**User Experience Plan**

Definitions:

User – End user of either the web or mobile application, whether they are account holders or not. These are people using the application to search for events.

Customer – These are users who create a standard account. Creating an account and posting event listings is free – up to five per calendar month. Customers can choose paid options when creating an event and will be prompted to pay before the event can be submitted.

Promoter – These are account holders that pay a monthly subscription fee such that they can post additional events per week – no more than one per day. So, for a 31-day month in the future the promoter would be allowed to post 31 events.

Agent – These are the premium account holders who can post an unlimited number of events, including multiple events per day (if in different locations).

Functionality description

When someone opens the app (either on mobile or on a web browser) the focus will be for searching for events. The app needs to request the user’s permission to use location services (for first visit to site). There needs to be three options on the home page a user can interact with – location of where they’re interested in events, date (or date range), and event type. So, three places for user input on the home page and a “Search Now” button. So long as location services are permitted, the default for each of the inputs will be as follows: 1. Location set to where the user is, 2. The date range will be “Today”, and 3. The event type will be “All.” That way, a user can go to the homepage and hit “Search Now” without putting ANY input in (as long as location services are permitted). If location services are not permitted, users will be required to input a location to search before the “Search Now” button will work.

Here's some details on the input bar requirements:

Location bar – like mentioned, by default will be current location. Of course, users can input any valid location using standard location input algorithms, but no larger area than a city. For example, “Florida,“ “Australia,” or “Greenville County” will not be valid searches. So the only options (and the user needs to be prompted to do this) would be city/town/zip code.

For date range, only a few options will need to be available – “Today,” “Tomorrow,” “This Weekend,” or “Custom.” If the custom option is chosen, then a calendar pops up and the user can search any date range (present to future – NOT past) for up to a two-week duration.

The categories for the “Event Type” will be accompanied with check boxes (including an “all” option) as such:

1. Music & Nightlife
2. Arts & Culture
3. Health & Wellness
4. Family & Kids
5. Markets & Popups
6. Talks & Meetups
7. Education & Workshops
8. Causes & Community

When the “Search Now” button is pressed, a results page will load that contains the database elements that match the search parameters – all of them. No display options are required. At the bottom of the results page, there needs to be a “New Search” button that returns to the home page. At the top of the results page any events that have been upgraded to be “Featured Ads” will be displayed above all search results. If there are multiple “Featured Ads” they will be displayed in a table – two columns wide and as many rows as necessary. The featured ads will be full-color picture ads that act as buttons that take the user to the external page of the customer’s choice. There will be a secondary header for each “Event Type” selected in the search criteria and the results will be listed in underneath each “Event Type.”

In the header of the web page, there needs to be three buttons – a “Create an Event” button, a “Sign In” button, and a menu button. If the user is logged in, when the “Create an Event” button is pressed a page will load that contains the event creation form. The form will contain the following fields:

1. Event title - required
2. Event type (drop down list of event types above; only one may be chosen) - required
3. Event date (a calendar will pop up for input – only one date in the present or future may be chosen) - required
4. Event time (user can put a start time only or a start and end time) - required
5. Event location (city or zip code) - required
6. Event cost (in local currency or free) - required
7. Event description (max 140 characters) – required (20 character minimum)
8. Event external link (with price in parenthesis – not required)
9. Event photo (with price in parenthesis – not required)
10. “Featured Event” option (with price in parenthesis – not required)

At the bottom of the form, there needs to be a button to “Post Event.” If there are required fields missing, the “Post Event” button will be greyed out and nonfunctional. If all the required fields are filled out and the “Post Event” button is pressed, the user will be navigated to a page that says “Please wait while your event is being posted.” This page will remain open while a content moderation algorithm runs to validate the event listing meets the posting requirement guidelines. If the user’s event does not pass the criteria in the moderation algorithm, the user will be returned to the filled-in form and an error message will be displayed at the top of the form (these will be defined later) for how the user can correct the error. Once the fields are changed, the user will be allowed to resubmit the event again. If the user’s event passes the moderation algorithm, then a page will load that shows a listing of the “My Events” page (also available in the menu).

When the “Sign In” button is pressed, a drop-down menu will appear with standard log-in prompts for username and password as well as an option to create an account if not registered.

In the menu button on the homepage header, will be a drop-down menu with the following options:

1. My Account
2. My Events
3. Create an Event
4. About Us
5. Contact Us

“My Account” page requirements – If this button is pressed and the user is not signed in, then they will need to be taken to a “Sign-In” page. If the user is signed in, they will be navigated to a “My Account” page that lists their details and saved payment methods (if any). These fields (except for email address) can be updated and saved by the user if desired. Options to upgrade to "Promoter” or “Agent” are available on the “My Account” as well. If these options are toggled (one or the other, not both) the user will be required to acknowledge that this will be a monthly/yearly fee and they will be required to pay for the month/year at that time.