

CrowdPower: Events/Crowds

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Needfinding Methodology

- Multiple unique viewpoints
 - People who attended the event
 - People who directed the event
- People with a vested interest in an “ideal” event experience
- We wanted to know:
 - How did they find out about the event/How did they advertise the event?
 - How accurately did they anticipate the crowd?
 - Did crowd level affect their experiences at events?



Computer Forum Career Fair

Deeksha Goyal

- Stanford Junior
- CS Major
- Spontaneous Interview
- Looking for summer internship
- Part of the primary target audience



Janhavi Vartak

- Stanford Alumni
- Graduated 2017
- STS Major
- Looking for career opportunities
- Event intended for people like her, very important to her as well



Interview Results

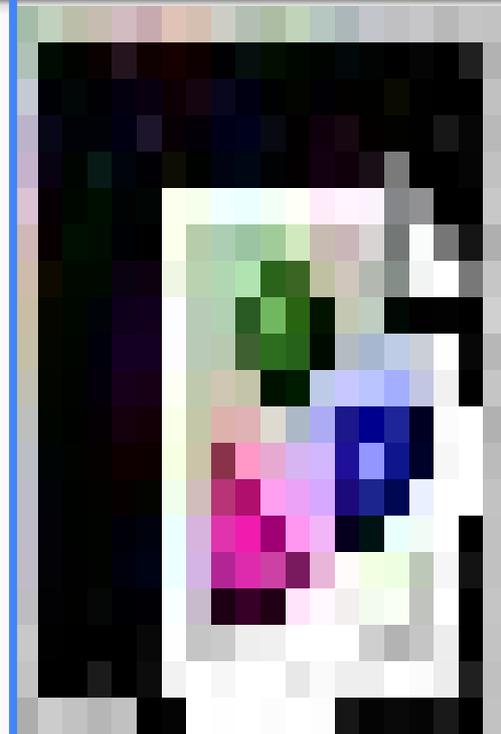
Computer Forum Career Fair

Janhavi

- Found out about the event through Handshake.
- Accurately anticipated the crowd's levels, but was still not mentally prepared.
- Was determined to attend, still felt reservation on arrival.
- "The line and crowd as I entered was terrifying"

Deeksha

- Found out about the event through email.
- She had an idea about how busy it was going to be, but she wasn't exactly sure. She had to go "on a hunch".
- Would have been helpful if there were some way for her to know what the crowd at the event was like.



Party On the Edge: Cantor Art Gallery

Kim Mansfield

Lauren Wang + Other Staff

- Cantor Center Employee
- Event Coordinator
- Responsible for creating “engaging” environment for students



- Cantor Center Employee
- Event Staff
- Responsible for soliciting memberships from guests



Interview Results

Party On The Edge: Cantor Art Gallery

Kim (In charge of student engagement)

- Facebook events & word of mouth were main ways for her spread the word about the event to the community
- Main concern was how the event was perceived by the attendees
- Stated that she wanted the event to have a “loose feel” to attract students
- Attributed positive experience of attendees to large crowd
- “It has to feel like a party or at least seem important for anyone to enjoy these types of events & it is my job to make it happen.”

Lauren + Staff

- Expressed pleasure in the large crowd
- Suggested a sense of being overwhelmed when crowds reached peak numbers
- Despite being overwhelmed at times they understood that big crowds were a vital part of the event



Feedback Synthesis

- Crowds matter!
- Crowd size & make up are an important part of attending/planning events for planners & attendees
- There is a distinction between estimating how large a crowd will be and actually reacting to the crowd
- Many different platforms for finding out about/advertising events & controlling who knows apart



Empathy Map

Say

“The line and crowd as I entered was terrifying” - Janhavi

*“We want BIG, but not too big.”
“It has to feel like a party for them to enjoy it.” - Kim*

Do

Janhavi checks different sources weekly to find popular events.

Kim created “free-flowing” event with the intent to attract a large crowd.

Think

Organizers & guests think that crowd size will directly add or take away from the event experience depending on what the event is.

Feel

*Intimidated or Encouraged by crowd size
(depending on context)*

*Knowledgeable about their potential experiences
(They know how they will be affected by crowd size)*

Analysis

- The size of a crowd directly affects how people interact with an event.
- Key Insight:
 - ◆ In people's minds there is a "sweet spot" crowd size that enhances the experience of an event.
- Two Primary Needs:
 - ◆ To feel knowledgeable about the crowds of events
 - ◆ To be able to act on the knowledge of crowd size in real time

Summary

We interviewed event organizers and attendees about their experiences at events in relation to the size of the crowd.

The feedback we received suggests that the size of a crowd affects people's decision making process regarding an event.

Attendees desire an ideal crowd size.

