

EventMe— Vega

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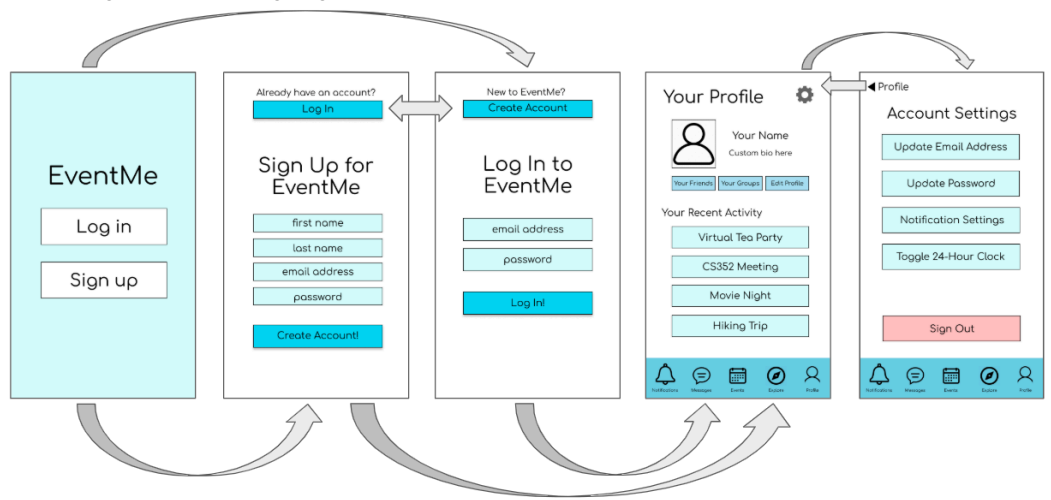
Introduction

Our project, EventMe, is an event planning focused social media application where users can create and plan events for work, school, extracurricular, or social purposes.. Our app aims to make collaborative event-planning a more streamlined, single-application process than it currently is for tech-savvy people who increasingly use digital tools to organize gatherings. Our target audience is teens through young adults but the app should be easily accessible for users of all ages for social, work, or educational purposes.

Prototype Workflow

Our prototype is accessible through this [Figma link](#). This section will provide an overview of the main features that EventMe provides, as well as multiple diagrams to illustrate how the screens flow into one another.

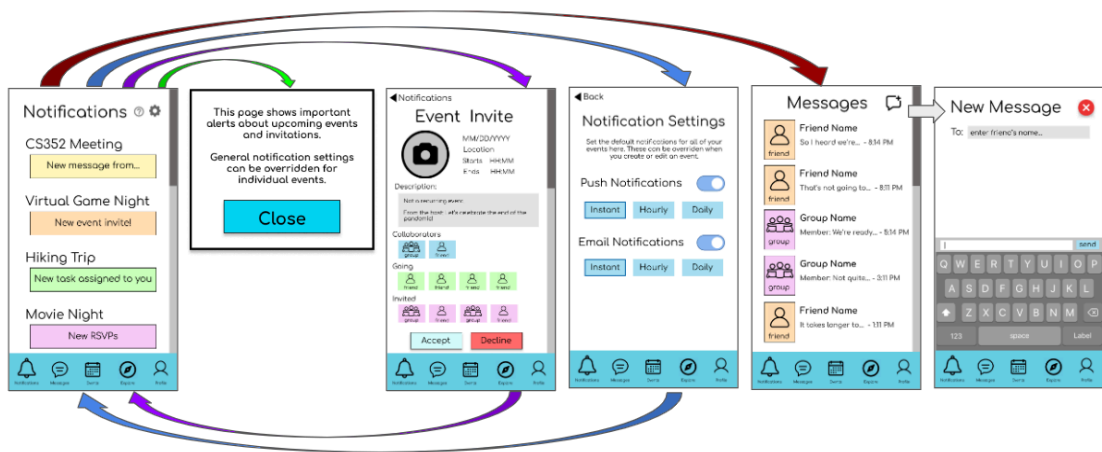
As illustrated in the diagram below, users must create an account or log in upon entering the app, then they are directed to their profile page. If a user mistakenly selects 'Log in' instead of 'Sign up', they can click on the 'Create Account' button at the top of the Log In page. Similarly, if a user mistakenly selects 'Sign up' instead of 'Log in', they can click 'Log In' at the top of the Sign Up page. Users are then taken to their profile page, titled Your Profile. They may click on the gear icon while on this screen to access their Account Settings, which gives them the options of updating various settings, as well as signing out.



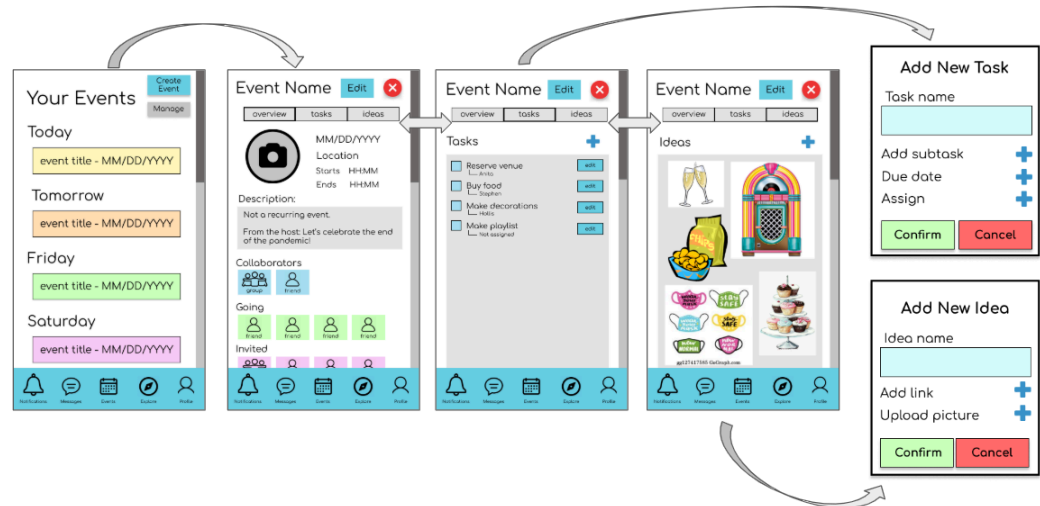
Once users are in the app, they can use the navigation bar to view the Messages screen or they may also receive notifications about messages on the Notifications page and access their messages that way. They can select an existing chat to message a friend or group, or they may select the new message icon in the top right hand corner to start a new chat.

On the notifications screen, there is a small question mark that will prompt a modal to pop up and provide some context as to what the notifications page is used for. The gear icon will allow

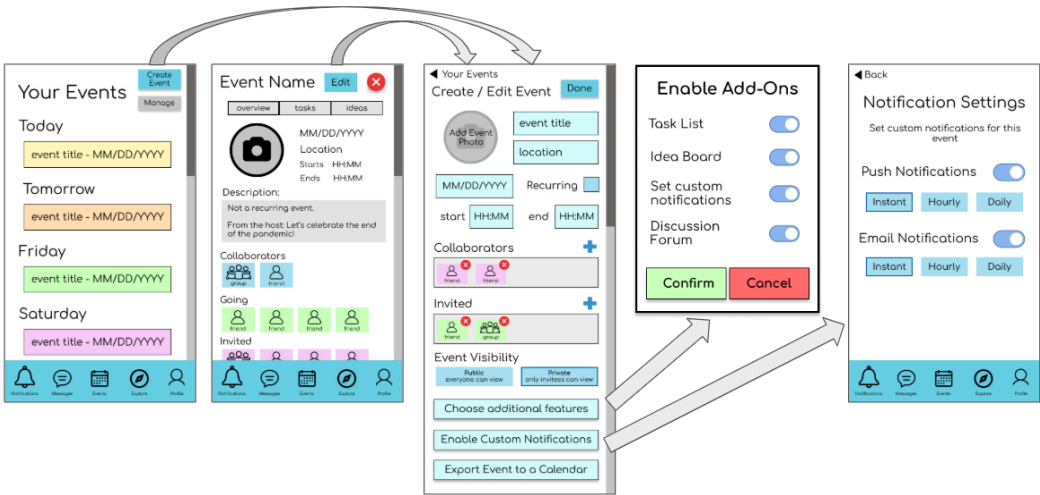
users to access the general Notification Settings screen that allows them to set the default push and email notification settings for all of their events. The Notification Settings screen can also be accessed through the Account Settings screen. Additionally, users can respond to invitations they receive in the app by clicking on such invites on the Notifications screen.



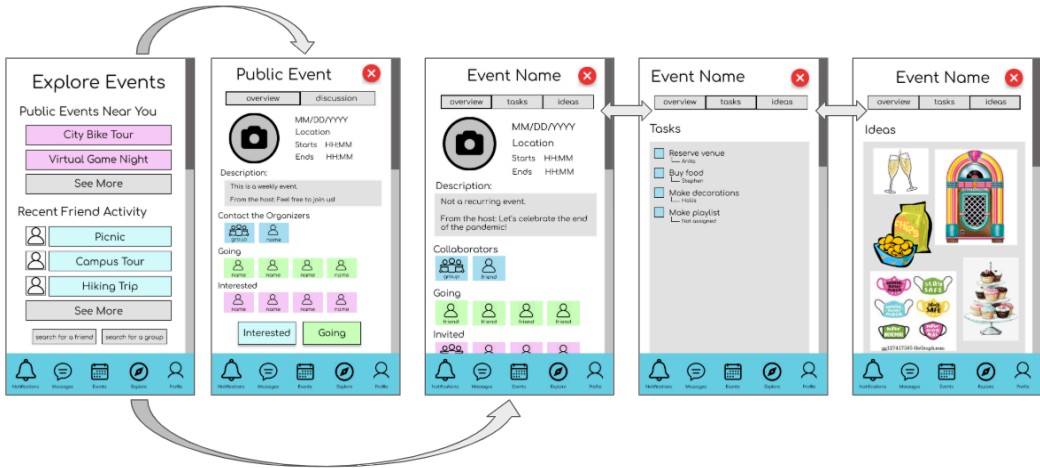
Users can view event details by clicking on the items on the Your Events or Your Notifications page. If the user is listed as a collaborator on an event, they have the ability to click on 'Edit' in order to access the Create / Edit Event screen to adjust event-specific details. Collaborators also have the ability to add new tasks and ideas to the tasks and ideas boards respectively.



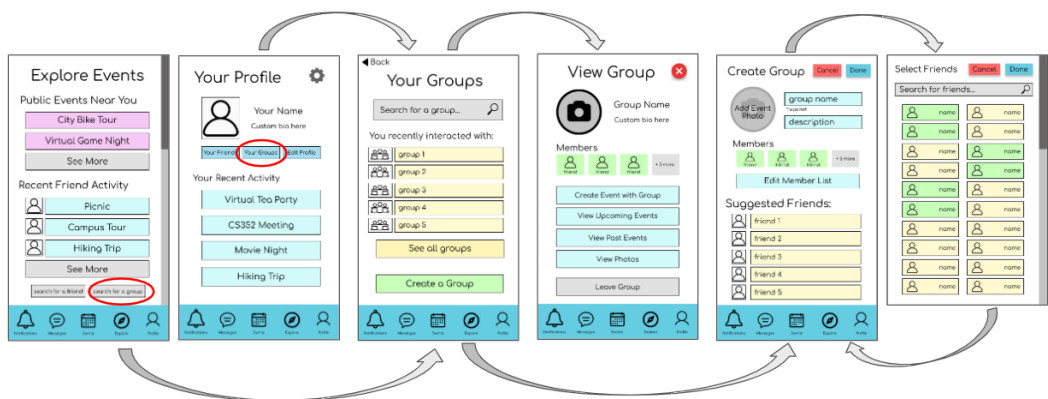
Users may access the Create / Edit Event screen by clicking on 'Create Event' on Your Events or by clicking 'Edit' on an event of which they are the owner or a collaborator. Upon reaching this screen, users have the ability to enter critical event details (date, time, location), invite collaborators and guests, and set a preferred visibility status for their event (public or private). Users also have the option of enabling add-on features, such as a task list, idea board, custom notifications, and a discussion forum. Should users enable custom notifications, they will be directed to a Notification Settings screen that will let them adjust the notification type and frequency for the specific event.



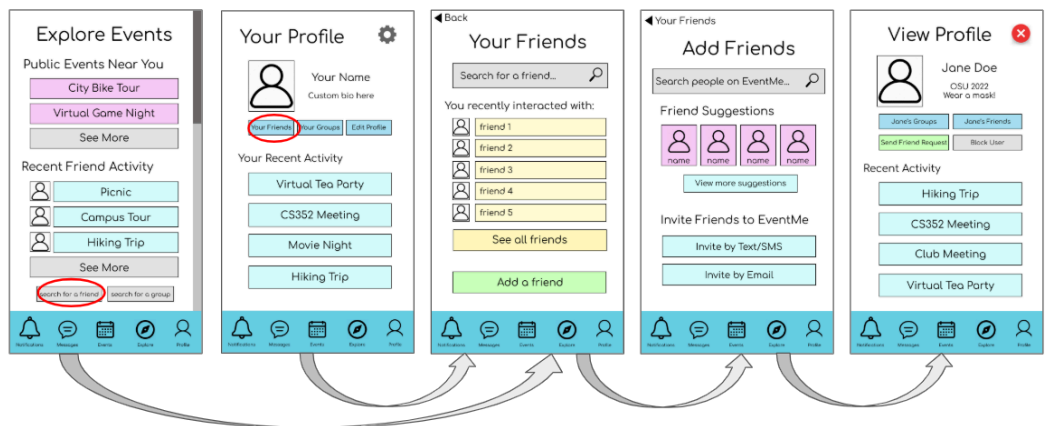
On the Explore Events page, users may browse a list of public events as well as catch up on their friends' recent activities. Users may click on a specific public event in order to view its details, organizers, and list of people who are interested in the event or plan to attend. The user may also designate if they are interested or would like to attend the event. Should the user click on an event one of their friend's recent events and as long as that event is public, the user can view that event's information, though they do not have access to collaborator privileges.



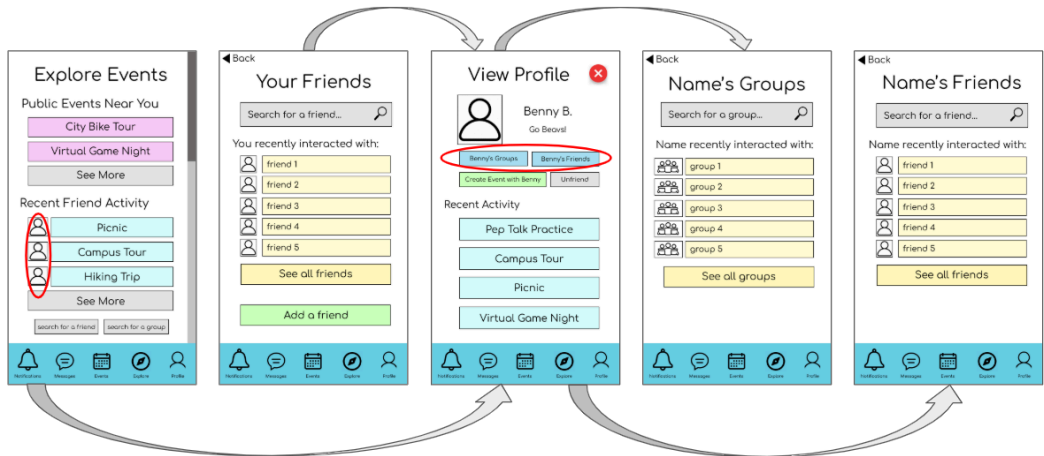
Users can access the Your Groups page in one of two ways: by clicking on 'Search for groups' on the Explore Events screen or by clicking on 'Your Groups' on the Your Profile page. On the Your Groups page, users can search for a specific group, click to view the details of groups they are already a part of, or create a new group. The Create Group page will require the user to enter a group name, and users can edit the list of group members by accessing the modal and selecting and deselecting as many friends as they wish.



Users can access the Your Friends page one of two ways: by clicking on 'Search for friends' on the Explore Events page or by clicking on 'Your Friends' on the Your Profile page. On the Your Friends page, users can search for a specific friend, view their friends' profiles, and add new friends. The Add Friends page allows users to search for others who already use the app in addition to inviting friends to the app by text or email. The Add Friends screen also provides some Friend Suggestions which allow users to click on those profiles, as illustrated below.



Finally, as is common in many social media apps, EventMe allows users to view the Friends and Groups of one of their friends. Users can view their friends' profiles by clicking on their profile pictures on the Explore Events screen or by clicking on a friend listed on the Your Friends page. From there, users can click on the options to view their friend's Friends or Groups.



Design Decisions

Create an Account / Log In Process

The app originally led users to the Your Events page upon logging in or creating an account, but based on the feedback we received, we changed it so users are directed to their profile page instead as a way to provide confirmation that they have logged into the correct account.

Our initial design was based on simplicity and an aesthetically pleasing design. We didn't want to clutter the first page the user sees with too much information. Based on the attention-investment model, we wanted users to get the payoff (logging in / signing up for an account) without too much attention investment (trying to find buttons etc.) Because of this, we limited the sign on screen to simply the two buttons to Log in and Sign Up.

Based on a field interview, we decided to allow the user to sign up simply with an email or phone number drawing from the simplicity of the video conferencing app, Zoom. This makes sign up easy and painless for the user and will encourage them to use the app because they do not have to go through a lengthy signup process.

One problem that arose was the inability to switch between the Log In screen and the Sign Up screen. This was caught during our analytical evaluations as a violation of Jakob Nielsen's heuristic #3: User control and freedom. As a result, we added the buttons on each page to switch between the Log In and Sign Up pages. Now users can easily navigate between pages and will not have to restart the app if they accidentally click the wrong page.

Create / Edit Event Process

Because creating and editing events is a central part of this app, we focused our research on the usability of these pages. We found that the app violated Nielsen's Heuristic #7: Flexibility and Efficiency of Use. In the previous iteration, it appeared to the user that they could not select which features they would like to use. After revision, on the main "Create/Edit Event" screen, users are now able to customize all aspects of their events. The screen now presents the user with options to select which add-on options they would like to use (if any), which lets the user choose what they want to see and use without cluttering up their screens with unused features. This screen now has a button to set custom notifications settings and another button to integrate this event into existing calendar systems like Google Calendar. These options were available to the user before this update, but our research revealed that these options were difficult to find.

We separated the event creation and customization options into distinct screens. This prevents overwhelming the user with many options at once, which was revealed to be an issue during the evaluation process. This corrects the previous iteration's violation of heuristic #8: Aesthetic and Minimalist Design. As further improvements on these screens, we added popovers to allow collaborators the option to add ideas, add tasks, and assign other group members to specific tasks. This allows users to see the important information readily while allowing them to easily make changes.

In response to our grader's feedback, we opened up the option for users to have events that span multiple days. We initially only considered users having single day events, but by adding a start date and an end date function, we allow the user to span the event across as many days as they want.

Friends and Groups

The largest change we made in regards to Friends and Groups was that we removed the original Friends and Groups page as the users we interviewed in the empirical evaluations found no immediate use for them. To mitigate this, we added buttons on the profile pages of the user and their friends to allow the user to view their lists of Friends and Groups, as well as their friends' Friends and Groups, as is more typical of a social media app. We also introduced buttons that will allow users to unfriend or block users, as well as leave groups they no longer wish to be a part of.

Additionally, we created separate Friends and Groups pages in order to better adhere to the minimalist aesthetic and reduce clutter. On both of these new pages, we incorporated feedback from the empirical evaluations and provided a "hot list" of the user's top five Friends / Groups, a way to search for specific Friends / Groups, and the option to view all of the user's Friends / Groups. We also corrected an error that showed a Send Friend Request button on the profile of a person who was included on the user's Friends list.

The Add Friends page was redesigned to center the ability to view Friend Suggestions and search for people who already use the EventMe app. The options to invite new users by text or email are pushed lower on the page so the user's focus is drawn mainly to the Friend Suggestions and search bar as those appear to be the most common ways users add friends on their social media platforms as we discovered in our user interviews.

The Create a Group page was redesigned to incorporate feedback from the user evaluations: the group name is designated as a required field, the Suggested Friends box lists only the user's top five most likely friends to be added to the group, and Edit Member List button was added so users can search for and select any number of friends they wish to add to the group. The View Group page also now includes a button to allow users to immediately create an event with the specified group as was suggested by a user during the empirical evaluations.

Notifications

The app initially had an option for the user to use text notifications in addition to push notifications and emails. Both of the users in our empirical evaluations said that they would not use this feature, especially since it is a mobile app and receiving push notifications would eliminate the need for text notifications. We also added a help page for the notifications page to help users understand what kind of notifications they would see on that screen, such as a new invitation or an update to an event. The help page would also let the user know that they can override general notification settings for a specific event. To facilitate this, we added a button on the Create/Edit Event screen that allows a user to enable custom notifications for that event. This gives the user more control over how they interact with the app, but the user can ignore this functionality if they would like to.

Messages

The messages page has simple functionality: allow the user to message their friends and groups of friends. We designed this page to mimic the layout of other popular messaging apps. Because our target audience is in the teen to young adult age range, there is a high likelihood that they have used other social media apps like Facebook, Instagram, or Snapchat. Designing our

messaging system like those other apps not only allows users to quickly identify the functionalities of the system, it also plays to their expectations of what is necessary for messaging. In fact, in one empirical evaluation, a user suggested that the “Create Message” page would be more intuitive if it looked more like other messaging apps. Because of this, we modified the “Create Message” page to be more in line with what the user expected.

Users can quickly identify what person or group they are messaging by the associated picture on the left hand of the message and the title of the group or name of the person is listed in bold for each message. This lets the user quickly recognize the group and send that group a message rather than having to recall what that group is for. A short preview of the last sent message is also shown for each group allowing the user to see what the last group of messages was about without having to click into the message group. The search bar was added following one analytical evaluation as a function that would allow the user more control and ease in finding a message group they are looking for. Most of these design decisions are based on recognition rather than recall and giving the user the information they need immediately without having to click around.

Explore Events

Our empirical evaluations revealed that users did not find an immediate use for the Friends and Groups page and instead suggested we should implement a more common social media feature, such as a news feed or explore page, to allow users to view their friends’ recent activities and find public events happening near them. This change helps EventMe better conform to the mental model our target users have when interacting with social media apps. This addition of the Explore Events page also makes use of the information foraging theory as it allows users to “sniff out” new events and find the relevant details and information based on the textual cues we provide.

Other improvements

The navigation bar was a clear design choice that we wanted from the beginning to help the user navigate around the app and indicate defined sections/functions in our app. Many of our evaluations and comments left by other students reaffirmed the benefit of this design choice.

The app now utilizes popovers to declutter main pages. This allows for a more minimalistic layout without removing any of the functions that our research subjects thought were important. We used this feature on the Create / Edit Event page to implement custom settings and add friends, tasks, and ideas. We also created action confirmation messages that provide valuable feedback to users so that they can be sure their request was processed successfully. This improvement was brought up during the heuristic evaluation while we examined heuristic #1: Visibility of System Status.

One major improvement that we are continuing to work on is the consistency of the back and cancel buttons and error handling for those buttons. This was brought up through our analytical evaluations and through multiple students’ comments in the design galleries. We want to make clear what each of the red ‘x’ buttons do. Based on further feedback, we may choose to remove this option altogether and replace it with back buttons specifying the page that the user can go back to. We also want to make sure that on creation pages, the user is warned that data will be lost before navigating away. This is part of the error prevention and error recovery heuristics.

Peer Evaluation

Member Name	Role	Responsibilities / Assigned Task	Task Completion Grade (0-5)
Anita Ruangrotsakun	Leadership / Management, Writing / Deliverables	prototype improvements, introduction, workflow diagrams and descriptions, design decisions	5

Hollis Colburn	User Research / Communication	prototype improvements, design decisions	5
Stephen Oh	Visual Design / UX Design	prototype improvements, design decisions	5