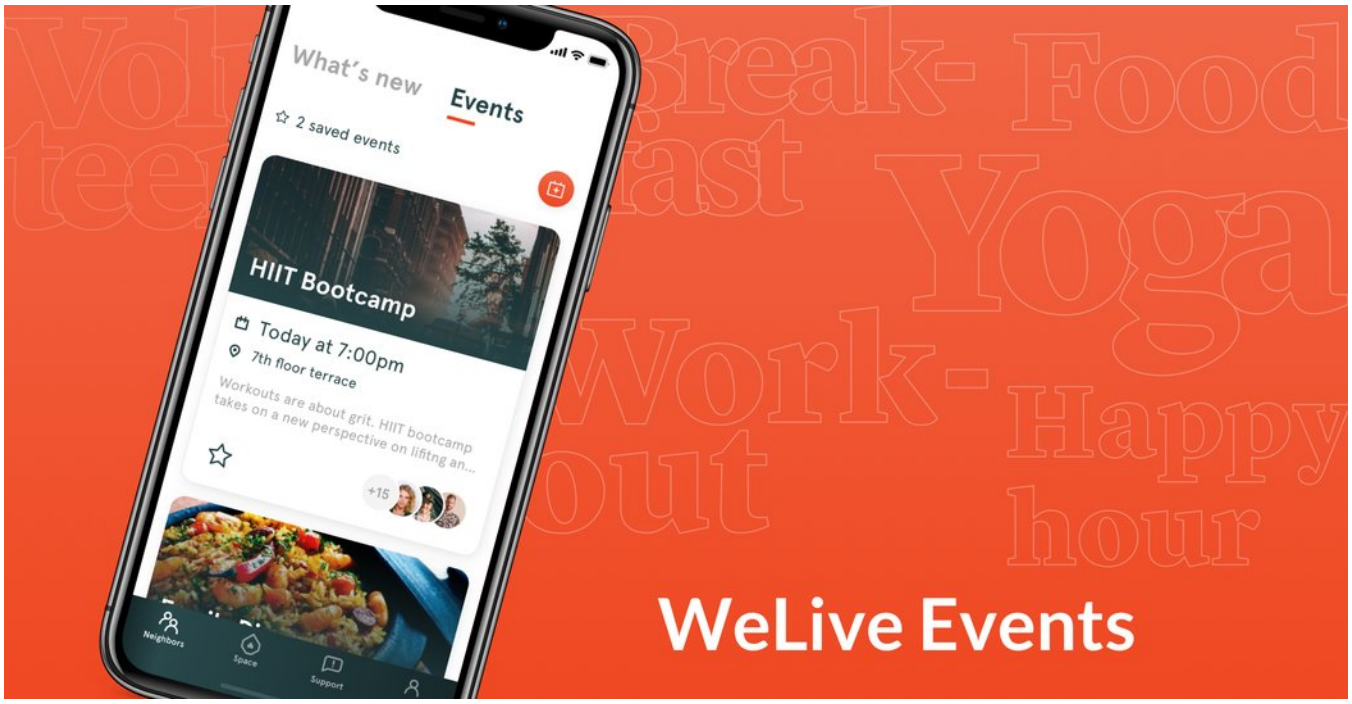
Events (WeLive)

The purpose of this feature was to build a stronger community within WeLive buildings through physical gatherings.

Role - Lead Designer / Platform - iOS/android



What are events at WeLive?

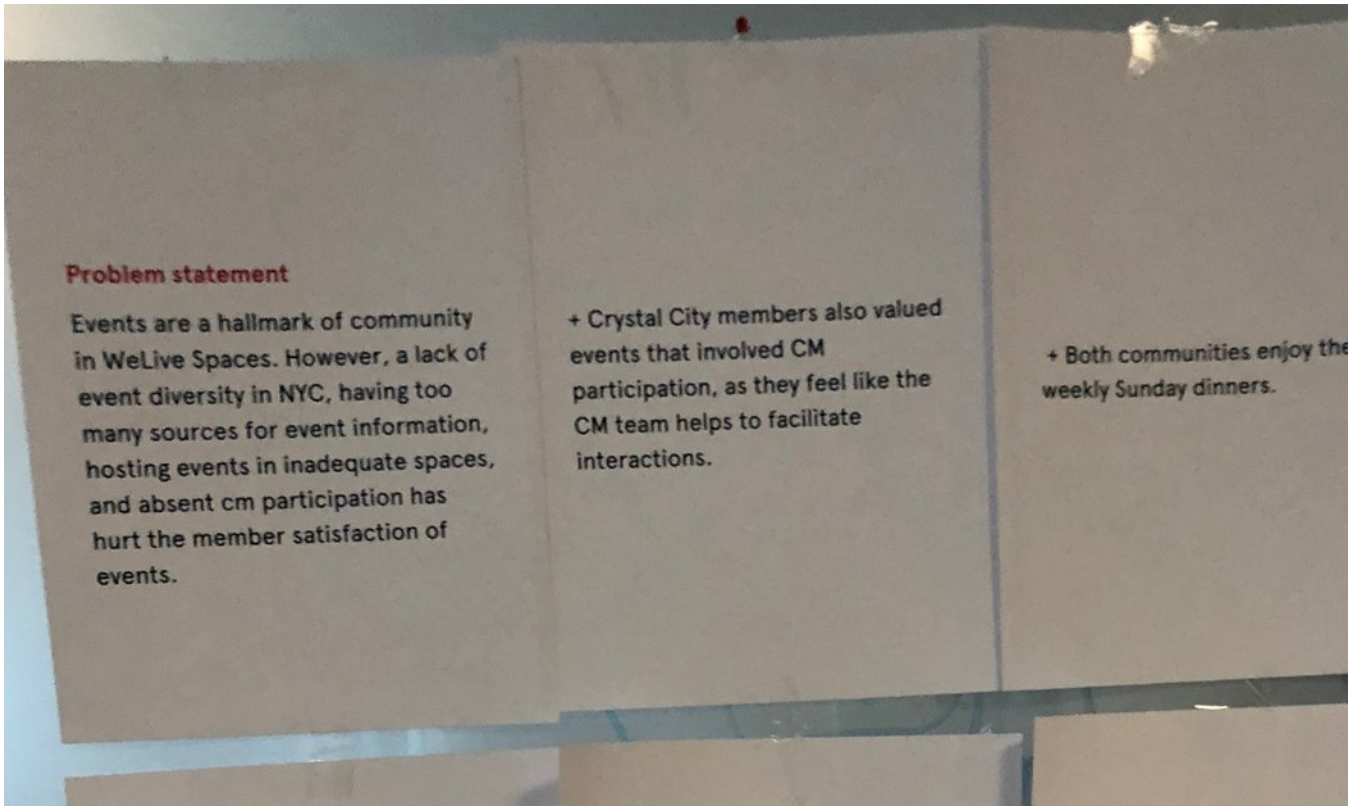
The best team I've ever been a part of, hands-down, was the WeLive team. We were a nimble group of 5 Engineers, a Product Lead, and me acting as the Design Lead. For six months, we tackled difficult problems with how technology can be used within the living space to better the social, utility, and support experience of living.

One of these was adding events to the app. All events up to then were created by the Community Team who ran the buildings. Members discovered events through posters and tv screens within the space, or even word of mouth. It did the job for many of the official events in the space, but didn't help members who wanted to make their own. Often members would post on the building feed, minutes before their own gathering, that they were having a dinner party or organizing a group run. And because of that, attendance suffered. We thought this was a great opportunity not to only let members create and advertise their own events and gatherings, but allow other members to be proactive in seeing upcoming events that week.

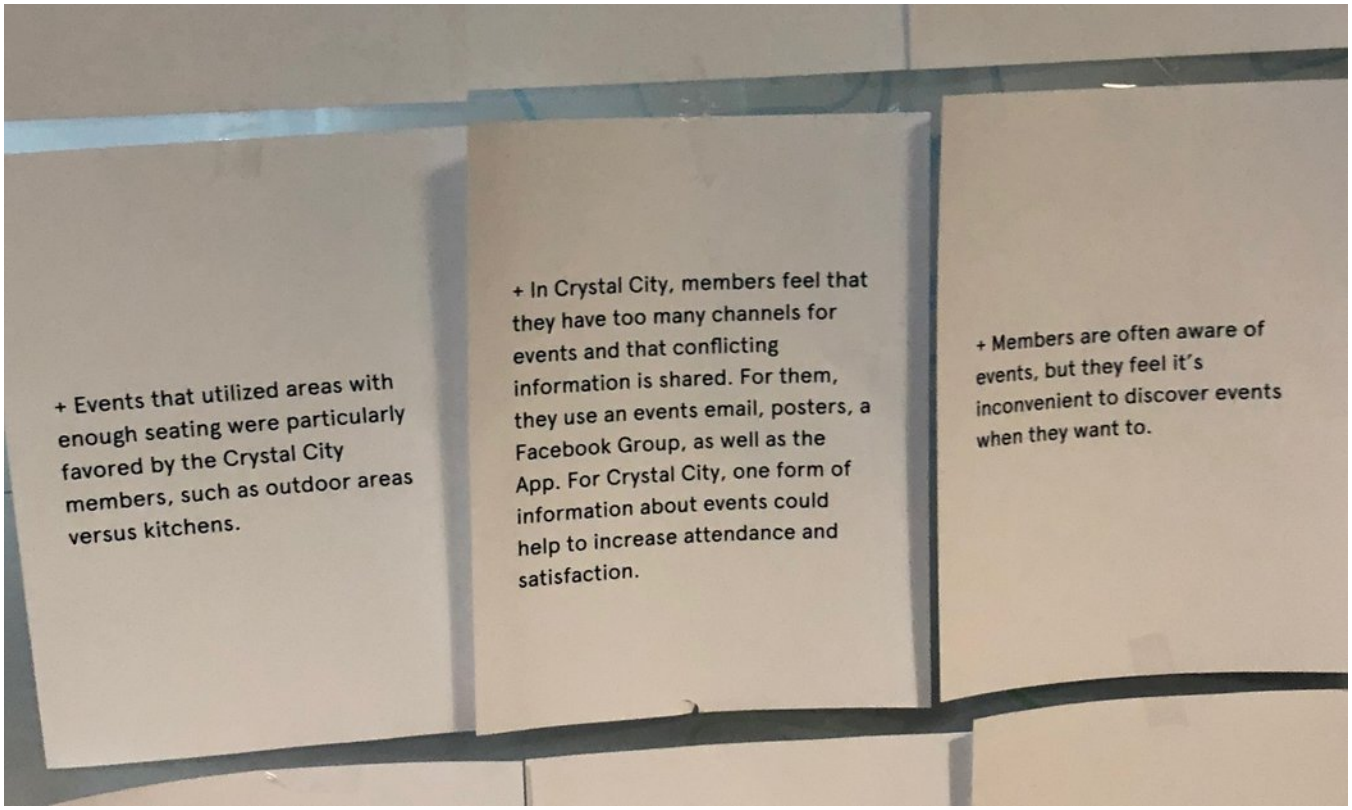
Research and workshops

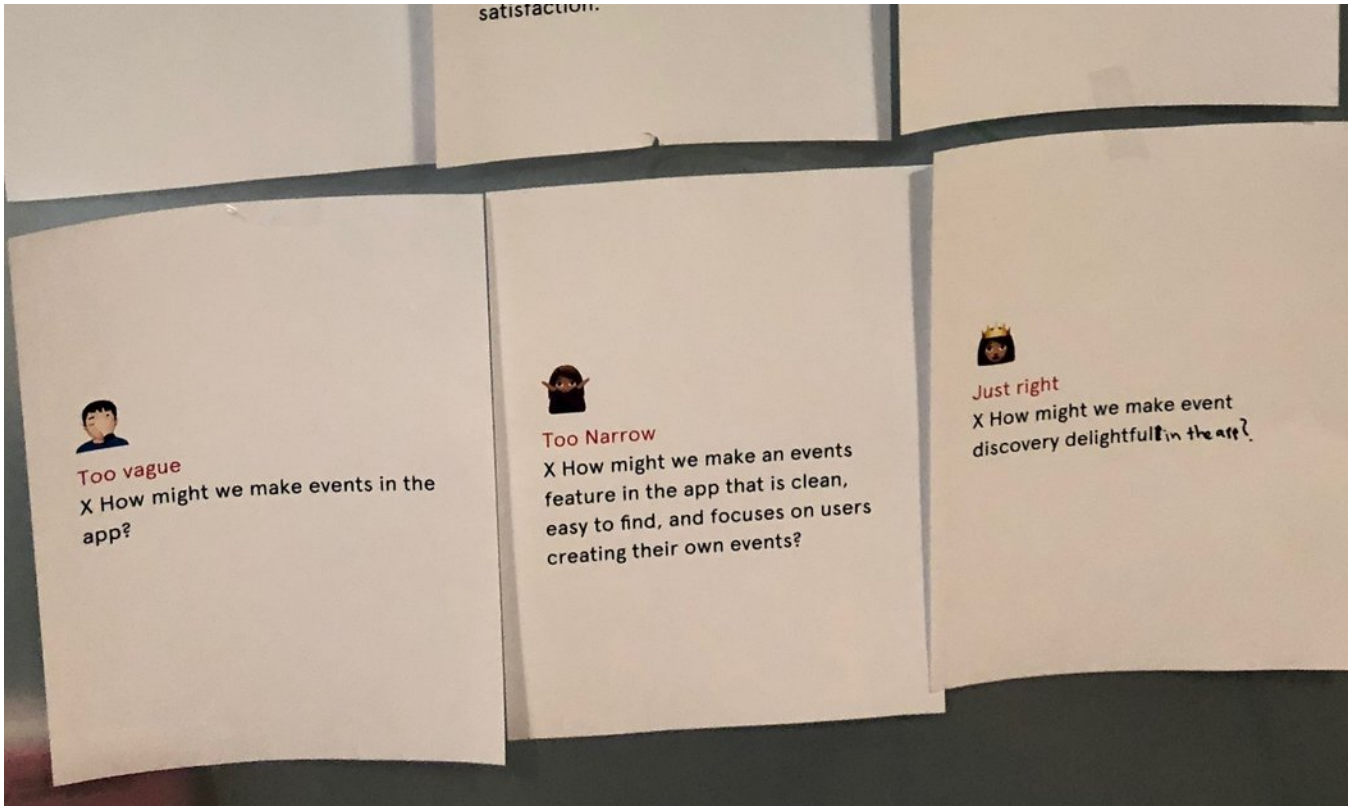
I wanted to first dissect the problem in as many ways I could. I set up interviews with 10 members, 5 at both locations, to get a better idea of what members thought about events currently. I also reached out to the Community Teams to get their take as well.

After picking out common themes and important points from the research, I formed insights and take-aways for our team to then discuss. Then, for our weekly 'Design Humpday' (Every Wednesday I organized a meeting to get devs/product/design in a room to do a design exercise), I wanted us to do a How Might We exercise on some of this information to see where we could take a potential events feature. This was great for a few reasons. It allowed everyone on the team to get say early on in the process. It also surfaced ideas that I may never have thought of.

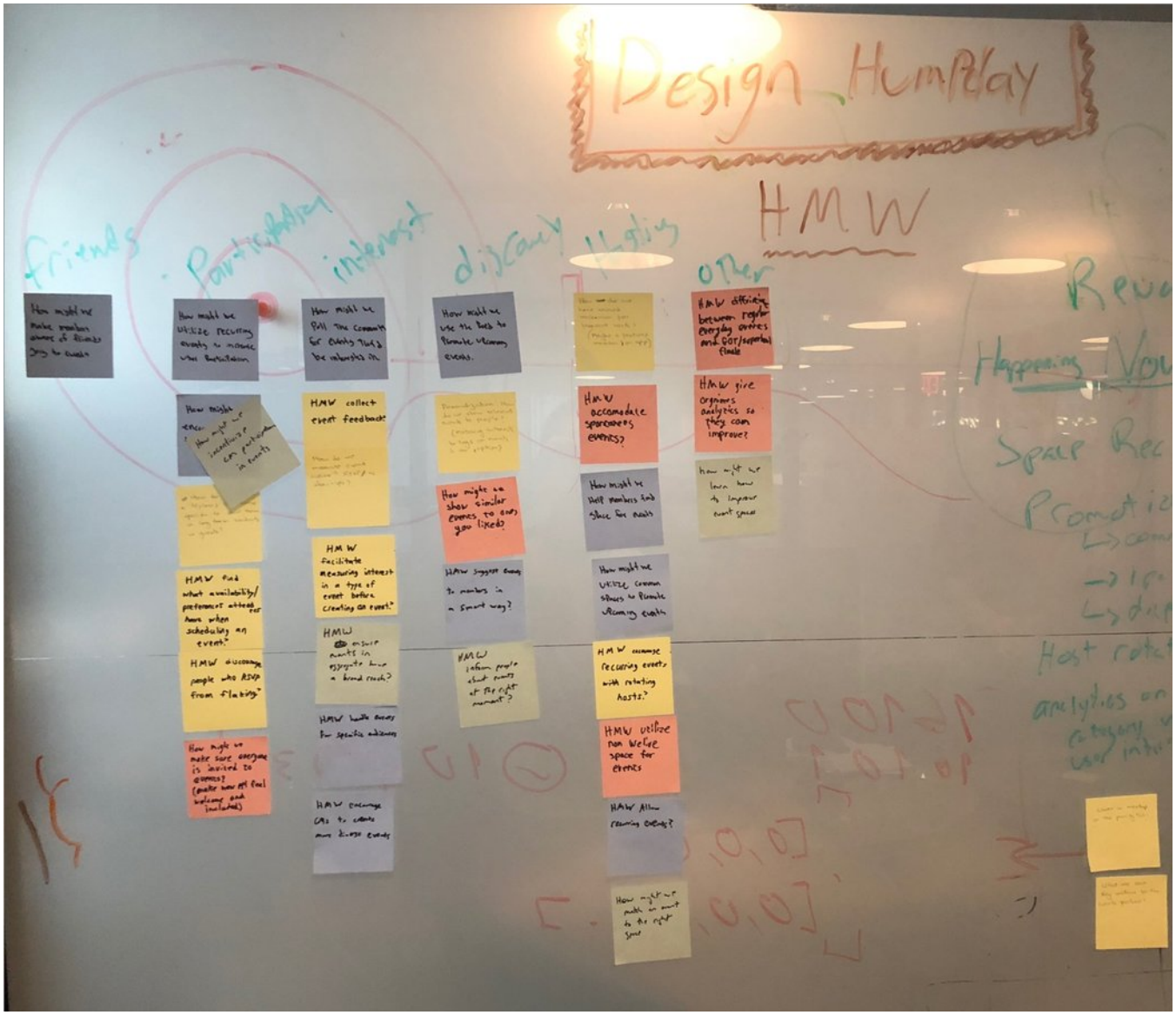


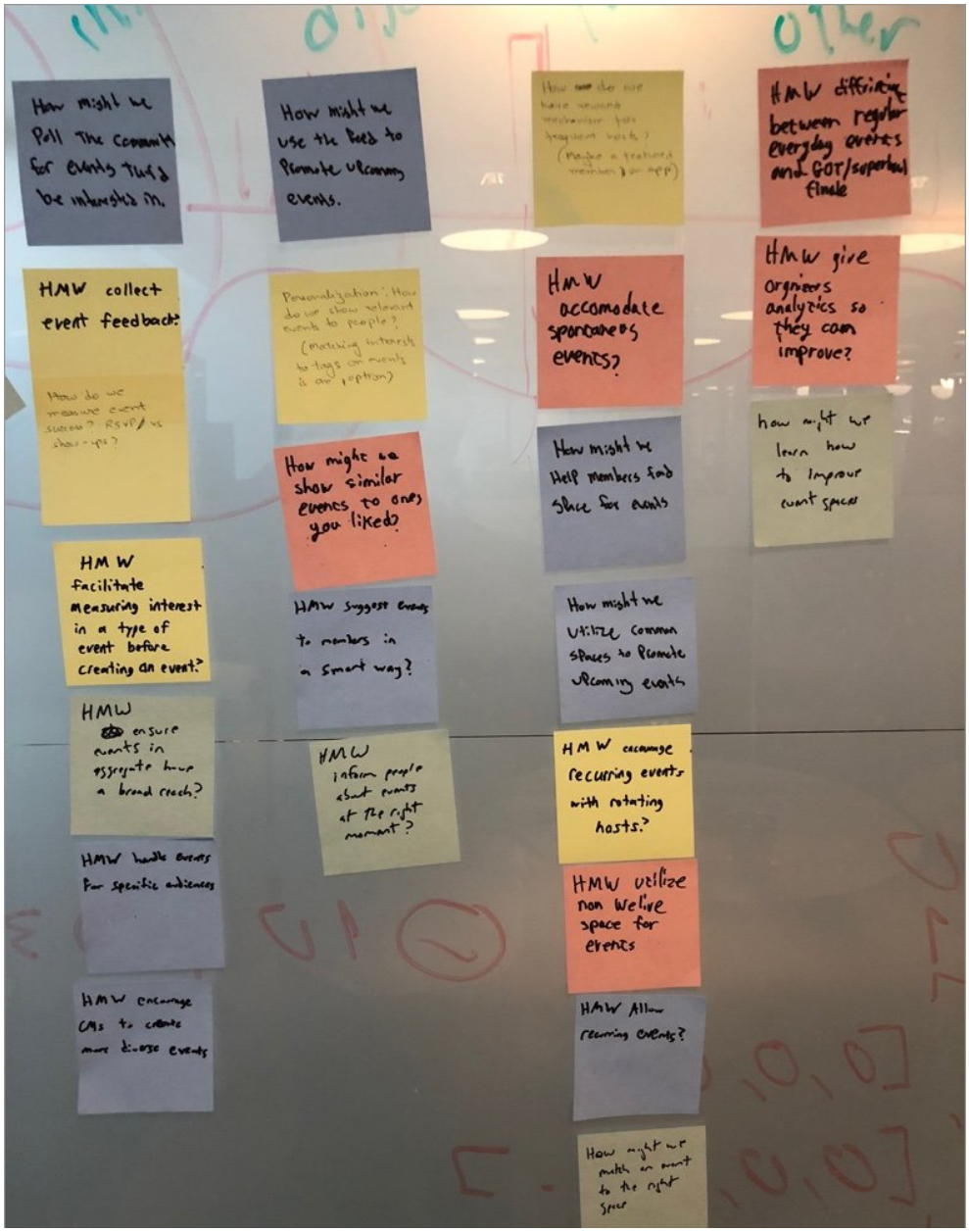
Problem statement + insights





The devs had never done a How Might We exercise before, so I tried to give them an idea of what the Goldilocks zone is for HMW statements.


Design Humplay
HMW
friends
interest
discovery
other
How might we make members aware of friends going to events
How might we utilize recurring events to increase user participation
How might we pull the community for events that's be interested in
How might we use the feed to promote upcoming events.
How might we encourage
How might we incentivize can participation in events
HMW collect event feedback
HMW find what availability/preferences attendees have when scheduling an event?
HMW discourage people who RSVP from flaking?
How might we make sure everyone is invited to events? (make new ppl feel welcome and included)
HMW facilitate measuring interest in a type of event before creating an event?
HMW ensure events in aggregate have a broad reach?
HMW handle events for specific audiences
HMW encourage CAs to create more diverse events
How might we show similar events to ones you liked?
HMW suggest events to members in a smart way?
HMW inform people about events at the right moment?
HMW accomodate sponsored events?
How might we help members find space for events
How might we utilize common spaces to promote upcoming events
HMW accomodate recurring events with rotating hosts?
HMW utilize non welfare space for events
HMW Allow recurring events?
How might we match an event to the right space
HMW differing between regular everyday events and GOT/superbowl finale
HMW give organizers analytics so they can improve?
How might we learn how to improve event spaces
Happening
Space Rec
Host rotat
analytics on category
user intr


How might we Poll The community for events that'd be interested in.
How might we use the feed to Promote upcoming events.
HMW collect event feedback?
How do we measure event success? RSVP/ vs show-ups?
Personalization: How do we show relevant events to people? (matching interests to tags on events is an option)
How might we show similar events to ones you liked?
HMW facilitate measuring interest in a type of event before creating an event?
HMW suggest events to members in a smart way?
HMW ensure events in aggregate have a broad reach?
HMW inform people about events at the right moment?
HMW handle events for specific audiences
HMW encourage CMs to create more diverse events
HMW accomodate spontaneous events?
How might we Help members find space for events
How might we utilize common spaces to Promote upcoming events
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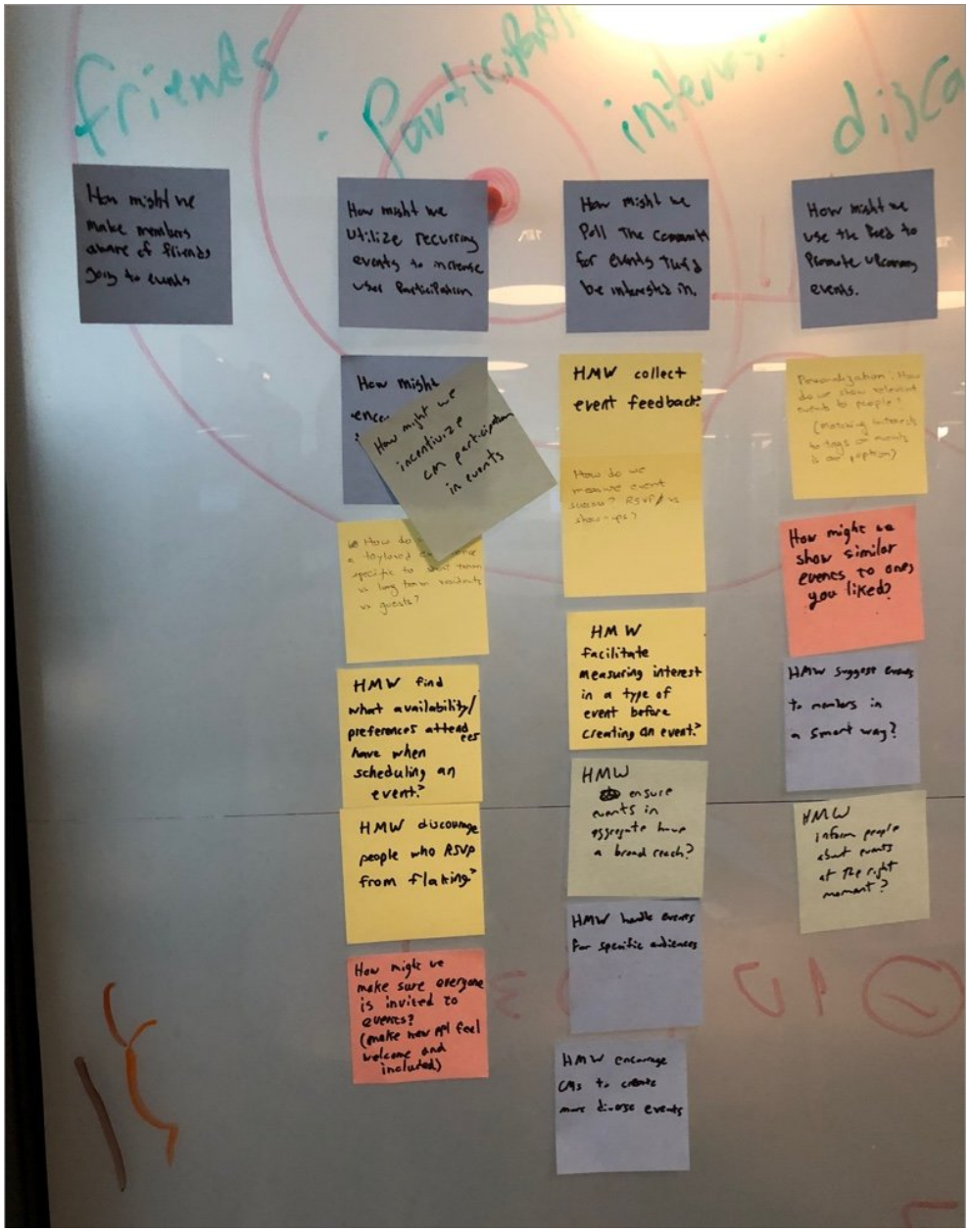
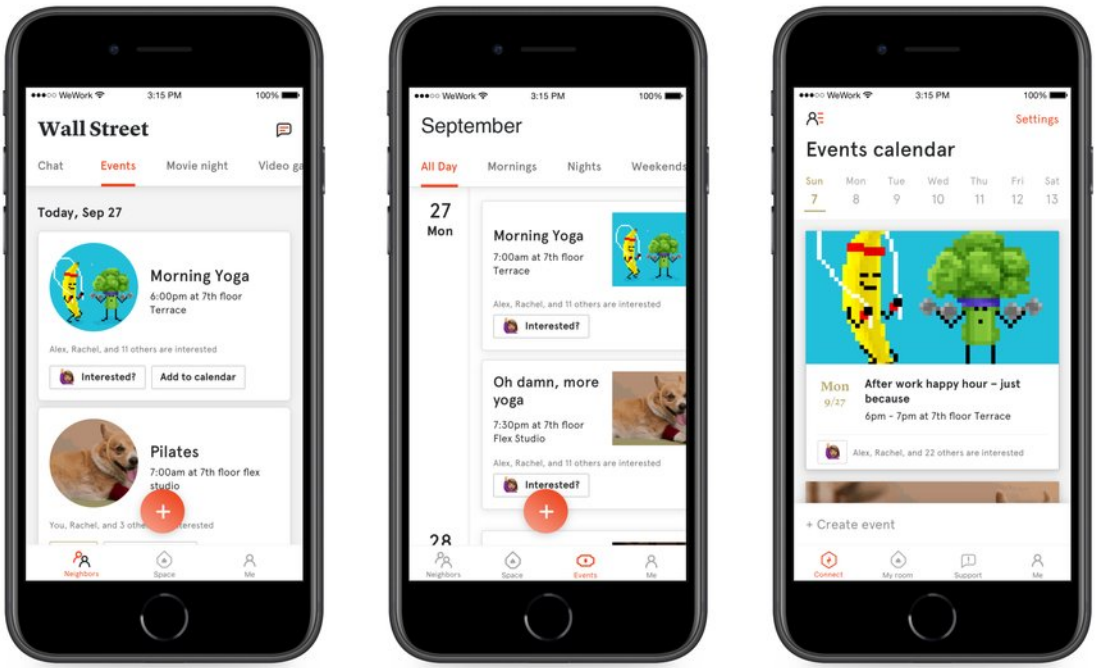


Exploration & Failed ideas

It was then time to do exploration. Luckily, by this point, I had worked on the WeLive app's information architecture so that I would know where events would sit in the world of WeLive. A few explorations and concepts were tested and either passed on by users in testing, or because it didn't solve a particular goal.

Mid-fidelity calendar concepts

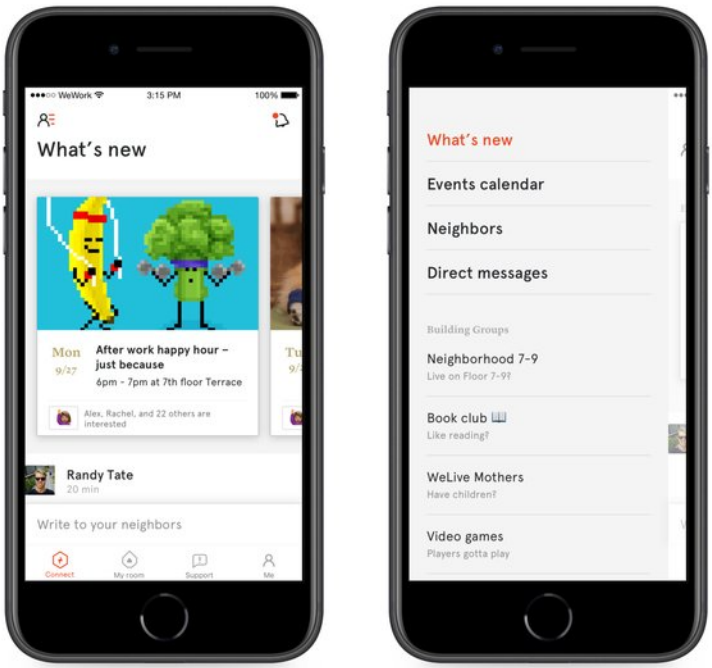
(Failed-in-testing or rejected in critiques)



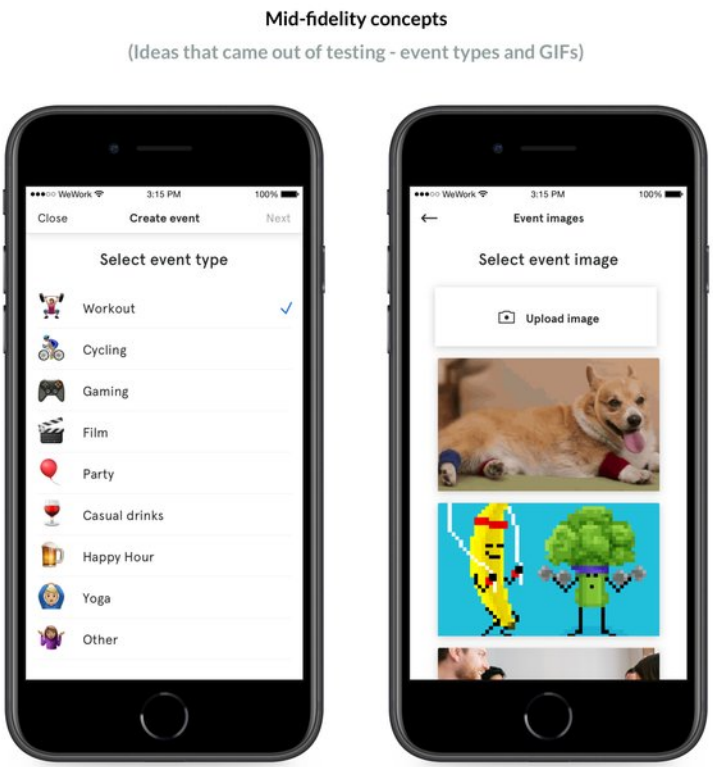
I tested a couple of 'calendar-like' interfaces with users. Out of the dozen or so wires, these tested the best. However, through critique from the team, we decided as a group to move away from a 'calendar-like' interface. 1 - because it felt odd to…

Mid-fidelity 'What's new' concept

(Failed-in-testing or rejected in critiques)



I experimented with the placement of events earlier to this process. One idea, that evolved into the final IA of the WeLive App, involved having an Events Calendar live in a menu while the 'What's new', where a user lands, feed events the user might…



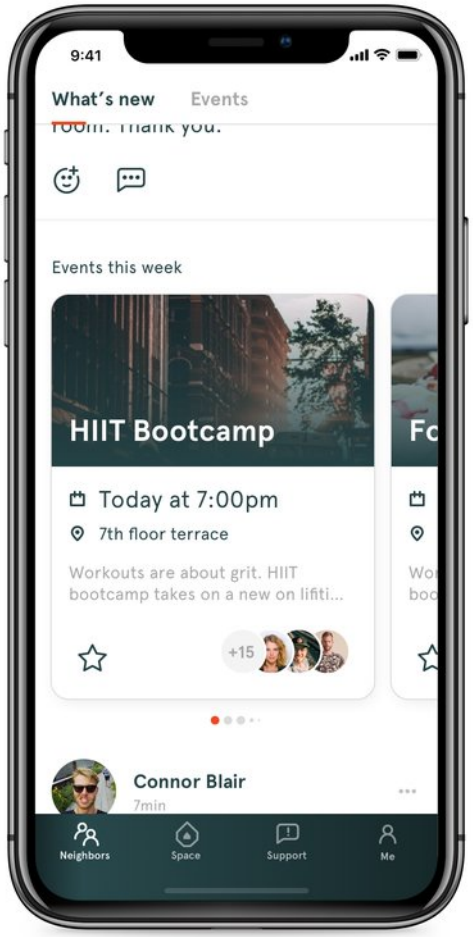
Two great ideas that came from testing were 'grouping' events and GIFs. Users overwhelmingly stated that they thought it would be great to filter events. For example, they may not be into yoga, but they do love food. So they would like a way to not …

Final placement for events

With the IA locked in, Events seemed naturally to fit beside the building's feed. This tested well, and allowed us to not overcomplicate the product. We also looked into a way to show events this week on the 'What's new' tab as well.

Events - top right tab

Events - on What's new tab



Events card

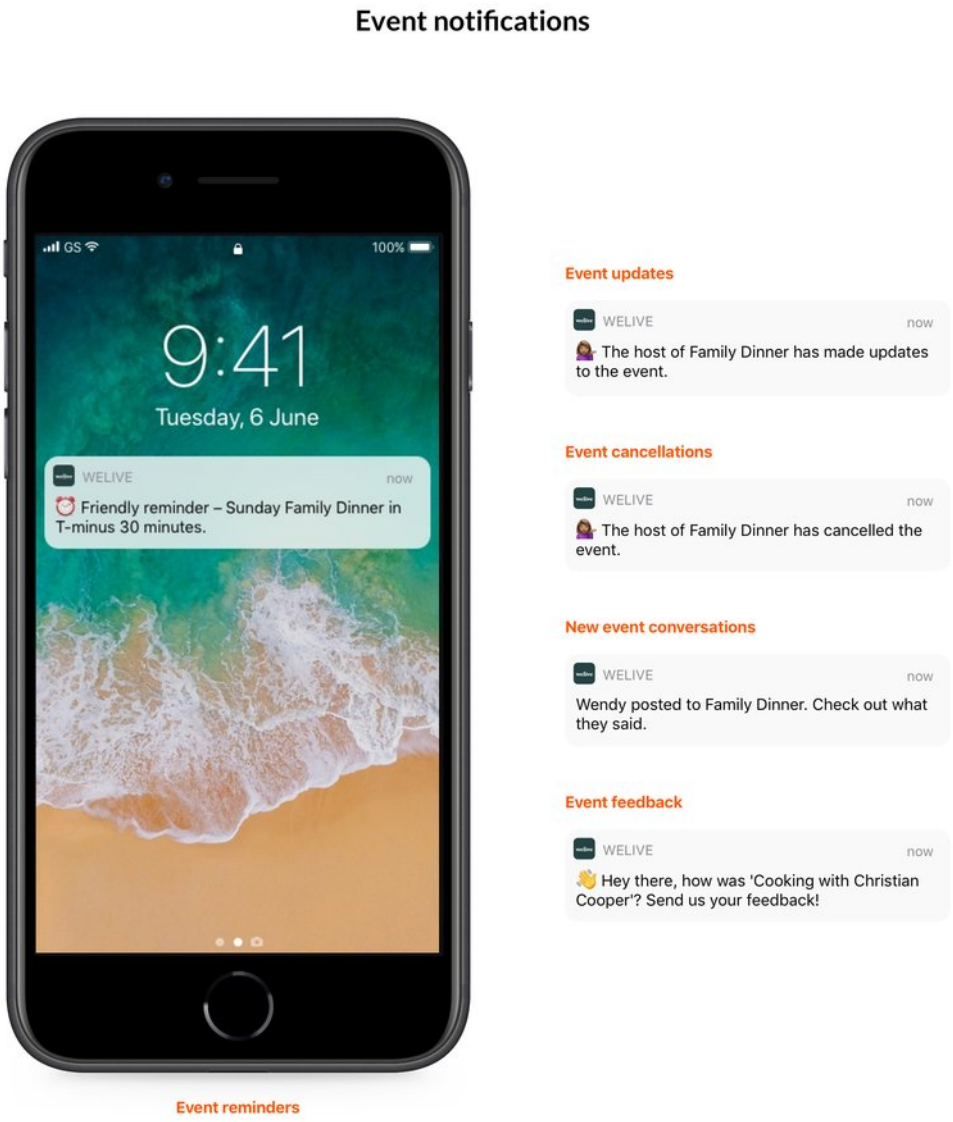
Piece by piece, I started working on the ui elements, cards, and basic patterns for the event's feature. This began with the card that will sit in the building feed and the events feed. How this ui element 'flexed' with data and screen sizes was important. What happens if there isn't a photo? How is time presented? Designing out those use cases made the developer's life easier.

Along with the card, I made an animation activate when a user taps the star. This adds delight and was something we planned on measuring to see if it increased event saves or not. You canview the animation here.

Event card limitations and constraints

Notifications

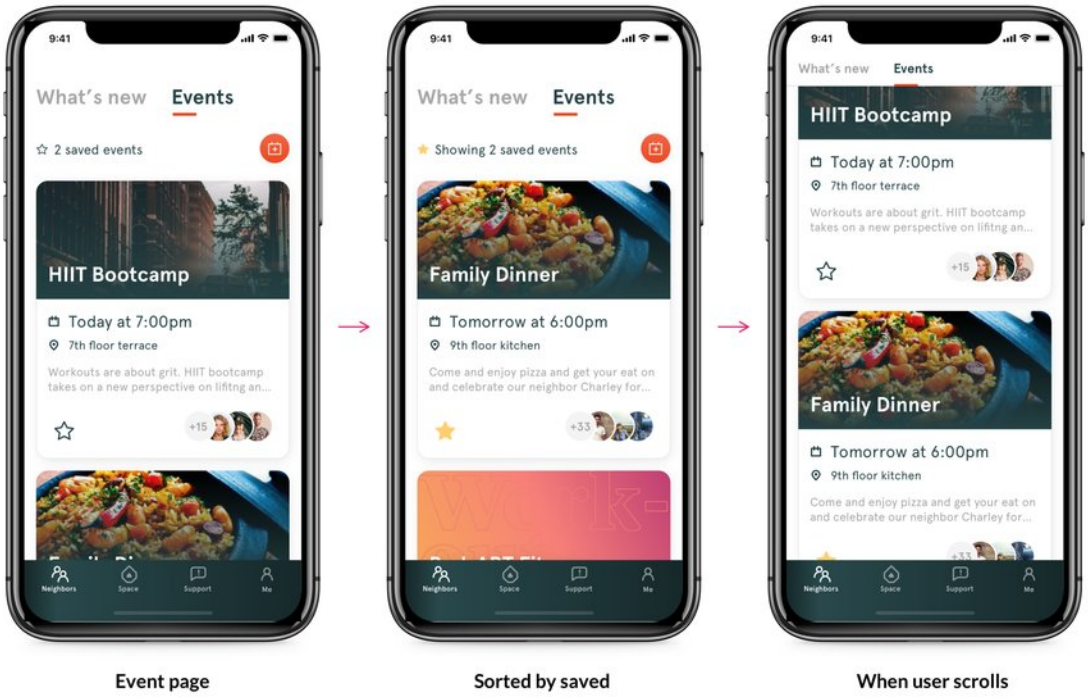
Thinking beyond the ui is important as well. When do users get push notifications and when don’t they? So mapping out those use cases mattered.



Events final outcome

There is so much more to the events feature that I can dig into, but this page need to end at some point. So the following will showcase the events feed, the events view, and events creation. This was a feature that was designed for Android as well, with few differences between iOS and Android, but never ended up into code–due to our Android App falling behind our dev cycle.

Events feed

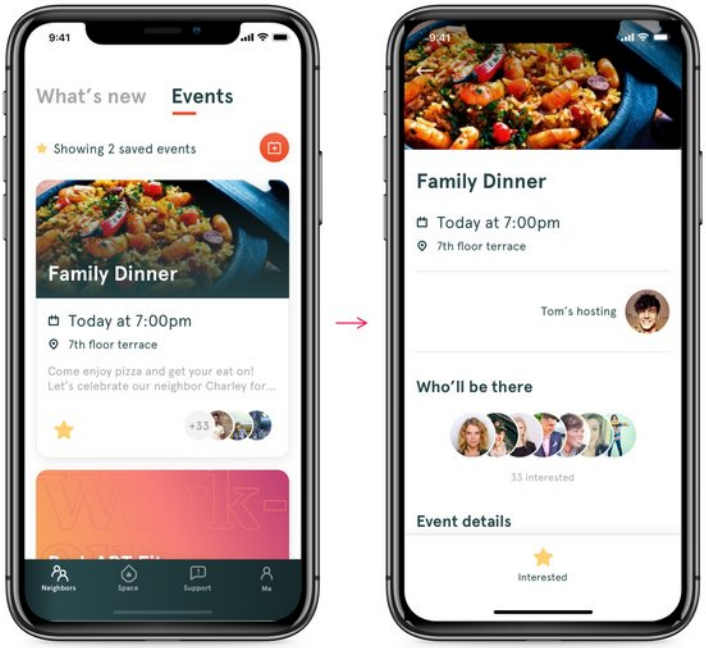


Event page

Sorted by saved

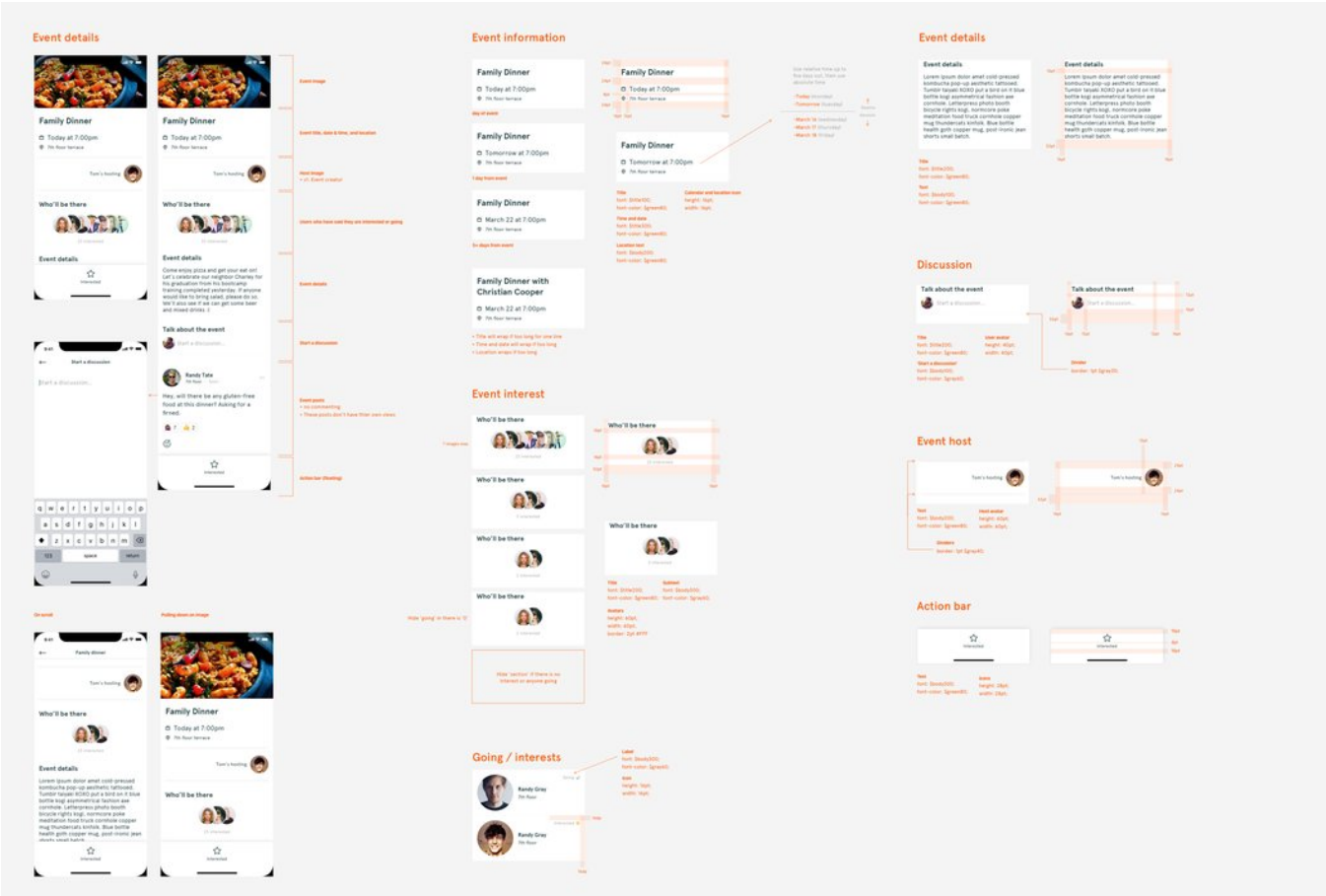
When user scrolls

Event page view

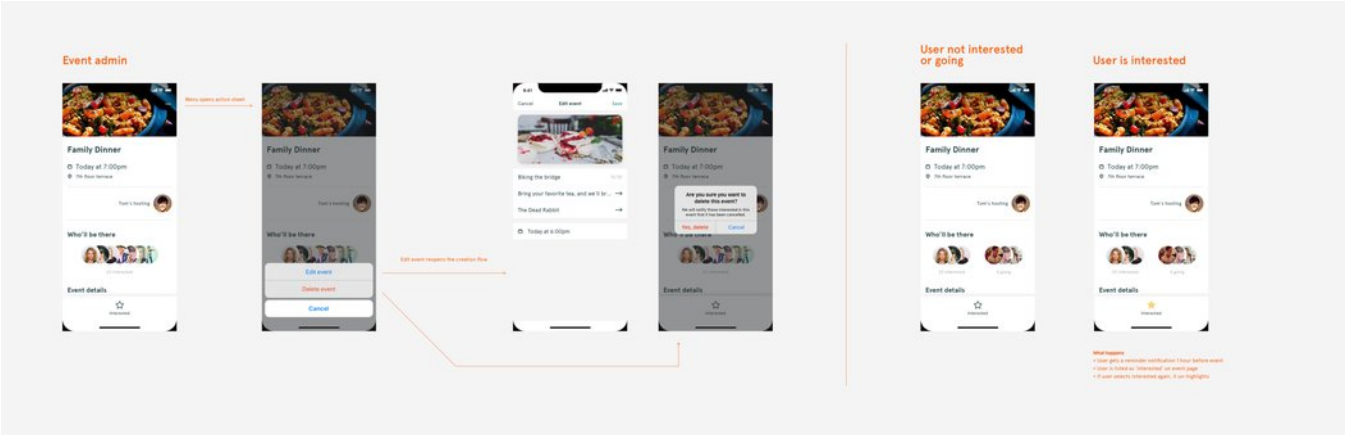


Card to page view

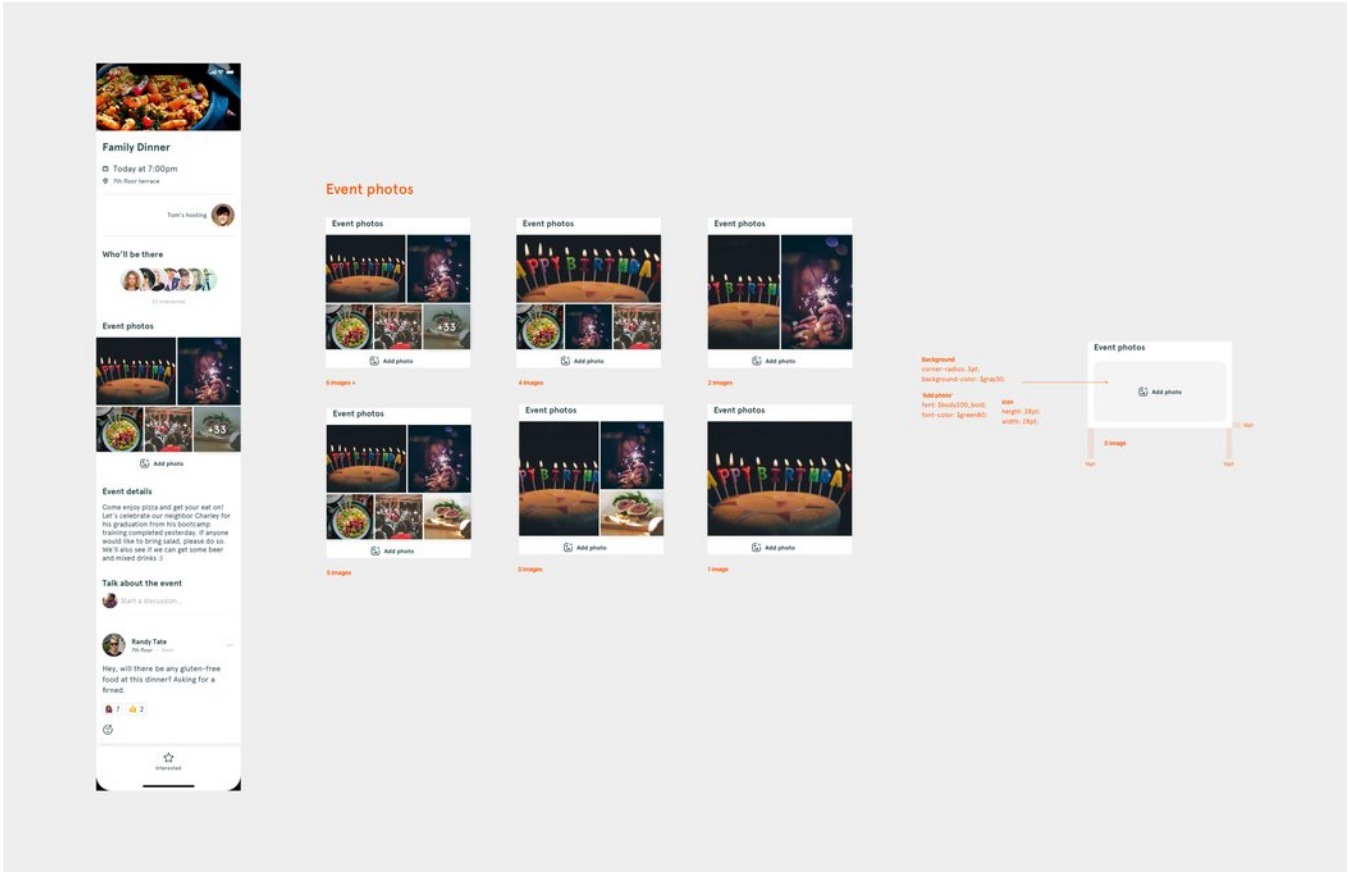
Interested



I hate to show these messy images, but I think what a designer hands off to a developer means more than simple static screens. A designer should spec out and define the ui.



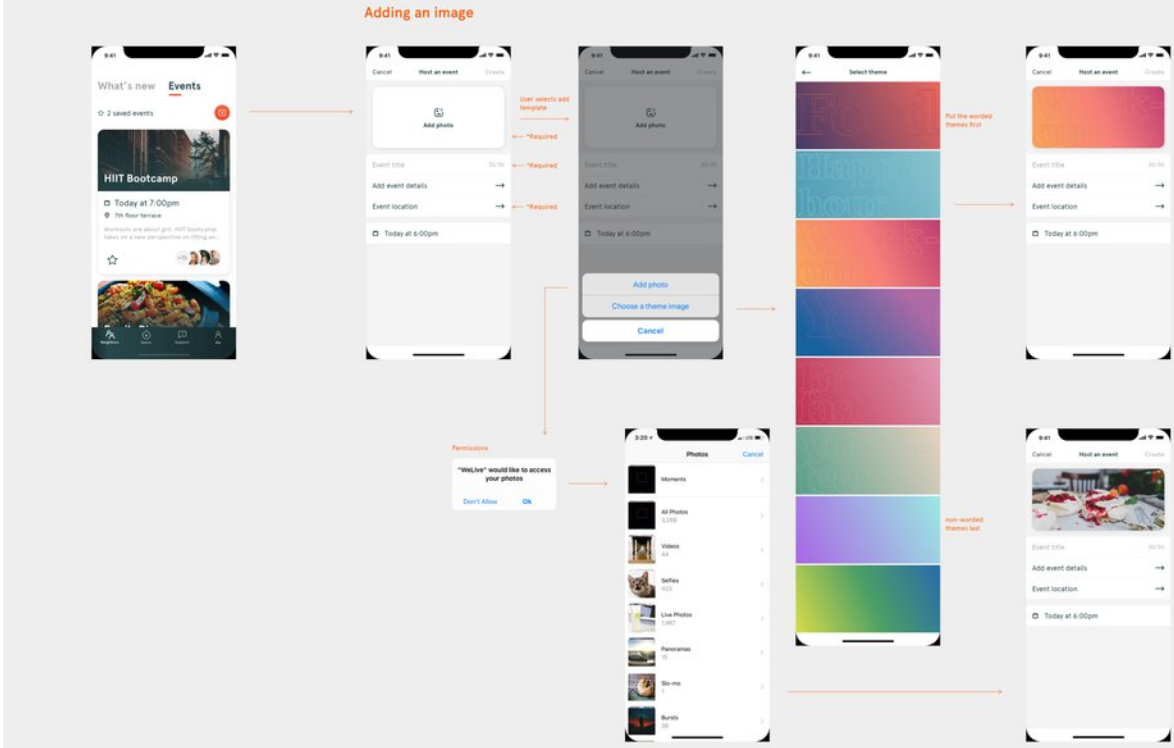
These screens show what the admin (the host) has access to. On the right, what a user can interact with and what happens.

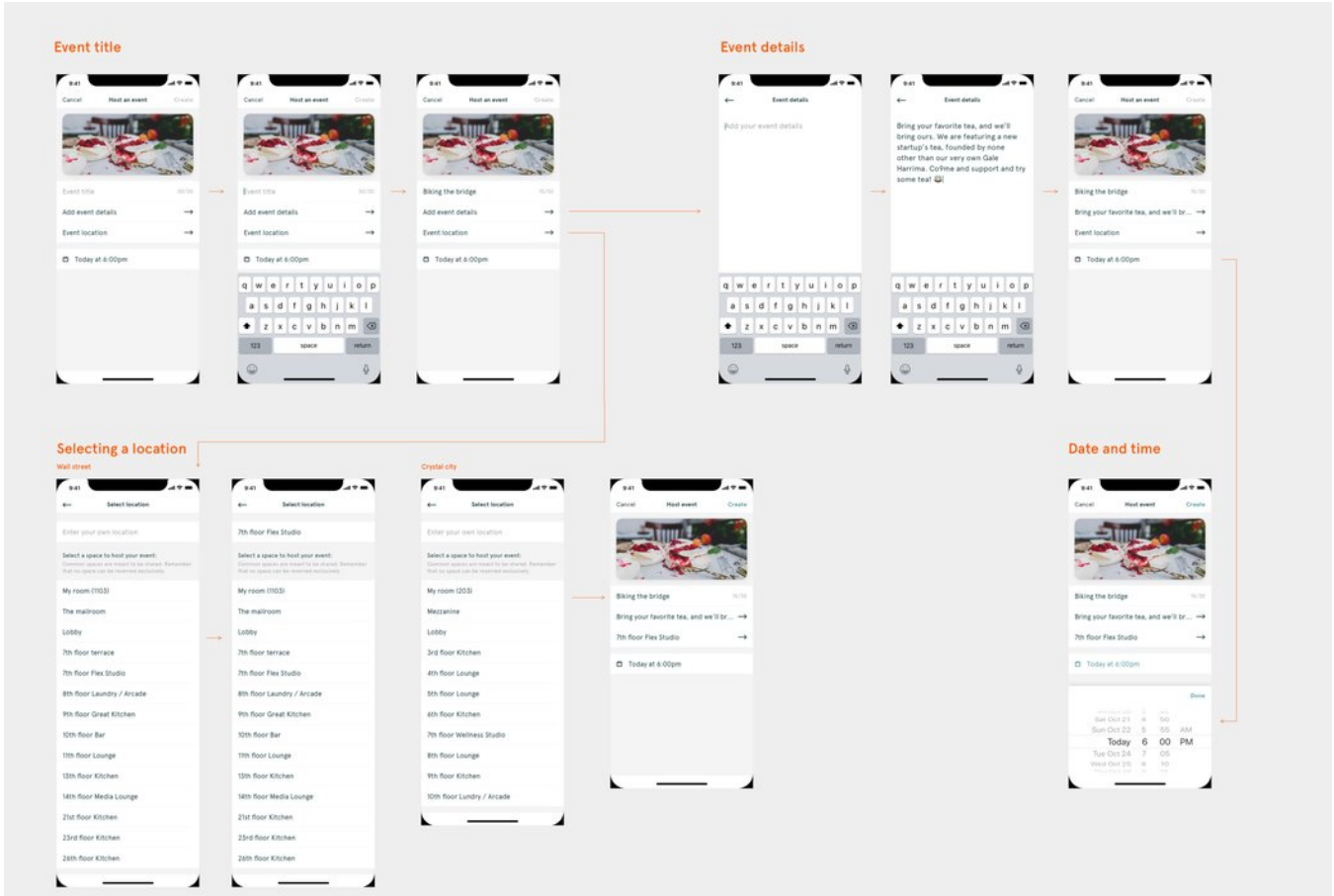


Adding the ability to add photos (because hosts could have recurring events) seemed like a natural follow up to releasing this feature. Users were uploading pictures from events already on the building feed, and this would give users a place to coll…

Hosting an event

Hosting an event is best presented as a flow rather than a bunch of screenshots in phone frames. This is an asset uploaded to Zeplin for our devs to follow the flow accurately.


Adding an image
What's new
Events
HIIT Bootcamp
Today at 7:00pm
Cancel
Host an event
Create
Add photo
Event title
Add event details
Event location
Today at 6:00pm
User selects add template
*Required
Add photo
Choose a theme image
Cancel
Select theme
Put the worded themes first
non-worded themes last
Permissions
"WeLive" would like to access your photos
Don't Allow
Ok
Photos
Moments
All Photos
Videos
Selfies
Live Photos
Panoramas
Slo-mo
Bursts


Event title
Event details
Selecting a location
Wall street
Crystal city
Date and time