

A decorative banner consisting of a string of small, colorful triangles in shades of blue, orange, and yellow, arranged in a slightly wavy pattern across the top of the slide.

CASE STUDY

# YOUNG ADULTS'

ENGAGEMENT WITH AN EVENT PLANNING APP

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# PROJECT SCOPE

## CLIENT

Event Planning App (EPA)

## TIMEFRAME

8 weeks

## MY ROLE

Lead UX Researcher

## METHODS

Literature review, Survey

## TOOLS

Qualtrics, SPSS, Google Sheets

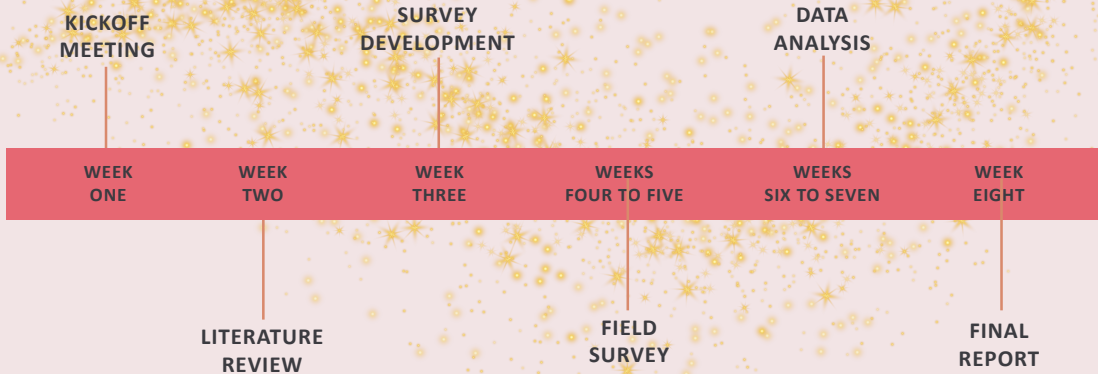
## TEAM

I consulted with product managers, data scientists, and product designers within the event app team. I also worked with a vendor to collect the data via their panel.

## SAMPLE

6000 young adults in US, Canada, UK, France, and Germany were surveyed in an off-platform study. Sample proportions were matched to the populations of each country.

# STUDY TIMELINE



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# PROJECT OVERVIEW

## BACKGROUND

Young Adults (YA) are a priority segment for the Event Planning App (EPA), but YA usage of the app has shown a large decline since 2019.

However, this cohort could represent a significant growth opportunity if we can better understand their needs so as to re-engage this large group of users.

## OBJECTIVES

While previous qualitative research has surfaced an understanding of which features are most desirable to YA, this study provides user feedback on proposed features and functions, at scale, in order to help prioritize which ones to integrate in the updated EPA design.



# FINDINGS + RECOMMENDATIONS

## FINDINGS

Over half of the participants have explored, RSVP'd or attended events promoted on EPA. Top EPA use cases are invites for parties (graduation and birthday), getting together for food and drink, and music events.

All YA Users decide whether or not to attend FB Events based on photos/videos about the event, RSVPs, and info about the host. They rely on visuals more than anything else when deciding whether an event is for them.

Features they said will make them more likely to use EPA include the ability to: share off platform, add to calendar, vote for day/time, allow friends to RSVP without logging into EPA, and message friends from within EPA.

## IMPACT

My recommendations were used as fuel for a design sprint, resulting in the development of an updated version of EPA.

## RECOMMENDATIONS

Make it easy for them to determine if an event is for them by including photos and videos about the event, who has RSVP'd, and info about the host

Offer a polling function to easily coordinate with others for date/time/activity

Offer a shareable calendar function for coordinating events

Allow users to easily share events to their personal calendar from all event types.

Make it easy to create an event, ideally one-page

Make it easy for users to find events that are relevant to them

# REFLECTIONS

While great care was taken to make sure the participants were sample matched to their countries' demographics, as with any survey study, there is no way to get around self-selection bias.

Because this was a cross-sectional study, it was not possible to parse out age group from age cohort or historical time period effects.

Multiple-select items within questions were significantly intercorrelated, preventing any meaningful multivariate analyses. If I had more time, I would have conducted a quantitative cognitive testing study to better understand users' perceptions of the items. and conduct an item analysis to find patterns of intercorrelation.

This report covers one aspect of the larger study, it does not delve into country-level differences. That information is available in a separate report.

I worked with native tongue interpreters to translate the survey items into German and French, cultural differences in terms of how participants respond to various types of survey questions affect interpretation of, and thus comparability across, responses from country to country. After the study was completed, I consulted with international colleagues to see if they had any insights regarding possible differences. In the future, I will consult them during the survey development stage.

# FOR MORE INFO

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