

getOUT

doSOMETHING

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CSE 440 | Task Analysis & Design Sketches

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Problem and solution overview

Often individuals find themselves wanting to do something with available free time but not knowing what events are available. It can be difficult to find interesting events and even more frustrating to coordinate with friends to attend an event. getOUT addresses these problems by providing an aggregate, easy-to-parse list of relevant events to the user. getOUT also provides information regarding the availability of friends to assist in friend coordination. Using getOUT, it is easy to find the right event for anyone, even at the spur of the moment!



Task Analysis Questions

- 1) **Who is going to use the System?** Our system is going to be used by individuals with a Smartphone who a) have free time and want to find something to do, or b) want to create an event to invite others to attend. This demographic covers a wide range of ages, interests, and technological literacy (though owning and using a Smartphone is a baseline for literacy). Our initial design is only targeted to English users, though other languages could be implemented.
- 2) **What tasks do they now perform?** Currently, users try to find an event by seeing what other friends are doing (usually by contacting them one by one), or by going online and trying to find events via various disparate sources. Creating an event is done in much the same way, by asking friends if they'd like to come or publishing the event via a variety of media options.
- 3) **What tasks are desired?** A way to quickly discover the plans and availability of friends on short notice is greatly desired by our users. In addition, a good aggregate resource of available events that are relevant and interesting to the user is also desired. For creating an event, any way to easily inform more people about an event (be it informing friends or informing the general public) is desired.
- 4) **How are the tasks learned?** Users have no formal guidance or training in these tasks, they approach them using whatever means they have developed naturally.
- 5) **Where are the tasks performed?** These tasks can be performed anywhere, which is sometimes integral to the tasks – users want to be able to on the spur of the moment find a nearby event from wherever they happen to be, or invite their friends to join them on something they are soon going to do.
- 6) **What is the relationship between customer and data?** Our application has two useful abstracts for data – information regarding available events, and information regarding the availability/activities of friends. Available event information is generated both by outside sources as well as customer created events. User availability and activities is generated by customer use of the application.

- 7) **What other tools does the customer have?** Texting, phone calls, Facebook, Google, and other Internet websites/information are all tools that customers currently have to perform these tasks.
- 8) **How do customers communicate with each other?** Within the application, customers communicate with other customers by posting events, posting their availability/desire to find something to do, and giving information regarding which events they may be interested in attending.
- 9) **How often are the tasks performed?** This varies greatly according to the available free time of the user. Essentially, these tasks are performed whenever the user wants to find something to do. This is most likely weekly for most individuals, if not closer to daily.
- 10) **What are the time constraints on the task?** In general, the time constraint is high, as users want to use free time that is either immediately available or coming up in the order of hours.
- 11) **What happens when things go wrong?** There are generally no serious consequences of a failure in these tasks. When things go wrong, the user either remains bored or doesn't have as many attendees to an event as they would have liked.

Revised Tasks

Task 1: Finding an event

It's Friday evening, and James and his friends are all together but are now trying to decide upon something to do. They are ready to go do something right now and as such want to quickly learn about what event options they have. They want to find something that sounds interesting to all of them, is nearby, and is either free or cheap.



Task 2: Publish a new event

Fred is trying to promote an upcoming performance of The Flying Mongooses. He desires to spread the word to as many individuals as possible so attendance is high. The band has many fans and regulars which are already aware of the upcoming performance via the band's website, and Fred has also tried to spread the word via other means. However, Fred knows that many people don't plan their events far in advance, and that many of these people may be interested in hearing a new band on the spur of the moment. He wants a way to reach people that are



deciding what to do in the hours right before the concert, in addition to those that he is reaching through other means.

Task 3: Coordinate with Friends

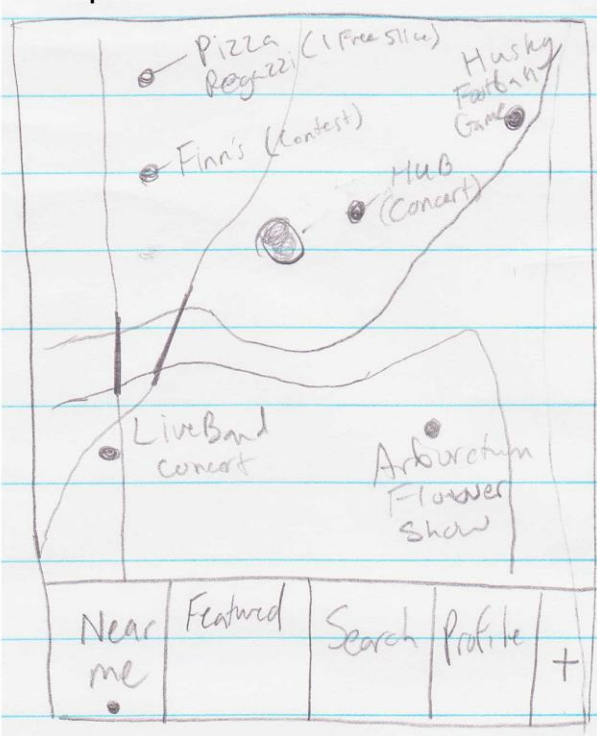
It's Saturday afternoon, and Lauren has just finished her errands and is free for the rest of the day. She wants to find something fun to do in Fremont, and wants to involve her friends.

Lauren wants to quickly find out which of her friends are also free now and would like something to do. She also wants to know if any of her friends are already planning on attending a fun event that she could join in on. If none of her friends are already planning on an event, she wants a way to both find and suggest various events to multiple friends and get feedback on what her friends would be interested in attending.

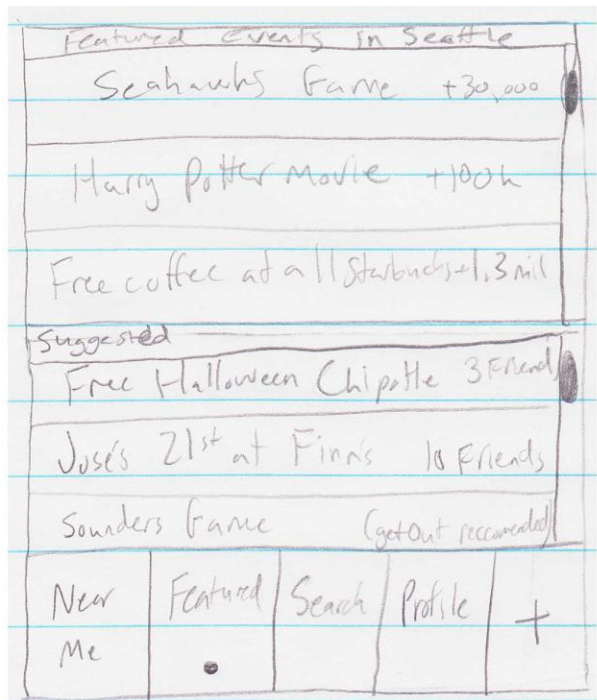


📌 Storyboards for initial sketches – Initial Sketch #1

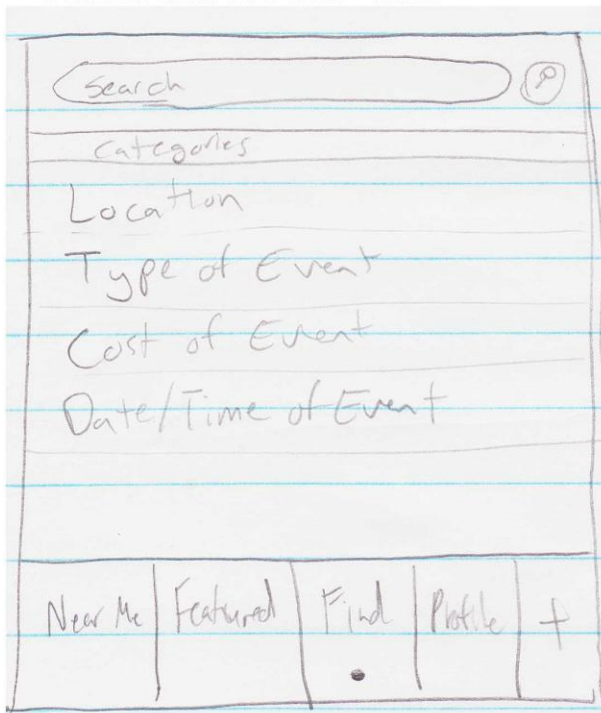
Map - Near Me



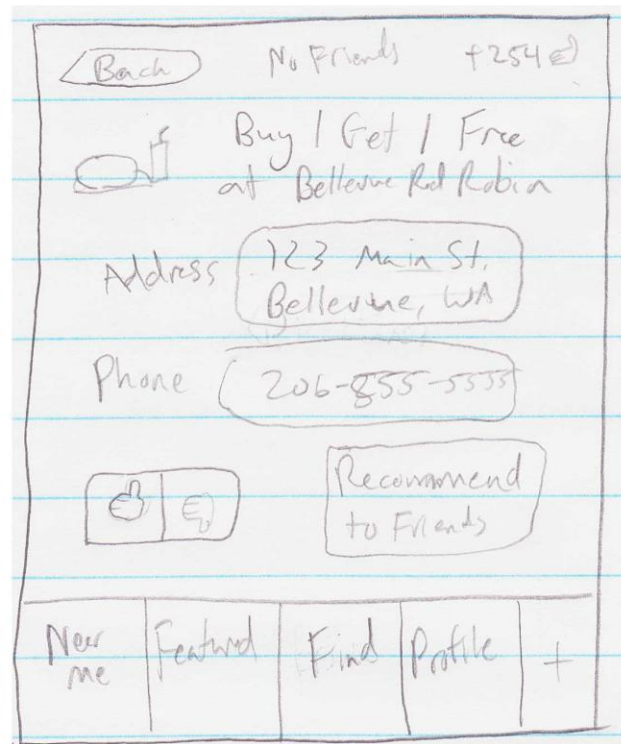
List of Events - Featured



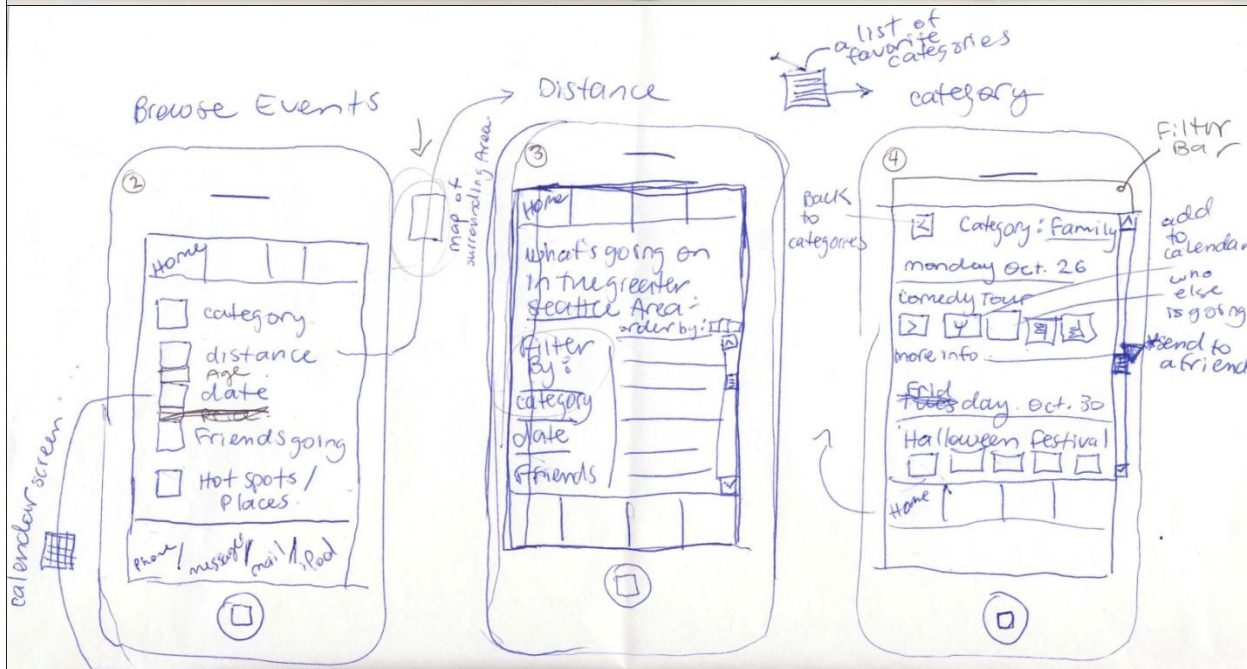
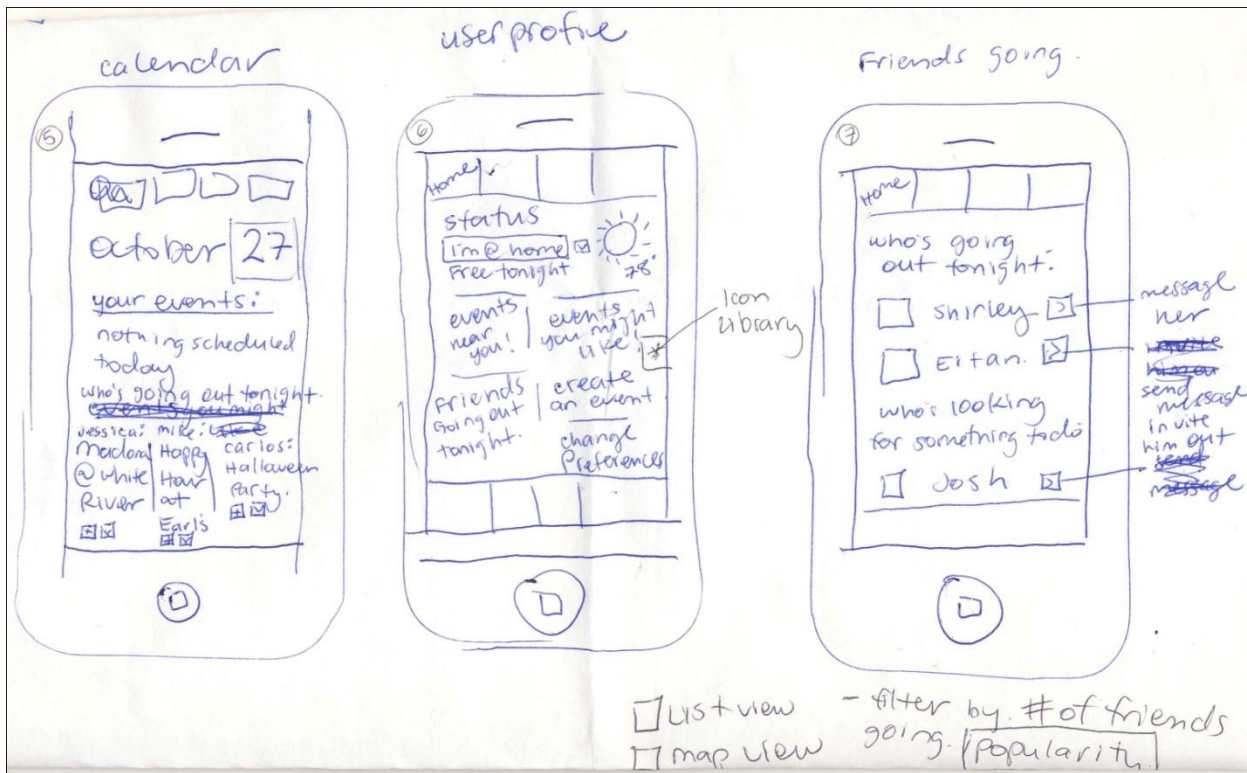
Search and Browse - Find



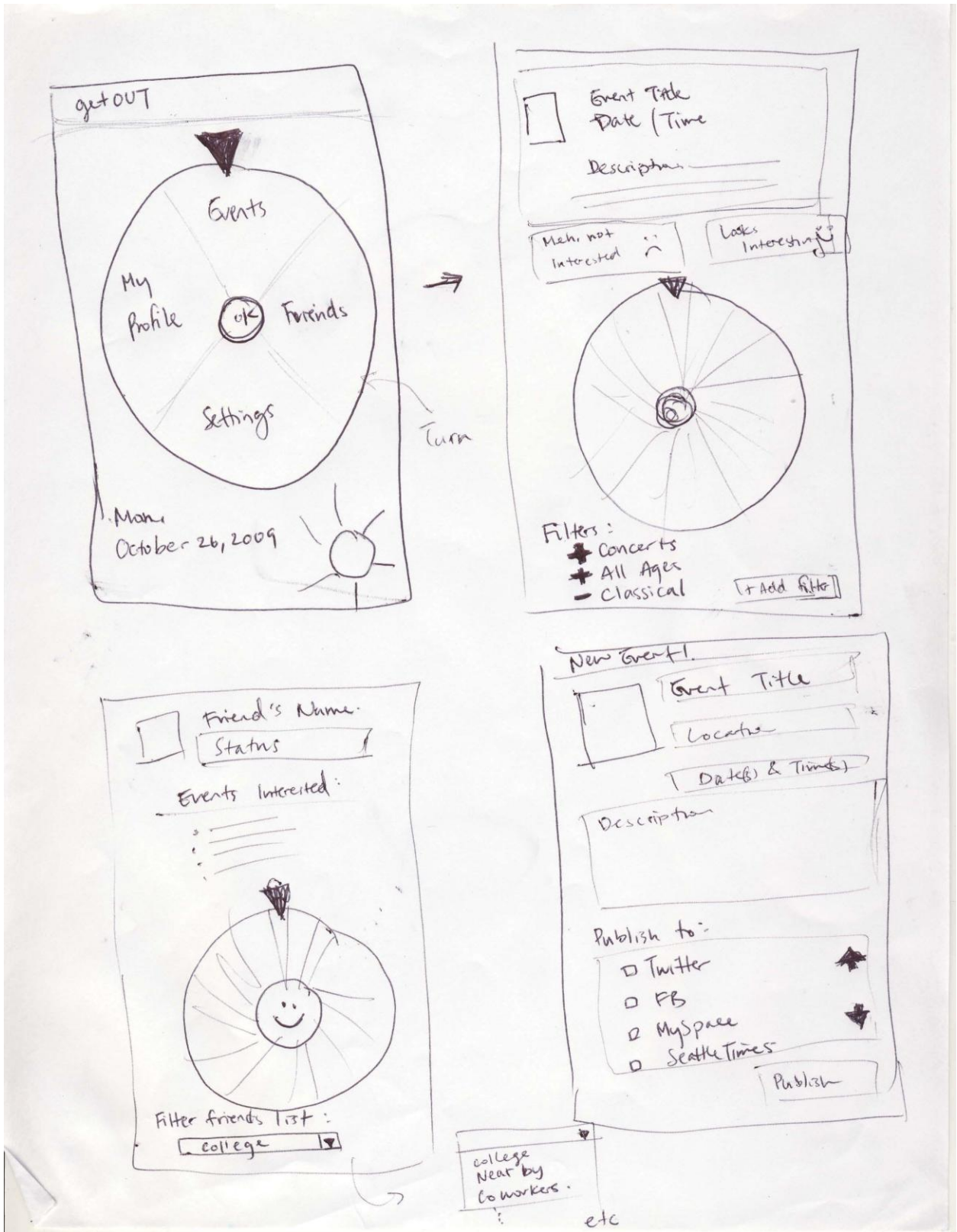
Event Profile



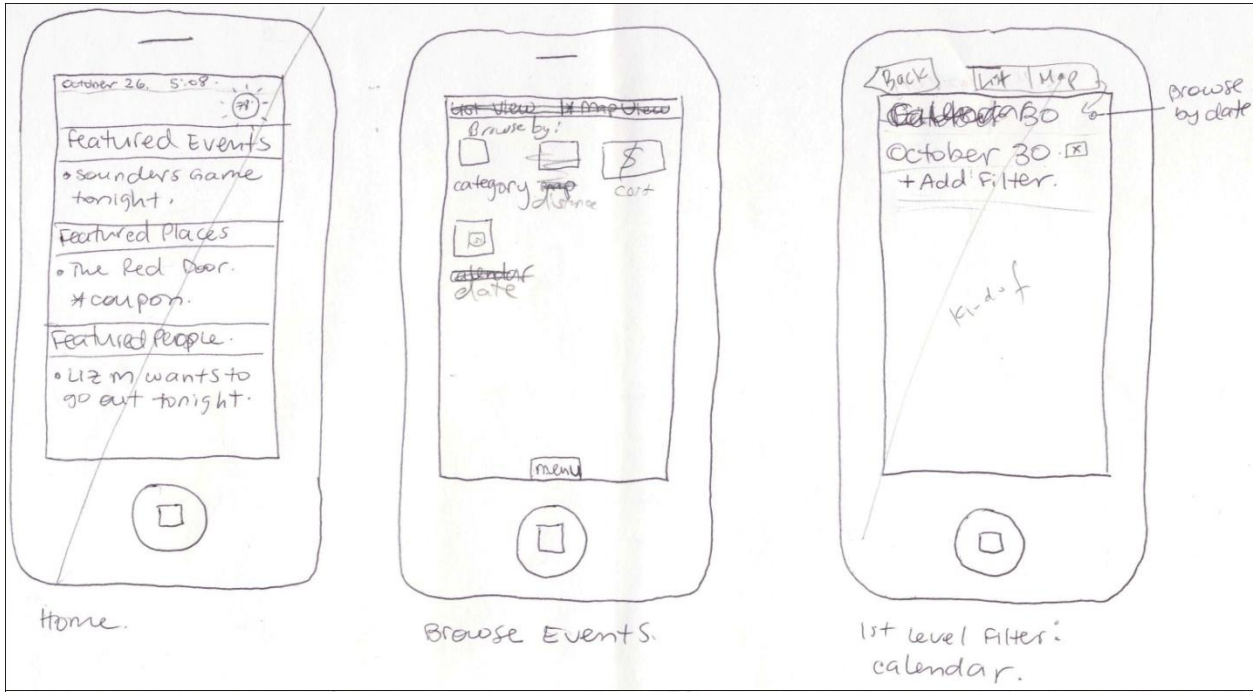
📌 Storyboards for initial sketches – Initial Sketch #2



Storyboards for initial sketches – Initial Sketch #3



 **More Initial sketches** – Group idea development sketches

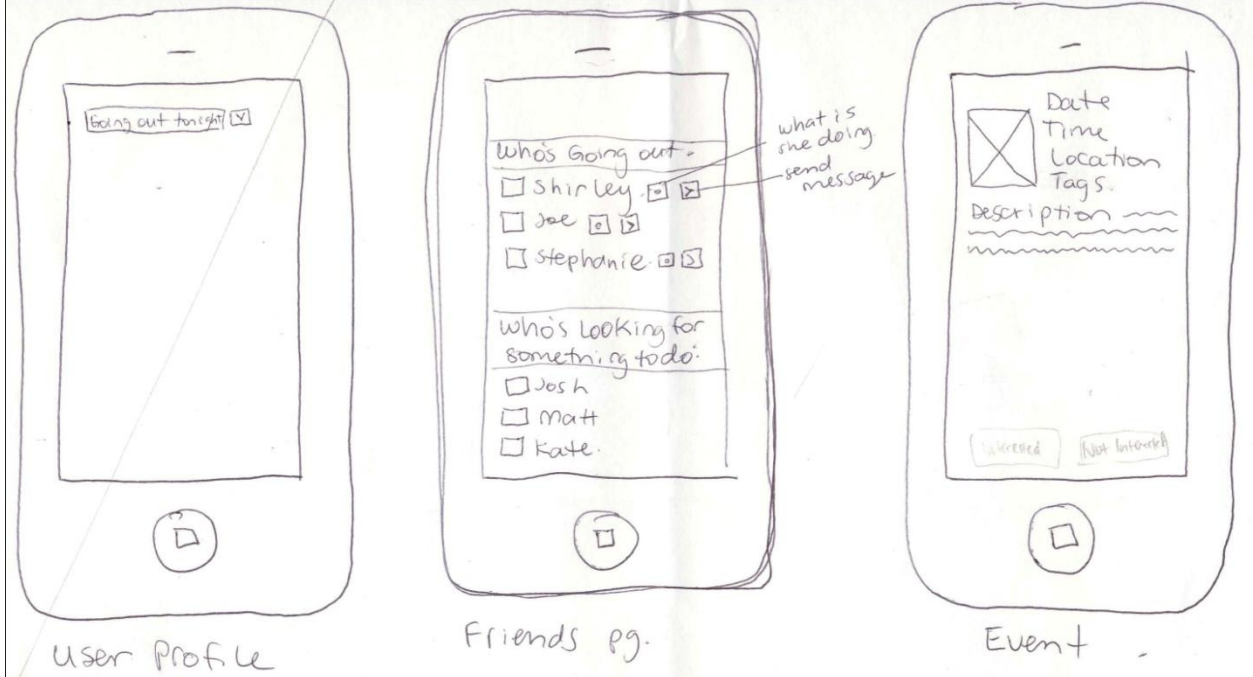


Home.

Browse Events.

1st level filter: calendar.

Browse by date



User Profile

Friends pg.

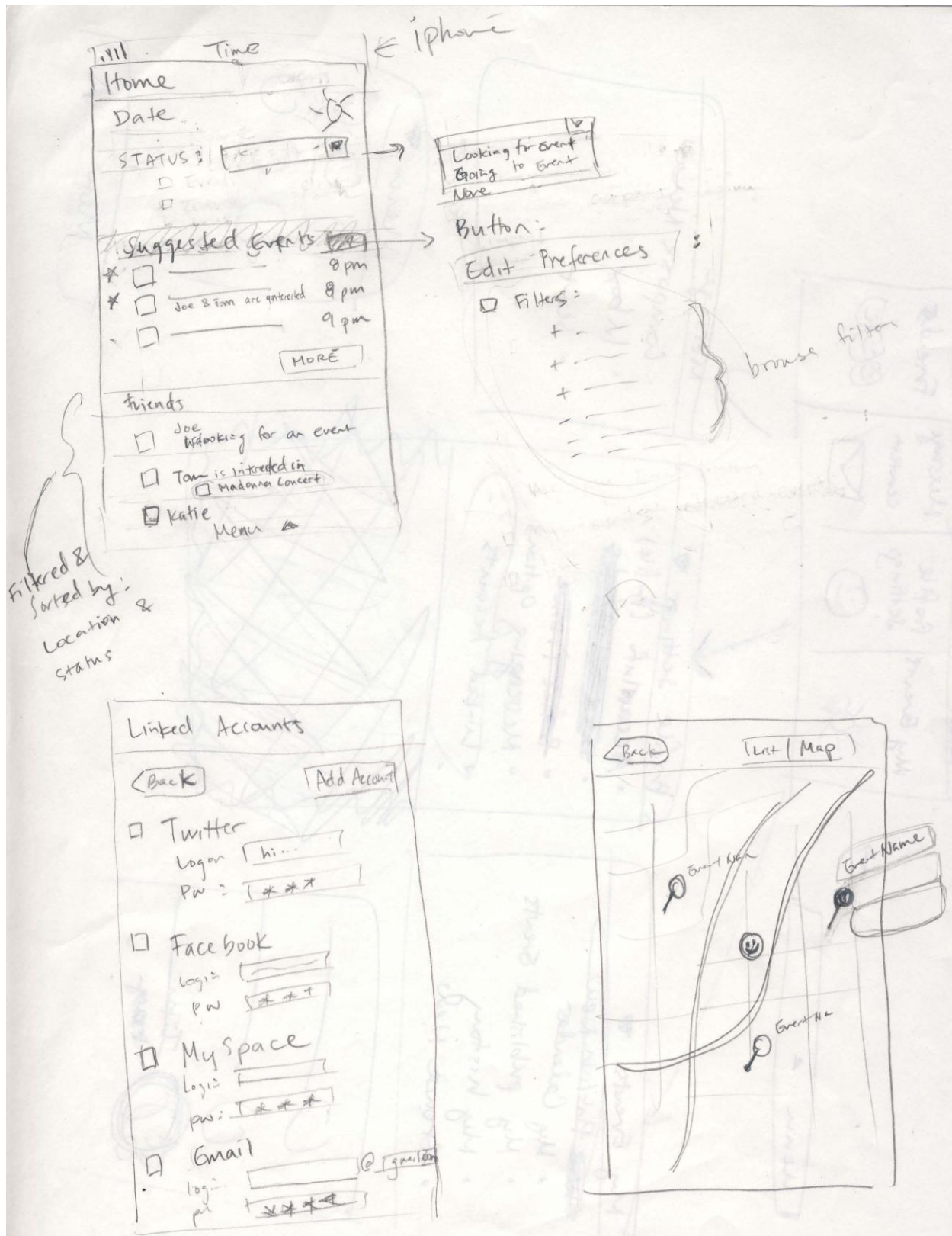
Event

what is she doing send message

 **More Initial sketches** – Group idea development sketches



 **More Initial sketches** – Group idea development sketches

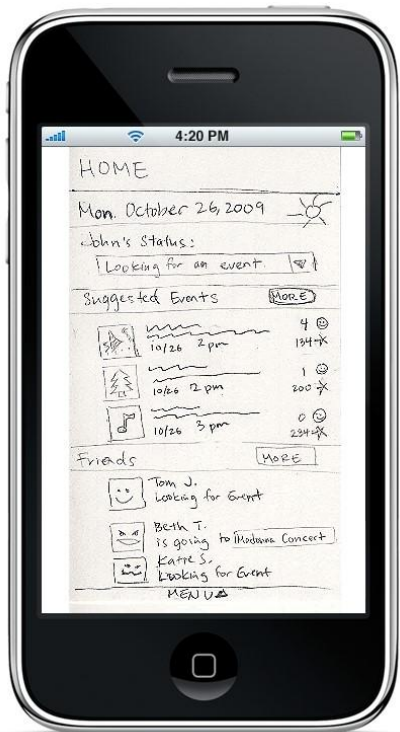




Selected Interface Design

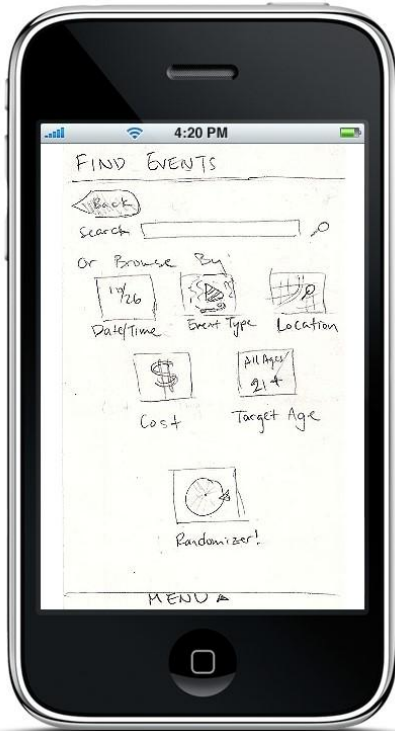
← Main Slide-In Menu

1. Always at the bottom of every page – hidden except for title
2. Click the bottom of the screen to raise menu, click again to lower
3. Menu Options are:
 - i. Home (Profile)
 1. The same list on the Home Page, extended
 - ii. My Friends
 1. Upcoming and Interesting Events
 - a. Events marked as interesting
 - b. Others found using the heuristics
 2. Past Events
 - iii. My Events
 1. Upcoming and Interesting Events
 - a. Events marked as interesting
 - b. Others found using the heuristics
 2. Past Events
 - iv. Find Events
 1. Goes to Find Events (Icons) Page
 - v. Publish Event
 1. Publish New Event
 2. Published Events
 - vi. My Preferences



← Home Screen

1. Top Bar
 - i. Date
 - ii. Weather
 - iii. Status
 1. Dropdown
 - a. Looking for Events
 - b. Going to an Event
 - i. Choose an event marked as interested
 - c. None (Clear)
2. Suggested Events
 - i. "Interested" Events show first, then Suggested events
 - ii. Button to see more
 1. My Events Page is simply this list extended
3. My Friends



- i. Friends are filtered by location
 - 1. For example if you have friends in Texas and you're in Seattle, it won't show them here
- ii. Only friends with shared statuses (looking for events or friends to go with) show up
- iii. Also users have the option of publishing an event they're attending to their status
- iv. Button to see more
 - 1. Goes to My Friends; simply this list extended

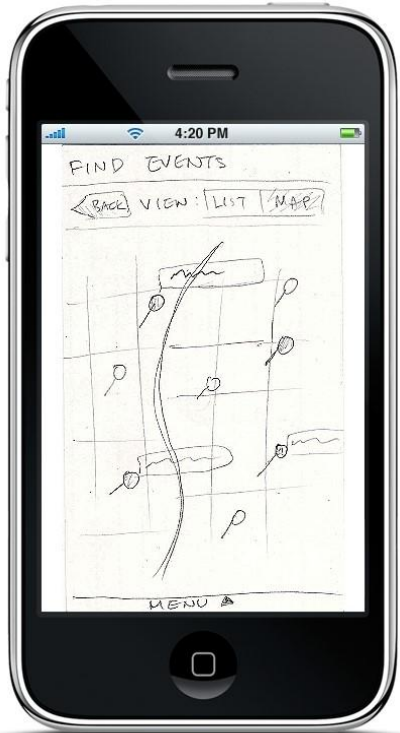
← **Find Events – Icons**

- 1. Search Bar
 - i. Quick string search for events (Keyword search)
 - 1. Searches titles and tags first, then descriptions
- 2. Icons for starting criteria filter – “Browse by:”
 - i. Date
 - ii. Event Type
 - iii. Location
 - iv. Cost
 - v. Target age
 - vi. Randomizer!



← **Find Events – List View**

- 1. Top Bar
 - i. Back button
 - ii. Option for List or Map view
 - iii. Filters are listed, can be positive or negative, and are removable
 - 1. Positive shows only results matching that criteria, negative excludes results matching that criteria
 - iv. Button to add a new filter
 - v. This entire top bar can be hidden by scrolling down.
- 2. Sort by: Dropdown
 - i. Date & Time – Default sorting method
 - ii. Location – Automatically limited to a 15 mile radius
 - iii. Cost
 - iv. Popularity
 - 1. Heuristic that weighs interest by friends as well as interest of the general population



3. Event List

i. Event

1. Icon
2. Name
3. Date
4. Time
5. Popularity of general public
6. Friends interested
7. Short description

ii. Click to see the Event Page

← **Find Events – Map View**

1. Top Bar

- i. Back Button
- ii. Option for List of Map view

2. Map

- i. Locations are shown using Pins
- ii. Shows user's location (Green pin)
- iii. Shows the location of the events found using the filters (Red Pins)

1. Darkness of Red shows sorting order

- a. Dark red is higher up on the list
- b. Light red is towards the bottom of the list

iv. Standard iPhone Map Navigation (Zoom –pinch, scroll, etc.)

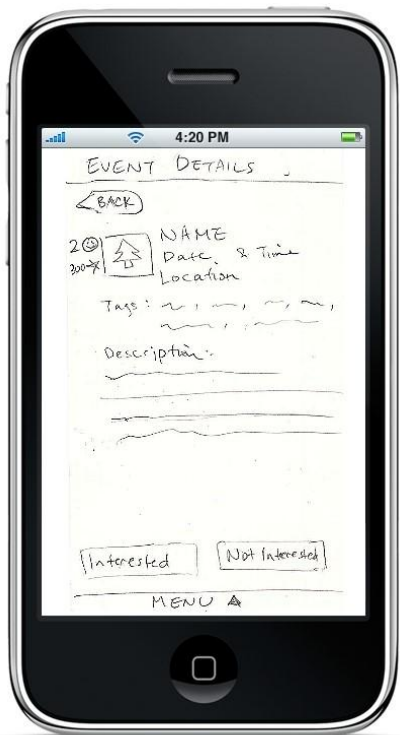
v. Clicking on a pin's tooltip brings up its title

1. Tooltip of the first few events are automatically shown

vi. Clicking on the title brings up Event Page

← **Event Page**

1. Icon
2. Name
3. Date
4. Time
5. Location
6. Tags (correspond with filters)
7. Long Description
8. Popularity of general public
9. Friends interested





10. Large buttons for "Interested" and "Not Interested"

i. Clicking on Interested

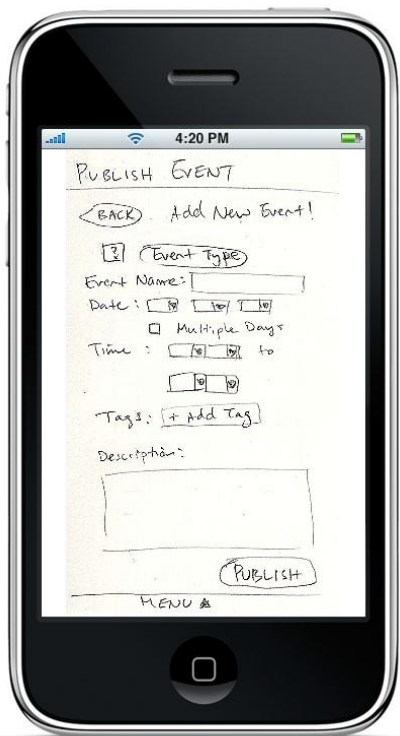
1. Adds the event to My Events
2. Asks you if you want to share this event by:
 - a. Text Message
 - b. Email
 - c. Social Network (Facebook, MySpace, Twitter, etc.)
 - d. As your getOUT status

ii. Clicking on Not Interested

1. Adds to your history as Not Interested
2. Modifies the heuristic of "Suggested" events to exclude similar events

My Published Events

1. Shows list of events user has published in reverse chronological order
2. "Create New Event" button at the top



Add New Event

1. Blank Event Form
 - i. Event Type
 - ii. Name
 - iii. Date
 - iv. Time
 - v. Location
 - vi. Tags (correspond with filters)
 - vii. Description
2. Publish Event button
 - i. New page asking how user wants to communicate about this new event
 - ii. Options to publicize using:
 1. Text Message
 2. Email
 3. Social Networks
 4. As getOUT status

My Preferences Page

1. Account Info
 - i. Username(email)/Password for getOUT
 - ii. Name
 - iii. Linked Accounts (Facebook, MySpace, Twitter, etc.)
2. Basic Info
 - i. Questions with dropdowns – Optional
 1. Age
 2. Gender
 3. Location
3. Suggested Events Filter – Optional
 1. Same filter system as used in the Find Events
 2. Selected filters only factor into heuristics for Suggested Events



← Randomizer!

1. Wheel that can be “spun” using a finger-flick to pick a random event
2. Items on wheel are chosen by heuristic for Suggested, Friends, Popularity, etc.
3. A button that leads to the chosen Event’s Page is below the wheel

The Process: Developing our Design

Conceiving our final design interface was a long and arduous process. We started by presenting our very different sketches to each other, highlighting the thoughts and intentions that were behind our creative outcomes. After we absorbed each other's designs, we started talking about what we really liked from each design. The way Design Sketch #2 handled communication with friends is basically unchanged in our final prototype. The map from Design Sketch #1 is now the Map View in our Find Events component. And we loved Design Sketch #3's filter idea as well as her very creative wheel design, which we incorporated into our Randomizer! feature.



However most of the design decisions were not so clear. For the rest of our design, we discussed the positives and negatives about all our sketches, and how we could maximize the positives and minimize the negatives and create a better version than any of us had come up with. Our Home screen is a great example of this. Each of us had ideas that have been incorporated into our Home screen, but it took lots of deliberation to figure out how to maximize our ideas and form a complete design for this one part of our application.

Our discussions and design sessions took their time, but we are very happy with the finished product. Discussing design ideas ad nauseum is the method that worked well to come up with designs that we think are the best they can be. Working together and discussing face-to-face was crucial to reaching our final design; if we had worked alone after the rough sketch phase we would not have been able to design an idea so thoroughly thought out.

Scenarios

Task 1: Finding an event

On opening the application, they will see suggested events and their friends' events. Assuming none of these sparks their interest, they will click the menu bar at the bottom, revealing the slide-in menu. Since they are looking for an event, they will hit the "Find Event" menu option. This takes them to the initial Find Events screen. They can click any icon to find events using that criterion; for their purpose they should look for events that are near them. Clicking the "browse by Location" icon, they will be taken to the event list page. The criterion "Location" is visible at the top, with a drop down menu offering different distance ranges. Selecting "walking distance" will filter out events located farther than walking distance from their current location. Since low-



cost was one of their priorities, they can add a filter for cost; filtering out Events that are listed as more than free or cheap. Now they have a list of Events: filtered to only show free or cheap Events that are within walking distance and are sorted by time, ascending. James and his friends should have no trouble finding an event worth going to!

Task 2: Publish a new event

Fred opens the application and clicks on the bottom menu bar to reveal the menu. Clicking Publish Event takes him to the Published Events screen – he can see all the previous events he has published, in addition to the option to create a new event. He will click the “Create New Event” button at the top of the list of past events, which will take him to the Event form. Here he can fill out all the details of his event (name, date & time, location, type of event, etc), add relevant tags (such as music genre), and provide a description of the event. Upon publishing this event, the application will ask him how he wants to promote this new event. He has a variety of options: text message his phone contacts, email people, publish the event on his social networks (Facebook, MySpace, Twitter, etc), and use his getOUT status to let people know he’ll be attending the concert. He has now successfully published his band’s concert on the easiest event finder ever!



Task 3: Coordinate with Friends

Lauren first opens getOUT and peruses the Home screen and then selects the My Friends section. She can now scroll through all her friends' statuses, which are neatly ordered and sorted, and see which ones are in the city, free, and "looking for an event." She can also see to which events her friends are interested in going or planning on going. In this case, none of her friends within the city are currently planning on attending an event and three of them are looking for something to do. Using the bottom Menu bar, Lauren can quickly navigate to the "Find Event" option. She decides to browse by location, since she wants to stay in Fremont and filters the list until she finds an event that she thinks will appeal to her friends. In this case, she chooses a kickball game open to the public and selects it to find out more details. It is going to be held at a local park, and upon selecting "Interested" on the event page, she is able to contact her friends and update her status, inviting them to the event. The application lets her choose which methods to spread the word (such as changing her getOUT status, texting or emailing selected contacts, or updating linked profiles in various social networking sites.) She chooses to update her getOUT and Facebook status, both of which link her friends directly to the event page, and to send a message



to the three friends who were looking for something to do. Those three friends and four others from Facebook all think that kickball is a great idea and change their own statuses to reflect their interest. They can further contact each other through text message or phone calls. Very quickly and easily, Lauren is able to find something fun to do in Fremont with her friends!