Special event reservation app

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Table of Contents

Section 1 Study Details

Section 2 Themes

Section 3 Insights & Recommendations

Study Details

Project Background

I'm creating an app for a local pub that acts like a central hub for all of the information about the pub, its upcoming events, ability to book a table and get directions to help you find the pub. The app is designed with regular pub goers and new comers in mind.

Study Details

Research Questions

- Would pub-goers be into an idea of the app?
- What things would they like to see in the app?
- How would the app help them?

Participants

- Three young adults ages 21-25, one male, one female and one non-binary, regularly going to the pub (at least once a week)
- Two older adults ages 35-50 one male and one female, that go to the pub in the earlier, less busy and quieter hours
- One adult age 25-50 with a physical disability (reduced motor movement)
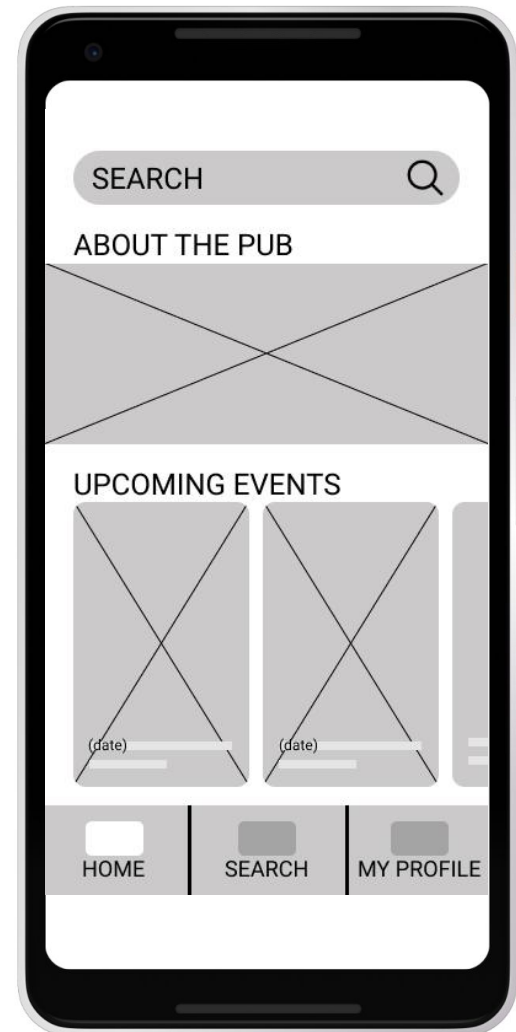
Methodology

10 minutes

USA, remote

Remote, unmoderated usability study

Users were asked to interact at a prototype

Prototype / Design Tested

https://www.figma.com/file/4dUlKgp3uR
n8RlTo7MNItv/Coursera-Project?node-id=
19%3A104

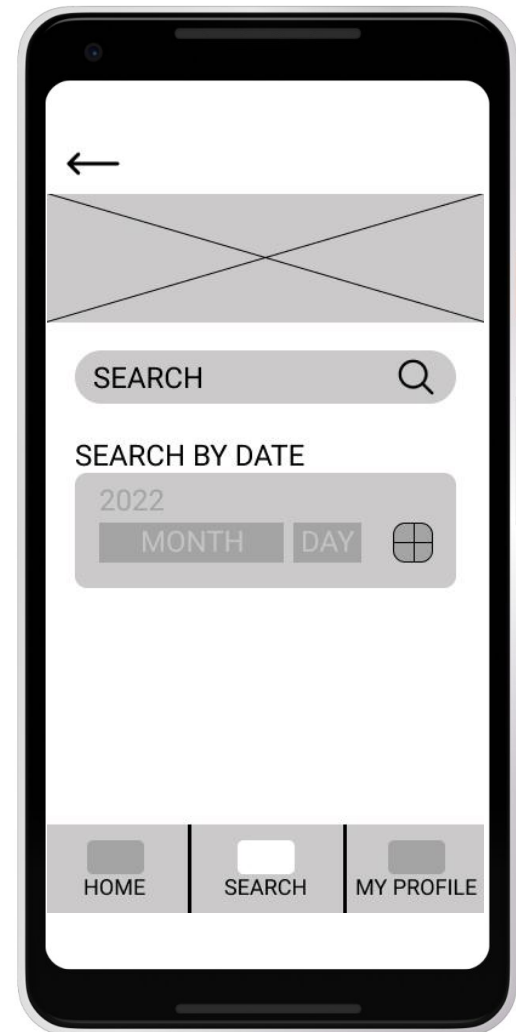# Themes

Most of the participants wanted more customisation in searching for the events

Supporting evidence from the usability study.

- Users wanted to see more details about the event and how many there were available without having to scroll through the whole carousel.

- Participants navigate through each event on the carousel as well as search bar before finding ones that are interesting

"Needs a way to change search parameters so I can weed through the things I am not interested in going to."

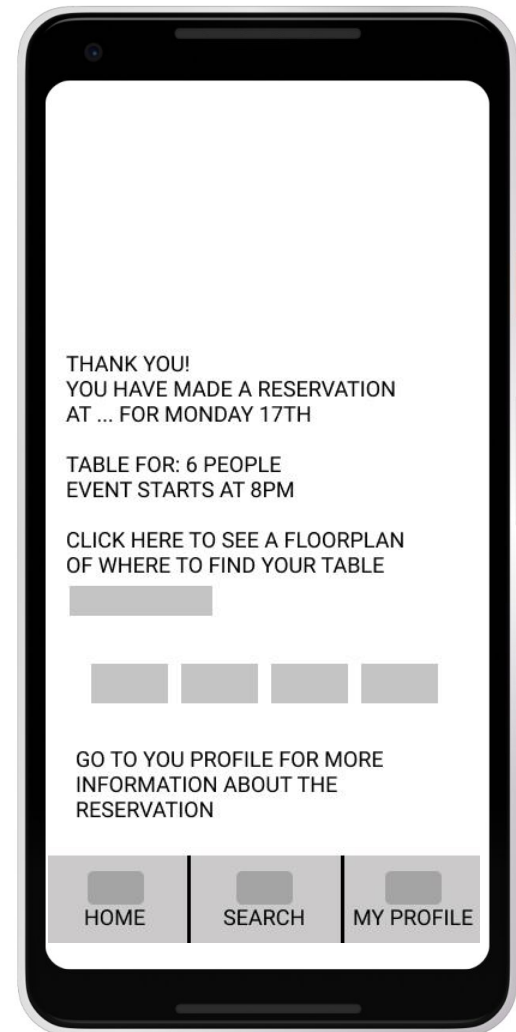# Most of the participants wanted an additional confirmation reminder via an email or a phone message

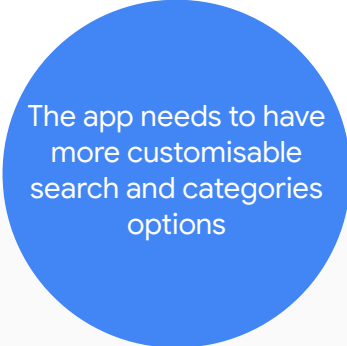Supporting evidence from the usability study.

- Participants are wondering whether the app will send them a confirmation via email

"You should make sure to have me put my email so it can send me a calendar invite for Google ,iCal, or android equivalent"
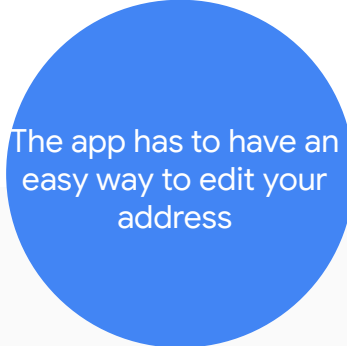

THANK YOU!
YOU HAVE MADE A RESERVATION AT ... FOR MONDAY 17TH

TABLE FOR: 6 PEOPLE
EVENT STARTS AT 8PM

CLICK HERE TO SEE A FLOORPLAN OF WHERE TO FIND YOUR TABLE

GO TO YOU PROFILE FOR MORE INFORMATION ABOUT THE RESERVATION

HOME   SEARCH   MY PROFILE
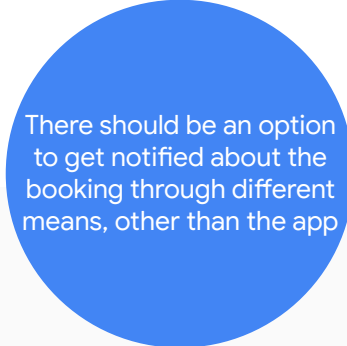
Insights & Recommendations

Research insights

The app needs to have more customisable search and categories options

Most of the participants wanted more customisation in searching for the events
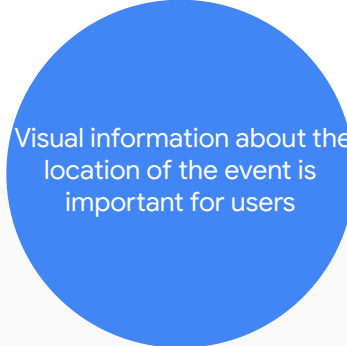
The app has to have an easy way to edit your address

Most of the participants had trouble editing their address

There should be an option to get notified about the booking through different means, other than the app

Most of the participants wanted an additional confirmation reminder via an email or a phone message

Visual information about the location of the event is important for users

The map on the event pages was a useful feature for the users

Recommendations

- Mose ways of identifying and looking for events

- Ability to get notifications via email or text and easily share them with friends

- The app needs to collect only the data that's necessary and relevant in a clear way
- There should be more visual cues about the place and easy access to directions to the pub
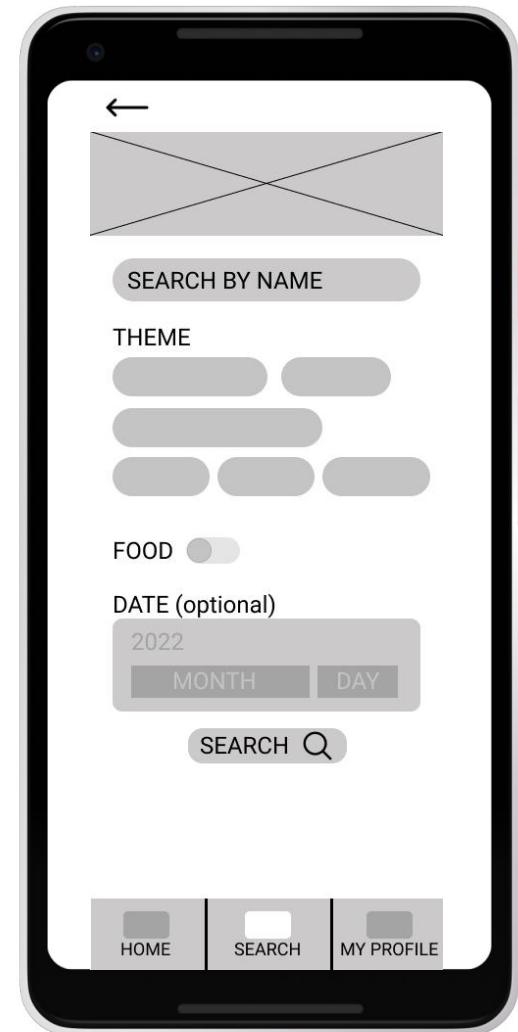
Special event reservation app Part 2

March 2022

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Most of the participants wanted more customisation in searching for the events

Changes made

- Added ability to search events by the theme of the event (Jazz Night, Karaoke etc.)

- Added ability to search for events that offer dining

- Searching by date is now optional

Most of the participants wanted an additional confirmation reminder via an email or a phone message

Changes made

- Added the ability to input Name, Email and Phone number for faster future reservations

- Added a checkbox for allowing notifications via email and/or phone

Further iterations will include

- A redesigned homepage with more easy to understand layout and theme labels on the event previews
- Ability to save billing and payment information to make future paid booking faster
- Reduce the required information from the user to a minimum to increase the security of the app

Thank you!