

USER RESEARCH

OBSERVATIONS

Many event planners have a hard time communicating their ideas to clients when planning the layout they have in mind for an event.

It is difficult to solidify that decorations/furniture will fit into your event space before actually setting up. After set-up, it takes a lot of energy to rearrange.

Sometimes the layout looks better in mind than it does when you set it up, and often times it is too late to modify the layout.

QUESTIONS

What is the most difficult part of planning a venue's decoration/layout?

- What kind of technology (if any) do you think would aid in solving this problem?

Do you know what augmented reality is?

- If yes, what do you know about augmented reality?

If you had the chance to use an AR app to help you plan an event, how helpful do you think it would be?

- In what ways would it/wouldn't it help?

As of right now, how do you communicate your vision of an event to others?

- Using this method, what are some obstacles you often run into?

What AR features do you think would make your job/task easier or more efficient?

If you contributed to building the app, what aspects/features would you want to focus on?

METHOD

Our team decided that conducting individual interviews with a variety of event planners would be the most effective method for data collection at this stage in our project. Without a working app to show the event planners, we focused on more hypothetical questions inquiring if they were knowledgeable about the technology and if our idea for the app would be something that they'd consider helpful or if it would simply add to their hassles. Our main focus in conducting these interviews were to avoid leading questions, creating a bias in our results. With this in mind, we avoided informing the event planners that we were working on an event planning application for the Microsoft HoloLens.

DATA (USER 1)

Gaby Reyes

According to Reyes, Vice President of the Hispanic Student Association at UGA, the most difficult aspect of event planning is the visualization process because "you can't create or put up the decorations until later." In the past, she has distributed detailed project plans to organization members to try to communicate her vision to others, but she still faced the obstacle of trying to get volunteers to imagine the venue's decoration as she described it in her project plan. To help her plan the layout of an event space and communicate this layout more efficiently, she said that she would benefit from an application that would allow her "to see the decorations in the space virtually."

DATA (USER 2)

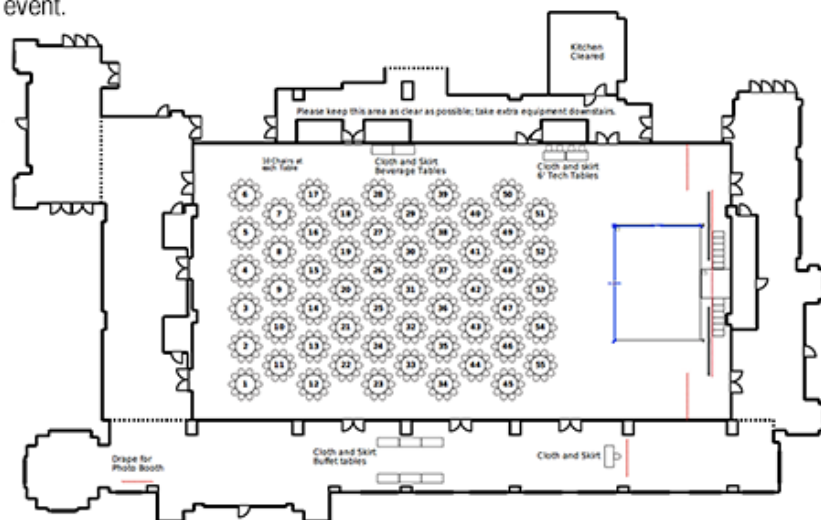
Kim Hue Huynh

As stated in her interview, Huynh, event coordinator for Living Stream Christian Church, "the most complex part of event planning is visualizing decorations in an event space and overestimating/underestimating the amount of space in a venue." To overcome this, she found it most useful to use tape measures to measure the furniture to visualize how they would fit in the venue and the amount of space it is estimated to take up. When asked about augmented reality, she informed us that she had little or no knowledge of augmented reality, however she is familiar with virtual reality. Once informed of AR, she stated that she thinks it would be helpful to virtually place furniture that are the actual measurements of the real furniture in an event space before an event. "It would save a lot of time and effort."

DATA (USER 3)

Hadiyah Grubish

In her interview, Grubish, last year's Noche Latina Event Chair for the Hispanic Student Association, said that she struggled the most with making the vision she saw in her head transfer well to the actual venue. To try to communicate her event vision to others, she said that she typically draws pictures and tries to give verbal descriptions, but these descriptions "are never quite as vivid as the images in [her] head." Because of this disconnect between what she visualizes and what is actually possible within an event space, Grubish said that she would appreciate an application that includes multiple elements of event planning, such as furniture placement and stage designs in addition to decorations. Below is an example of the type of diagrams she uses when attempting to describe her vision for an event.



FUTURE PLANS

In the future, we plan to have a working app that our users are able to demo. With this, we will readjust our questions to hone in specifically on how they would want the app to function and which aspects or features of the application they would like to focus on. Using the personas we have created, we would like the personas to direct our research. Instead of only hosting individual interviews, we would like to be able to create an unbiased focus group to gain a better understanding of the needs and wants of an event planner.



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