Circle

Local Events App Design Pitch

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EXECUTIVE SUMMARY

Objective

What's happening right now where you are? Find local events such as concerts, shows, open mic nights, karaoke, wine tasting, and so on, in the city you're in. Create you're own events and invite friends. RSVP to events and find others that are going. Planning on going out of town? Find events in different cities right now or in the future. Circle allows you to mix into the local scene, wherever you are.

Features

• Get a list of events near your location in real-time

• Create events, invite your friends, and RSVP to others' events

• Add events you're planning on attending to your iPhone calendar

• Browse events by date, location, age-level and category

• View details about events, including who is attending, information about the venue, and directions

• "People who have attended Motley Crüe concerts have also enjoyed dinner at Bun Huggers!" View sponsored and related events and activities for events you are attending

Limitations

Currently, there is no Craigslist for events — a centralized service to provide all events happening in a given area Rather, event planners must register their events with many different publications and services, generally targeted at a local audience. One of our main challenges as a service, then, is to collect, parse and normalize all of this information for each locale.

Additionally, there is what we like to call the "RSVP problem." People RSVP to events and then change their mind or forget about the event, and or forget to RSVP to an event they actually attend. Designing a helpful but unobtrusive reminders system will help users to do the things they want to do when they want to do them, and showing which events their friends are attending will help to encourage engagement.

USER PROFILES

Our users break down into two groups: those who are looking for things to do, and those who are promoting events.

Event seekers

We break down our users looking for events into three main categories:

- *Young adults 13-21 years*

  These users will use Circle to hook up with their friends and find parties, concerts other events to attend. Because younger adults have a strong sense of group identity, these users will be heavy users of the social parts of our service: RSVP-ing for events and seeing who's attending what.

- *Young professionals 21-35 years*

  By making it easy to discover what's going on, users will be able to avoid what Flickr co-founder Caterina Fake has termed "FOMO," the Fear Of Missing Out[1]:

  > …it's what happens everywhere on a typical Saturday night, when you're trying to decide if you should stay in, or muster the energy to go to the party. At SxSW I see people wondering if they're at the wrong party—the party where they are is lame, feels uncool, has too much brand advertising or doesn't have anyone there they'd want to hook up with—and so they move on to the next party where they have to wait in line too long, can't get a beer, or don't find their friends, and so move on to the next venue where…and so on.

  By allowing these users to explore and track both the events and people they care about rather than wondering if there's something better around the corner, we help them avoid FOMO, and be happier as a result.

- *Parents of children 10 years and under*

  In today's hyper-competitive child-rearing environment, in which parents enter lotteries to get their children into exclusive private or charter schools and trample each other to the ground to get the latest hot Christmas gift, Circle will not only give parents better tools to find experiences for their child, but also give them the peace of mind to know that sometimes it's okay to have a night "in".

To help meet the unique needs of both parents and children, our application will give users the ability to tag events as "kid friendly" and search for events tagged as such, so users with children can find great events where their kids will be welcome, and users who prefer to avoid children can easily identify events that may be more targeted towards children.

Event planners, concert promoters and business owners

Those looking to draw people to their event will find Circle to be a great asset as well. Our application gives them a simple interface through which to publicize their events, track user engagement, and draw users to their events through recommendations and sponsored advertising.

DEVELOPMENT PLAN

We plan to take a two-pronged approach to the development of Circle. First, we will distribute paper surveys (see Appendix A) to people in our three target demographic groups outside grocery stores. Survey takers may consent to in-person follow-up interviews; for those who agree to be contacted, we will conduct interviews following the model in Appendix B to gather more targeted domain task information about how these individuals find out about local events in their area, and the specific factors that influence whether or not they will attend a particular event.

We will use the information gathered from the surveys and interviews to construct a set of domain tasks, from which we will develop and test a prototype "on paper" interface for the application. After having tested the paper prototype, we will make any necessary changes to our prototype or domain tasks. Finally, we will map the domain tasks to a set of user stories which we will use to develop a functioning prototype for Circle.

We plan to develop according to the following timeline:

Initial Task Analysis	Survey Potential Users	Refinement of User / Task Analysis	Presentation	Coding	User Testing	Prototype Delivery
3/16 - 3/19	3/19 - 3/23	3/24 - 3/25	3/27	3/28 - 4/4	4/5 - 4/7	4/10

APPENDIX A: PAPER SURVEY

Thanks for taking this brief survey.

We promise, there will be a delicious cookie when you're done.

Age: _____   Gender: _____   Occupation: _____

1. How many people currently live in your household?
   ☐ 1   ☐ 2   ☐ 3-4   ☐ 5-7   ☐ 8 or more

2. What is your household income?
   ☐ < $14,999   ☐ $15-24,999   ☐ $25-39,999   ☐ $40-59,999
         ☐ $60-84,999   ☐ $85-119,999   ☐ $120,000+

3. Which of the following do you own?

   ☐ Smartphone   ☐ Regular cell   ☐ Computer   ☐ iPad or Tablet
                          phone

4. If you own a smartphone, approximately how many smartphone apps do you have?

         ☐ 1-10   ☐ 10-24   ☐ 25-49   ☐ 50 or more

5. Which of the following do you use most to find out about events in your area? (Rank from 0=use least to 5=use most)

   _____ Word of mouth   _____ Newspapers & magazines

   _____ Facebook & social web   _____ Email newsletters

   _____ TV & Radio   _____ Other: _____

6. On a scale from 0-100, how would you rate your knowledge of events happening near where you live?

                                                  _____-

7. How often do you attend the following types of events?

	A few times / week	Once / week	2-3 times / month	Once / month	A few times / year	Once / year	Pretty much never
Concerts							
Sporting Events							
Movies							
Live Theater							
Dancing							
Beer/Wine Tasting							
Lectures							
Art							
Host my own events							
Other: _____							

Please rate, from 0 to 9, the degree to which the following statements describe you.

8. It is important for me to be the first to try out a new thing.

Not important   Very important
0 1 2 3 4 5 6 7 8 9

9. When I go out, I want to go where my friends are.

Not important   Very important
0 1 2 3 4 5 6 7 8 9

10. I wish it were easier to find things to do where I live.

Don't care   I totally wish that
0 1 2 3 4 5 6 7 8 9

11. I spend a lot of time on Facebook/ Twitter/other social networking.

No time   All the time!
0 1 2 3 4 5 6 7 8 9

May we contact you for a brief follow-up interview? If so, please leave your email address below:

_____

APPENDIX B: INTERVIEW OUTLINE

How do you find events now? For each method,
1. How often do you use it?
2. How satisfied are you with it?

How do you find events when you're not in your hometown?
1. Are you satisfied with this method?

Can you think of an event that you would have gone to, but missed because you didn't find out about?
1. What was it?
2. Why do you think you didn't hear about it?

RE: an event you recently went to.
1. What factors influenced your decision to go?
2. From 1-10, how much fun did you have?
3. What about it made it fun/not fun?

If this event was fun, ask following questions about a recent disappointing event they attended. If this event was not fun, ask following questions about a recent fun event they attended.
1. What factors influenced your decision to go?
2. From 1-10, how much fun did you have?
3. What about it made it fun/not fun?

RE: an event you recently thought about going to, but didn't.
1. What factors influenced your decision to NOT go?
2. From 1-10, how satisfied are you with the decision to not go?

We're building an event finding smartphone app. Any general thoughts on finding events? Suggestions? Other feedback you'd like to give?