

## Background

Events have become things to discover to obtain unique experiences, and the internet allows the publication and discovery of small, niche events that might not have a broad appeal but very specific and rewarding themes and events. Facebook Events changes the way people meet in their social circles and their way of promoting it and meetup.com has changed the way people group up in the real world based on their online interests/commonality with a level of commitment. But what about in between? Event discovery for people who want to try stuff casually, meeting people on obscure topics that otherwise they might not be connected with other than their interests, not relating to group memberships or forum signups? This is where Eventor comes in. We want to change the way people discover events. Instead of being reliant of knowing and joining a certain group (Facebook Groups, meetup) to know and be able to attend interest-specific events, we only care about their interests. We want to find out how different are people in trying to find events that they are interested with on current platforms (Facebook Events and meetup), and how they would react to our proposed design to find events only based on their interests.

## Goals

- Identify how people are currently using available event discovery tools
  - Facebook Events
    - Try to search with their interests
  - Meetup.com
  - Other stuff such as portals, friends.
- Identify how people use a novel interaction to discover events
  - Based on interest only
  - Tinder like interaction
  - List interaction

### Screening Questions:

- Do you use Facebook Events/ meetup for event discovery right now?
- If not, how do you find things to do? Through friends? Online portals? magazines?
- What kinds of events are you discovering through facebook?
- What kinds of events are you trying to, but not having success yet, discover through facebook? (Repeat for Meetup)
- Are you filtering events based on your interests / casual interests? something that you haven't done / don't do often but want to do?

### Research Question and interest points

- How do the user try to filter out interesting and non-interesting events in current solutions?
- How do the user communicates their desire for an event with a certain.. topic or interests? is it only the available list? or do they automatically insert their own tags?

- How do the user interacts with a list interface? how do they scan through it? why do they click on certain events and not others?
- How do the user interacts with a tinder card interface? do they click details on every event, or try to filter based on specific information before they tap in and view the detailed information?
- Are users aware of events in the future that they have indicated interest in?

Script:

User is asked to fill in the screening questions. User then writes down their casual interests on paper as a list. Tester then takes the list and gives user a device to log in with their facebook/meetup account. Then the user gets asked to do certain tasks.

UserQuestion: How do you find stuff to do around the city? What apps? From friends? Any portals/ magazine? Specific social media accounts?

UserQuestion: Out of how many event listing that there are actually events worth attending to you? Do you feel it's a waste of time?

UserTask: Can you navigate to the Events app on Facebook? Now find an event that you are interested in.

- How does the user go to the events menu? Can they do it directly or through what menu?
- What do they do once they are faced with the list facebook interface? Do they just scroll through? How many events do they middle click on? How many events do they directly press on interest? Do they open one event at a time then go back?

UserAction: They clicked on an event

UserQuestion: Why did you click on that event? What keywords what images?

- Take note on what exact information that matters to them, input for the initial information that 's needed
- Take note on what they are looking at in the detail information page about the event

UserQuestion: What information are you looking for in the events detail page?

UserTask: Now find an event that matches your x interest. (x from the paper they gave the tester)

- How do they go about it? In the interest list in the side? Search bar? What keywords to they use?
- Do they find one? Or do they change the interest definition?
- hashtags?

UserQuestion: Do you feel the available events are what are you looking for? Would you be interested in finding your own specific keywords using hashtags? What kinds of hashtag would you search for your interest?

UserTask: Now you are trying to manage your calendar. find all the events that you have indicated interest in for the next week.

- Do they know about this feature?

UserQuestion: have you used this feature before? Do you think that it's useful? How would this be integrated into your phone if it were up to you?

Now the tester gives the user the tinder-card interface prototype. User begins by inputting their interests into it. Then click start

UserTask: find an event that you are interested in and click interested.

- How do they use it? How much time do they consider on the choice and swipe left/right?
- What information are they looking for? Why do they see the details?
- How long do they stay in details until they decide that this event is interesting or not?

UserQuestion: Now compare using facebook and using this prototype. Which one do you prefer? Why? What is annoying about facebook? What is annoying about the prototype?