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Playtest

Goal

1. To test out a tree-like structure for presenting event information
2. How likely is the user willing to use an in-app chat feature and for what kind of motives

Assumptions

1. Assumption 1: The tree-like structure is a simple balanced way for both event organizer to scaffold event information and attendants to navigate
2. Assumption 2: People would enjoy an in-app experience when try to contact people
3. Knowing that my audience is DT, I have to be aware that all testers are familiar with digital interfaces and aware of other event & chat platforms, so that it is comparably easier for them to adopt new applications and navigate through new user experience

Introduction

Design Question

1. How to create a quick customizable event managing tool for event organizers

2. How to enable event attendees to quickly find out information about their peers and speakers.
3. How to connect people better by increasing the bandwidth of information exchanged at a short period of time.

Rule

1. Imagine you're attending a professional event. which event/session features would you actually use. How likely would you wanna to contact the speaker/peer.
2. Imagine you're attending a school event (Dorkshop - Javascript), which event/session features would you actually use. How likely would you wanna to contact the speaker/peer.
3. Imagine you're attending a personal event (Friend Birthday Party), which event/session features would you actually use. How likely would you wanna to contact the speaker/peer.

Feedback

Chris

- Tree Structure
 1. Comfortable with it cz background of Slack and Discord
 2. Time is valued more in events than Session names
- DM Feature
 1. More ambitious about career so would like to talk to someone senior than him. Would like to know what the next steps in career are
 2. Also depends on in which stage and current goals in life

Mario

- Tree Structure
 1. Needs more visual hierarchy
 2. Encourages to read all event information
 3. Kinda reminds of Slack, it's good to read them tho
- DM Feature
 1. Would definitely use it to talk to people if seen in the contacts
 2. Would like to talk to someone of the same position and in a company that he is interested in, ex Dropbox. Find it more accessible to talk to someone in the same career stage as him

Jackie

- Tree Structure
 1. Needs more visual hierarchy

2. If already inside a conference, would value time information more than session names
 3. Too many layers if just try to find out about session info
- DM Feature
1. Not enough incentive to DM someone inside a conference if no prior contacts
 2. Would really DM someone if the product they work on is of strong interest

Reflection

Feedback

1. Need more visual hierarchy if want to present events in a minimal way
2. Within an event, time is valued more than simply the session titles
3. Surprising: tree structure actually encourage people to read more about event informations

Plan

1. It was successful. I tested my assumptions and
2. Should make more prototype about user flow and detailed scenarios

Decisions

1. Need to find another innovative way to present event hierarchy that is simple enough for event organizer to scaffold and attendants to navigate
2. Should keep the chat feature

Reference

[Unity Unite Los Angeles 2018](#)

[Unite LA 2018 Justify Attendance Letter](#)

[Discord Channels](#)

[Slack Channels](#)