

Huddle: Social Event Discovery

Huddle Team



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Problem and Solution Overview

People get stuck in familiar routines because familiarity is comforting. As a result, they miss out on discovering new possibilities that may enrich their lives. This problem is compounded by the pains of planning and organizing. Scheduling friends, finding common availabilities, and booking reservations are just a few of the headaches that dissuade people from exploring and discovering new things. Huddle eliminates many of these headaches by proposing events based on a user's preferences and seamlessly organizing and scheduling outings with friends. The hassle of communicating with multiple friends and trying to get everyone to agree on one event becomes quick and painless because Huddle acts as a third party mediator of sorts. It guides everyone to a common decision through a structured and fair voting process.

Tasks

Our 3 Tasks

- Scheduling (updated to voting) - complex
- Communication (updated to vote+notify) - moderate
- Event curating (updated to creation) - simple

We updated our tasks from our original three tasks based on our learnings from the low fidelity prototype testing and the design process that entailed. We also considered the limitations of the prototyping tool we worked with. Our complex task was “voting/coordinating with a group in order to decide on an event.” Our moderate task was “voting on events and notifying/inviting friends to an event.” Our simple task was “creating an event.”

“Event curation” was updated to “event creation” instead partly because our prototyping tool does not support the databases necessary to convincingly implement the curation feature. “Communication” was updated to focus on the voting/notification features of our application due to the insight that the decision moderation aspect of our app was its most compelling feature. We updated “scheduling” to “voting/coordinating on an event as a group” because feedback from our low fidelity testing indicated that people were confused by the need to provide specific time constraints during the event creation workflow, so we wanted to deemphasize time scheduling as an important component in this iteration.

Revised Interface Design

UI Changes

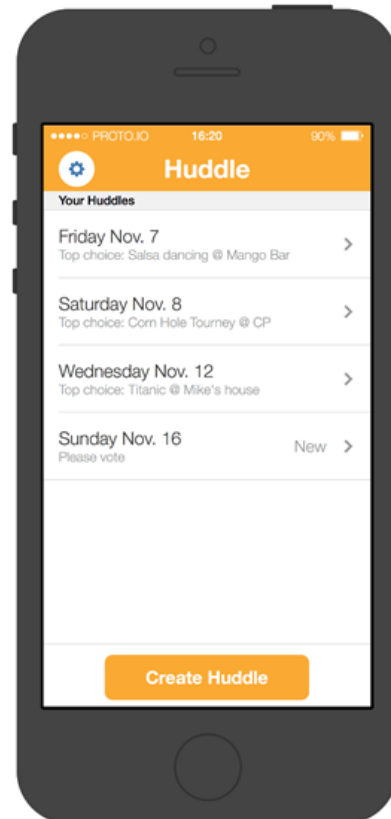
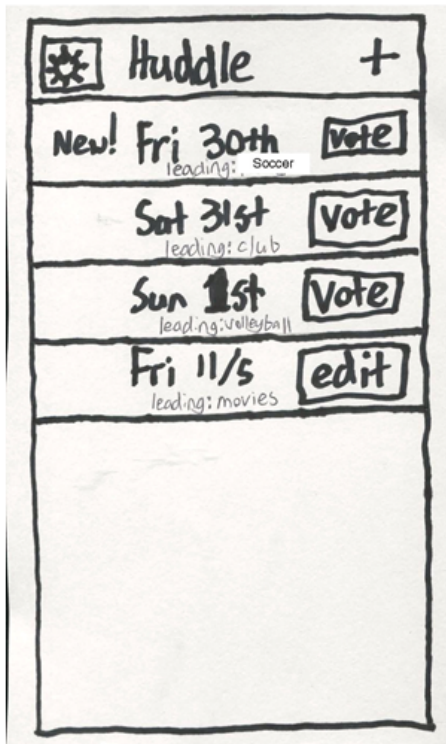


Figure 1. Home screen comparison.

Users were confused about the vote button. They did not know whether the button took them to the voting page or whether it would take them to a page with info about the event. We removed this ambiguity by replacing the vote button with the standard arrow symbol indicating that there is more info available by tapping on an event. Users also didn't know what the plus symbol on the top right corner did, so we replaced it with the "Create Huddle" button (see the bottom of the right screen in Figure 1). This should remove that ambiguity and make it easier for users to figure out how to create their own event/Huddle.

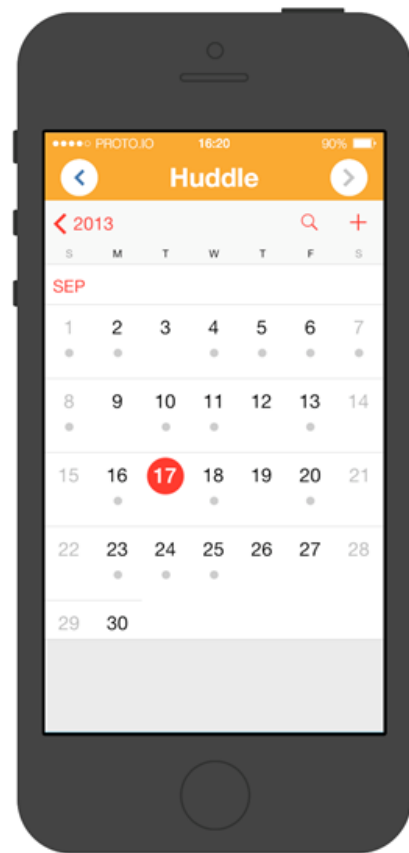


Figure 2. Calendar screen comparison.

Users did not like having to specify morning, afternoon, or evening since many of their events would take place at more than one time of day. We removed that time selector, and we addressed some confusion with the "Next" button by replacing it with an arrow. Some users thought "Next" might mean "Next Month" rather than moving forward in the steps to creating an event.

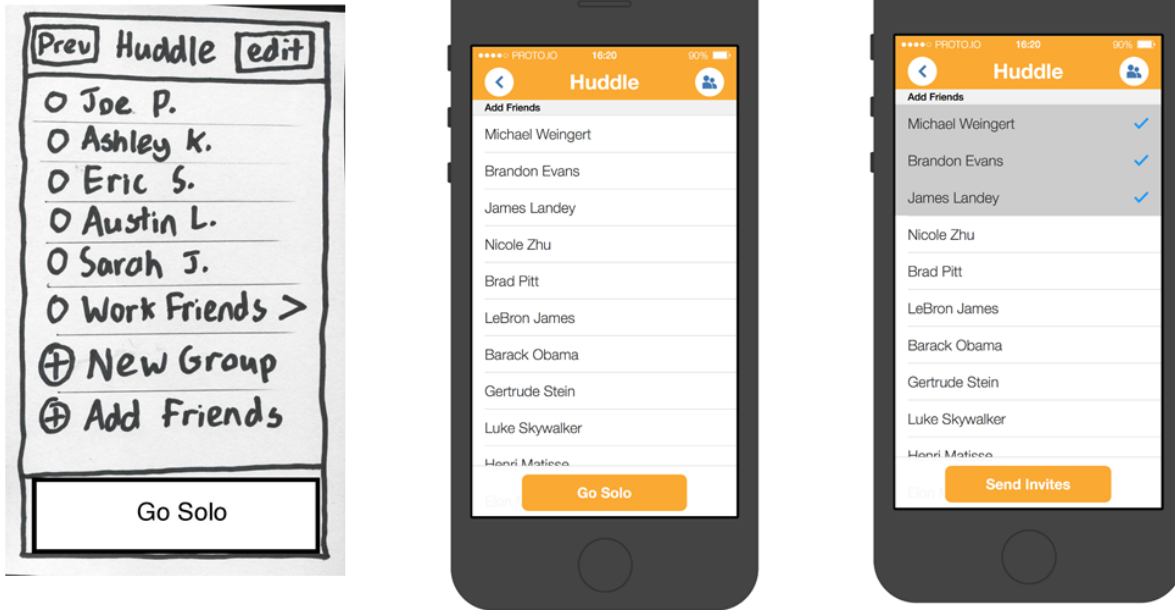


Figure 3. Friend invitation screen comparison.

Users were confused by what the “New Group” and “Add Friends” buttons did, so we removed those from the main screen. Users will still be able to create and manage groups through the social menu icon in the top right corner of the screen (see Figure 3).

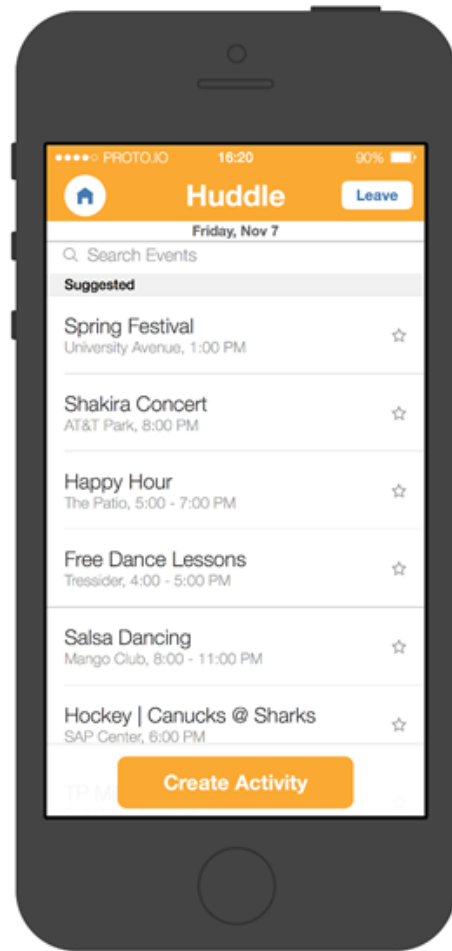


Figure 4. Event screen comparison.

For the curation aspect of the event screen, users disliked that the “Suggested Events” were on a separate screen you had to click to access. For our medium-fidelity prototype we decided to include the suggested events in the main screen (see the right screen in Figure 4).

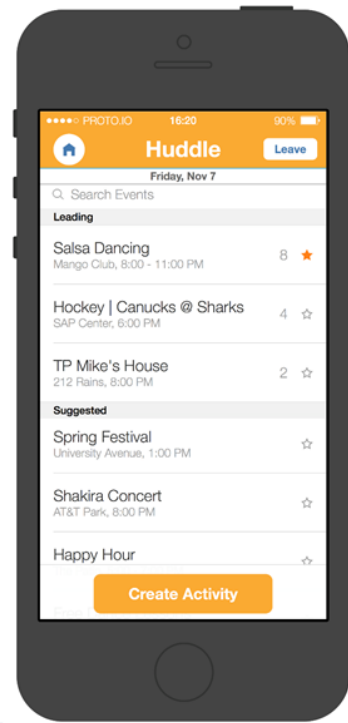
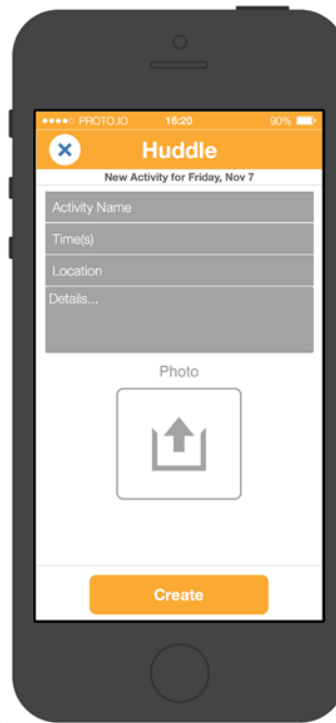


Figure 5. Event creation screen (middle) and event screen with votes (right).

We added the event creation screen, which we had not included in the low-fidelity prototype, because many users disliked its absence. Figure 5 also shows how voting works. When users begin voting on events, they get added to a leaderboard above the suggested events. A colored in star indicates that the user has voted for an event. We removed sorting in favor of adding a search bar, since the most important sorting metric is by votes. Searching would allow users to check if a particular event has already been added before creating one.

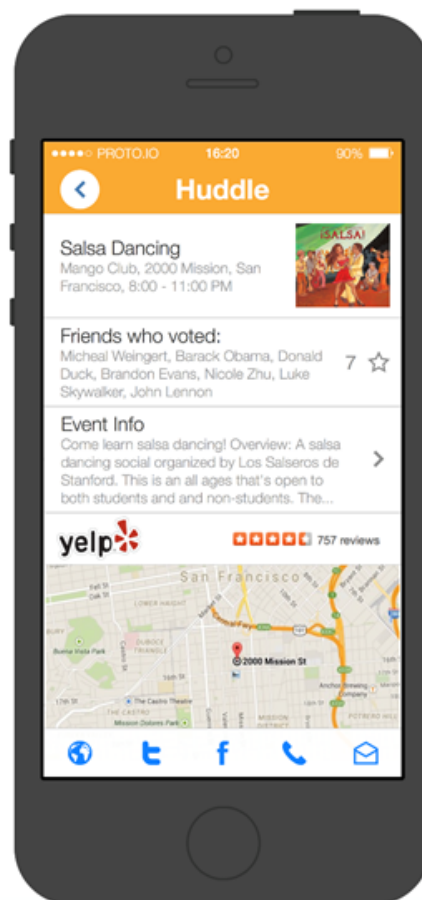
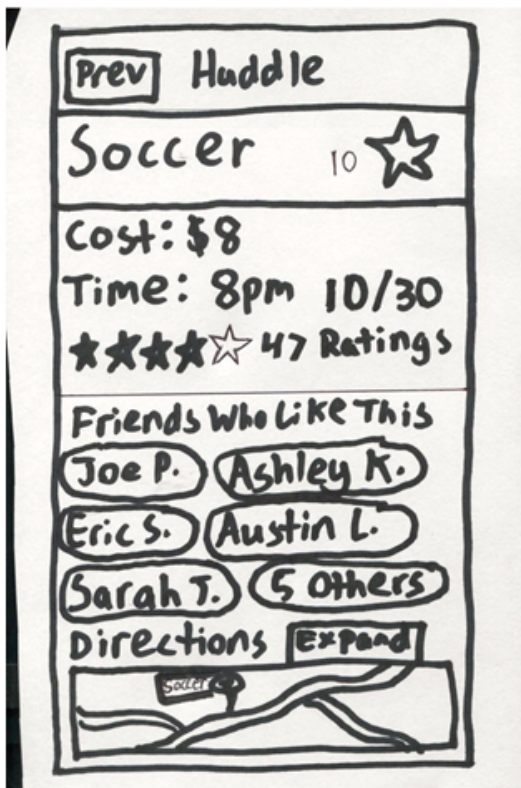


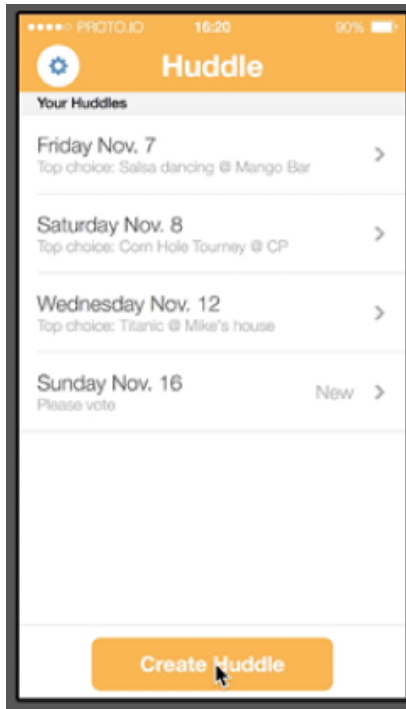
Figure 6. Event description screen comparison.

We did not have many user issues with the event screen, so in the medium-fidelity we mainly refined its appearance. We added an “Event Info” section users can tap on since some events will not be self-explanatory based on the event title, and some events will be ones the user is not familiar with.

Scenarios

Scenario #1. Event with Friends

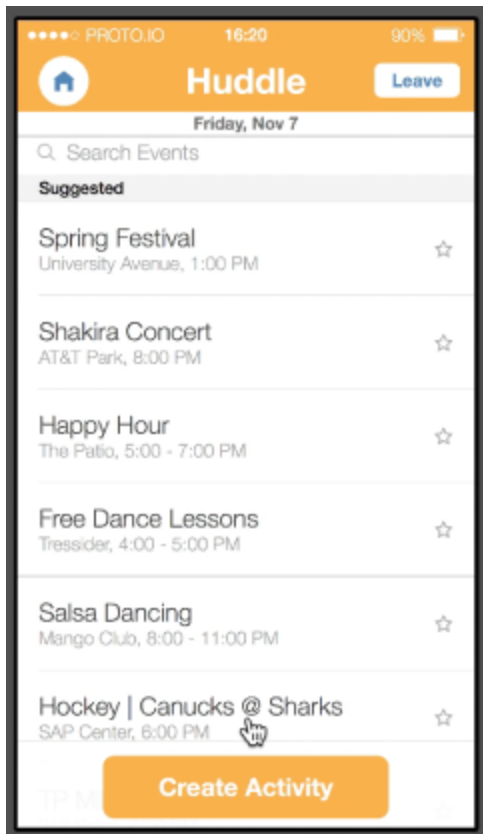
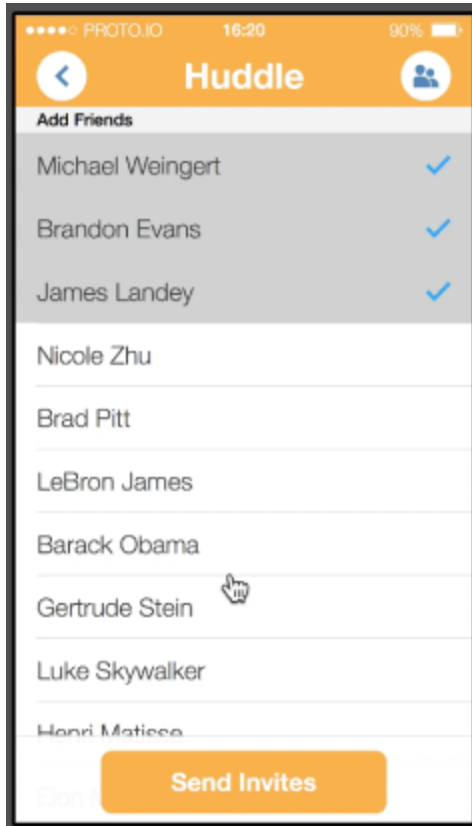
User wants to do something with his or her group of friends.



Step 1. Click Create Huddle.

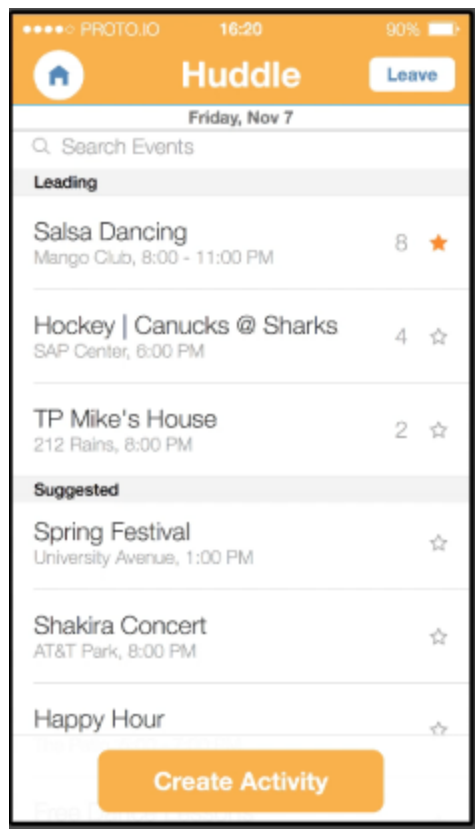


Step 2. Select Date





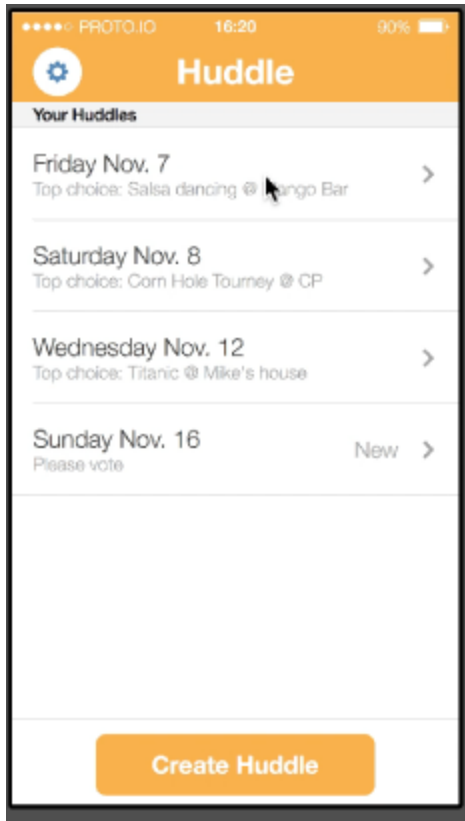
**Step 5. Fill Out Event Info,
the Click Create**



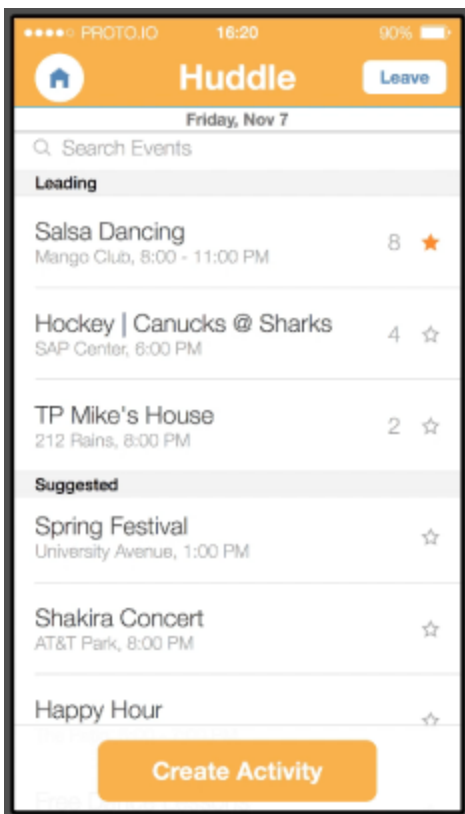
**Step 6. Vote on Events,
Then Go to the Top Voted One.**

Scenario #2. Vote Friend's Event

User receives notification that a friend has invited him or her to an event.



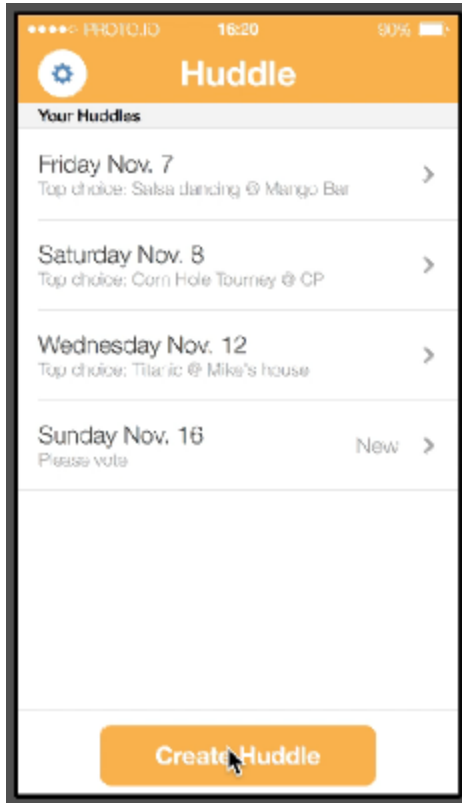
Step 1. Select an Event from the Home Screen.



Step 2. Click on Stars to Vote for Events.

Scenario #3. Solo Event

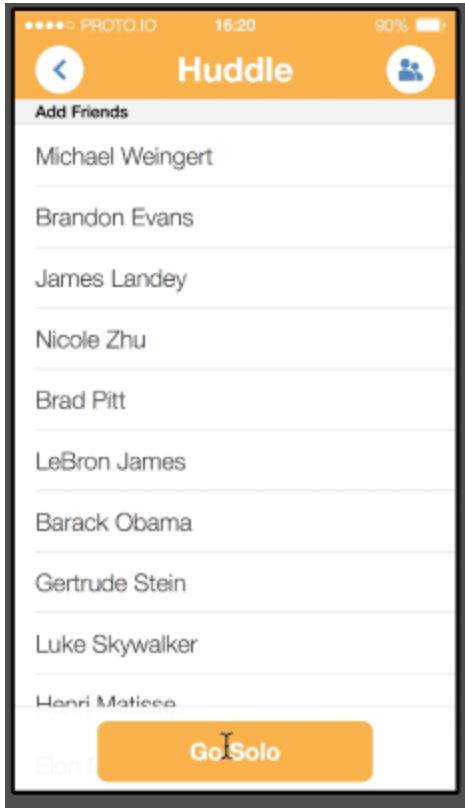
User wants to get event recommendations from Huddle, but doesn't feel like going with a group.



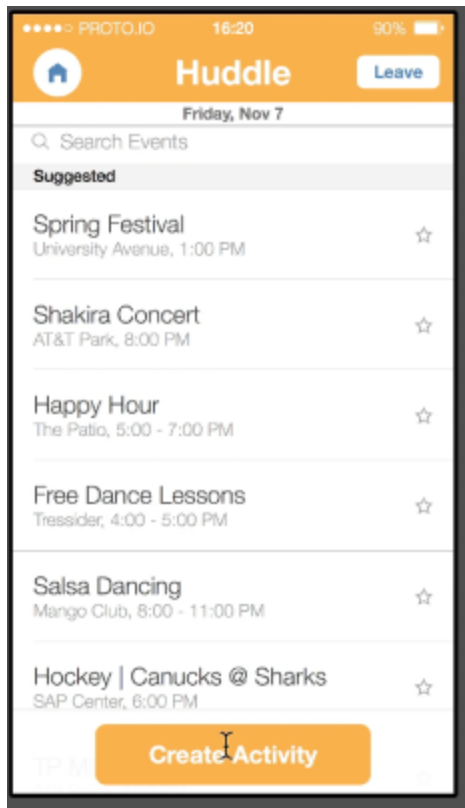
Step 1. Click Create Huddle.



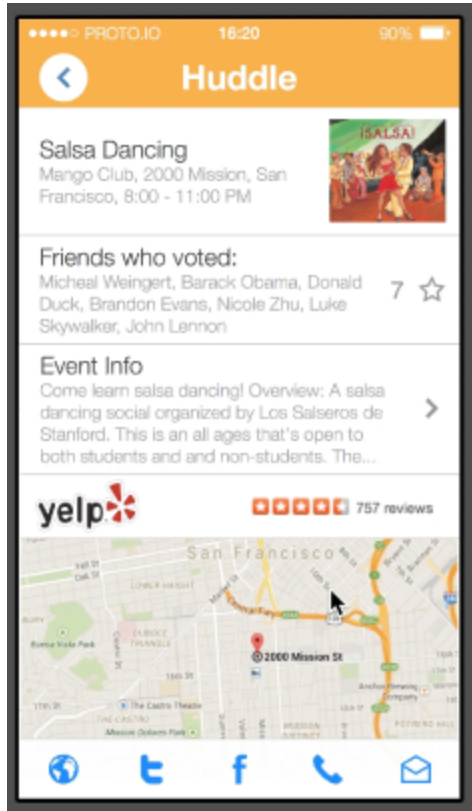
Step 2. Select Date.



Step 3. Click Go Solo



Step 4. Click on an Activity to See Its Details.



**Step 5. Review Event Details,
Then Go If You Like It.**

Prototype Overview

We used Proto.io to implement our medium fidelity prototype. Proto.io was useful because it enabled us to implement basic functionality in a fairly short amount of time without the need for significant coding experience. Having to actually design things within the constraints of a fixed screen helped focus our designs by forcing us to make decisions about how best to use the limited screen real estate. The design elements it includes are really nice looking, which lends greater credibility to the prototype than our pencil sketch prototype and removes one layer of distraction for future user testing. The ability to test it out on any computer without having to transport a physical prototype also greatly simplifies the logistics of user testing.

However, there were many pieces of functionality that Proto.io simply did not support. We had to “fake” some aspects of the UI, most notably in the calendar selection screen, where making each day selectable and interactive would have been too time consuming to be worthwhile at this stage. Also, due to the lack of support for databases, we weren’t able to include an actual event curation feature, and we had to pre-populate the screens with friends, events, and event descriptions. We were also unable to have actual voting since we couldn’t get Proto.io to allow the tracking of votes between multiple users. Instead, we illustrated the voting feature by prepopulating the voting screen with votes, allowing the test user to vote and unvote on things by clicking on the voting stars.

Prototype Screenshots

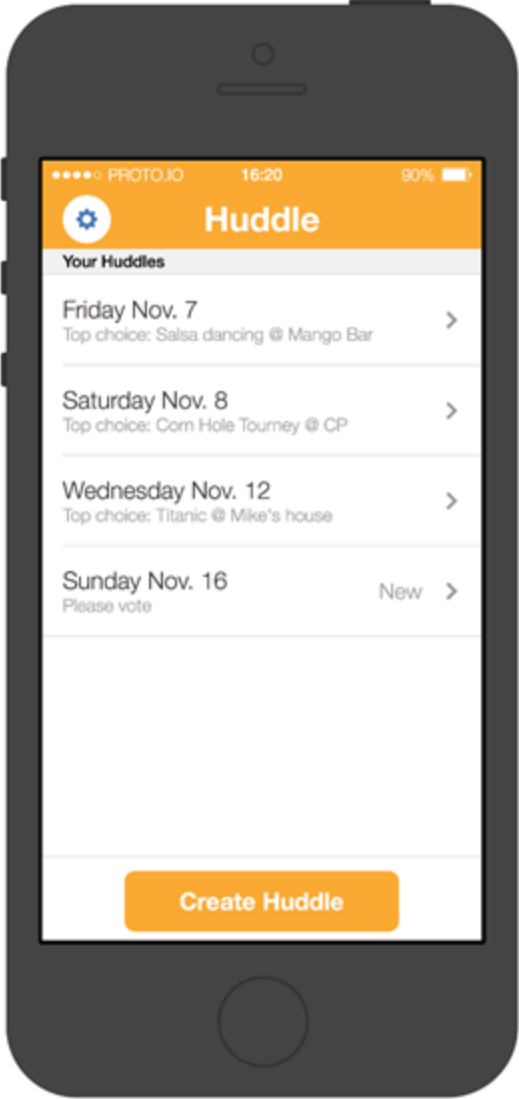


Figure 7. Home screen

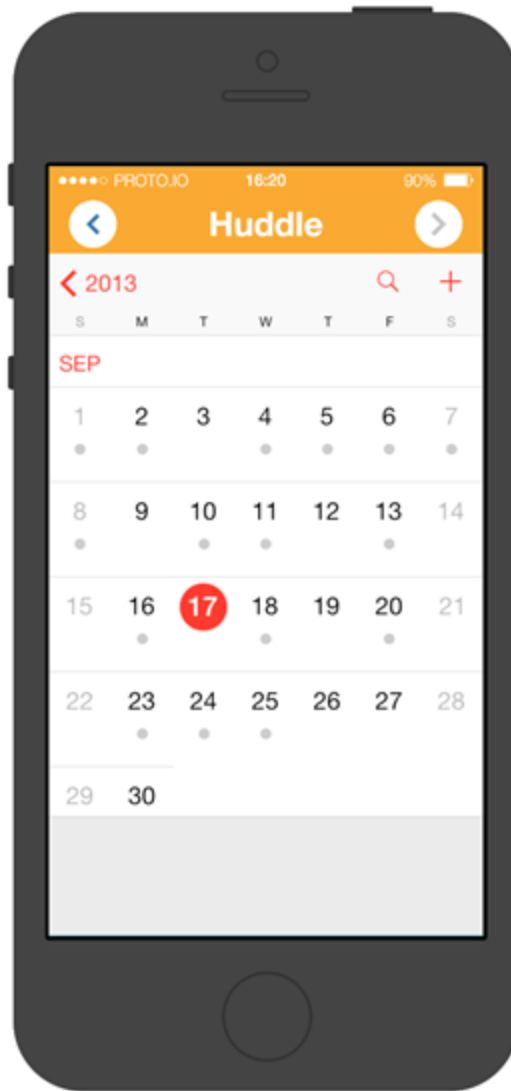


Figure 8. Calendar date selection screen

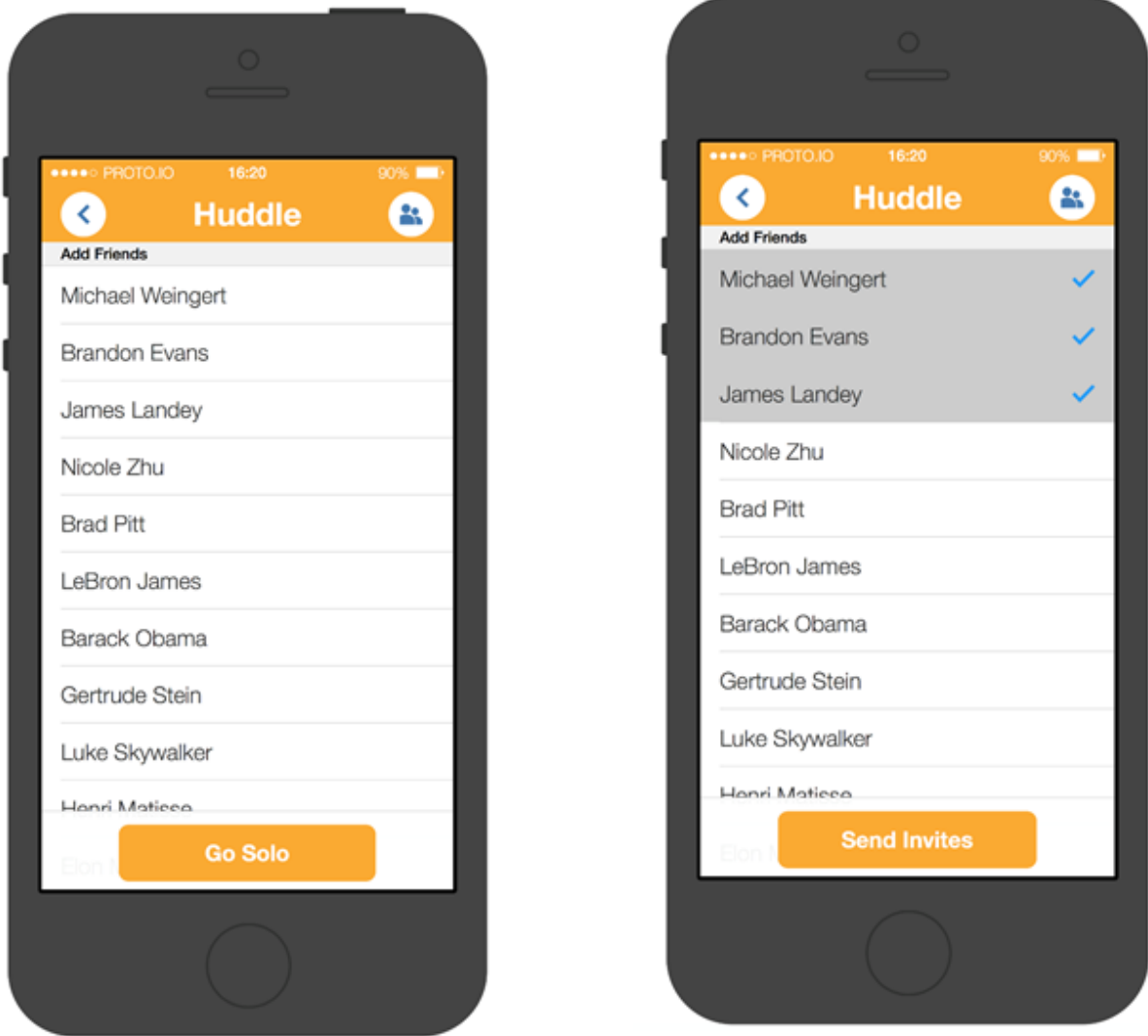


Figure 9. Friend invitation screen

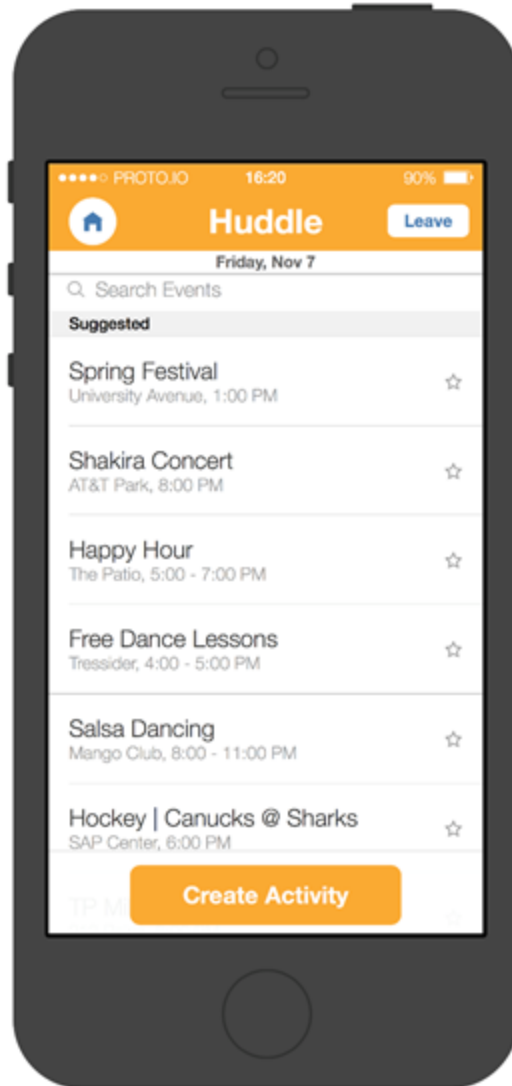


Figure 10. Event curation screen

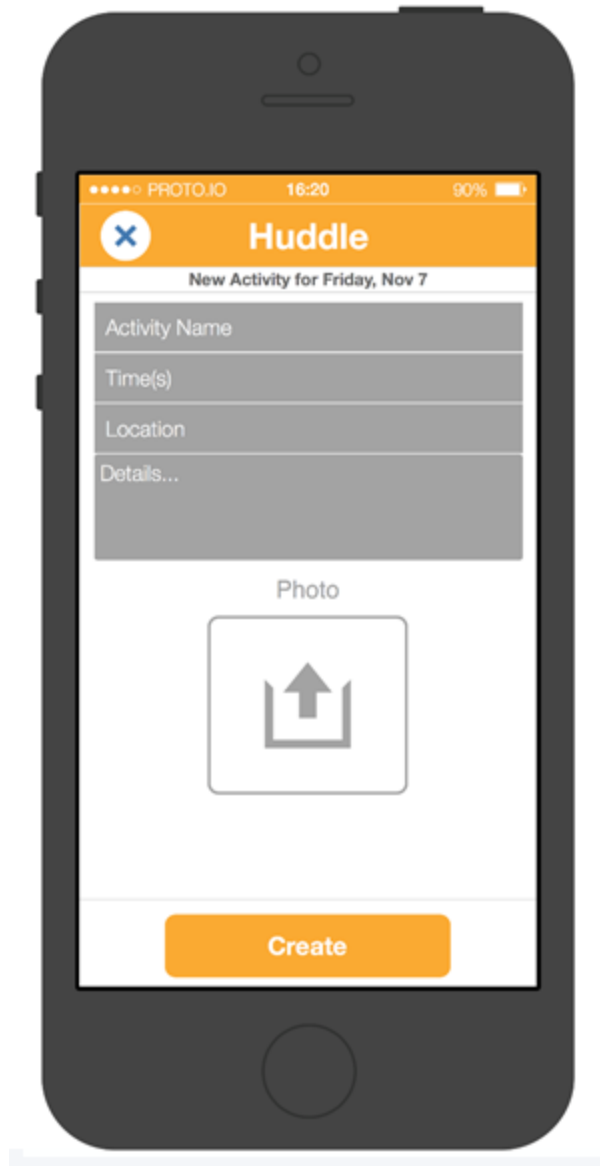


Figure 11. Event creation screen

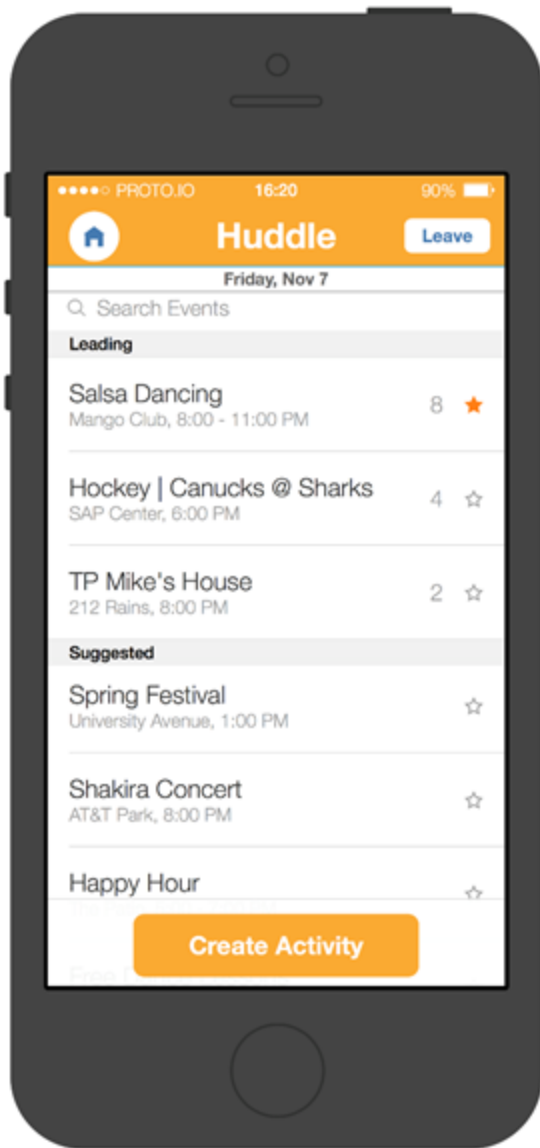


Figure 12. Event voting

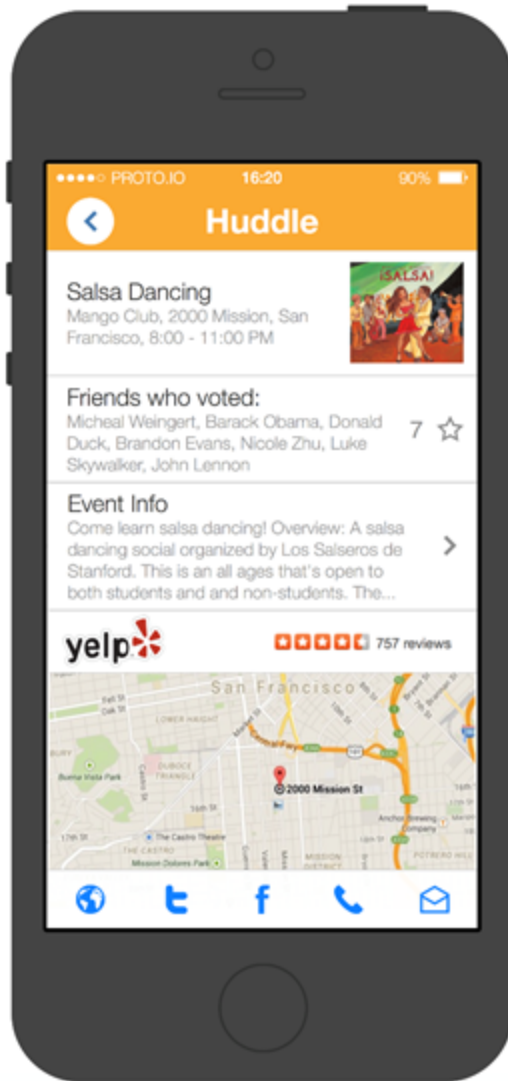


Figure 13. Event description screen