Market Research

The purpose of this document is to discover and review existing solutions which are similar to my project idea. I will then analyse each existing solution to identify how my solution differs and/or improves on them, as well as determining any undesirable attributes which I should avoid.

# Eventbrite

### Event listing page:

A screenshot of a social media post

Description automatically generated

### Event page:

A screenshot of a social media post

Description automatically generated

### Event creation page:

### A screenshot of a social media post Description automatically generatedEvent page from owner’s perspective:

# Craigslist

### Topic listing page:

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### A screenshot of a social media post Description automatically generatedEvent listing page:

### A screenshot of a social media post Description automatically generatedEvent page:

### A screenshot of a cell phone Description automatically generatedEvent creation page:

### A screenshot of a social media post Description automatically generatedEvent page from owner’s perspective:

# Analysis

For the event listing page, having a grid of square, clickable posts is a common approach. This is a very intuitive design choice and it allows for lots of information to be visualized in a relatively small area.

Eventbrite uses a statistics overview for events, detailing how many people have viewed or bought tickets for an event. I would like to include a similar page (most likely through the use of Graph.js) to portray to event owners how many users are subscribed to their event and display them by location, age, etc.

Both sites contain maps on the event pages, which provides pleasant visual feedback as opposed to just an address string.

Both sites also allow for (optional) thumbnails to be added to events, which are then used when presenting the event in the events listing grid.

Craigslist was identified as the most functionally similar to the product I’m aiming to create, however my solution would aim to improve on its very basic page styling (almost pure HTML). This would both provide a nicer aesthetic and improve site HCI by drawing attention to important elements (e.g. login buttons).