Team A3 June 2025

Alexa Kolodgie

Madison Rogers Curtis

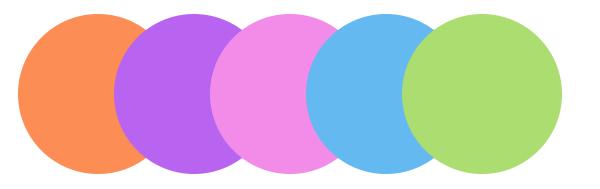
Rachel Alfonso

Andrea Carmona

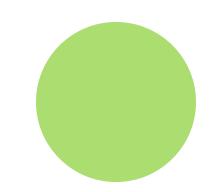
Bhavika Kattukar

Milestone 2

- 1. Meet Our Team / Problem Statement
- 2. Platform Choice
- 3. MVP
- 4. IA and User Flows
- 5. Low Fi Wireframes
- 6. Road Ahead



Meet Our Team!





Alexa Kolodgie

I'm a graphic designer who's always curious and looking for new ways to grow. I use design as a way to explore, express, and connect with people. I'm interested in creating work that's thoughtful and intentional and in my free time, I'm usually still making something, just because I love to create.

One Word that describes you: Reflective



Andrea Carmona

I have a background in Architecture and Design. Outside of work, you'll find me exploring new design trends, traveling to soak up inspiration. I'm all about creativity and innovative design.

One Word that describes you: Creative



Rachel Alfonso

I have a background in Graphic and Web Design and a strong interest in digital strategy. I love turning ideas into experiences that feel clear, intentional, and emotionally resonant. Outside of work, I enjoy exercising, creating miniatures, and exploring how creativity can show up in unexpected places.

One Word that describes you: Curious



Bhavika Kattukar

Hi, I am Bhavika from Pune, India! I have a background in graphic design and web design. I love coming up with new and innovative ways of doing creative work. Design for me is something that should be minimal and functional and easy to understand. I believe in simplicity and one of my passions is fitness and I love travelling as well.

One Word that describes you: Adventurous

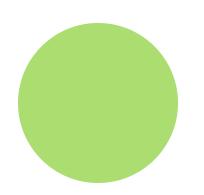


Madison Curtis

Hello, I'm Madison. I am a Web Designer from Charlotte, North Carolina. I also have experience in Quality Assurance and Graphic Design. I love to design and be creative. I have worked in digital design for 7 years and I am hoping to specialize in User Experience design. In my free time, I love to craft. Stained glass and macrame are some of my favorite hobbies.

One Word that describes you: Innovative

Problem Statement





How might we help people choose what to do in their free time more easily, by offering simple and relevant suggestions that match their energy, availability, and context—without overwhelming them with options or requiring too much effort, even on a budget.



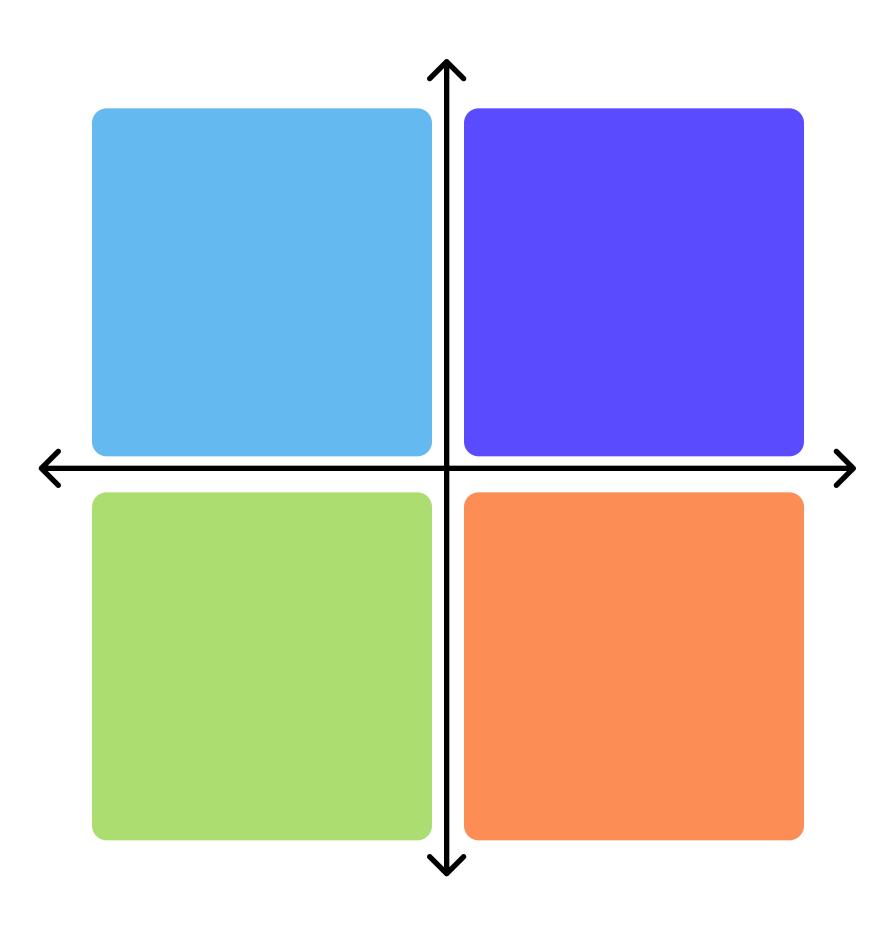
Platform Choice - App

After evaluating the project scope, audience behavior, and key features, we have chosen to develop the **App version** for our MVP. This decision is supported by several factors:

- **User context and usage patterns**: The app is designed for people who want to make the most of their free time in short, flexible moments (often while on the move or between tasks) making mobile the more intuitive platform.
- Survey insights: Our survey responses confirmed that most users tend to look for things to do on their phones, and often while they're not at home. Many respondents also indicated they want suggestions that match their mood or available time, which aligns naturally with the real-time and context-aware nature of mobile use.
- Platform expectations: Target users are already familiar with using mobile apps for discovering events, content, or self-care tools. They expect convenience, speed, and personalization in a lightweight interface.
- Core functionality: Features like mood-based suggestions, interest filtering, optional location use, and saved activities are particularly well suited to a mobile environment. The updated feed layout also supports standard mobile design conventions.
- Feasibility and delivery: Focusing on an app version allows the team to prioritize user experience through a compact and cohesive mobile interaction flow, without the additional complexity of multi-platform support at this stage.

In summary, the mobile app version best supports both the user needs and the goals of our MVP, offering a seamless way to deliver the core experience we aim to provide.

MP



MVP - Our Process

MVP Goals

The goal of this MVP is to help users make emotionally aligned, low-effort decisions about how to spend their free time — without overwhelming them with options, pressuring them to be productive, or ignoring their internal state.

The product focuses on:

- Supporting users who feel indecisive, low-energy, or overstimulated
- Offering meaningful suggestions based on mood, context, time, and energy
- Encouraging mindful, realistic leisure even on a tight budget

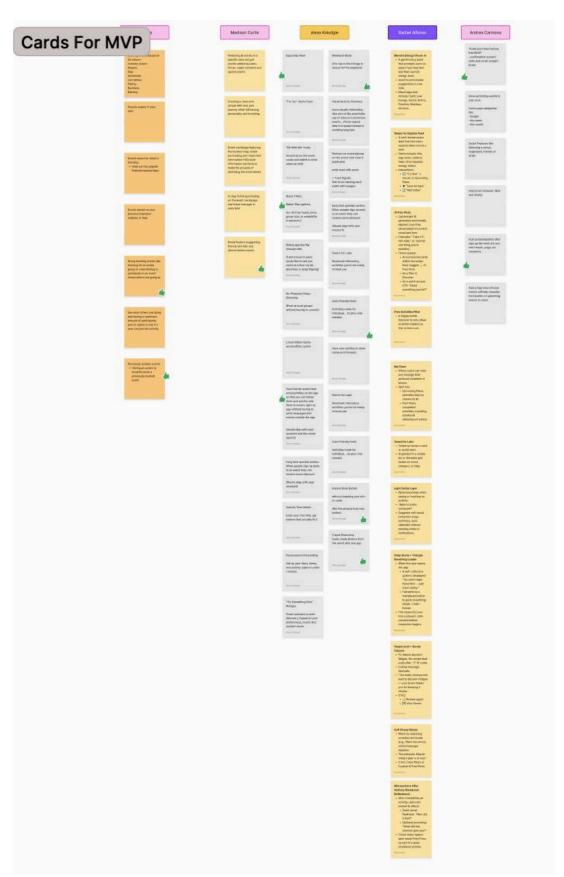
It's designed to reflect the needs of our two user personas:

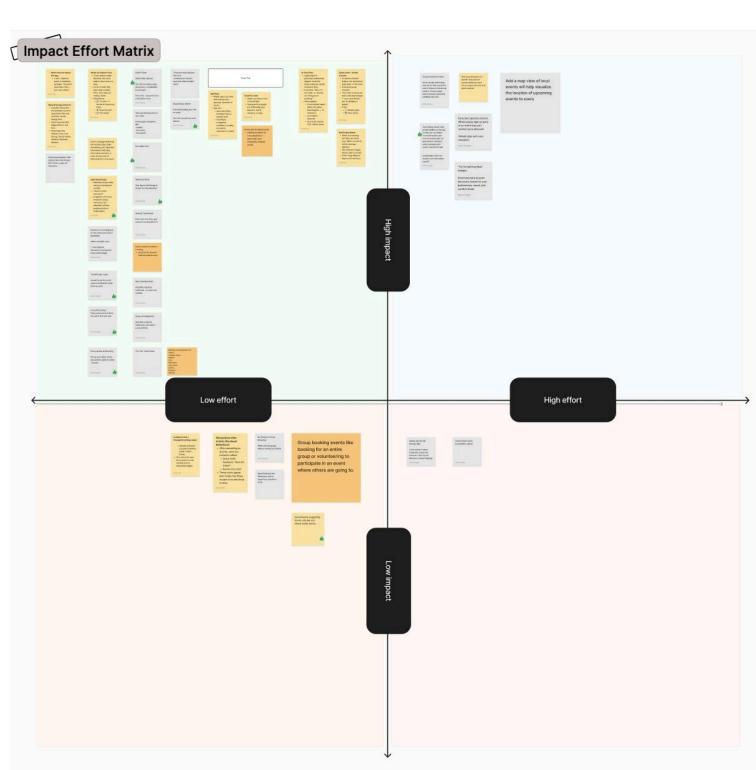
- Isabella, an emotionally aware introvert looking for calm, intentional moments
- Liam, a spontaneous extrovert drawn to shared experiences and last-minute plans

MVP - Our Process

MVP Selection Process

To select our MVP features, we created several sticky notes in FigJam that we each found to be important features based on our research. We then used the impact/effort matrix to sort the sticky notes into groups based on their impact and the level of effort it would take to produce the feature within our app. The images to the rights show our process for selecting MVP features. We also added a thumbs up to any feature that we really wanted to see on the app.





MVP - Our Process: Key Features

Key Features

1. Quick Filters and Better Filter Options

Allow users to sort by mood, price, group size, or availability in seconds. Why it's important: Quick and better featured filter options will allow users to find events with ease. This is beneficial to users who feel overwhelmed trying to find events as well as users who are searching for events at the last minute. We determined that creating a stress-free search process would be a high impact and low effort feature using the impact/effort matrix. This feature will have a huge impact on gaining returning users and would require structural (IA) changes. Our survey results showed that some users find it frustrating when they can't narrow down options or find events they are interested in. This would resolve both user issues. Featured filters are highlighted under the search bar.

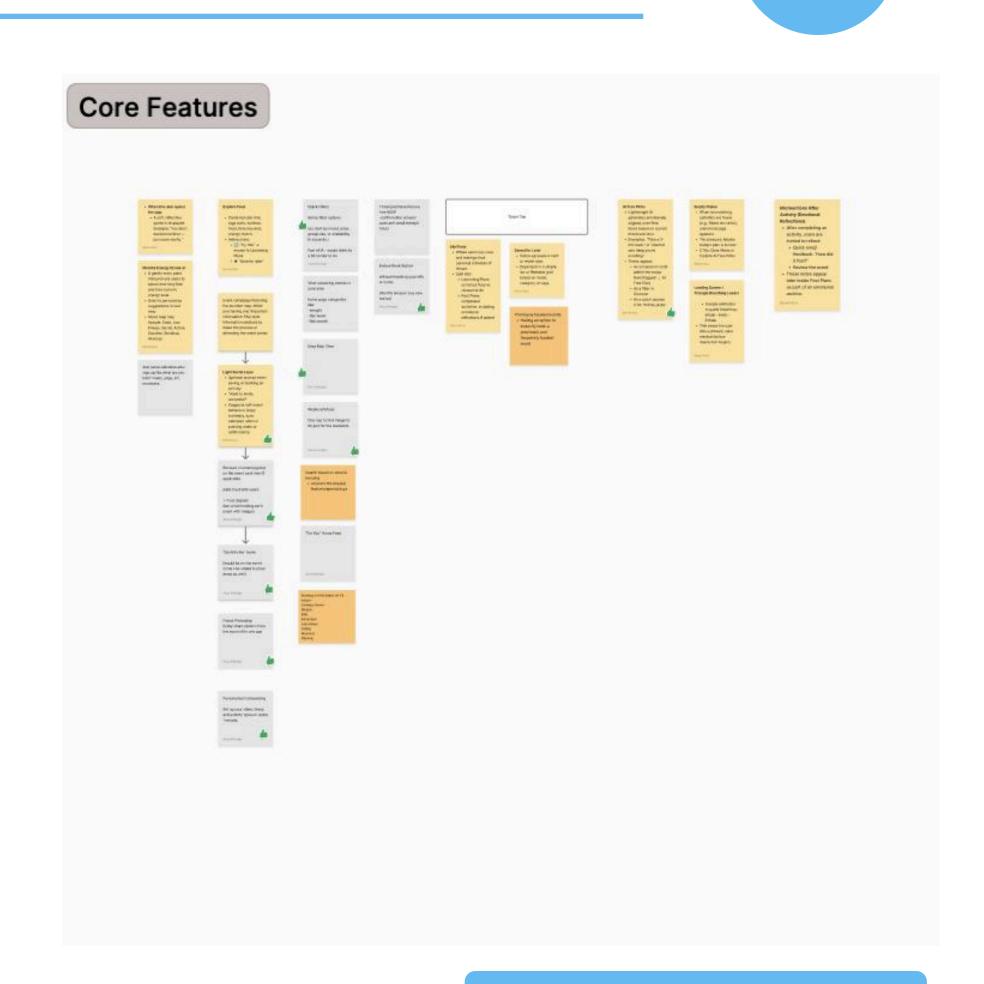
2. Instant Book Button

If a user has previously attended an event (for ex. reoccurring yoga class) a lightning bolt will appear on the event card. When the lightning bolt is tapped the user can instantly book the event again using their saved ticket preferences and payment method. Why it's important: This is important because it encourages users to purchase tickets and attend events again and again. It also makes the checkout process for the user incredibly simple and fast. We determined that this would be a high impact and low effort feature using the impact/effort matrix. It be high impact in allowing the user a quick checkout option and only requires a checkout process using saved preferences and payment method.

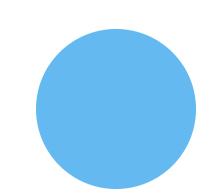
3. Easy Map View

In our competitive analysis, we noticed that the map feature was not always easy to find or use

Why it's important: Maps are incredibly important to the user of our app because they provide the location of the event. If the map is hard to find or provides the wrong address, the user might not be able to attend the event. We determined that this would be a high impact and low effort feature using the impact/effort matrix. It would be high impact because the user needs all the necessary information about the location of the event and low effort because it would mostly require making the map easy to access from the event card.



MVP - Our Process: Key Features (cont.)



Key Features

4. Weekend Mode

Weekend mode will only require one-tap to find things to do just for the weekend. Why it's important: This is important to make it easy for users to make weekend plans. Users will be able to see trending events in their area that are happening over the weekend. This could appeal to the more spontaneous user who is drawn to popular social experiences. Our survey results showed that users typically look for events a few times a month or weekly. This would appeal to both categories. We determined that this would be a high impact and low effort feature using the impact/effort matrix. It would be high impact because users could find weekend events easily and low effort because it just requires grouping all events within specific dates.

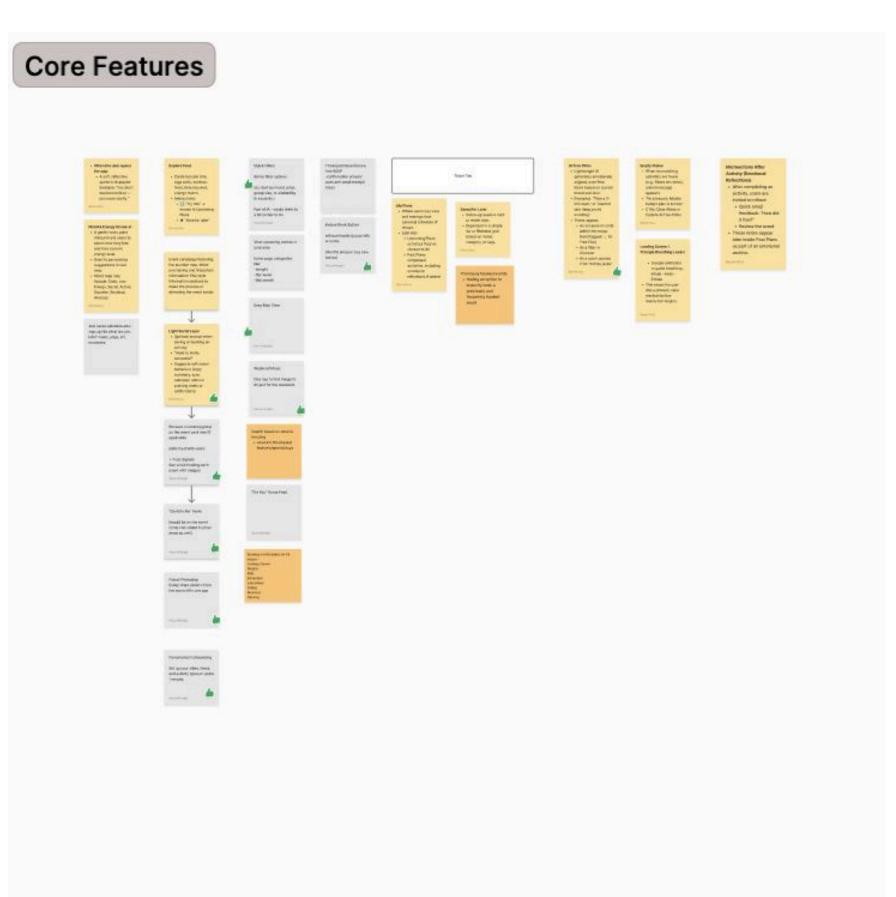
5. Friend Suggestions

Friend suggestions would be a social feature suggesting friends who like and attend similar events.

Why it's important: This is important because it adds a social aspect to the app. Not only can you attend events but you can also find friends with similar interests. Based on our search results, users are more likely to try new activities with a friend. We determined that this would be a low effort and low impact feature using the impact/effort matrix. It is a fun part of the app but not crucial to the functionality.

6. Social Profiles

Each user would have actual social profiles on the app so that you can follow friends and quickly add them to events. Users can message friends without having to leave the app. Why it's important: This is important because our research showed that the majority of users liked attending events with a friend. We determined that this would be a high impact and high effort feature because it would require a messaging system and algorithm to suggest friends but would be great for the social aspect of our app that was really important to potential users.



MVP - Our Process: Key Features (cont.)

Key Features

7. Go With Me Mode (Invite Button Flow)

This feature lets users invite a group of friends to an event and track responses directly in the group chat. The invite and planning process happens in one place and keeps moving even if someone backs out. There's no need to restart or lose momentum. Users can still go ahead with checkout without having to resend anything. In our survey, 50% of users said they prefer attending events with others, so making that process easier and more flexible felt important.

This was ranked as a high-impact, low-effort feature on our matrix due to its ability to reduce planning friction and increase follow-through.

8. Photodrop

Photodrop lets users share photos in the group chat after an event. Everyone can view, download, or repost them, which keeps the energy going and turns the app into more than just a place to buy tickets. With over 70% of users regularly searching for events, Photodrop gives them a reason to return, share memories, and stay connected with their group.

We marked this as a high-impact, low-effort feature because it adds emotional and social value after an event and helps keep users engaged.

9. AI Helper

The Al Helper is a conversational tool that helps users find events, send invites, and get quick answers without selecting through filters. Our survey showed that people search for things to do weekly or monthly and often want a faster way to plan.

We rated this as a high-impact, low-effort feature on our matrix because it reduces friction and supports personalized discovery, even if it may involve some structural changes.

10. Personalized Onboarding

New users go through a quick setup flow where they choose interests and connect with friends or groups. This makes the app feel relevant from the start and helps users begin planning right away.

We marked this as a high-impact, low-effort feature on our matrix because it sets the tone for a personalized, socially connected experience early on.

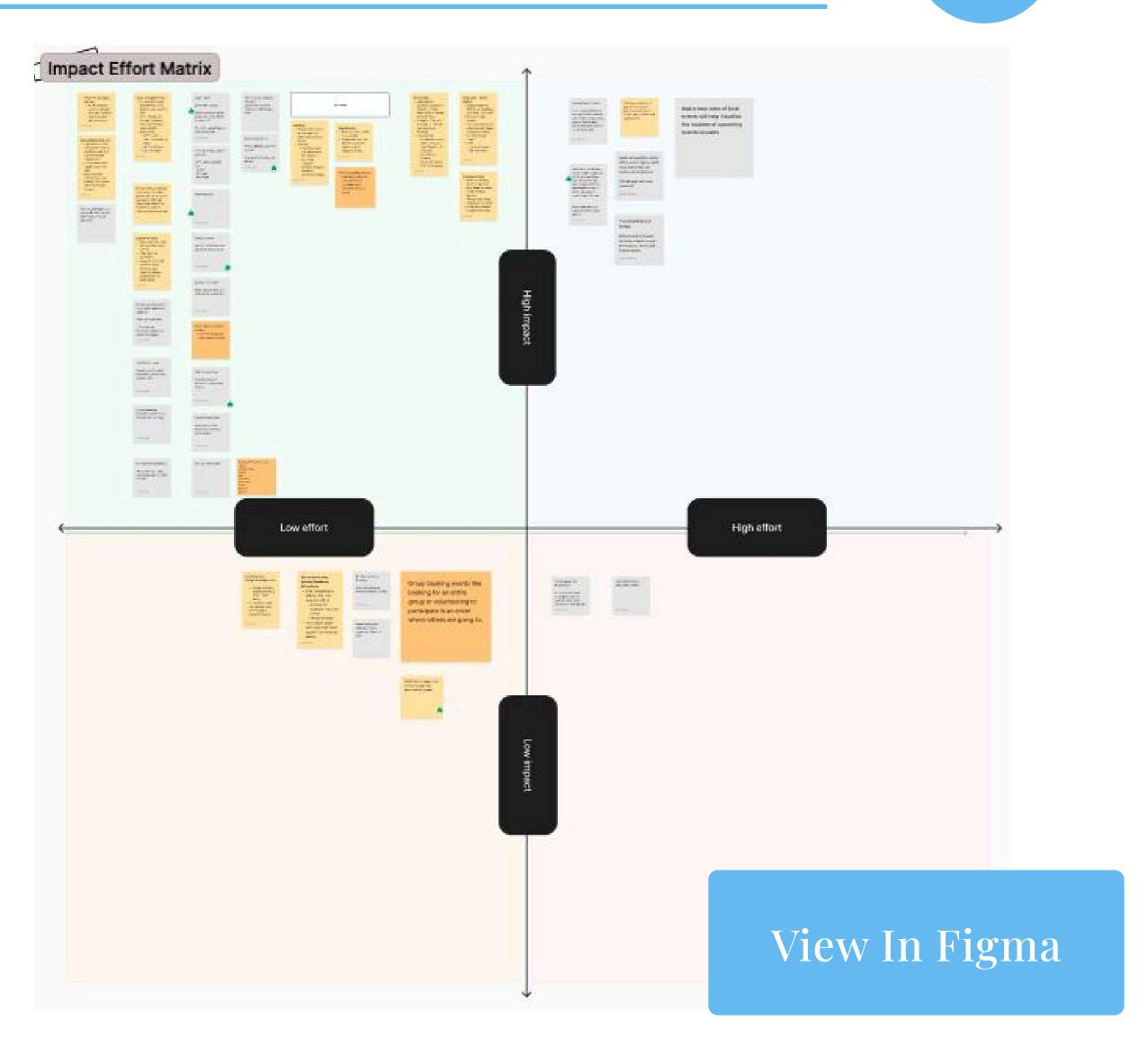


MVP - Our Process

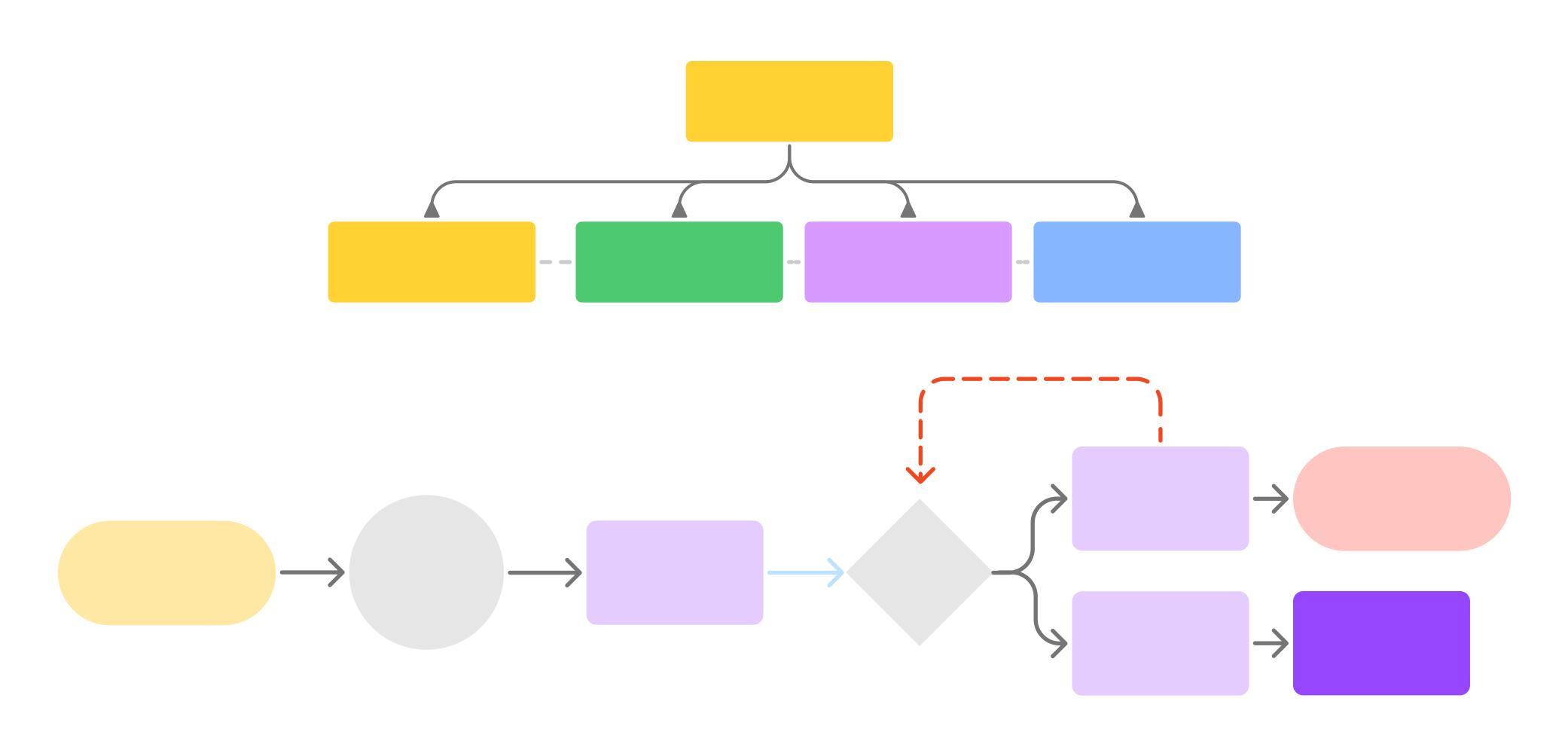
Findings

We identified core features for our app such as ease of use, featured filter options, a quick checkout option, easy to access maps, and social enhancements like friend suggestions and messaging. We also included elements like personalized onboarding, Photodrop, group invites, review prompts, and the Al Helper to reflect how users plan and connect around events. We determined the MVP features based on survey results from potential users, user personas and competitor analysis. We then used the effort/impact matrix to determine the value add and work that would be required to create these features within our app.

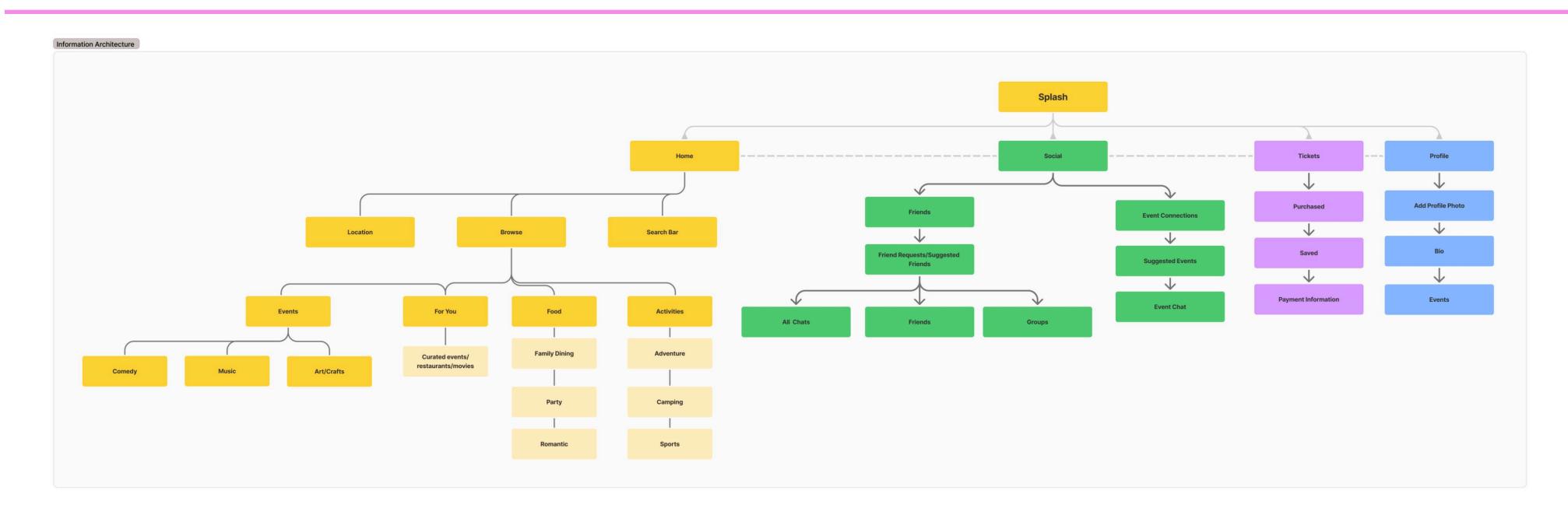
Note: While there were several MVP features we were excited about and decided to keep listed in our core features to show our process, we chose to focus on the ones that best supported our core vision. Other features can be introduced later, but for now we're prioritizing the essentials to keep the app intentional, clear, and easy to use.



IA and User Flows



Information Architecture



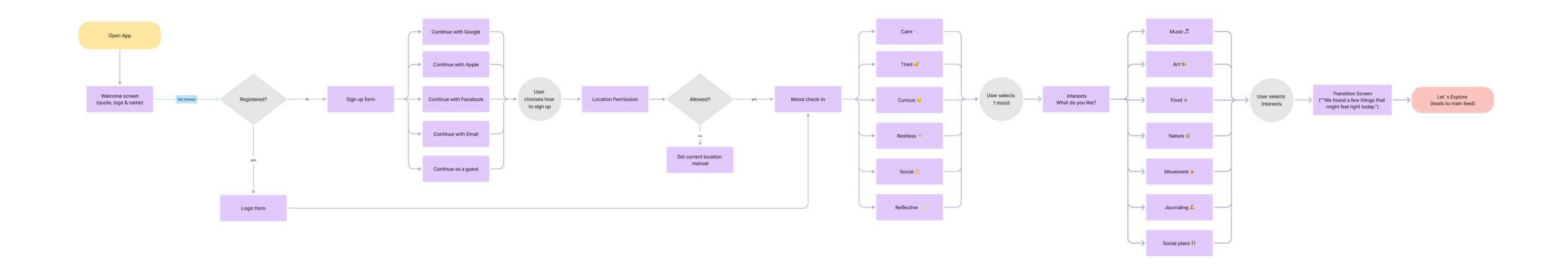
For the information architecture, we divided the segments into four tabs -

- 1. Homepage This covers searching and looking into all types of events provided to the user. User can search based on their preferences and filters are available to narrow down to a user's preference. Users are provided with variety of activities.
- 2. Social tab Further divided into friends and event connections. The social tab allows users to share an event with their friends and also invite them to be in group chats where they can share photos and videos of the event. Event connections shows suggested events and chats related to that.
- 3. Tickets Tickets tab covers the booking of events. Users can see all their saved, bought and previously purchased tickets under the tickets tab. All the payment info related to the ticket is also included in the tickets section
- **4. Profile** User profile covers all details of the user account. Users can access all their events attended, groups, friends, their contact info, payment info, account settings, customer care, privacy, help and support under this tab.

Our Key User Flows

- Onboarding User Flow
- Home Tab User Flow
- Social Tab: Group Event Invite + Post-Event Interaction: Review + Photodrop User Flows
- Ticket Tab: Instant Book Button 👉 + Ticket Purchase 🥌 User Flows
- Profile Tab User Flow

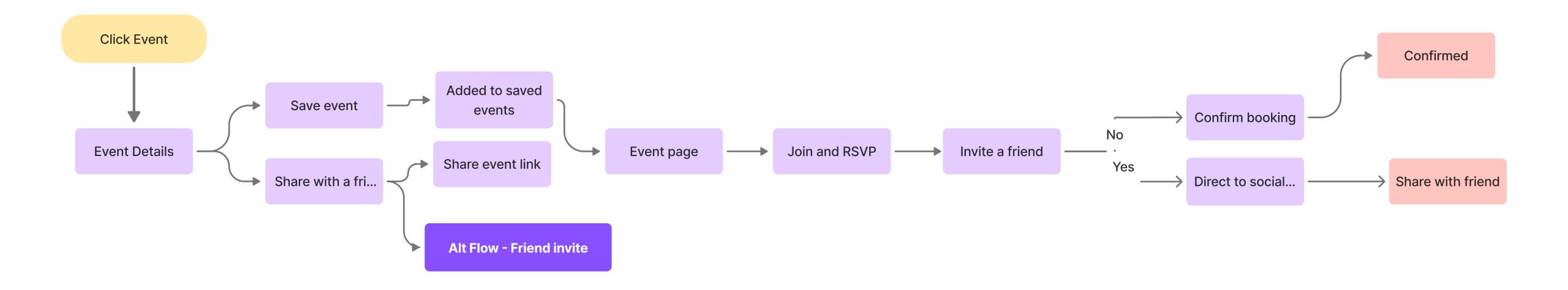
User Flow - Onboarding



Summary of Onboarding User Flow

The onboarding flow guides the user through a clear and structured first-time experience. It starts with a brief welcome, offers flexible sign-up options (including guest access), and includes minimal permission requests. It then introduces a short personalization process based on the user's current mood and interests. This sequence is designed to streamline entry, reduce friction, and tailor the initial content recommendations to the user's context and preferences.

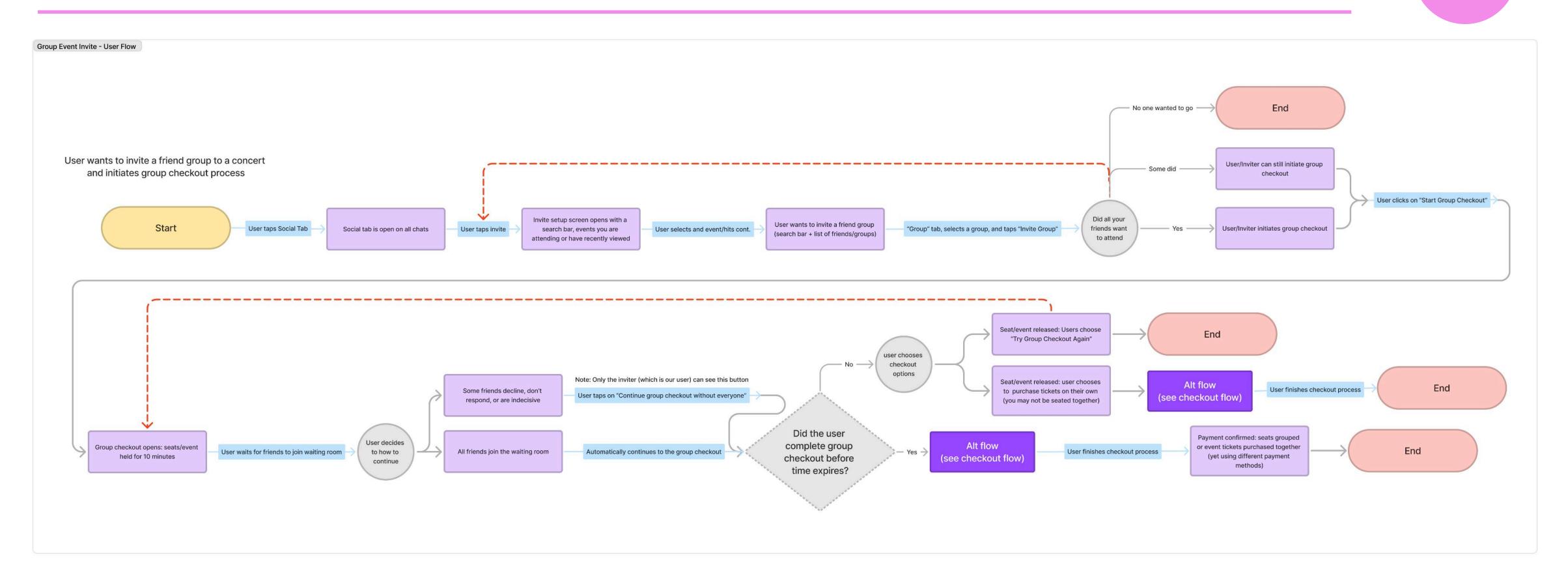
User Flow - Home Tab



Summary of Event Explore Page/Homepage User Flow

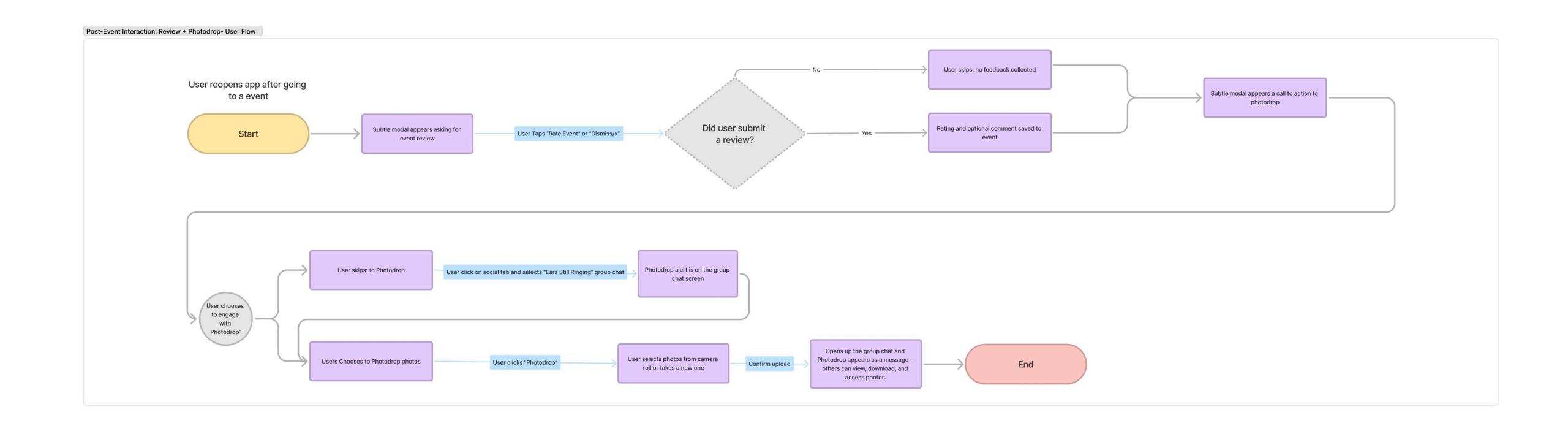
This flow shows how the user will see the explore page and see the events that are listed and available to them based on their preferences. The user gets to use the filters and then they click on the event and it shows the event details and a chance to book and RSVP the event for free. After the user is done giving RSVP for the event they are taken to the confirmed booking page.

The alt flow allows the users to invite their friends after clicking the "invite" button. That gives the user a link to the event to share with friends and also allows



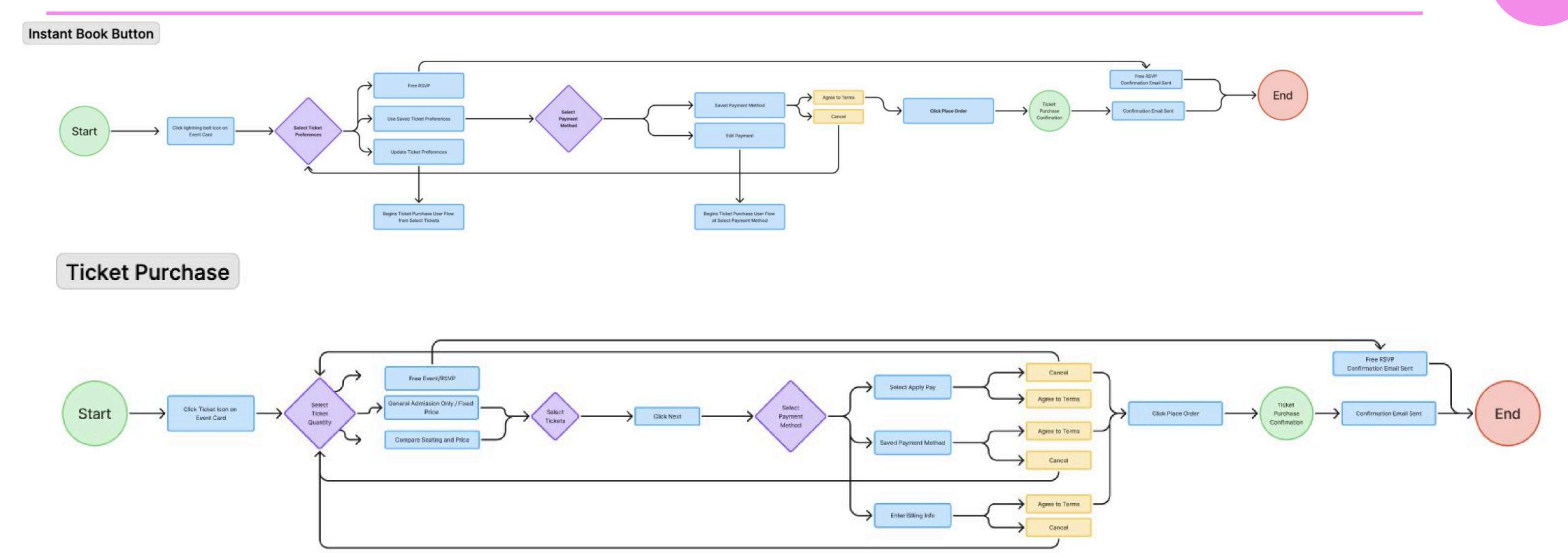
Summary of Group Event Invite User Flow

This flow shows how users invite a group to an event in just a few steps. The invite is sent to the group chat, where responses are visible in real time. A waiting room screen shows who's ready before group checkout begins, and users can continue even if someone backs out. This keeps the entire planning and checkout process contained within the group space, making coordination quicker and more flexible.



Summary of Post-Event Interaction User Flow

This flow shows how users stay connected after attending an event. They're prompted to leave a quick review, then given the option to share photos using Photodrop, which posts directly in the group chat for everyone to view and interact with. This supports continued engagement by making post-event sharing feel simple, casual, and socially rewarding.

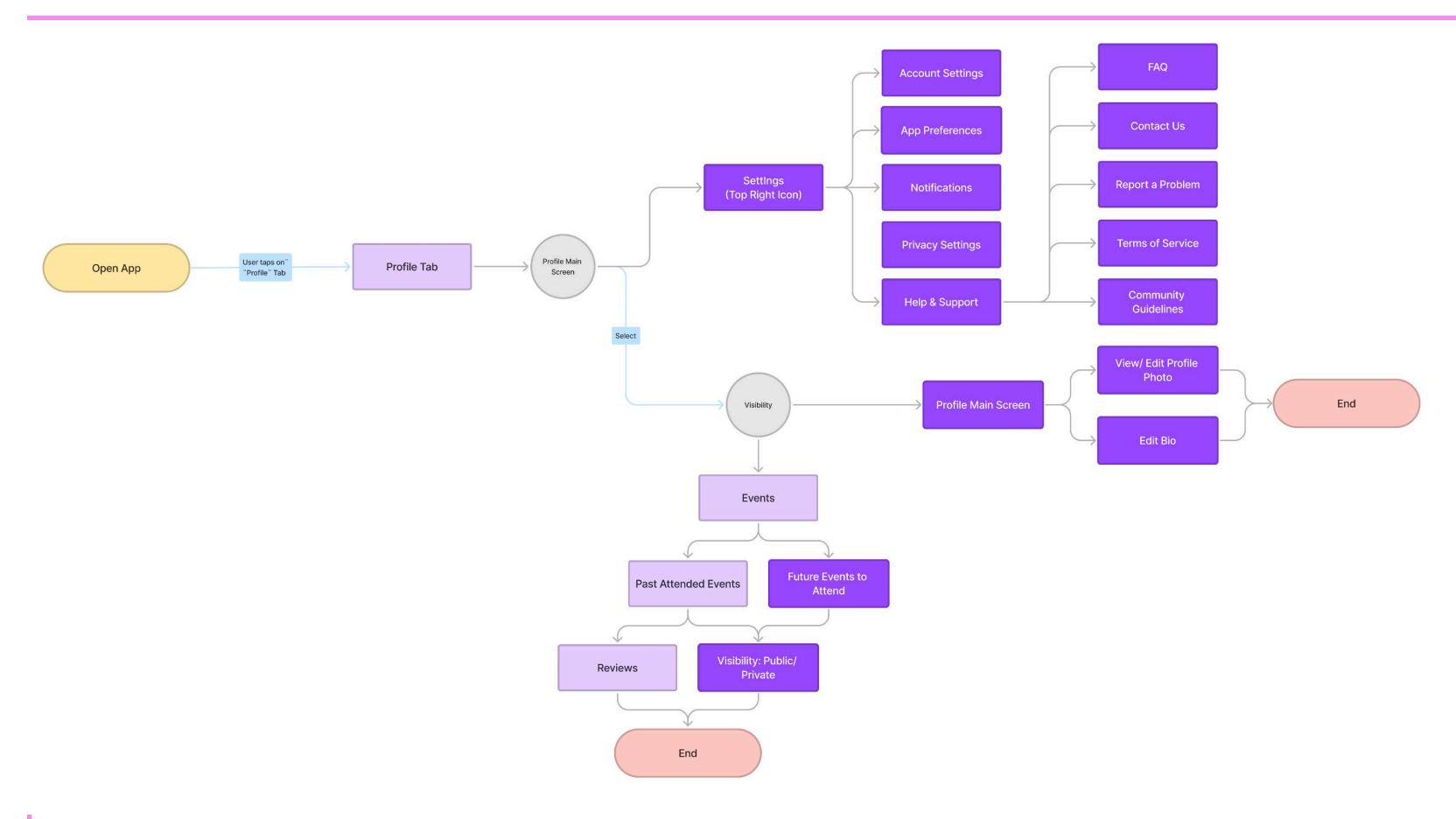


Summary of Ticket Tab User Flows

The Instant Book Button allows for quick purchase of tickets or free rsvp based on saved event preferences. For instance, if you have attended this event before then you can book the same tickets quickly, if ticket or payment info needs to be updated, the user will be directed to that specific part of the user flow.

The ticket tab user flow shows how a user will purchase a ticket. The user clicks on the ticket icon in the event card and can easily select tickets. This flow allows for free RSVP, so if the event is free the user can still RSVP and get email confirmations and reminders. The tickets can also be for general admission fixed cost events or events that have different seating and price options. The user can use apple pay or enter billing information.

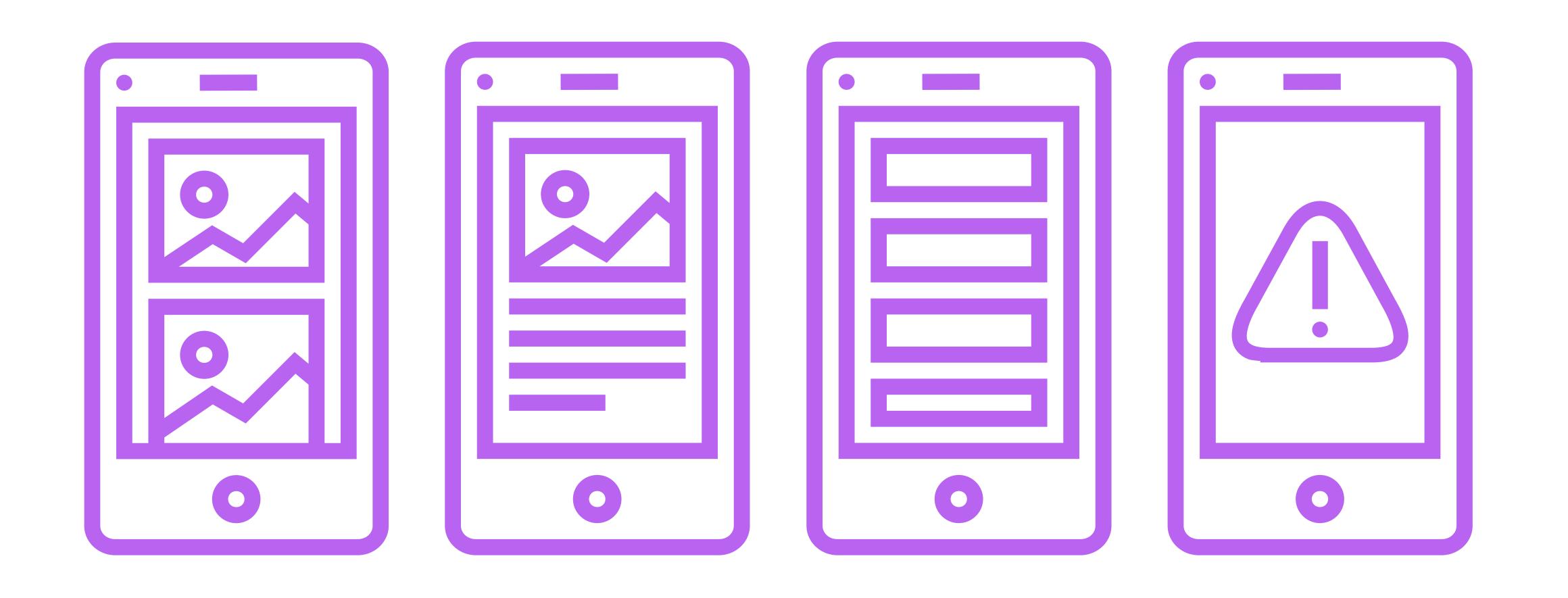
User Flow - Profile Tab



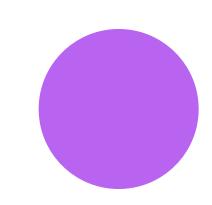
Summary Profile Tab User Flow

The profile tab user flow provides quick access to account settings, profile customization, and event history. Users can easily manage preferences, privacy, and support options, including contact methods like phone, email, or live chat. The flow also allows users to view/edit their bio and profile photo, check past and future events, and control visibility settings.

Low Fi Wireframes

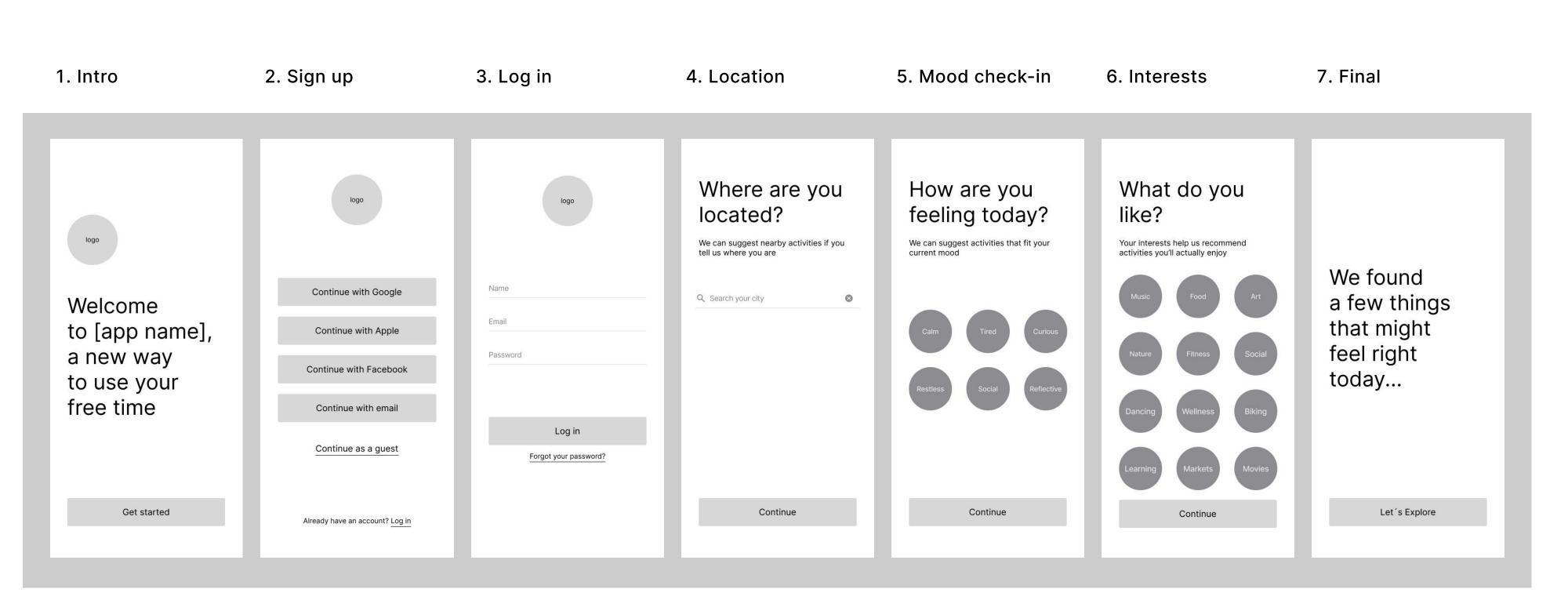


Lo Fidelity Wireframes - Onboarding

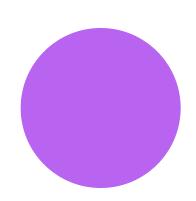


Summary

This onboarding flow introduces new users to the app in a simple and personalized way. It starts with a short welcome screen and offers flexible sign-up options, including the ability to continue as a guest. The flow then guides users through key personalization steps (location permission, mood check-in, and interest selection) helping the app suggest activities that match their energy and preferences from the start. The process ends with a soft transition into the main experience.

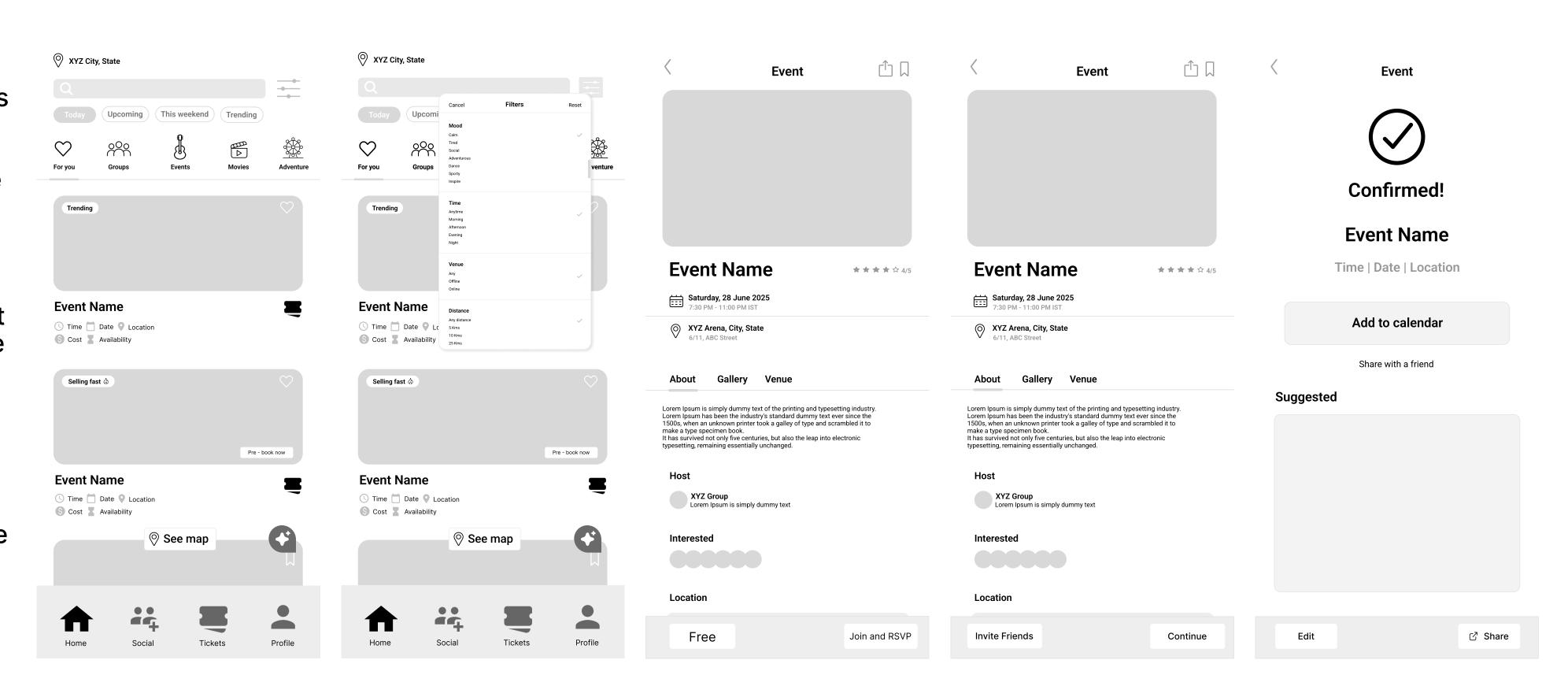


Lo Fidelity Wireframes - Home/Explore



Summary

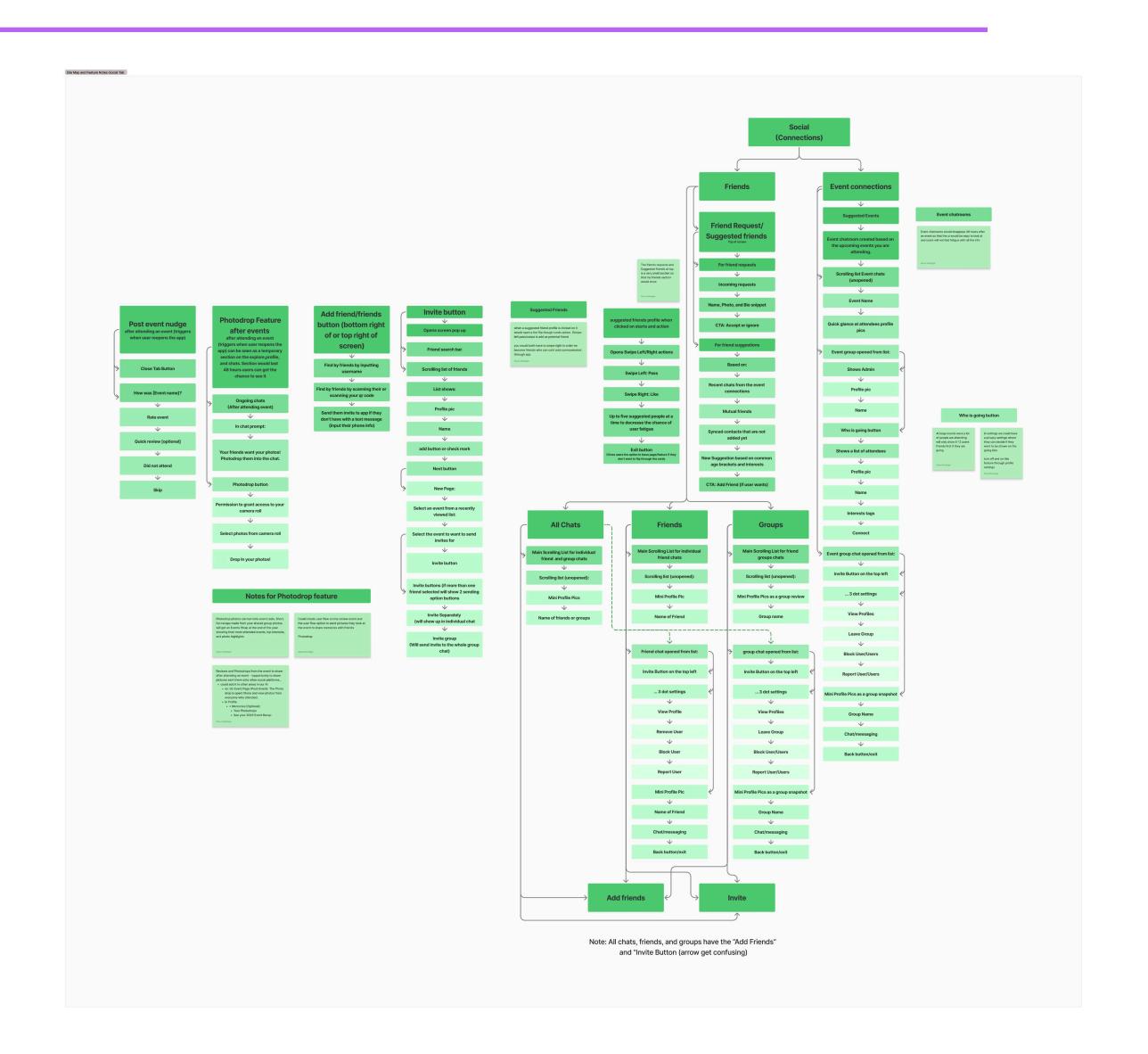
The event explore page shows all events available for users to explore. This is the home page of the app as well where users see wide range of events based on their activity type like movies, music, adventure, social, hobbies etc. They can further filter out all their events based on more specific preferences like their mood, time, distance, venue etc. Here all the quick info about the event is mentioned and when the user goes to the event details page they find more detailed info like the about, photos of the event, venue and books an event and gets an option to invite their friends as well.



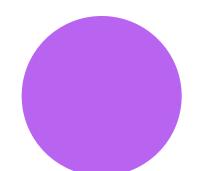
The Process: Site Map and Feature Notes - For Social Tab

Summary

Our team decided to include this site map because it helped us better understand how features in the Social Tab connect and how users move through them. With guidance from our mentor, we also gained more clarity on the difference between information architecture and site mapping, which helped us approach our wireframes with more structure and intent. This map became a useful reference while designing key features like group invites, Photodrop, post-event prompts, and event-based interactions. It helped inform decisions throughout the low-fidelity wireframing process and brought clarity to the overall flow of the what the user will experience.



Lo Fidelity Wireframes Event Invite - Social Tab



Summary

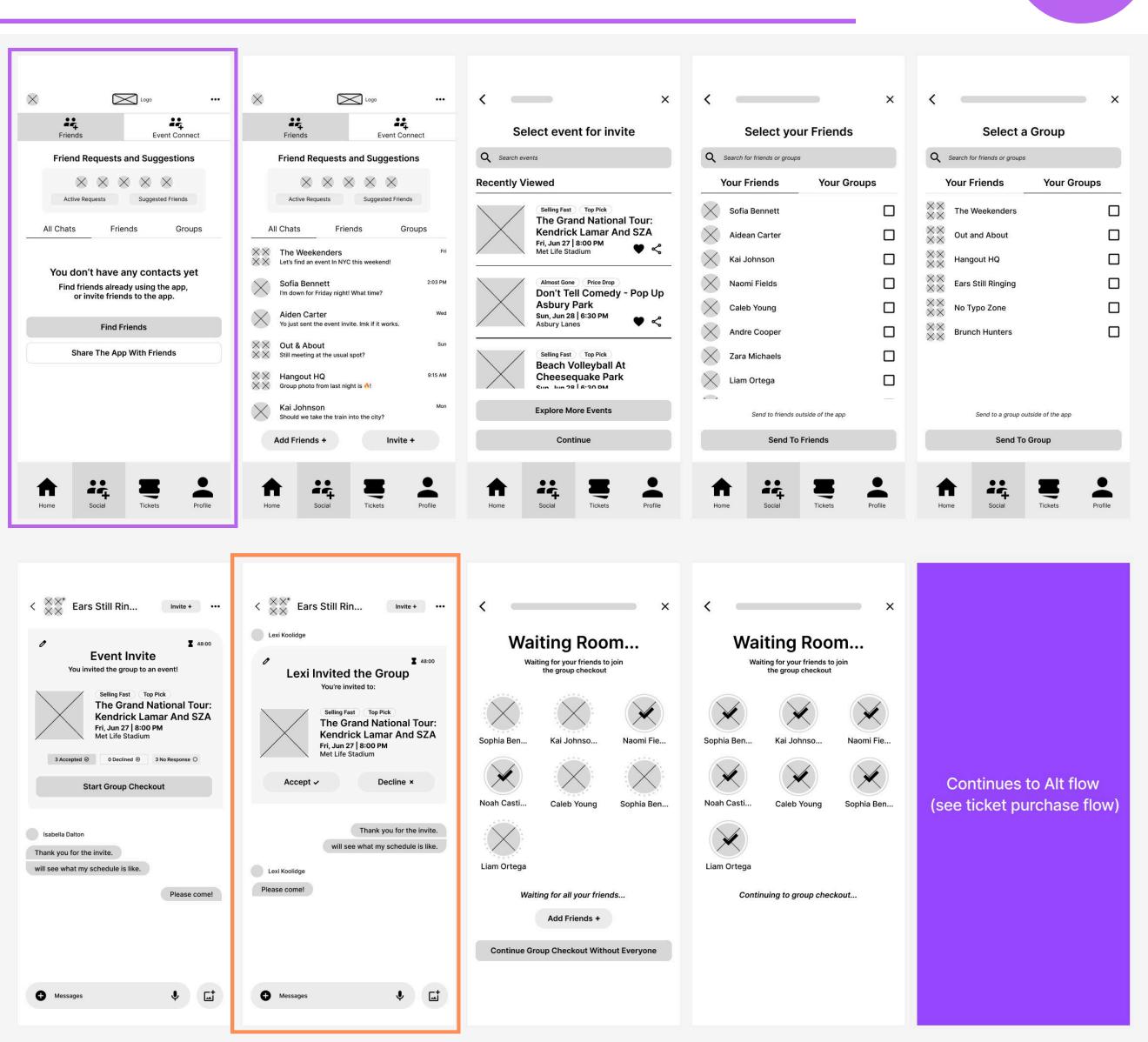
This wireframe set shows the user flow for inviting a group to an event through the social tab. The user selects a group, chooses an event, and sends an invite to the group chat. Invite status appears in real time, and a waiting room screen shows who's ready before starting group checkout. This leads directly into the ticketing process and keeps the group together from planning to purchase.

The flow is designed to simplify group coordination and reduce drop-off, helping users move from planning to attending without leaving the app.

This flow supports our MVP goals by making social planning simple, flexible, and fully contained within the app.

Note:

- Purple-outlined screen shows a state for users without any friends or groups.
- Orange-outlined screen shows what invited friends see on their end.
- Filled purple screen represents an alternate flow that connects directly to the ticket purchase process.



Lo Fidelity Wireframes Post-Event Interaction - Social Tab



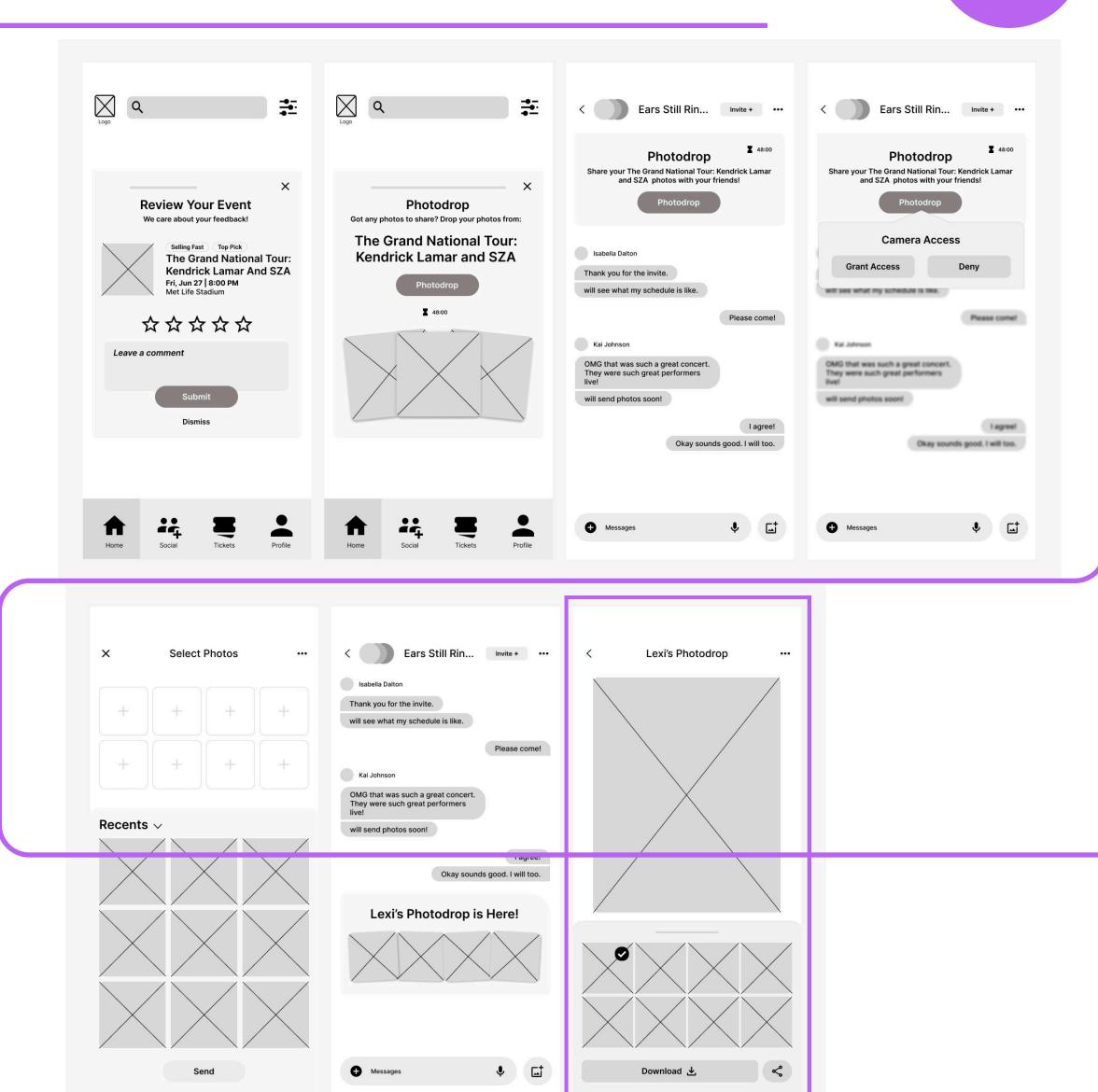
Summary

This wireframe set shows the user flow for post-event engagement through the social tab. After attending an event, users are prompted to leave a quick review, followed by the option to share photos using Photodrop. Shared content posts directly into the group chat and helps extend the social experience.

The flow is designed to make post-event interaction seamless, casual, and centralized within the group space. This encourages users to stay active in the app and feel more connected to their group.

Note:

• Purple-outlined screen shows what friends see when a Photodrop is shared, including options to download or post to social platforms.

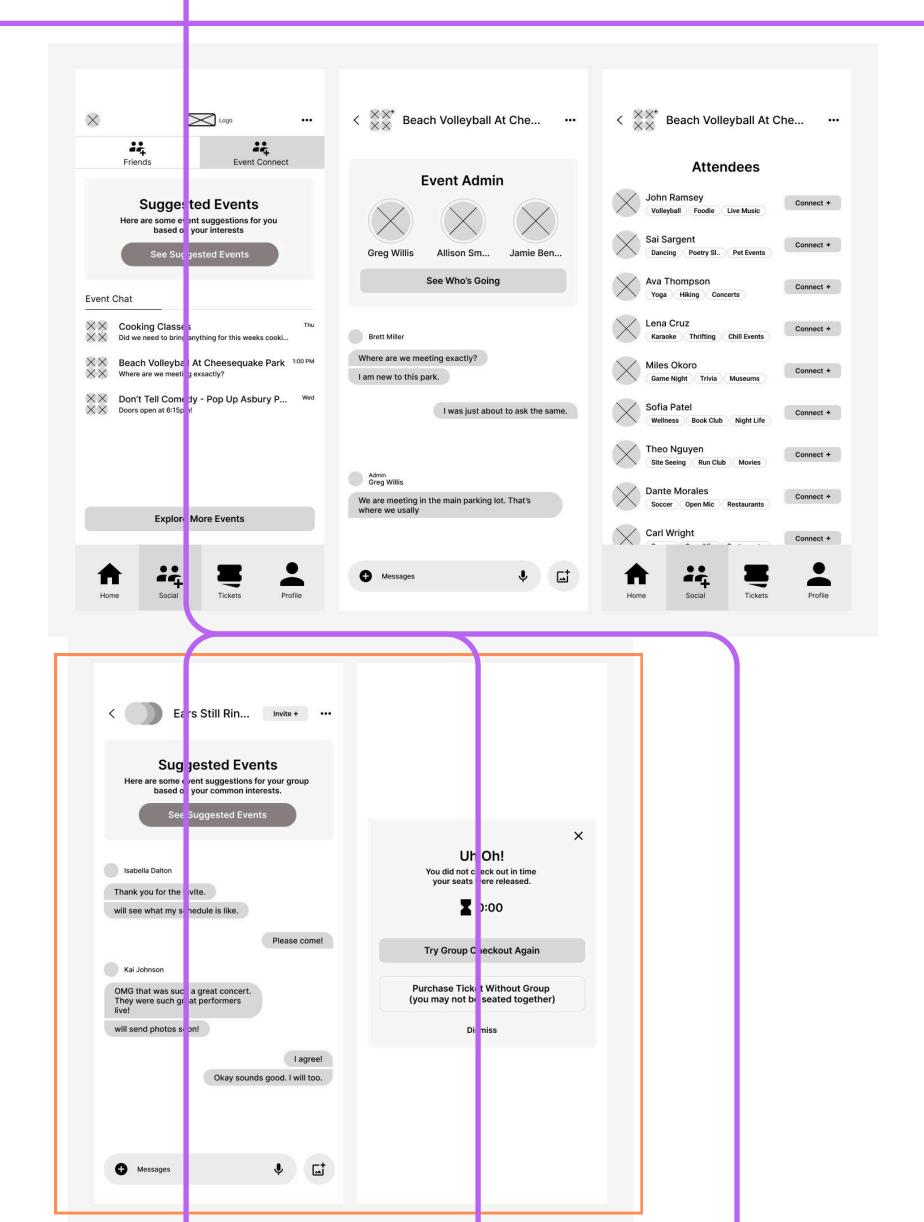


Lo Fidelity Wireframes Extra Noteworthy Screens - Social Tab

Summary

These extra wireframes build on the social tab experience. One screen shows suggested events for the group, helping them figure out what to do next and stay engaged in the app. Another screen, outlined in orange, shows a ticketing timeout message that pops up if users take too long to check out and need to restart. It helps make the group checkout feel real-time and keeps things clear for the user.

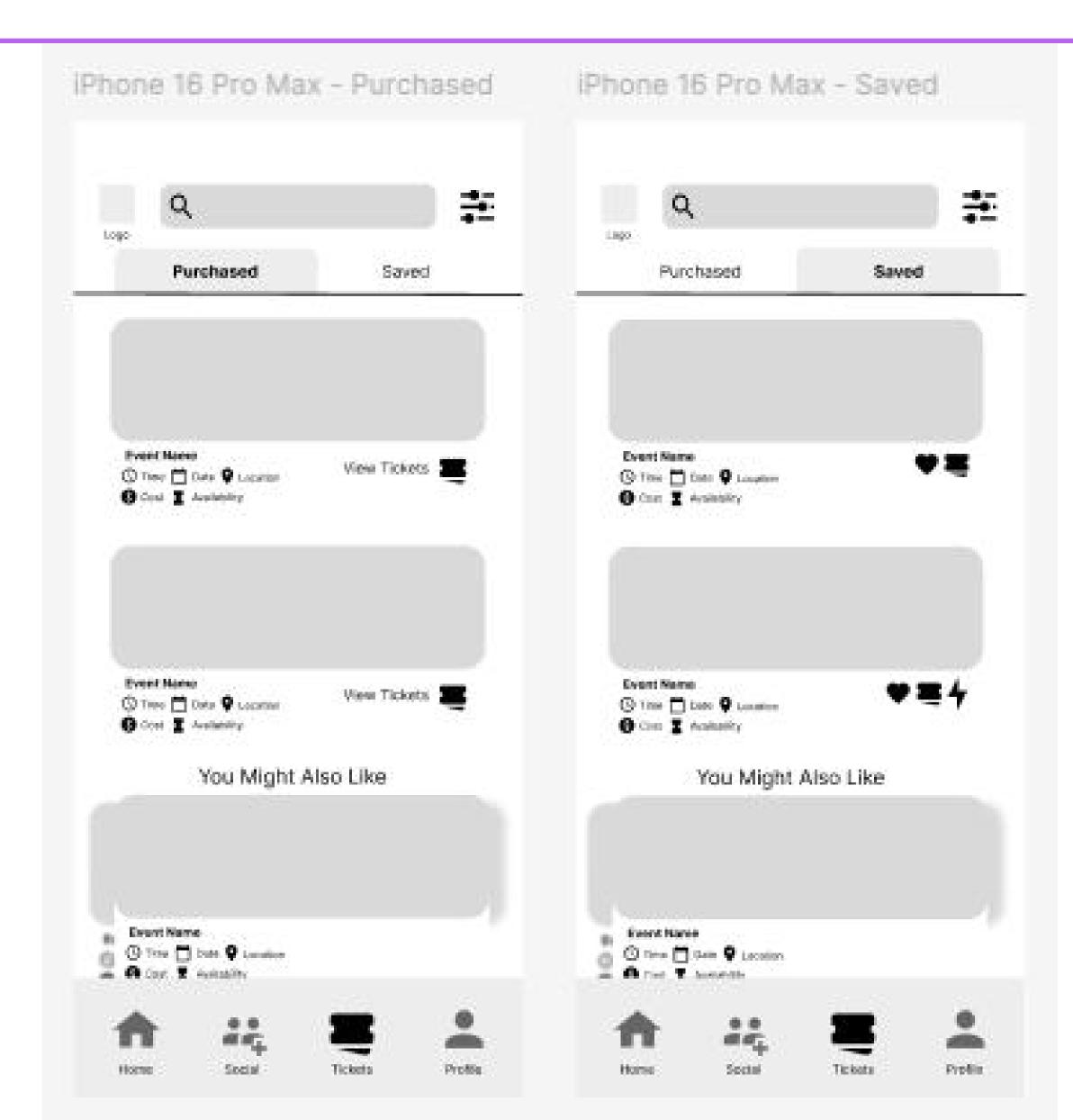
While these aren't part of the main user flow, they show how the app handles real situations and supports different user needs. Our survey showed that most users like discovering new things to do, but they're more motivated when it involves their existing groups. These screens help make the experience feel more natural, flexible, and better aligned with what users actually want.



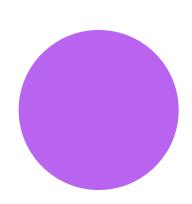
Lo Fidelity Wireframes - Ticket Tab

Summary

The ticket tab will feature two main screens, Purchased - shows event cards that users have purchased a ticket for and Saved - for all the event cards that the user has saved. Both screens also feature a "You Might Also Like" section for recommended events. Saved events are reflected by the heart icon, the ticket icon is to purchase tickets and the lightning bolt option is an Instant Book option for events you might have attended before and allows a quicker checkout with saved ticket and payment preferences.

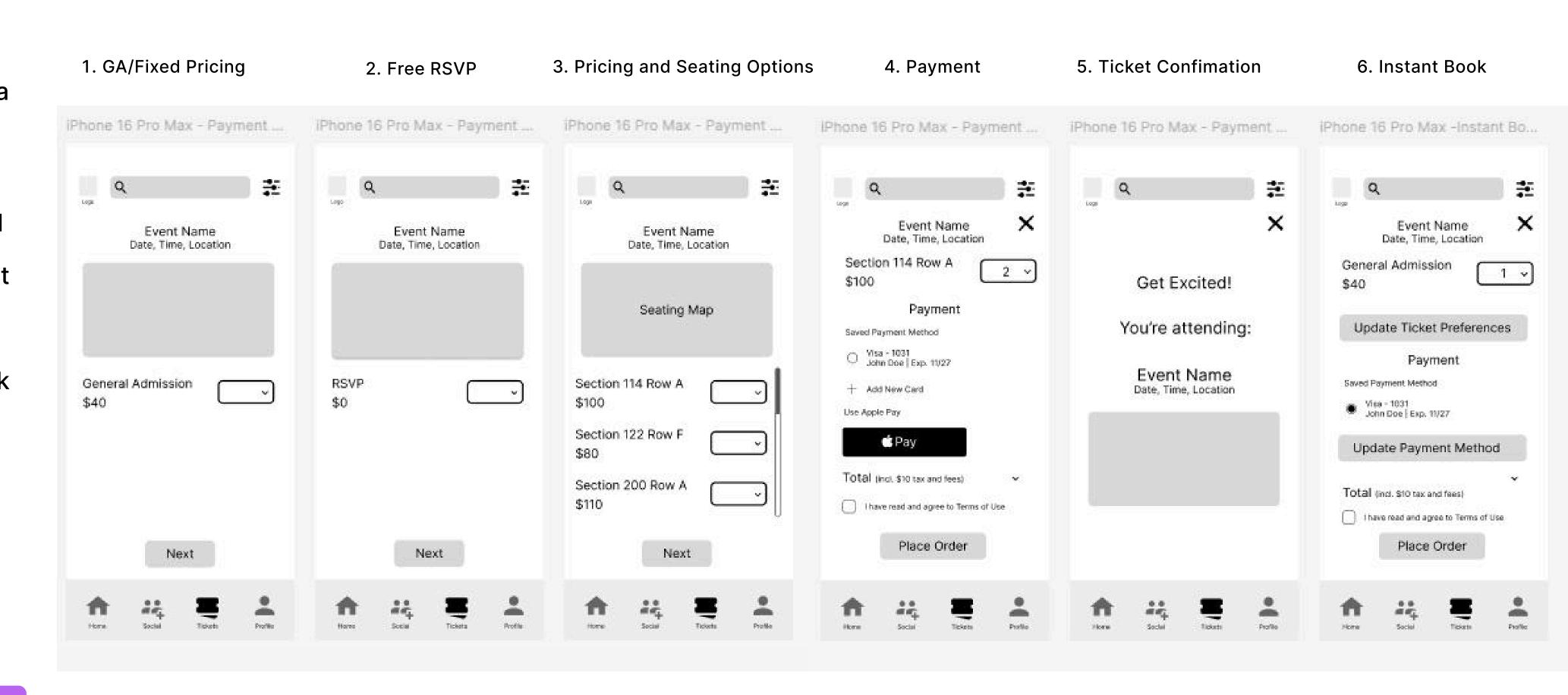


Low Fidelity Wireframes Ticket Purchase - Ticket Tab



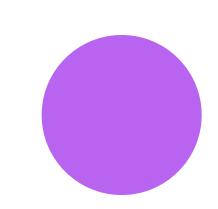
Summary

The first 3 screens are the different ticket selections a user might see, General Admission (fixed price), Free RSVP (RSVP to free events and get email reminders) and Pricing and Seating Options. The 4th screen is the main payment screen and the 5th is the confirmation screen that follows. The 6th screen is what the screen would look like if the user chose the instant book option that uses their saved info for events they have attended before. The same ticket confirmation page would follow the instant book options.



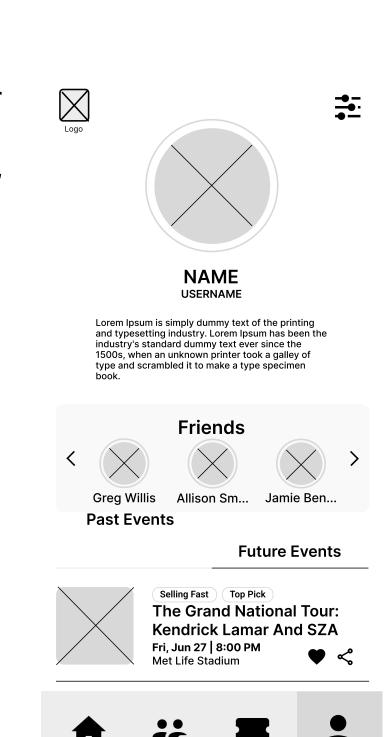
Low Fidelity Wireframes - Profile Tab

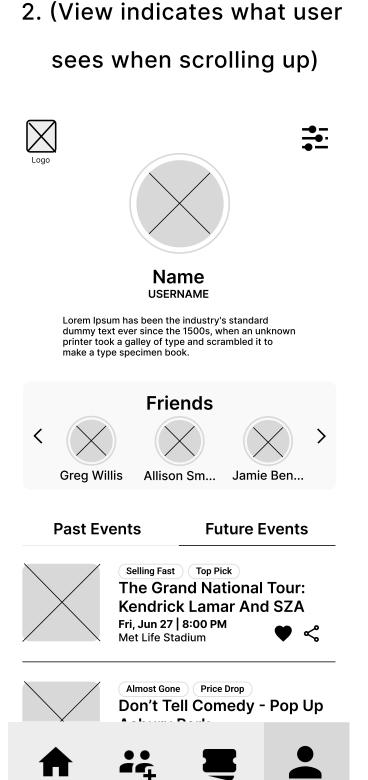
1. Profile Tab Main View

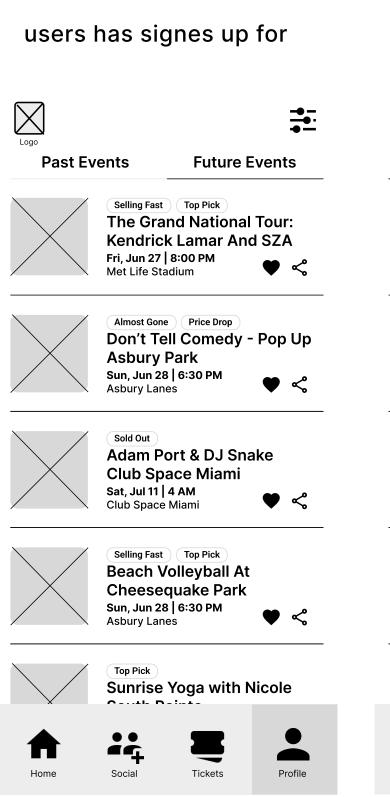


Summary

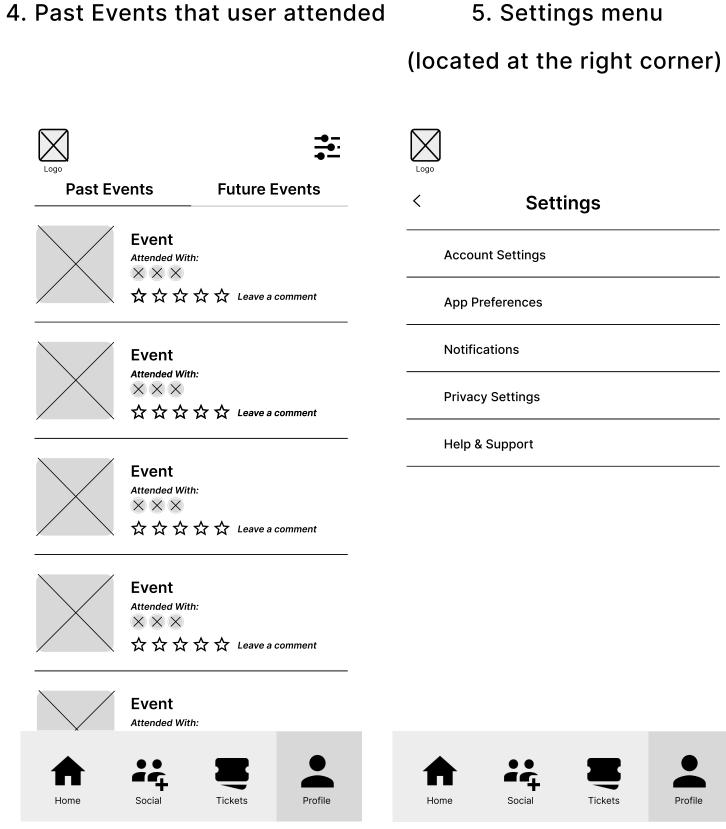
The Profile tab wireframes highlight the user's personal hub within the app. The first screen displays the user's profile picture, name, username, and a short bio or status, along with a horizontal scroll of their added friends. Below, users can toggle between past and future events they've attended or plan to attend. The following screens showcase detailed event cards with titles, dates, and locations, allowing for quick access and easy navigation. Users can also view and explore events their friends are attending, creating a more social and connected experience. The final screen presents the settings page, where users can manage their account preferences and app settings. This layout is designed to keep the experience personalized, intuitive, and community-driven.





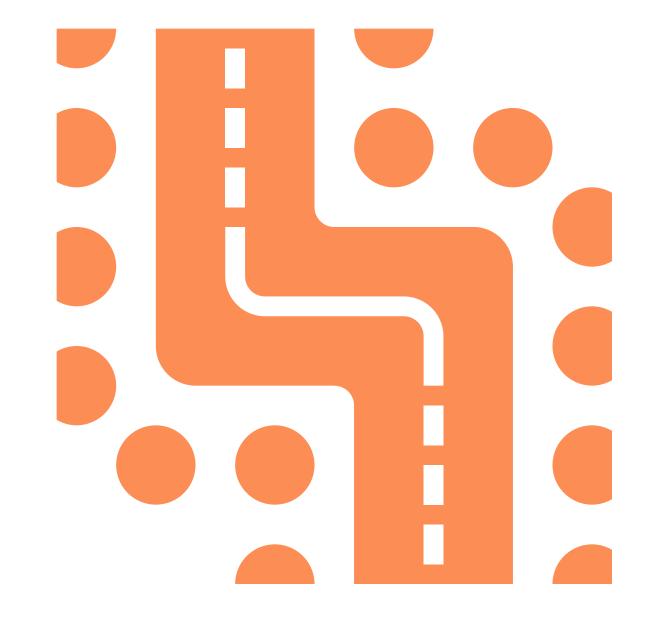


3. Future Events that





Summary - The Road Ahead



Summary - The Road Ahead

Building on the insights and foundations established in Milestone 1, this phase focused on shaping the product's structure, prioritizing features, and visualizing the user experience. We began by clearly defining our MVP scope, grounded in our previously established UX principles and validated user needs.

Through collaborative prioritization exercises and effort-impact analysis, we selected a set of high-value, low-friction features tailored to our user personas. We then mapped five key user flows (Onboarding, Home/Explore, Social, Tickets, and Profile) and translated them into detailed low-fidelity wireframes that reflect real scenarios and touchpoints.

Each user flow was designed to minimize decision fatigue while supporting emotional and contextual relevance, whether the user is planning something spontaneous or seeking something more intentional. Our wireframes reflect this through smart filtering, instant booking, lightweight social coordination, and a flexible onboarding process that sets the tone for a personalized experience.

In the next and final phase, our focus will shift toward developing high-fidelity wireframes, refining interactions, and polishing the UI to deliver a cohesive and meaningful MVP ready for final submission.

Thank you!

- Team A3
- Milestone 2
- Leisure Activity App

"We don't need more time, we need more clarity on how to use it. This is just the beginning of building something more intentional."