort the user has to put into installing and learning the application. To make sure this is the case, it is imperative for Zazu to receive feedback endorsements from “would be” customers. In this document, we will present the case for Zazu sourced from literature and real world feedback.

## 2 Literature review

When it comes to digital event broadcasting methods, the current availability of academic papers is dismal. There are some patents which propose an elaborate way to broadcast events, but these are not relevant to Zazu.

The need for Zazu’s lightweight event broadcasting can be seen in the downward trend of users at its largest competitor: Facebook. Facebook’s popularity is swiftly falling among the younger population (Anderson & Jiang, 2018). Paris et al. (2010) found that users’ trust of Facebook had a significant effect on their intended offline behaviour to attend events posted on Facebook. The combined findings of these studies could suggest that the decreasing popularity of Facebook will go hand in hand with a decrease in the use of its event broadcasting functionality. However, the lack of other studies on this subject makes this line of inference insufficient on its own.

We must turn to grey literature and surveys to confirm our suspicions regarding Zazu’s validity, because digital event broadcasting has clearly not been studied significantly.

# 3 Creating market space

Organizing an event can be tricky, as one can never know for sure how many people are going to show up. Keeping track of who will and will not attend can be a challenge and then the actual happening still needs to be planned and organized as well. Popular social media websites offer some type of functionality to organize events and keep track of who will attend. Google Calendar, for example, allows you to invite people so that they can indicate whether they will join an appointment. Popular messaging apps such as Telegram and WhatsApp, on the other hand, allow their users to make large chat groups. However, this integrated functionality within these applications and huge platforms only offers a partial solution to broadcasting events. Not everyone uses Google Calendar, or even your favourite messaging app.

There are several applications that support event broadcasting, such as Eventbrite, Eventee, Invitado, Eventmobi, Meetups and Eventbase. All of these applications support creating events and sharing these with others. However, they focus mostly on commercial events such as conferences. Some of them have functionality that allows individuals to host events, but these solutions require the user to create an account and convince others to do the same.

## 3.1 Facebook

Facebook has features by which users can create events and invite other Facebook users. However, this means that to be able to make use of this functionality, Facebook requires everyone to be a member of its platform.

In the absence of other popular event planning platforms, the focus mostly lies on Facebook. With Facebook use seeing a significant reduction in users (Anderson &

Jiang, 2018), it can be argued that the platform cannot be seen as a viable platform to organize events for everyone. Next to the people who are not using Facebook, users may also have different levels of trust towards the platform. Paris et al. (2010) found that different amounts of trust and acceptance of Facebook had a significant effect on people's intention to join special events. Junco (2012) found that time spent on Facebook was positively predictive of time spent in co-curricular activities. The findings of both these articles imply that even among all its users, only the ones who use Facebook to a satisfactory extent are probable users of Facebook events. This widens the case for a lightweight alternative where people can create and join events without being forced to have an account. Khan & Jarvenpaa (2010) provide a list with possible improvements for Facebook events, which could be taken into account here. With a more accessible and diverse user base, a new application would automatically also become a better place for businesses to promote their events.

### **3.2 Meetup.com**

Meetup.com is also about broadcasting events. A large difference between Meetup.com and Zazu lies in the account registration. You can create an account on meetup.com with your email and a password. Zazu uses phone number verification. Messaging is also integrated on Meetup.com, but intentionally left out in Zazu.

When looking at their website, it is easy to spot the purpose of meetup.com: meeting new people and creating groups for people with a similar interest. This is different from Zazu in that we will not be focussing on bringing new people together. We aim to provide a simple method to broadcast events, and it is clear that Meetup.com does not serve this purpose. This is the biggest difference between the two applications.

### **3.3 Eventbrite**

Eventbrite is a strong competitor to Zazu. Although the platform seems to focus on large commercial events and the like, behind the scenes there is functionality where people can create and broadcast their personal events for free. There are differences with Zazu, such as account registration, integration options and a ticketing system.

The biggest difference however is the way Eventbrite works compared to Zazu. Eventbrite has lots of features which will be useless to regular event broadcasters, such as a ticket system. The company behind Eventbrite also does not seem to make an effort to attract small-time event broadcasters. The focus is and remains mostly on businesses and such. We believe the lightweight appeal of Zazu will make a big difference in attracting a user base compared to Eventbrite.

### **3.4 Eventful**

The first thing that comes to mind when opening Eventful's website is that there is almost no overlap with Zazu. Where Eventbrite has functionality for small-scale event broadcasting, Eventful seems to solely focus on large scale events and attracting people to them. It is purely for broadcasting large and commercial events to people who are interested or in the neighbourhood. It has some overlap with Zazu's discovery page, but this is negligible as the discovery page is not a key selling point for Zazu.

### **3.5 Comparison**

To conclude our market space analysis, we have compared several key features of event broadcasting among the competitors. This comparison can be found in Appendix A. Zazu is clearly more focussed on small-scale event broadcasting, which is its lightweight appeal.

## 4 Customers expression of interest & unique selling point

### 4.1. Consumers expression of interest

In the case of Zazu, the consumer is the user of the application; the people who host and attend events. A few weeks ago Zazu already gathered some preliminary data to see if people were interested in the concept. We subsequently sent a follow up survey last week. The results of the survey are clear, a significant amount of people are interested in the concept of Zazu. When asked the following question: *“Would you want to use a lightweight application that works like WhatsApp to invite people to your events and show you which of your guests are attending?”* only 21% of the people (n = 62) answered no and 42% of the people answered yes. When asked *“Why would you want to use such a standalone app over FB events?”*, most people indicate that they do not trust Facebook and dislike using it. These questions and more can be found in Appendix B.

The case for Zazu is supported by multiple expressions of interest. Further research into the validity of Zazu will only be possible when the product is even more developed.

### 4.2 Companies expression of interest

It has been shown that event marketing for companies and organizations can be extremely useful for creating a positive brand image, especially when there is a high attendance for the event (Zarantonello & Schmitt, 2013). Facebook offers companies the functionality to also create events on their platform, which then show up on the feeds of various different people that might be interested. However, here the same problem

occurs, which is that not everyone uses Facebook anymore. Moreover, other event broadcasting applications do not offer a specific targeted audience to which companies can broadcast their events to.

We contacted several organizations about Zazu with a special survey. Sadly due to the current quarantine situation this survey was filled in less than hoped. When asked *“Do you think many organizations currently feel the need for an app like this”* all three organizations answered ‘maybe’. They were interested in testing the application for free, but buying a subscription as of yet was out of the question. This was to be expected, as Zazu’s €25 per month is a lot of money and we currently do not have the user base that makes the application so interesting for organizations.

A big part of our marketing plan concerns giving away some free subscriptions to do affiliate marketing (Laudon & Traver 2016), where organizations refer people to our application. While this will not be profitable in the short-term, the fact that organizations are willing to use Zazu for free validates the marketing plan. Please note that all three organizations were student organizations, which do often not have a lot of means and therefore cannot be seen as representative of the average organization that would be interested in Zazu.

### 4.3 Unique selling point

The difficulty of inviting friends to an event should be reduced in a novel event broadcasting application. Moreover, for companies and organizations, the difficulty of reaching a target audience for specific events that they host, should be reduced.

Moreover, the idea of an event broadcasting app is not entirely new. However, current events apps require some kind of account registration, which means that it is not

low-key to use at all. The threshold for using such apps is too high, which is why most people for now rely on social media apps such as Facebook because sometimes they already have an account on the platform. By removing that threshold in Zazu, people will be far more likely to use it. Moreover, Zazu has an advantage over other apps since it can provide companies the functionality to broadcast their events to their target audience(s).

## 5 UI/UX analysis

### 5.1. Online survey set-up

To be able to gather a lot of feedback from different types of users in this corona pandemic, an online survey was created using Google Forms. The users were still able to see and click through the prototype using a link that was provided by Adobe XD.

The survey had been filled in by 33 people. However, one person did not give his full consent, so his answers had to be filtered out, leaving us with 32 responses. Most of the respondents are between the age of 21-25 while others are between the ages of 26-30 and some are 16-20 years old. Moreover, there are 2 respondents who are in between 31-35 years old and there are 2 respondents who are over 36 years old. 17 people are also currently students while 15 are not students. This shows that the survey has been filled in by a very diverse group of people, which is very representative of the target group of users for Zazu. However, most of the respondents are still young and most are also students, who represent our main target group for now. More demographics on the target group can be seen in Appendix C.

Moreover, the survey consisted of several different parts. After giving consent, the respondents were asked to do some tasks

with the prototype, indicate whether the different parts of the prototype were clear and leave feedback on those parts. The next section of the survey consisted of questions to test the overall user experience of the prototype using Nielsen's heuristics. Lastly the respondents were asked some final questions on the reasons that they would use Zazu and its pricing schemes.

Lastly, a survey for organizations was also made. However, they are not the main users of Zazu right now, which means the focus on the UX aspect lies on individual users. Also, we cannot provide conclusive results from the survey for organizations since only 3 organizations have filled it in, meaning that it would not provide us with significant results.

### 5.2. Results of the survey

The results show that, overall, the different parts of Zazu are clear to the potential users. However, there is still some feedback that most of them had in common and some minor remarks that were mentioned only once or sometimes twice. The word clouds below visualize what the topics are on which the remarks were made. The bigger the word, the more remarks there were made about that particular topic. Most of the time it was a negative remark about Zazu or something that they would like to see changed or added onto Zazu.

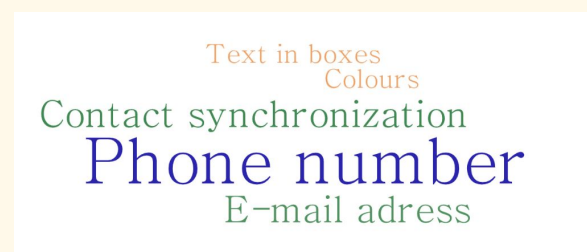


Figure 1: Word cloud on account-registration

Figure 1 shows that most people had a remark on the request for their phone number to be able to create an account. Some people did



not like this about the account registration part and would rather use their email address to create an account. Moreover, very few people did not like the idea that their contacts would be automatically synchronized via their address book.

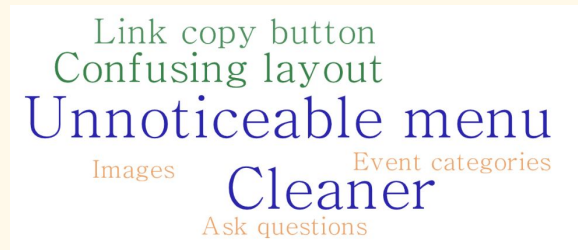


Figure 2: Word cloud on event overview

Furthermore, figure 2 shows what kind of remarks were made on the overview of all events and on the overview of the events that a user would host. Apparently, not a lot of people noticed the small menu that would show all the event options, such as editing the event, inviting more people or deleting the event. Moreover, a lot of respondents commented that the overview can be a lot cleaner, when looking at design. Another useful feature would be to easily copy links to share an event using a dedicated button for this.



Figure 3: Word cloud on invitations overview

The next part on which the respondents could comment is the part on attending events and seeing a list of invitations. The word cloud in figure 3 shows that a lot of people made remarks on the icon that was used to navigate to the list of invitations. It should now be

replaced with an icon that looks like a new notification is popped up. Moreover, other people also would like to see the option that they could put themselves on a 'maybe' list for attending an event.

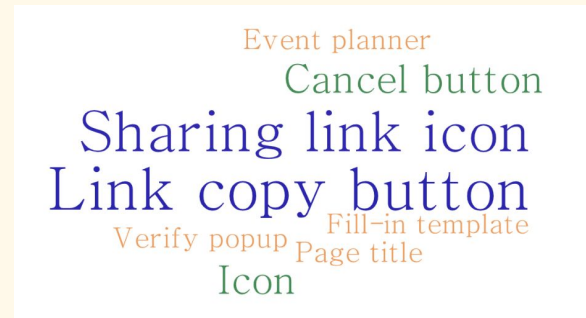


Figure 4: Word cloud on creating an event and settings

Next, the respondents could give feedback on the part of creating events and the settings page. Figure 4 shows on which topics the most remarks were made. Again, a lot of people would like to see an easier way to copy a link in the form of a button.



Figure 5: Word cloud on discovering events

Lastly, the respondents could make a remark on the discover page of Zazu. Apparently, the purpose of the page was still a bit unclear since they did not understand how companies would be able to promote their events on the app. Moreover, some remarks were made on the company profile page and that it is not necessary to always see the general profile info of a company.

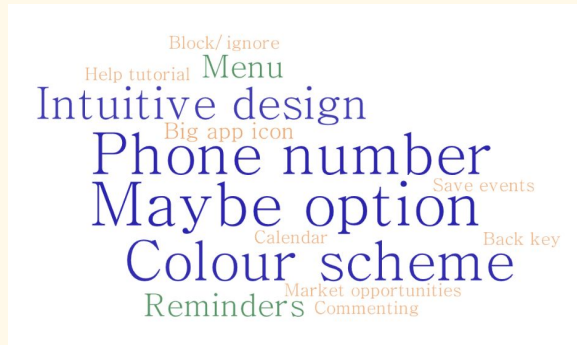


Figure 6: Summarizing word cloud on all app functionalities and design

All in all, when asked about the user experience of the overall app and its functionalities, a lot of people mentioned that the colour scheme could be changed and that the most important features to rethink were the ‘maybe option’ for events and the phone number when creating an account. On a more positive note, a lot of people also thought that the design was intuitive.

### 5.3 Conclusion of the results

The feedback that has been collected with this survey will eventually aid in the design and eventual functionalities for the first release of Zazu. The topics that have been mentioned most will then be reconsidered or will be added onto the application. However, one thing that will not be changed is the use of phone numbers for the account registration since this is an essential part for the application and will eventually aid in the simplicity of Zazu.

## 6 Pricing scheme appropriateness

We asked people whether or not they have faith in our freemium pricing. This is important, because it will be Zazu’s main source of income. When asked (n=32) “Do you think intensive users of the application should pay for it? (intensive users are users who create

multiple events simultaneously and also really big events)”, 40% answered yes and only 13% answered no. This indicates that at the very least there will be people who would consider paying for a Zazu unlimited subscription. The current price for that package (€5) was also seen as most appropriate by the people who filled in that survey. For now the consumer pricing scheme seems adequate.

For the business subscription we received less positive responses. Only 1 in 3 organizations that filled in the survey were willing to pay for the application. However, as we explained before, these organizations are not representative of the average organization that would use Zazu.

## 7 Validating the results

For the validation of Zazu, 3 different online surveys have been conducted. It was not possible to hold interviews etc. due to the Corona pandemic, which makes it easier but also more difficult to validate the results of the online surveys. It can be argued that online surveys do not convey the information of the prototype in the right way and that people cannot provide detailed feedback. However, the surveys still cover a great deal of the application. So, the respondents could still evaluate many aspects of the application.

Moreover, Adobe XD made it extremely easy to share the prototype online and let people click through it. However, some people also had some issues with it since it would freeze up on them. This has resulted in some people not being able to provide clear and valid feedback towards the end of the survey. So, this definitely has had some impact on the last few questions of the survey. It can be seen in the results that there are, for example, less answers on the ‘feedback-questions’. This is probably because people were not able to go through the prototype anymore.



On another more positive note, online surveys made it possible to let people provide feedback anonymously. This made it possible that 'socially accepted' answers were prevented. Moreover, the fact that 62 people responded to the first survey and 32 to the second survey, shows that the results can be seen as significant and conclusive. The demographics of the respondents in the second survey also show that the group was quite diverse but still represented our target group for Zazu.

We think the analysis in this report provides a significant case for the validity of Zazu regardless of the unforeseen shortcomings mentioned above. The next step; evaluation of the app, will provide a better case on what needs to improve. When the MVP is launched we will make sure to provide strong evaluation methods to make sure the users are satisfied.

## References

- Anderson, M., & Jiang, J. (2018). Teens, social media & technology 2018. Pew Research Center, 31, 2018.
- Khan, Z., & Jarvenpaa, S. L. (2010). Exploring temporal coordination of events with Facebook. *Journal of Information Technology*, 25(2), 137-151.
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- Paris, C. M., Lee, W., & Seery, P. (2010). The role of social media in promoting special events: acceptance of Facebook 'events' (pp. 531-541).
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## Appendices

### Appendix A - Comparison of key features among competitors

	Zazu	Facebook	Meetup	Eventbrite	Eventful
Free to use	+	+	+	+	+
Notifications on changes	+	+	+	+	+
Shareable across platforms	+	+	+	+	+
Syncable with other platforms	+	-	+	-	-
Discover nearby events	+	+	+	+	+
Follow organisations	+	+	+	+	-
Purchase tickets	-	+	-	+	-
Messaging	-	+	+	+	-

## Appendix B - Quick customer expression of interest: Satisfaction with FB events

Dear reader,

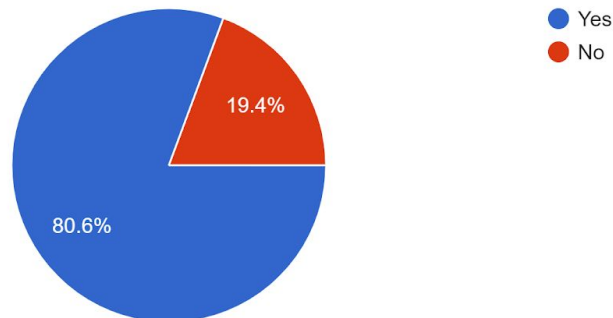
First of all, thank you for taking the time to fill in this questionnaire. We are currently researching whether people are satisfied with the functionality that Facebook offers in the form of Facebook events and whether people would be interested in a stand alone, lightweight application (that has nothing to do with Facebook) in which events can be broadcast instead and where you can still invite everyone to your event. They would only need to install the app and provide their phone number like with WhatsApp. These types of events could be small gatherings with friends, such as a board game night, or big gatherings such as weddings. Please note that you should have had experience with Facebook and Facebook events in order to fill in this questionnaire.

Thanks in advance,

Thomas Hes, Brian Janssen, Simardeep Singh & Jip Wijnia

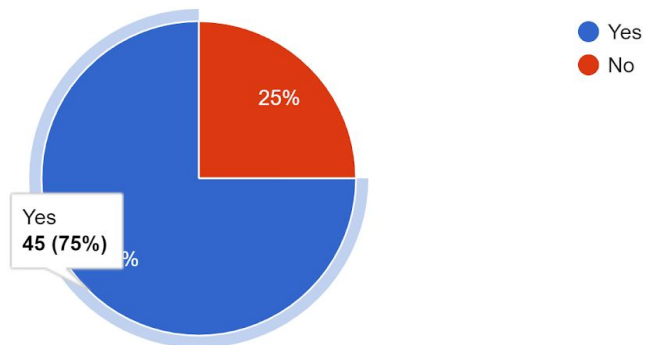
Do you use FB events?

62 responses



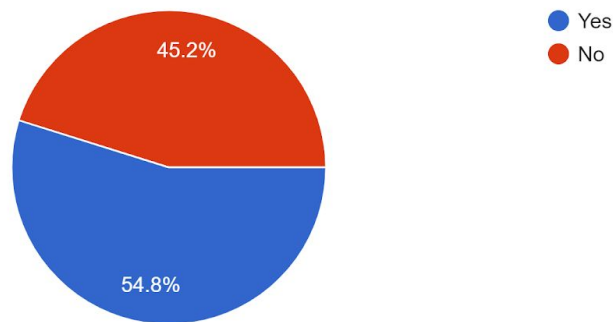
Does a significant amount of your family and friends use FB events?

60 responses



Are you satisfied with FB events?

62 responses



If you answered no in the previous question, why are you not satisfied with the use of FB events?

28 responses

A lot of people who end up going do not say they are, and it is hard to see whether or not I'll see friends at the event.

because Facebook is a trash company that I only use begrudgingly

It's pretty much the only reason I still use facebook

Because everybody uses it, and I can't because I don't have facebook. I don't want to have FB because of the cons of it (privacy intrusion, data sharing, peer pressure) but everybody uses its events and I miss the events.

Facebook fucking sucks.

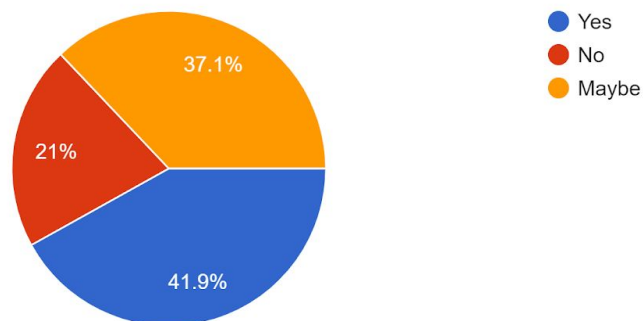
It's Facebook

i HATE facebook and its privacy stuff

I don't use Facebook and don't want to. I do not trust the company and dislike their values

Would you want to use a lightweight application that works like WhatsApp to invite people to your events and show you which of your guests are attending?

62 responses



### Why would you want to use such a standalone app over FB events?

62 responses

The people I want to reach and remind with my event are mostly Facebook users, but that is the only reason I use it. A platform where my privacy is more valued and I can reach the same people would be great.

Fb events are just fine

No Facebook or something like it, but standalone. Only if privacy and stuff is managed well.

i dont trust facebook

If it would have a revenue model that has nothing to do with selling my data that would be my reason.

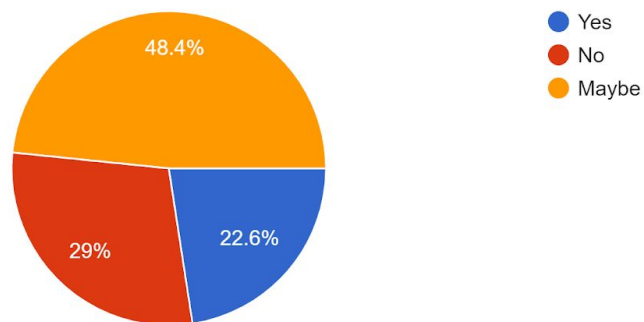
It would provide a better overview of the events than FB page.

Because I don't like Facebook

If everyone else uses the app instead of fb events.

### Would you still use FB events if there was such an app?

62 responses





## Appendix C - Validation survey: Zazu for individual users

### Consent

First of all, thank you for taking the time to fill in this online survey. The survey will include a link to a prototype of the event broadcasting application Zazu. We ask you to try and perform certain actions with this prototype.

Moreover, Zazu has entered its first phase of development now and we have some questions for you regarding the necessity of and interest into the application, the user experience of the application and potential pricing schemes. We think that you will provide us with much insight into our product development and we hope that we can eventually be able to create something that you will be able to use to help you create events in the app and broadcast them to your friends or target audience.

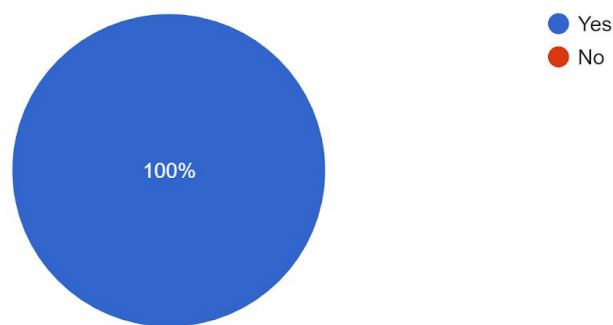
The survey can be filled in anonymously and the results will be treated confidentially. Your participation in this study is voluntary and if you decide to participate, you may withdraw at any time. Moreover, the survey will take no longer than 15 minutes.

Before you can start the survey, we need to make sure you are fully aware of the purpose of this survey and that you give us your consent on a few matters. Would you therefore please read the following questions and indicate whether you understand what is stated and give us your consent?

If there are any questions, please do not hesitate to contact us via [s.singh1@uu.nl](mailto:s.singh1@uu.nl).

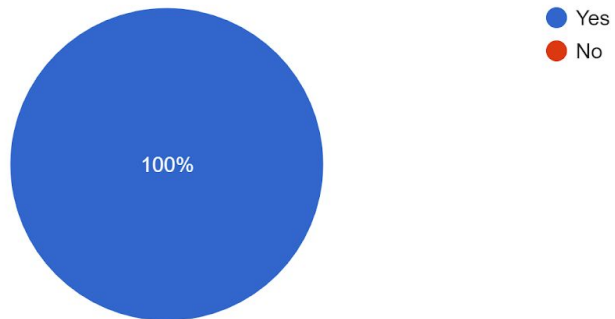
Do you confirm that the purpose of this survey is clear to you?

32 responses



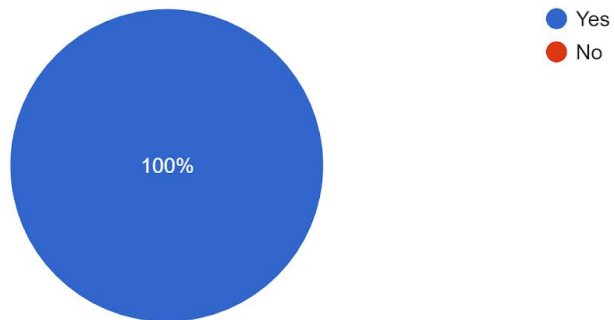
Are you aware that this survey can be filled in anonymously?

32 responses



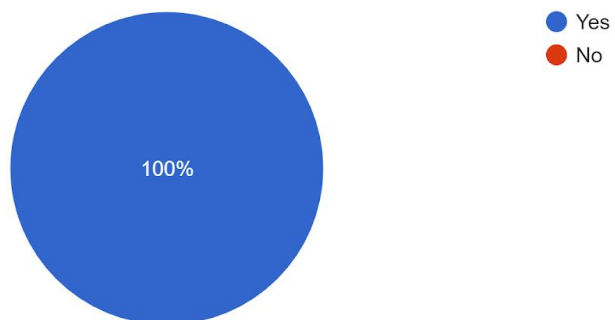
Are you aware that you can quit the survey at any possible moment?

32 responses



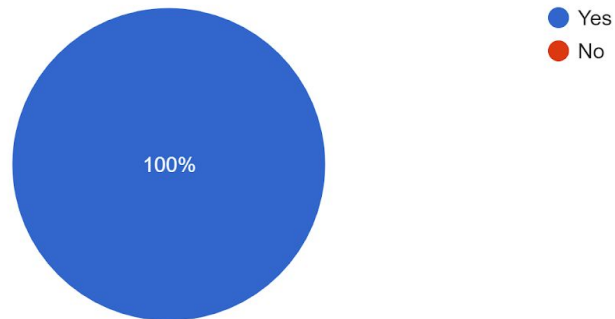
Do you understand that you can request any of the data collected from this survey?

32 responses



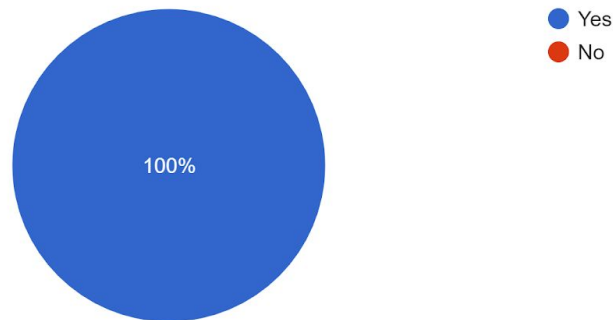
Do you understand that you can request us to delete any of the data collected?

32 responses



Do you consent to us using the data gathered from the survey?

32 responses



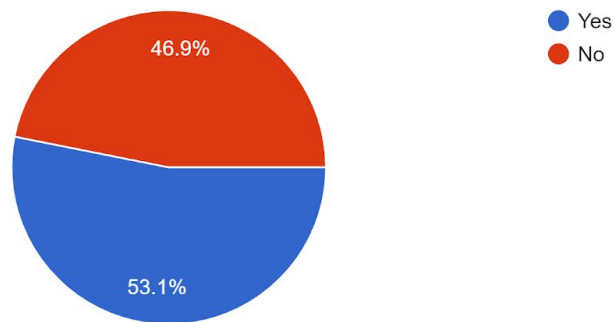
Questions

How old are you?

32 responses

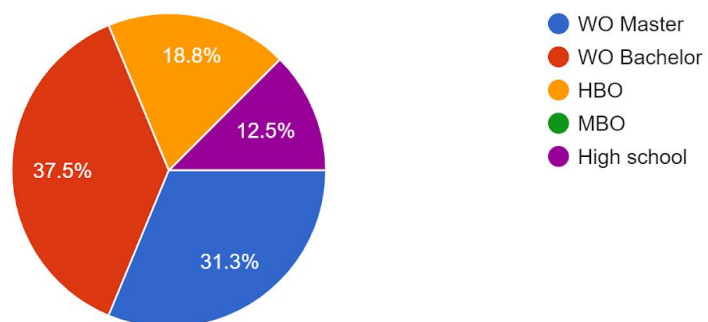
Are you currently a student?

32 responses



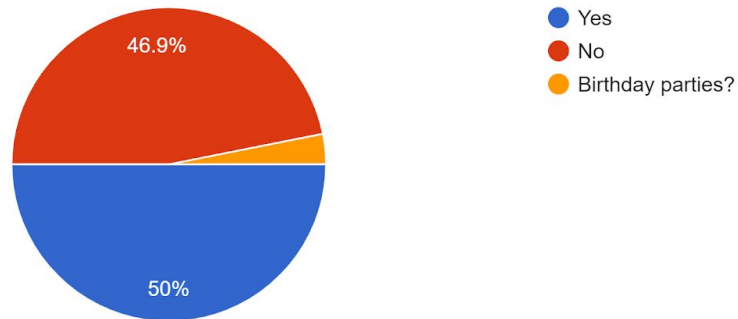
What is your highest or current level of education?

32 responses



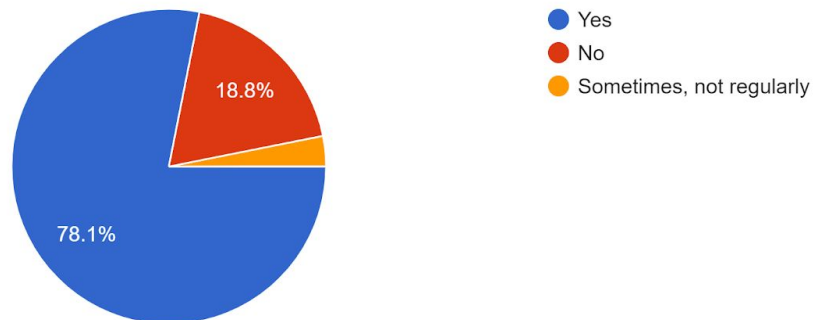
Do you host any kind of social events yourself (at home or anywhere else)?

32 responses



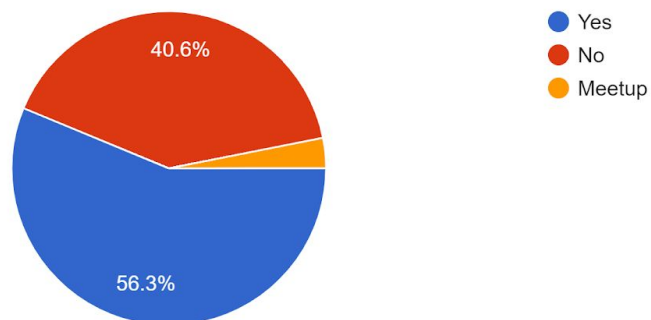
Do you regularly attend social events hosted by your friends or any kind of company or organization?

32 responses



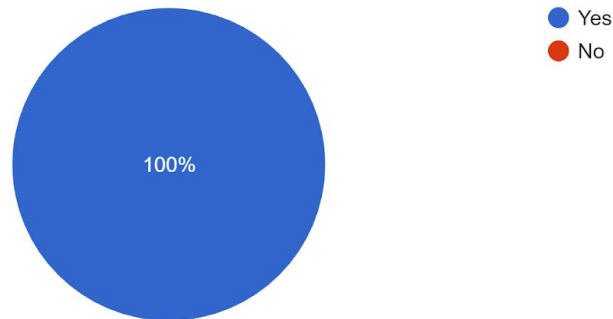
Do you use FB events or any kind of other event broadcasting platform?

32 responses



Is it clear how you can set up an individual user account?

32 responses



Do you have any feedback on this part of the application?

16 responses

Im not a fan of synchronisation of my contacts. Maybe you can make another option so you can choose which contacts you want to have as a friend or something..

I'm always careful handing out my phone number to apps. I only do it when I find it really necessary. Email would be much better for me. I don't like the idea of an app automatically having all my contacts/being able to call me/know a lot about me. You cannot easily block calls/messages if there is an unknown number, but you can block mails. Maybe add a phone number optionally only?

You might want to have a different nickname for different types of events. For instance some gamer groups would like their game nickname and for others their normal name. You should be able to change it per event, like you can also do in discord.

I don't really think the green outlined text fits the rest of the app's theme

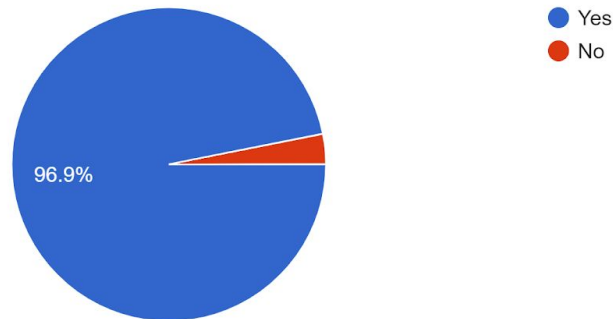
The text is a tad bit long, you could maybe add a title on each page, for example add "ALIAS" above the text field, this way users can quickly identify what the text field is for and skip the text if they want.

I would like to see the option to register with an e-mail address instead of a phone number.



Is the part on seeing your events and hosting events clear?

32 responses



Do you have any feedback on this part of the application?

17 responses

How to get to edit the event and the other options is a bit unclear, maybe the button in the right upper corner can be bigger. Also maybe some more information when the link appears to invite people to your event or for the co-host.

Maybe a way you can send the invites that doesn't include having to copy a link. So a way to invite people with less clicks. And the application didn't work after I tried to invite a co host.

Cant edit it

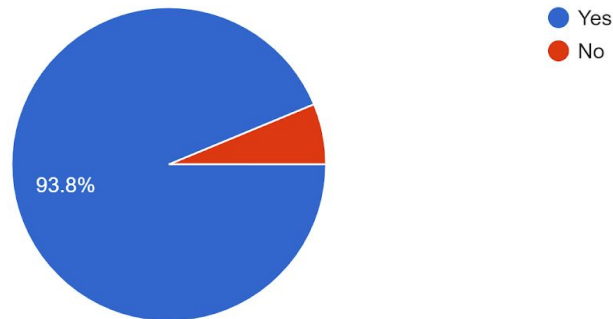
Try something more unique as an event identifier than a number. These can be guessed, you don't want unwanted people in your events.

Would be nice if it would just sync to my calendar. No need for me to have two apps that keep up with my schedule

Make it cleaner, remove the year in the list view and add the day of the week. Maybe use the right part of the list instead of putting everything on the left

Is the part on attending events and seeing invitations clear to you?

32 responses



Do you have any feedback on this part of the application?

16 responses

I assume if you click on the event title, you see the description as well before you accept?

I think the symbol is a bit unclear. That symbol is more for adding a new friend, but this is a new event. Usually that would be a message icon with a notification dot if there are new invitations for you. Would have found it easier.

Spelling error (atttend). I would like to invite my friends to events I'm going to. Can I chat with the host or suggest invitations which the host can accept or decline? Is a distinction between private and public events possible?

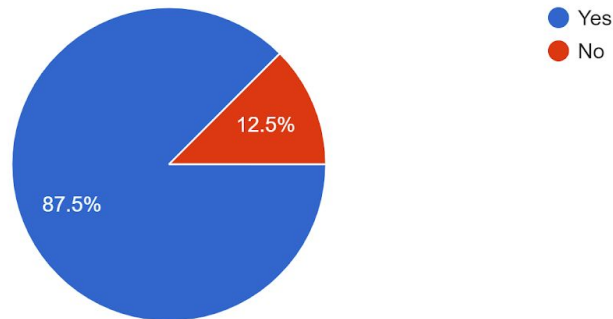
I suspect the green rectangle with "going" indicates that "I" am going, but it looks a bit like a button.

While the invitation screen is clear, the button at the bottom makes me think of a friend request instead of a event request. I would suggest changing this icon. Especially if you consider adding the feature of 'friends' in the future.

The icon for the invitations is a little misleading, as I thought it was for adding friends such that I can easily invite them, not that it was the place for my incoming invitations

Is the part on creating events and seeing your settings clear to you?

32 responses



Do you have any feedback on this part of the application?

15 responses

The button to get here is not super clear.

The icon of creating a new event isn't very clear to me. Also, the homescreen button isn't that clear as well.

Maybe it needs a title or something. I was a little unsure if I was at the right place

Cant create it or share it

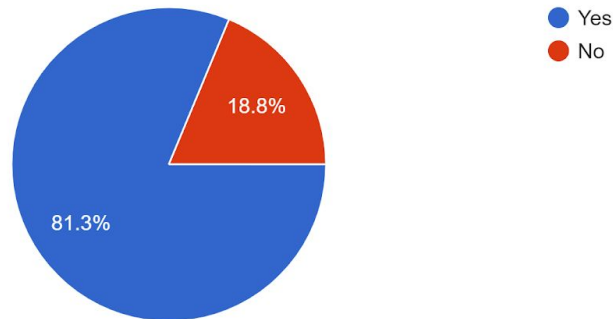
"create link" should have a sharing icon next to it. Just to make it more clear. Also I couldnt find the settings easily. Went to the general settings at first but realized that wasnt what I should be getting, so then I went looking for those other settings. The three dots next to the title just weren't clear.

No data could be andere?

Please don't use the save/cancel buttons on the bottom, especially when it's only for the phone number. You can have some popup/verify thingy when you change the phone number for instance.

Is the part on discovering events clear to you?

32 responses



Do you have any feedback on this part?

13 responses

I hope type is clear, I can't click on anything anymore (I need something, what's wrong)

Don't show info about Sticky when I want to discover Sticky events. I most likely already know Sticky and filling 70% of my screen with generic info will not help me.

Bij deze moest ik beetje gokken bij welk icoontje het was

Als er events gesponsord zijn zou dit aangegeven moeten zijn

i have no idea where to find this part?

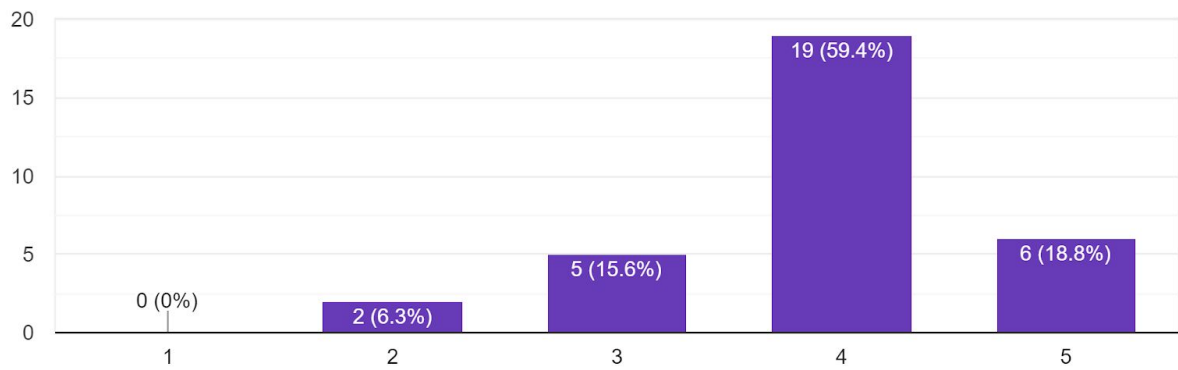
How do I now these are all events in the area/available? Do companies have to fill in their events on their on, in other words be part of this in order for me to find them?

I assume you can use the search bar above to search as well? I see it is active in all menu's, what part can I search with that search bar? That's not very clear to me.

The logo for me is a bit weird. Maybe a calender with a star (standing for new events) or something?

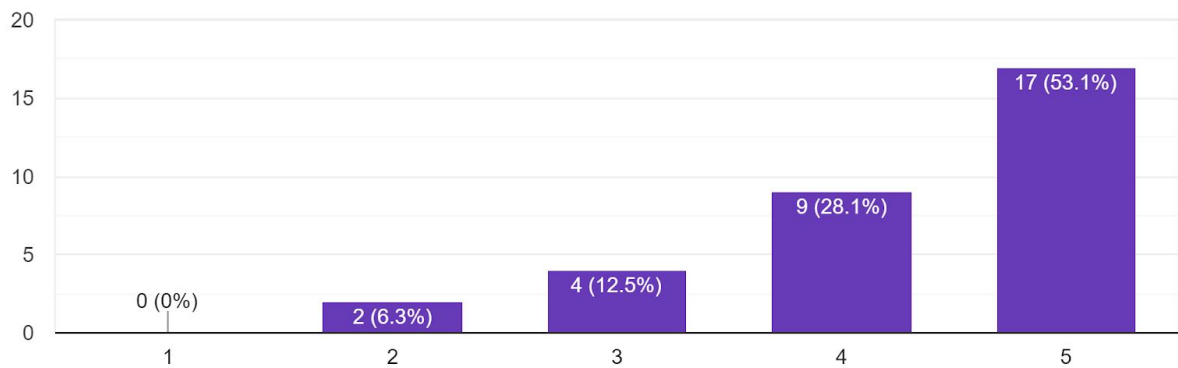
Visibility: To what extent do you feel that different functionalities of the application are visible?

32 responses



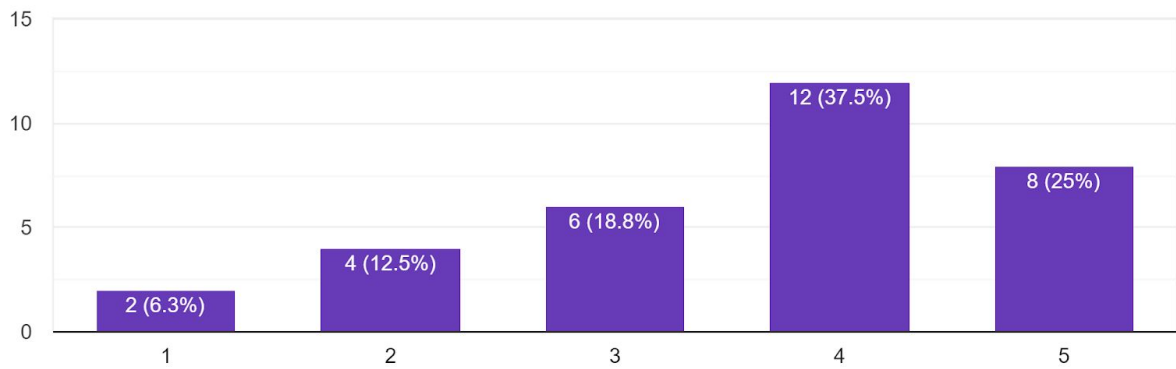
Consistency: To what extent do you feel that design features and functionalities in the application are used consistently?

32 responses



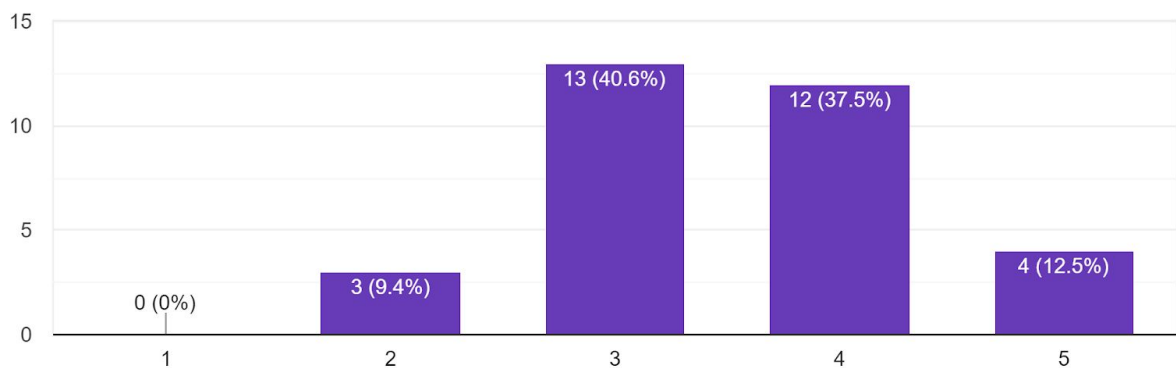
Familiarity: To what extent are you familiar with the symbols and language used in the application?

32 responses



Affordance: To what extent is it clear what certain things are for?

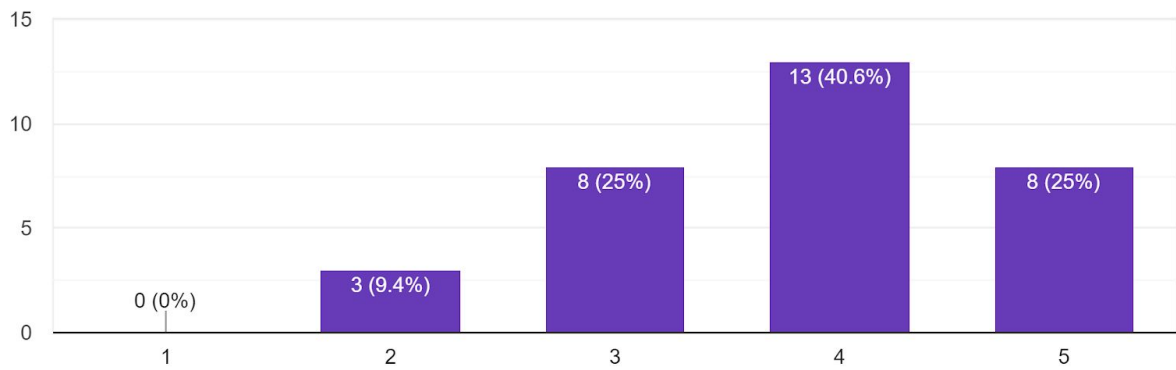
32 responses





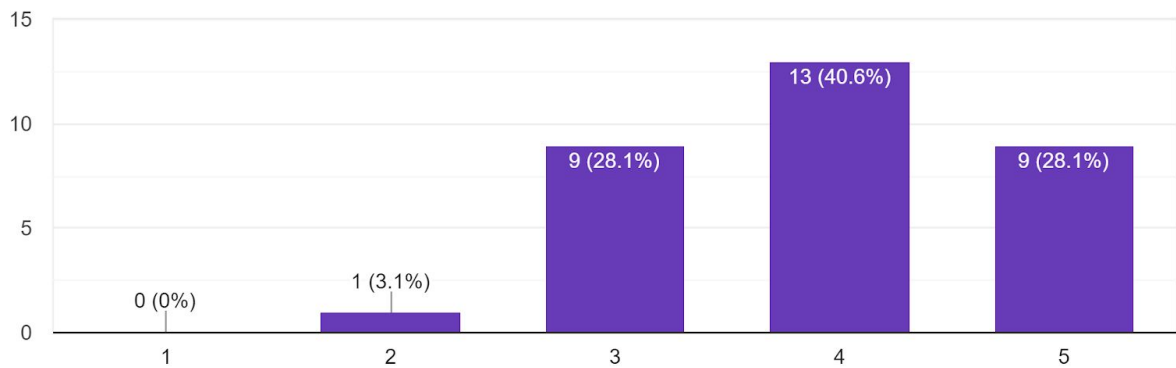
Navigation: To what extent is it clear how you should navigate in the application?

32 responses



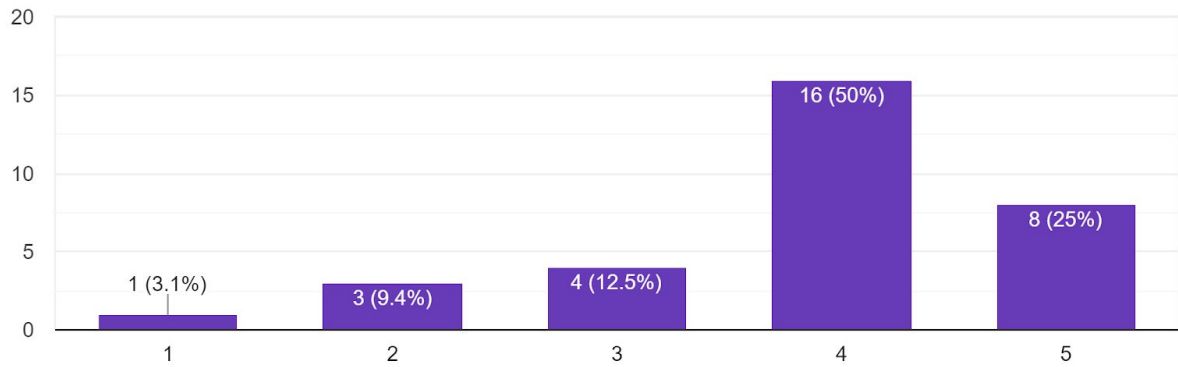
Control: To what extent do you feel in control when using the application for different tasks?

32 responses



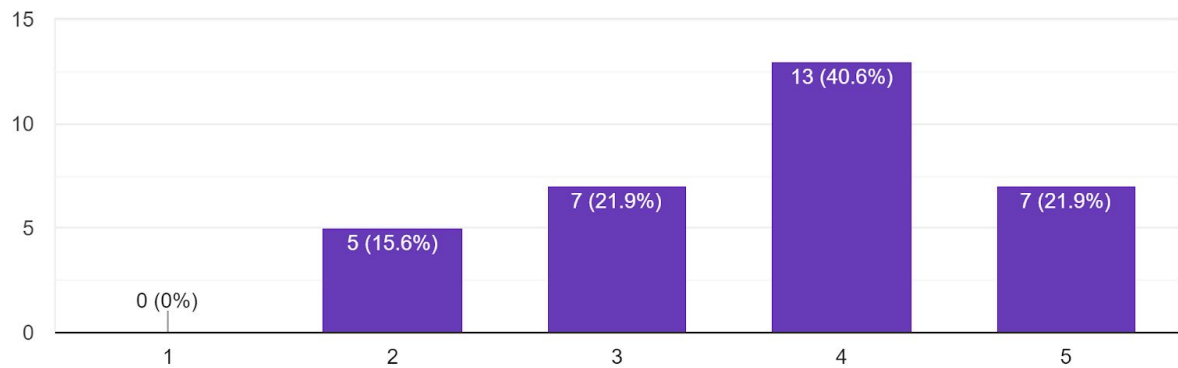
Feedback: To what extent do you think you get enough feedback from the system? (Note that not all of the feedback has been added to the prototype)

32 responses



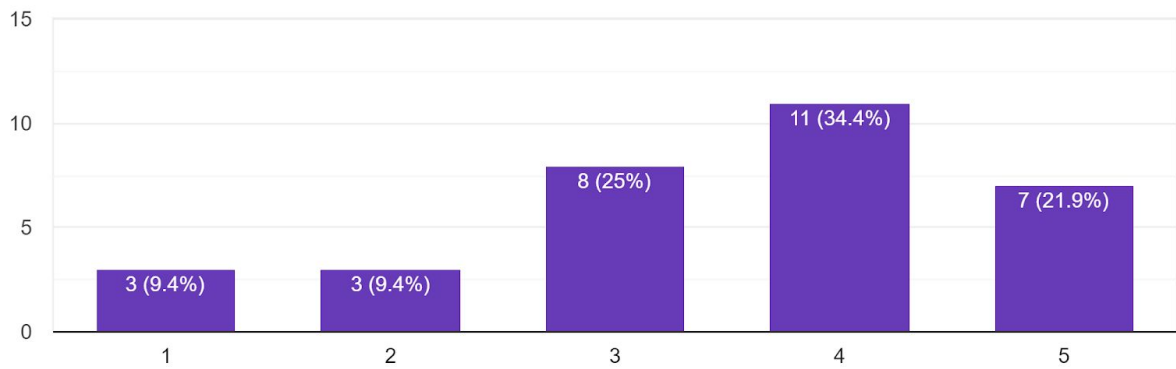
Recovery: To what extent do you think you can recover from mistakes that you made?

32 responses



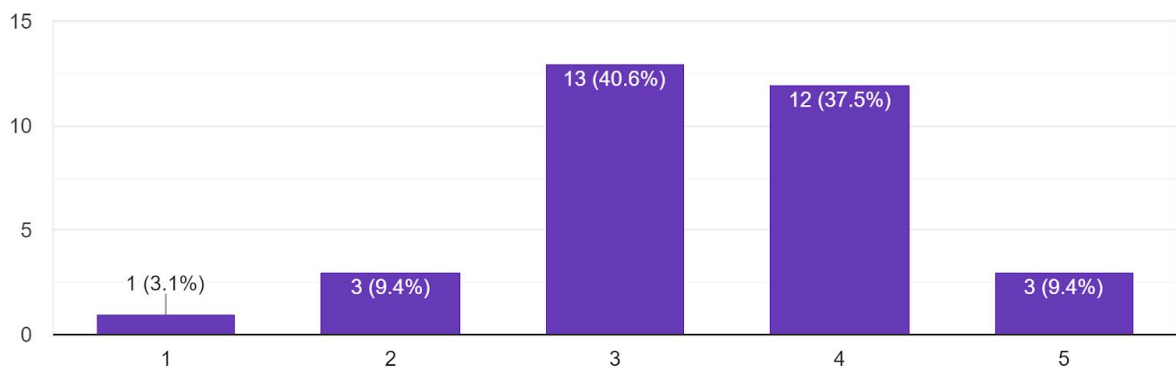
Constraints: To what extent do you think that there are enough constraints so people cannot do inappropriate things?

32 responses



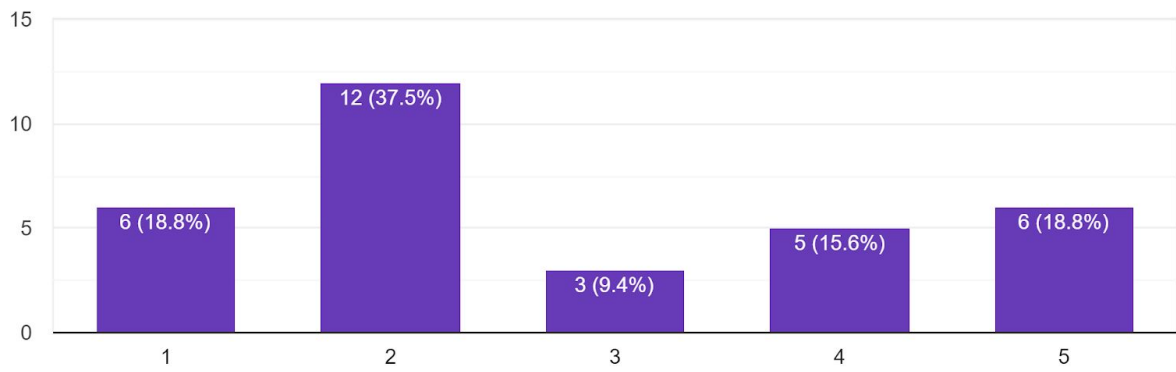
Flexibility: To what extent do you think that the system is flexible in its functionalities?

32 responses



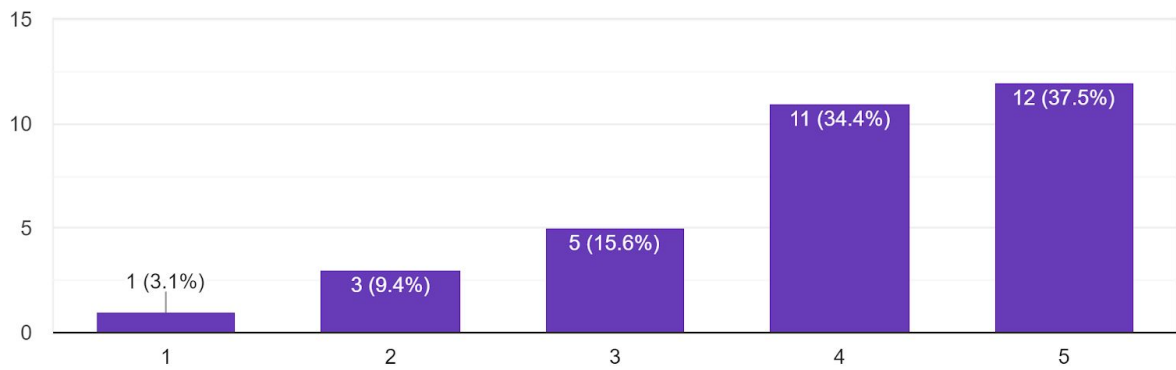
Style: To what extent do you think that the design is stylish?

32 responses



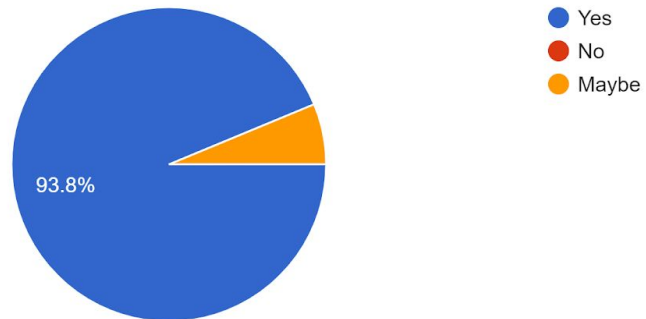
Conviviality: To what extent do you think the system is friendly?

32 responses



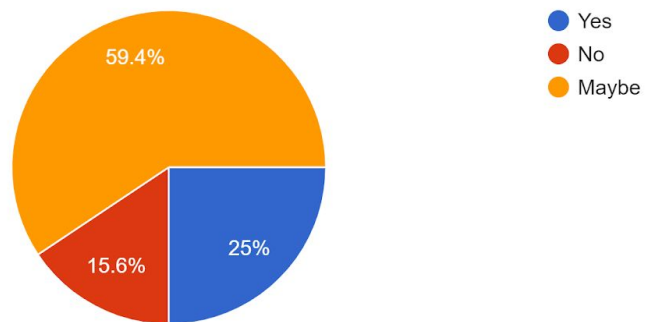
Is the purpose of Zazu clear to you?

32 responses



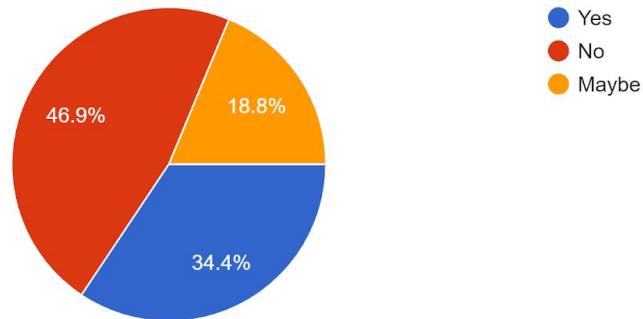
Do you think many people currently feel the need for an app like this?

32 responses



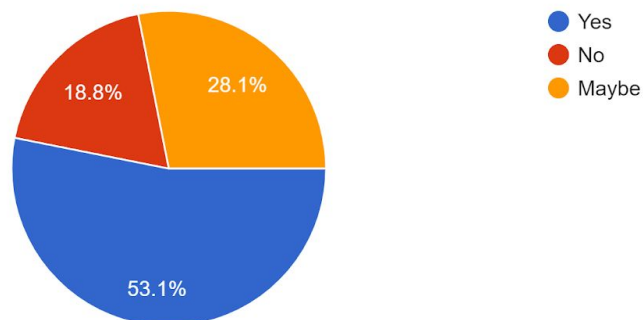
Are you concerned about using FB events due to privacy reasons?

32 responses



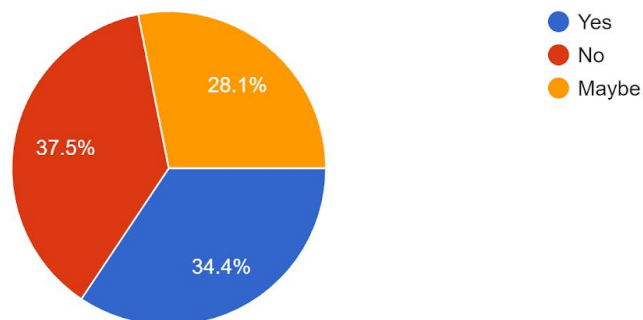
Do you think using Zazu would be more beneficial to you than using FB events or any other kind of event broadcasting platform?

32 responses



Would you use Zazu in its current state?

32 responses





## Do you have any feedback on the functionalities of the application?

16 responses

- Personally I am not a big fan of the colour scheme used in the prototype
- I recommend you emphasize (somewhere in the app or on the product website) that it isn't required for everyone to have downloaded the app. Since only the hosts really need the app, right? Perhaps mention it when the host receives the share link.
- The "cancel?" option confuses me. Does it mean to cancel the last action and behave like a back button or is it used to cancel an activity or terminate the account?
- Overall, from a user experience perspective it is a very straight forward app and I think there is definitely a market for this. Good job :)

Start with a tutorial of the signs in the app, and maybe a how to use it

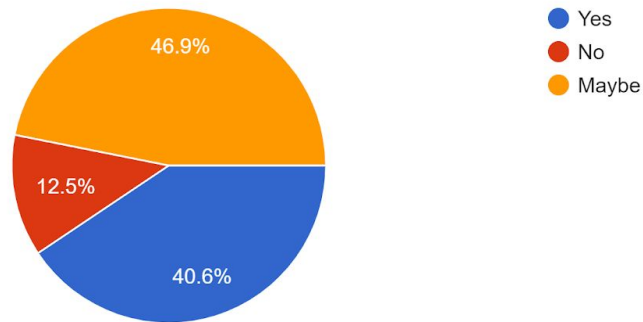
The app icon and your alias take up a big portion of the screen in all screens, which is quite unnecessary. Maybe move both towards the search bar up top?

Intuitive design, but I needed to guess on some symbol function. Maybe add a popup?

colour scheme needs to be reworked to make it easier to navigate the menus.

Do you think intensive users of the application should pay for it? (intensive users are users who create multiple events simultaneously and also really big events)

32 responses



If you are someone who hosts a lot of events, would you be willing to pay for this application and if so, how much?

32 responses

