



**WEB APPLICATIONS, AUTUMN 2020**  
**MULTIMEDIA DESIGN, BUSINESS ACADEMY AARHUS**

[https://xd.adobe.com/view/c28abbba-de40-464b-851c-63dcf9063165-97d9/?fbclid=IwAR2HFu-SZQ\\_G4h0-sD8zdj1NvoDPD0hq-rkX0AB1TbDhU6C\\_dOaLLVi0mzg&fullscreen&hints=off](https://xd.adobe.com/view/c28abbba-de40-464b-851c-63dcf9063165-97d9/?fbclid=IwAR2HFu-SZQ_G4h0-sD8zdj1NvoDPD0hq-rkX0AB1TbDhU6C_dOaLLVi0mzg&fullscreen&hints=off)

[https://danielberger1995.github.io/2\\_GATHER/](https://danielberger1995.github.io/2_GATHER/)

[https://github.com/DanielBerger1995/2\\_GATHER](https://github.com/DanielBerger1995/2_GATHER)

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# R GATHER

## INTRODUCTION

This document provides a description of a new web application concept called 2gather. The main task was to present a solution and showcase our skills in UX design with correct UX research planning and also showcase an implementation of JavaScript, HTML and CSS. This document outlines the team's concept development process and project management, the research planning and background analysis and visualises the end product the team has developed.

# PROJECT MANAGEMENT

As it is usual for developing digital products, throughout the whole project we worked in an agile process with multiple iterations. We first started off with planning our UX design process with the help of the provided UX Research Sheet. We included all the methods that we deemed either necessary or relevant and noted down the way we imagined to use them in our particular case. We worked as a team on all the aspect of the project the entire time, because everyone wanted to be equally part of every stage of the development. We met frequently and thanks to clear communication and high level of proactivity from every member of the group was able to be very efficient and avoided any conflicts. As a supporting tools we used One note and Discord to share all the important documents and information and Github, kraken, firebase to align and unite our code writing.

## COMPETITOR ANALYSIS

We formed a list of competitors we found worthy of analysis. The team went through various apps and website and tested them from their usability as well as the visual aspects. We mainly focused on the flow, the functionality in general (eg. the informational architecture, navigation, filtering) and we also paid attention to the UI elements to gather some inspiration and to be able to differentiate our product.

The key pain points we addressed in our design

- inability to use the apps without signing in
- lacking categories
- lack of key information displayed
- boring and cumbersome layouts
- messy structure

## CONCEPT TEST

We had previously formulated a list of open ended questions to ask our participants, (see appendix 1) This allowed us to receive personalised answers, where the interviewee was capable to truly express their opinions.

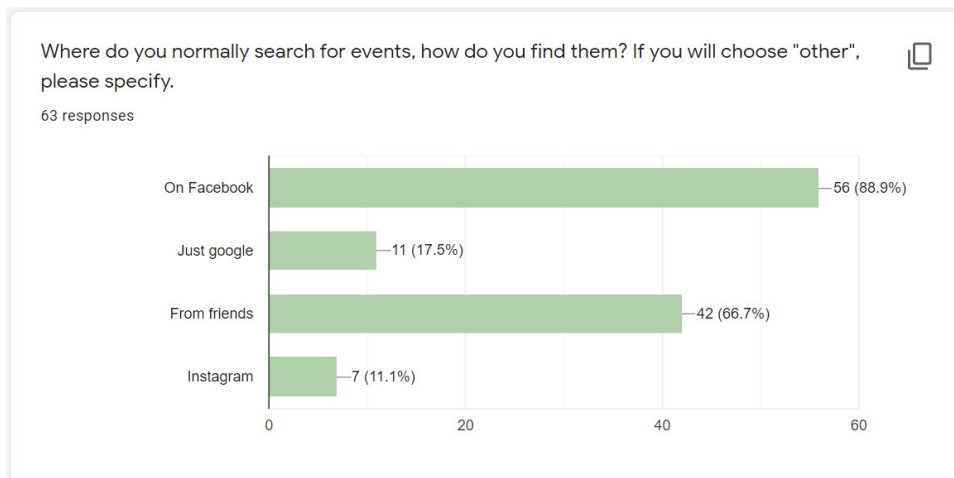
They mentioned how annoying long “sign-up” processes were and how certain apps such as Facebook Events did not recommend events to your interests and left the user endlessly scrolling. They also stated their explicit distaste for Facebook Event’s “interested” option, as most of the time their friends would just click it and end up not going, when our participants still think they are.

They also suggested to make the events sharable, either as a link or to other platforms, to mark it clearly visible whether entrance was free or not and an easy method of checking in and buying tickets.

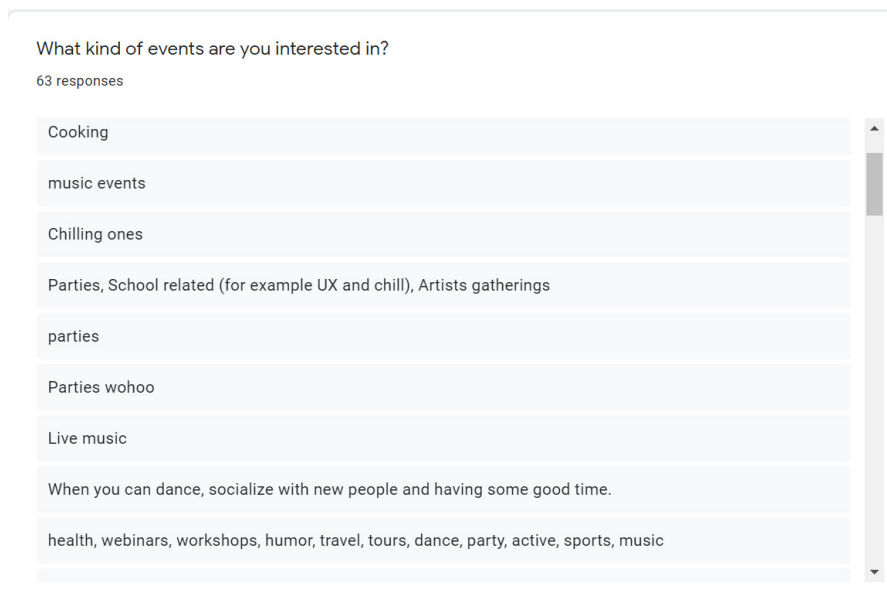
The overall consensus of the group they was that they found a lot of promise in the idea we presented, but would only be compelled to use it if it had a high user base, their friends were on the platform and if it was more personalised and better set up than what they currently use, mainly being Facebook Events.

# SURVEY

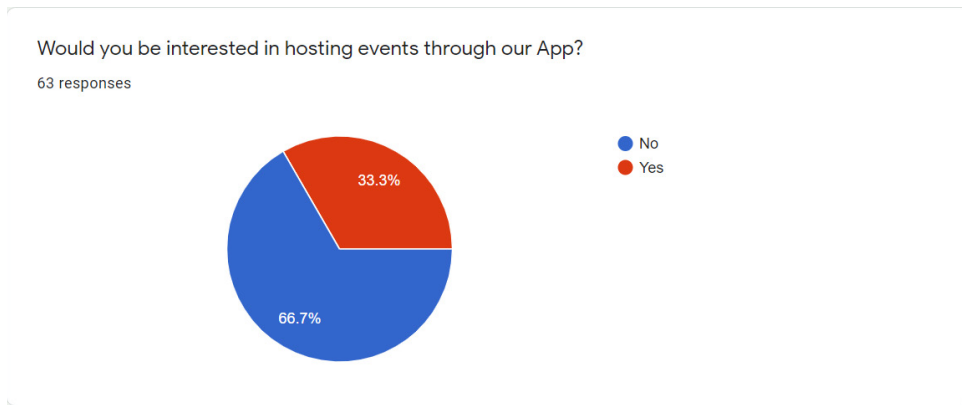
To further develop our idea, we wanted to gather information from a wider audience, therefore we conducted an online survey.



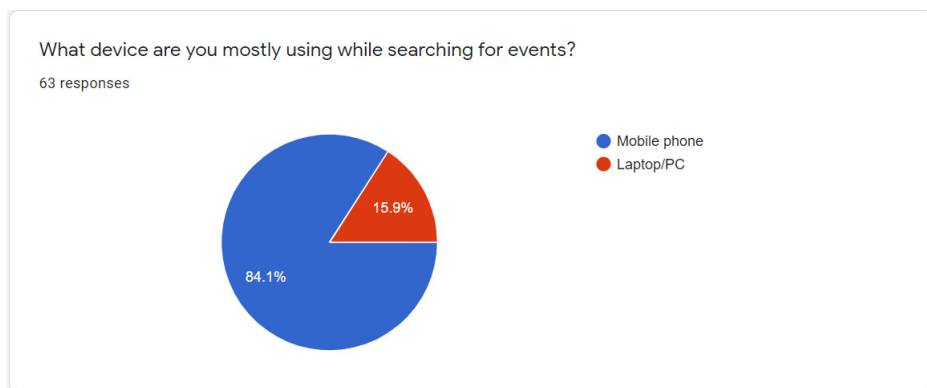
We were able to see that the majority of people use Facebook to search for events, or otherwise hear about it through word of mouth - and even though there was open option, no similar event apps were mentioned



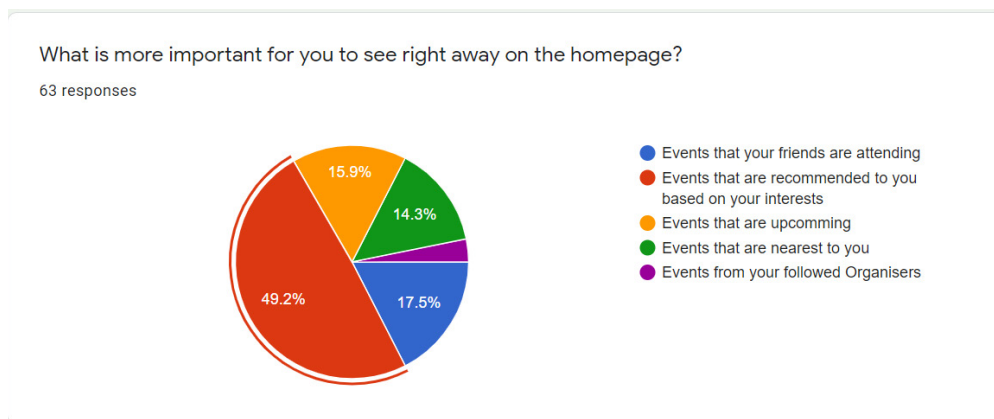
Able to have a better understanding of how to categorize (as mentioned before some apps lack categories)



We were able to see that there is an interest in hosting events as well.



Most people are using mobile



what people found most interesting and an insight on how to sort them

As well as that we ended our survey with 2 open ended questions, allowing the survey taker to express any negative experiences they have had and share any features they would like included

# USER JOURNEY

A user journey represents a scenario of how a user could possibly interact with our application. Was important to do so we can see key features we need to focus on to improve the UX of our app.

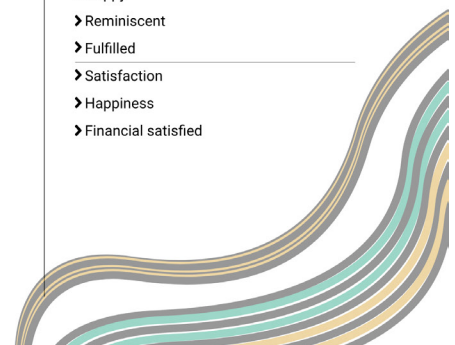
Seeing from our survey that a lot of people were interested in holding their own events we decided to make two separate user journeys, one for the casual user browsing for events and the other for a user with a passion for hosting.

we added a description of what they would do at each step and how they would feel while doing so, just to connect on an emotional level with them.

## TESTING AND USERFEEDBACK

We then tested our user journey among colleagues to which we received very positive feedback and reinforcement, letting us know we were headed in the right direction.

	The presale (before) (Awareness, Consideration)	The sale (During) (Selection, purchase)	Being a user (after) (Satisfaction, loyalty, advocacy)
GOALS	<ul style="list-style-type: none"> <li>› User wants to find the event</li> <li>› User wants to create and host an event</li> </ul>	<ul style="list-style-type: none"> <li>› To have tickets for the event on hand</li> <li>› To read description and location of the event</li> <li>› To have a long list of events to choose from</li> <li>› Find the event quick and easily</li> <li>› Easy and fast process of creating and post an event</li> <li>› Promote the event and get more participants</li> </ul>	<ul style="list-style-type: none"> <li>› Go to an event</li> <li>› Have a great time on the event (with friends/family)</li> <li>› Meet new people and make memories</li> <li>› Provide nice time and experience for people</li> <li>› Earn money (if the event is paid)</li> <li>› Gain more followers</li> </ul>
ACTIONS	<ul style="list-style-type: none"> <li>› User finds the app</li> <li>› Search for the events</li> <li>› Set the concept for the event</li> <li>› Find inspiration for the event</li> </ul>	<ul style="list-style-type: none"> <li>› Share the event</li> <li>› Buy tickets</li> <li>› Add to the calendar</li> <li>› Follow the organizer</li> <li>› Add to favorites</li> <li>› Check the weather for the day</li> <li>› Still be able to view other events while being a host at the same time</li> <li>› Create an event (set the location, time, description, category, price)</li> <li>› Sell the tickets</li> <li>› Share the event through different platforms</li> </ul>	<ul style="list-style-type: none"> <li>› Rate/Follow an organizer</li> <li>› Add library of the images of the event that just happened</li> <li>› See similar events</li> <li>› Go back to the program of the event (see the past event that you attended)</li> <li>› Host an event</li> <li>› Read reviews and rates</li> </ul>
THOUGHTS	<ul style="list-style-type: none"> <li>› Bored so looking for event</li> <li>› Excited to go out</li> <li>› Lonely</li> <li>› Hungry for socializing</li> <li>› Wants to self-educate, explore, and self-develop</li> <li>› Lonely</li> <li>› Excited</li> <li>› Inspired</li> <li>› Financial hunger</li> <li>› Active</li> <li>› Motivated</li> </ul>	<ul style="list-style-type: none"> <li>› Excited</li> <li>› Motivated</li> <li>› Pumped-up</li> <li>› Uplifted</li> <li>› Delighted</li> <li>› Socialized</li> <li>› Organized</li> <li>› Busy</li> <li>› Confident</li> <li>› Bossy</li> <li>› Outgoing</li> <li>› Friendly</li> </ul>	<ul style="list-style-type: none"> <li>› Satisfaction</li> <li>› Happy</li> <li>› Reminiscent</li> <li>› Fulfilled</li> <li>› Satisfaction</li> <li>› Happiness</li> <li>› Financial satisfied</li> </ul>



# PERSONA

Following the same ideology as with the user journey we created 2 personas, Emma Anderson and Peter Kowalski. A persona is a representation of the key target audience and helps to better understand their needs, pains and goals, letting us to better connect and emphasize with our users.

We based both personas completely off the research we had collected so far and by having 2 we pushed ourselves to always take both sides into account when making decisions.



EMMA ANDERSEN  
AGE: 21  
LOCATION: Aarhus C



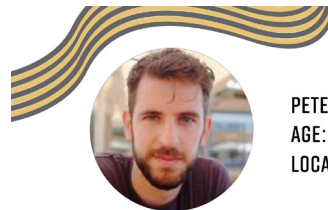
Emma is very social person that can't imagine spending her free time without friends. She needs easy access to events' information that allow her to choose specific one and buy ticket if needed. She has a problem in finding an app that would combine opportunity to explore variety of events and keeping the tickets in one place.

#### EMMA'S NEEDS:

- › Explore and find events that combines her needs and interests
- › Buy a ticket for a specific event and have it on hand saved in the app
- › Easy and fast access to information about the event
- › Clean and modern design that still brings values

#### EMMA'S PAIN POINTS:

- › Finding the relevant information about the event like location, ticket or 'friends are going' requires a lot of time when searching for an event
- › Can't find any relevant events or workshops that would meet her needs
- › She often feels confused as the information about events are not reliable and updated



PETER KOWALSKI  
AGE: 24  
LOCATION: Viby



Peter is a student and he studies International marketing. He is very outgoing and loves to be a part of social life and participate in different social activities. He has a lot of ideas for interesting events he would love to be a part of, but they just doesn't exist. His friends encouraged Peter to organize and host some of the events himself. He decided to start with creating and hosting a free of charge outdoor event, where his friends agreed to play music for free. With different games and activities he and his friends will lead.

#### PETER'S NEEDS:

- › Free of charge platform where he can publish his event
- › Easy to use and create an event with not too much requirements and fill out forms
- › Short and easy registration
- › Available information about how many people are interested

#### PETER'S PAIN POINTS:

- › Number of participants doesn't match with number in the application
- › Not being able to host events without being a big organizer or company
- › Need to choose between participating or organizing events

# CREATIVE BRIEF

The creative brief helped us have an overview of our project. It allowed us to gain a overall better understanding, not just of the project but to bring the entire group on the same page. (see appendix 2)

# CONCEPT DEVELOPEMENT

Before starting with the physical design process, we first went through all our research results, creative brief and personas in order to fulfill our users needs and remove as many pains points as possible.

As previously mentioned we found it crucial to have “create an event” as an option for our “organiser” users, such as Peter. As mentioned in the Creative Brief, our app plays a lot on community we didn't want to disclude any users.

To combat long “sign-up” process, we decided implement the use of “sign-in” with Facebook. As well as that we would leave the users an option of “skip login”, where they could immediately browse the event sections of the app, but have only a limited access in the application.

Overall the biggest complaint we received about existing “Event Apps” was the lack of personalisation of the newsfeed. The majority of users didn't appreciate having to scroll through events that they frankly had no interest in. (see appendix).

To remedy this we came up with the solution of having all the categories appear after the “sign-up” phase and allow the user to choose the categories of their preference. Only those selected would then be displayed on their newsfeed and would be changeable from profile settings.

Since our “Homepage” now only displayed events categories selected by the user, we decided to implement a search page where the user could search specifically by event category.

As seen in from the concept test and survey, a lot of users were interesting in seeing events that their friends are attending, therefore we decided to make our top-navigation bar sort by “Upcoming”, “Nearest” and “Friends”.

To solve our users pain with the previously mentioned Facebook Events “interested” option, we came up with the idea to implement a push notification or pop-up window 24 hours before the event starts, asking users to either confirm or deny their attendance, making it easier for both friends and organisers to have a realistic idea of who and how many people are actually coming.

From our survey we also received a long list of event categories that would interest our users. We then broke the list down into 14 relevant categories to allow inclusion for users of varying interests, a lot more than any of our competition offers.

Taking it one step further, is where the idea of adding #hashtags came in, that users could search through hashtags to find more specific events such as “#Sushi” which would be otherwise lost in the “Food” category.

Since many users mentioned that the usability of our app should be simple, easy and all exclusive, we also decided to have the option to buy tickets and store them in “My Tickets” page. We also implemented “My Calendar” so users can have a easier time finding and reviewing the events that they either booked or bought.

We then focused our discussion on the information architecture of the app, as we learned throughout our research that our solution would have to be easy to use and navigate. With so many features to add, we had to be extremely harsh when it came the practicality of the UX design and the placement of those features.



# DESIGN

We began this process first by searching for inspiration of any form, from logos to design styles to layouts and colors. (see appendix) discussing and highlighting the ideas we liked the most.

## LOGO

Together we started brainstorming possible names that could fit for our “Event-finder” App.

After voting on the names we liked the most we were left with 2 options: 2GATHER and EVENTO. With the name EVENTO, the purpose of the app would be more obvious and understandable for potential users.

While 2GATHER on the other hand was more playful and based around community (2GATHER - together), which matched the description of our brand perfectly as mentioned in the creative brief.

We then sketched out a couple different logo designs, taking inspiration from one in particular and chose the ones we deemed best to worked on them separately.

## WIREFRAMES

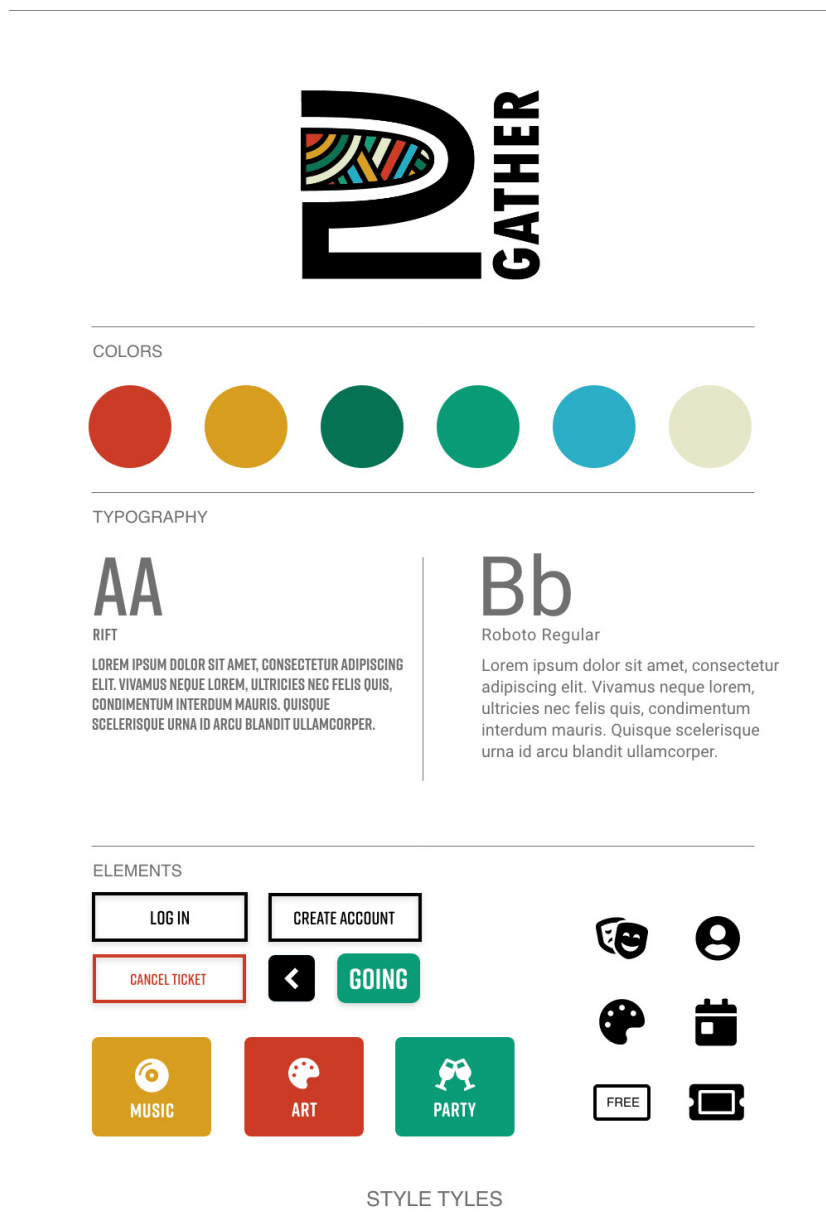
Already having a good idea of which features our app should include made wireframing our prototype easier. It allowed us to put our ideas on paper and make sure all the features are built in a way that is user friendly and easy to navigate. (see appendix 3)

# STYLE TILE

After deciding on our logo we began creating our style tile. We were at first split between using multiple colors or a solid base color. As with multiple colors we would not be able to have base color due to high contrast between elements.

In the end we decided to use a variety of faded colors and shades of grey and white as our base color, for buttons and backgrounds. The multitude of colors made the app feel more care free and inviting, rather than just generic. Using black straight edged borders for our buttons and drop shadows on our elements made them stand out and give a minimalistic feel to the UI.

We then chose 2 fonts, Rift bold for headers and Roboto regular for the text. We felt that Rift bold complemented our other native elements on the page, being also straight edged and thick, while Roboto worked well as an reading text adjacent to Rift.



# MOCKUPS

With the wireframes and the style tile decided upon, creating the final mockup wasn't hard work. We still tried out a variety of different layouts and played with using images or just colors on our event posts and other elements. Finally we added on a few stylistic designs using the same decoration from our logo to give the pages more life and energy. (see appendix 4)

# PROTOTYPE TESTING

For prototype testing we opened up with a brief explanation of our app and what is to be expected. We then allowed them to navigate through it freely and listened to their opinions, having a few task questions set up as well, if they would not complete it on their own. We then tested various designs of different elements to get further feedback for our decision making.

Through prototype testing we received extremely positive feedback, they found it easy to navigate through the pages and complete any task they had. They mentioned frequently how they loved the design, the included features and the idea behind how the app works. They told us we should implement our background designs on more pages to keep the design consistent and helped us point a few holes in our UX.

# CODING

Like with every other step of the process, we worked together as much as possible. Already knowing some of the functions we planned on creating and because of the difficulty and amount, we split up the tasks separately to first research ways in which we could solve them.

The first step was to set up a GitHub server that we could collaborate together on. We then implemented the code to make it a SPA.

```
2_GATHER > js > JS spajs > ...
3 // hide all pages
4 function hideAllPages() {
5   let pages = document.querySelectorAll(".page");
6   for (let page of pages) {
7     page.style.display = "none";
8   }
9 }
10
11 // show page or tab
12 function showPage(pageId) {
13   hideAllPages();
14   document.querySelector(`#${pageId}`).style.display = "block";
15   setActiveTab(pageId);
16 }
17
18 // sets active tabbar/ menu item
19 function setActiveTab(pageId) {
20   let pages = document.querySelectorAll(".tabbar a");
21   for (let page of pages) {
22     if (`#${pageId}` === page.getAttribute("href")) {
23       page.classList.add("active");
24     } else {
25       page.classList.remove("active");
26     }
27   }
28 }
29
30 // navigate to a new view/page by changing href
31 function navigateTo(pageId) {
32   location.href = `#${pageId}`;
```

The SPA code functionally hides all the other pages that are not active at the moment as long as the each separate section is given the class name of "page".

The next step was to create a firebase project and add it to our js file, using our projects specific API key code. We then initialized it and pulled our firebase collections, using 2 different constant variables `_eventRef`, for our collection of events and `_userRef` specifically for adding documents for each specific user.

```
2_GATHER > js > JS firebase_config.js > ...
1 "use strict";
2
3 // ===== GLOBAL FIREBASE CONFIG ===== //
4 // Your web app's Firebase configuration
5 const _firebaseConfig = {
6   apiKey: "AIzaSyAumJsJC7nMNd2zwcB9sbQkUKgjG9osulg",
7   authDomain: "web-app-2gather.firebaseio.com",
8   databaseURL: "https://web-app-2gather.firebaseio.com",
9   projectId: "web-app-2gather",
10  storageBucket: "web-app-2gather.appspot.com",
11  messagingSenderId: "749134289420",
12  appId: "1:749134289420:web:8d9df8a6a188eca449ec29",
13  measurementId: "G-B509XNVBB4"
14 };
15 // Initialize Firebase and database references
16 firebase.initializeApp(_firebaseConfig);
17 const _db = firebase.firestore();
```

After our firebase database was up and running we then added both the main bottom navigation and top navigation bars. The top navigation bar was coded using JavaScript adding a class to the specific element clicked and removing from the others. While at the same time we have an empty `<span>` in html which moves in relation to the element which has the class (`is-active`) and finally to make the animation fluid we added a transition of 0.4s in css.

```
2_GATHER > js > JS underline.js > ...
1  "use strict";
2
3  let indicator = document.querySelector('.nav-indicator');
4  let items = document.querySelectorAll('.nav-item');
5
6  function handleIndicator(e1) {
7      items.forEach(function (item) {
8          item.classList.remove('is-active');
9          item.removeAttribute('style');
10     });
11     indicator.style.width = "".concat(e1.offsetWidth, "px");
12     indicator.style.left = "".concat(e1.offsetLeft, "px");
13     indicator.style.backgroundColor = e1.getAttribute('active-color');
14     e1.classList.add('is-active');
15     e1.style.color = e1.getAttribute('active-color');
16 }
17
18 items.forEach(function (item, index) {
19     item.addEventListener('click', function (e) {
20         handleIndicator(e.target);
21     });
22     item.classList.contains('is-active') && handleIndicator(item);
23 });
24
```

The next task was to make the events on the home page actually sort by specific fields; date, location and number of friends attending. At first in firebase we added the date as a string and soon realised it wouldn't work practically because when the order by date function is called, it would then order it only by the lowest number. So 1st December would appear before 29th September.

```
8
9
10 function orderByUpcoming() {
11     _eventRef.orderBy("date").onSnapshot(function (snapshotData) {
12         _events = [];
13         snapshotData.forEach(function (doc) {
14             let event = doc.data();
15             event.id = doc.id;
16             _events.push(event);
17         });
18         appendEvents(_events);
19     });
20 }
21
22 orderByUpcoming();
23
24
```

The only way around it was to use the firebase field type of timestamps. Unfortunately when time stamps is appended, it appears in the format of nanoseconds, unreadable for our users. The way we worked around it was added the in-built method of `.toDate()` which then shows the timestamp as a human date, although still extremely long. Finally we added the plugin `moment.js`, which allowed us to choose between a variety of different date layouts.

```
// append events to the DOM
function appendEvents(events) {
  let htmlTemplate = "";
  for (let event of events) {
    console.log(event);
    htmlTemplate += `
    <a href="#select-event" onclick="appendEventsDetails('${event.id}')"><article>
    
      <div class="event_title">
        <h2>${event.name}</h2>
        <h4>${moment(event.date.toDate()).calendar()}</h4>
        <p class="text-adjust">Organiser: ${event.organiser}</p>
        
        <h7 clas="event_price">${event.price}</h7>
      </div>
    </article></a>
    `;
  }

  document.querySelector('#event-container').innerHTML = htmlTemplate;
}
```

Ordering by nearest location also proved immensely difficult. As in order complete that task we would need to first find my position, then the position of every location and run a calculation to be able to find the one nearest to me at all times.

Luckily enough Rasmus was kind enough to help us out with the difficult part and we were able to then adjust it to work inside our code.

```
GATHER > js > JS location.js > ...
42 }
43
44
45
46 /**
47  * Calculating the distance from on Location to another; Lat1 & Lon1 to Lat2 & Lon2
48  * Used to calculate the distance between the device and the Location
49  */
50 function calcDistance(lat1, lon1, lat2, lon2, unit = "K") {
51   if ((lat1 == lat2) && (lon1 == lon2)) {
52     return 0;
53   }
54   else {
55     let radlat1 = Math.PI * lat1 / 180;
56     let radlat2 = Math.PI * lat2 / 180;
57     let theta = lon1 - lon2;
58     let radtheta = Math.PI * theta / 180;
59     let dist = Math.sin(radlat1) * Math.sin(radlat2) + Math.cos(radlat1) * Math.cos(radlat2) * Math.cos(radtheta)
60     if (dist > 1) {
61       dist = 1;
62     }
63     dist = Math.acos(dist);
64     dist = dist * 180 / Math.PI;
65     dist = dist * 60 * 1.1515;
66     if (unit == "K") { dist = dist * 1.609344 }
67     if (unit == "N") { dist = dist * 0.8684 }
68     return dist;
69   }
70 }
```



# APPENDIX I

## UX RESEARCH SHEET

### DISCOVER

1.	User Interview	Ask 3 person 10 open-ended questions to qualify our ideas (concept-test) and creative brief.	Whole group
2.	Diary Study	Research about the event idea, founding info (what is important to know, what events we can include).	Whole group
3.	Stakeholders interview	Search for at least 2 providers, interview people that could provide us with content (Dokk1, StudentAarhus, Bars).	Whole group
4.	Requirements and constrains gathering	Find Stakeholders to collaborate, APIs to work with (weather, Google calendar, Google maps, Log in through Facebook).	Whole group

### EXPLORE

5.	Competitive analysis	Search for competitors and analyze advantages and disadvantages, what they do right and wrong, inspirations.	Whole group
6.	Journey mapping	We will take a user and our solution and create a potential journey for our personas right to the goal they want to achieve.	Whole group
7.	Design review	Mood-board, Inspirations, Style-tiles, testing out our design ideas, getting feedback, branding part.	Whole group
8.	Persona building	2 personas, defining target audience.	Whole group
9.	Task analysis	Brainstorm on the tasks that our persona can do on the website, what action they can take.	Whole group



## TEST

10.	Usability testing	Send the XD prototype to people and give specific tasks. Send it also to few professionals to get an expert feedback.	Whole group
11.	Benchmark testing	Check our website in the Chrome inspect, find out the errors, find out how to improve performance and take action.	Whole group
12.	Accessibility evaluation	Validate the code, make sure about the pictures and contrasts (for desktop and mobile).	Whole group

## LISTEN

13.	Usability bug review	Test among 5 people, ask about any usability issues.	Whole group
14.	Search-log analysis	Find out what users are looking for the most and if we should add any categories.	Whole group

## Detailed descriptions of specific activities

Ad 5:

### **AarhusGuiden App**

Our feedback:

- No English language
- Misleading calendar icon
- They have nice description for the events
- You can't sign up
- Small photos
- Pulls all events from the open event database, where currently. over 500 of the city's institutions and event organizers themselves host events

### **Eventbrite**

Our feedback (for website):

- You can follow the events' organizers
- Sharing events feature; hashtags
- They require too much not important info during creating the event
  - Different websites depending on what you want to do
  - You can add events to your calendar (connects to your calendar on your phone)

**Count down +**

Our feedback:

- We liked photos with icons
- Just for adding and organizing events in your calendar
- You can see future/past events
- Sharing events feature

**Fatsoma**

Our feedback:

- It s so annoying that you have to create the account to discover the app
- Lacks in sport category
- You can't organize your events
- Random events
- Search bar with filter

**All Events in City**

Our feedback:

- Discovering events around you, providing useful recommendation
- You can find events your friends are attending and follow them to stay updated on their activities
- Feature of buying tickets in the app

**Concept Test:**

- Image it is Friday night, you feel lonely and bored, how would you solve this problem and find some entertainment for your weekend?
- What would make you interested in our Web App?
- What advantage do you expect from our product?
- What would make you think our app is: relevant, attractive, credible?
- What are your immediate reactions to our idea?
- What do you like best about our concept idea? What do you like and dislike about the concept?
- What could make you use our app?
- In general:
  - oWhat would make you return?
  - oWhat could scare you away?
- How do you normally find about events and which method do you prefer?
- Where do you find apps that you are using right now? Directly in app store or in articles in web?
- In which way would you be interested to interact with our App? As a host or participant?
- What's the most important thing to see in the frontpage of our App?
- What would you make not to use this App or why wouldn't you use it in the future?

Ad 9:

**Task analysis:**

- Firstly, the user can explore different events and search for specific one based on the category and get all the important information like date, location or organiser.
- Secondly, the user can sign up for a specific event or buy a ticket if it is required. The ticket would be also stored in the app, so it would be possible to check it when needed.
- Thirdly, the user can be a participant but also a host so 'create an event' function is also an essential feature of the app.

Except that, there are other small tasks that the user could perform, like sign in with facebook or email to ease the access to the app, follow other accounts, share the specific event or add it to the calendar.

# APPENDIX 2

Project Summary: State general project information, goals, and relevant background information for the web-site/product. This paragraph should be a statement overview of the project as a whole.

1. What is the single purpose of the web-site/product?

To make the process of finding, organising and attending your perfect events faster and easier.

2. What are the secondary goals of the web-site/product?

To be updated about what events are happening around you and always have a group of people to go with. Help organisers reach a larger audience and encourage users to go out and attend as many events as possible. To get a more specific "confirmed" data about the amount of participants who will actually be attending.

3. What are the long-term goals?

Keep users coming back and actively using it. Create a community, a newsfeed of events based on your interests and favourite organisers.

To grow the audience and attract big stakeholders to use the App and thereby encouraging everyone in Aarhus to download the App, share their favourite events.

Audience Profile: Profile the target audience. Provide enough detail to enhance everyone's understanding of who the audience is.

1. Who is the target audience? Choose a typical user and profile in detail. Profile more than one if applicable. (Personas).

Student between 21-25, use mobile, interesting in attending events, new to the environment, has met a few good friends during the first weeks of university and wants to find out what's happening in the city.

Student between 21-25, use mobile, interesting in hosting events as well as attending, has been living here for sometime already, feels comfortable in the environment already.

2. What is a typical task the user might perform on the web-site/product?

Sign up (with FB if they want) - BUT it is not necessary to sign up in order to browse through the App.

Selecting the events that are of interest to him/her

Use categories to find specific events (friends are interested in / near to his/her location)

Check the location on the map / weather + description and details of the event.

Choose to attend and buy the ticket on the app if necessary.

Pop-up Confirm you are attending (as a reminder the day before the event takes place)

Follow favourite organisers to be able to see their posts in the newsfeed.

Comment and rate.

Start again.

3. What are the user's needs?

Find perfect event!

Easy navigation

Fast and simple process of signing up

Easy to read and access content and info

A large variety of categories / Unique events

See the location

See the price  
UI UX good design  
No ADs  
Share on SoMe  
Special offers / discounts  
Buy tickets on App  
To check reviews before going  
Language of the event  
To see friends that are attending  
To see events nearby  
To have a realistic view of the people who are attending (reliable App information)  
Get notifications / reminders / When a friend joins an event  
Perception/Tone/Guidelines: How do you want your target audience to respond to your online presence?

1.What does the target audience currently think and feel about the company?

They love it, they want to download it already  
Interested  
Useful  
Good competition to event Apps (eg FB event)  
Potentially most recognisable App in Aarhus (they dont know any other Apps like it)  
Encouraged to organise their own events  
Earn some money fast, fun and easier

2.What do we want them to think and feel?

Happiness  
Satisfaction  
Fulfilled  
Reminiscent  
Excited  
Warm and loved  
Included  
Completed  
Financially satisfied  
I had a BLAST (good time)  
Met some new awesome people  
Experienced something new and i will definitely repeat it  
Nice I can buy some food now / pay my rent xdddddddddddddd  
Can't wait to see the next event from this organiser

3.What kind of user experience UX do we want them to have?

Easy  
Simple  
Fun, exciting design  
Good design  
Interactive  
Intuitive navigation  
Relative information  
Logical interface – I see what im interested in (not random garbage events)

4.How will this web-site/product help to achieve this goal?

Makes the process of searching for and creating events faster and easier  
Provides reliable and updated information and relevant events  
Creates a community within the users  
Reminds you about accepted events and the expected weather that day  
Provides clean, modern, fun, cool, interactive and interesting design  
Large variety of categories (events / location / date)

5. What adjectives can be used to describe the way the web-site/product and the company should be perceived?

Inviting  
Inclusive  
Friendly  
Modern  
Welcoming  
Minimalistic + Informative  
Professional  
Trustworthy + reliable

6. What are some specific visual goals the site should convey?

Modern  
Minimalistic  
Readable  
Well contrasted  
Reliable  
Clean and understandable  
Original / Unique

Communication: How will we convince them?

1. What is the overall message you are trying to convey to your target audience?

Finding, organising and attending your perfect events are faster and easier than ever. We help you get what you want!

2. How will this project be promoted and communicated?

Word of mouth (friend to friend)  
Friends sharing the links etc  
Reddit  
SoMe - Facebook and Instagram  
Stakeholders (organisers)

3. How will you measure the success of the web-site/product?

Amount of events, organisers and participants (users)  
How the Web App is popular (ratings + reviews + feedback)  
How much traffic is on the Web App

Competitive Positioning: How you are different from your competition and the factors, which will make you a success?

1. How is your company or your web presence different from your competition?

2. What specifically sets you apart from your competition?

We will create a community ( can follow your favourite organisers /friends)

Show events for users specific taste.

More categories

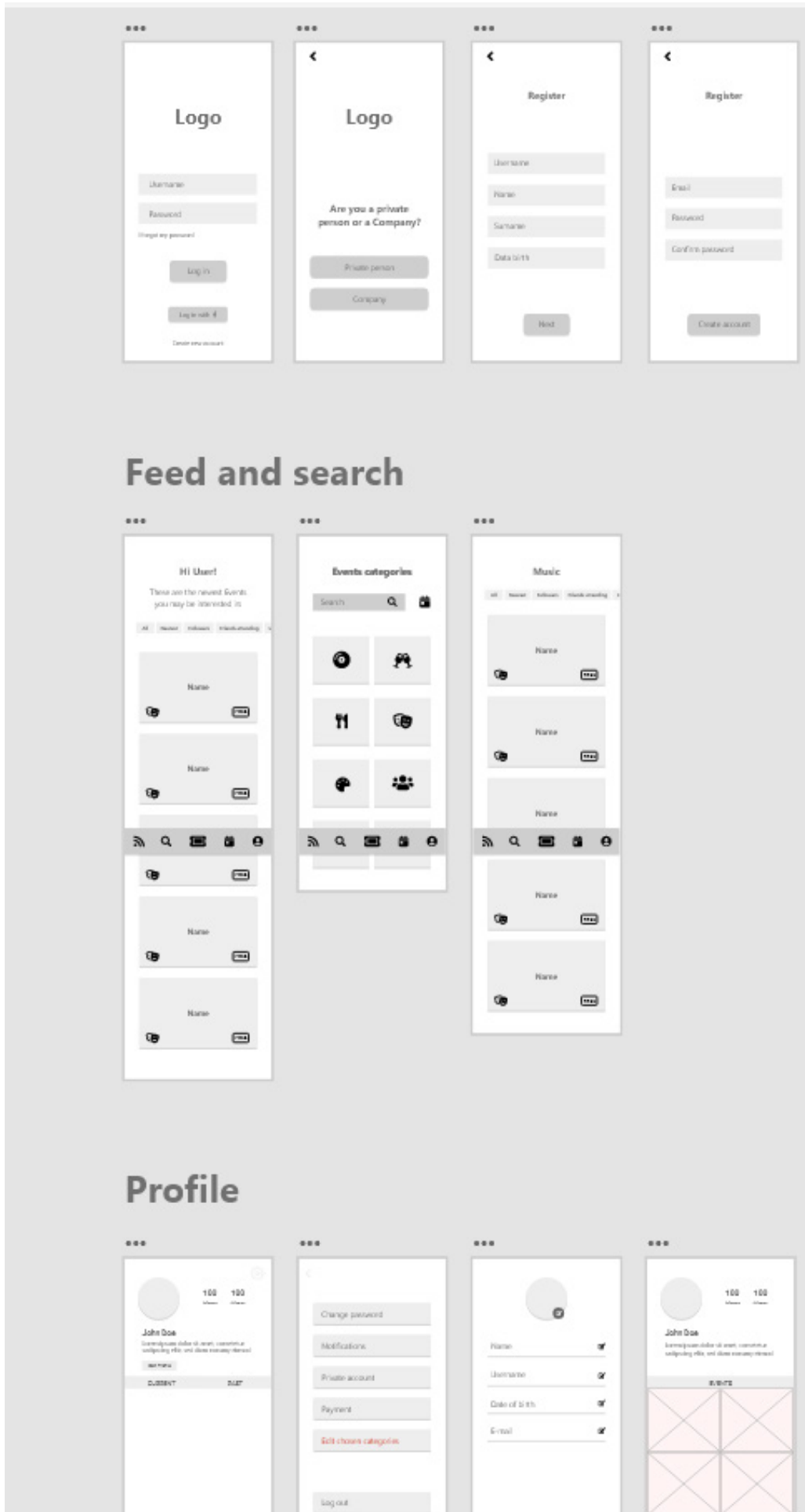
Everything is including (saving tickets, checking weather + location etc)

Points system (reminders and check-ins) good for users and organisers to see reliable info about amount of people going.

Targeted Message/Target Line: State to-the-point word or concise phrase that will appropriately describe the site once it is launched.

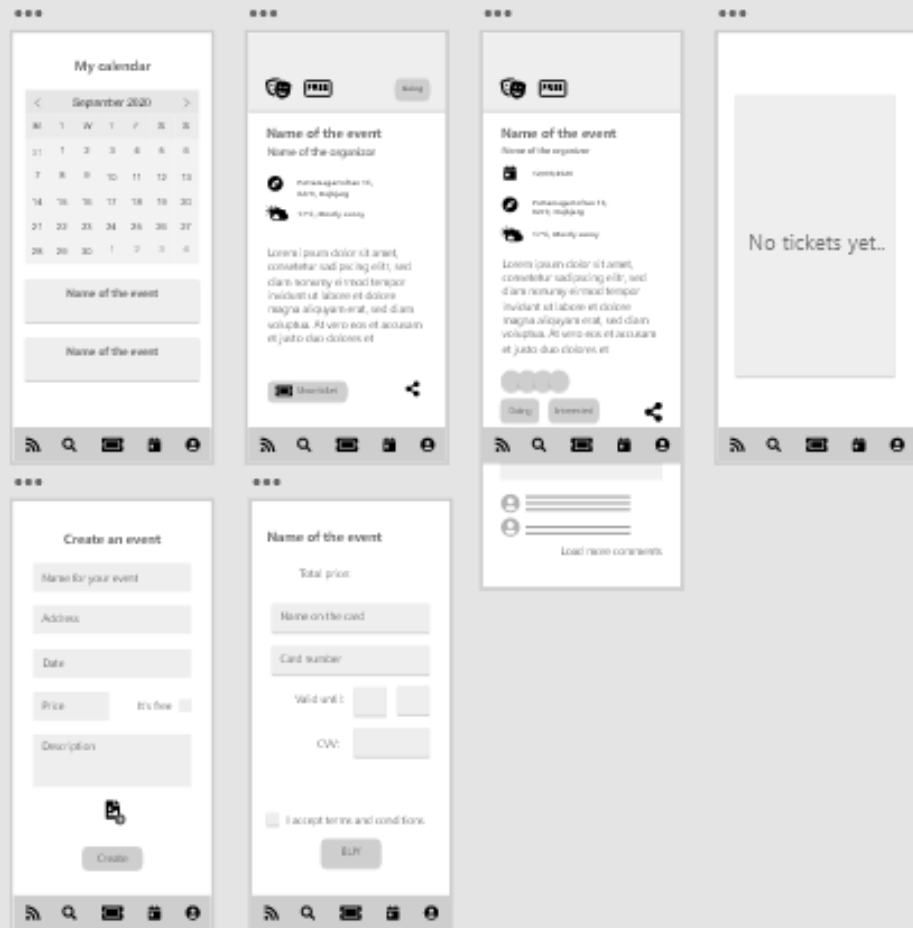
Finding, organising and attending your perfect events are faster and easier than ever.

# APPENDIX 3





## Calendar ,events, tickets





# APPENDIX 4

## Flow 1



