Group Event Attendance

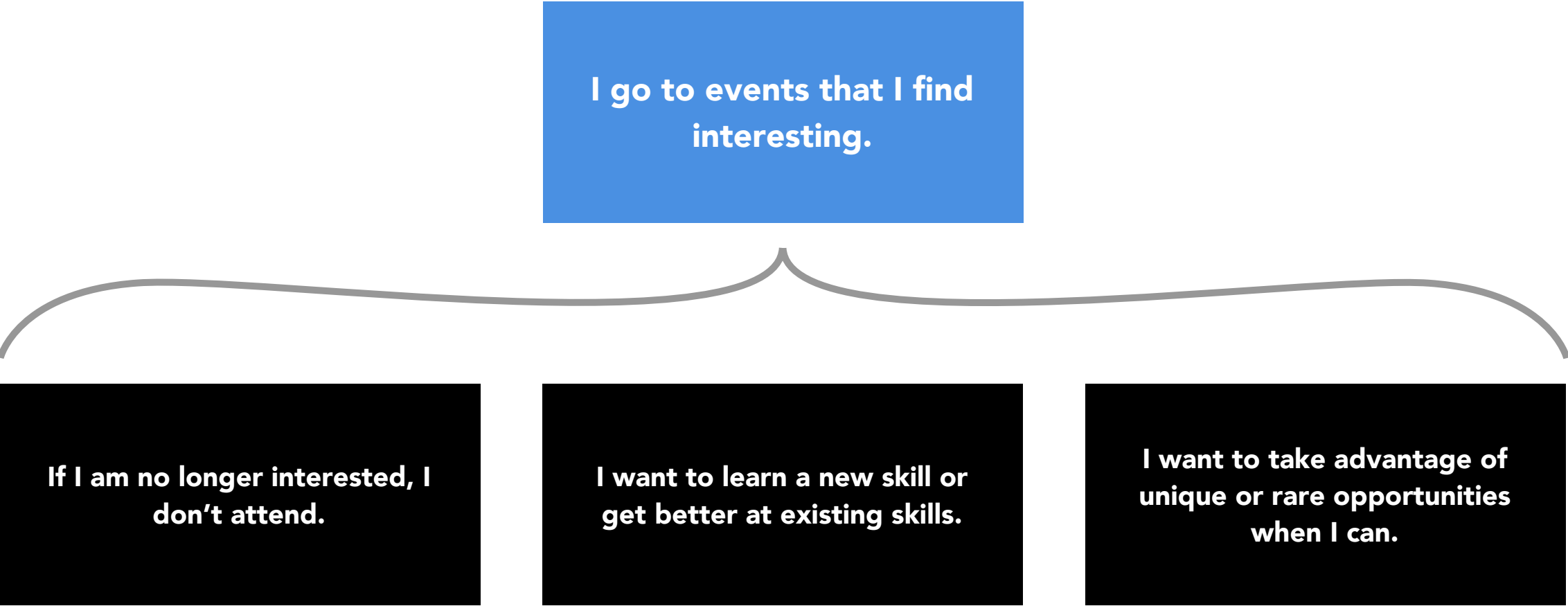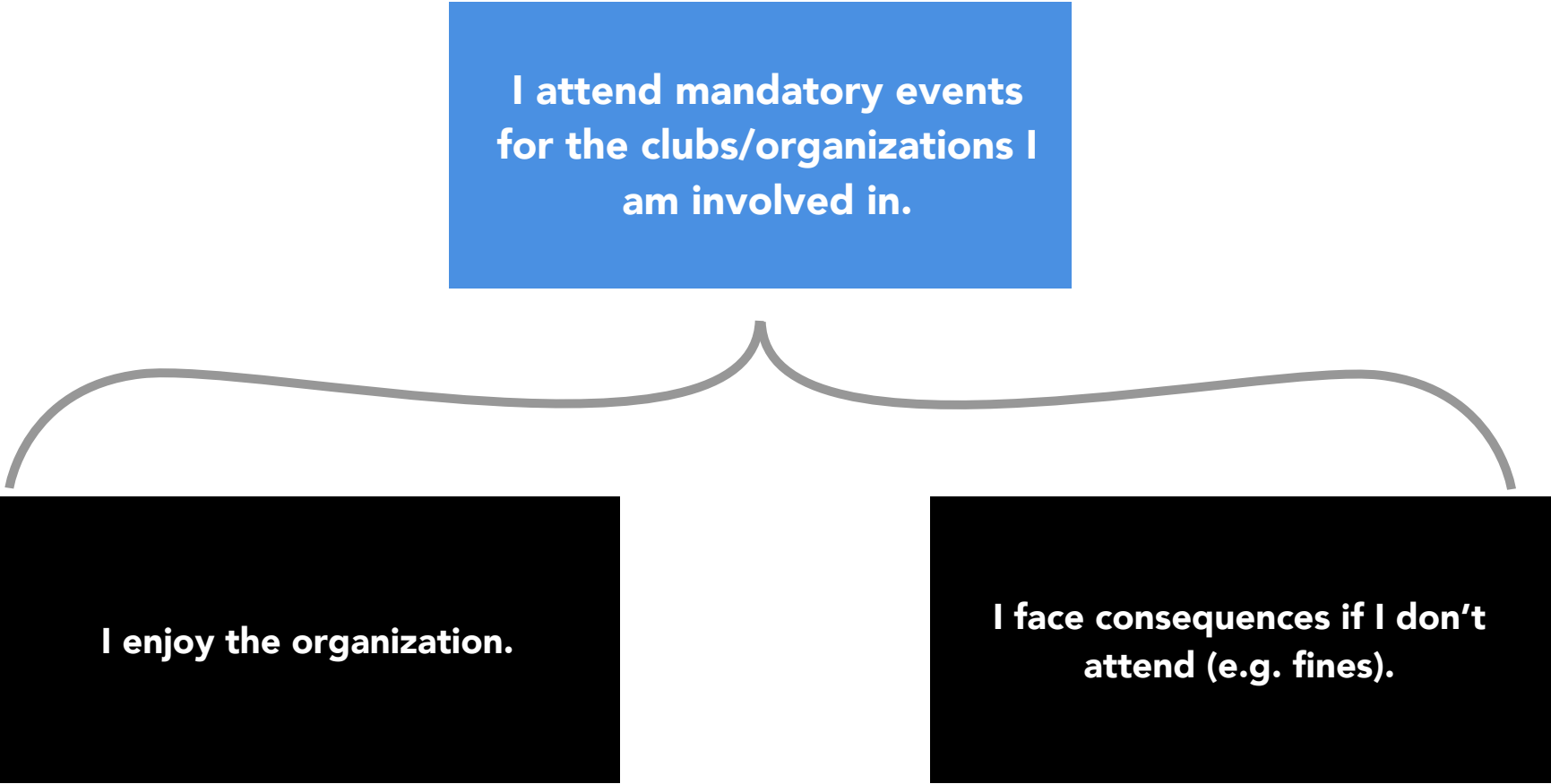Affinity Diagram Insights & Outcomes | October 15, 2018

Overview of Categories from the Affinity Diagram

In total, we identified 5 top-level categories of user data from the affinity diagram. The categories highlight user needs and perspectives in a way that informs future product development. The following categories and their underlying insights are examined in depth later in this document.

1. People are intrinsically motivated by their personal **passions**.

2. **Friendships** influence decision making.

3. Personal values dictate user **priorities**.

4. **Accessibility** is vital to event attendance.

5. **Technology** is a useful tool when it comes to planning.

Passions

I attend mandatory events for the clubs/organizations I am involved in.

I go to events that I find interesting.

I enjoy the organization.

I face consequences if I don't attend (e.g. fines).

If I am no longer interested, I don't attend.

I want to learn a new skill or get better at existing skills.

I want to take advantage of unique or rare opportunities when I can.

Passion: Takeaways

Key Ideas

- Users go to events when they have genuine interest in them.
- People go to events to further their passions or find new passions.
- Individuals in organizations may be passionate about the organization, but dislike the consequences associated with not attending mandatory events.
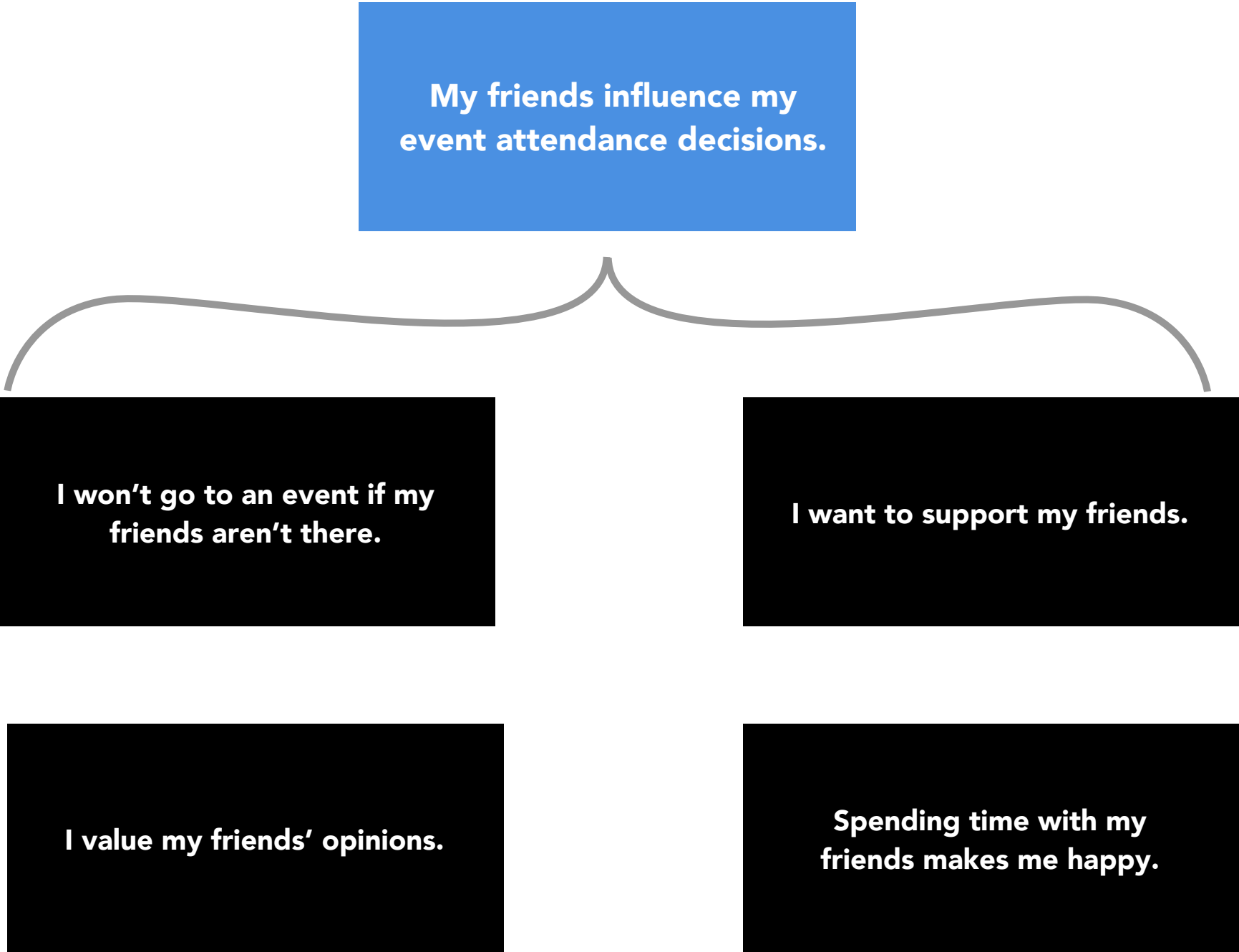
Questions

- What is the best way to determine user interests?
- What different types of interests can we tap into?

Design Ideas

- Suggest events that are catered to user's interests
- Capture user interests effectively

Friendship

My friends influence my event attendance decisions.

I feel guilty when I bail out on my friends.

I won't go to an event if my friends aren't there.

I want to support my friends.

If I can't attend an event, I message them apologetically.

I don't want to hurt their feelings.

I value my friends' opinions.

Spending time with my friends makes me happy.

Friendship: Takeaways

Key Ideas

- Users don't want to feel alone.
- Events and group plans can bring people together.
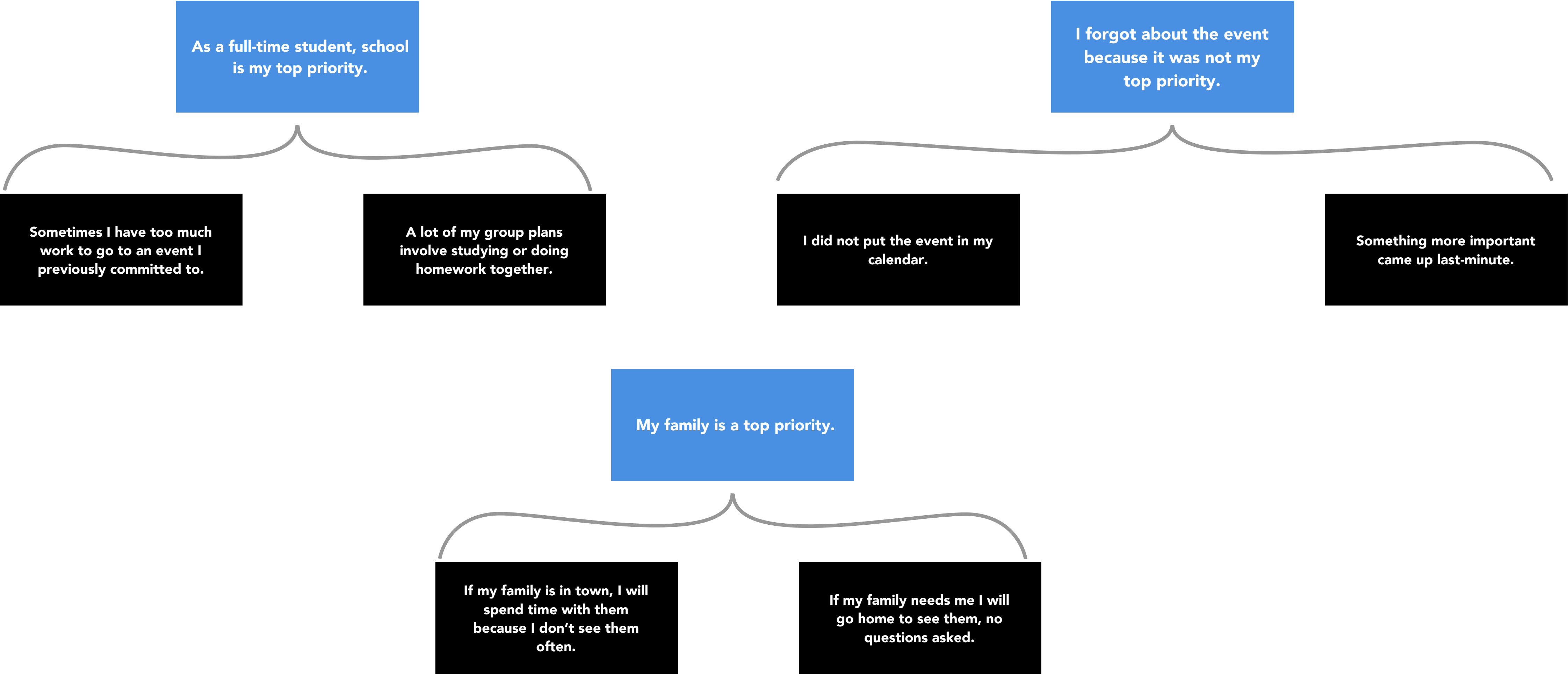- People don't like letting their friends down.

Questions

- What's the best way to remind people of their friendships when they are RSVPing to an event?

Design Ideas

- Show users which friends are going to which events.
- Suggest events that users' friends are attending.
- Allow users to mark certain friends as 'close' and others as 'acquaintances.'

Priorities

As a full-time student, school is my top priority.

Sometimes I have too much work to go to an event I previously committed to.

A lot of my group plans involve studying or doing homework together.

I forgot about the event because it was not my top priority.

I did not put the event in my calendar.

Something more important came up last-minute.

My family is a top priority.

If my family is in town, I will spend time with them because I don't see them often.

If my family needs me I will go home to see them, no questions asked.

Priorities: Takeaways

Key Ideas

- In order for people to 100% commit to an event or activity, it must be their top priority.
- Individual values and personalities dictate priorities.
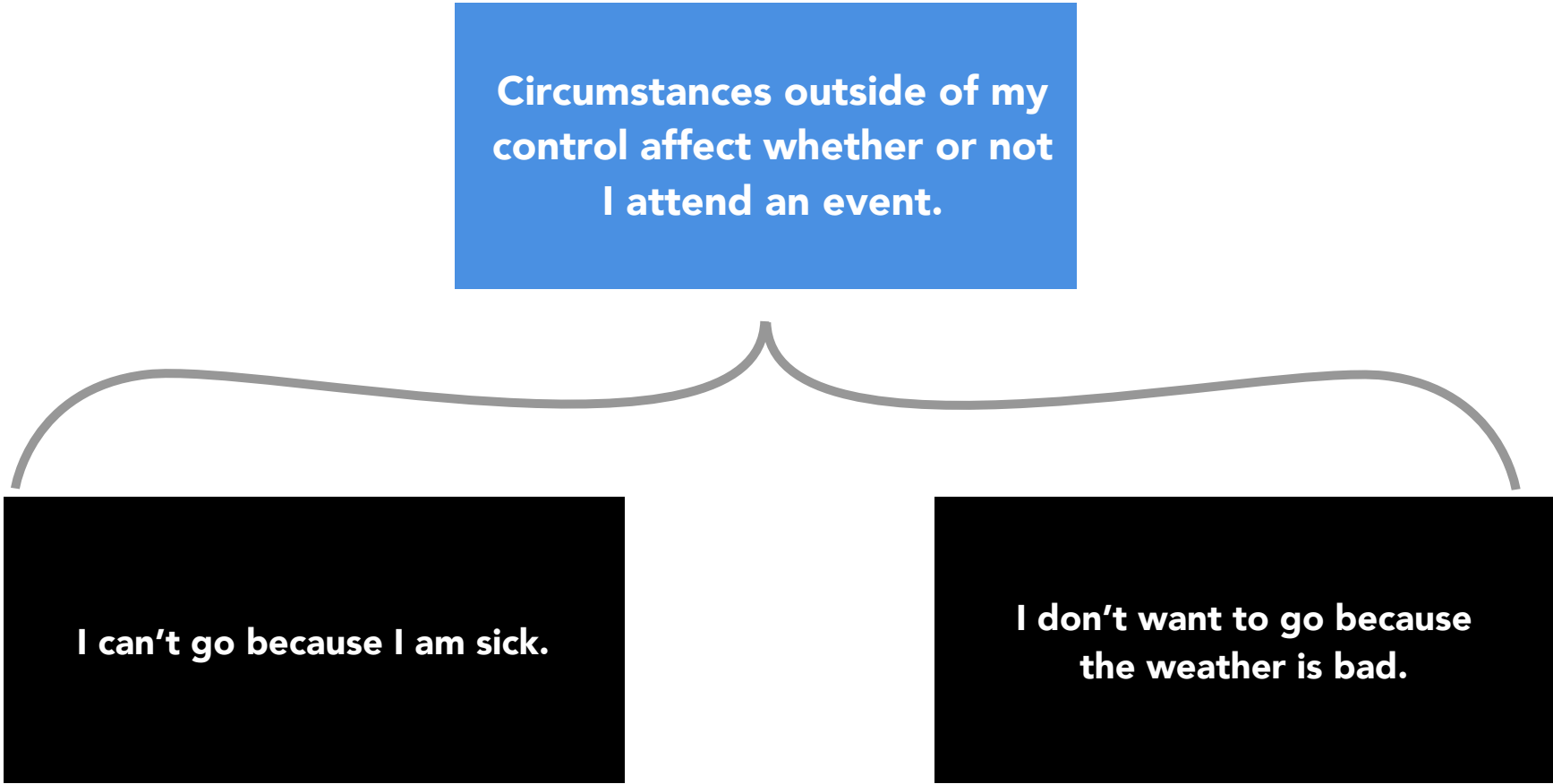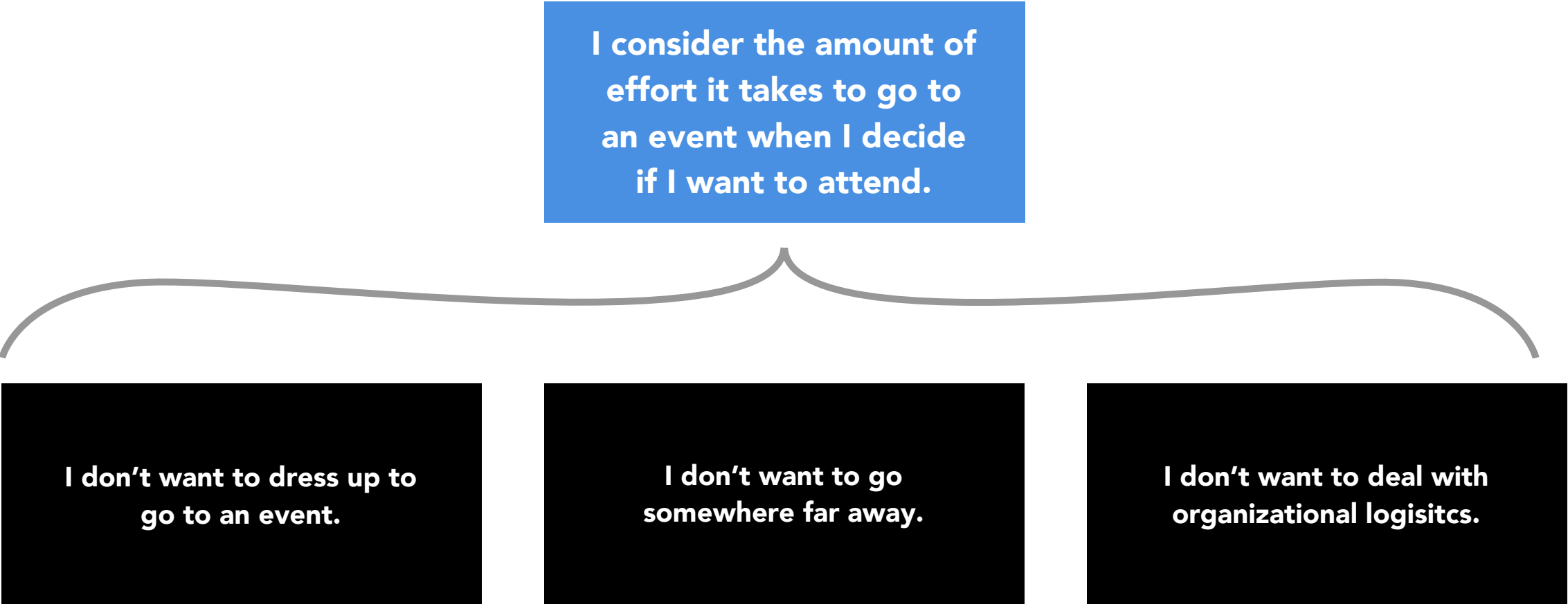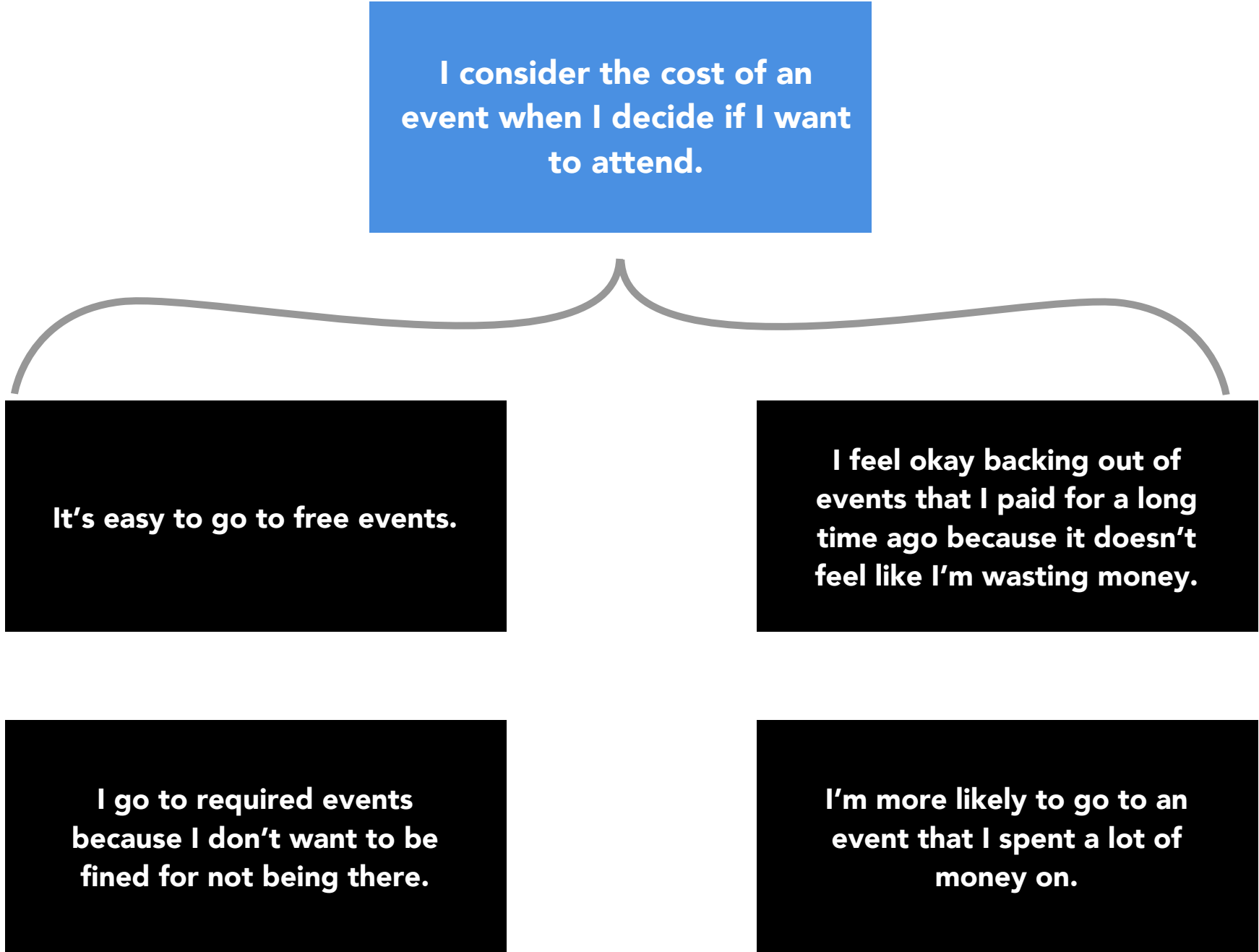- Percieved consequences can influence priorities.

Questions

- How can we communicate the priorities of attendees to organizers in order to estimate actual attendance?

Design Ideas

- Collect user priorities and predict event attendance based on individual user priority rankings.
- Make consequences for not attending transparent.
- Allow users to respond with a degree of certainity (instead of yes/no) to events based on their priorities.

Accessibility

I consider the cost of an event when I decide if I want to attend.

It's easy to go to free events.

I feel okay backing out of events that I paid for a long time ago because it doesn't feel like I'm wasting money.

I go to required events because I don't want to be fined for not being there.

I'm more likely to go to an event that I spent a lot of money on.

I consider the amount of effort it takes to go to an event when I decide if I want to attend.

I don't want to dress up to go to an event.

I don't want to go somewhere far away.

I don't want to deal with organizational logisitcs.

Circumstances outside of my control affect whether or not I attend an event.

I can't go because I am sick.

I don't want to go because the weather is bad.

Accessibility: Takeaways

Key Ideas

- People are lazy - they like to do the easy thing.
- Price is a barrier to entry for some people, but not for others.
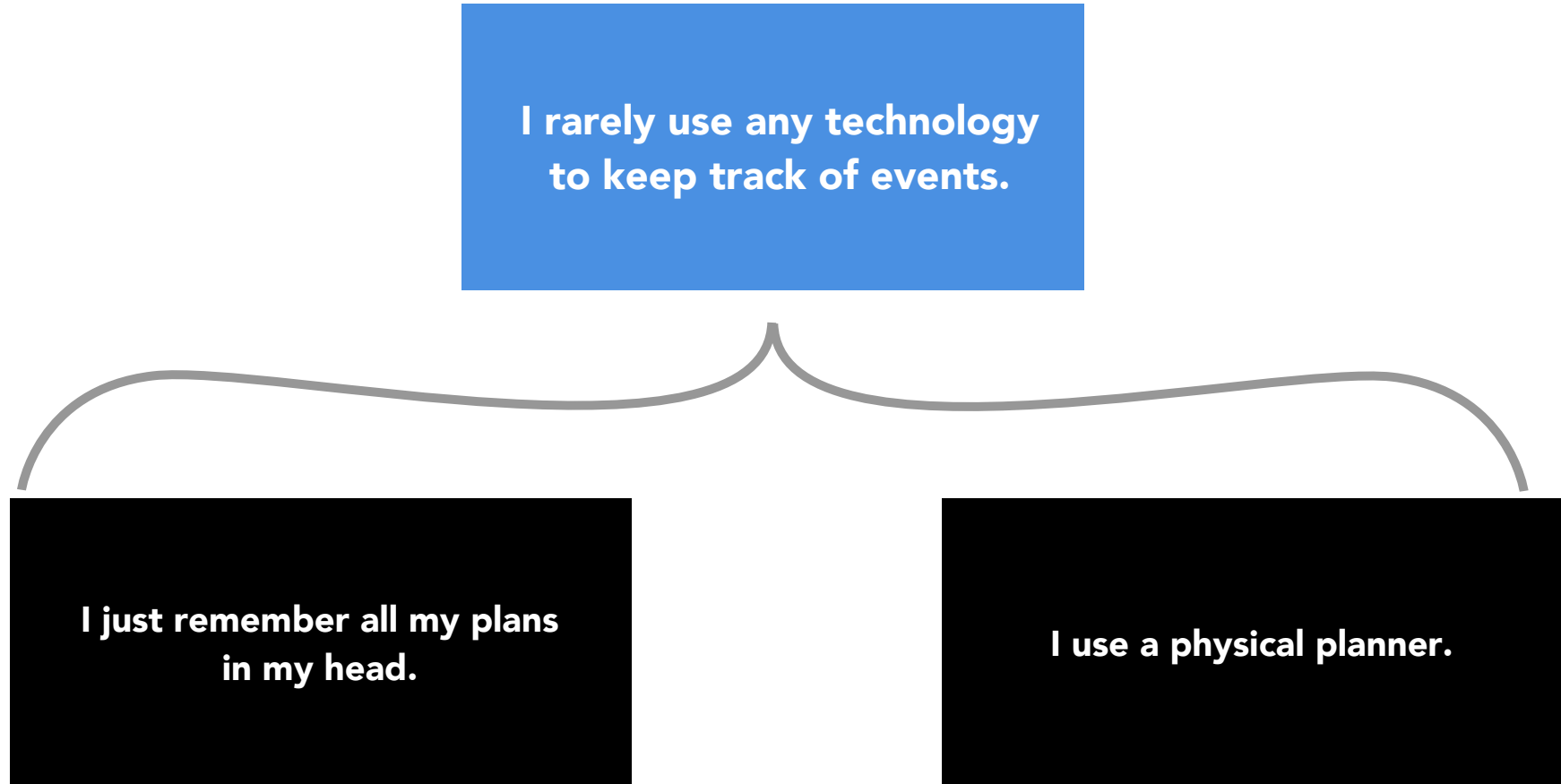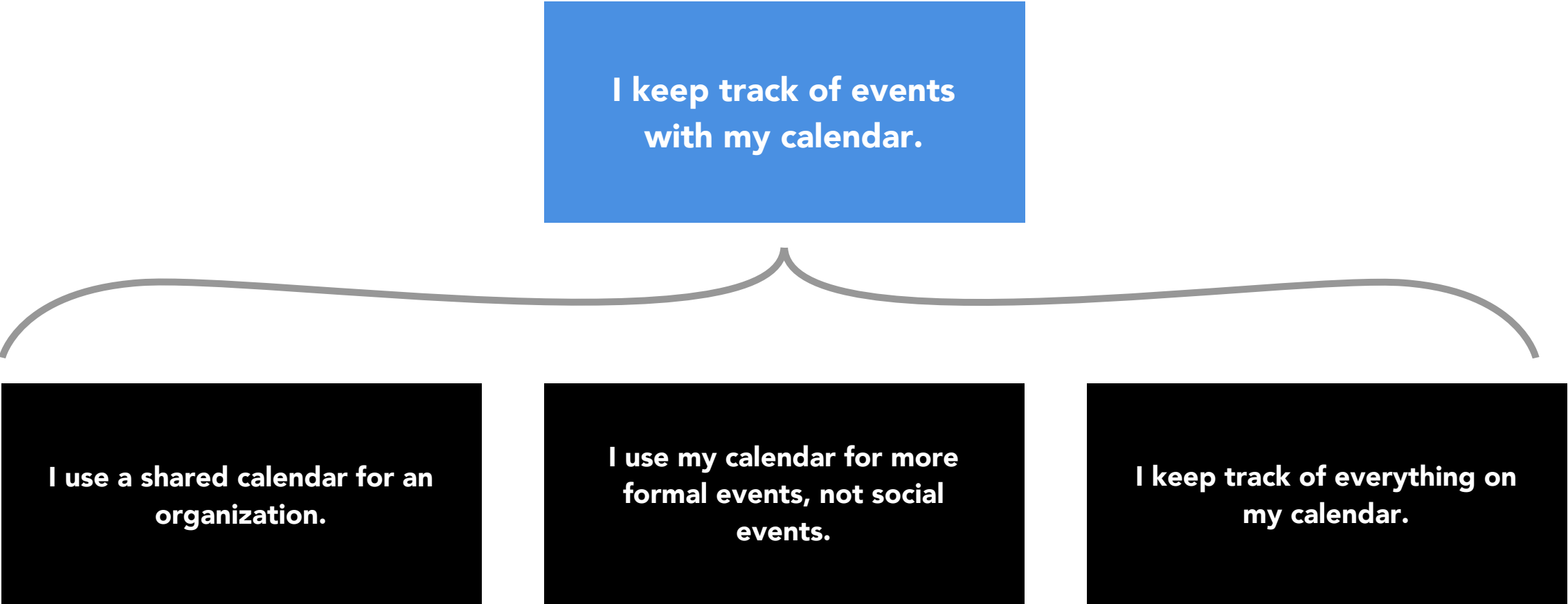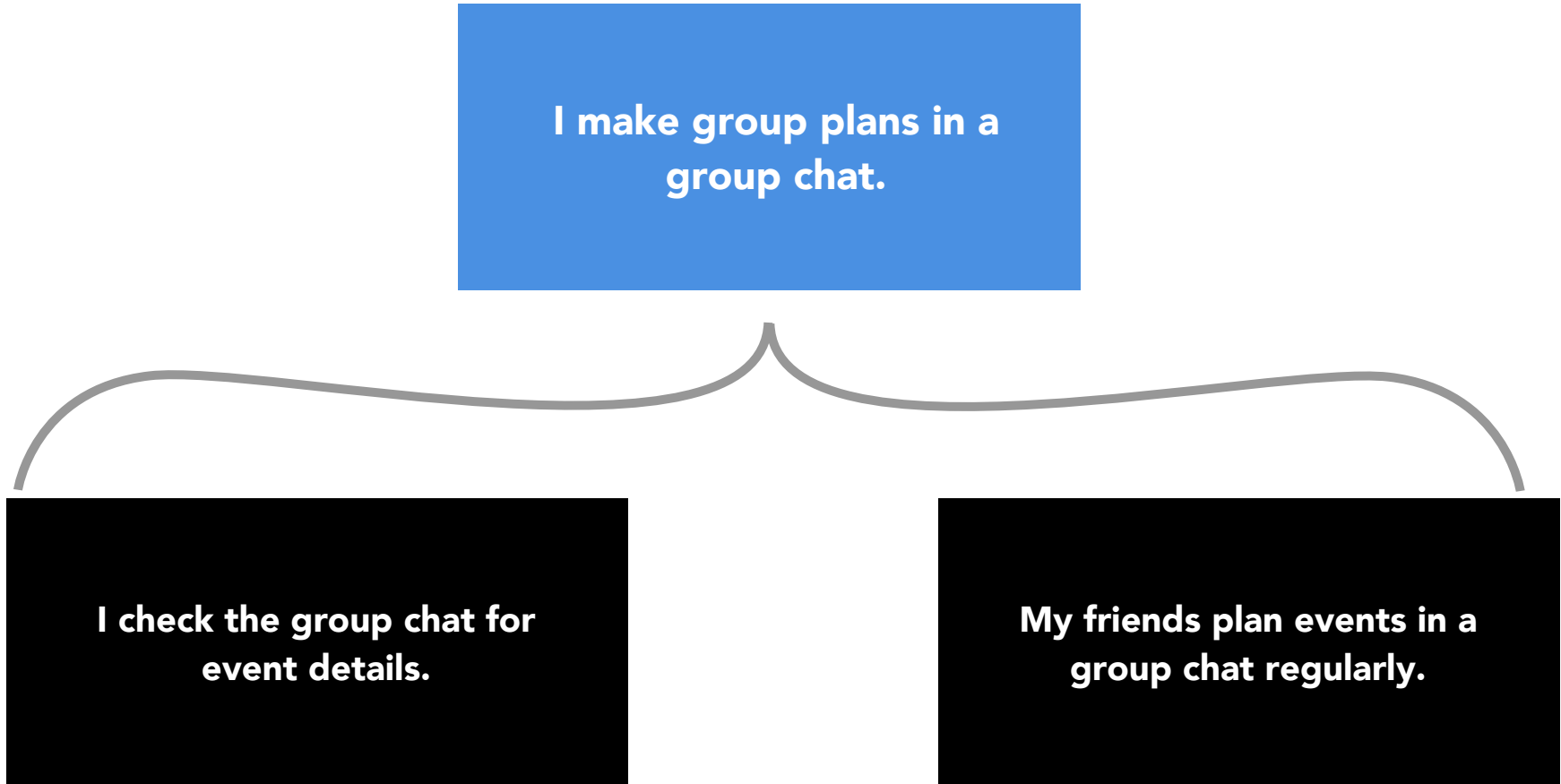- There are some uncontrollable aspects that play into attendance.
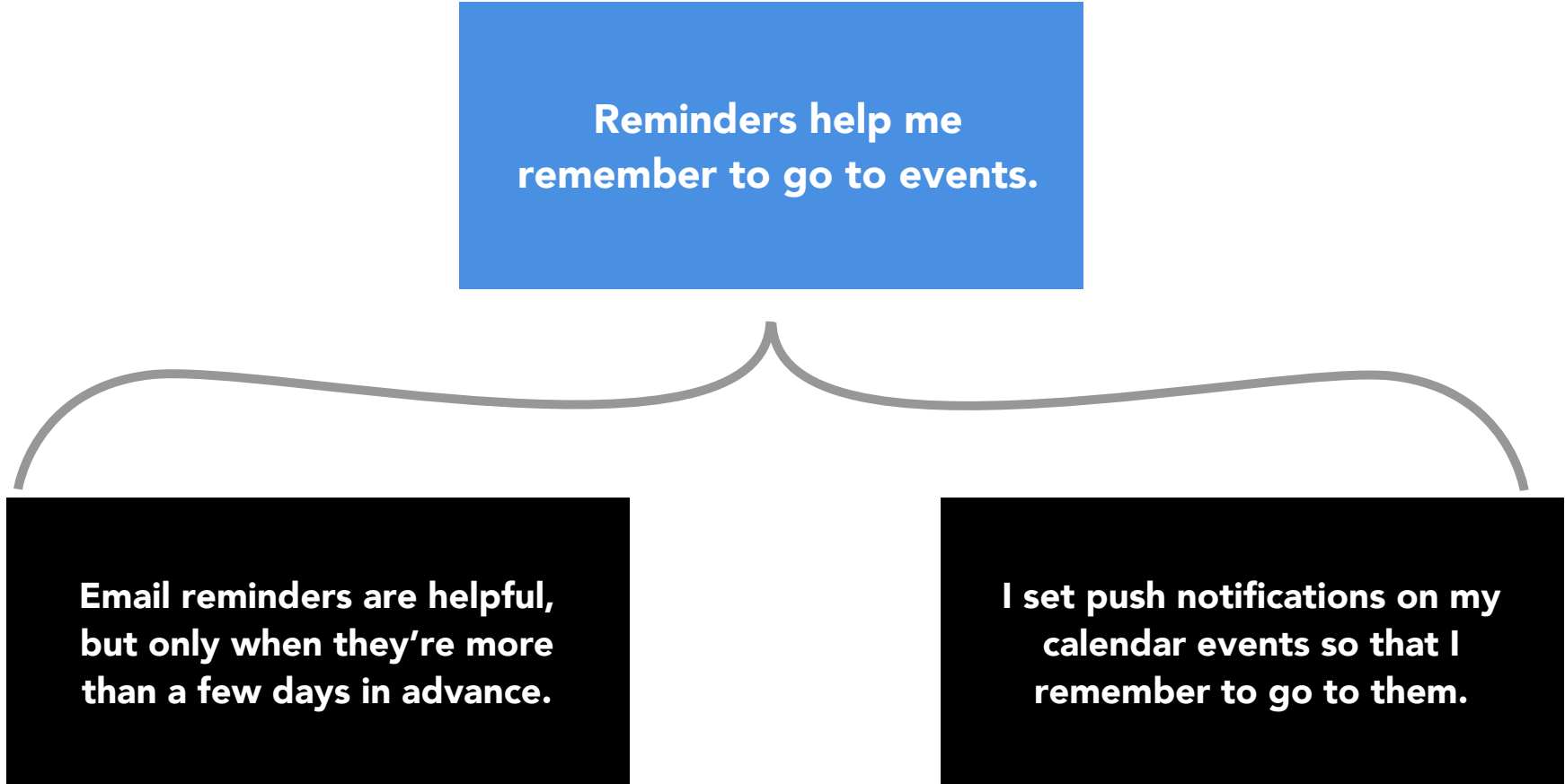
Questions

- How can we address circumstances out of our control, like weather?
- How can/should we utilize money as motiviation while catering to a diverse audience?

Design Ideas

- Include weather forecast information when an organizer is planning an event.
- Allow users to prioritize/filter to suggest the best method of transportation (e.g. someone who doesn't want to spend a lot of money could take the bus while someone who wants to get to a location quickly could take Uber).
- Show users a dress code / expectations for an event up front so they're never surprised last minute.
- Provide a dead simple UI for organizers so they don't have to deal with logisitcal headaches.
- Provide reccommendations for activities so friend groups don't have to argue over what they want to do.

Technology

Reminders help me remember to go to events.

Email reminders are helpful, but only when they're more than a few days in advance.

I set push notifications on my calendar events so that I remember to go to them.

I keep track of events with my calendar.

I use a shared calendar for an organization.

I use my calendar for more formal events, not social events.

I keep track of everything on my calendar.

I make group plans in a group chat.

I check the group chat for event details.

My friends plan events in a group chat regularly.

I rarely use any technology to keep track of events.

I just remember all my plans in my head.

I use a physical planner.

Technology: Takeaways

Key Ideas

- Our target audience largely relies on technology to plan and keep track of events; if an event is in a users calendar, they are much more likely to go to it.
- Most users look at their calendars every day and plan their days around what they see.
- Most users plan social events informally in a group chat because it is easy and quick.
- For more formal, organized events, people register online and manage those plans via an online portal and email.

Questions

- What is the optimal reminder timing (e.g. 10 mins before, 2 hours before, 1 day before?)
- How might we combine and streamline the process of registering for a more formal event?

Design Ideas

- Utilize push notifications to remind users of events.
- Allow users to easily export event details into a calendar event.
- Integrate existing event technology to make the planning process smooth.
- Create one-click event registration by utilizing existing user data to fill out online forms for them.