

Online Collaborative Event Planning

Midterm Presentation
November 4th, 2008
05-820 Social Web

Noah Levin
Kshama Nagari
Eyal "Isaac" Dekel

Our Group



Noah Levin is a Junior

Information Systems & Human Computer Interaction



Eyal Isaac Dekel is a Senior

Industrial Engineering and Management



Kshama Nagaraja is a Masters Student

Human Computer Interaction (Undergraduate in CS)

Objective

The Problem

Planning events can be difficult.
There is no ubiquitous event planning tool.

The Solution

Optimize facebook's 'Events' application
to promote social event planning

Narrowing our focus

	Casual Events e.g. dinner with friends	Special Events e.g. concerts, benefits
type	Informal	Formal
attendees	Between 4-40	> 40
planners	One person typically leads and hosts the event	Group of collaborators with committees. (PR, finance, food, invitations, etc)
contribution	Guests may collaborate with ideas, suggestions and by bringing gifts, decorations and supplies	Organizing such events are more structured and takes longer

Narrowing our focus

	Casual Events e.g. dinner with friends	Special Events e.g. concerts, benefits
features	Embedding a google map	Budgeting
	Which friends are going	Messaging select roles
	Problem with spamming	Scheduling meetings
	Presents (e.g. Affecting the drop-down of what guests can bring)	Presets (e.g. Assigning default tasks/roles)
	Auto-Reminder Messages	Auto-Reminder Messages
	Handling the post-event process (e.g. Thank you notes, Who brought what)	Taking off tasks

Rationale

WHO

WHAT

IMPROMPTU

CASUAL

FORMAL

PROFESSIONAL

Increase User Base

- Casual Events occur more than special events

25. Of the events that you plan, how many are planned several weeks in advance?			Response Percent	Response Count
0-25%			73.8%	118
25-50%			10.6%	17
50-75%			6.3%	10
75-100%			5.0%	8
I do not plan events			4.4%	7
<i>answered question</i>				160

High Opportunity

- Current Facebook Applications for event planning
- Most active: Live Agenda Event Organizer
 - 299 monthly active users
 - Have to download, PC only.

Progress

- Preliminary Research
- Competitive analysis
- Interviews
- Initial Design Ideas
- User Testing

Research

Fiesta Capstone Project

Gmail Add-On for Event Planning

<http://www.hcii.cmu.edu/M-HCI/2007/Google/index.html>

Using Technology to Coordinate Social Events

Professor Hong's Research

<http://www.cs.cmu.edu/~jasonh/publications/CHI2006-wip-whisper-submitted.pdf>

The Developmental Psychology of Planning

Book on how why and when we plan events

Friedman L., Sarah, and Ellin Scholnick. The Developmental Psychology of Planning: Why, How, and When Do We Plan?. Mahwah, NJ: Lawrence Erlbaum, 1997.

Competitive Analysis

Liked

Easy to invite your friends. (Facebook)

Option to add product list (Evite, EventWand)

Preset product list (EventWand)

Easy RSVP, a 1 click from the e-mail. (Mypunchbowl)

Map is integrated to display (Mypunchbowl, EventWand)

One dashboard display of all information (Planypus)

Visibility of the confirmed guests (Facebook, EventWand)

Creating polls for guests (Planypus, EventWand)

Competitive Analysis

Didn't Like

Planner is active, but participators are passive

Groups and sub-groups have no meaning other than for searching and categorizing

Login/subscribing is essential for any action

Option to obtain only one product

Non dynamic information

Not sorted by your friends and other guests.

Interview Questions

1. What is the name of the event you are planning / have planned?
2. How many people are expected to attend / did attend?
3. Describe the event...
4. Have you planned for this event in the past?
5. What tools (online or offline) did you / do you use to plan the event?
6. Do you have sub groups/committees to handle different tasks (eg. PR, finance, schedules, etc)
7. How soon do you start planning? How often do you meet to plan the event?
8. What types of things are challenging to plan for?

Interviewees

3 Avid Event Planners

- Director of Jburgh – a group that organizes social meetings for young professionals
- Non-profit organizer who plans trips and family events
- Bhangra In the Burgh Event Planner

5 CMU students who attend/organize social events often (~2 per week)

- House warming parties
- Birthdays
- Open Mic nights
- Movies
- Halloween Parties

Note: We have also had a great deal of event planning experience, so we interviewed each other as practice before interviewing others.

Interview Highlights

Facebook Events

- Friends who are not on Facebook can't be invited.
- No. of invites are too many, tends to make people ignore/not RSVP.
- Misc. complaints. (i.e. spammed with messages about the event.)

Inviting Guests

- People preferred to invite people when they saw them.
- Next preference is email and email lists – because it is more personal.

Event applications

- Act as a event bulletin board/repository.
- Facebook/other social network sites: act as a reminder.
- Popular application : Evite.
- Used more invitations/advertisement than for planning.

Planning

- Food, drinks – quantity hard to estimate.
- Difficult to get people to attend.

Guest's Experience



Jim is currently excited for the election. last Monday - clear

What are you doing right now?

News Feed

Status Updates

Photos

Posted Items

Live Feed

John Smith is excited about going to the halloween party and to finally get to see Jane.

Jane Doe is ready to go back to school on monday.

Mark Phillips is not feeling well today.

Sue Johnson was tagged in an album.



Requests

1 event invitation

1 event-plus invitation

Notifications

2 new notifications

Applications

Page Manager

Photos

Groups

Events

Marketplace

Events-Plus

Videos

Notes

more

Invite Your Friends

Invite your friends to join Facebook.

Find Your Friends

Use our contact importer to find friends you didn't know were on Facebook.



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Use our contact importer to find friends you didn't know were on Facebook.

 You have an event-plus invitation



John's Halloween Party (Network)
Friday, October 31st, 10:00pm at Fifth Avenue

You have been invited by [John Smith](#)

24 of your friends are attending this event



Jane



John



Abe



Mark



Caryn

Will you attend this event?

-
-
-

 You have an event invitation



Election Day (Global)
Tuesday, November 4th, 12:00am at your polling location.

You have been invited by [Facebook](#)

Add an RSVP note to the event profile: (optional)

Will you attend this event?

-
-
-

Requests

 1 event invitation

 1 event-plus invitation

Notifications

2 new notifications

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Will you attend this event?

Yes

No

Maybe

Requests



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Maybe

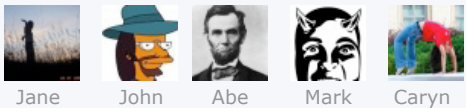
You have an event-plus invitation



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Will you attend this event?

Requests

1 event invitation 1 event-plus invitation

Notifications

2 new notifications

You have an event invitation



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Tuesday, November 4th

You have been invited by [John Smith](#)

Add an RSVP note to your invitation

Will you attend this event?

19. When choosing whether to attend a social event, the most important factor is:

	Response Percent	Response Count
What we'll be doing	32.1%	53
Who else is going	39.4%	65
Time	15.8%	26
Location	3.0%	5
Cost	6.7%	11
Transportation	1.8%	3
Other (please specify)	1.2%	2
answered question		165
skipped question		19

 **You have no more event-plus invitations.**

You will be attending [John's Halloween Party](#) on October, 31st

Message from John: Thanks for the RSVP! We really appreciate you taking the time to respond.

What would you like to bring?

- Cookies Cake Soda Chips
- Pretzels Streamers Fireworks Soda

[> view more](#)

-- Or --

You will be attending [John's Halloween Party](#) on October, 31st

12 of your friends are bringing food. [What would you like to bring?](#)

 **You have an event invitation**



Election Day (Global)

Tuesday, November 4th, 12:00am at your polling location.

You have been invited by [Facebook](#)

Add an RSVP note to the event profile: (optional)

Will you attend this event?

- [Yes](#)
- [No](#)
- [Maybe](#)

Requests

 1 event invitation

Notifications

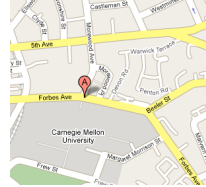
2 new notifications

John's Halloween Party

Time to celebrate the spookiest tradition in the US

Event Info

Host: John Smith
Type: Planning » Casual Party
Network: Carnegie Mellon University



Time and Place

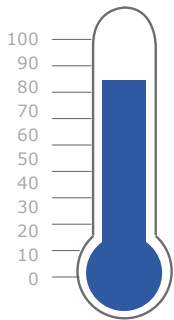
Date: Friday, October 31, 2008
Time: 10:00pm - 2:00am
Location: John's Apartment
City/Town: Pittsburgh, PA

Description

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Planning



You are bringing

Nothing! To add an item, select one from the list on the right.

Your friends are bringing

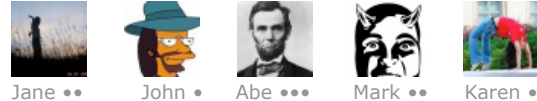
Jane Doe: 2 Pumpkins ▼
John Smith: 4 Stickers, 2 Sodas ▼
Abe Lincoln: 2 Cookies, 1 Soda, 5 Decorations ▼

Top Contributors



Confirmed Guests

Friends



Share +

Export

Your RSVP

- Attending
- Maybe Attending
- Not Attending

Item List

FOOD / DRINKS

- Cookies
- Soda
- Pretzels
- Cake
- Chips
- Candy

DECORATIONS

- Streamers
- Pumpkins
- Balloons
- Confetti

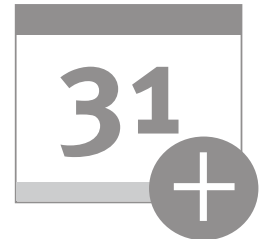
OTHER

- Board Games
- Extra Costume

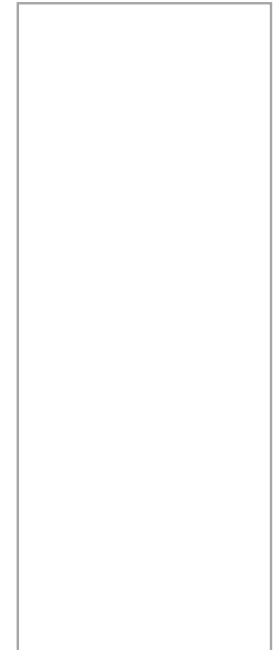
Other Invites

Advertise

Social Event Planning



Looking to plan a successful event? Install the event-plus application to add more functionality to your facebook events!

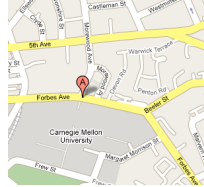


John's Halloween Party

Time to celebrate the spookiest tradition in the US

Event Info

Host: John Smith
Type: Planning » Casual Party
Network: Carnegie Mellon University



Time and Place

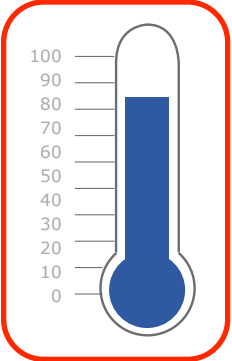
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Planning



You are bringing

Nothing! To add an item, select one from the list on the right.

Your friends are bringing

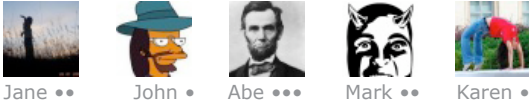
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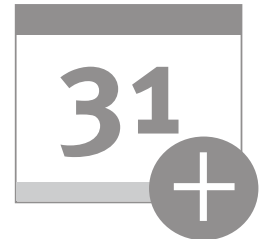
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- Extra Costume

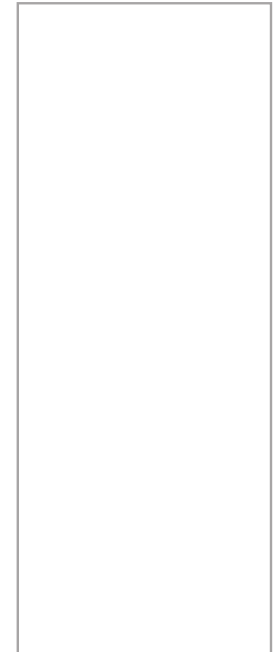
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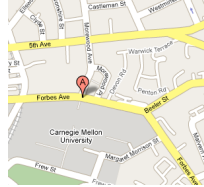


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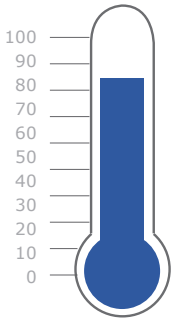
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Planning



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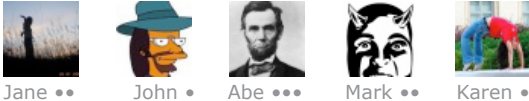
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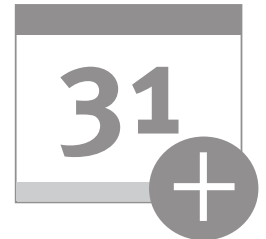
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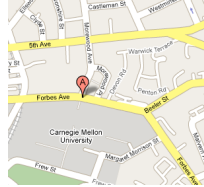
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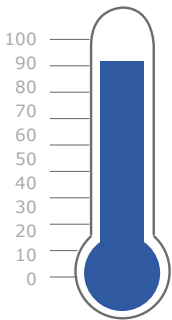
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Planning



You are bringing

ITEM	QUANTITY	NOTES
Cake	1 Serving (-) (+)	Chocolate from Ben & Jerry's edit
Candy	5 Servings (-) (+)	Candy Corn and Snickers edit

Your friends are bringing

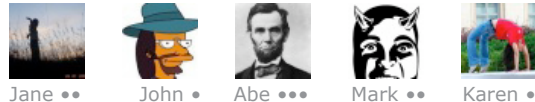
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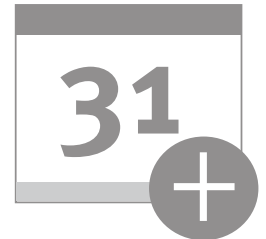
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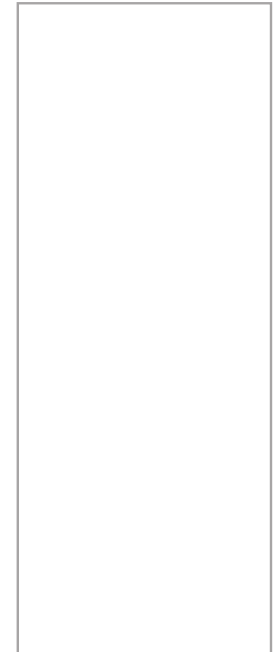
Other Invites

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Social Event Planning



Looking to plan a successful event? Install the event-plus application to add more functionality to your facebook events!



Creator's Experience

 Create an event-plus

Step 1: Event Info

Step 2: Customize


Step 3: Guest List

Event Name:
(required)

Tagline:

Network: ▾

Host: or ▾
(required)

Event Type: ▾ ▾ 
(required)

Description:

Start Time: ▾ at ▾

End Time: ▾ at ▾

Location:

Street:

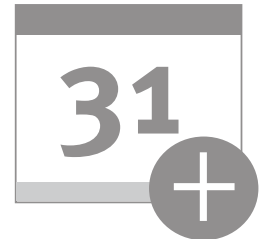
City/Town:

Phone:

Email:

Advertise

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 Create an event-plus

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Step 3: Guest List

Event Type:
(required)

Party »

Costume Party



Item List:

ITEM NAME	CATEGORY	DESIRED QUANTITY	MAX QUANTITY
Cookies	Food / Drink	10 - +	15 - +
Cake	Food / Drink	1 - +	2 - +
Soda	Food / Drink	3 - +	5 - +
Chips	Food / Drink	10 - +	10 - +
Pretzels	Food / Drink	10 - +	10 - +
Balloons	Decoration	10 - +	10 - +
Streamers	Decoration	10 - +	10 - +
Extra Costumes	Other	10 - +	10 - +

Add Item

- Options:**
- Display the top contributors?
 - Enable the wall.
 - Enable Polling
 - Enable Custom Item Additions

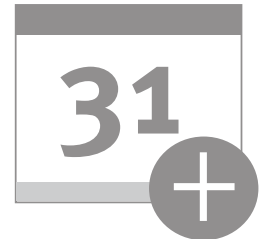
- Access:**
- This event is open.
 - This event is closed.
 - This event is secret.

- Publicize:** Show this event in search results

Save**Skip**

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<input type="text" value="Chips"/>	Food / Drink	10 - +	10 - +
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<input type="text" value="Balloons"/>	Decoration	10 - +	10 - +
<input type="text" value="Streamers"/>	Decoration	10 - +	10 - +
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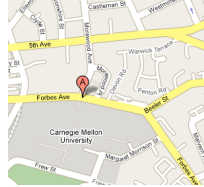
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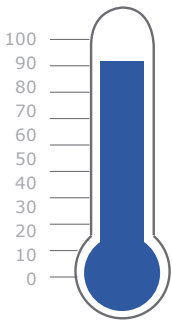
[edit](#)

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Planning

[edit](#)



You are bringing

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Candy	5 Servings (-) (+)	Candy Corn and Snickers edit

Your friends are bringing

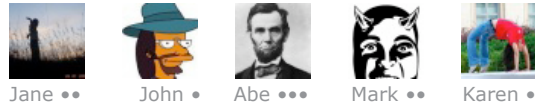
- Jane Doe: 2 Pumpkins ▼
- John Smith: 4 Stickers, 2 Sodas ▼
- Abe Lincoln: 2 Cookies, 1 Soda, 5 Decorations ▼

Top Contributors



Confirmed Guests

Friends



Share +

Export

Your RSVP

- Attending
- Maybe Attending
- Not Attending

Item List

[edit](#)

FOOD / DRINKS

- Cookies
- Cake
- Soda
- Chips
- Pretzels
- Candy

DECORATIONS

- Streamers
- Pumpkins
- Balloons
- Confetti

OTHER

- Board Games
- Extra Costume

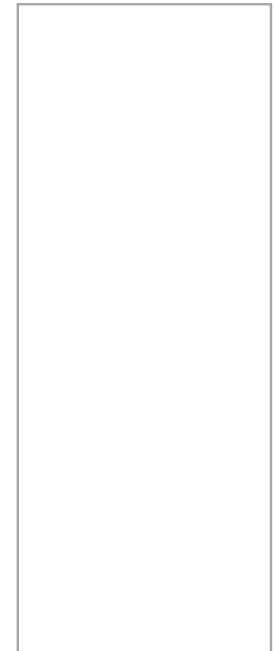
Other Invites

Advertise

Social Event Planning



Looking to plan a successful event? Install the event-plus application to add more functionality to your facebook events!

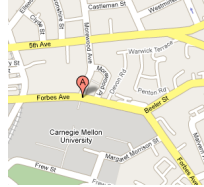


John's Halloween Party [edit](#)

Time to celebrate the spookiest tradition in the US

Event Info

Host: John Smith
Type: Planning » Casual Party
Network: Carnegie Mellon University



Time and Place

Date: Friday, October 31, 2008
Time: 10:00pm - 2:00am
Location: John's Apartment
City/Town: Pittsburgh, PA

Description

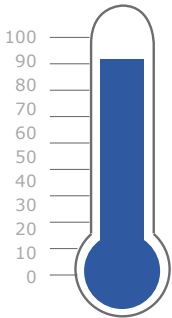
[edit](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam sagittis pede at libero. Aenean sodales urna tristique arcu. Duis sagittis mollis turpis. Aenean pharetra risus eget ligula. Vivamus tellus orci, tincidunt sit amet, semper vehicula, varius et, nisl. Suspendisse potenti. Morbi orci. Suspendisse pharetra. Morbi pellentesque dolor sit amet nisl.

Phasellus ligula. Nulla fringilla tempor urna. Fusce in ligula ut purus vestibulum bibendum. Vivamus nec sem ac purus pharetra bibendum!

Planning

[edit](#)



You are bringing

ITEM	QUANTITY	NOTES
Cake	1 Serving (-) (+)	Chocolate from Ben & Jerry's edit
Candy	5 Servings (-) (+)	Candy Corn and Snickers edit

Your friends are bringing

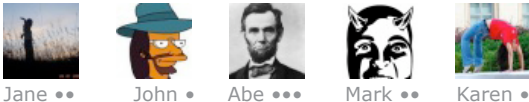
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Top Contributors



Confirmed Guests

Friends



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Item List

[edit](#)

FOOD / DRINKS

- Cookies
- Cake
- Soda
- Chips
- Pretzels
- Candy

DECORATIONS

- Streamers
- Pumpkins
- Balloons
- Confetti

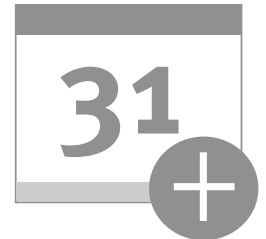
OTHER

- Board Games
- Extra Costume

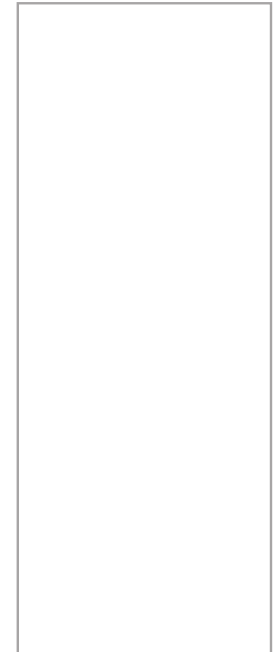
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Deliverables

- Two Scenarios with Wireframes
 - A planner setting up an event
 - A guest invited to the event, and contributing
- A project website
 - Interactive click-through for both Facebook's 'Event' application and our proposed application.
 - Feedback forms to describe and compare their experience using both.
 - Explanation of project with link to final report
- Final Report
 - All inclusive explanation of our project
 - Design Rationale

What's Left?

- User testing to revise wireframes
- Additional Research
 - How to welcome newcomers
 - Encouraging Contribution
- More interviews, possibly a survey, and feedback
- Creating the website

Thank you!

Any Questions?
Feedback?