UCD01 IS01
Independent Study 2022

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The Enthusiast

KAYLA — THE ENTHUSIAST

Age: 20
Occupation: BA 2nd year at UCT; part-time waitress
Location: Gardens, Cape Town
Home life: Lives in a three-person apartment
Marital status: Single
Favourite music genre: Techno

"I like going to festivals with my friends to make memories and have fun."

CHARACTERISTICS

Extroversion: ●●●○○
Social media: ●●●○
Technology: ●●○○○
Planning: ●●●●○
Time: ●●○○○
Money: ●●○○○

ABOUT

Kayla is a second-year Psychology student at UCT. When she isn't involved with her studies, she's waitressing at the local Fat Cactus to supplement her income; allowing her to attend more concerts.

Kayla is heavily involved in the event scene. She is a music enthusiast - letting loose on the weekend is an important part of her lifestyle, and prepares her for the busy week ahead of her. Kayla is always on the lookout for new events to go to. She loves experiencing new things, and making memories with the people she cares about.

Due to her enthusiasm, Kayla's friends rely on her for information and recommendations regarding upcoming events. She usually attends in large groups, going to smaller-name events she thinks she'll enjoy.

Although Kayla follows a handful of her favourite organisers on social media, this often isn't an adequate selection. She spends a decent amount of time browsing Instagram looking for new concerts to go to and adding them to Google Calendar. Although this is a time-consuming process, it has worked for her up until now. Recently with her part-time job and her increasingly demanding degree, she's starting to have less time to spend scouring social media. She's unsure of how she can change her approach.

GOALS

Kayla wants to be able to be well-informed about the concerts and events happening in her area.

She wants to spend less time looking for events on Instagram.

Kayla wants a more effective method of saving and organising events she's interested in.

MOTIVATIONS

Kayla thinks there should be an easier way to plan and manage the events she wants to attend.

She wants to make good recommendations to her friends about upcoming events.

Kayla wants to experience new events.

FAVOURITE ORGANISERS

THE BLUE ROOM

Sexy Groovy Love

with you.

FRUSTRATIONS

Kayla does not have time to scour social media to see what concerts are on.

She only knows how to find events from organisers she already knows.

She doesn't know how to stay well-informed.

Kayla feels that the selection of concerts she's aware of is unsatisfactory.

She's concerned that she'll miss out on event from her favourite organisers because she did not see their Instagram posts.

1.   Introduction

This report will serve as the foundational research for the rest of my independent study. In this document, I will discuss my investigation of the problem domain in detail. I will use a variety of research methods and will process the gathered data in a coherent way. This will allow me to refine my problem statement and direct the project's direction. In doing so, the results from this document will lend itself to well-informed usability studies in later phases of the project. This research will be valuable in the determining of user groups as well as overall product feasibility.

The centre of focus for this research is related to events. More specifically, the modes in which users currently discover, organise as well as buy tickets to attend events. I will conduct asynchronous surveys to gather insights regarding the local populace's current methodologies. Additionally, I will also conduct demographic research to determine likely target groups to conduct further testing. Using this information, I will be able to properly gather users for observation as well as synchronous interviews to further refine my problem domain.

Once this information has been gathered, I will be able to create user personas. These personas will allow me to keep the user in mind throughout the development of this project and will serve as a basis for design and functionality decisions made at a later stage.

2.   Problem statement

Users find it difficult to find new festivals to attend satisfying their personal parameters. Users usually discover events by word of mouth, leading to low awareness of new events. This is a problem because it makes discovering and managing new events difficult. There is user frustration because there is no easy way to curate, find, save, and buy tickets for events that they're interested in.

This report will demonstrate that there is a market need for a product that can serve as an "event sink" that is able to curate and recommend music-based events to its users.

3.   Project planning

To keep this research document on schedule, I have created a project timeline to moderate the pace of this assignment. This can be seen below.
Colour key:
- Admin/Other
- Baseline research
- Focused research
- User interviews
- Testing data analysis
- Recommendations
- Narrative techniques

Table 1: Project timeline

Week #	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Week						
7 10/4 – 16/4	Initial idea exploration Create document skeleton	Create problem statement Create User Story	Create asynchronous introductory feasibility survey Distribute feasibility survey	Compile list of competing apps Determine main competitor Accumulate survey results	Process survey results Gather initial insights re: feasibility survey Thematic analysis of long-answer questions	Start structuring synchronous interviews Determine target audience Determine user groups	
8 17/4 – 23/4		SWOT chart of top 3 competitive applications	Determine weak aspects of competitive sites Tabulate commonalities	Come up with Interview questions Start finding possible participants Create pre-testing survey	synchronous interviews	Day 2 of synchronous interviews	Day 3 of synchronous interviews
9 24/4 – 30/4	Finish synchronous interviews	Create thematic analysis of user testing Thematic analysis of synchronous interviews	Rainbow chart analysis of insights discovered	Create an empathy map Summarise rainbow charts with highest frequency insights Discuss commonalities	Brainstorm recommendations for tested application(s)	Create pick chart for recommendations Organised by impact and severity	Create personas
1/5 – 5/5	Persona-based scenarios to illustrate design requirements	Storyboarding to construct and illustrate design requirements	Free float day - catch up	Proof read document Submit	HAND-IN DATE		

4. Risk management

It is of major importance to remain aware of potential risks throughout the lifetime of the project so that they may be managed in a timely manner without causing major catastrophe to the project's timeline.

This is done to identify the possible risks, thereby reducing the impact and likelihood of the associated risk so that they monitored.

Below is a Risk Table summarising this project's major risks. These are scored on a scale of 1 to 4 according to probability (*P*: the probability that this risk will occur), as well as impact (*I:* the effect this risk will have on the project). More specifically:

- 1: Negligible
- 2: Marginal

- 3: Critical
- 4: Catastrophic

The table also includes risk management techniques, namely:

- Risk mitigation: Identifying a risk, avoiding it, and remove risk factors
- Risk monitoring: Check if risks have occurred through adequately tracking the project
- Risk management: What to do if risk becomes a reality and mitigation plan has failed

Table 2: Risk management table

Description	P	I	Mitigation	Monitoring	Management
Project is not completed on time.	1	4	Follow the project plan closely.	Daily check-ins and to-do strict task management.	Reduce the scope of the project and focus on essentials.
There is no market interest.	1	3	Conduct adequate user interviews and feasibility studies.	Ensure project develops in-line with feasibility studies.	Revise problem statement and redo feasibility studies.
Specified user groups are unavailable for testing.	3	2	Start user drafting well before user tests need to be conducted.	Remind participants of user tests, ensuring participation is possible.	Recruit users from outside defined user groups.
Loss/Damage of research documentation.	1	4	Make use of online platforms to store research notes, as well as auto-save and cloud backup.	Ensure documents are up-to-date on the cloud, and cloud passwords are saved.	Return to last-saved version of the document.
There are no useful market insights gathered during user observation.	1	3	Ensure user observation and documentation is carried out professionally and documented properly. Ensure users communicate properly with interviewer.	Carry out regular thematic analyses on data, routinely checking for insights.	Restructure user testing: ensure questions are clear and reasonable.
Interviews have clashing information; no trends can be seen.	1	3	Ensure there are no leading questions. Be specific and clear. Make sure adequate notes are taken. Create a script.	Carry out regular thematic analyses on tests, routinely checking for insights.	Restructure the interview, focus on different aspects of the problem statement. Find commonality.

5. Baseline research

Feasibility interviews

To ensure there is market interest for the proposed product, I will conduct a feasibility study. This survey will give me an initial idea of the overall possibility for success, as well as providing initial insights that may need to be further explored as the project develops further.

Results from the feasibility study will be used throughout this project. These insights will help guide the focused interviews, as well as help in determining possible user groups and personas later in the project.

Introductory asynchronous feasibility survey

To get initial insights for further exploration, I saw it fit to distribute an introductory survey. This was sent out online and filled in asynchronously using Google Forms in the participants' own time.

The goal of this survey was to gather topics for further investigation, as to enrich user testing and interviews later in the research project. I will discuss results I find most informative; however the full results analysis can be found in the appendix, along with a link to the Google Form I used to gather this data.

When inspecting Figure 5a and 2b, it is important to note that the set of people surveyed generally considered an "event" to be musical in nature, such as festivals, themed nights at nightclubs or bars, or street parties. Generally, there is strong importance placed on the presence of alcohol and socialisation. Additionally, people generally expect to have to buy a ticket, and there is a strong association with a theme accompanying a certain event. A fuller discussion of these results can be found in the Results section.

Determining target user demographics

As mentioned previously, the main concern of this research document is to generate solutions to the proposed problem statement. This report concerns itself with uncovering opportunities in the relevant fields by vigorously applying research strategies.

Before further research can be done, it is important to have a good understanding of the prospective target audience. In doing so, I will have a more refined idea of the users I will need to recruit for interviewing – as well as user testing at a later stage. Additionally, this information will help determine user groups, and later will provide valuable insight in the creation of personas.

Using information gathered from the introductory survey; most users consider "events" to be some type of music-cantered occasion. Festivals, as well as themed nights at nightclubs as indicated by Figure 5a and Figure 5b.

Because of the overwhelming majority's interest in music-driven events, I've decided to focus my demographic research on demographics relating to music festivals. As there has been little published regarding exclusively South African music events' demographics, I will consult sources from a South African article as well as a European article in attempts to identify my target groups.

With reference to the below figures, Figure 5a and Figure 5b, it is clear to see the most common age groups are between 18 and 35 in both studies.

In Figure 5a, the 21-25 age group holds the majority – holding 29.2% of the overall sample group. Whereas in Figure 5b, the 26-35 age group holds represents 37.3% of the set. Although the intervals within these two studies are not the same, nor do they represent the same group of people, it is clear to see that majority of

festival-goers are between the ages of 18 and 30. The range between 30-35 may hold a smaller percentage than that of 26-30, given the distribution seen in Figure 5a.

In Figure 5b, these two age ranges are grouped into the same category. So, with respect to Figure 5a, I will assume that majority of the percentages of the 26-35 age range of Figure 5b belongs to the 26-30 range. It is also important to note that the number of years in the 18-25 age range (7 years) is smaller than the 26-35 age range (9 years) in Figure 5b; yet still has a large portion of the percentage distribution.

Therefore, I will further focus my research on the younger age group, which I will further split into the age ranges 18-20 and 21-25.

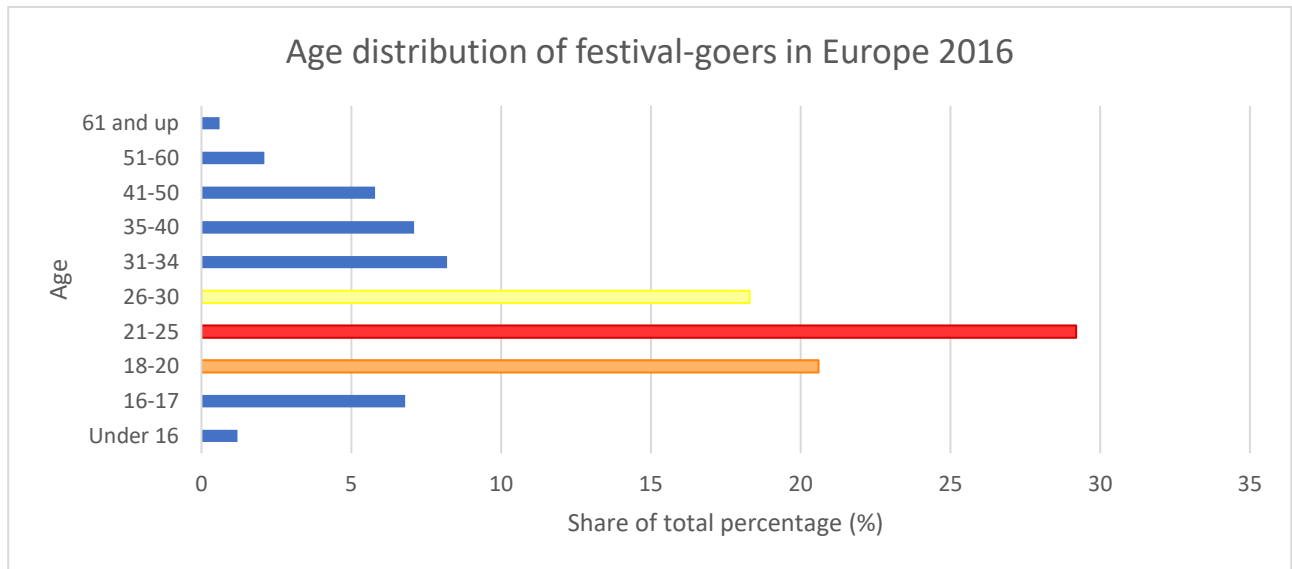*Figure 5a* (Götting, 2021)*.*
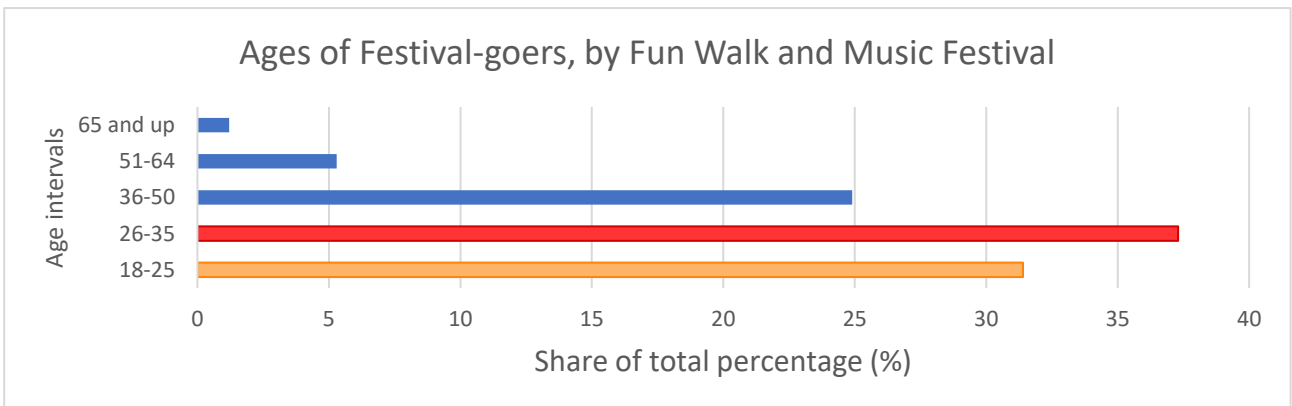

Figure 1

Figure 5b (Snowball, et al., 2016)*.*

Figure 2

Additionally, Rachel Grate documents important insights regarding avid festival-goers (2016). Her article is particularly relevant to this research study as to further enrichen personas nearer to the end of this

document. Most notably, Grate distinguishes between the different types of "festies", summarised in the table below.

Additionally, Grate comments that the hardcore festie is responsible for more than half of the total annual amount spent on festival tickets per year. Additionally, 70% of hardcore festies have friends rely on them for information about upcoming festivals.

Hardcore festies are more likely to be male (59%) and have an average age of 32, earning a reasonable income. They are also loyal and attend their favourite festivals (at an average of) three times and are 50% more likely to consider a particular festival's organiser.

Because of their major involvement in festivals, it will therefore be important to consider the hardcore festie character type going forwards.

Table 3

Name	% of total festies	Number of festivals per year
Hardcore festies	20%	5-6
Moderate festies	50%	2-3
Casual festies	30%	1

Competitive analysis

Ratings and traffic analysis

For this competitive analysis, I will consider platforms that are dedicated to the selling and advertising of ticket-based events, as well as multi-purpose platforms that may have traces of this functionality.

Using the comparative data analysing tool data.ai, I was able to search the App Store and Play Store for relevant apps according to certain event-oriented keywords. This allowed me to identify several leading apps within the *Entertainment* genre, containing the *Ticket Service* subgenre.

In addition to apps within these categories, I will also consider social media applications as is an already well-established ticket vending site with high levels of user engagement and large variability.

It is also important to note that individual organisers have their own platforms and websites; however, I am investigating integrated applications that currently allow users to search for multiple different kinds of event supplied by a range of different companies.

Below is the current (as of April 2022) performance statistics of the chosen applications for this study (sourced from data.ai). These applications also include a "type" as mentioned above: Multi-purpose (social media) or Single-purpose (ticket vending). Although this Single-purpose application caters to the problem at hand, it is not as widely used as the multi-purpose applications.

Table 4: Popularity comparison of competitive applications

Application	Country	AppStore rating	# of ratings	Downloads rank	Revenue rank	Type
Facebook	USA	2.6	11k	2	53	Multi-purpose
Instagram	USA	4.7	489k	7	1.9k	Multi-purpose
Eventbrite	USA	4.8	529	10k	124k	Single-purpose

Competitor's ratings & reviews

Analysing user reviews on the App Store for these apps will provide valuable insights to current pain points of each of these applications. I will make note of pain-points within each application pages' customer reviews, which can be found below. Additionally, information regarding the applications' overall ratings is available in the appendix. This analysis will provide useful insights when conducting a SWOT analysis later in this section.

Reviews: Pain Points

Table 5: Pain points – App Store

Facebook	- Bad customer data security - Bad account security - Privacy issues - Ineffective customer service - Ineffective content moderation - Inappropriate censoring - Bugs in notifications - Albums are difficult to access "See more" button doesn't work - No dark mode
Instagram	- Accounts wrongly suspended - Privacy issues - Crashes occasionally - Inappropriate censoring "Unrealistic view of the world"
Eventbrite	- Costing isn't in ZAR Rands - Have to re-fill buying information when buying tickets each time

SWOT analysis

Below, I have summarised the major Strengths, Weaknesses, Opportunities and Threats. I have included a full in-app analysis in the appendix. Here, I have tabulated relevant features and discuss their pros and cons.

Application	Strengths	Weaknesses	Opportunities	Threats
Facebook	1. Highly populated 2. Has a dedicated "events" tab 3. Has events by multiple organisers 4. User can see which of their Friends are Going to an event	1. Not a dedicated platform 2. Can't sort events by genre 3. Events that have passed are still displayed 4. Users only log on when searching for events	1. Space for better sorting mechanisms 2. Good opportunity for targeted advertisements 3. Has the foot-traffic to benefit from curated	1. Instagram as a competitor – Has more active users 2. The "Stumble upon" mindset of event-finding – Facebook relies on event searching 3. Inactive user base – users

	5. Users can Like organisers' pages they are fans of 6. Can sort events by date 7. Users are already using it for social media – no additional downloads	5. Events aren't curated per-user 6. Liking a page is in a different sub-section to events	recommendation systems 4. Most popular "search" method – Should integrate event managing functionality 5. Is just a "display"-type application, must go to independent sites to buy and manage tickets	find events elsewhere, as they don't log onto Facebook frequently 4. Not a universal event-sink – could be threatened by a dedicated service
Instagram	1. Highly populated 2. Can follow event organisers user is interested in 3. Already has a large user-base within "festie" age range 4. Events circulate amongst following's "stories" easily 5. Targeted advertisement 6. Users are already using it for social media – no additional downloads	1. Not a dedicated platform 2. Can't see event details in overview 3. Difficult to find events from new organisers 4. Difficult to find events that isn't popular amongst social circles 5. Searches yield image-based results, difficult to sort through 6. Relevant posts often drowned in non-relevant posts (incorrect hashtags, organisers posting filler images)	1. Effective space for targeted advertisements 2. Massive user base – many opportunities for event exposure 3. The current "norm" for event finding – Opportunity to adapt the application to cater towards this 4. Is just a "display"-type application, must go to independent sites to buy and manage tickets	1. Facebook has a better searching mechanism 2. Facebook allows users to see which friends are attending 3. Frustrating searching for events – could lead to negative user experience 4. Not a universal event-sink – could be threatened by a dedicated service
Eventbrite	1. Dedicated event finding service 2. Ticket-buying and saving functionality	1. Another app that a user needs to install 2. Users may forget about it	1. Already has great functionality – space for a genre-sorting mechanism	1. Threatened by Facebook and Instagram's high user base 2. Users may not want to

	Strengths	Weaknesses	Opportunities	Threats
	3. Can follow certain organisers 4. Can search by location 5. Can favourite events 6. Curates events based on interests 7. Can copy events to calendar 8. Has dedicated "Organiser" sub-app for event organisers 9. Becomes more useful the more active a user is on the site (recommendations)	3. Underdeveloped – not a large amount of variety 4. Can't search by event type 5. A lot of visual clutter 6. Difficult to find relevant events – a lot of "online gatherings"	2. Could partner with pre-existing events to promote application 3. Saving, favouriting, and buying functionality has potential to compete with Facebook and Instagram – partnerships could help realise this 4. Potential to host events, sales and giveaways with organiser collaborations	download another application 3. Threat of few events collaborating with the application – Won't attract users if there aren't events 4. Aren't as many organiser pages as Facebook and Instagram – lack of trustworthy sources

In this SWOT analysis, one can see that Instagram and Facebook perform the best as event-finding applications due to their active userbase. This encourages event organisers to promote their concerts using these apps, further drawing more users to these platforms. Although Eventbrite is highly specialised and contains most of the pain-relivers to pain-points experienced while using social media as a searching function – it does not have an active user base, and the selection of events is underwhelming. This gives Facebook and Instagram the upper hand in this regard – as they hold the monopoly of users' time and attention.

7. Focused research design

The purpose of this section is to design data-gathering methods to gather useful insights regarding this research paper's problem domain. Discussions of findings related to this section can be found in Results, and a summary of gathered insights can be found in the Insights section. All data can be viewed in the Appendix.

Asynchronous feasibility survey

A survey was distributed to the target age group. The purpose of this survey was to determine factors of interests for further exploration in synchronous interviews and user observations. The full survey can be viewed here, and has also been added as a peripheral attachment to this document.

Synchronous feasibility interviews

After performing a thematic analysis on the asynchronous survey, I began structuring my synchronous interview questions to provide mode in-depth insight regarding interesting factors gathered during the survey analysis. An in-depth discussion of interview results can be found in Results.

The survey outline serves as follows:

Interview guidelines

1. Describe your ideas of what a "typical event" is.
2. How many events do you think you attend in a year?
3. How do you usually hear about these events?
4. Do you ever search for new events to attend?
5. Do you have any preference for the types of events you like to go to?
6. What draws your attention to new events?
7. What puts you off an event?
8. What do you consider an essential part of the festival experience?
9. Do you generally stick to the same organiser, or prefer to branch out?
    a. Why?
10. If you were to search for an event, how would you go about doing so?
    a. What do you like about this method?
    b. What do you dislike about it?
11. Do you feel like you're well informed about new events near you?
12. How do you currently keep tabs on events you want to go to?
13. On a scale of 1-5, with 1 being the highest **convenience**, and 5 being the lowest convenience, how convenient would you score your current process?
    a. Why?
14. If you were to rate your **satisfaction** level on a scale from 1 (the highest) to 5 (the lowest) on your current method of finding, organising and planning your event attendance?
    a. Why did you give it this score?

User observations

To get an accurate understanding of the current methods users employ to discover new events, I conducted six user observations. In these observations, I asked each user to:

Find a **new** event happening within the next **30 days** that they'd like to attend near **Cape Town** using a device and method(s) of their choosing.

    `Additionally, they were also asked to find out where to `**`buy a ticket`**` for their chosen event.`

Using the results from these observational studies, I will create an experience map which will illustrate the user's overall satisfaction with the current system. Additionally, I will be able to model pain-points and formulate recommendations to remedy these pain points.

8. Results

These are the findings gathered using the variety of research methods discussed in the previous section. I will summarise the following results into a list of insights and themes that were common amongst the data. I will also describe my refined understanding of the problem scope and will illustrate typical frustrations users have with the current system to make actionable recommendations.

Results will be discussed according to theme.

Asynchronous feasibility survey results

Definition of an "event"

To decode words and their meanings, I deemed it essential to gather insights regarding users' understanding of the word "event" to prevent miscommunication regarding users' needs. Interestingly, participants largely considered an event to be:

- A social occasion where something happens.
- A large, well-organised gathering.
- Something (live) music-oriented.
- Something that generally requires a ticket.
- A club which has something unusual going on – guest DJs, an outfit theme, or a specific music genre.

In the below heatmaps, the top 3 results will be displayed, as well as the percentage of participants that agreed with the statements.

Draws attention to events

I asked users what aspects of an event drew their attention the most, in attempts to see what aspects of events users consider to be most important.

Table 6: Heatmap of aspects that encourages interest

Interest statement	Percentage of users that agreed
Overall interest	54%
Good music	45%
Social reasons/Accompanying friends	36%
Prices & deal	36%

Puts users off an event

I likewise asked users what would mostly likely put them off an event they were previously interested in. Interestingly, the results were pretty much an inverse of the interest factors above – highlighted in grey.

Table 7: Heatmap of aspects that put users off an event

Disinterest statement	Percentage of users that agreed
Expensive	63%
Going alone	27%
Unprofessional organisers	27%

How users currently find events

Majority of users generally stumbled upon events (**82%**) instead of searching for them. The below heatmaps are the most common methods described by users.

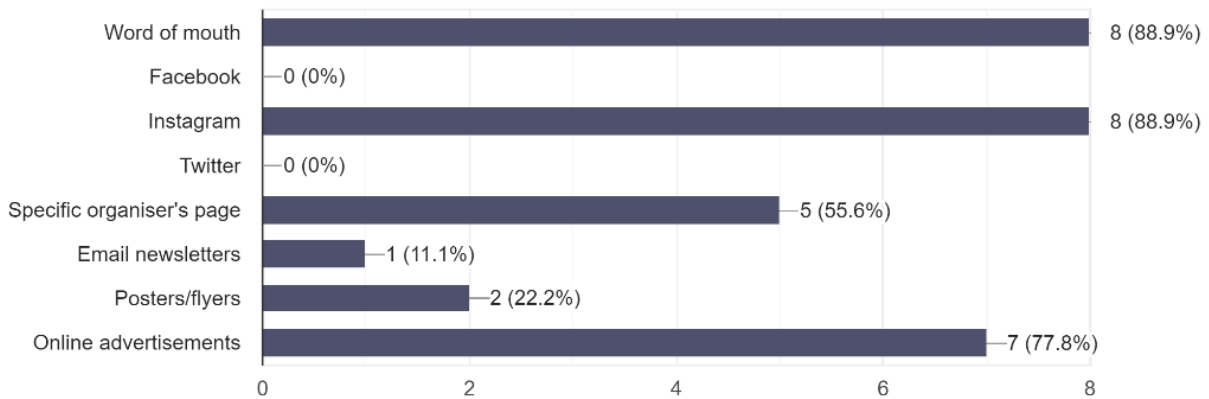However, when users did search for events, Facebook and Instagram were widely used.

Figure 3: How participants "stumble upon" events

Table 8: Heatmap describing how user's "stumble upon" events

Method	Percentage of users that agreed
Word of mouth	72%
Instagram	72%
Online advertisements	63%

Desired adjustments to current process

After asking users what their current methods of finding events was like, I asked them what adjustments they'd like to make to their current system to make the overall process more pleasant for them. Most users felt that they were not seeing a good sample of the possible events on offer. Others felt that there was not enough time to plan and budget for events. The consensus was as follows:

Table 9: Heatmap of desired adjustments to current process

Adjustment	Percentage of users that agreed
See more options	45%
Find out further in advance	36%
Get recommendations	27%

Social approaches to events

Many participants expressed the importance of being joined by their friends to events they are interested in, as seen in the below graphs.

Although many participants expressed interest at meeting new people at events, it was equally as important to them to attend the event with a group of people that they already know.

Which of the following options best describe your social approach to attending events?

Option	Value
I want to meet new people at events. I don't know where to start.	1
If none of my friends are going, I won't go.	6
I generally stick with my friends. I seldom meet new people.	2
I enjoy making friends at events I go to.	8
I will only go if I know people going.	8
I'll convince friends to join me.	8
I'll find out which of my friends are going and join them.	10
I'll find new people who are going.	1
I'll go by myself and make friends while I'm there.	3

Synchronous feasibility interview results

Due to the qualitative nature of interviews, these results will be discussed in broader terms and will exist as a composite of multiple participants' feedback. Direct quotes (in "grey") are included for supplementation

Circulation of music events

In most cases, participants confessed to not purposefully searching for events. In accordance with the survey results, most participants stated that they often find out about events through **word of mouth**, through **organisers they follow**, or promoted **advertisements** (on social media). Additionally, most participants identified Instagram as their primary source of event-information when they aren't searching for it. A small handful of participants said that if they were purposefully searching for something to go to, they would use Facebook instead – but would often find events through browsing Instagram.

Although most users happen upon events and make plans around them, several users go about the problem the other way around. These participants find a day that suits them, and search for an activity to fill this day. They do this for several reasons:

1. They're in a specific area and want to make use of the time while they're there.
2. A specific time of the month (First Thursdays, the weekend).
3. They have a busy schedule and want to unwind while they've got a chance.
4. Birthdays, graduations, and other celebrations.

Social aspects

Additionally, an important aspect of the circulation of event information is through word of mouth. Participants agreed that an event seems more reliable if a friend of theirs is interested in going, in addition to knowing that there are others within their social circles interested in attending the event. This allows participants to plan logistics with a group of like-minded people.

Many users placed large emphasis on the involvement of their friend groups, as seen in the survey results above. This, to most participants, was the most important aspects of attending events.

> "People at festivals are relatable, we're all there to have a good time."
>
> "I would never go with anyone I don't know."
>
> "I won't buy tickets now. I'll see if my friends are interested."
>
> "I will go to a festival that all my friends are going to. I want to have fun with my friends."

Music genre

A handful of users expressed the importance of the type of music playing at the events they go to. This was more so in relation to music that the individuals heavily disliked rather than their favourite genres. Participants mentioned that if an event was revolving around their most disliked music, they would choose not to go – even if a large portion of their social circle was attending.

However, the converse of this was not true – if a concert for the participant's favourite genre was available, they would generally not go unless they had friends to accompany them.

> "Music is good, but a good experience is better."
>
> "I don't care how many people are going - I hate trans festivals."
>
> "I want to be able to dance."
>
> "If my friends are going somewhere I don't want to go, it depends on the price [if I decide to join them or not]."

New experiences

Participants voiced a desire to experience new things, and that was one of the main reasons for attending events (besides the already discussed social facet). However, participants found it difficult to find new events to attend for several reasons:

1. They don't know how to find new organisers.
2. They don't know if the new events they *do* find will be worth their while.
3. They haven't tried looking.
4. They wait for their friends to invite them to new events.

> "I open up to people [at festivals and] get to know them, it widens my perspective on people."

Trusted organisers

Participants mentioned that they follow organisers of events that they had enjoyed – keeping up-to-date with new events from these organisers. Participants stated that they are more likely to attend event from organisers that they have enjoyed in the past, rather than experimenting with a new organiser due to fear of dissatisfaction. This is in accordance with the concept of a "hardcore festie" being 50% more likely to consider an organiser when buying a ticket.

Satisfaction

Although users are generally aware that their methods of event finding and managing can be improved, they aren't outrageously dissatisfied with the current experience. They agree that the process is inconvenient – but are generally willing to exert the effort. The largest inhibitor to satisfaction was the inconvenience of having to manage multiple different information sources, and the possibility of missing out because of this.

I asked users to rate their satisfaction levels from 1 (high satisfaction) to 5 (low satisfaction):

User score: 1 – High satisfaction

> "[the way I handle it] is extremely catered to what I'm looking for."

> "It's spontaneous, keeps things refreshing."

User score: 3 – Moderate satisfaction

> "Doesn't bother me that much, but I certainly think there's room for improvement."

> "I never stay up to date with what events are happening."

> "Sometimes the music is not my taste because I don't know the DJs or their genres before I go."

> "If I book too far in advance, sometimes I forget."

> "It works – sometimes I miss out."

User score: 4 – Dissatisfaction

> "It's not that convenient, there's a lot of avenues you have to take to sort it out. Lots of trial and error."

> "I have to look at a lot of different sources."

User observation results

6 users were observed doing this task and were given brief post-observation interviews which are discussed later. The characteristics of these participants are described below.

The colours associated with the User Numbers link to the colours on the Experience Map, each colour representing a distinct user.

Users were asked to estimate how many events they attend in a year. After creating the experience map, each user was assigned with an overall "grief level" – a score describing the overall ease (or dis-ease) in which they completed the tasks. These are scored on a scale of 1 (Comfortable) to 5 (Highly frustrated).

Table 10: User observation participant sheet

User #	Age	Gender	Occupation	Device of choice	Method(s) of choice	# Events (per year)	Grief level
1	22	Female	Full-time student	Smartphone	1. Instagram 2. Google search	8-10	2
2	21	Male	Part-time student	Smartphone	1. Instagram 2. Google search	10-12	3
3	21	Female	Full-time student	Smartphone	1. Facebook	12-14	1
4	24	Female	Full-time employed	Smartphone	1. Facebook	18-20	1
5	27	Male	Unemployed	Smartphone	1. Instagram 2. Google search	12-14	4
6	22	Male	Full-time student	Laptop	1. Google search	10-12	5

The role of social media

Interestingly, all but one of the participants went to social media as a first search method. Additionally, all participants mentioned that Instagram was their most-used social media app, although of the five social-media searchers, 2 of them used Facebook to conduct the search. When asked, these users stated that they use Facebook solely for the purpose of finding and managing their event attendance.

> "Oh, I find all my events on Facebook."

> "I only use Facebook to find events."

Additionally, all users who used Instagram as a first-time search method changed their search method later in the observation, as they were having troubles completing the task.

These observations are summarised in the below rainbow chart.

Rainbow chart

Table 11: User observation rainbow chart insights

User observation
Rainbow chart

Insight	User numbers					
	1	2	3	4	5	6
Searching						
Used social media as a first search method.	X	X	X	X	X	
Used Facebook.			X	X		
Used Instagram.	X	X			X	
Used Google search.	X	X			X	X
Searched for a specific organiser.	X	X			X	
Preferences						
Used a smartphone.	X	X	X	X	X	
Used a computer.						X
Favourite social media application is Instagram.	X	X	X	X	X	X
Favourite social media application is Facebook.						
Experience.						
Struggled to find what they were looking for.	X	X			X	X
Found an event easily.			X	X		

Using this rainbow chart analysis, one can see commonalities with different users' search methods and its corresponding effectiveness. In the table below, I will highlight some of these observations.

Rainbow chart summary

Table 12: Rainbow chart observation heatmap

Observation	# of participants	% of participants
Users preferred Instagram over Facebook for personal social media usage.	6 out of 6	100%
Users who first chose Instagram to search were unsuccessful and changed to Google search.	3 out of 3	100%
Users that used Instagram struggled to find an event to attend.	3 out of 3	100%
Users that used Instagram first searched for a specific organiser.	3 out of 3	100%
Users who first chose Facebook to search were successful.	2 out of 2	100%
Users preferred to use their smartphones to search for events.	5 out of 6	83%

Interestingly, although all participants used Instagram as their primary social media application, two of the participants made their initial search using Facebook. Additionally, all users that used Instagram as a first attempt first searched for a specific organiser – all these participants struggled significantly to find a

relevant event. Once users exhausted their knowledge of event organiser pages, one user went through Instagram hashtags, whereas the others switched to a Google search. The user searching through tags eventually changed their mind and switched to Google too.

It is also important to note that of the users that used Facebook, none of them searched for a specific organiser – much unlike the Instagram users. Facebook users made use of the application's *Events* tab and sorted through these options until they found something relevant. The users employing this method had a low grief index and were able to find what they were looking for quickly.

Experience map

Below, I have created an experience map summarising the participants' experiences throughout the observation process. On the maps, indicated in red, are a series of pain points – elaborated on in the following row. Each dot represents a user action. On the original map, more detail regarding individual user actions and recommendations can be viewed. For ease of viewing the entire document will be added as an attachment, due to the document's size it is impractical to add as an image.
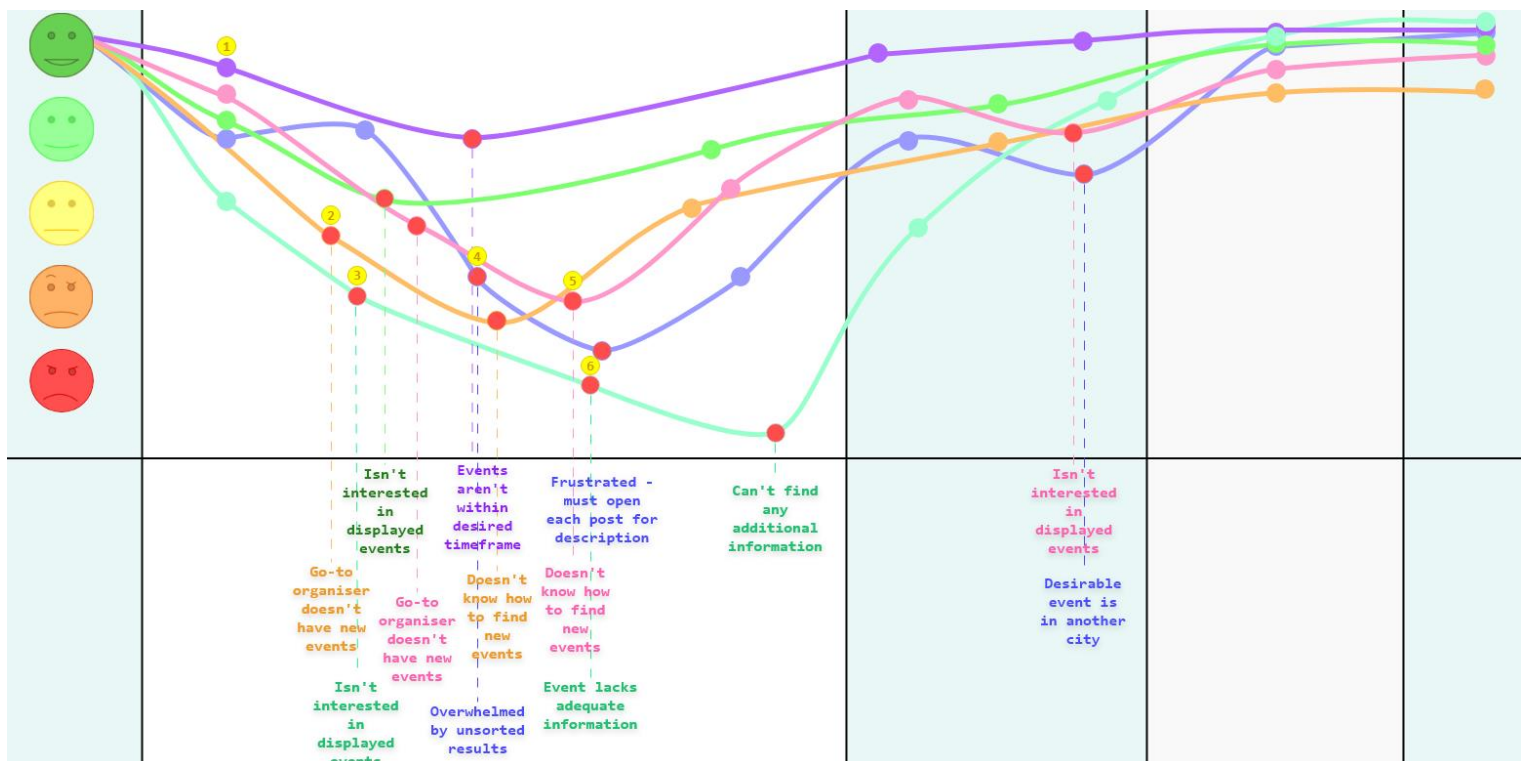

Figure 4: Experience map with participant pain points

Common pain points

Unsure of how to find new events

As discussed above, many users had issues with finding new events from organisers they don't already follow. Once their list of known organisers had been traversed, many users were at a loss for what to do next.

> "I knew about this one before I looked for it."

> "I can't think of who I should look up."

"How do I find other festivals?"

"Maybe I go onto Howler?"

"Ahh, man, now where do I look?"

"F***."

"Okay, now I'm giving up."

Insufficient filtration system

A largely experienced issue throughout many of the observations was a user's frustration towards ineffective (or non-existent) filtration systems. This often led to the user having to sift through several events they have no interest in, resulting in a poor user experience.

"Oh God, it's the Opera."

"Okay, I'm not interested in this."

"Mushroom foraging? No thanks."

"I don't want to do a tour lunch for Hilton collage..."

"Crisis, what am I looking for?"

"Robin island private day tour? That's not what I want."

"These are all tours. Why is it showing me tours?"

Key information isn't readily available

Occasionally, users would find events that they were interested. However, after going to ticket checkout, they realised the event didn't fit their parameters due to lack of critical information on the events' main page.

"This looks cool! I haven't heard of this. This looks sick!
… Oh, wait, that's a clothing company…"

"Oh, hold on, I think this is in Jo-burg."

"Okay, I think this is their Instagram? Why is [finding details] so difficult?"

"Oh, it's in October."

9. Insights

Social media as a primary event-identifying service

The main insight gathered through this research was the monopoly social media has on event-finding. Most users stated that they did not deliberately search for events – majority of the time, users would stumble upon these events via various social media platforms and targeted advertisements.

Since users are already making use of social media in their free time, subliminal advertising punctuates their browsing experience – exposing them to event content and piquing their interest. This is the most common method for keeping up-to-date with favourite organisers and their upcoming events.

Additionally, users can follow (or like) an organiser page after viewing an advertisement; thereby allowing them to keep informed on that event's details without committing to attending. This also prevents their inbox from being flooded with marketing content, as they see the organisers' posts slotted in amongst their usual browsing content. This allows users to find these events on their feed by chance and plan their schedules accordingly.

It is also important to note that five out of six users consulted social media as their preferred method of finding an event.

Users are most likely to:
- Use social media to find events.

Instagram as the most-used "by chance" application

Elaborating on the previous point, a key detail about the ways in which users find events. Majority of users who "stumble upon" events do so over Instagram, as well as word of mouth. This means that users are at the mercy of Instagram's algorithm, meaning that sometimes users miss out on notifying posts they'd liked to have seen.

Even though this is the case, users prefer to stumble upon events in this manner, rather than searching. Although, users mentioned that they enjoy the spontaneity of managing events in this manner.

However, users that used Instagram to search for something specific struggled to find what they were looking for.

This boils down to the below observation:

Users are more likely to:
- Find an event by **chance,** then **change their schedules** around it, rather than
- **Searching** for an event **deliberately** on a **day that suits them.**

And…
- Instagram is an **ineffective** method of event-**searching**.

Facebook as the most-used "finding" application

Where Instagram falls short regarding event-searching, Facebook makes up for it with its dedicated "Events" tab. This platform was an effective search method – the two users that used Facebook to search experienced little to no issues.

However, users prefer Instagram over Facebook as a social media application – therefore meaning users spend more time browsing Instagram recreationally. Because of this, users are more likely to stumble upon events on Instagram, and manage their information using the app. It is important to note that most users stumble upon events rather than searching for them. So, although Facebook has a better mechanism for deliberately finding events, users are still more likely to find an event using Instagram.

This means that:
- Although **Facebook** has **superior** event-**finding** and managing features, due to Instagram's active userbase, users are more likely to find events using Instagram.

Friends as a priority

One of the most important points to note is the importance of friends to festival-goers. All participants mentioned inclusion of their social circles in events, often naming it as one of the most important factors. Some users even mentioned that:
- They would **not** attend their **ideal event** if **none of their friends are attending**, however they
- **Would** attend an event they're **disinterested in** if **all their friends are attending**.

Additionally, festival-goers enjoy meeting new people and experiencing new things – but these desires to not outweigh the want to have fun with one's friends. Usually, users accompany their friends to events they're going to, or find it essential to find a group of people to attend an event with them.
Friends also serve as a medium by which information travels making them a necessary part of event marketing.

Frustrating lack of filtering mechanisms and relevant information

Although users have a working method of finding and organising events, all users expressed frustration of inability to filter their events to their preference. Even when users were viewing the pages of specific trusted organisers (on Instagram), the only information they had at their disposal was Instagram's purely image-based thumbnail. This made it difficult for users to find information relevant to them.

When users *did* search for events, most platforms they consulted showed a large amount of content they weren't interested in. Although users could sort by date, this wasn't enough to properly refine the search results to their liking, creating user frustration.

Occasionally once a user found an event they were interested in they experienced difficulties finding relevant information at the time of decision-making. This made it difficult for users to:

1. Find events they found **appealing** and
2. Finding out if the event is **plausible** to attend.

Users are inconvenienced by current method, but do not express urgent desire to change

Users mentioned that they often feel like they're missing out, or that they're disoriented by their current methods of event organisation. Although this is the case, users also enjoy the current levels of spontaneity. They are aware that the current process can be refined, but state that although it is inconvenient, it is an inconvenience they are willing to put up with. They find the current method convenient, as it naturally fits into their social media habits – making it effortless.

This ergonomic way in which targeted advertisements and organiser posts slot into users' pre-existing habits outweighs the inconvenience factors.

Users wish to be more well-informed

Although users aren't devastatingly dissatisfied with the current method of event-discovery, they still wish to be more informed regarding events that are happening around them. Users generally stick to organisers they already know of and feel that they aren't aware of other concerts happening near them. This makes it difficult for users to collect new experiences – a commonly prized factor amongst festival-goers.

10. Personas

The Follower

JENNA — THE FOLLOWER

Age: 22
Occupation: BSC Honours at UCT
Location: Rondebosch, Cape Town
Home life: Lives in a digs
Marital status: In a relationship
Favourite music genre: Electronic dance

"I go with my friends to the festivals they find. I don't have time to find them myself".

CHARACTERISTICS

Extroversion: ●●●○○
Social media: ●●○○○
Technology: ●●●●○
Planning: ●○○○○
Time: ●●○○○
Money: ●○○○○

ABOUT

Jenna is a full-time Bachelor of Science student at UCT. She has a busy schedule - but whenever she has a weekend off, she is eager to check in with her friends to see what's on. She loves going to music events; they give her a chance to unwind and have fun after a stressful week of studies. Although she likes meeting new people, she finds going out with her friends is essential - she loves to dance with her friends and thinks a night out isn't complete without them. Although events are important for Jenna to unwind, she will generally follow the lead of her friends when it comes to choosing an event to attend. She usually attends in medium to large groups.

Jenna largely relies on her friends to keep her informed and will generally tag-along with whatever they decide. These events are often sprung upon her, which will sometimes push her over her weekly budget and add extra strain to her workload. Sometimes these events are underwhelming - making her feel disappointed. When this happens, Jenna feels that she should have used her time more wisely and regrets having gone out.

GOALS

Jenna wants to see when her friends are going out, so that she can make plans to join them.

She wants to go out with her friends, while still sticking to her budget.

Jenna wants to be able to make informed decisions about the events she tags along to.

MOTIVATIONS

Jenna wants to unwind after a long week of studies when she gets the chance.

She doesn't want to regret going out when she chooses the wrong event to go to.

Jenna wants to plan her budget and her week accordingly.

FAVOURITE ORGANISERS

FRUSTRATIONS

Sometimes, Jenna feels that she tagged along to the wrong event. This makes her feel frustrated, as she could have spent the evening working.

The events her friends are going to are often sprung upon her, leaving her with little time to prepare.

Jenna sometimes goes over her budget buying last-minute tickets for events her friends are going to.

She feels like the doesn't have much choice when it comes to attending events.

The Enthusiast

KAYLA — THE ENTHUSIAST

Age: 20
Occupation: BA 2nd year at UCT; part-time waitress
Location: Gardens, Cape Town
Home life: Lives in a three-person apartment
Marital status: Single
Favourite music genre: Techno

"I like going to festivals with my friends to make memories and have fun."

CHARACTERISTICS

Extroversion: ●●●○○
Social media: ●●●●○
Technology: ●●○○○
Planning: ●●●●○
Time: ●●○○○
Money: ●●○○○

ABOUT

Kayla is a second-year Psychology student at UCT. When she isn't involved with her studies, she's waitressing at the local Fat Cactus to supplement her income; allowing her to attend more concerts.

Kayla is heavily involved in the event scene. She is a music enthusiast - letting loose on the weekend is an important part of her lifestyle, and prepares her for the busy week ahead of her. Kayla is always on the lookout for new events to go to. She loves experiencing new things, and making memories with the people she cares about.

Due to her enthusiasm, Kayla's friends rely on her for information and recommendations regarding upcoming events. She usually attends in large groups, going to smaller-name events she thinks she'll enjoy.

Although Kayla follows a handful of her favourite organisers on social media, this often isn't an adequate selection. She spends a decent amount of time browsing Instagram looking for new concerts to go to and adding them to Google Calendar. Although this is a time-consuming process, it has worked for her up until now. Recently with her part-time job and her increasingly demanding degree, she's starting to have less time to spend scouring social media. She's unsure of how she can change her approach.

GOALS

Kayla wants to be able to be well-informed about the concerts and events happening in her area.

She wants to spend less time looking for events on Instagram.

Kayla wants a more effective method of saving and organising events she's interested in.

MOTIVATIONS

Kayla thinks there should be an easier way to plan and manage the events she wants to attend.

She wants to make good recommendations to her friends about upcoming events.

Kayla wants to experience new events.

FAVOURITE ORGANISERS

THE BLUE ROOM

Sexy Groovy Love

with you.

FRUSTRATIONS

Kayla does not have time to scour social media to see what concerts are on.

She only knows how to find events from organisers she already knows.

She doesn't know how to stay well-informed.

Kayla feels that the selection of concerts she's aware of is unsatisfactory.

She's concerned that she'll miss out on event from her favourite organisers because she did not see their Instagram posts.

HENRY – THE PLANNER

Age: 26
Occupation: Full-time junior developer
Location: Greenpoint, Cape Town
Home life: Lives in a three-person apartment
Marital status: Lives with his girlfriend
Favourite music genre: Indie and Alternative

"Me and my friends go to concerts on the weekends to make good use of our free time."

CHARACTERISTICS

Extroversion: ● ● ○ ○ ○
Social media: ● ● ○ ○ ○
Technology: ● ● ● ● ●
Planning: ● ● ● ● ○
Time: ● ○ ○ ○ ○
Money: ● ● ● ● ○

ABOUT

Henry is a full-time junior developer and project manager at a systems management firm. Henry is close with his employees - his developing team is close-knit, and everyone gets along well. Some weekends, Henry will attend festivals and concerts to de-stress between projects.

He is very brand-loyal, and will often stick to events he's been to before because he knows what he's in for. He's hesitant to experiment with new organisers, since he knows that he enjoys his favourites. He's starting to wonder if he should branch out.

Due to his full-time employment, Henry has the money to travel to attend events he's interested in. Additionally, he can afford camping festivals and big-name concerts. He's always keeping an eye out for the popular and high-demand festivals so he can secure a ticket early on.

Henry plans his trips carefully - he makes sure he knows exactly what's happening, and when, so he can plan his events around his work projects. He and his friends are often in contact about the events they want to attend, and rigorously discuss their preferences and timetables in order to find events that suit them.

GOALS

Wants to have fun between work projects at well-known events.

Wants to find events that suits him and his friends' timetables.

Wants to make sure his weekend is spent wisely.

MOTIVATIONS

Is starting to become curious about exploring new events.

Wants to experience new things.

Wants to know what to look out for in the future.

FAVOURITE ORGANISERS

FRUSTRATIONS

Henry is cautious about attending new events - he doesn't know what will be worth his while.

He finds it difficult finding festivals that pique his interest.

Henry feels that the selection of concerts he's currently attending could be expanded.

She's concerned that she'll miss out on event from her favourite organisers because she did not see their Instagram posts.

11. Recommendations

As of now, there is a clear understanding of what the core problem is, and what users are looking to improve upon on their current methodology. However, more research needs to be done with respects to the type of solution to be implemented, and what format is the most desirable for users. The main solutions I will look in to for the future is as follows:

- Dedicated application: FestiFind
- Additional Instagram built-in functionality
- Filtering systems on social media

In the next sprint of the project, I will contemplate these three possibilities in order to determine an effective solution.

Scenarios
Finding an event this weekend – Kayla

Kayla looks at her calendar, and realises she has a work-free weekend. She wants to find an affordable music event happening this weekend that suits her taste. Kayla first opens Instagram – her favourite social media app, and her go-to for seeing what's on in Cape Town. She starts by checking the pages of her favourite organisers – but none of them have events on during her free weekend. Frustrated, Kayla returns to her Instagram homepage to do some mindless scrolling.

Amidst the posts, Kayla sees an advertisement for an application, FestiFind, which promises to supply curated events that suit her needs. Intrigued, Kayla installs the app. Once downloaded, she opens the application, creates an account, and fills in her preferred price range, location, and genre information. She is then asked to follow organisers she likes, or to skip the process entirely. Kayla searches her favourite organisers: BlueRoom, Up the Creek and Sexy Groovy Love, so she follows their pages.

Returning to Home, Kayla is given an assortment of various events that are in-line with her preferences. Kayla sorts these events by date – looking for one happening the coming weekend. The first group of results are FestiFind's recommendations, given the preferences Kayla filled out in her profile. She quickly finds an event that suits her interests – happening on her free weekend, within her budget, and showcasing music she enjoys.

Kayla enthusiastically tells her friends about the event. They install FestiFind and add each other as friends, allowing them to see which events they're interested in the future. Using the app, Kayla shares the event details with her friends – enabling the group to buy tickets to an upcoming themed event at a local club. FestiFind adds the event to their smartphone's calendar and reminds the ticketholders of the event the day before.

Kayla and her friends attend the event and have a blast – that evening, they log onto FestiFind and leave a good review on the event's page, as well as follow the organiser for future updates.

Storyboarding

Story Board
"Let's see what's on this weekend"

Kayla saw an Instagram advertisement for an event finding and management application, FestiFind.

Kayla installed FestiFind on her smartphone and updated her price, location and genre preferences.

While exploring the application, Kayla recognised one of her favourite organisers. She followed the organiser and enabled event notifications so she could stay up-to-date.

Using the given information, FestiFind recommends events for Kayla. She searches for events happening during her next free weekend. Kayla found a themed event at her local club the following Saturday.

Kayla showed this event to her friends. Using FestiFind, they were all able to buy tickets for the event and save the date onto their smartphone's calendar.

Kayla follows her friends on FestiFind, so that she can see which events they're going to in the future.

She and her friends had an amazing time at the event and are eager to return.

12. Appendix

Graph purposes and key

Heat mapping ranges from 5 (high) to 1 (low) and is used to indicate severity/importance in various diagrams. The colour scheme used for heat mapping is included below.

5	4	3	2	1
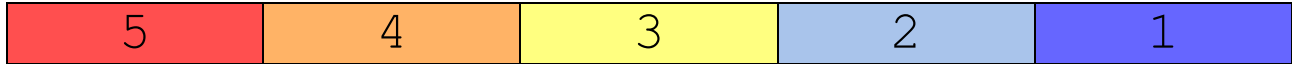
Introductory asynchronous survey results

https://forms.gle/3FcCBLn5ZbpuxzxJ7

Personal information

Figure 5a.
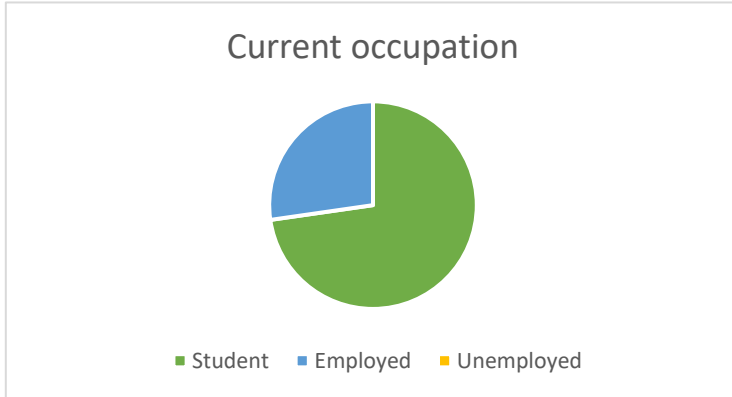
Figure 5b.
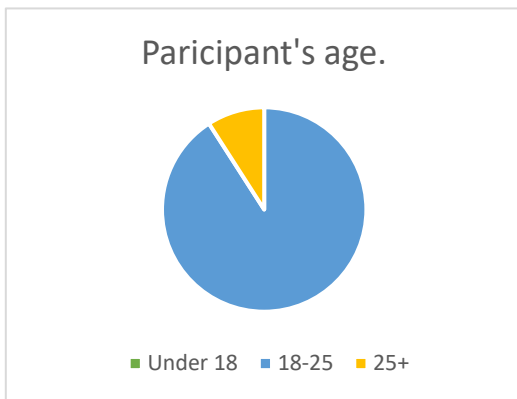
Figure 5c.
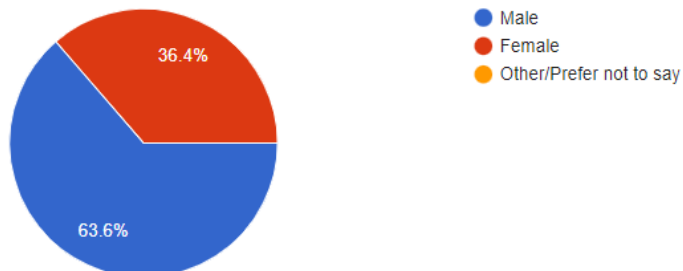
Defining "events"

Figure 5d.

Which of the following words do you associate with the word "event"?
11 responses

Category	Value
Requires a ticket	9 (81.8%)
Music	8 (72.7%)
Socialisation	9 (81.8%)
Theatre	6 (54.5%)
Market	2 (18.2%)
Street fair	2 (18.2%)
Dancing	6 (54.5%)
Alcohol	8 (72.7%)
Themed gatherings	8 (72.7%)
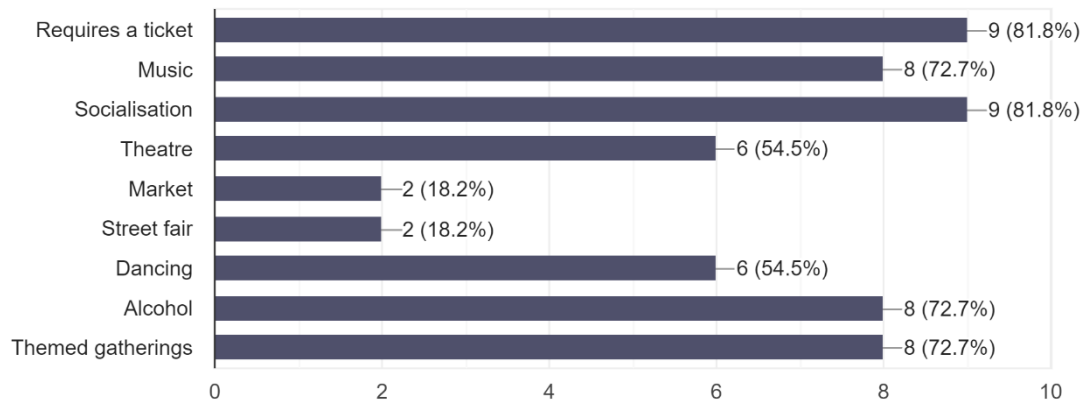
Figure 5e.

Which of the following items would you consider to be an "event"?
11 responses

Category	Value
A thrift market	2 (18.2%)
A farmer's market	3 (27.3%)
Live music at a bar	9 (81.8%)
A themed occasion at a club/bar	11 (100%)
A day festival/concert	11 (100%)
A multi-day festival/concert	11 (100%)
Special deals at a restaurant	0 (0%)
A street party	6 (54.5%)
A guest DJ at a club/bar	8 (72.7%)
An uncommon occasion	7 (63.6%)
A regular night at a club/bar	2 (18.2%)
Any occasion when I'm with my…	2 (18.2%)
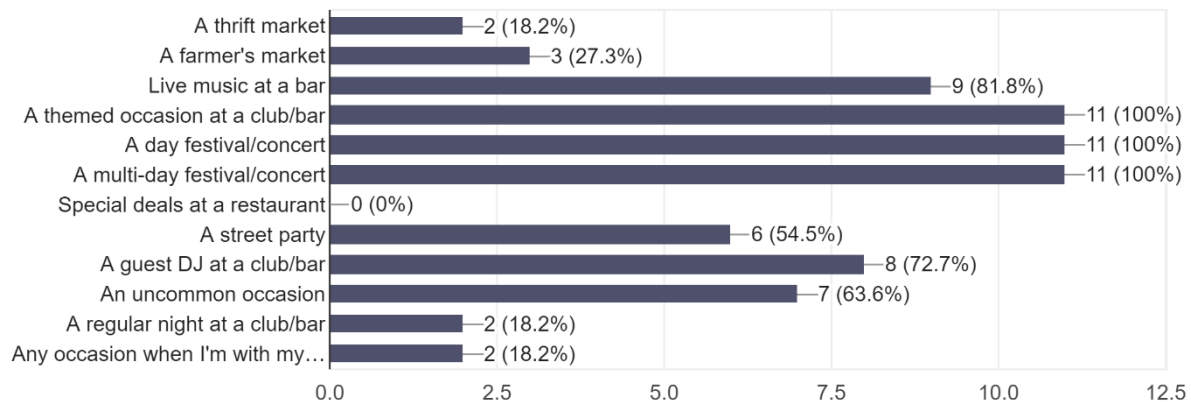
Figure 5f.

How often do you attend events?
11 responses

🔵	Almost never
🔴	Once a year
🟠	A handful of times a year
🟢	Around once a month
🟣	Around twice a month
🔵	Most weeks

Figure 5g.

What would attract you to an event?

Figure 5h.

What puts you off an event?
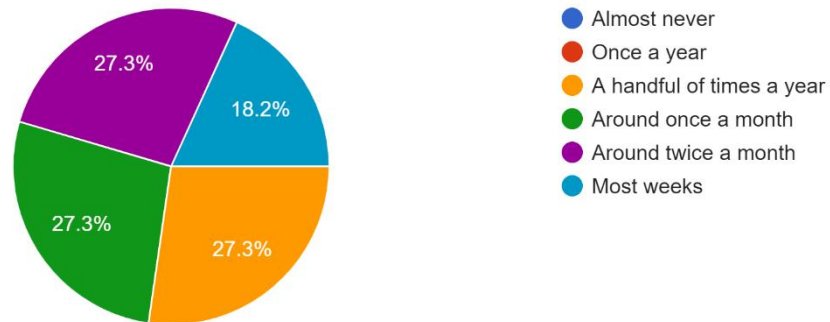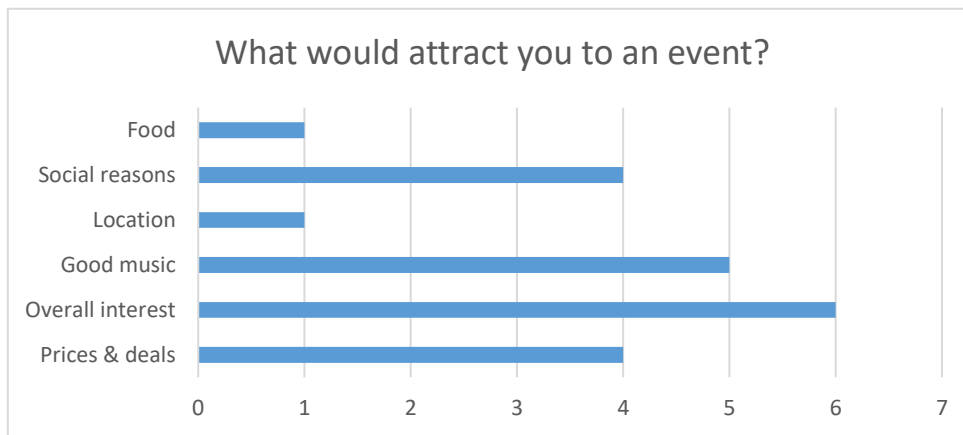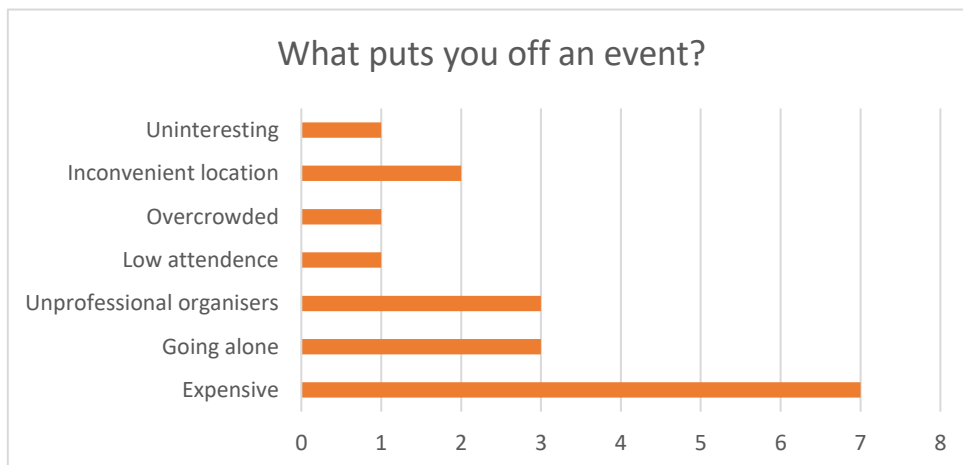
Finding events

Figure 5i.

Do you generally purposefully search for events to attend, or do you stumble upon them?
11 responses

- ● Purposefully search
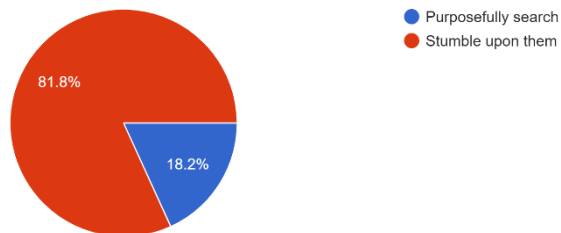- ● Stumble upon them

81.8%

18.2%

Figure 5j.

Where do you find out about these events?
9 responses

Word of mouth	8 (88.9%)
Facebook	0 (0%)
Instagram	8 (88.9%)
Twitter	0 (0%)
Specific organiser's page	5 (55.6%)
Email newsletters	1 (11.1%)
Posters/flyers	2 (22.2%)
Online advertisements	7 (77.8%)

Figure 5k.

How would you rate your level of satisfaction with your current method of finding and managing events?
11 responses

1: 0 (0%)
2: 1 (9.1%)
3: 5 (45.5%)
4: 3 (27.3%)
5: 2 (18.2%)

Current approach

Figure 5l.

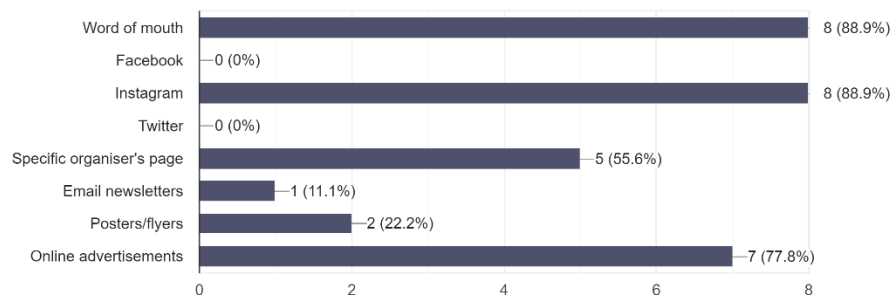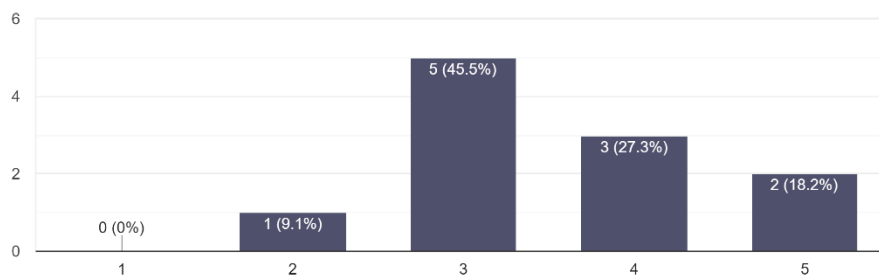Which of the following options best describe your social approach to attending events?
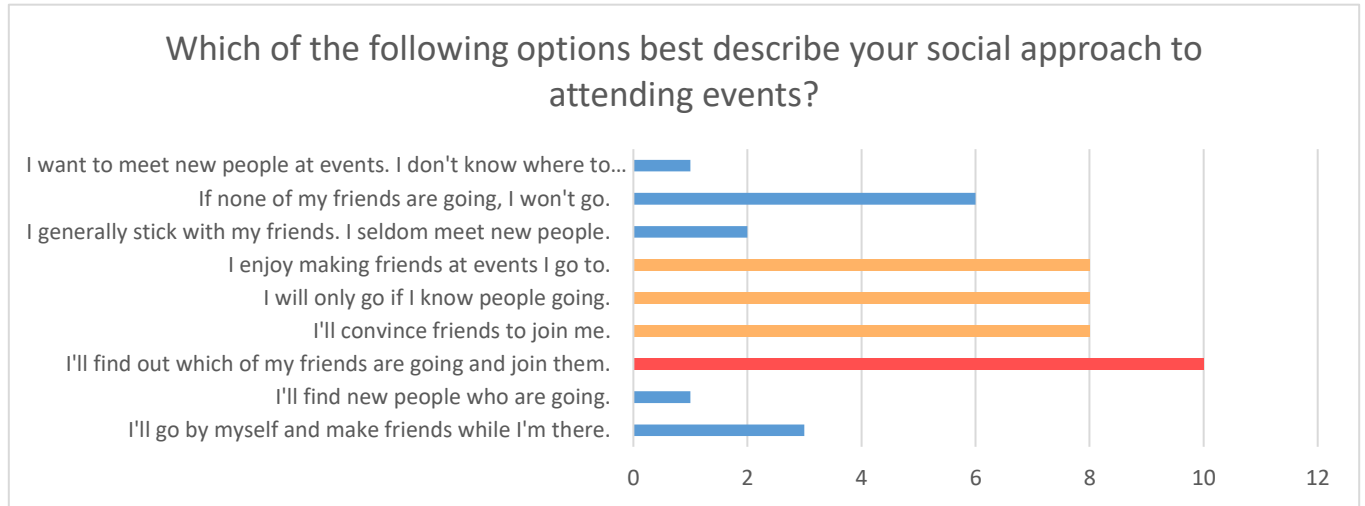
Figure 5m.

How would you rate your level of satisfaction with your current method of finding and managing events?

11 responses

Figure 5n.

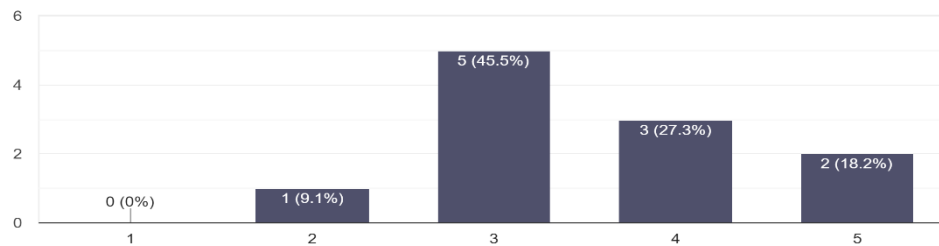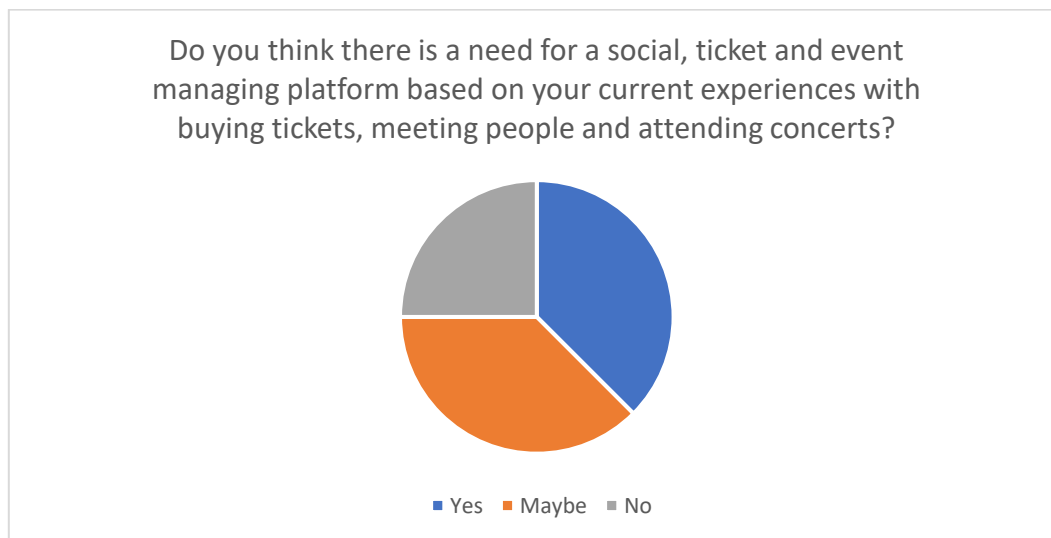

Do you think there is a need for a social, ticket and event managing platform based on your current experiences with buying tickets, meeting people and attending concerts?

- Yes - Maybe - No

Thematic analysis

Figure 5o

What do you like about your current way of organising and discovering events?

Indifferent
- Nothing in particular.
- It works.

Highly personalised
- I get to know which of my friends are going.
- It's catered to what I'm looking for.

Enjoys the spontaneity
- I don't spend too much time planning.
- Spontaneous.
- I don't know what I'll go to next - Interesting.
- It's unpredictable - Element of surprise

miro

Figure 5p

How do you currently manage/organise the events you wish to attend?

I use Apps to organise my events.
- Google Calendar.
- Marked as "going" on Facebook.
- I manage it myself using my own app.

Tickets determine which events I go to.
- Buying a ticket forces me to go.
- I choose events that are most reasonably priced.

I don't really have a set structure.
- I do whatever my friends do.
- I go by word of mouth and attend events that I think will have a good turnout.
- I just go with the flow.
- I don't really organise. I attend what I think I'll enjoy most.

miro

Figure 5q

What do you consider an "event" to be?

An occasion where something happens.

Socialisation	(Live) music	Large groups of people
Meeting people for a particular reason	Festival/Party	Where something takes place

A well-organised gathering.

Tickets	A formally organised setting	Play / Performance
Advertising presence	A full venue	

I'm able to buy products there.

Drinks	Food

miro

App Store ratings analysis

Facebook
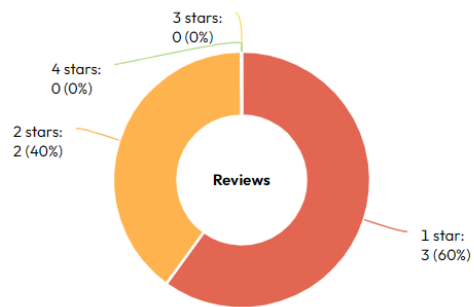
Figure 5

Instagram

Figure 6

1 star:
7.2k (0.81%)

3 stars:
16.7k (1.89%)

4 stars:
71.5k (8.11%)

Total Displayed Ratings

5 stars:
783k (88.77%)

Figure 7

Eventbrite