Analysis of Time-efficiency and Aesthetic Qualities of Event App Compared to Blink

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ABSTRACT

Current modes of communication that Bowdoin students use to promote and find out about events are inefficient and ineffective. Blink, the school's interface intended to serve as the hub of information about campus events, is unpopular with students. We aim to create an interface that offers users a time-efficient and pleasant experience when advertising or viewing events. To better understand Bowdoin students' behavior and attitudes regarding event promotion and attending events, we collected and analyzed 170 student responses to a survey we created. We designed an interface incorporating best design principles, conducted three usability tests, and went through iterative processing to further refine it. Then, to compare our interface to Blink, we created a Wizard of Oz experience for it. We tested 20 students, recording how fast they could input event information on Blink versus our interface, and qualitatively assessed how they felt about each experience. Our findings show that users post events on our app faster than on Blink and describe it with more positive adjectives. We discuss the implications of our findings for the design of event scheduling interfaces and present a design that seeks to provide a time-efficient, more personalized experience for students to promote and view events at Bowdoin.

ACM Classification Keywords

H.5.m. Information Interfaces and Presentation (e.g. HCI): Miscellaneous; If you want to add your own ACM classifiers specific to your paper, check out http://acm.org/about/class/1998/ for the full list.

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INTRODUCTION

Most Bowdoin students can think of at least one instance in which they wanted to go to an event but either didn't know about it or forgot about the details. This is an issue, considering that one of the main aspects of college is making connections, friends, and building a social network. And going to events is a popular way for students to get to know each other.

The need we have identified is a way to publicize events at Bowdoin that is simple and fast. In an age where digital technology rules supreme, it is strange that Bowdoin students mostly rely on hanging paper posters to communicate that events are happening. From a campus-wide survey our team created, as well as personal interviews, it was found that Bowdoin students think that the current methods they use to create and promote events are redundant, disorganized, and time consuming. Posters, followed by emails, are the most popular ways to promote and learn about events. However, club leaders find emails and posters to be tedious and time costly. Students tend to block out the enormous number of posters and emails they see. Some clubs are using platforms like Facebook or Instagram to advertise their events, but not everyone uses social media or checks it frequently. In effort to provide a solution, the school provides a platform, Blink, that is supposed to be the one-stop website where students can join clubs, post events, and find out about events. However, many Bowdoin students don't know of or use it. Club leaders find it "unintuitive" and "confusing". As a result, the current methods of advertising events causes a lot of information to be lost in communication. This is detrimental to club leaders and the student body as a whole, since this results in wasted time and energy, and an overall fewer connections between students.

In this paper, we introduce an interface called Event App and evaluate its effectiveness in reducing the time it takes to promote an event at Bowdoin. Event App is designed to provide an intuitive experience for students to post and view events on campus.

In order to bridge the communication gap between club leaders and the student body, our team created a centralized platform for students to post and learn about events called Event App. It is a minimalistic interface that allows students to post,

view, and manage their events. It allows event promoters to reach out to more students, and those students will be able to better keep track of the events they're interested in. In order to determine whether our solution addresses the need, we ran a study comparing how long it takes for someone to post an event on our platform versus the school's currently used platform, Blink. In particular, we asked the following questions: Does our interface allow users to more efficiently complete tasks, such as promoting events? Does our interface create a more pleasant experience for users compared to competitors, particularly Blink? Results showed that users found our interface faster and clearer than Blink. Overall, users assigned Event App with more positive attributes than they did with Blink.

This paper has two contributions: 1) an interface that follows best design principles in order to create an optimal experience when promoting events and 2) a study showing that simplicity and prevention against errors in interface design improve the efficiency and overall satisfaction of the user experience.

RELATED WORK

Competitive Analysis #1: Facebook

Facebook allows its users to post events, and interested parties can indicate if they are interested in or are going to those events. Users are able to reach out to many people in a short amount of time instantaneously [3]. Creating and RSVP'ing to events increase student engagement on campus [4]. Also, users can search for and find events that are happening nearby, while also being recommended events they might enjoy. Users can save their events and set reminders for themselves. However, users are unsatisfied when they are exposed to too much content and sponsored ads [5].

Competitive Analysis #2: Instagram

Instagram is mobile-friendly, visual-heavy interface that enables users to post simple and eye-catching event promotion posts or stories [6]. One particularly useful feature for student event promotion is Instagram stories. Users can be very creative with their stories. They can add behind-the-scene photos or videos of an event, link to web pages or articles, live stream videos and videos with special effects. In addition, users can check the views of their stories, which allows them to gauge the effectiveness and reach of their event promotion. Unlike Facebook, Instagram's sponsored ads are unobtrusively integrated into users' feeds [6]. However, users must be friends in order to view each others' stories, which reduces the outreach one can have. Also, there are no functions that allow a user to indicate interest or set a reminder about an event.

Competitive Analysis #3: Blink

The interface is Bowdoin-specific. Blink contains links for filling out forms to book rooms and request funding, all in one interface. Users can post events on the the interface. Blink also contains helpful functionalities such as the ability to RSVP to an event, put it on one's calendar, and filter down the type of events that seem interesting. According to the survey we sent out (see Appendix A), students found Blink confusing to navigate. Event forms had confusing elements to fill out and felt tedious to complete. The event function does provide user control and freedom by allowing users to go back if they've entered information incorrectly. However, it isn't clear as to how to access specific functions. Also, there's no indication of where you are on the interface.

Competitive Analysis #4: Attendify

Attendify is a simplistic, easy-to-use interface. It integrates into users' accounts on certain social media platforms. For the paid version, the following are beneficial elements. There is a real time update functionality that makes it easy for the event planner to make immediate schedule changes and announcements to the guests. Also, the app is very customizable. It allows users who are going to the same event to connect with each other. However, most of these design features come with a significant price tag [1].

Competitive Analysis #5: Eventbrite

Eventbrite is a simple, intuitive interface. It's easy to keep track of RSVPs and send out reminders to attendees. The platform syncs with social media and offers recommendations to users based on previous searches. There is an ability to "like" events and the filter function for the search bar is thorough in the options it has. It also allows the user to add events that they register for to their online calendars. Customizing event pages is quite limited [2].

	Ease of use	Customization	Search/Filter	Recommendations	RSVP	Scheduling/ Reminders
Facebook	Complicated, over-crowded visuals and texts. Not so easy to use.	Low customizability. Uses standard template.	Users can search or filter events based on time, location and category.	Make recommendations by category and popularity with friends.	Users can indicate "interested" or "going" to an event.	Users can add events to their calendars and there will be reminder on the day of the event.
Instagram	Visual-heavy, with simple instructions. Intuitive.	A lot of freedom. No limits on the form of promotion.	None.	None.	None.	None.
Blink	Unintuitive interface design. Confusing to fill out forms with the system.	Low customizability. Uses standard template.	Users can search for clubs or events through multiple filters.	Will send out an email with events for the day.	Users can RSVP to events.	Yes, can add events to your personal calendar.
EventBrite	User friendly interface, intuitive.	Limited design customization. Uses standard template.	Easy to search for events, many filters to narrow search.	Will make personal recommendations based on previous searches.	Yes, through ticketing system.	Yes, can add events to your personal calendar.
Attendify	Simple user interface, intuitive.	Level of customization based on pricing tier. Uses templates.	Very limited search, can only search by knowing the name of the event beforehand.	None.	Yes, through ticketing system.	None.

Figure 1. Comparing the key components of our interfaceâĂŹs competitors

Our Contribution

The Event App is Bowdoin-specific and combines simplicity and user-friendliness in its overall design. While it has a standardized template for its event listings, it allows users to upload customized posters. It provides substantial filtering options when searching for events. Users have the option to "favorite" events and RSVP to events. Although we

ultimately did not implement these, the interface will recommend events to users based on personal preferences and past searches and allow users to set reminders for the events they save.

APPROACH

In order to address Bowdoin students' needs regarding event promotion and attending events, we sent out a questionnaire to the entire student body (see Appendix A). In order to create a systematic and efficient set of questions, we developed questions addressing four subtopics: how club leaders promote events, how Bowdoin students find out about events, what obstacles there are for students to hear about events, and what role events play in the Bowdoin social scene. We received 170 valid responses. One of our major findings is that club leaders prioritize time-efficiency when promoting events, and consider the existing platform, Blink, to be a "hassle", "confusing", "unintuitive", or "unfamiliar" (see Supplementary Table 1 in Appendix B). In fact, 71.93% of club leaders do not use Blink, and only 28.07% of club leaders who use Blink use it to promote events (see Supplementary Table 2 in Appendix B), which shows that Blink does not play a large nor helpful role in Bowdoin students' event promotion and exploration. The reason why club leaders do not promote events through Blink, even if they use it, seems to be because they believe that students don't check it regularly, which was confirmed by our finding as shown in Figure 2. When asked

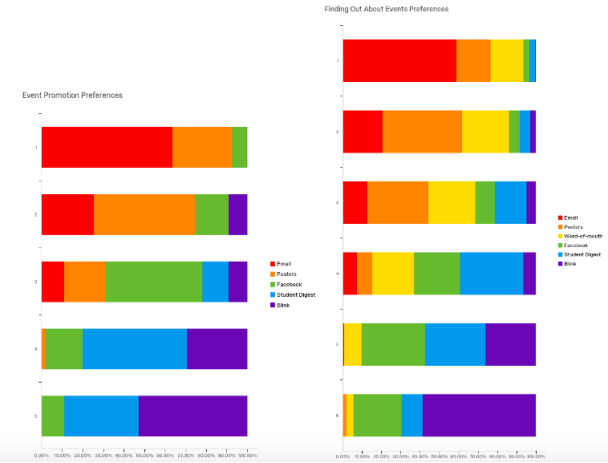

Figure 2. The graph on the left shows the ways in which club leaders promote events with (1) being most effective and (5) being least effective. The graph on the right shows the ways in which students find out about events with (1) being most often and (6) being least often.

about the least favorite part about event promotion, 42% of club leaders responded that sending out emails and hanging up posters was a difficult process due to time spent (see Supplementary Table 3 in Appendix B). This further supports the idea that club leaders value time-efficiency when promoting events. Moreover, club leaders expressed frustration because they are unable to gauge how effective their event promotion is, especially through emails or posters. They also find it difficult to engage with students and to gauge interest in events (see Supplementary Table 3).

In addition, we conducted 6 in-person interviews (see Appendix C for the full list of interview questions) with Bowdoin students we know, who have different levels of involvement in student clubs and campus events. The interviews suggested that the social aspect of attending events was key in event promotion. Most of the students interviewed and 24% of survey respondents said that if their friends were going to an event, they were more likely to attend to maintain their friendships (see Supplementary Table 4 in Appendix B). Some remarked that social media was an important platform to facilitate this process because it had the ability to show who was attending an event through RSVP on Facebook and voting on Instagram.

Many students also hinted that the ways in which they find out about events are disorganized. Some reflected that they get overloaded with events due to the large volume of posters around campus and emails they are exposed to, many of which involve events that they are not interested in. The survey supported this finding, with half of the respondents saying that the vast number of posters and events they see is their least favorite part about hearing about events (see Supplementary Table 5 in Appendix B). They added that as a result, information about events was lost, with 63% of survey respondents experiencing a time in which they wanted to attend an event, but did not know when or where it was being held (see Supplementary Table 6 in Appendix B). Some students were also irritated by the fact that events showed up in many places, including Student Digest, Blink Student Events, and club emails. Those interviewed suggested that it might be easier to have all of the events in the same place.

As a result, we concluded that the ways in which students promote and learn about events on Bowdoin's campus are time-consuming, uncentralized, and disconnected. With these findings in mind, we designed the Event App interface as a solution to Bowdoin students' need for a more simplistic, centralized and connected event promotion and exploration tool. This interface is designed exclusively for the purposes of promoting and exploring events, directly connecting club leaders with the audience they are trying to advertise to, since we found from our aforementioned needfinding survey that the existing tool, Blink, is not widely used due to the idea that no one checks the platform for events. The Event App interface has two main functions. The first is the "Post An Event" function which allows the user to post events to be shared with other users and to see events they may be interested in. The other one is an option for the user to explore events either through a customized list or by searching. These two main functions can be accessed from the "Explore Events" button, the "Post an Event" button, and the search bar on the homepage, as shown in Figure 3.

We designed the buttons and the search bar with Fitt's Law of Human Movement in mind, making buttons fairly large so that the index of difficulty of finding and clicking these important buttons will be lower. Everything else centers around the two main buttons and search bar, with the four circles indicating event story that people would be able to swipe through

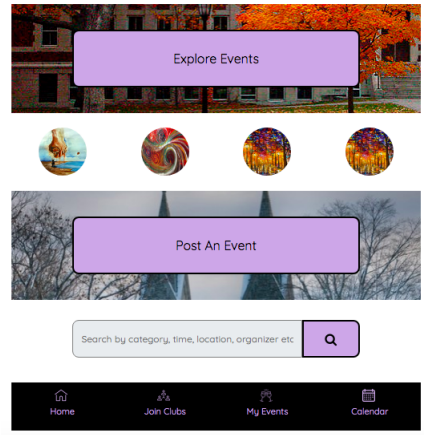

Figure 3. The homepage of our interface.

and click on, which is a feature that we chose not to implement.

Clicking on the "Post an event" would direct the user to the page where they can fill in information about their event, as shown in Figure 4.

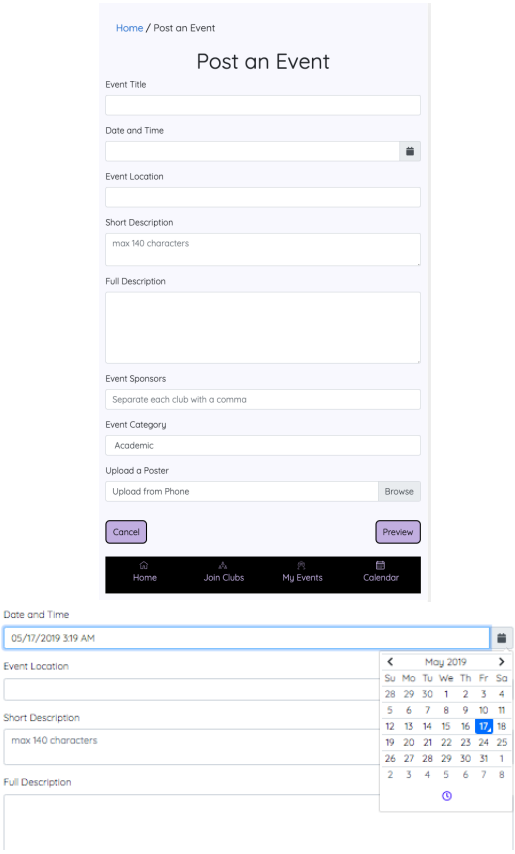

Figure 4. Make-a-Post page.

Keeping in mind that club leaders need time-efficiency in event promotion, we decided that they should spend no more than 3 minutes filling out a form to upload their event to the system and made the design of this page as simplistic as possible. We included only the most important types of information students might need to know to go to an event. In the design of the "Date and Time" bar, we incorporated Nielsen's usability heuristics "match between system and the real world" and "recognition, not recall" by including a button with a calendar icon on it, indicating to the user that they can click on it and select time from the drop-down calendar. This page also includes designs that echo Nielsen's heuristic of "error prevention". For example, in the Short Description box, the user is alerted that they cannot exceed the 140 characters limit. The heuristic "user control and freedom" is reflected in the "Cancel" button, which enables the user to exit this page if they got here by accident.

After entering all the information, the user is directed to a preview page, as shown in Figure 5, through the "Preview" button. This page allows the user to preview what their post

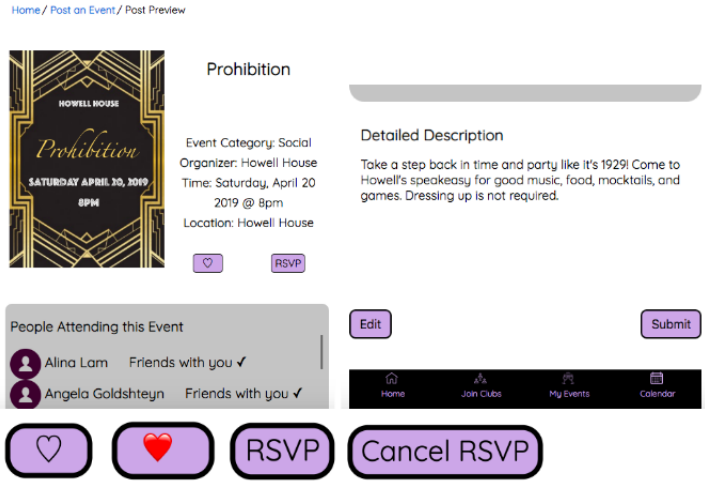

Figure 5. Post Preview Page. Event Description Page is of same design, without the "Edit" and "Submit" buttons.

is going to look like after being posted online. It also reflects the heuristic of "error prevention" so the user can press the "Edit" button if they spot any mistakes in order to fix their submission. After the user clicks on the "Submit" button, they are directed to the actual event description page. This page includes two important features. One of them is the RSVP function, which allows users to RSVP to events, and adds the users' names to a list that is made available to club leaders. This is intended as a way to help club leaders gauge interest in their events and assess effectiveness of advertisement, a need for which there is currently only limited technology that we try to improve upon. This list of names is also made available to other students in the form of a scrollable list on the same page. The list will also show whether people on it are friends on social media with the user, or how many mutual friends they have with the user. This design decision is made in response to the students' value that an event is worth

going to if their friends are going to it too, as shown in our survey. We therefore believe that this function will help with event promotion. Apart from these, the user can also save an event to their list by clicking the "heart" button. The design of the "heart" button and "RSVP" button incorporates the heuristics of "recognition, not recall" since the shape of the heart changes to a fully colored red heart upon clicking to indicate the event has already been favorited, and the "RSVP" text changes to "Cancel RSVP" to similarly indicate what the user has done.

In addition to these, we also implemented a filter button on the Event Listings Page (Figure 6) which directs the user to the Filter Page (Figure 7)

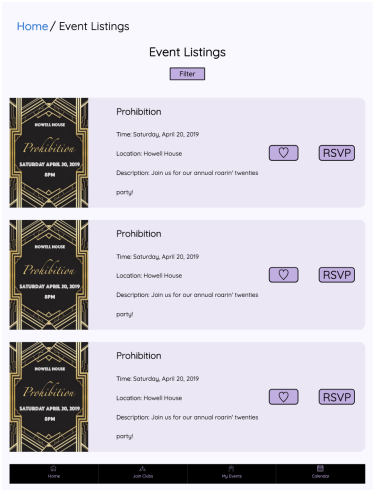

Figure 6. Event Listings Page.

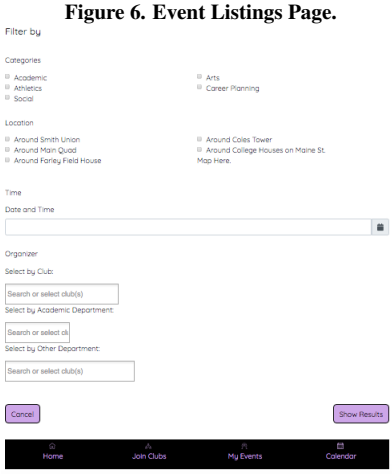

Figure 7. Filter Page.

, which is a function which we believe is central to our solution. This page allows the user to filter through event listings according to the factors they care about, like event categories, location, time and organizer. We believe this feature would solve the problem of event advertising through emails and posters being overwhelming, which is a least favorite aspect of learning about events as reflected in the survey. We also implemented a multi-select drop-down menu to implement the heuristic of "flexibility and efficiency" because the user might want to filter by multiple organizers considering co-sponsored events, etc..

The design of the Navbar on each page also incorporated the heuristic of "recognition, not recall", with relevant icons but also text, in case the user does not recognize the icon.

In addition, we did not have time to fully implement every function we had in mind. However, we chose to implement the ones that we think address the users' need the most, namely the function to advertise an event in a time-efficient way and the function to choose filter for event-listings to view.

Throughout the process of prototyping, we conducted usability inspection with 3 representative users and made heuristic evaluations. This helped us improve our interface iteratively. For example, we implemented the "homepage" button on the navbar and the breadcrumb, as shown in Figure 8, in order to

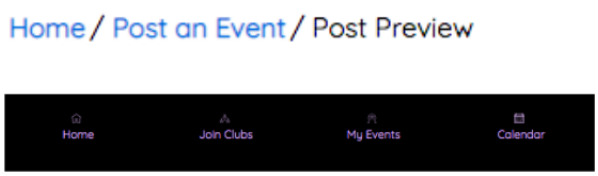

Figure 8. Breadcrumbs and Navbar.

address the heuristic of "user control and freedom" to allow users to either go back to the homepage or go back to the last page they were on.

We also applied the heuristic of "aesthetic and minimalist design." in the whole interface, making sure that all the buttons are of the same style and color scheme, and that no unnecessary elements are included except for simple decorations. Simplicity has generally been our priority in designing the interface because, as mentioned before, we try to develop a time-efficient experience.

METHODS

We selected 20 users from the Bowdoin student body to test our interface by promoting an event that they are hypothetically hosting. The sampling method we used is convenience sampling, drawing a sample from the part of the population that is close to us. There are a series of biases and limitations related to this quick sampling method which will be discussed in the Discussion section of this paper. For each user, we asked them to post the information about the event on our interface as well as our competitor Blink. The time spent to complete the task on each interface and the words the users choose to describe each interface constituted our dataset. Below, we describe our user selection procedure and our study.

In our user study, we used the timer apps on the iPhone and Samsung phone to record the time taken by each user to complete the task. We used a Macbook Air, a Macbook Pro, and

a Lenovo Thinkpad to run Blink and the Wizard of Oz experience of our interface webapp. We made up the event information and designed a poster for the image. We also included brief instructions taking into account that the form on Blink is set up differently from that on our interface (see Appendix D). We used our phones and pen and paper to take notes about comments made by users during the study too. After users finished the task on both interfaces, we gave them a word list containing 23 words, with 13 positive words and 10 negative words, selected from Microsoft Desirability Toolkit's full word list that was randomly ordered (see Appendix D).

Our independent variable in the experiment are the different interfaces, namely Blink and Event App, and our dependent variables are the the time it takes for a user to complete the single task of posting an event online, and the words they would choose to describe each interface. 20 users were asked to post the same event on both Blink and Event App. We used a repeated-measures (within-subjects) design, in which every user tries to complete the same task of entering information about an event and posting it online through both interfaces. They are then asked to select at least 5 words from the word list to describe each interface they interacted with. Since we do not have time to fully implement a backend for Event App, we simulated a Wizard of Oz experience of filling and submitting a form with event information and posting it online by providing users with the exact information and image shown on the Post Preview Page and event Description Page. Since users might get tired or learn from first condition, namely the first interface they interact with, we applied counterbalancing by making half of the users complete the task on Blink first, and half of the user complete the task on Event App first.

During the experiments, we recorded the time used by each user to post an event on each interface, their questions and comments regarding each interface, and the words they chose to describe each interface. Users participated in experiments in individual sessions in the field, on BowdoinâĂŹs campus during the school year, the context in which the users would naturally interact with our interface.

RESULTS

In an effort to answer the first research question concerning time efficiency of our interface, summary statistics were recorded and a series of t-tests were performed. An initial examination of the data suggests that on average participants were able to post an event on our interface at a faster rate of 2 minutes and 28 seconds on average, compared to Blink which has a mean time of 3 minutes and 53 seconds (Table 1 and Figure 9). A two-sided t-test confirms this finding by rejecting the null hypothesis, which states that the average time of task completion is the same when using both interfaces, at the 1% level (see supplementary Figure 1 in Appendix E). An additional one-sided t-test was conducted with the null hypothesis that the average time of task completion when using our interface is greater than or equal to that on Blink to verify the above results. This t-test also rejected the null hypothesis at the 1% level (supplementary Figure 2 in Appendix E).

	Time (sec)	
	Our Interface	**Blink**
Mean	137	233
Std	43	61
Low	60	136
High	267	350

Table 1. Summary statistics that describe the time it took participants to post an event on our user interface and on Blink.

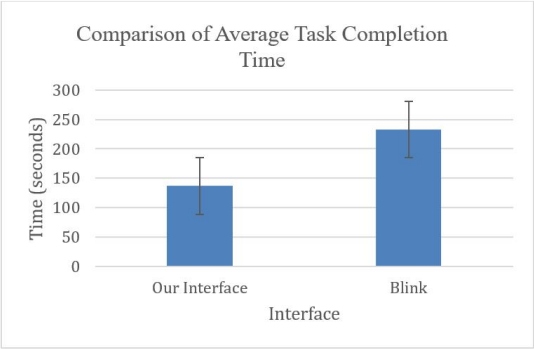

Figure 9. A visual of summary statistics, particularly mean and standard deviation.

After the above high-level analysis was performed, further analysis was conducted to determine whether counterbalancing measures were necessary. If the measures were necessary, then there should be a significant difference in timing between those who posted an event first on our interface versus those who posted on Blink first. That is, the order in which users engaged with the interfaces should have an impact on the times recorded. To determine this, two t-tests were calculated with the null hypothesis stating that the time it took to post an event on our interface or Blink's interface was the same regardless of which interface they tested first. In both tests, the null hypothesis was rejected at the 5% level, suggesting a difference. In particular, both t-tests reported higher average times of about 158 and 262 seconds for interfaces tested first versus 115 and 205 seconds for interfaces tested second (Appendix E supplementary Figures 3 and 4). This result indicates that it took users a longer amount of time to post an event on the first interface they used compared to the second.

The data pertaining to the second research question, which seeks to understand the qualitative characteristics that our interface and Blink exhibit, was analyzed by comparing the amount of positive and negative words that users selected to describe each interface. The negative and positive qualities were chosen before testing (see Methods section). Two t-tests were performed, where the null hypothesis contended that the number of positive (or negative) words used to describe our interface was equal to the positive (or negative) words used to describe Blink. In both cases, the null hypothesis was rejected at the 1% level (Appendix E supplementary Figures 5 and 6).

An additional t-test was conducted to understand whether our interface or Blink had significantly more positive qualities. Since the average number of positive qualities was higher for our interface (7) relative to Blink (3), a one-sided t-test was conducted to see whether the difference between these averages was significant such that our interface had more positive qualities. The test rejected the null hypothesis at the 1% level, indicating that our interface has significantly more positive qualities (Appendix E Supplementary Figure 7).

Similarly, an additional t-test was conducted to understand whether our interface or Blink had significantly more negative qualities. Since the average number of negative qualities was lower for our interface (1) relative to Blink (7), a one-sided t-test was conducted to see whether the difference between these averages was significant such that Blink had more negative qualities. The test rejected the null hypothesis at the 1% level, indicating that Blink has significantly more negative qualities (Appendix E Supplementary Figure 8).

Next, the types of positive and negative qualities that users attributed to the interfaces were investigated to understand what users liked and disliked about the interfaces. Figures 10 and 11 show the breakdown of positive qualities for both interfaces and Figures 12 and 13 show the breakdown of negative qualities. Out of 98 responses describing our interface, 93 were positive. The top five positive qualities that participants used to describe our interface are as follows: Easy to use (14%), Intuitive (14%), Organized (14%), Time-Saving (11%), and Simplistic (11%). The other 5 responses were negative such that 40% described the interface as confusing and 20% said it was ordinary. Out of 103 responses describing Blink, 36 were positive. The top five positive qualities participants used to describe Blink are as follows: Organized (19%), Consistent (14%), Familiar (14%), Flexible (14%), and Clear (11%). Negative qualities include Confusing (18%), Hard to use (15%), and Overwhelming (13%).

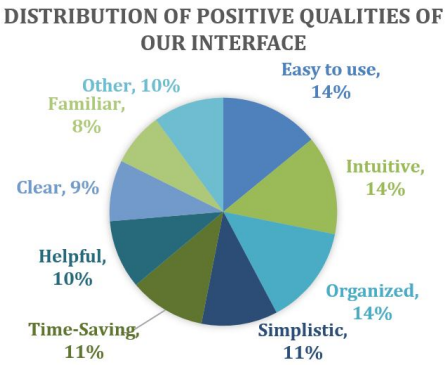

Figure 10. Breakdown of positive qualities of our interface, according to total of 93 positive responses from participants.

DISCUSSION

To analyze the time-efficiency of our interface and Blink, we must rely upon a series of t-tests that compare the time for participants to post an event on both interfaces. The t-tests suggest that participants took significantly more time to complete their task on Blink versus on our interface. Since a key motivation in designing our interface was making sure that posting an event would be easier and done more efficiently compared to Blink, this result suggests that our interface succeeds in at least this goal that we set out.

Figure 11. Breakdown of positive qualities of Blink, according to total of 36 positive responses from participants.

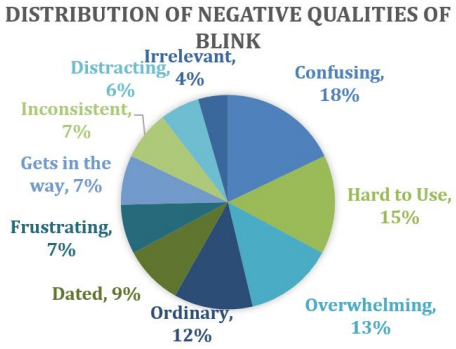

Figure 12. Breakdown of negative qualities of Blink, according to total of 5 negative responses from participants.

In an effort to understand whether our counterbalancing approach sufficiently removed potential bias, further t-tests were performed. These tests indicate that it takes users a longer amount of time to post an event on the first interface they used compared to the second. Although this finding shows that there exists a potential confounding variable, it is important to note that counterbalancing successfully corrects for this issue because users completed their task faster on our interface, which includes both types of users in aggregate.

To analyze the qualitative aspects of our interface, additional t-tests were performed and the most frequent qualities were noted. This examination led to the findings that our interface had a significantly higher frequency of positive responses and significantly lower frequency of negative responses compared to Blink. Looking at this result alone already suggests that our interface creates a more pleasant experience for users when they post events. Words describing efficiency and simplicity were commonly associated with our design, whereas words describing confusion and difficulty were commonly associated with Blink. According to the needfinding and iterative design process, our approach focused on developing a more usable and simple interface that allows users to complete tasks in an efficient manner. Since the qualities associ-

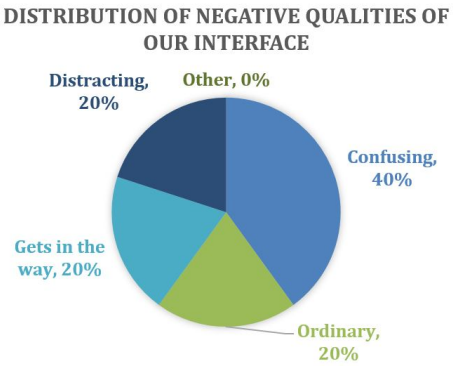

Figure 13. Breakdown of negative qualities of our interface, according to total of 67 negative responses from participants.

ated with our interface match these initiatives, it shows that we have met our objectives.

Although our study produced mainly positive results, there are important limitations that must be addressed because they have the ability to alter the results presented. For instance, all participants in the study were chosen by using convenience sampling. This means that participants were not chosen randomly, but rather based on the proximity to the individuals performing the study. As a result, the sample may not be representative of the population, leading to inaccurate findings. The sample is also too small, which means that it does not generate a normal distribution. This matters because since the t-test assumes a normal distribution, the results of the t-tests are likely to be biased.

There are also potential limitations that occurred during the experiment itself. In particular, it was found that the event information on the sheet given was tailored more specifically towards our interface, potentially leading to some confusion when participants were interacting with Blink. Consequently, they may have given Blink more negative responses due to this confusion, a potential cofounding variable that has not been corrected for, rather than BlinkâĂŹs interface. Additionally, since users may have had negative experiences with Blink prior to the study, it may be those experiences, and not the study itself, that may have caused users to negatively rate Blink. Next, not enough controls were put in place when running the study. The most significant example of this is that there were at least four different environments in which the study was run, which could have had an impact on the time it took users to complete the task. These issues have the potential to undermine our conclusions.

Despite the limitations of our study, this research has broad implications for both human-computer interaction and the universe of social media. In particular, our conclusions show that users make their first impressions of an interface within the matter of minutes. This impression seems to entail both how well the interface performs its functions as well as qualitative characteristics that make it easy to navigate. The way these two components work together determine how pleasant of an experience the interaction is for the user. Since our interface incorporated optimal design by using methods, such as NielsenâĂŹs Heuristics and usability inspections, it was able to intertwine both of the components mentioned above and therefore produce a more satisfying design compared to Blink. This connects to the larger world of human-computer interaction because it suggests that it is critical that individuals continue to learn and develop best practices when creating interfaces, since this process results in more usable interfaces and ultimately better products.

Future research should continue to implement and test functions pertaining to this user interface, as well as explore the aspects that make social media interfaces attractive to users overall. Perhaps, A/B testing could provide further insight into the qualitative impact that our interface has on users and also allow for consideration of different designs, maximizing its usability. It might also be interesting to analyze the impact of different layouts as well as the relationship between simplicity and time-efficiency. In any continuing studies, it would be beneficial to have more randomly-selected test subjects in an effort to obtain more accurate and representative results. Thus, future research into the qualitative characteristics of our design would be most beneficial.

In conclusion, we found the Event App to be more time-efficient and intuitive when posting an event than its main competitor, Blink. Users created and posted events on the Event App faster than on Blink. They also used more positive adjectives to describe it. These findings imply that designing an interface that adhered to good design principles according to Nielsen's Heuristics, usability testing, and iterative testing makes a positive impact on user interaction

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