

Event World Case Study

By Michał Ziętek

Project Goal & my responsibilities.

The goal was to build a desktop application and a mobile application to manage and create events, teams, and tickets. I would like to focus on a few examples showcasing my UX and UI skills.

Firstly, I received rough designs which weren't acceptable from my point of view. They needed a great amount of UX work (sitemaps, flows, interviews, workshops etc.) and then designing UI starting with a design system to get final high-fidelity mock-ups and interactive prototypes.

This case study will cover the desktop application. I was also responsible for creating the new experience and design of the mobile application as well.

Let's go through an example – the Event Card.

Below is the newest design for the Events page.

The screenshot displays the 'Events' page in the Event World application. On the left is a dark sidebar with navigation options: Ticket Holders, Events (highlighted), Event Team, Locations, and Settings. At the bottom of the sidebar is a user profile for Maximilian Mustermann and a Logout button. The main content area has a header with the 'eventWorld' logo, the title 'Events', and a 'Create Event' button. Below the header are tabs for 'Pending', 'Upcoming', 'Past', and 'Declined', with 'Pending' selected. A search bar is located on the right. The events are listed in a table with columns for Name & ID, Date & Time, Location, Tickets, and Time Left. Each row includes a 'Details' button.

NAME & ID	DATE & TIME	LOCATION	TICKETS	TIME LEFT
Business Info - Monterrey U BI 000.002	09.11.2021 16:00 - 19:00	Business Center Monter.. Monterrey, Mexico	78/80	0h 54m
Elite Seminar - Gelsenkirchen U ES 000.003	19.11.2021 10:00 - 19:00	Fusbal Arena Gelsenkirchen, Germany	1568/20000	2h 23m
Workshops - Warsaw W 000.005	20.12.2021 17:00 - 21:00	Warsaw Spire Warsaw, Poland	10/80	3h 14m
Business Info - Vienna U BI 000.007	22.01.2022 15:30 - 19:30	Hotel Vienna Palace Vienna, Austria	65/180	5h 34m
Startup Workshops - Cracow SW 000.002	24.08.2022 18:00 - 22:00	Dragon Hotel Cracow, Poland	250/250	7h 54m
Business Info - Turin BI 000.012	04.09.2022 14:00 - 22:00	Turin Grand Hotel Turin, Italy	56/120	9h 45m

Event Card

The Event Card went through 2 major design updates over a year.

Phase 1. Started when I began to work on the project.

The problem: The tables in the system are hard to read.

Diagnose: There's too much data and the information architecture is wrong.

From the Business perspective, all the information was very important to have. It needed UX sessions with exercises to clarify and sort the information.

I was focused on removing major pain points. The user couldn't find the desired information, the information architecture was lacking.

Date	Type	City	Location	Location Price	Event Manager	Event requested!	Time left: 12:53
08.11.2021	BI	Graz	Flughafen Graz	EUR 100	John Doe	Location availability	<input type="checkbox"/> <input checked="" type="checkbox"/>
Event Number	Time	Country	Tickets	Ticket Price	Speaker	Event Manager availability	<input type="checkbox"/> <input checked="" type="checkbox"/>
000.002	19:00	Austria	80	EUR 0	Jane Doe	Speaker availability	<input type="checkbox"/> <input checked="" type="checkbox"/>
						Lyconet approval	<input type="checkbox"/> <input checked="" type="checkbox"/>

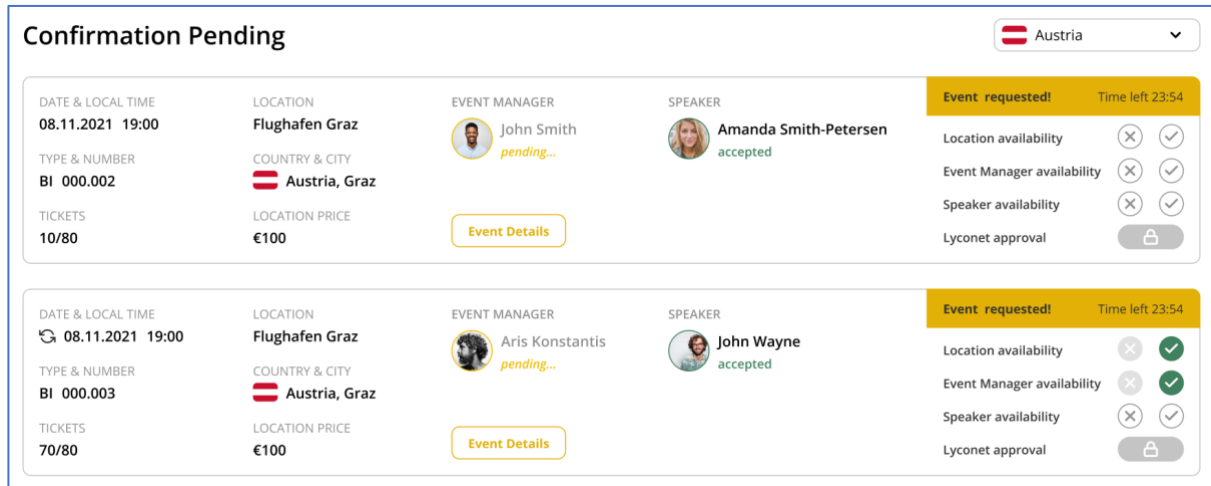
Date	Type	City	Location	Location Price	Event Manager	Event requested!	Time left: 22:54
09.11.2021	BI	Graz	Flughafen Graz	EUR 100	John Doe	Location availability	<input type="checkbox"/> <input checked="" type="checkbox"/>
Event Number	Time	Country	Tickets	Ticket Price	Speaker	Event Manager availability	<input type="checkbox"/> <input checked="" type="checkbox"/>
000.003	19:00	Austria	80	EUR 0	Jane Doe	Speaker availability	<input type="checkbox"/> <input checked="" type="checkbox"/>
						Lyconet approval	<input type="checkbox"/> <input checked="" type="checkbox"/>

Screenshot 1. What was received.

Way of thinking and steps to solve.

1. Get familiar with the labels and the level of importance.
2. Prepare an exercise (card sorting and connecting) of which labels can be joined together, which needs to be close to achieve maximum readability e.g. Location + City.
3. Clarify UI – it's not the label, which is most important, it is the value. Fix the IA to make it readable.

After the series of exercises, which I lead, the vision was clarified. At the end of the process and updating the general application layout I ended up with the card where the information architecture was resolved.



Screen 2. What was achieved.

I created the quick survey to ask Users if they can easily find the desired information. The outcome was that solution in the **screenshot 2** had improved readability and the information was easier to locate.

Phase 2. Started after the pilot usage

Diagnose: There's too much information on the Event Card still.

The pilot use of the application was done at the biggest company event where I had a chance to interview actual users of both, mobile and desktop apps.

I wanted to check if the introduced solutions were understandable and easily adopted by the new and existing users.

I had a chance to speak to both – general users and event staff.

Way of thinking and steps to solve.

1. I prepared 2 surveys to get qualitative results, but after it, I had a few open questions. 1st Survey was for clients (mainly using the mobile app), the 2nd survey was for staff members (using both mobile and desktop app).

Questions were focused to clarify existing UI and IA.

2. Sort out the results to check if Phase 1 is enough or we can narrow down the amount of information even more.
3. Prepared workshops for Business Owner and Business Analyst. They needed to check the results of my interviews and approve them before the next steps.
4. Working on UI and IA based on the user surveys, workshops, and feedback gathered.

The both apps were a great success, but I knew we can make them even better. That's why after the event and feedback processed, I knew where to start work to make the app even more useful.

Below is the minimized version of the event card.

NAME & ID	DATE & TIME	LOCATION	TICKETS	TIME LEFT	
Business Info - Monterrey U BI_000.002	📅 09.11.2021 🕒 16:00 - 19:00	📍 Business Center Monter.. Monterrey, Mexico	🎫 78/80	🕒 0h 54m	Details
Elite Seminar - Gelsenkirchen U ES_000.003	📅 19.11.2021 🕒 10:00 - 19:00	📍 Fusbal Arena Gelsenkirchen, Germany	🎫 1568/20000	🕒 2h 23m	Details
Workshops - Warsaw W_000.005	📅 20.12.2021 🕒 17:00 - 21:00	📍 Warsaw Spire Warsaw, Poland	🎫 10/80	🕒 3h 14m	Details

Screen 3. What was achieved in the second redesign phase.

Conclusion

After receiving, from a Business Owner, the screens in the beginning, I knew that is going to be a great challenge and an iterative task. I worked closely with BO and PO to make the most out of it. We did workshops that I was leading. I knew everything needs to be clearly communicated to the developer teams (back and front end). Atomic approach to the elements of design and functionalities came out as the best possible choice.

Moreover, **user opinion matters**. After getting the feedback in both phases I had more meaningful information about fixing the layouts to make them easier to read. Apparently, there was a huge gap between **what the Business thinks and the actual user's opinion**.