Variable Map with Interviewees Plotted

Legend: ● Gili (Alex O.) ● Andrew Z (Jill) ● Josh T. (Alex) ● Amanda (Dan) ● Mary (Elise) ● Mary (Stacy)

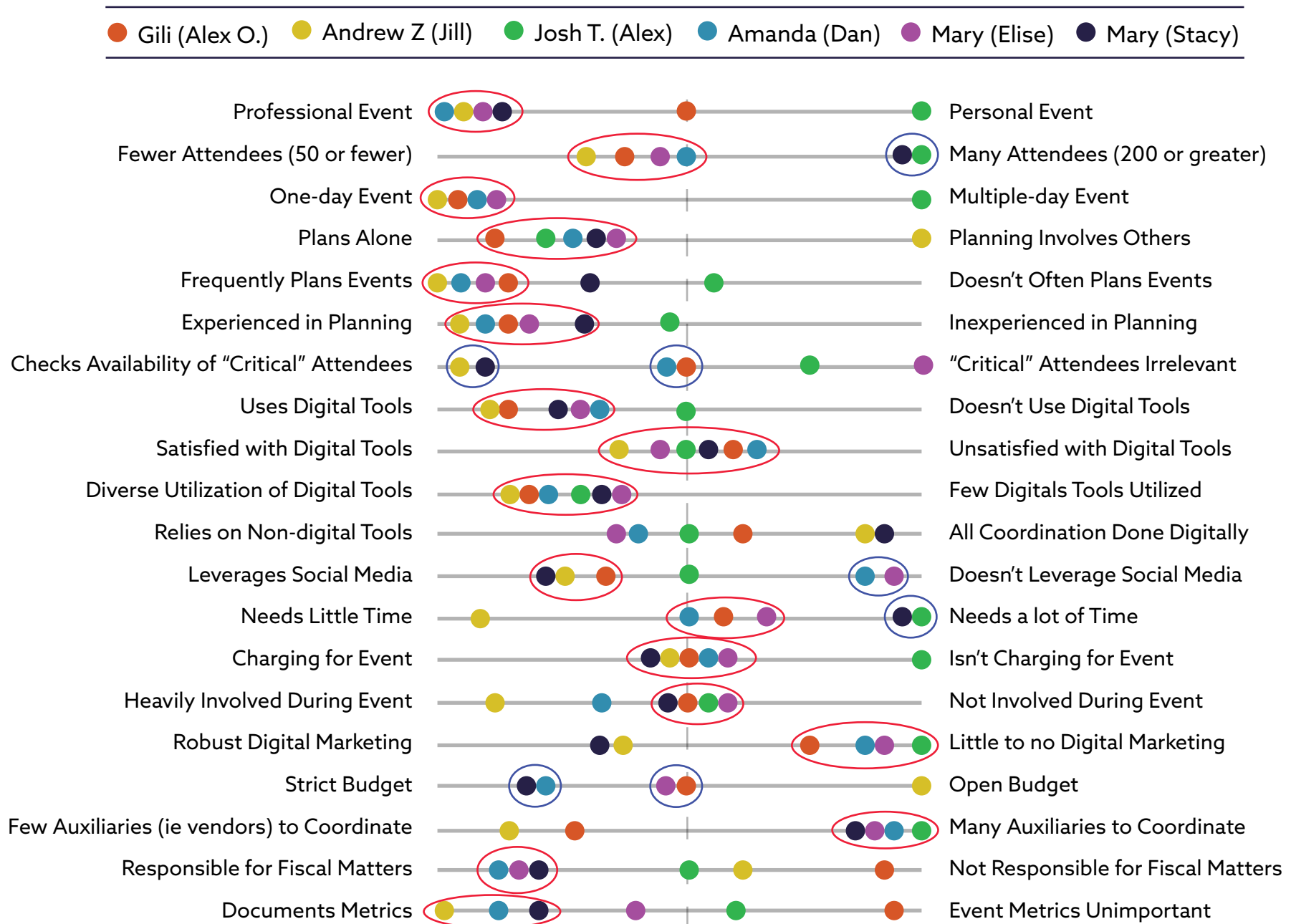| Left Label		Right Label
Professional Event		Personal Event
Fewer Attendees (50 or fewer)		Many Attendees (200 or greater)
One-day Event		Multiple-day Event
Plans Alone		Planning Involves Others
Frequently Plans Events		Doesn't Often Plans Events
Experienced in Planning		Inexperienced in Planning
Checks Availability of "Critical" Attendees		"Critical" Attendees Irrelevant
Uses Digital Tools		Doesn't Use Digital Tools
Satisfied with Digital Tools		Unsatisfied with Digital Tools
Diverse Utilization of Digital Tools		Few Digitals Tools Utilized
Relies on Non-digital Tools		All Coordination Done Digitally
Leverages Social Media		Doesn't Leverage Social Media
Needs Little Time		Needs a lot of Time
Charging for Event		Isn't Charging for Event
Heavily Involved During Event		Not Involved During Event
Robust Digital Marketing		Little to no Digital Marketing
Strict Budget		Open Budget
Few Auxiliaries (ie vendors) to Coordinate		Many Auxiliaries to Coordinate
Responsible for Fiscal Matters		Not Responsible for Fiscal Matters
Documents Metrics		Event Metrics Unimportant

Primary Pattern
Indicated in Red

- Majority of interviewees plan events in a professional context.
- Majority of interviewees host 50-100 people at event.
- Events are typically planned for one day only.
- Majority of interviewees have experience planning, and plan events frequently.
- Majority of interviewees use a wide array of tools/applications to coordinate planning.
- Satisfaction with available event planning tools lands in the middle of the spectrum, which indicates there is much to be desired in additional functionality or ease of use.
- Half of the interviewees utilize social media in their event planning, whether for creating the event itself or promoting it.
- While "a little" or "a lot" of time is somewhat subjective, most interviewees perceive themselves as needing slightly more time than expected.
- There was little data to suggest that interviewees would be charging for an event. This may in fact be a moot variable.
- Apart from event promotion on social media, most interviewees do not appear to engage in significant digital marketing.
- Majority of interviewees coordinate all event auxiliaries themselves, or act in the decision-making process thereof.
- Seeing as most of the interviewees plan in a professional context, it is no surprise they are responsible for some fiscal aspect of the event.
- Metrics as they pertain attendance as well as budget are equally relevant, again given most are planning a professional event.

Secondary Pattern
Indicated in Blue

- Minority of interviewees plan for 200+ attendees, though one does not often plan events.
- Whether the attendance of critical persons is vital to the event being planned is divided, which suggests it may important enough to consider further.
- Event planners that operate within more traditional, perhaps bureaucratic organizations do not utilize social media.
- A small portion of interviewees need a large amount of time for planning.
- Whether planners are confined to a strict budget is divided as well, though one group leans more towards "strict".

User Goals

proto persona 1

- Plans professional events that involve either established professional contacts or those who have the potential to become so.
- Doesn't plan multi-day events.
- Has experience in planning and coordinating with multiple elements (vendors, accommodations, etc.)
- Professional planners often factor availability of "critical" attendees.
- Utilizes metrics relevant to attendance and budget to inform future planning.
- Depending on the event, will utilize social media to either create or promote event.

····▶ goals

- Plan an event in which they can account for others' availability.
- Coordinate multiple facets of event quickly and easily.
- Track event data for later review.
- Can link to social media if necessary.

proto persona 2

- Does not plan events often. Typically only for traditionally large and personal events, like weddings.
- Has little experience in planning.
- May not use social media given unfamiliarity with planning process.
- Often needs to coordinate all event particulars themselves as they do not have a "planning team". However, on occasion needs to share with an additional "planner" (i.e. spouse).

····▶ goals

- Easily create and put together information for an event.
- Have tools/guidance in event planning. Essentially needs to be walked through the process.
- Share event details or invite others to collaborate.

Additional Details

	proto persona 1	proto persona 2
behavior	• busy • determined • meticulous	• casual • intimidated
frustrations	• needs more time • multiple balls in the air	• overwhelmed by planning process • not sure what to do
environment	• primarily office • mobile/home on occasion	• in the home
skills & capabilities	• can coordinate multiple event elements with an array of tools • time & event management	• not entirely capable or confident in what needs to be done or in what sequence
feelings/attitudes/aspirations	• driven by potential positive metrics and feedback • concerned with everyone being accommodated to the littlest detail.	• excited, yet nervous • overwhelmed, but understands they need to "get it done" • have a good time!
people, places & services	• professional contacts • hotels, offices, conference centers • catering, lodging, entertainment	• guests, friends, family • fun or unique venues • catering, lodging, entertainment, potentially additional planning
interaction w/ other persona	• This persona is mostly exclusive from the other as they exist in disparate contexts.	• Mostly exclusive from the other persona save for counsel on planning process.

Grouping & Prioritizing

designing for who?

If we design for persona 1, it is possible that persona 2 would quickly become overwhelmed by the number of tools available to them such as calendar synchronization, or other features that are appropriate for more experienced event planners. Conversely, if we design for persona 2, persona 1 may feel as though there are not enough in-depth tools for their needs. Both can be accommodated to a degree in site design, or through the inclusion of a guidance/tutorial feature for less experienced users however, given that less experienced planners don't really plan that often, it would be more prudent to design for Persona 1.

designing for a novice?

Again, the majority of people who will use the planning application on a regular basis will tend to be more experienced planners. This necessitates the inclusion of "advanced" planning features that satisfy their needs such as data tracking. And while the planning application should be clean and approachable for novices, the application is ultimately targeted towards those with more experience. That being said, there is a great deal of crossover between the personas in terms of services they require, which center on catering, lodging, & entertainment.

considering scenarios?

We assume that the majority of users are experienced planners. However, those who are new to event planning in a professional context will need an approachable tool that builds trust and confidence if they are to continue using it in the future. This scenario lends itself to the argument that the application should be built for persona 2, given that we have a novice user. This doesn't mean that features should be reduced though, as these novice professional planners will eventually graduate to more experienced ones. What it really indicates, is that again the application will need to include a guidance/tutorial feature for new users, and make advanced features like data tracking optional, or perhaps part of a "pro" version.

conclusion

The application should be designed for persona 1 given that they will overwhelming be the persona who uses the application on a regular basis. That being said, design should consider a simple interface that is equally approachable for novice users, both in a personal and professional context.