

MeetUp

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1.0 Problem / Requirements

In the office, among fellow students, and even between busy members of a family it can be difficult to coordinate schedules to get together. Whether it be for an committee meeting, a group project, or planning a family outing communicating is key. However, it can be frustrating trying to find gaps in group members' schedules, and even then people often need some time to get their schedule together to ensure they can make it to the meet up.

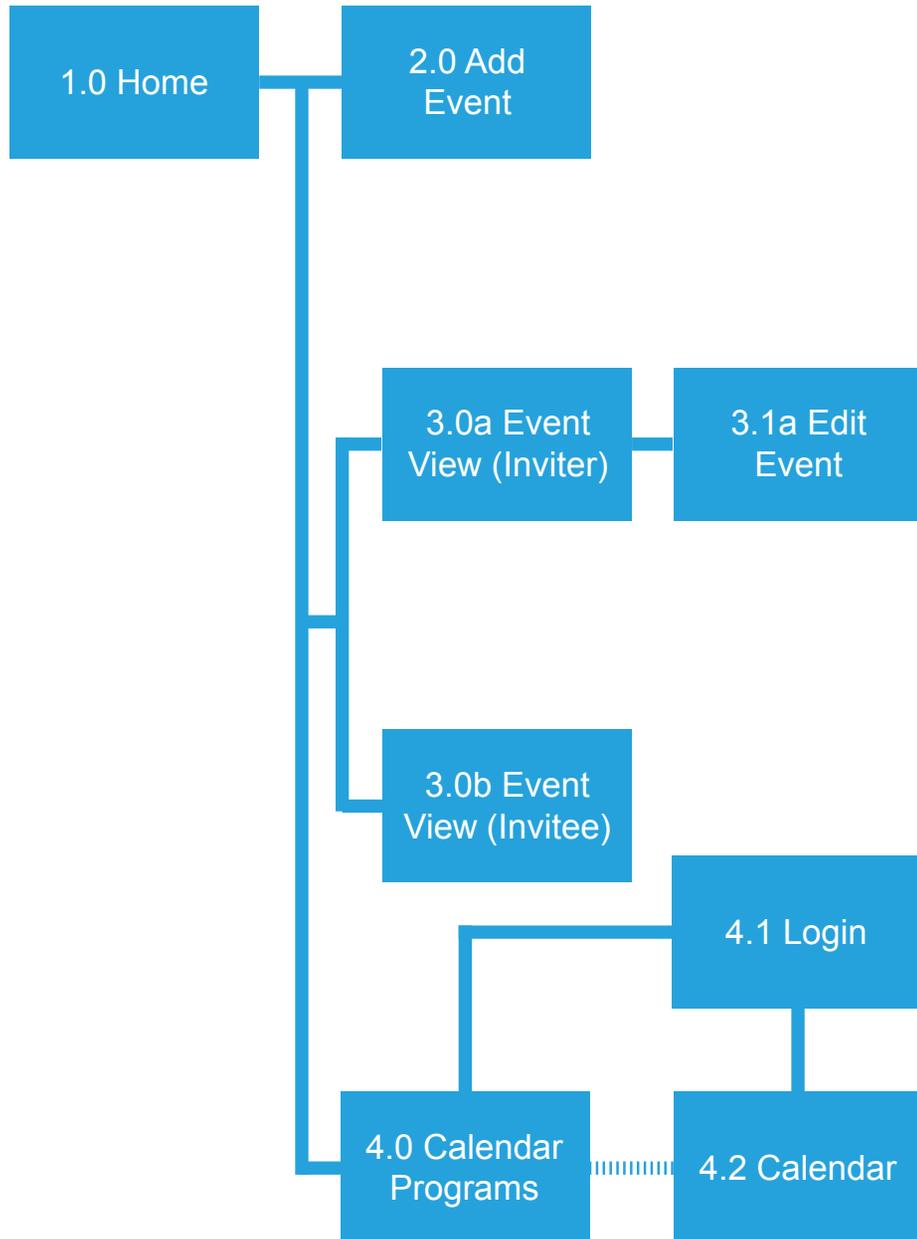
The MeetUp app will help in this situation by:

- Creating events with invites
- Allowing group member responses at their leisure
- Syncing calendars to the app to automatically respond or give response suggestions to invites
- Alerting group members to the time chosen by the event creator

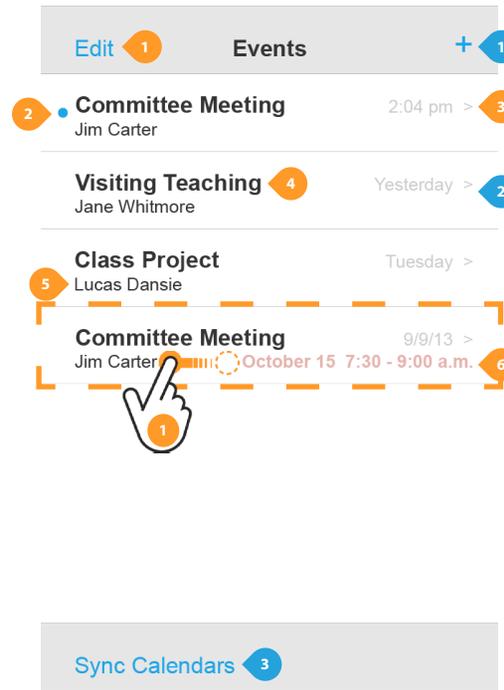
2.0 Target Users

User Segment	Age	Characteristics	Goals with App
College Student	18-30	experienced with smart phones busy (school, work, family)	Meet up for a school project
Committee Member / Businessman	35-50	experienced with smart phones	Plan business / committee meeting
Family Member	50-60	low technical skills	Plan a family reunion
Visiting / Home Teacher	14-60	wide demographic and psychographic range	Coordinate a visiting / home teaching visit

3.0 Design



1.0 Home



Links

- 1 Goes to 2.0 Add Event
- 2 Goes to 3.0b if the user is an invitee, or goes to 3.0a if the user is the event creator
- 3 Goes to 4.0 Calendar Programs

Interface

- 1 Drag to delete, or delete after pressing Edit
- 2 Denotes that the user has not yet opened the event (3.0b)
- 3 Event title
- 4 Time of event creation
- 5 Event Creator
- 6 Chosen time of event

note: the delete from this window only deletes it from the user's app only, unless the user is the event creator. If that is the case, it will delete it for all invitees.

2.0 Add Event

1 Cancel Add Event Done 2

Title

Location

PROPOSED TIMES

Start

End

+ New Time 1

Invitees

URL

Notes

Links

- 1 Returns to 1.0 without saving changes
- 2 Saves changes to event and returns to 1.0

Interface

- 1 Adding a new time will add a Start and End field for another option

3.0a Event View (Inviter)

1 < Events Committee Mee... Edit 2

Event: Committee Meeting

Location: High School

PROPOSED TIMES

		Jane Doe	John Doe	U.N. Owen
November 5	8:00 - 9:00 a.m.			
November 7	8:00 - 9:00 a.m.			

3

PUSH TO CALENDAR 4

iCloud

Home 5

School

Google

Church

Family

This meeting will be to discuss events for the upcoming year. 6

Links

- 1 Returns to 1.0 Home
- 2 Goes to 3.1a Edit Event

Interface

- 1 Swipe to bring other invitees on the screen
- 2 Shows invitee responses
- 3 Inviter selects the final event time
- 4 Shows only synced calendars (see 4.2)
- 5 Choose the calendar the event will be pushed to once a final time is chosen
- 6 Note added by the event creator (if "notes" is not filled when created it will not appear on 3.0a or 3.0b, as with the "URL" section)

3.1a Edit Event

1 Cancel Edit Done 2

Title

Location

PROPOSED TIMES

Start

End

+ New Time

Invitees

URL

Notes

Delete Event 1

Links

- 1 Returns to 3.0a without saving changes
- 2 Saves changes to event and returns to 3.0a

Interface

- 1 If the inviter deletes the event, it will be deleted from all invitees' apps as well.

3.0b Event View (Invitee)

1 < Events Committee Mee...

Event: Committee Meeting

Location: High School

PROPOSED TIMES

November 5	8:00 - 9:00 a.m.	No	1
November 7	8:00 - 9:00 a.m.	No	Yes

PUSH TO CALENDAR

iCloud

Home

School

Google

Church

Family

Jane Doe, John Doe, U. N. Owen 2

This meeting will be to discuss events for the upcoming year.

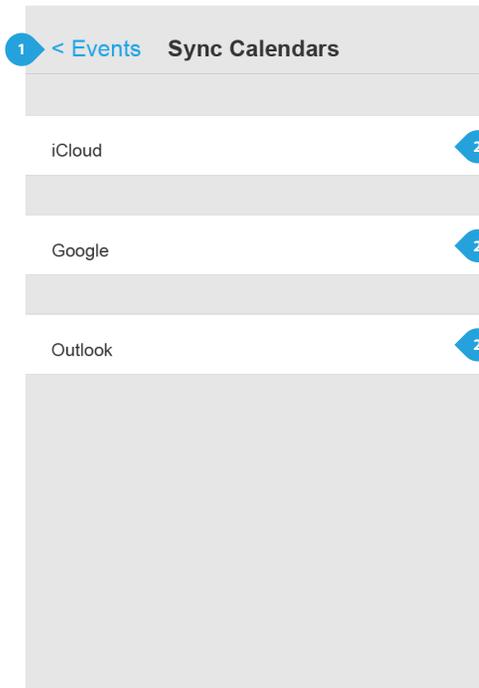
Links

- 1 Goes to 1.0 Home

Interface

- 1 Users respond with their availability
- 2 List of invitees

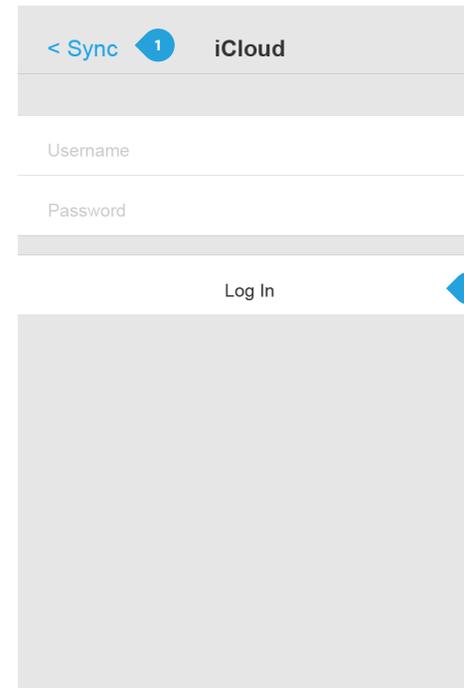
4.0 Calendar Programs



Links

- 1 Returns to 1.0 Home
- 2 Goes to 4.1 Login if the user has not yet logged in for the provider, or goes to 4.2 if the user is logged in

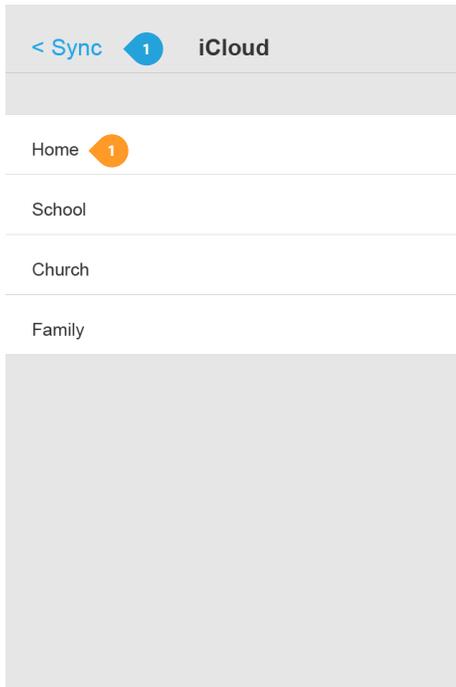
4.1 Login



Links

- 1 Returns to 4.0 Calendar Programs
- 2 After logging in goes to 4.2 Calendar

4.2 Calendar



Links

- 1 Returns to 4.0 Calendar Programs

Interface

- 1 Users select the calendars they have that will be considered when replying to invites, or that events will be pushed to once a final time is chosen

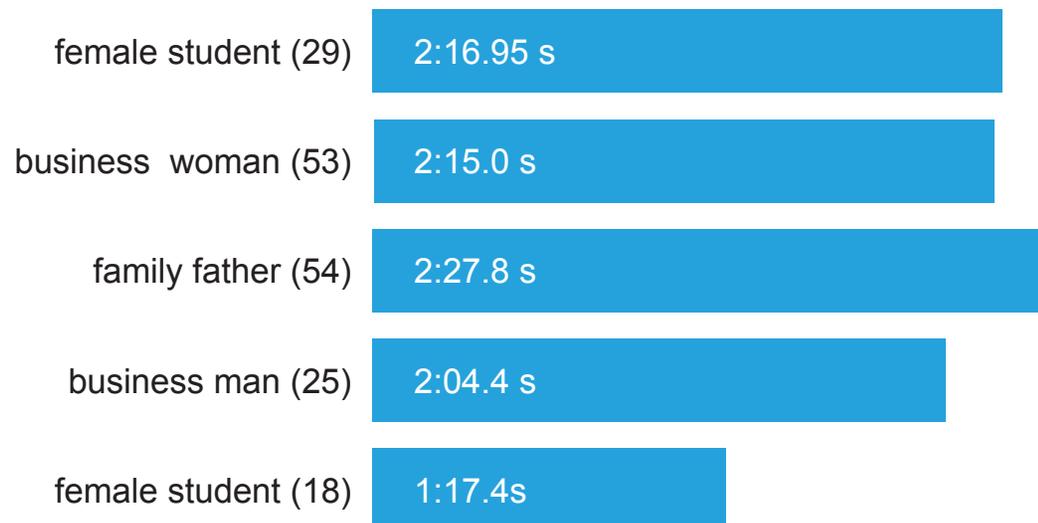
4.0 Test

Using Adobe Illustrator I created mock ups of the app and sliced them using Photoshop and saved them for the web. Using Dreamweaver I linked the pages to simulate app navigation.

For the testing I selected two business people, two college students, and one father of a grown, spread out family. Most of the testers were also part of the home/visiting teacher audience.

Test users had a list of simple questions to respond to. These questions were:

- Where would you click/tap to create an event? Save the event? Sync a calendar?
- You are logged into the iCloud calendar. Where would you click to sync the school calendar?
- Jim Carter send you an event invite today. Who was invited? What is the meeting for?
- You are now Jim Carter and you sent out an event invite September 9th. When is the best time for invitees to meet? How would you edit your event?



5.0 Recommendations

All the test users said the app was straightforward and easy to understand. The main suggestions dealt with the notes and invitee sections on the event pages (2.0, 3.0a, 3.1a, 3.0b). Suggestions included moving the notes section above the proposed times, labelling the notes and invitees sections, and showing whether invitees have seen, responded to, or not yet opened their invite. Other suggestions were changing 'done' on 2.0 and 3.1a to 'create' or 'save.'

One behavior common in the testing was on page 3.0a. After asking users to find the best time for invitees to attend the event, 2 of the 5 users noticeably hovered over vertical similarities (invitee U.N. Owen) rather than the horizontal similarities. Re-orienting the response graph with the names on the side and the times at the top could help users avoid this mistake, but further user testing for this specific feature could help reveal more insight. AB testing would help know which alternative is best.