

APPLICATIONS  
DEVELOPMENT IN IOS  
ENVIRONMENT

# EVENT TINDER

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# — PROBLEM STATEMENT —

Our app 'EventTinder', addresses the issue of individuals who have a **hard time selecting activities** or events to do with friends. We aim to provide them with a seamless **event-finding** experience through a 'Tinder-like' format of searching for events to do with friends and tackle the issue of indecisiveness.

## Imagine the situation

*"We are standing in our Melbourne Hostel and both of us are open to everything...we do not know what to do and neither of us really want to be the one to choose"*



# TARGET AUDIENCE

**Marie Smith | 24**



**plays tennis** - in a local club

## goals

- do a whole day of cafe hopping is on her bucket list
- finish studies and stay close to her friends
- try something new

**“**We are standing in our Melbourne Hostel and both of us are open to everything... we do not know what to do and neither of us really wants to be the one to choose an event for this evening.  
**”**

**hiking** - only summer holidays

## personality

- indecisive
- people-pleaser
- friendly
- outgoing

**clubbing** - once a week with friends

## wishes

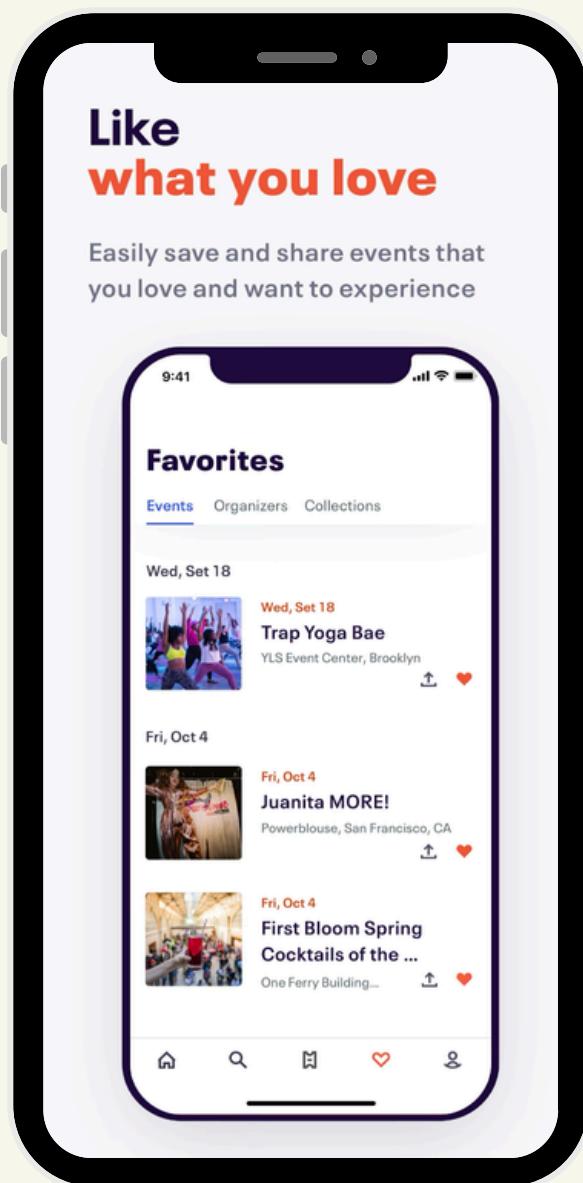
- just to have a nice time with her friends
- doesn't want to make a decision affecting her friends
- go out tonight
- doesn't want to go to events on her own

## Overview Target Audience

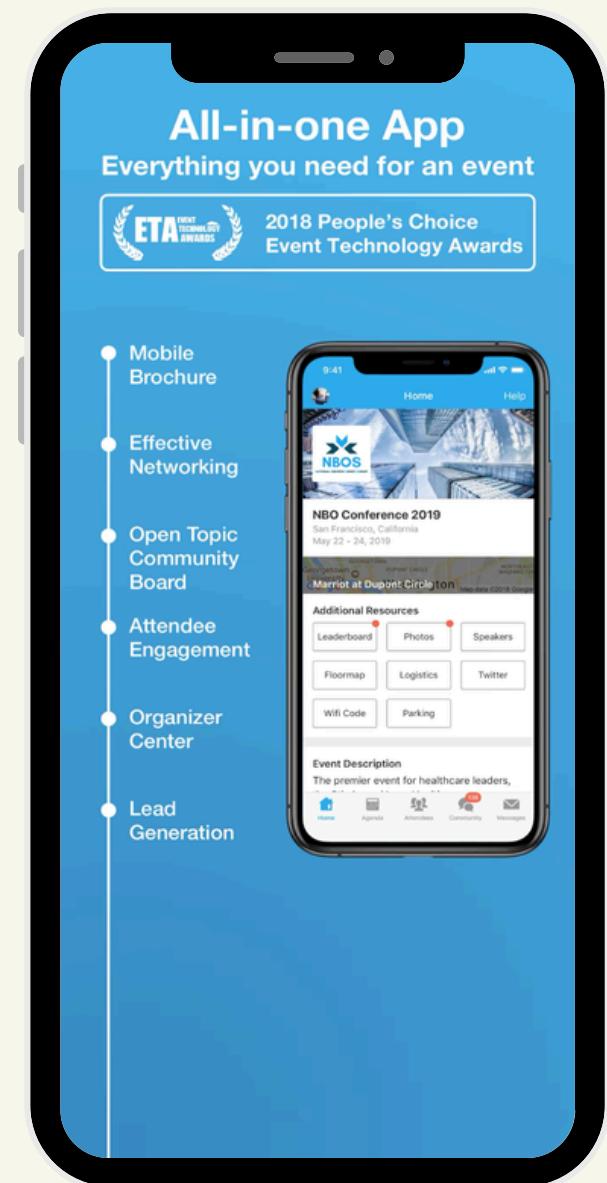
- 16–40 years
- Hard time deciding on events with friends
- Indecisive individuals



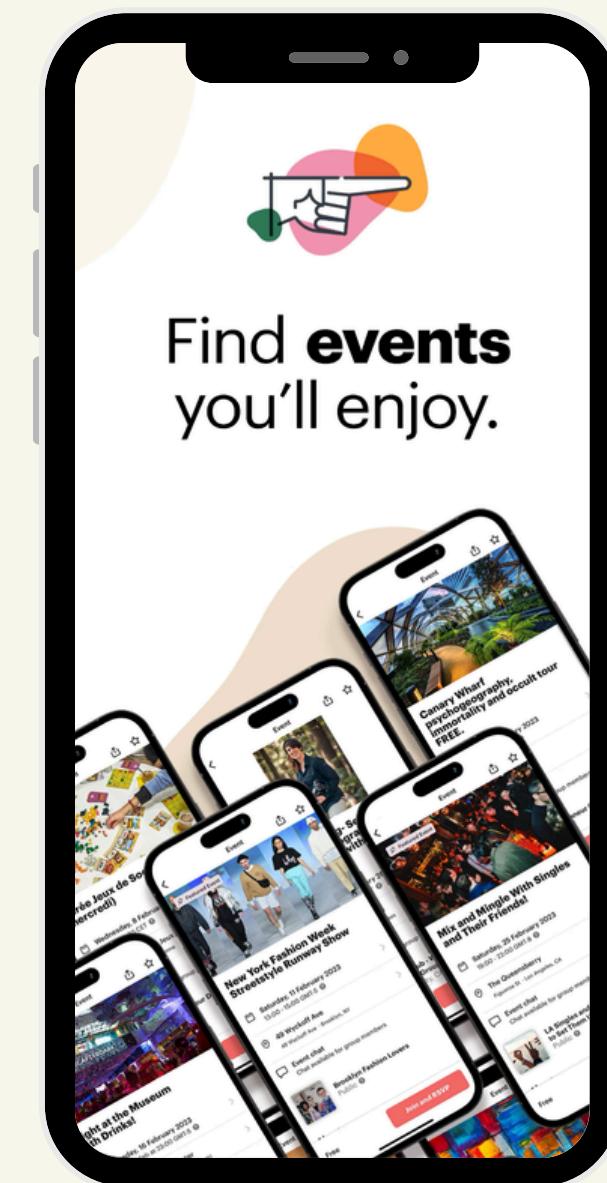
# EVENT TINDER COMPARED TO OTHER POSSIBLE SOLUTIONS



EventBrite



Whova



Meetup

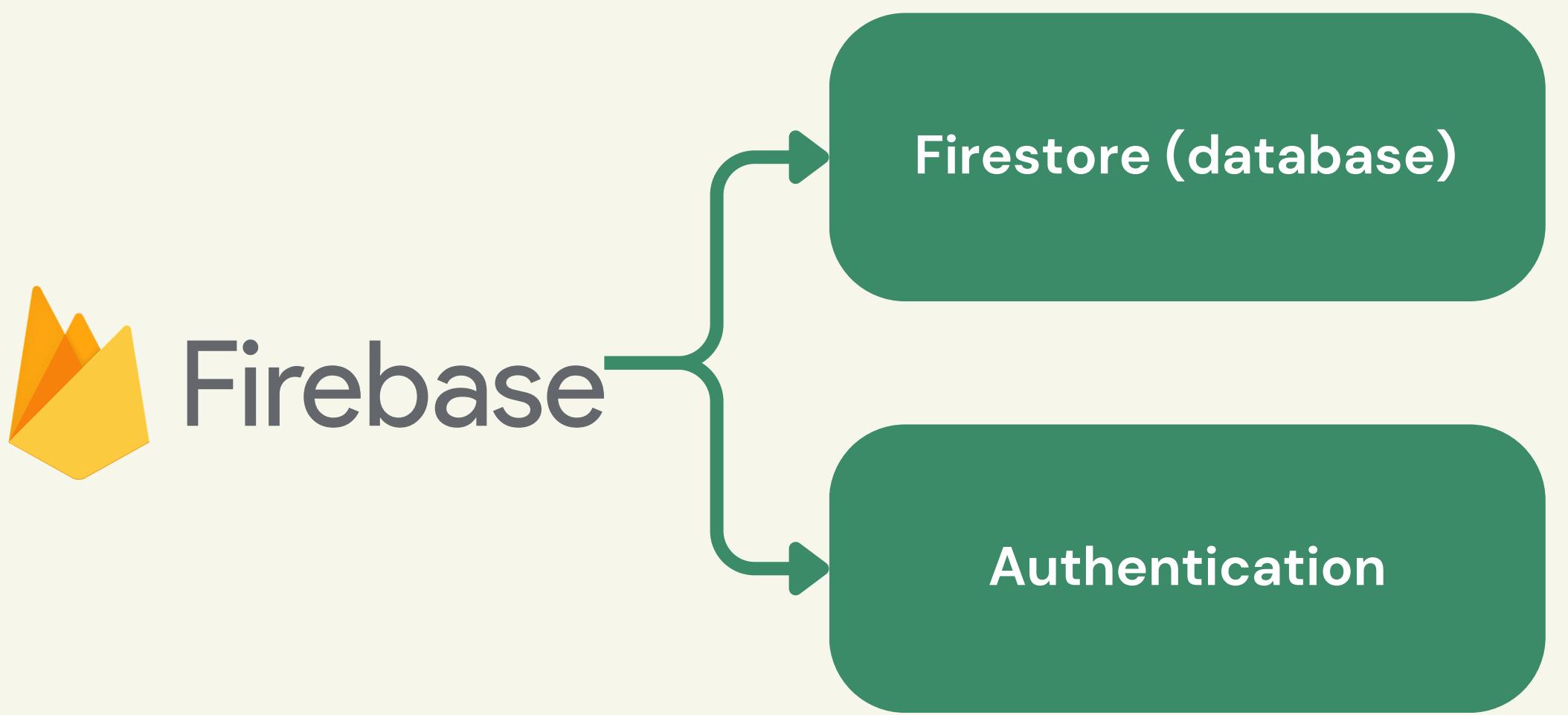
Compared to the other possible solutions, Our app, EventTinder, focuses more on events with existing friends instead of attending events to meet new people.

# CHALLENGES

- Online database → Firebase, research on how they work
- Git branch issues



# FRAMEWORKS/SERVICES USED TO SOLVE THE PROBLEM



# PRODUCT DESIGN PROCESS

## Define/Emphasise

- Identifying the target audience and understanding their current pain points
- Develop a problem statement and scenario

## Evaluation

- After user testing, we made adjustments based on the feedback
- Example: Get rid of the overall matches screen and just have it in the Group Event Profile View



## Testing

- Showed wireframes to prospective users

## Ideate

- Brainstorming project ideas
- Coming up with wireframe components

## Prototype

- Sketched some ideas as wireframes

# HOW TO USE EVENT TINDER

App Demo

