

Fonzworth
Your virtual party butler

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What will we go over?

Agenda

- What's my design challenge?
- What's my design approach?
- What was researched?
- What did I learn?
- What did I design?
- What could be next?

What was my design challenge?

Problem Statement

“ How do you make ad hoc event coordination as convenient and comfortable as your daily routine? Detail a digital service that provides individual assistance for attendees of a group social event such as a night out for dinner and a movie. ”

What was my design approach?

User Centered Design

Steps to my process

1 Identify target users

I imagine there are 3 types of users:

- 👤 Party / event organizer or host
- 👤 Invited guest to the party
- 👤 Someone looking to join an interesting party

2 Conduct empathy interviews

I interviewed 3 people (1 for each target audience):

- 👤 **Marsha:** 24yr old female currently planning a Vegas Birthday celebration with friends
- 👤 **Mekaila:** My 15 yr old daughter who's always planning weekend activities with friends
- 👤 **Tony:** 30 yr old male new to the city and always open to new social experiences

3 Brainstorm design solutions

- 📁 Unpacked insights from empathy interviews
- ✍️ Sketched design options.

4 Rapid prototype (wireframes)

5 *Test with users**

6 *Iterate on designs**

* PART OF WHAT COULD BE NEXT

What was researched?

User Behavior When Planning a Party

The research objectives of my empathy interviews were to:

- 🎯 Understand the natural human behaviors while planning a party: fears, excitement, joy, sequence of task, etc.
- 🎯 Discover the expressed and latent needs that can be met through design solutions for a person planning a party.

How: Using open ended empathy interview questions like:

- ❓ When was the last time you planned a party?
 - ❓ How did it go?
 - ❓ What were your challenges / successes?
 - ❓ Describe when a party plan successfully came together? failed?
 - ❓ How did ... make you feel? / How did you feel when...?
- Etc.

What did I learn?

Expressed & Latent Voice of the User



I met an extreme user...

Named Marsha, Who was planning a big birthday celebration that included 10 girl friends from various backgrounds (college, high school, and neighborhood friends) and many located in various states.



I was amazed to realize...

How big of a deal her birthday celebrations are to her. She was extremely afraid that everything was not going to go as planned, because someone wasn't going to do all the necessary task required for a successful trip to Vegas.



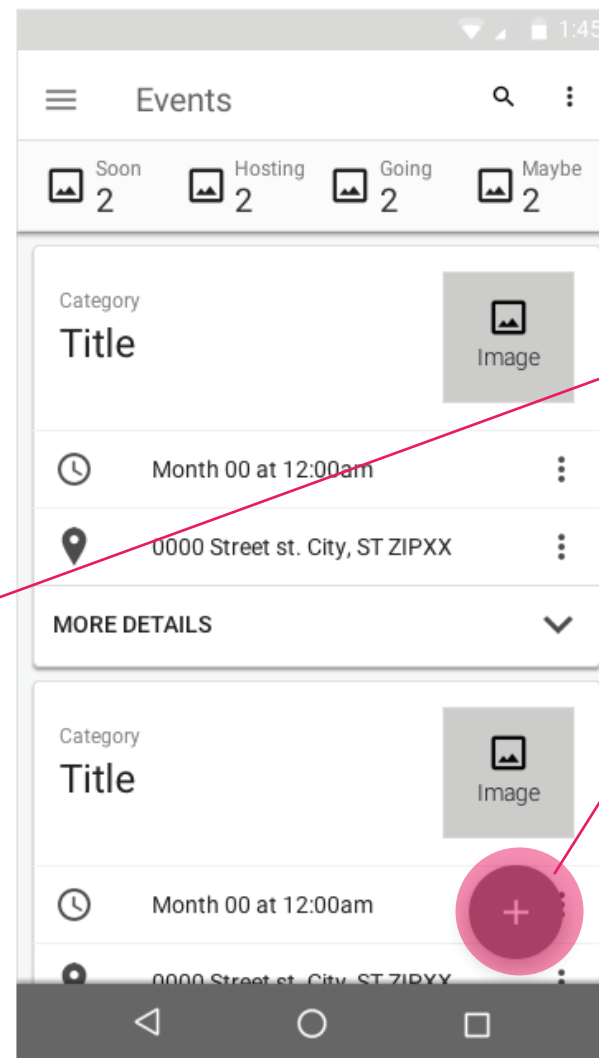
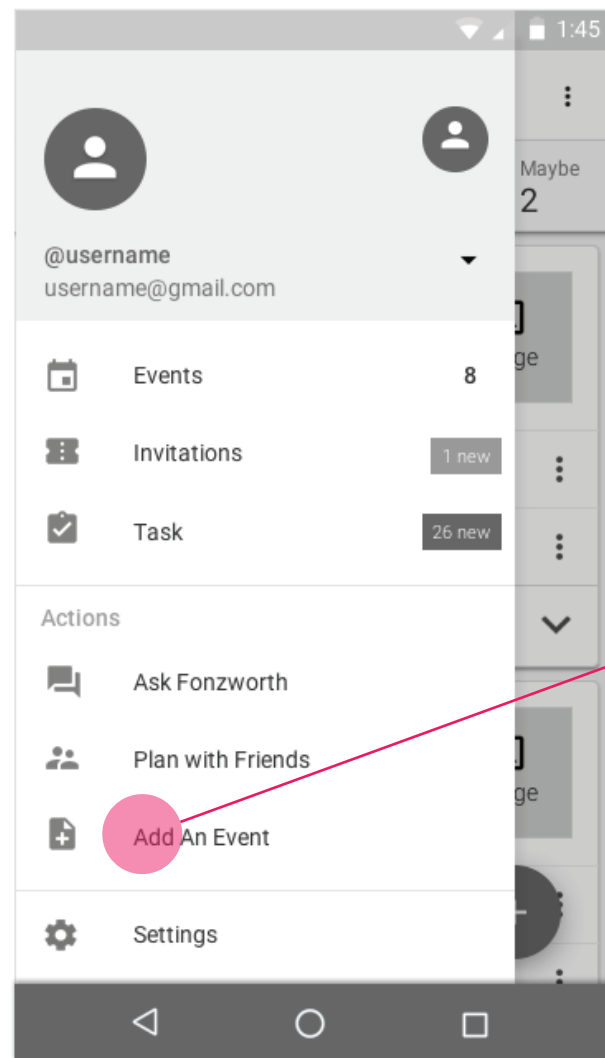
It would be game changing to create...

An app that helps people planning an event, like Marsha, keep up with the task that are required to put on an event / party and track those task to completion. Subsequently making Marsha and others feel confident that they can pull off the party of the year.

What did I design?

The Fonzworth Experience

I designed the Android App, **Fonzworth** Your Personal Party Butler, to service the Marsha's of the world. Let's accompany Marsha along her journey to plan a night at the movies with her friends.



1st

Marsha must add an event

There are a few ways she can accomplish this. Here are two:

Menu Drawer

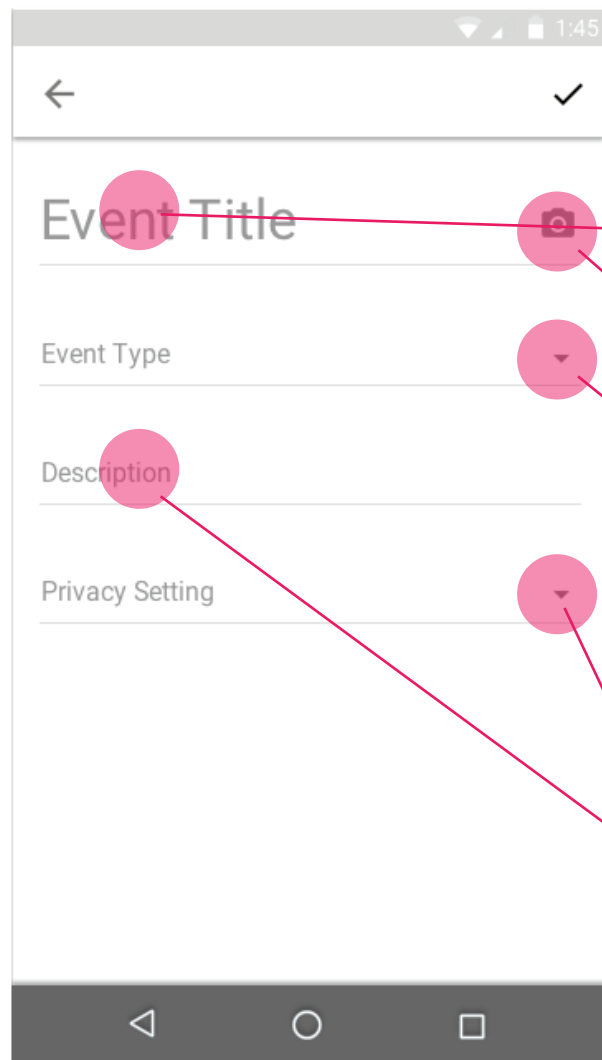
Floating button

What did I design?

The Fonzworth Experience (cont.)

Now lets focus Marsha's attention on providing data that's common across any type of party / event.

Before data entry



2nd

Marsha enters data common to all event types

Event title:
dynamic text with a character count.

Event image

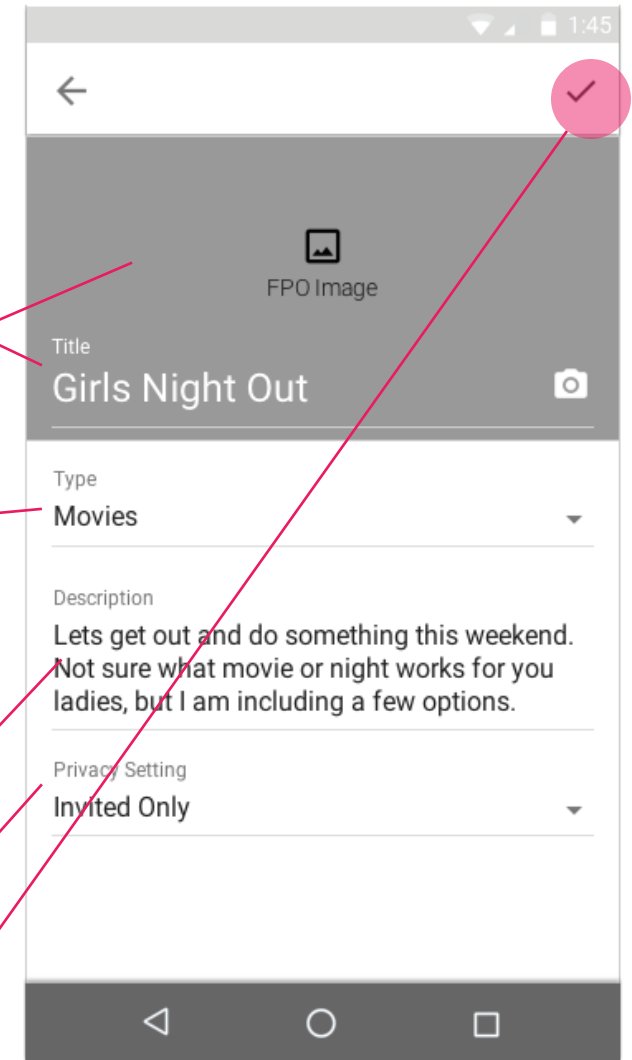
Event Type:
Additional data collection would be based on the type of event.
Example types: Movies, Drinks with friends, Clubbing, Vacation / Long Distance Trip, Shopping, Spa day, Football game, etc.

Description

Privacy Settings
Who is invited?
Examples: Public, Friends, Invited only

Save Data / Done

After data entry



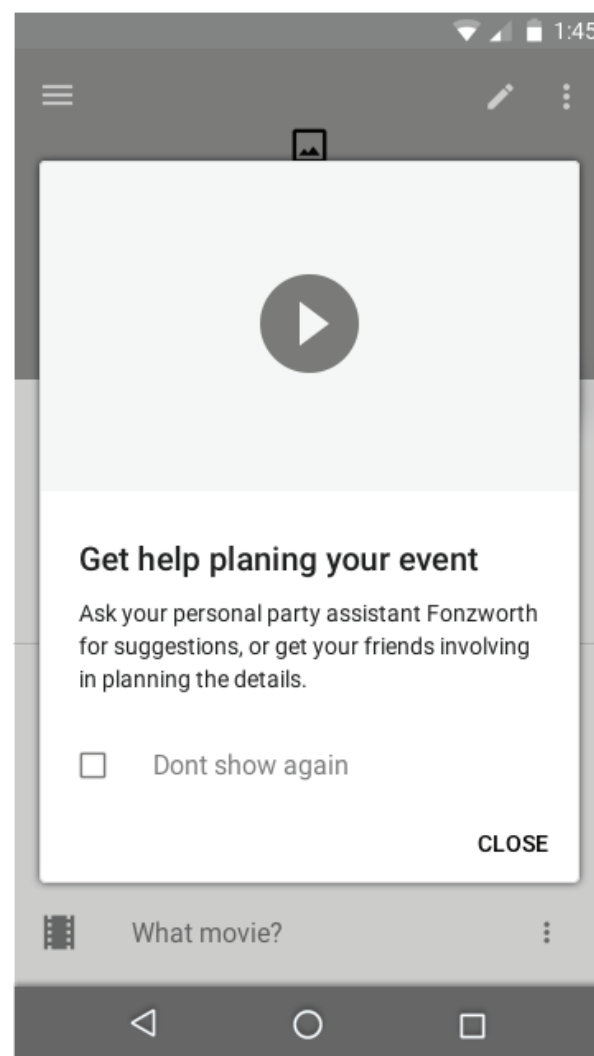
What did I design?

The Fonzworth Experience (cont.)

Voice of the user:

“ There is so much to get done, like buying plane tickets, coordinating transportation from the airport and making sure the early people can get in the rooms. Oh then the hotel, we still haven't decided on the hotel because I need them to tell me what is affordable for them. ”

- Marsha



3rd

After adding an event, Marsha is given the option to watch a video on how Fonzworth & group planing works. She notices that she can have her friends help her pick the movie. (In the case of Marsha today, she could have her friends vote on he hotel for Vegas)

Fonzworth Suggestions

The virtual party butler makes use of Google's big data, Social media accounts syncs (Google +, Facebook, Twitter, etc), and user provided data to build profiles on the user that can be leveraged to suggest any detail relevant to planning an event (flights, transportation, local ventures, movie playing time, top rated movies & activities, etc.). Fonzworth can even suggest events for users like Tony that are looking for something to do that is interesting to them.

Group "friend assisted" planning

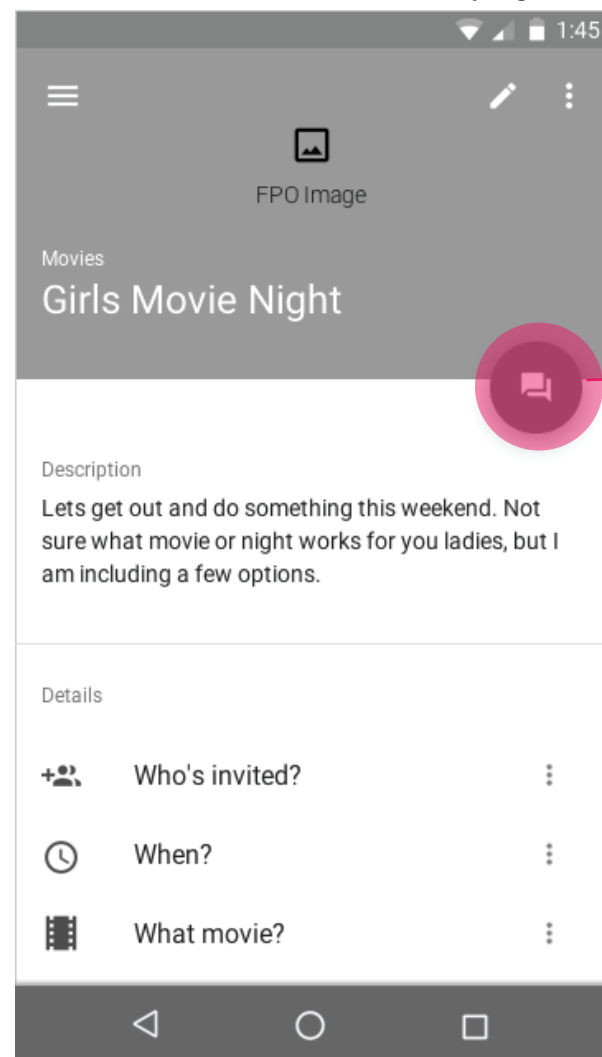
This feature allows the user to assign a task like finding a hotel to an invited friend. Want to make it a group decision, then poll the event detail by supplying your friends with options and allowing them to vote on which they prefer.

What did I design?

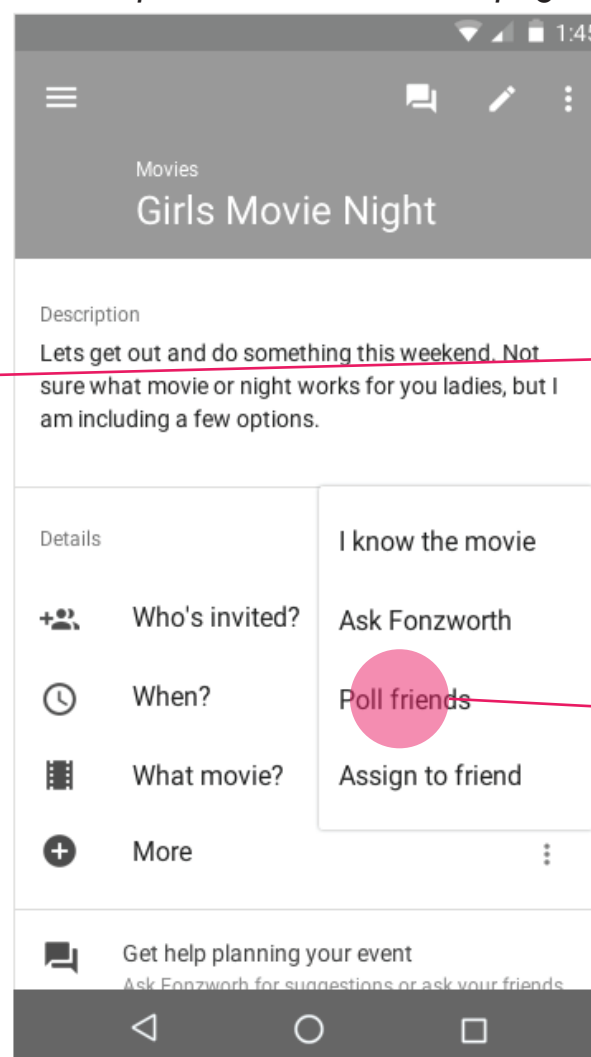
The Fonzworth Experience (cont.)

Now that Marsha has added a new “Movies Night” event & watched the video on group planning, she can now provide other data related to a “Movie” event Type.

Default state of initial event page



Scroll up state of initial event page



4th

Marsha decided to poll her friends on what movie to watch this weekend.

A few details on these designs:

Fonzworth wizard

Launches a step by step wizard that walks the user through making decisions related to the details of the event. Fonzworth will provide suggestions all along the way.

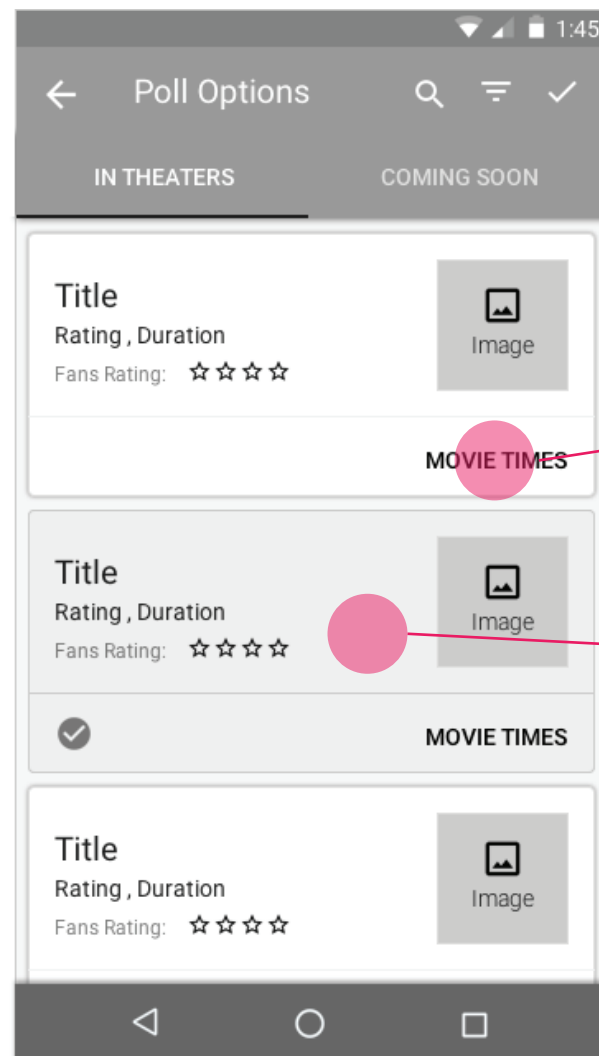
Choices on how to decide on specific details

Users have 4 options on how to provide event details. In this case, Marsha decided to poll her friends.

What did I design?

The Fonzworth Experience (cont.)

After deciding to poll her friends for what movies to watch, she now has to provide them with options to vote on. The system will make use of location services and Google Movies data to service up a list of available movies.



5th

Marsha will provide movie choices for her friends to vote on.

A list of options for the user to pick from.

Poll option details

The user can explore other details related to this specific event detail to poll their friends on, in this movie case the additional details are theaters, movie times, prices, etc.

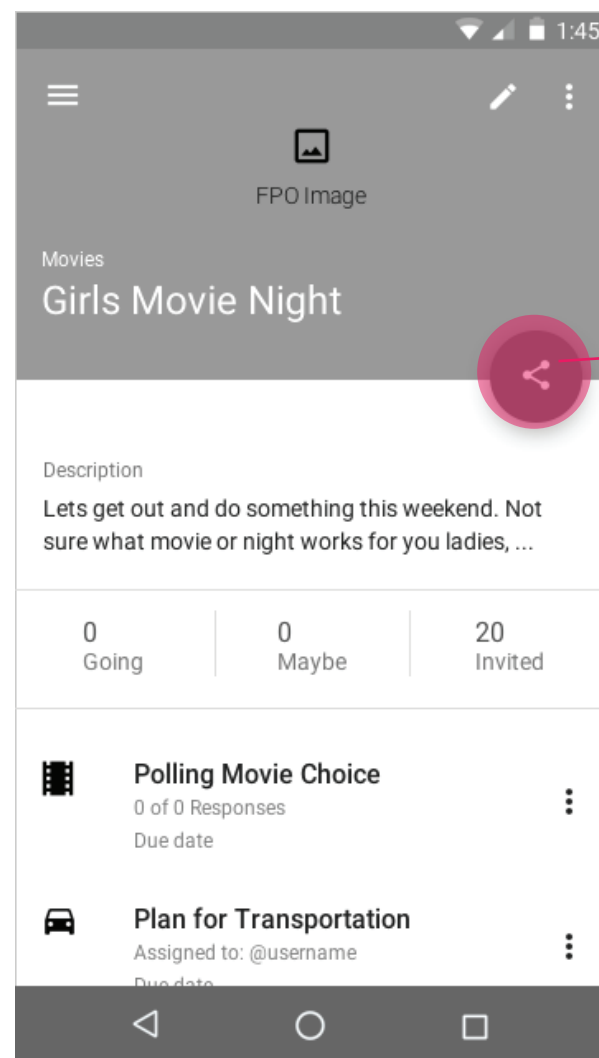
Selected poll option

What did I design?

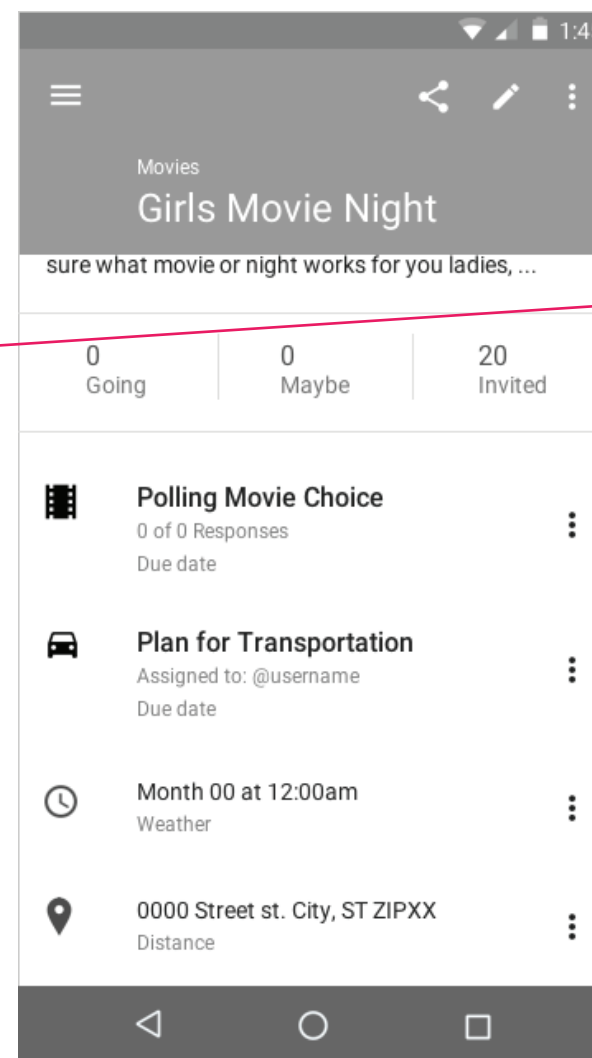
The Fonzworth Experience (cont.)

Now Marsha has provided some event details herself, polling her friends for other details she needed help deciding on, and assigned a task to her friend who will help with her tracking down an event detail (transportation in this case).

Default state of hosting event page



Scroll up state of hosting event page



6th

Marsha has accounting for all the details of the event.

Share floating button

Now as host, her primary CTA is to share her event.

Sharing options: invites, email, text, Google +, Facebook, Twitter, etc.

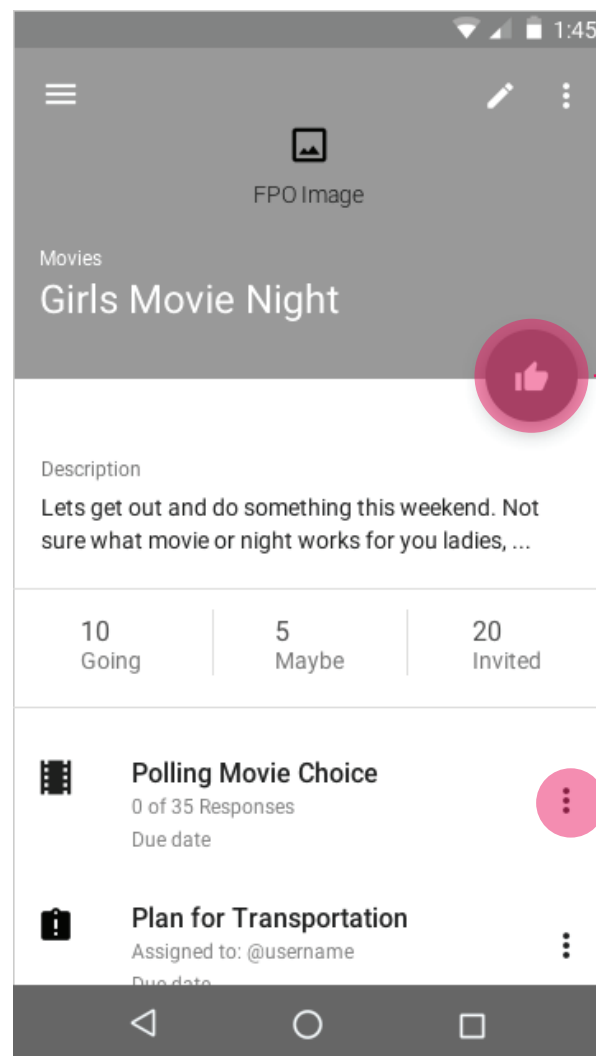
*** Those already invited will automatically get the invitation and no share action is required.*

What did I design?

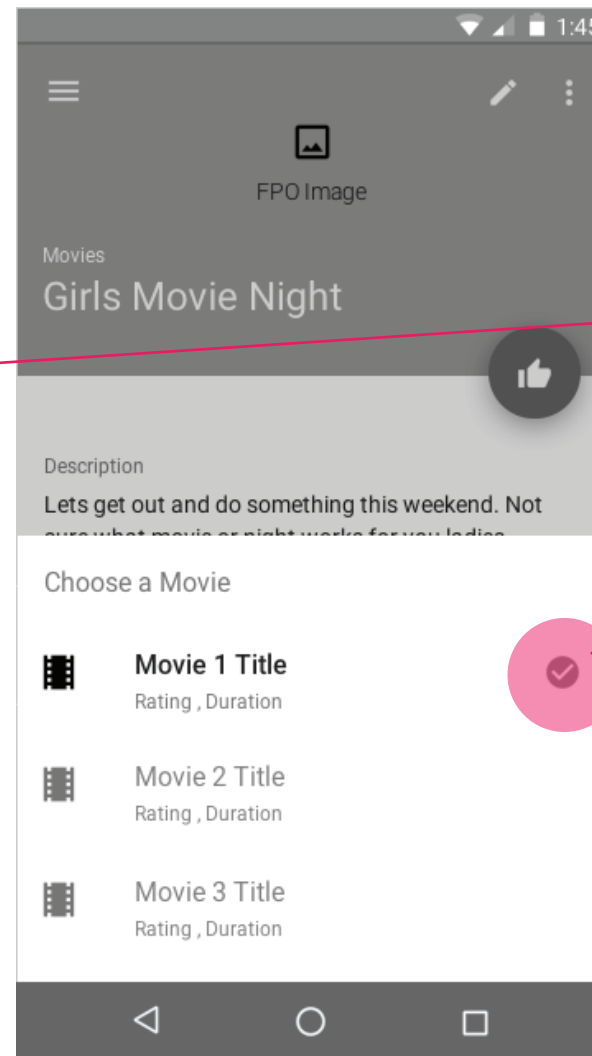
The Fonzworth Experience (cont.)

Marsha friends received notifications of the event invitation, assigned task, and polling task. Now they can go to the event page and explore details, complete assignments and polling task, see who is going, and indicate whether they are going or now.

Default state of guest event page



Voting state of guest event page



7th

Marsha and friends now have to vote on which movie to watch.

“Going / Not Going” floating button
Now user primary CTA of an invited guess page is to answer invitation.

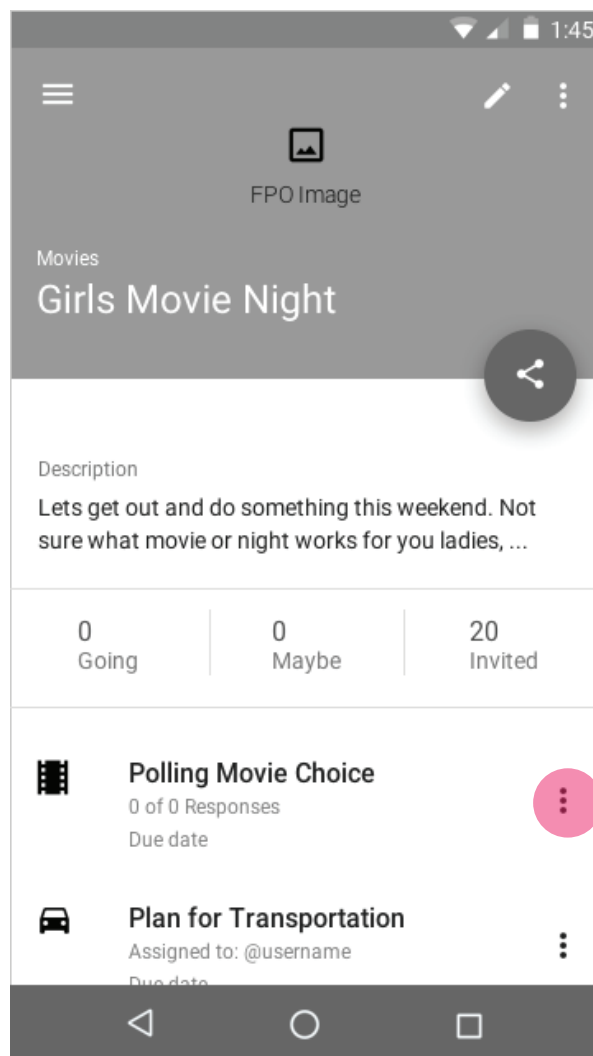
Poll Selection

What did I design?

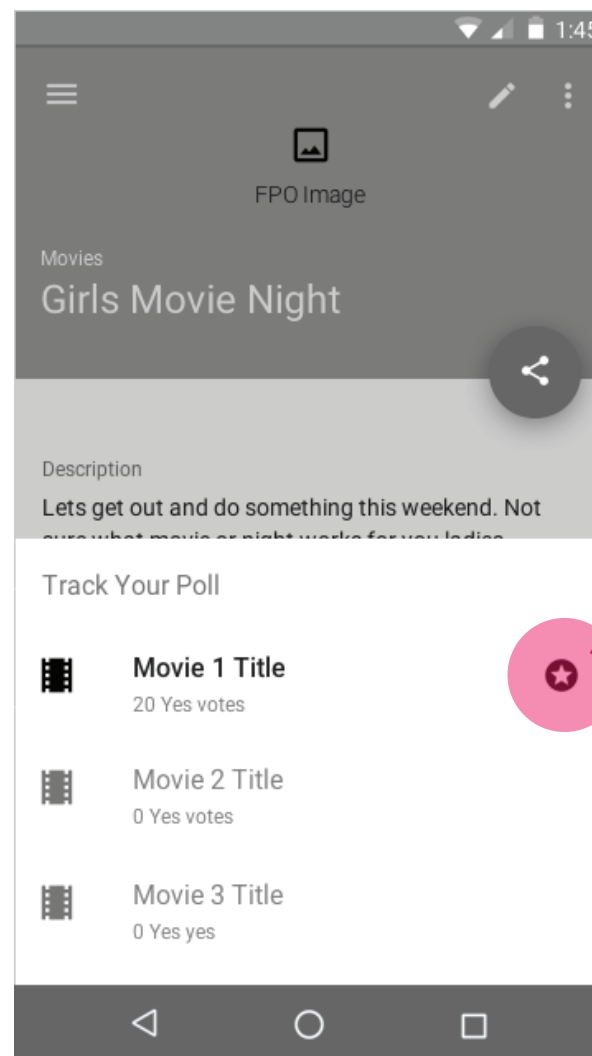
The Fonzworth Experience (end!)

Marsha receives notifications on poll and assignment progression as the due dates approach.

Default state of host event page



Voting state of host event page



8th

Marsha now knows which movie is trending as the preferred option.

Highest Voted Poll Option

What could be next?

Design Continuation

If there was more time I would...

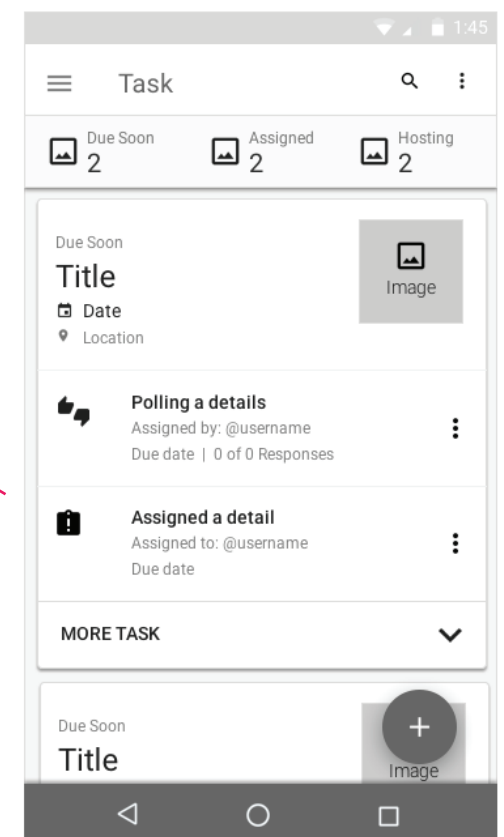
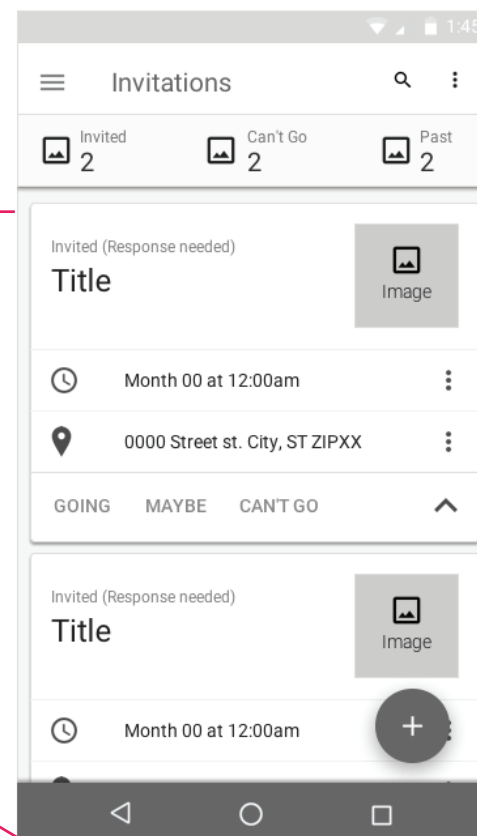
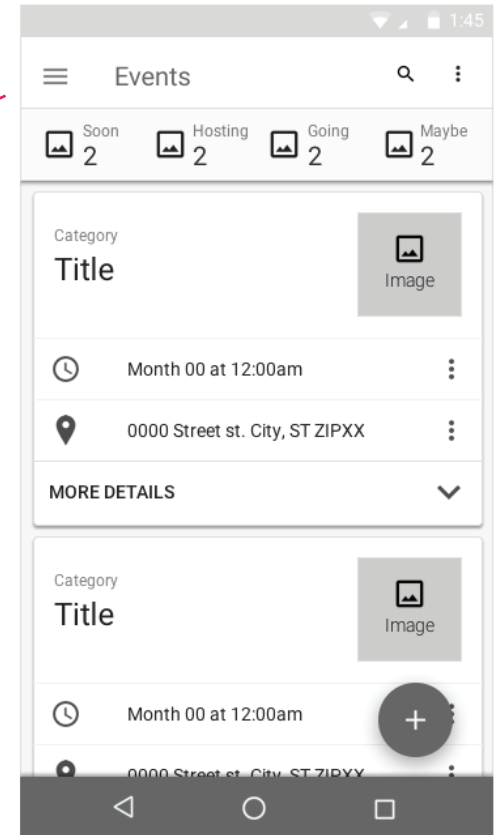
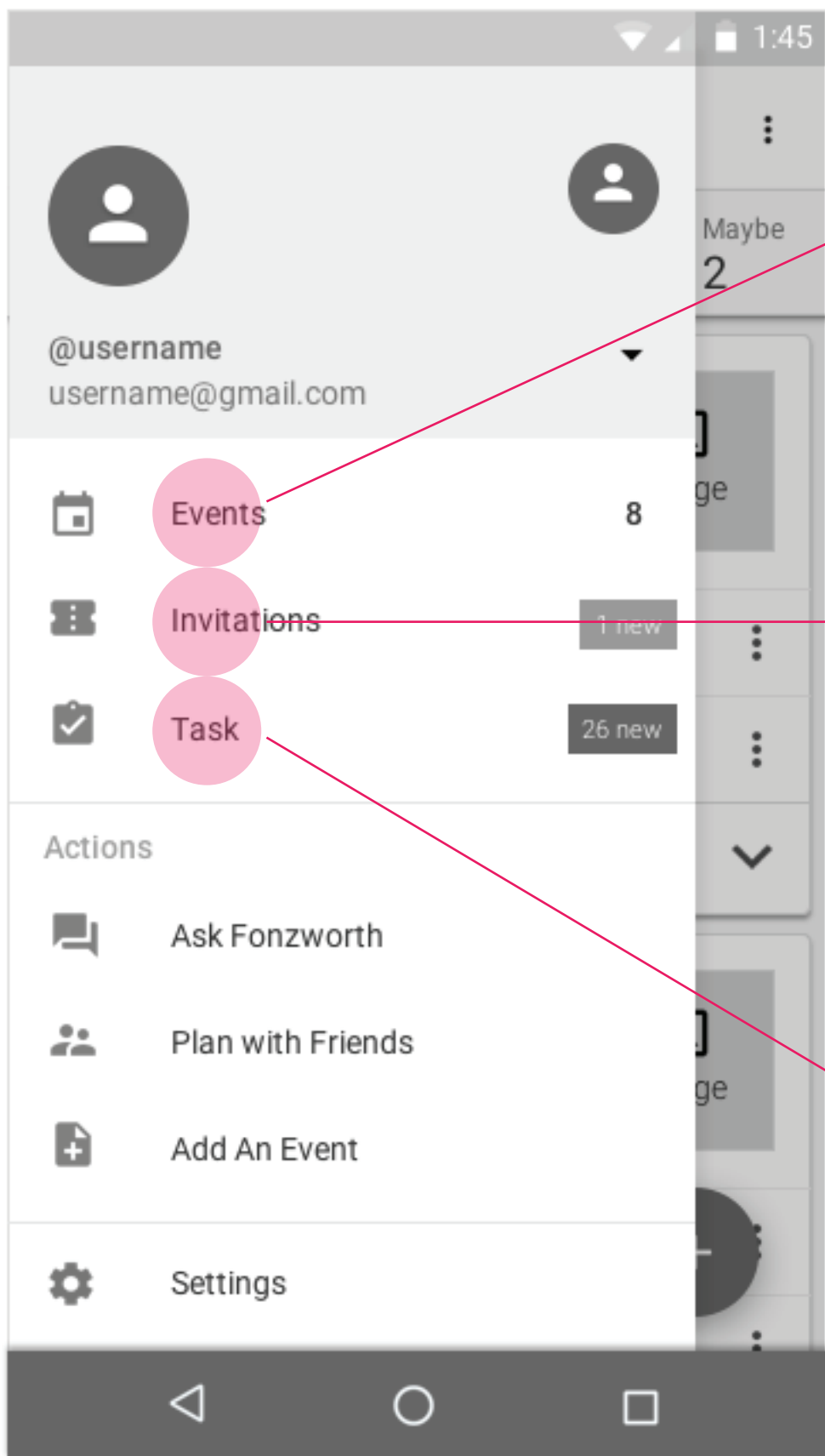
- Test these designs with users to find ways to improve usability, simplify UI, discover insights on how to improve app, etc.
- Iterate on designs based on user feedback from testing
- Expand on app features like voice commands, notifications, Fonzworth wizard, etc.

Additional wireframes and 1 visual design

Appendix

Appendix

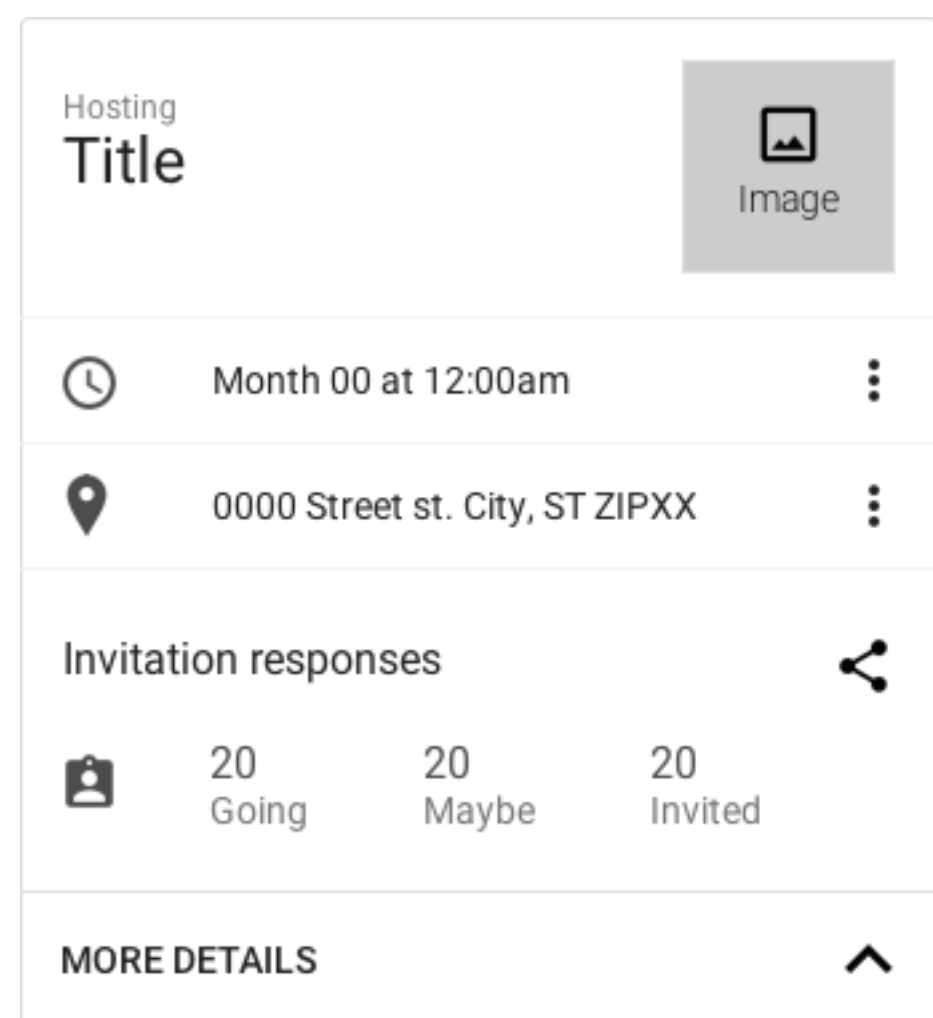
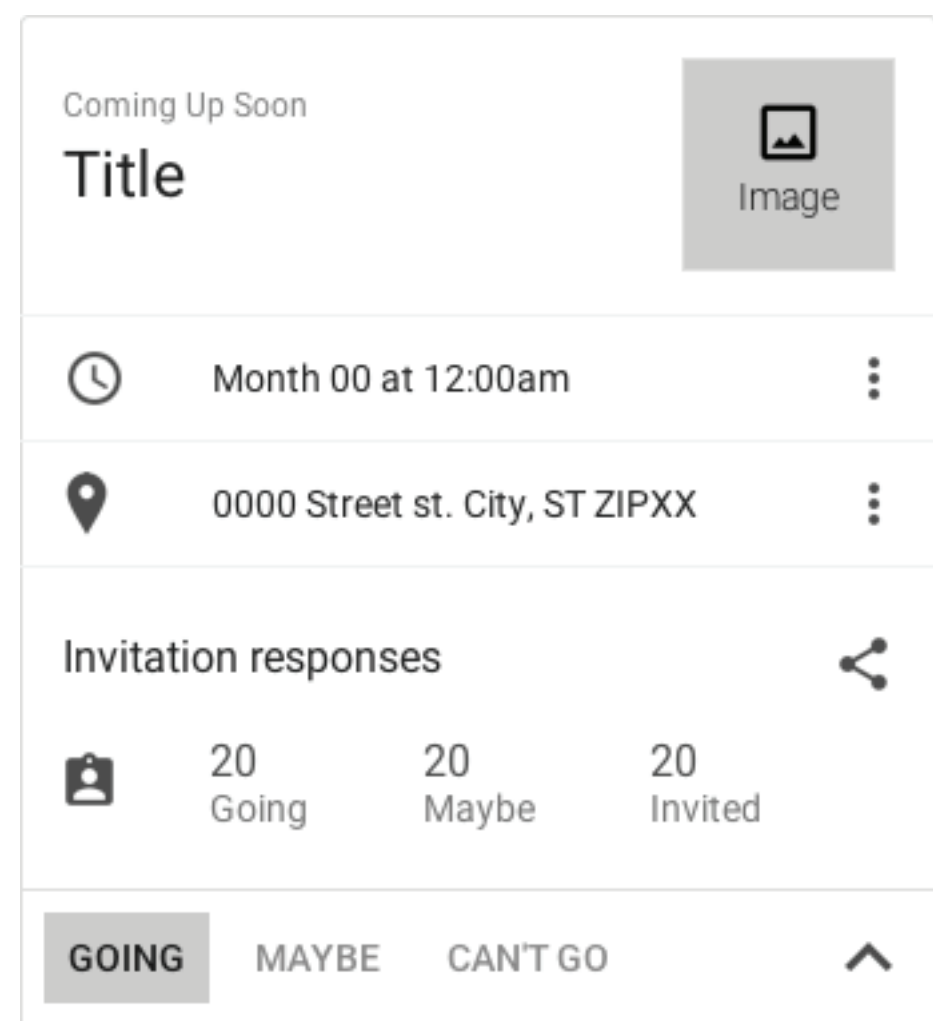
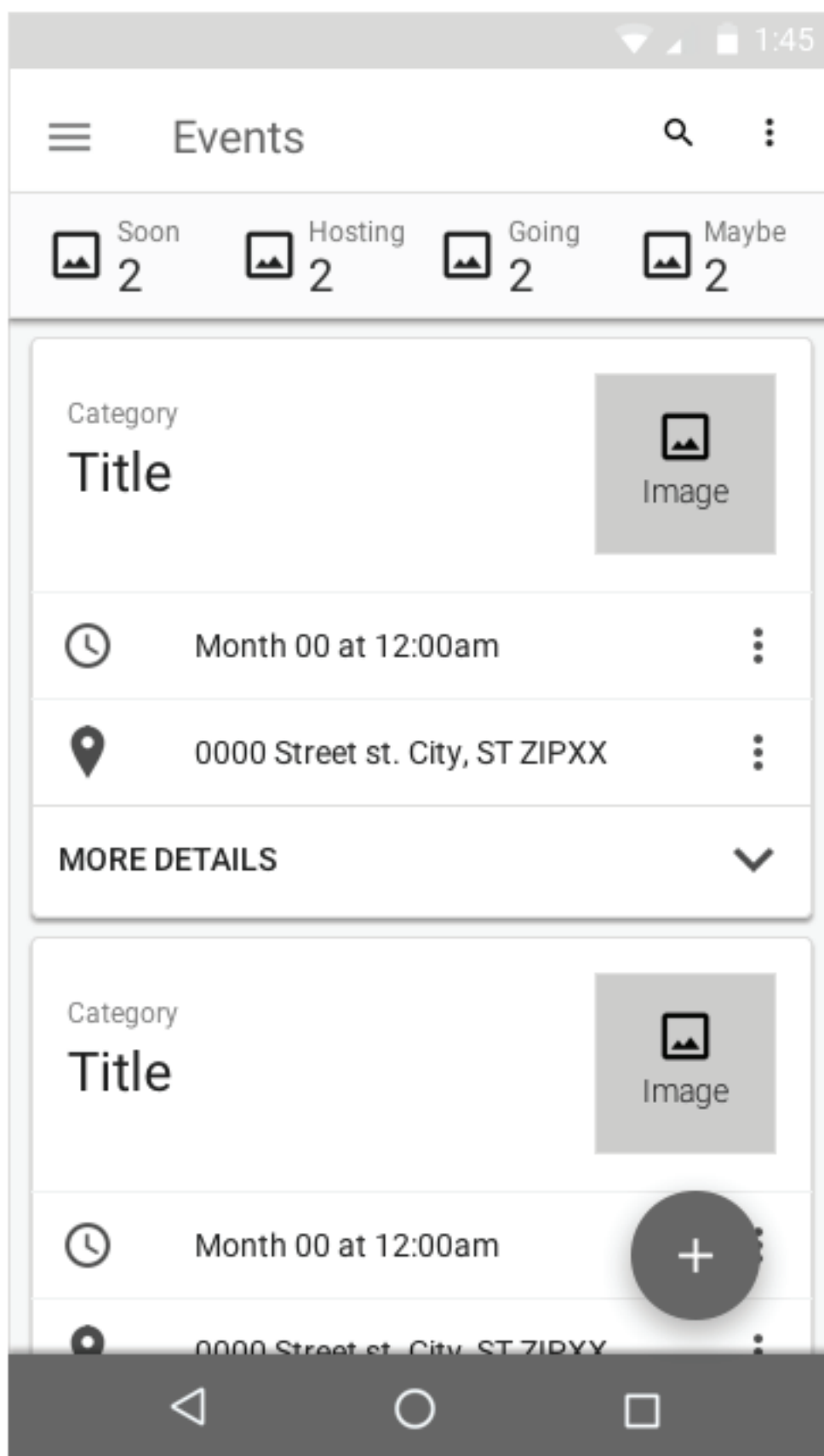
Navigation & level 1 pages



Appendix

Events Page

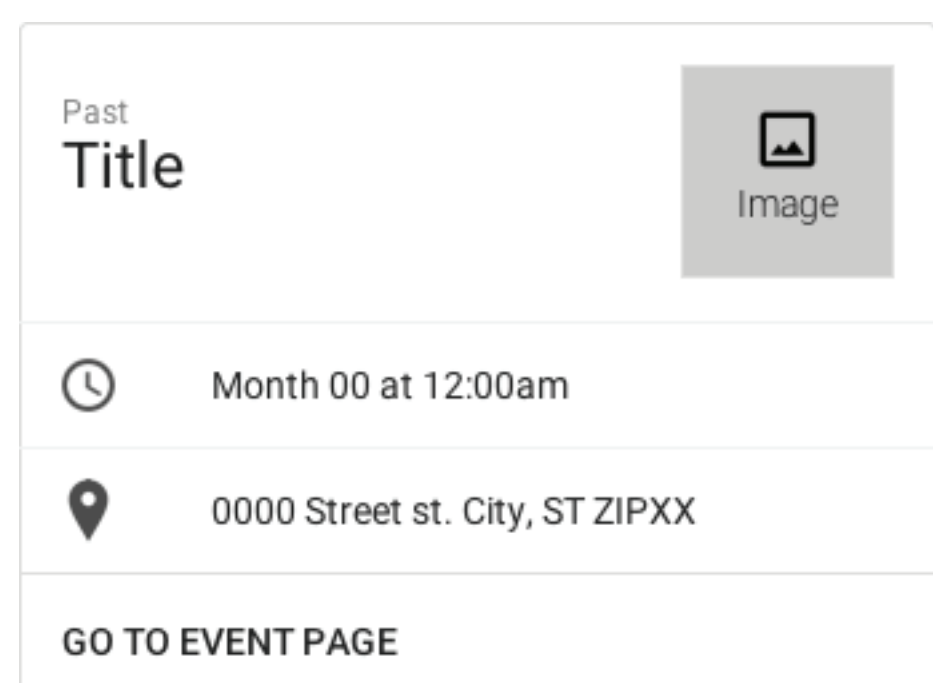
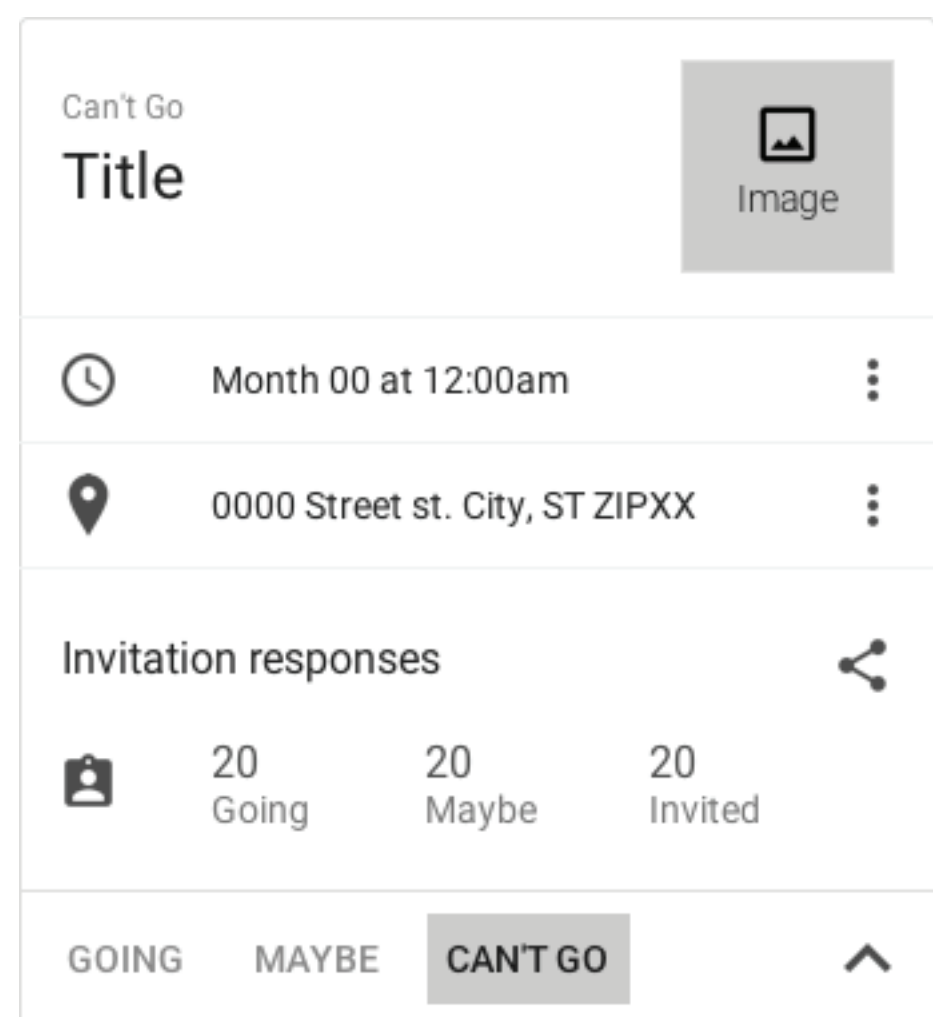
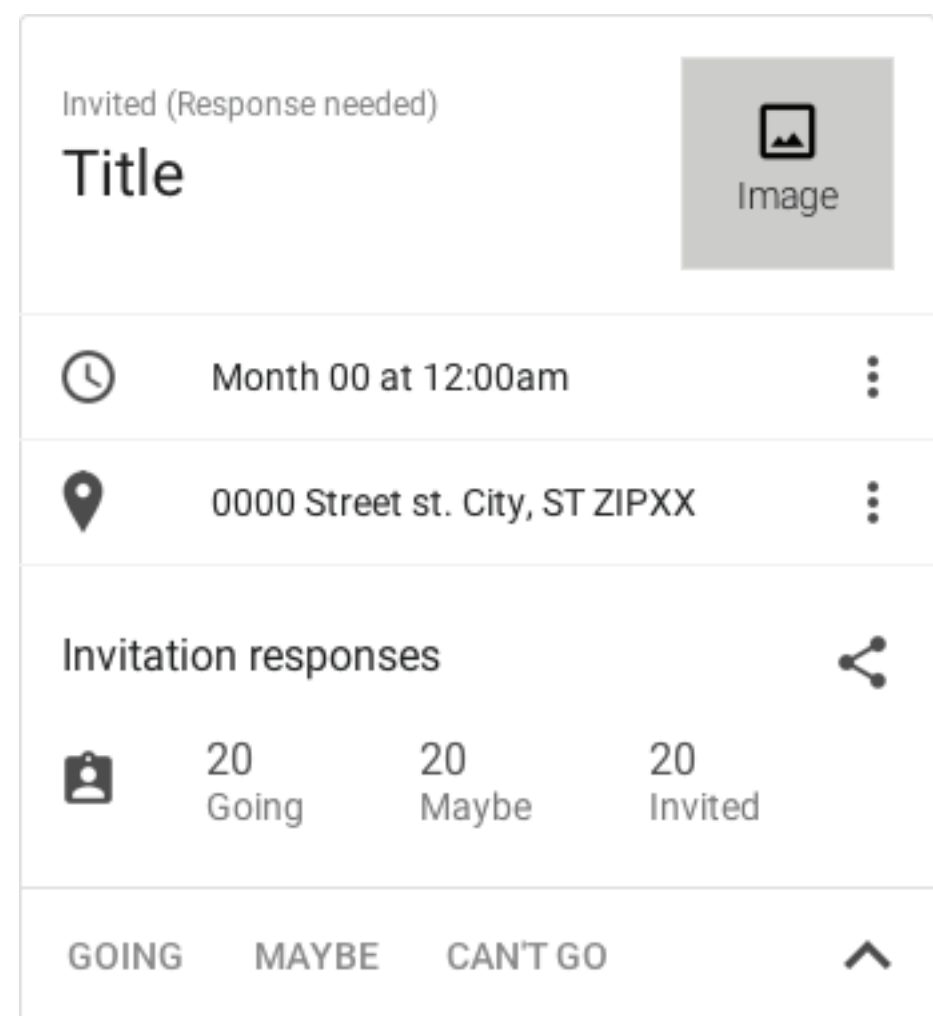
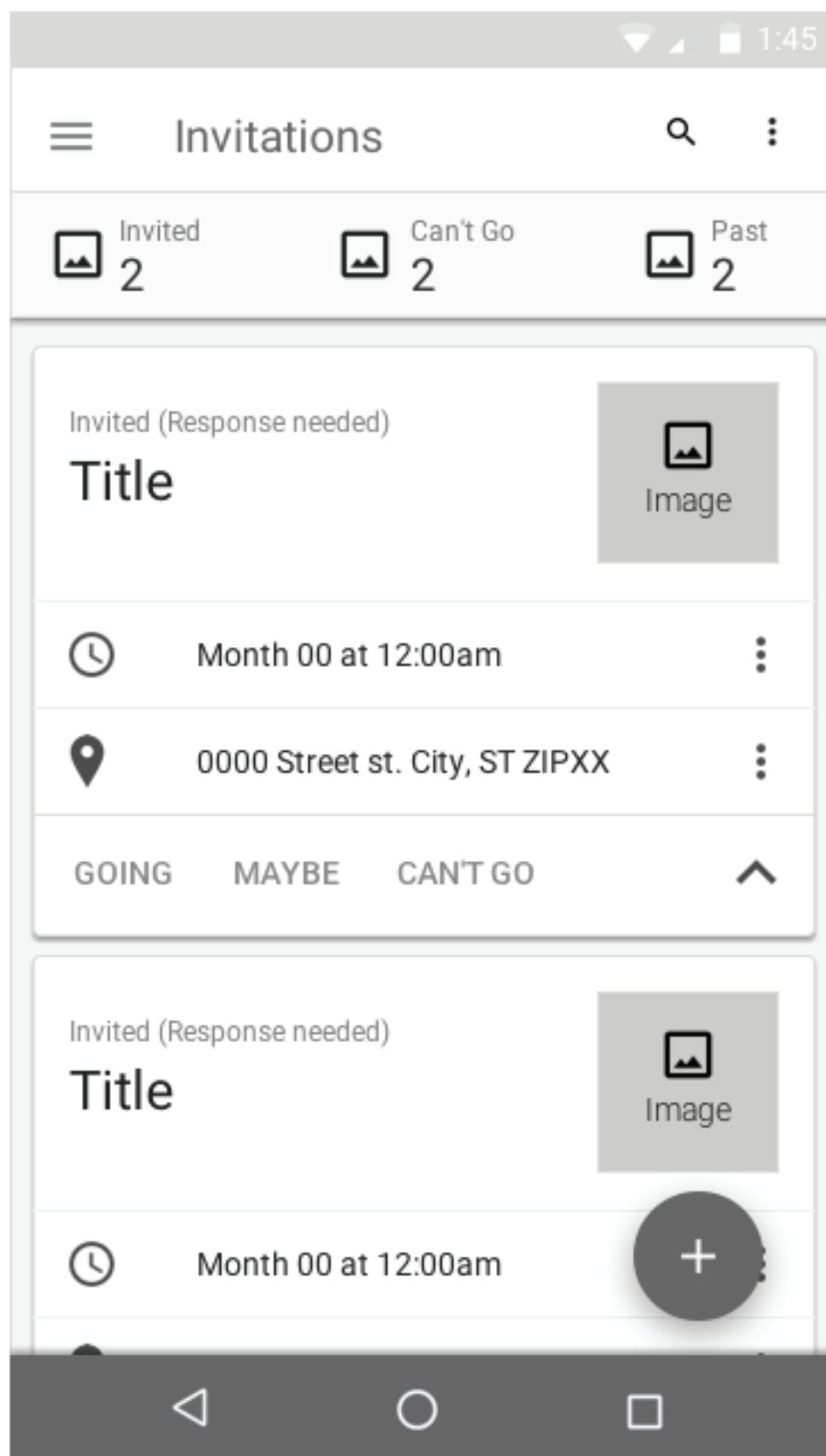
This list of events is tailored to the user, focusing on their upcoming events that they are planning to go to, events they are hosting, events they maybe going to, and suggested parties. Users can add events from this page using the floating button. There are slight differences in action buttons for hosting and invited event cards.



Appendix

Invitations Page

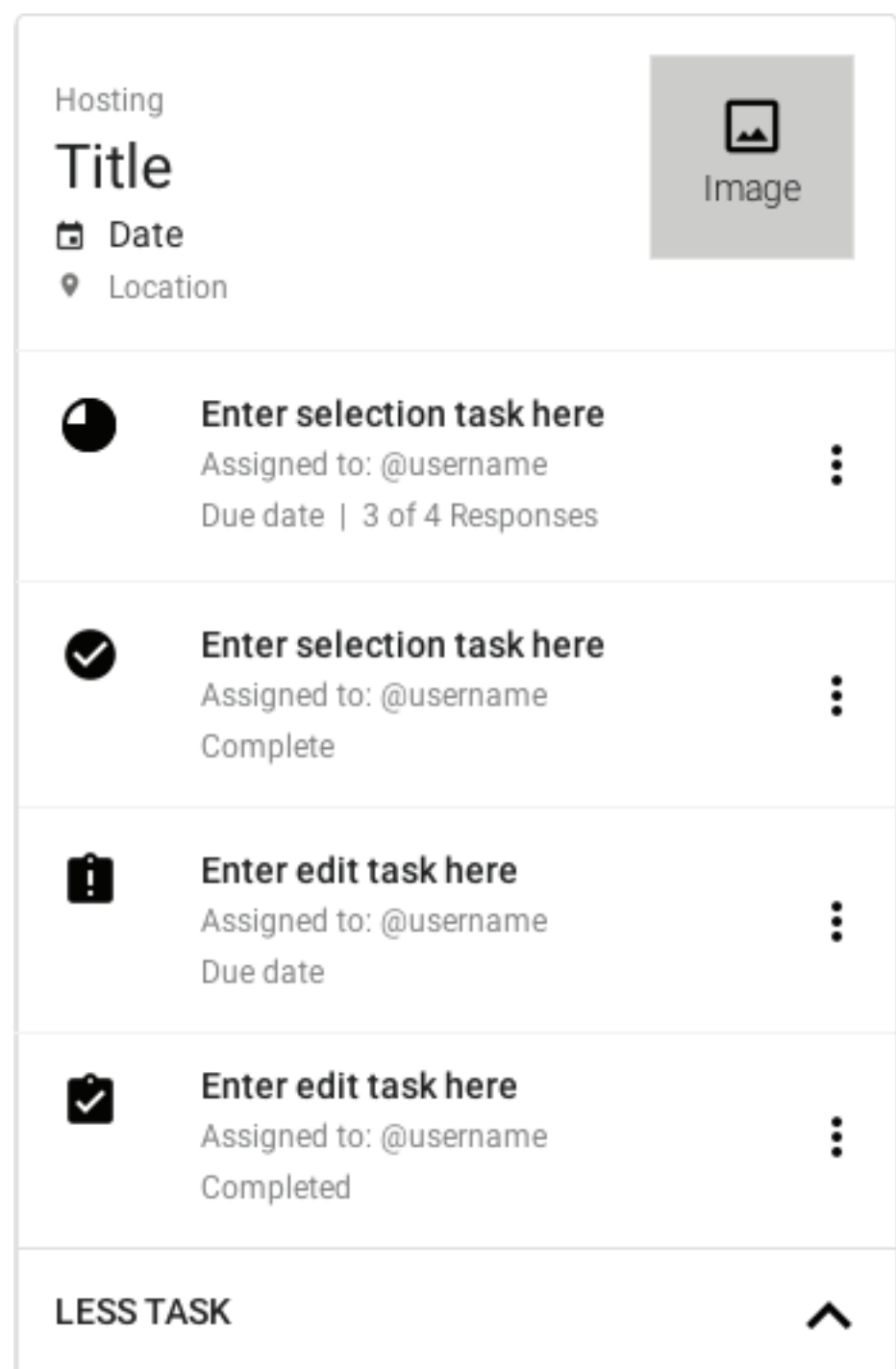
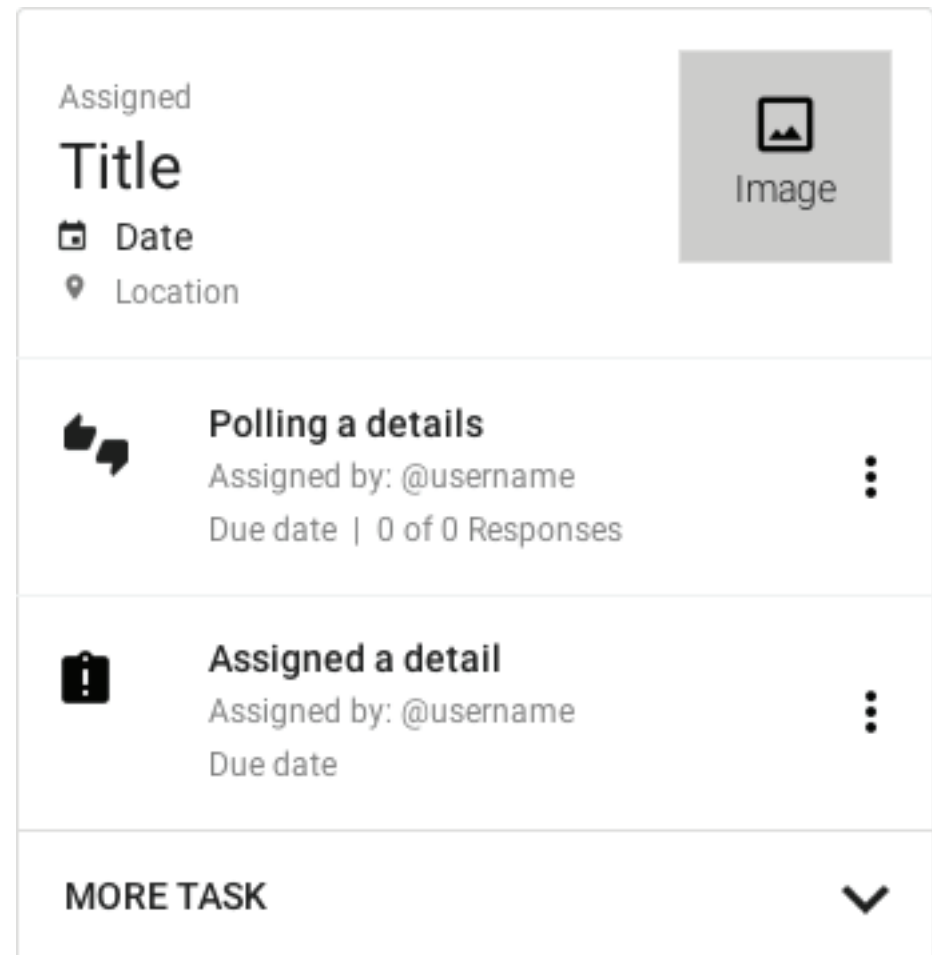
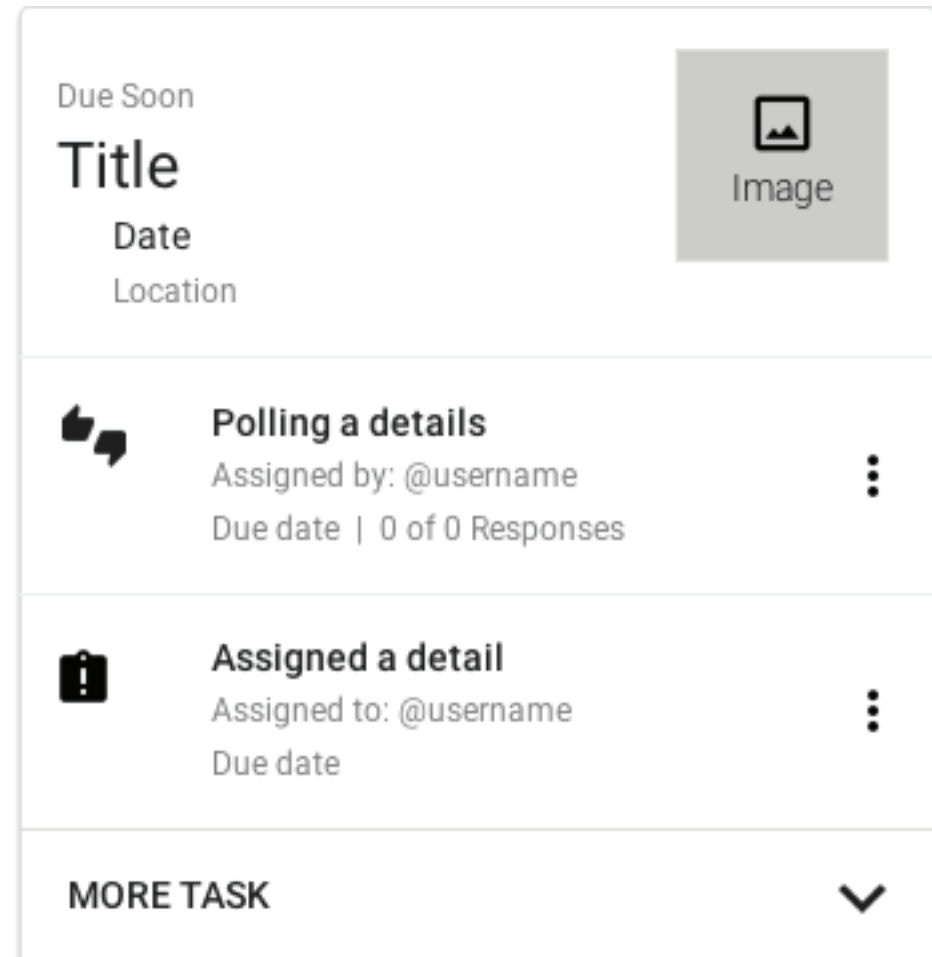
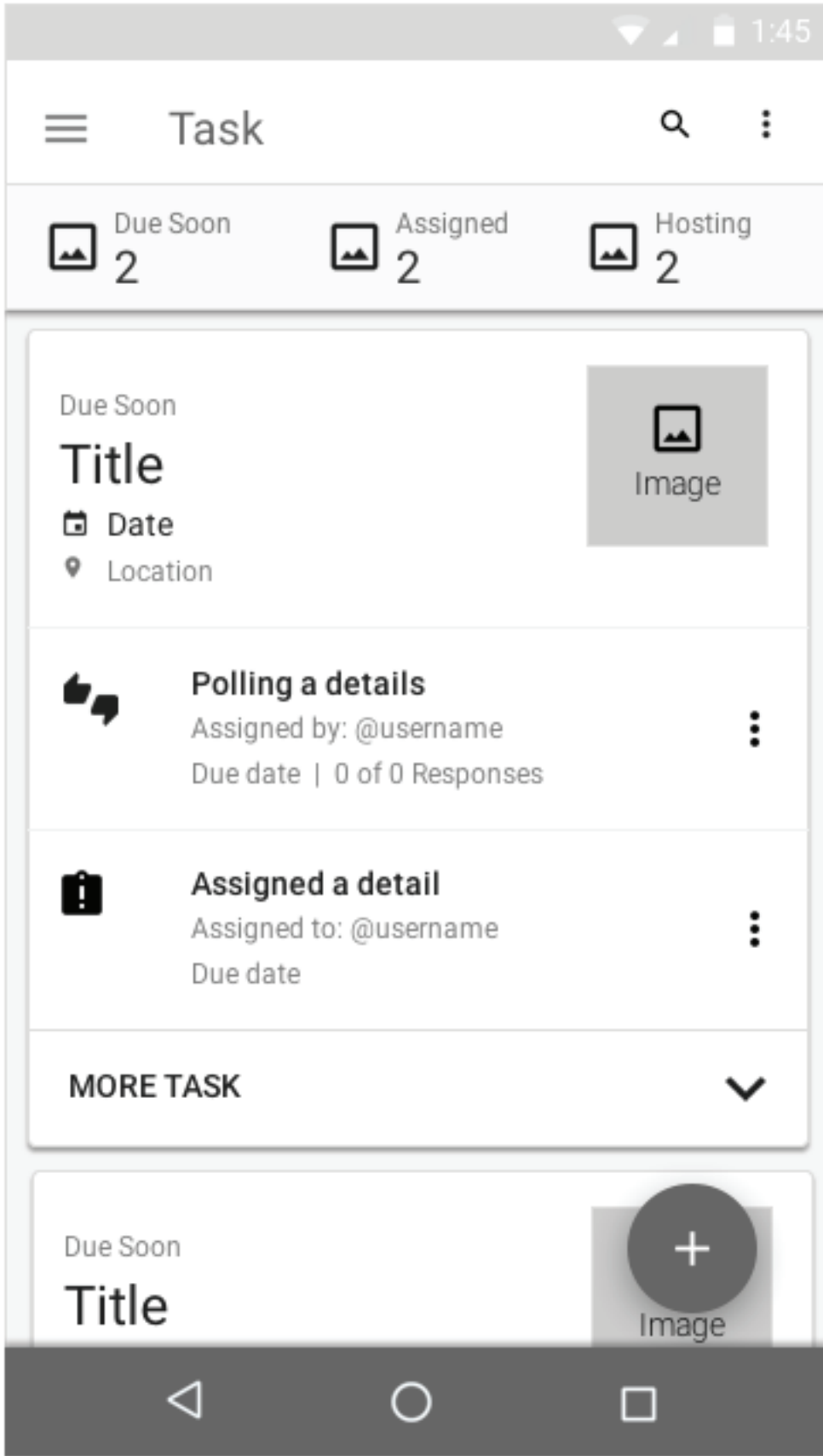
This is a list of parties that the user has been invited to. The categories of invitation “event” cards are invited (unanswered invitations), events marked can’t go, and past events. Slight difference in cards: Invited is action is not marked, can’t go action is marked, and there are no actions for past events.



Appendix

Task Page

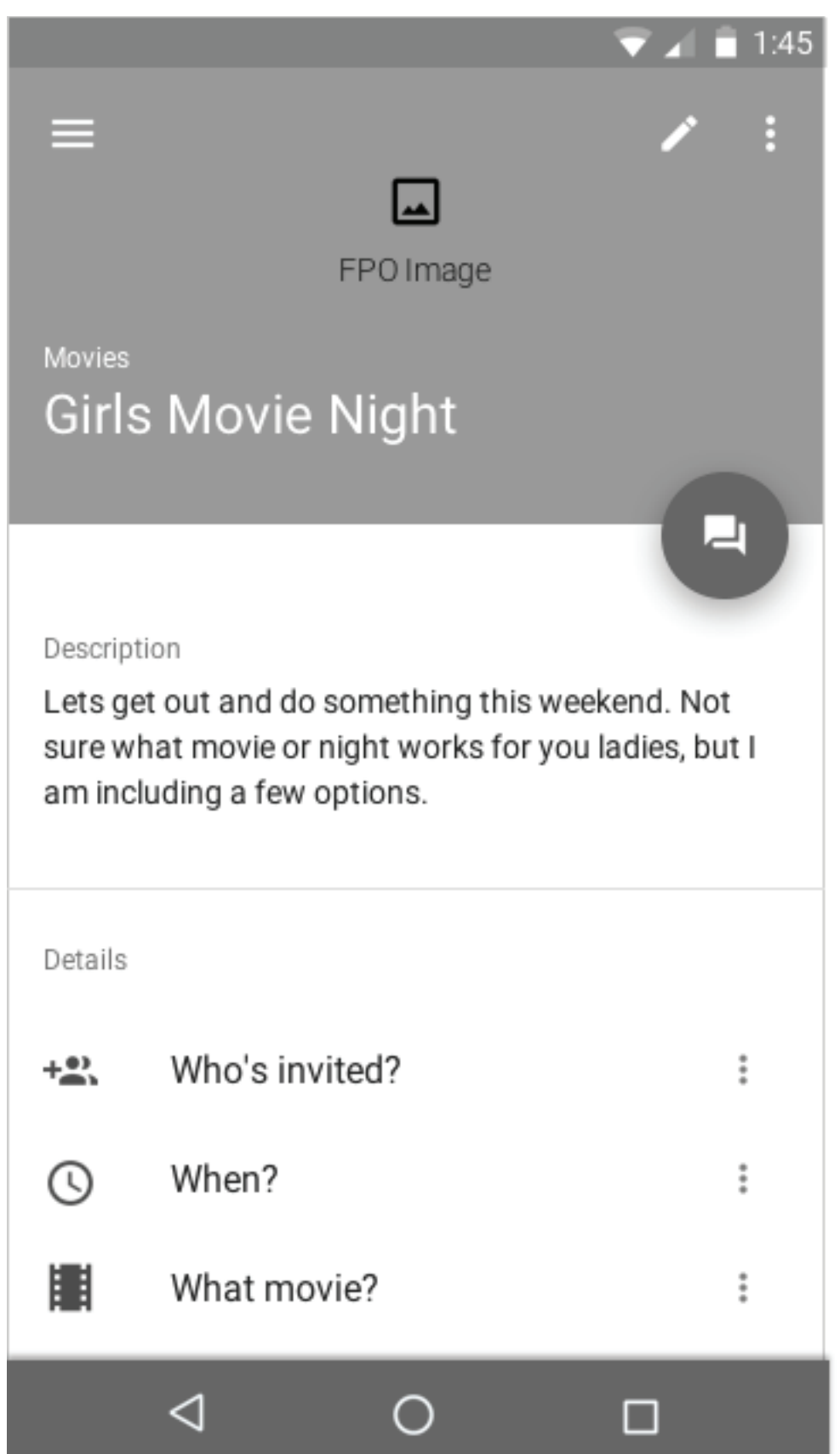
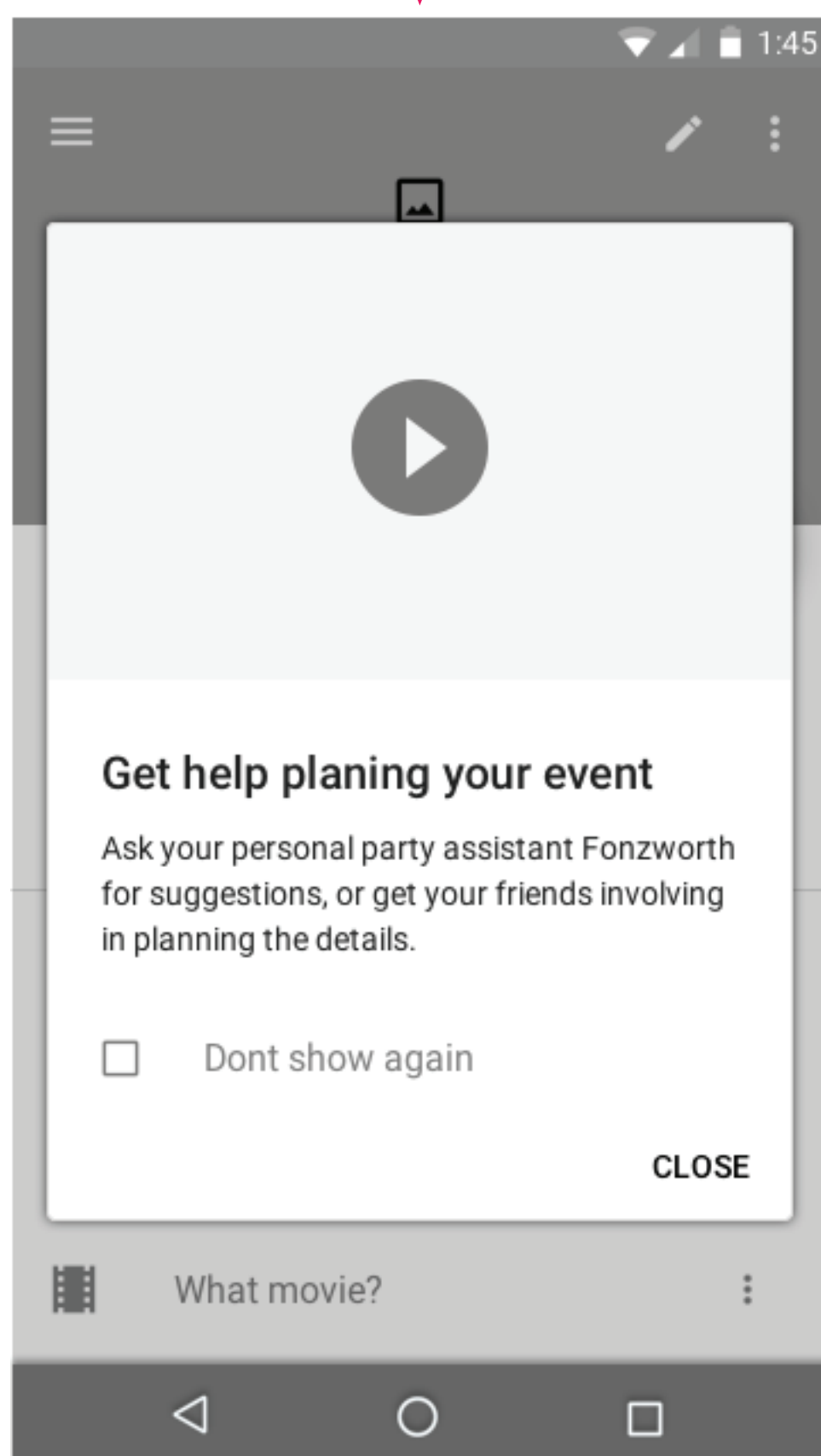
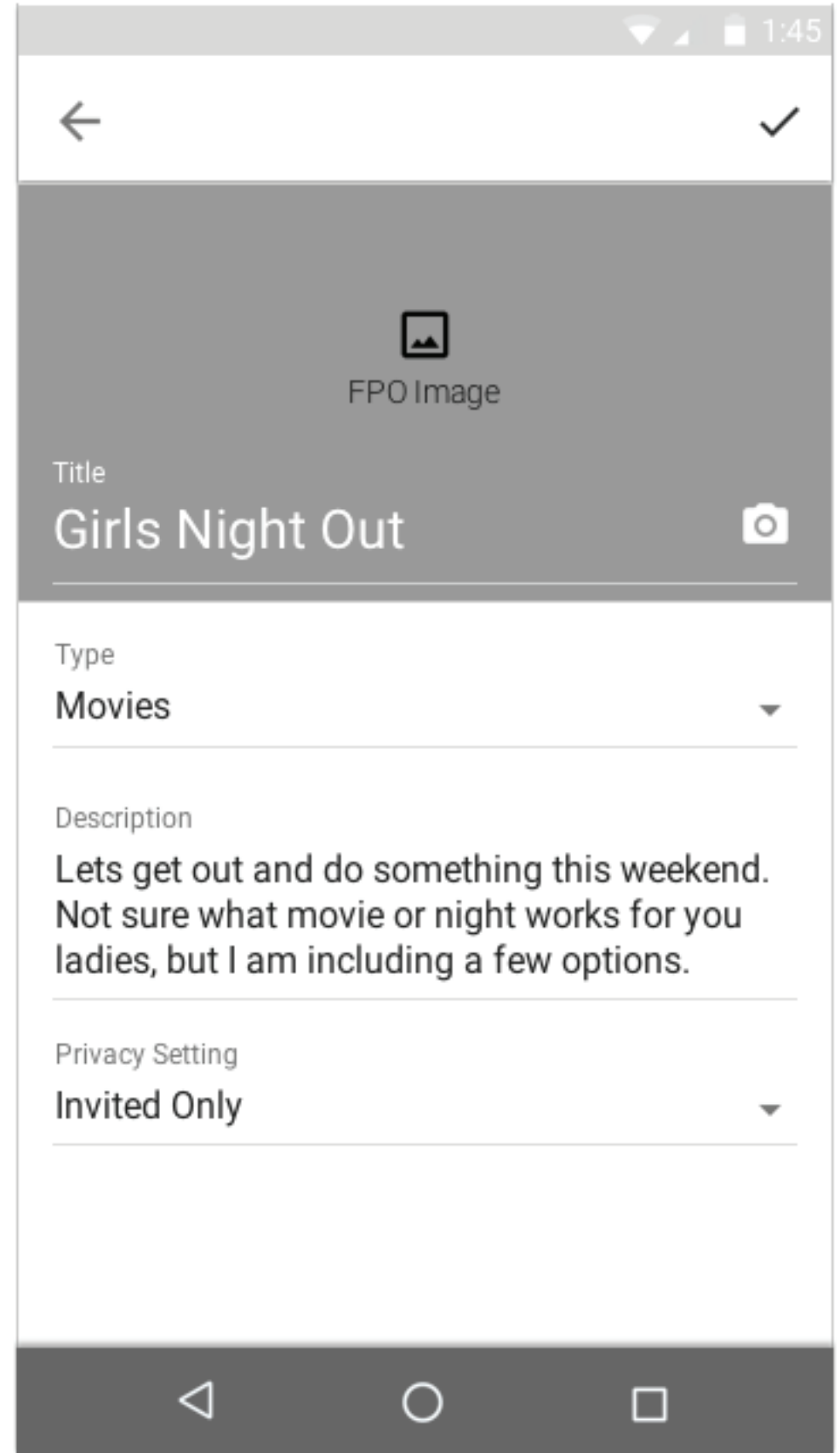
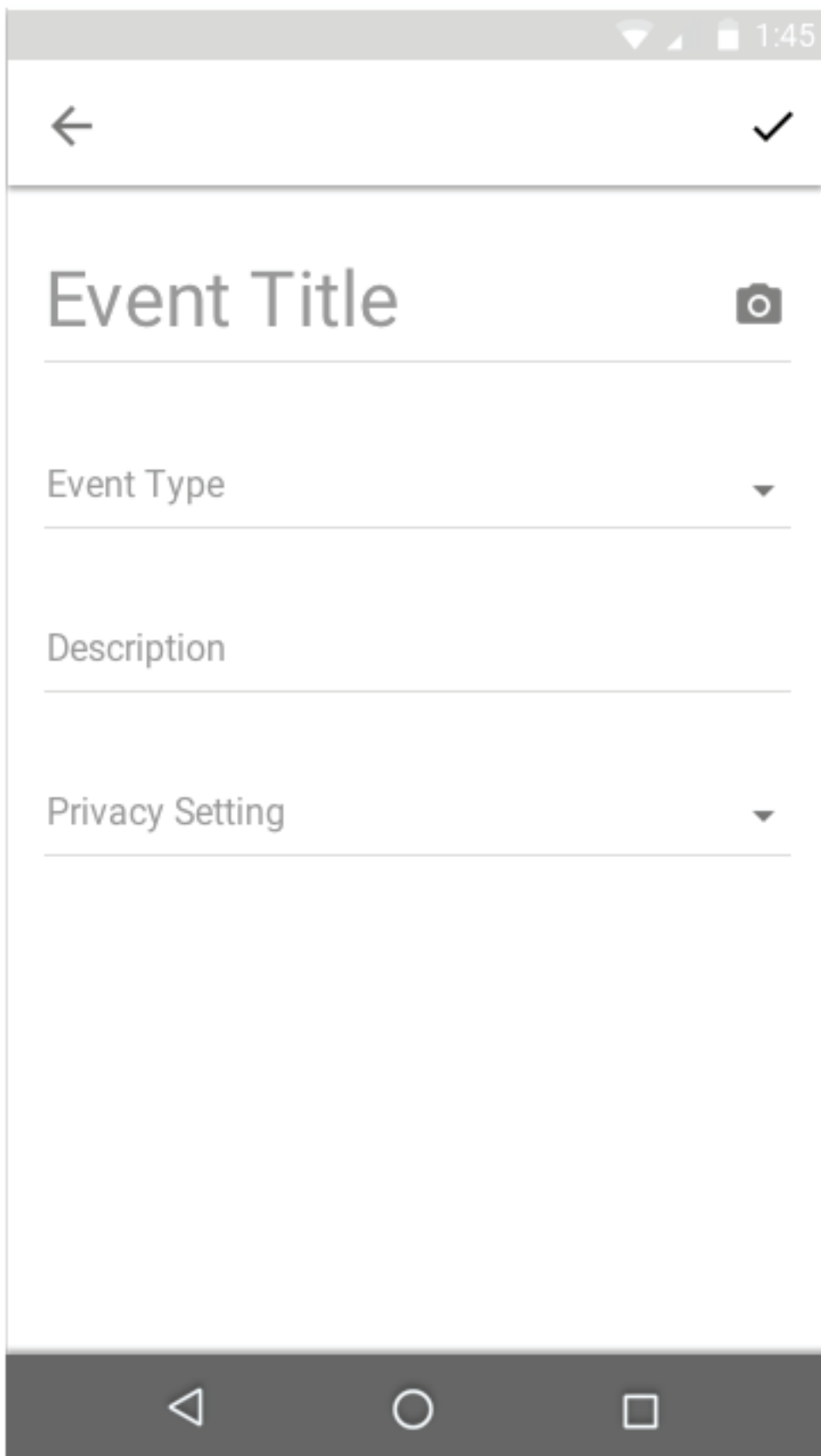
This is a list of parties that the user has been assigned task or that has a poll that the user has or needs to respond to. These event cards focus on the action of the task. The icons are meant to show what type of task it is (polling, assignment, & tracking polls or assignment) Polls are considered assigned to all users invited to the party. Task are categorized by due dating approaching, all assigned, and all task associated to events that the user is hosting.



Appendix

Adding an Event

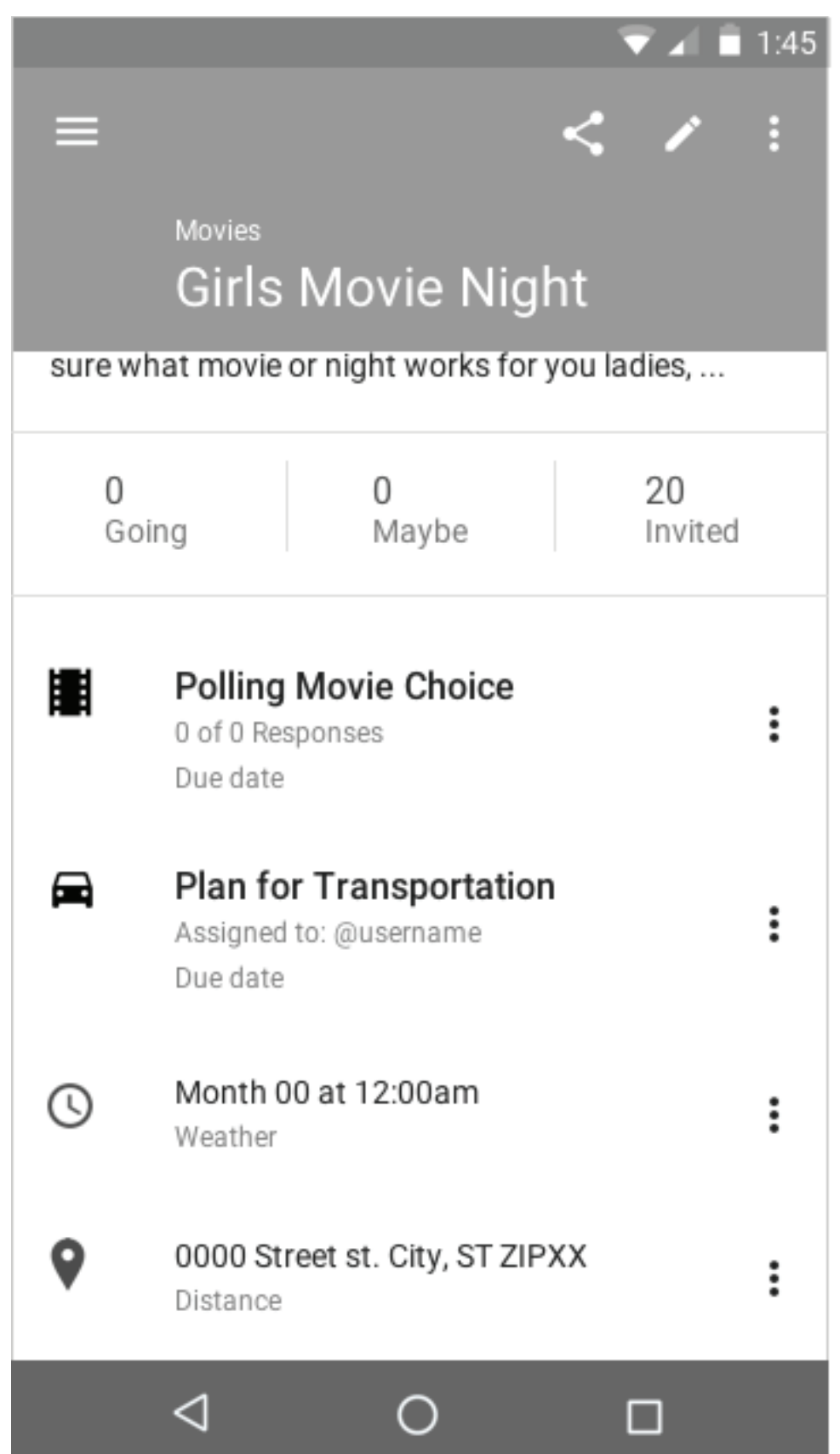
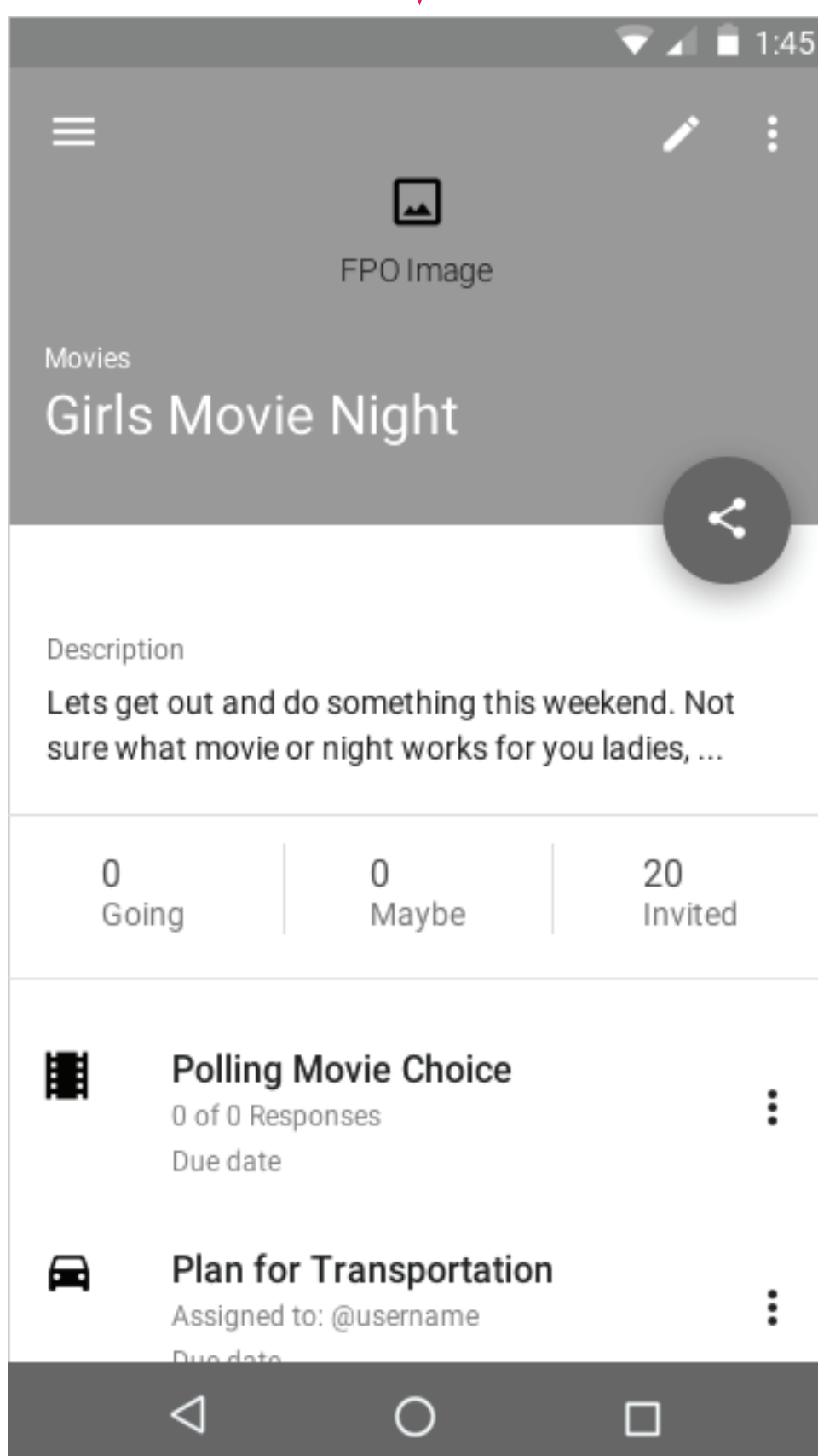
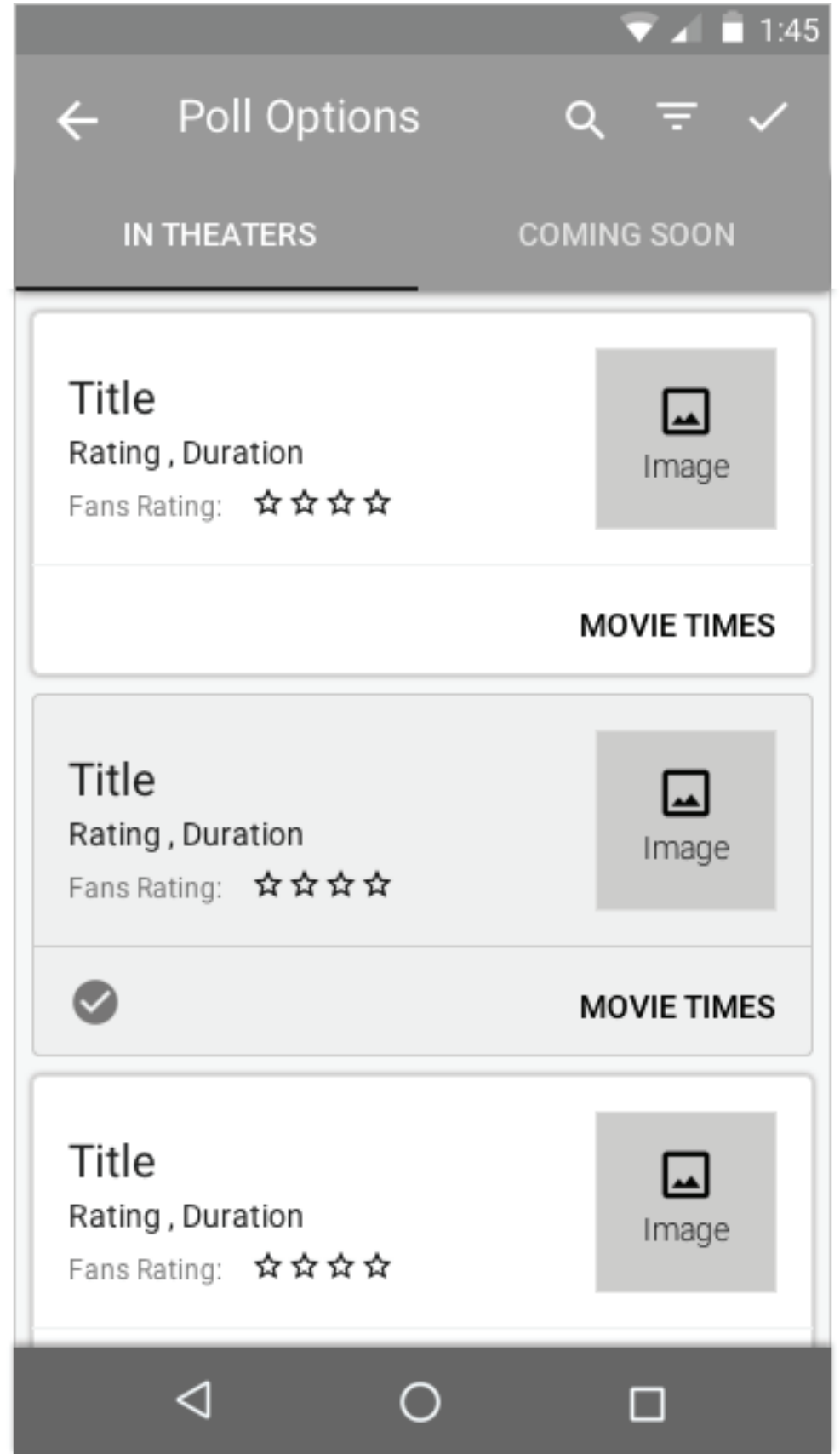
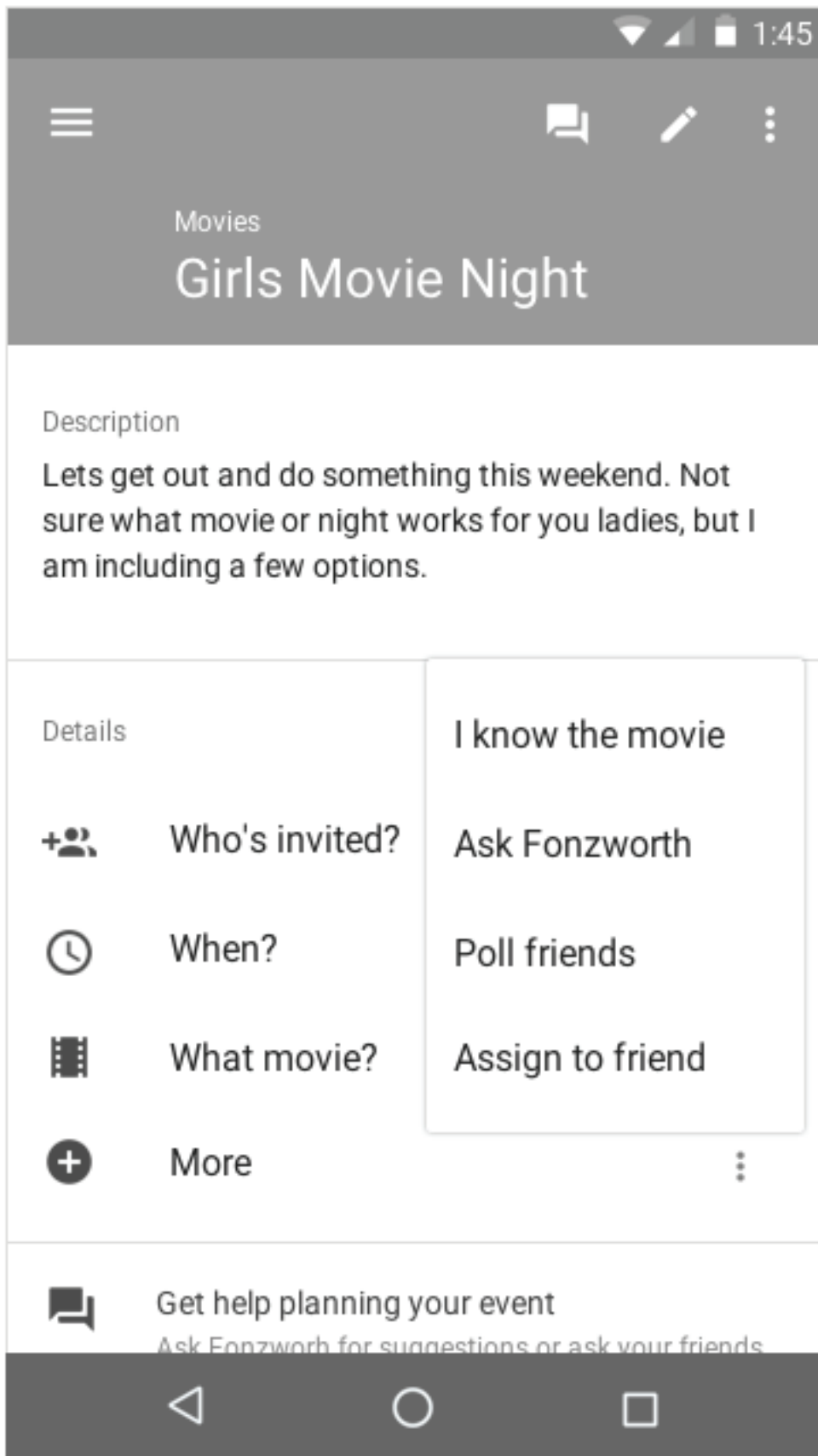
You saw how this flow works during the Fonzworth Experience. This is just a recap of the screens.



Appendix

Creating a Poll

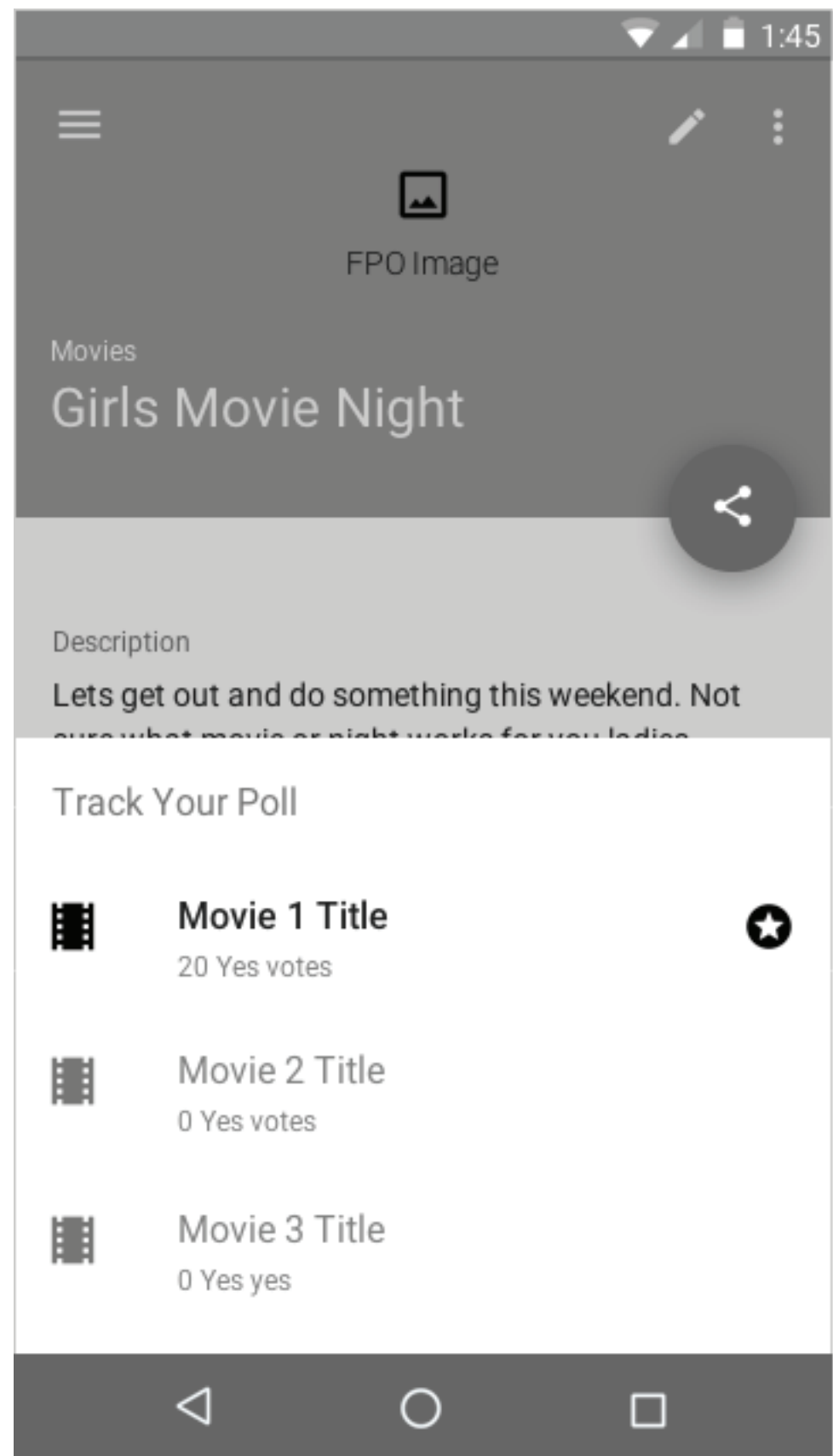
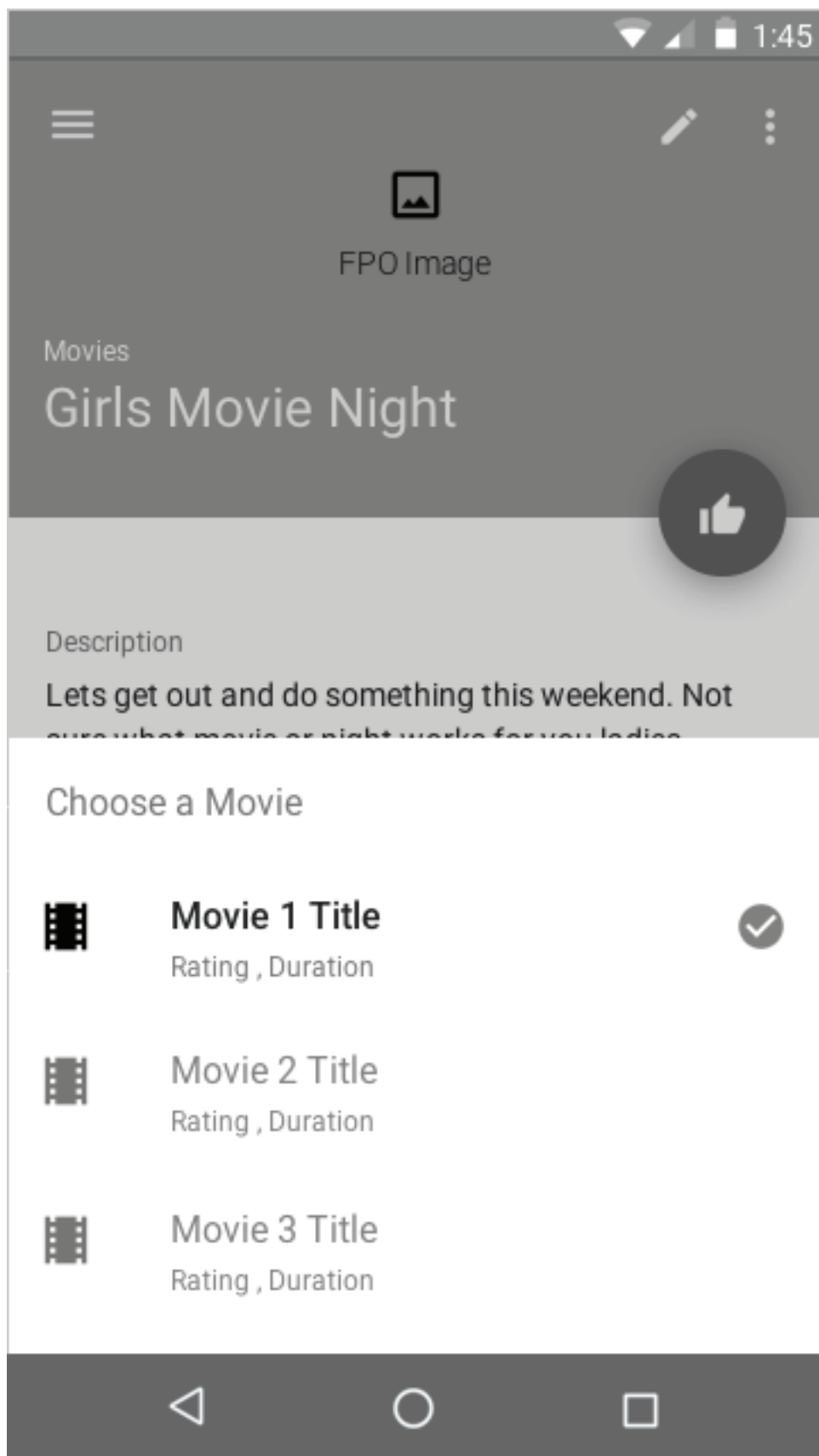
You saw how this flow works during the Fonzworth Experience. This is just a recap of the screens.



Appendix

Answer & Track Poll

You saw how this flow works during the Fonzworth Experience. This is just a recap of the screens.



Appendix

Visual Design (High Fidelity Mock-up)

This is a visual design of the Events Page for users that have been invited to the girls night out at the movies

