

## Project Milestone 1 Corrections

Delta Marshallers

Nia Dicks, Ward Eldred III, Clare Rizzo, Aaron Slaven

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## Task Analysis

### Task Environment

Our system would thrive best in an environment that has a dense, diverse population that has a good existing community engagement and current infrastructure for hosting events. This infrastructure may look like sports parks, auditoriums, stages, and general spaces available for use by the local community. Existing framework for events would only increase the viability of our proposed system and potentially increase the involvement of locals in their community. In an area without decent prior infrastructure, it would be even more important for the community to get together often on common grounds, in hope to push the local officials to dedicate spaces for recreational activities. Additionally, our system should be versatile enough to be able to thrive under many different conditions, giving users incentives and information to attend events over anything else. To do this, our system must be adaptable, in the sense that it offers access to a wide range of events in the area.

### Important Tasks Performed

While various platforms encourage community members to improve their engagement with local events, here is a short collection of some important tasks that our team has found (based on the data we collected) to be the most important to host a productive and user-friendly system for users.

1. View local events happening within a certain distance
2. Read information on the events
  - a. Read descriptions of event details
  - b. See listed time for event(s)
  - c. View the location and distance to the event
  - d. See who else is attending the event
  - e. See past ratings of attendees
  - f. See photos/ media from the events
3. Be targeted for specific events
  - a. Based on input information or of past events attended
  - b. Based on popularity of past events attended
4. Connect with attendees who are also attending the same event
  - a. Via online or in person
  - b. See contact information on a profile of types
5. Make note of events they are interested in
  - a. Access events users have marked as interested
    - i. Be able to see if others are attending
  - b. Add interested events to an online calendar
    - i. See all events marked
  - c. Be able to access events that users have not marked
6. Send notifications to users as reminders
  - a. If users have acknowledged that they would like to receive notifications
  - b. Notifications about schedule updates
  - c. Notifications about live updates during the event
  - d. Notifications after the events about the next upcoming event

7. View live updates about ongoing events
  - a. Attendance
    - i. Live comments
    - ii. Live videos/photos/media
  - b. Time changes/cancellations
  - c. Weather delays
  - d. Additional information
8. Search for events in the area with criteria/filters
  - a. Based on distance
  - b. Based on soonest
  - c. Based on popularity
  - d. Based on price
9. Chat with other interested attendees
  - a. See their name and contact information if they desire to share
10. Share event/event details with others
  - a. Receive way to share information after attendance

#### Specific Example Solution

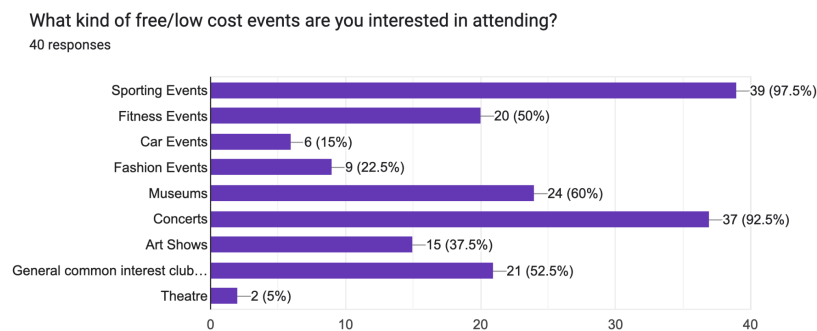
As mentioned in the Existing Solution section above, Meetup, a social media platform, serves as an online hosting/organizing forum for people with similar interests to come together and connect within their community. An example of a particular group that benefits from this application is a group named “Just Travel - Singles Travel Group” stationed in Greenville. This group currently hosts around 4,000 members who identify as single and travel to different bars and restaurants, go on cruises together, spend holidays together, etc.<sup>6</sup> Through this group, attendees have broadened their ability to connect with other single people whilst enjoying the festivities of the Greenville area. Our team would love to build off of a system like this with improvements based on our survey results.

#### Data Analysis and Techniques

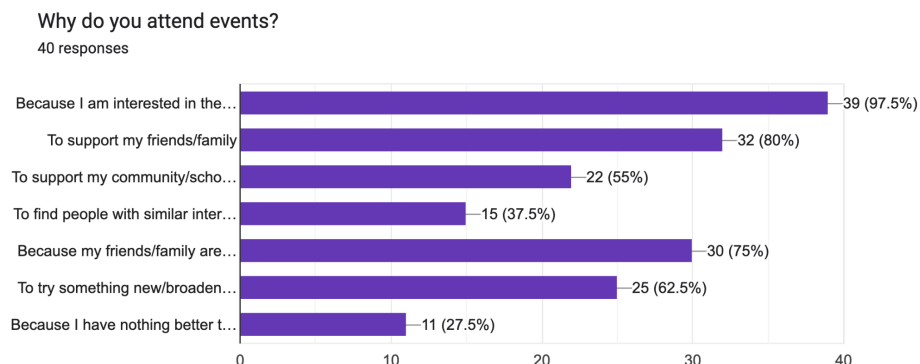
The majority of our data was conducted through an online survey done with google forms that consisted of 11 questions to gain information about each person and how inclined they are to attend local events to support their communities. The rest of our information was gathered from small interviews with peers about their opinions on local events and how they engage with the community. We surveyed a multitude of people from various backgrounds and different levels of initial community engagement. The team decided that a google form was a quick and efficient way to retrieve data from a various amount of people from different areas in a short span of time.

From the 40 responses we received on our online survey, 31 people were in the range of 18-25, 1 person was in the 26-34, 2 people were in the 44-54 range, 3 people in the 55-64 range, and 3 people 65 and over. 45% identified as being an active part of their local community in which they already attend local events or are interested in supporting their community in other ways (and 32.5% identified as maybe being an active member of their local community). When asked if they are more inclined to attend events that are of low cost to them, 85% of the people

surveyed said that they are more inclined to attend events if they are low cost, and 67.5% of those people would be more inclined to attend said events if they were advertised better. When given a multiple option select for the kind of free/low cost events people are interested in attending, 97.5% of the people surveyed are interested in attending sports events, 92.5% are interested in attending concerts, and 52.5% are interested in attending general common interest club events.



Additionally, when asked about the preferred way to hear about local events, the majority of responses preferred hearing about them through word of mouth from friends and family, email, or through social media. Furthermore, the majority of people surveyed are at most willing to travel 20 miles to attend an event. Lastly, we found that the majority of the responders attend events because they are interested in the event (97.5%), to support friends and/or family (80%), or because their friends and/or family members are also attending (74.4%).



## Analysis

The majority of people surveyed are between the ages 18-25 and are currently students. All but one of the respondents in this category is most interested in attending sporting events, which is most likely due to the culture of sports surrounding colleges and universities; additionally, many sporting events take place on the college campus itself (encouraging people to attend because of proximity) and are free/low cost for students. Additionally, with the fact that many of the people surveyed are an active member of an organization, club, or sports team can contribute to the inclination for them to attend events; when people are apart of an organization that holds events, they understand the difference that is made when there is a large number of people in attendance versus nobody being there to support them. Additionally, the fact that people mostly attend events to support their friends/family or to attend the events with them, we can find that social interaction promotes community involvement.