CASE STUDY

USER PERCEPTIONS
OF NEW EVENT APP DESIGNS

MARY HOYT KEARNS, AUGUST 2022

PROJECT SCOPE

CLIENT
Event Planning App (EPA)

TIMEFRAME
6 weeks

MY ROLE
Lead UX Researcher

METHODS
Literature review, Concept testing, Usability testing, In-depth interviews

TEAM
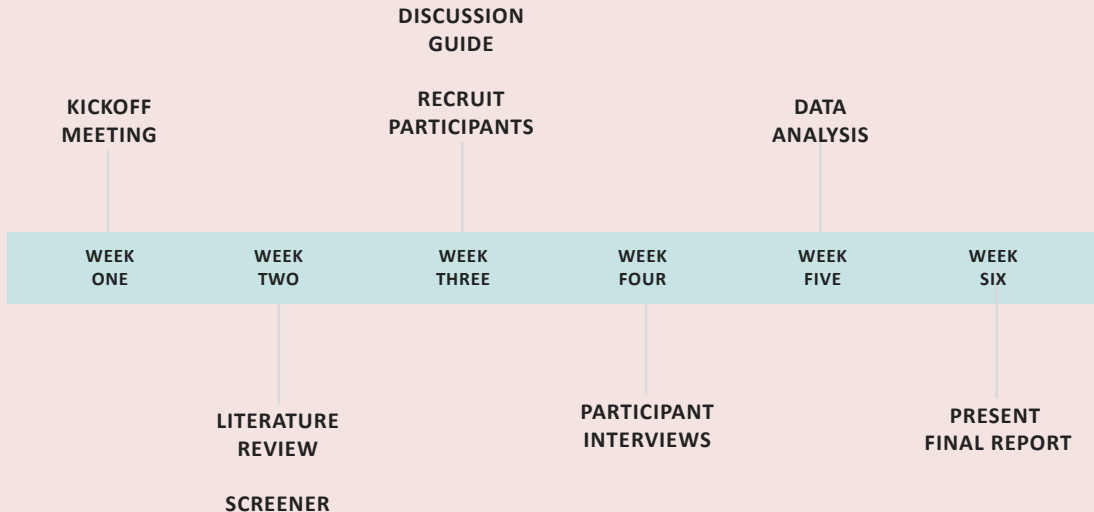I consulted with the team's product manager, data scientists, and product designers

TOOLS
Qualtrics, Lookback, Interactive prototypes created in Origami, Figma, Google Sheets, Excel

SAMPLE

Six Young Adult event app users and non-users in the US, United Kingdom, and Canada

STUDY TIMELINE

DISCUSSION
GUIDE

KICKOFF
MEETING

RECRUIT
PARTICIPANTS

DATA
ANALYSIS

WEEK ONE	WEEK TWO	WEEK THREE	WEEK FOUR	WEEK FIVE	WEEK SIX

LITERATURE
REVIEW

PARTICIPANT
INTERVIEWS

PRESENT
FINAL REPORT

SCREENER

PROJECT
OVERVIEW

BACKGROUND

Previous research showed that YA are visually-driven, and they often use more visual-forward apps to discover and engage with events and get-togethers. So, in order to meet YA user needs around EPA, it is important to address their desire for a less formal, more visually compelling experience.

Participants were asked to download an interactive prototype of the new simplified interface, which allowed them to access key creation flow features. Participants were given the opportunity to create their own sample event using the interactive prototype, and they were asked to "think aloud" as they explored various features of the prototype

OBJECTIVES

In order to address the usage pain points of YA event creators (a priority segment for the app), the design team prioritized building a simpler and more intuitive version of EPA, which team hoped would resonate with YA and increase their usage of the app.

FINDINGS +
RECOMMENDATIONS

FINDINGS

Participants found the new simplified design concepts intuitive, visually appealing, easy and efficient to navigate, and useful for collaborating with friends.

Interestingly, they all created birthday parties for their sample events, which they said was one of their most common reason for creating invites.

Participants were especially excited about the collaborative time-saving nature of the simplified interface, saying it was perfect for planning smaller events – a fun and efficient alternative to texting.

They felt the polling features would save time and effort in coordinating events, something they said is much harder, or even impossible, to do on other platforms.

They were enamored with the eye-catching visuals and appreciated how easy it was to find key event info.

RECOMMENDATIONS

Offer custom fonts to help their invites stand out and give them a "vibe" that sets the tone for their event.

Provide an option to set a custom deadline for casting votes for day/time/location.

Allow users to share their invites via multiple channels, i.e., Instagram, Snapchat, texting, and email.

IMPACT

The findings informed design changes that increased event creation and engagement, particularly among the key YA demographic. The findings were also used to inform the development of survey items for on-platform and off-platform studies, and as the basis for brainstorming sessions.

REFLECTIONS

Because we had difficulty recruiting participants for this study, the sample size was very small, especially when taking into consideration that participants represented 3 different countries.

If I had more time, I would have extended the recruitment period in order to interview at least 6 participants from each country in order to get stronger signal.

While participants were given access to interactive prototypes to create their own sample events, the prototypes were limited in terms of features and functions.

If I had more time and budget, I would have worked with engineering to give participants access to an online working model of the prototypes that could be more customized to provide a more realistic experience.

FOR MORE INFO

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