# BUSTLE
## PROJECT REPORT

Figure 1: Bustle Phone Mockup made with Adobe Photoshop & Adobe XD

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## Setting the scene

## 01 Research

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# GLOSSARY OF TERMS

| SM | *Social Media* |
|---|---|
| **Echo Chamber** | *People only encounter beliefs and opinions that coincide with their own, so existing views are reinforced and alternatives not considered.* |
| **FOMO** | *Fear Of Missing Out (on social events)* |
| **Positive Intermittent Reinforcement** | *The delivery of rewards at irregular intervals can become addictive.* |
| **"Zennials"** | *Younger Millennials (currently 24-28) and older Gen Z (18-23)* |
| **Runaway technology** | *Technology that grows beyond its purpose to a point of uncontrollability* |
| **Experience Economy** | *Selling experiences, emphasising the benefit to their lives.* |
| **Network Effect Problem** | *A phenomenon whereby increased numbers of users improve the value of a service.* |
| **Attention Economy** | *The concept in which human attention is a scarce commodity used for profit in the economy.* |

# EXECUTIVE SUMMARY

Bustle is fundamentally a dual necessity. The team came together originally exploring a gap in the events market, whereby people struggled to find events they wanted to attend, whilst simultaneously witnessing larger shifts in media consumption trends, as Gen Z reject using Facebook. This highlighted an opportunity to launch an event marketing and networking platform.

In response to Covid-19, the idea was proposed as something that may help lessen social anxieties and tackle loneliness. Simultaneously, social media companies have been scrutinised for their negative impact, with concerns arising from technology addiction, manipulation and data collection.

Thus, we set out to explore what people liked and disliked about current Social Media sites, and how we could design them to encourage more social, offline behaviour.

Our research project led us to the creation of Bustle, a Social Media (SM) platform that allows users to easily organise friends through event-creation and smart calendar tools. The app acts as an event marketplace and directory, where users can buy tickets from Bustle or other ticket retailers, and contact and rate venues - all while earning bustle points. To see more details about the app and how it works please visit our website www.bustleapp.co.uk.

# THE PROBLEM
## A MACRO PERSPECTIVE:
## STATE OF THE WORLD

**Rapid advancements in communications technology over the past decade have transformed the way we live (Eriksen, 2016).**

While older generations grew up ringing friends on home phones or writing them letters, we grew up in constant contact with our friends through this new technology: social media ('SM') (Samur, 2018).

While this rapid intensification of communication has caused a paradigm shift in the way that we live and communicate, and brought so many benefits to the world, there is a huge flip side to this - with these revelations becoming increasingly discussed in the mainstream media.

These issues range from an exponential increase in mental health problems and suicides in young children and teenagers, to causing increasing political polarisation and conflict (McDavid, 2020). With the release of documentaries such as 'The Social Dilemma' and 'The Great Hack', and increasing evidence from Silicon Valley tech whistle-blowers, the evidence seems clear: SM needs to change (Cadwalladr, 2019).



**Teen suicide is soaring. The biggest rate increase was among black youth**

Suicides per 100,000 10-to-17 year-olds from 2006 to 2016:

● White   ● Black

5.05
+70%
2.97
2.62
1.48
+77%

2006                                    2016

SOURCE Centers for Disease Control and Prevention
Karl Gelles/USA TODAY
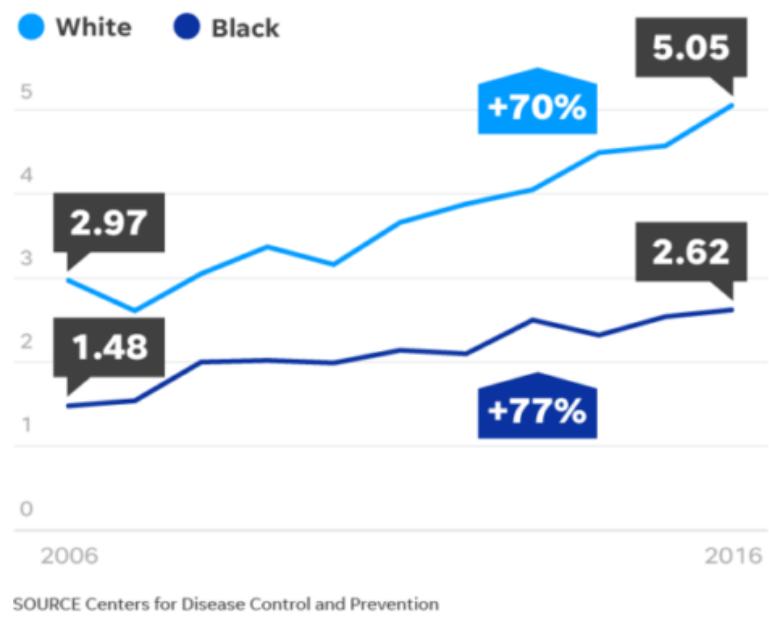
Figure 2: Teen suicide rates from 2006 to 2016.

The fundamental flaw with SM sites like Facebook, Instagram and Tiktok is that their revenue streams come from adverts (Franek, 2021). This means that their profits rely on engagement from their users, and consequently, employees at the company are incentivised to increase screen time as much as possible. They have done this through implementing *positive intermittent reinforcement* which is an addictive design technique modelled on gambling machines and exploiting human vulnerabilities through data collection  (Busby, 2018; Ebersole, 2018)

# THE PROBLEM
## A MACRO PERSPECTIVE:
## STATE OF THE WORLD

**POLITCIAL**

People are becoming more politically polarised and divided, due to SM algorithms creating echo chambers (Bail et al., 2018). Decreasing trust in big tech because of supposed threats to democracy (Crawford, 2021) **Opportunity:** create a media that does not do this.

**ENVIRONMENT**

The tech industry impacts the environment through resource extraction, especially energy to fuel devices (Edinburgh Sensors, 2019). **Threat Reaction:** Sustainable data stores exist to aid this issue and we encourage offline behaviour.

**SOCIAL**

76% of young people said that the inability to see friends during Covid-19 had a negative impact on them (Sliwa, 2019). Between 2009- 2017, the rate of 18-25-year-olds reporting major depression symptoms increased by 63% (ibid). This is said to correspond to the cultural shift that SM fostered through constant interaction, live streams and trending content (ibid.).

**TECHNOLOGY**

SM features are specifically designed to keep people addicted to their phones tapping into dopamine pathways in the brain. This causes users to scroll endlessly, and to social comparison (Qiu, 2021). Metaverse: people will engage in augmented reality, taking them out of true social engagement in real life (Alvim, 2022). This poses a threat to users and society becoming addicted to a virtual world. **Opportunity:** healthy SM consumption needed).

**LEGAL**

Legal restrictions may be implemented on data ownership and transparency **Opportunity:** shared data model.

**ECONOMIC**

SM revenue relies on targeted ads. Facebook gains £670 on average per year, per user, from selling their personal information, in total making approximately £28.5 billion (Martin, 2022). **Opportunity:** disrupt the model (see legal).

Figure 3: PESTLE analysis

# THE PROBLEM
## ZOOMING IN: THE MICRO PERSPECTIVE

**While Facebook still dominates as the most used social media brand globally, for the first time ever "Facebook has less than 50% of the market share" (Muhammad, 2021).**

Recent statistics reveal its user base is ageing. While all other age groups use Facebook more than other platforms, it appears that 16-24 year-olds are the most active on Snapchat and Instagram, and TikTok's unprecedented growth is not something to ignore (Statista, 2022).

In the *experience economy*, Facebook is considered the most popular SM for promotion due to its events section (Solaris, 2018). Coming off the back of a global pandemic the youth population are significantly seeking in-person experiences, particularly among millennials and Gen Z (VMG, 2021). With these "*Zennials*" (Napoli, 2020) driving this predicted growth in the experience economy, the most powerful tool for event organisation isn't aligned with the most significant group.
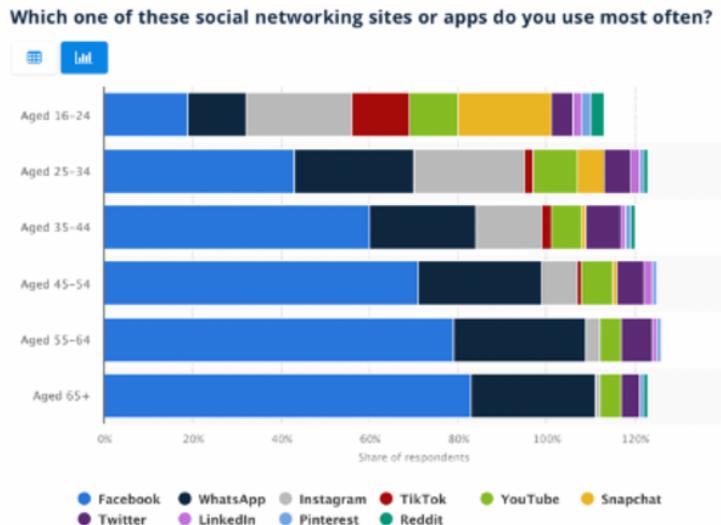


Figure 4: Adults' Media Use and Attitudes Data Tables 2020, Ofcom (Statista, 20222)

The implications this gap has had on the micro-scale are seen through users struggling to explore events, and through organisers, artists and venues lacking a key platform to spread information. Ticket retailers recommend marketing events through "Facebook, Twitter, Instagram and LinkedIn" but also say to consider "Snapchat, Pinterest, YouTube, TikTok, Medium, Reddit, and others" (Eventbrite, 2020). This means that public events promoters are being spread thin and consumers still don't know where to look. Furthermore, without Facebook's private events creation tool, Gen Z primarily organises in group chats which makes details difficult to follow. Ticket retailers like Headfirst are increasing their event exploring capacities, but the events here are still fundamentally disconnected from the social-circle dynamics which drive sales.

# IMPORTANCE
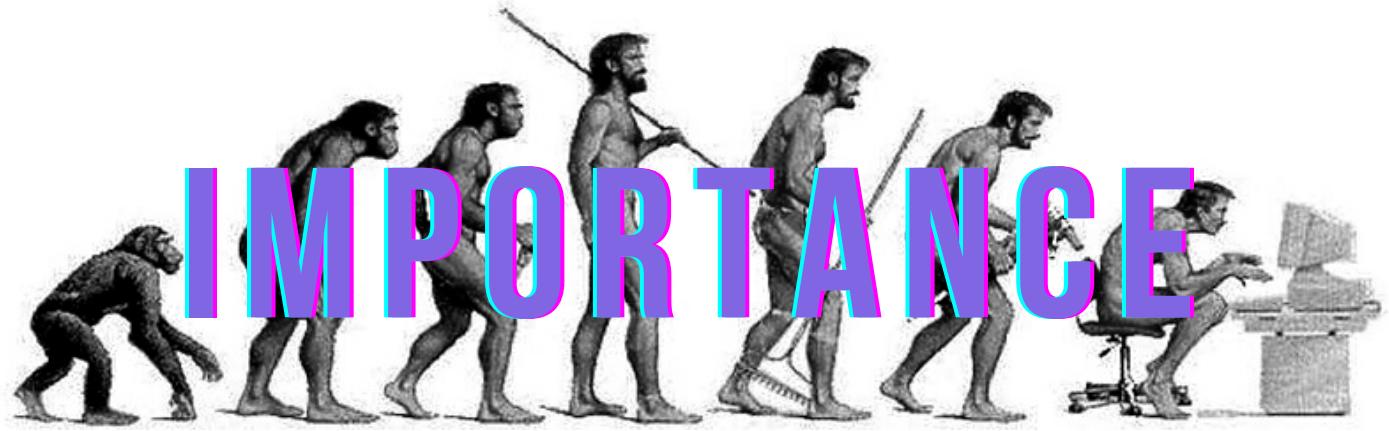
## "The real problem of humanity is the following: we have Palaeolithic emotions, medieval institutions, and god-like technology."

*Wilson (2016, cited in Ratcliffe). an American socio-biologist.*

This is to say that, whilst technology is increasing in power exponentially, our brains and physiology are very similar to that of our earlier human ancestors (Wood, 2018). Thus, it's no surprise that technology that provides the service of connecting people has become so popular as this is what we're hard-wired to do (McDavid, 2020). However, this instant gratification has led to tech addiction, and an unhealthy attachment to social validation through the introduction of features such as likes and reactions (Rose, 2015).

58% of the world's population is on SM globally, currently standing at 4.6 billion with this figure set to increase as more people gain access to the internet (Chaffey, 2022). With algorithms that favour more outrageous and divisive news, with fake news sharing 6 times faster than real news (Kleinman, 2018) and social validation leading to unhealthy comparison (Warrender & Milne, 2020), insecurity and isolation - we believe a new humane and ethical form of social media is needed, and the impact of this could be remarkable.

## "Move fast and break things"
### Mark Zuckerberg's
*previous company motto, which has since been heavily critiqued & we are determined to challenge.*
*cited in Taneja, H. (2019).*

Systems
Transformation

us.

Technology
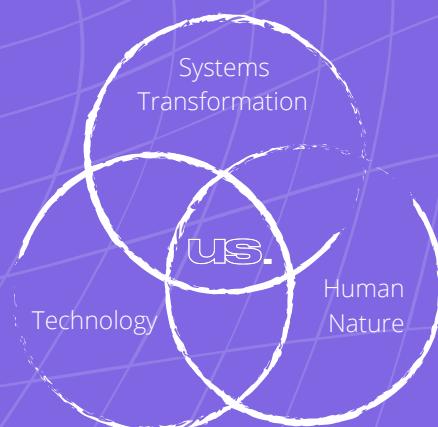
Human
Nature

Figure 5: Bustle's human-centred design strategy.

# VISION & VALUES

## A DISRUPTIVE APPROACH

If our pre-historic ancestors thrived from nurturing group relationships and in-person connections, we want SM to let us do the same. With the announcement that Facebook, now meta, seek to bring people into the 'metaverse' - we believe this is taking us even further away from what we are socially and biologically hard-wired to do.

We envision a future where we need to reduce digital and virtual activity as much as possible to facilitate real-life connections: allowing people to create lasting memories, and spend more time doing community activities or out in nature, all while strengthening group ties and improving collective mental and physical health.

In this report, we, therefore, present disruptive technology based on a new business model. An SM site that is user-centric, that instead of profiting from the *attention economy*, cares for the mental well-being through facilitating meaningful social interactions ('MSI') in the *experience economy*.

We are values-driven, aiming to operate with transparency, inclusivity and care for people over profit, which means designing for human nature & vulnerabilities. This framework ensures technology will nurture mindfulness, enable wise choices and binding growth with responsibility (CHT, 2022). We will achieve this by being iterative.

# MEET THE TEAM

I was 11 years old when I first got Facebook (illegally) and from an early age, I felt the social pressure that this technology created, with common tech features such as likes and reactions producing the conditions for comparison, competition and insecurity. Having studied Anthropology, I have approached this project from a social scientific and philosophical perspective, looking at macro trends and evaluating human behaviour to see whether we can design a more humane form of technology.

**ISSY**

My 3 siblings and I were all born between 1998 and 2005, so I've been able to first-hand witness the very definitive shifts in SM consumption habits across the 'Zennial' bracket. I watch now as my younger siblings reject Facebook and struggle to organise in groups, but I also am witnessing the mental health impacts that social media is having on them – a very real divide between those of us who have had access only in our late teens, versus those who have had it almost all throughout their childhood.

**FRASER**

I frequently organise events and am currently struggling with promotion due to the misalignment of SM platforms used. I was therefore drawn to Bustle in the hopes of finding a way to make event planning and promotion easier. As a psychology master's student, I remain user-centric, making sure all features and design decisions are psychologically supported and done for the benefit of people.

**HANNAH**

# RESEARCH

# RESEARCH BACKGROUND

The Social Dilemma explores the harmful human impact of social networking, with tech experts whistleblowing their own creations (McDavid, 2020).

This documentary's resounding message was that technology platforms such as Facebook had turned human attention into an extractable resource (*the 'attention economy'*), sounding the alarm about the incursion of data mining and manipulative technology into our social lives and beyond.

The Centre For Humane Technology is a nonprofit organization dedicated to radically reimagining the digital infrastructure.

CHT's main goals are to educate the public, inform public policy and support technologists and tech leaders through the creation of their 'Foundations of Humane Technology' and resources about 'the principles of Humane Technology' which we have been guided by (CHT, 2022).

Your Undivided Attention is a podcast about technology and society, where Harris & Raskin interview experts on the ways that digital platforms pose an existential threat to the social fabric, and what we can do to steer technology in a new direction.

The team listened to 12 podcasts on this show with an array of different experts to understand the issue from different academic viewpoints.

## KEY FINDINGS

- SM is a foundational issue that has immense power to affect people's lives and well-being.
- Existing SMs are effectively social experiments, due to the largely unknown effects of technology on individuals and society.
- Technology evolves so fast that policy falls behind and fails to protect people.

## LIMITATIONS

While these projects are useful to piggyback off, owing to their connections with experts, existing research, framing of issues and principles to solve, this has a slightly reduced relevance when looking at our target demographic. We are unlikely to solve all the issues discussed, especially the 'democracy dilemma' so we must hone our research question to focus on our target audience, and which issues they are facing (CHT, 2022).

# DIGITAL ETHNOGRAPHY

## RESEARCH METHOD

Over time the practice of ethnography has evolved 'to take into account the mobility of the phenomena in the process of globalisation' as well as 'the impact of digital practice in both ethnographic practices and on the social phenomena themselves' (Escobar et al. 1994; Suarez, 2018).

Due to the research area centring around digital technology and culture, we chose to use this flexible research strategy to inform ourselves about behaviour, knowledge and opinions about SM sites and the digital world.

This involved:
- Analysing social interactions on the internet
- Online participant observation
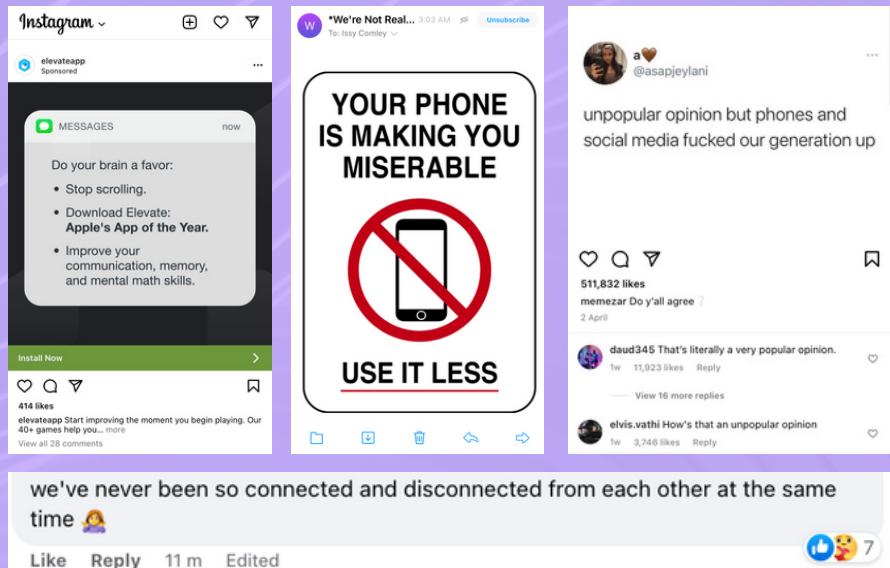


Figure 6: Screenshots from Digital Ethnography.

## KEY FINDINGS *(DT: DIGITAL ETHNOGRAPHY THEME)*

### A huge appetite

### DT.1

*There is a huge level of awareness about the problem, and a willingness for people to engage in critical reflection & discussion about it. This is evidenced by online memes, posts and high engagement (likes, views and comments).*

### Loneliness

### DT.2

*Existing research conveys that young people are increasingly experiencing loneliness (BBC, 2018). This was evident through Tiktok videos of young people discussing how isolating it was to move away from home and not knowing how to make friends, while others complained about feeling disconnected from or rejected by others.*

### Identity Compartment-alisation

### DT.3

*SM platforms are perceived by consumers differently and, consequently, we behave differently on various sites (Jenkins, 2020). Instagram is "about bodies and social comparison" (Wells et al, 2021); Snapchat is about faces, talking quickly with your friends and augmented reality (Jenkins, 2022); LinkedIn is for your professional content, where we behave formally. These are likely due to a specific platform's branding and design.*

# AUTO ETHNOGRAPHY

## RESEARCH METHOD

Autoethnographic research and user interviews into current and emerging SM sites and other organisation platforms have been our critical lens through which we identified our service gap. Auto-ethnography was primarily conducted by each team member within the space of a week, attempting to use the different forms of ticket retailers, venue websites, and SM's to discover events and send them to friends. Insights continued to appear through continued use and were diverse due to our different interests and familiarities.
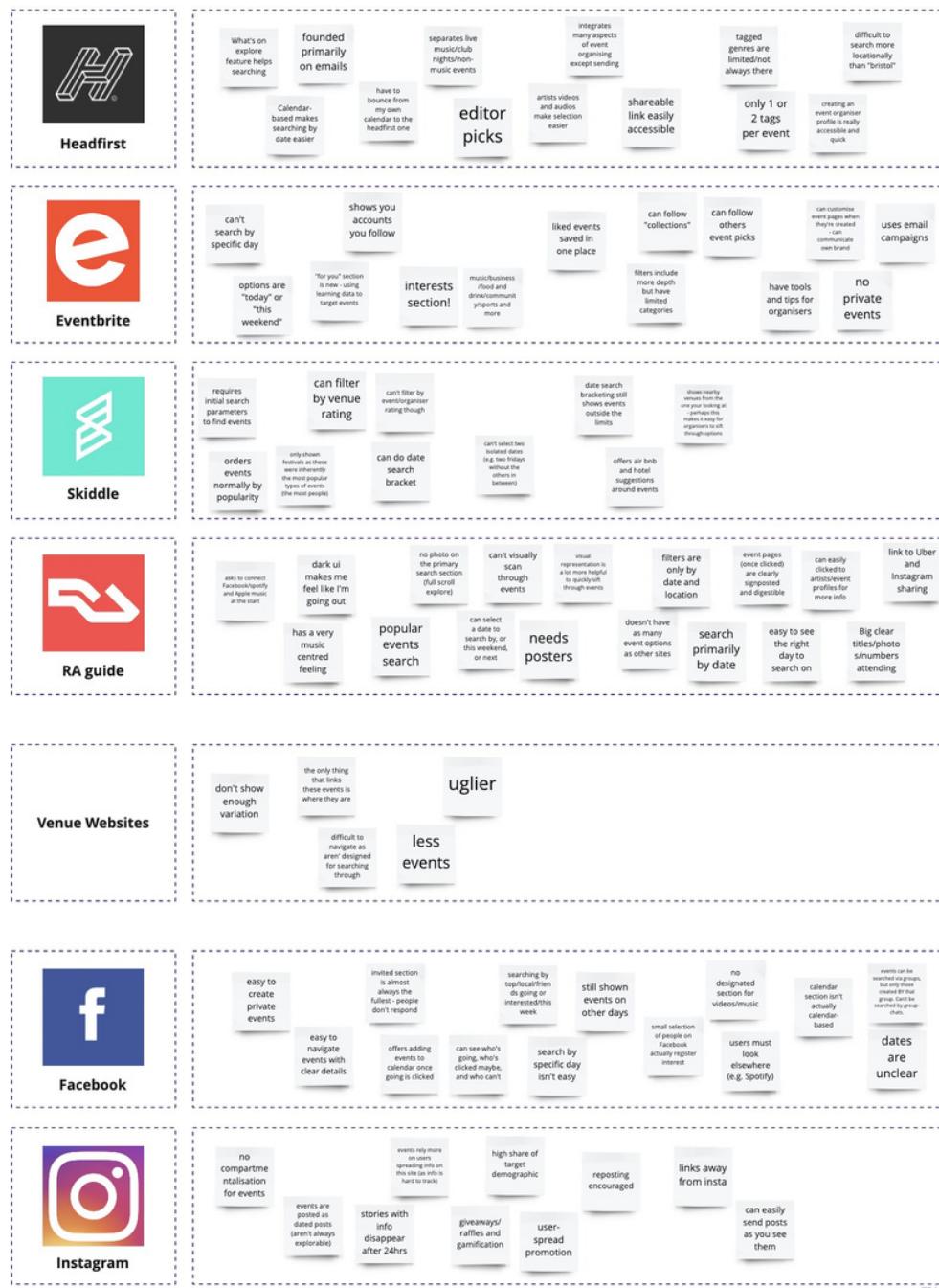


Figure 7: Auto Ethnography of various platforms

## LIMITATIONS (DIGITAL AND AUTO ETHNOGRAPHY)

While trying to remain impartial, and not only extract findings based on preconceived ideas, we acknowledge that these findings could be critiqued for confirmation bias or resulting from our own *echo chambers*. However, this research was not testing a directional hypothesis, just observing to see whether enough people experienced or were aware of issues with SM. Digital ethnography can also be affected by demographic characteristics and we recognise that our observations are not representative of entire populations but have been perceived in our own.

# SURVEY

The survey aimed to gain insight into our target markets' beliefs and behaviours, concerning SM use. We employed surveys as an initial exploratory strategy that would subsequently be contextualised with supporting interview and focus group data because surveys tend to deliver shallow and prescriptive insights.

We shared the survey to our SM accounts and online groups for young people, which garnered 90 responses and reflected the target demographic of 18-25 years olds well.

## KEY FINDINGS *(ST: SURVEY THEMES)*

*See Appendix 1 for further details and analysis*

**Addictive & unhealthy SM consumption**

**Flaky people problem**

**Organisational, scheduling problems**

### ST.1

*Social media was disliked for its addictive and scroll-inducing features*

### ST.2

*People dislike others responding slowly or not at all, dropping out last minute or do not decisively say whether they will attend an event.*

### ST.3

*Busy schedules leads to difficulty finding free time. Making decisions of what to do and organise around busy lives is chaotic and confusing.*



Figure 8: Wordcloud created from survey results/responses.

# LIMITATIONS

Our survey was useful for observing the huge overlapping and overarching concerns and beliefs about SM. We do, however, note that the survey only provides shallow insight into these areas. We also acknowledge that our recruitment was mostly composed of our social circles and connections (Almeida et al., 2017).

# KEY INSIGHTS

ST.2 leads to the question of what innately motivates individuals to makes decisions and turn up. We can look at this through psychological research.

ST1: Research must be thorough into how we will make sure that our platform will not turn into one that is addictive and unhealthy.

Indecision causes ST.2 and ST.3. Therefore we should research how to create an atmosphere that fosters and encourages decisiveness.

ST.2 was reduced through personal invitation, highlighting the importance of understanding about how we can create a sense of belonging for our users.

ST.3 conveys that we need to simplify the organisation process with detail, while tying messaging and event finding together.

Our survey results enlightened us on the individual experience of event organisation and social media consumption, but it was difficult to infer the nature of group dynamics when users couldn't be probed through further questioning. We decided an open ended-brief interview process would allow us to dig further into the different roles people assume in the plan-making process as interviews could mould with the individual.

# OPEN-ENDED BRIEF INERVIEWS

## RESEARCH METHOD

We extrapolated the "5 whys" method of unearthing potential issues in a system and used to it to understand the variety of processes of finding and planning different types of events.

**Primary question: How do you normally plan events with your friends?**

Sampling: We chose to conduct interviews at first-year UoB halls, and other areas of high student footfall, as these Zennials, are high contributors to the experience economy. All students seen in these areas were asked for interviews to avoid personal biases, and only those who consented were interviewed.

## FINDINGS *(OT: OPEN-ENDED INTERVIEW THEMES)*

*See Appendix 2 for full analysis with T References (T1: Theme One)*

### Social Circle Influencers (T16/T19/T20)

## OT.1

*Interviewees expressed trust, admiration and reliance on one critical friendship circle member who finds and organises the events.*

### Network Dependencies (T1/T2/T6/T7/T17/T31/T7/T9)

## OT.2

*Interviewees responded that they were on specific platforms simply because they're "just what everyone uses", especially Snapchat.*

### Event exploration is difficult (T15/T21/T35)

## OT.3

*Event promotion is thinly spread across a wide range of platforms and ticket retailers fail as they only display tickets they are distributing.*
.

### Group dependencies (T4/T16/T18/T28)

## OT.4

*The greatest determinant for event attendance was who else is going. Interviewees were very reliant on the actions of friends, and wanted to see who was attending events.*

### Financial concerns (T10/T29/T30/T38)

## OT.5

*There were money sharing concerns post-events, with too much to track and calculate. Cost of events was a key determinant of attendance.*

### Importance of interests (T26/T27)

## OT.6

*Music (and other interests) was a key determinant of event attendance; some went out of their way to find videos/audios on third-party sites.*

# GROUP DYNAMICS
## FOCUS GROUPS

### RESEARCH METHOD

The synthesised insights from our interviews led to our focus group, which we felt was an appropriate method as we could observe and discuss the emergent themes within scenarios. This allowed us to extract deeper insights from organic group dynamics, based on scenarios.

We asked participants to complete journey maps of their experiences organising different events, noting their emotions at each stage. We facilitated a comparative discussion around these in an open, informal atmosphere which welcomed honesty and confidence to express true reflections. Interestingly, the emotional pattern remained consistent despite relating to different events.
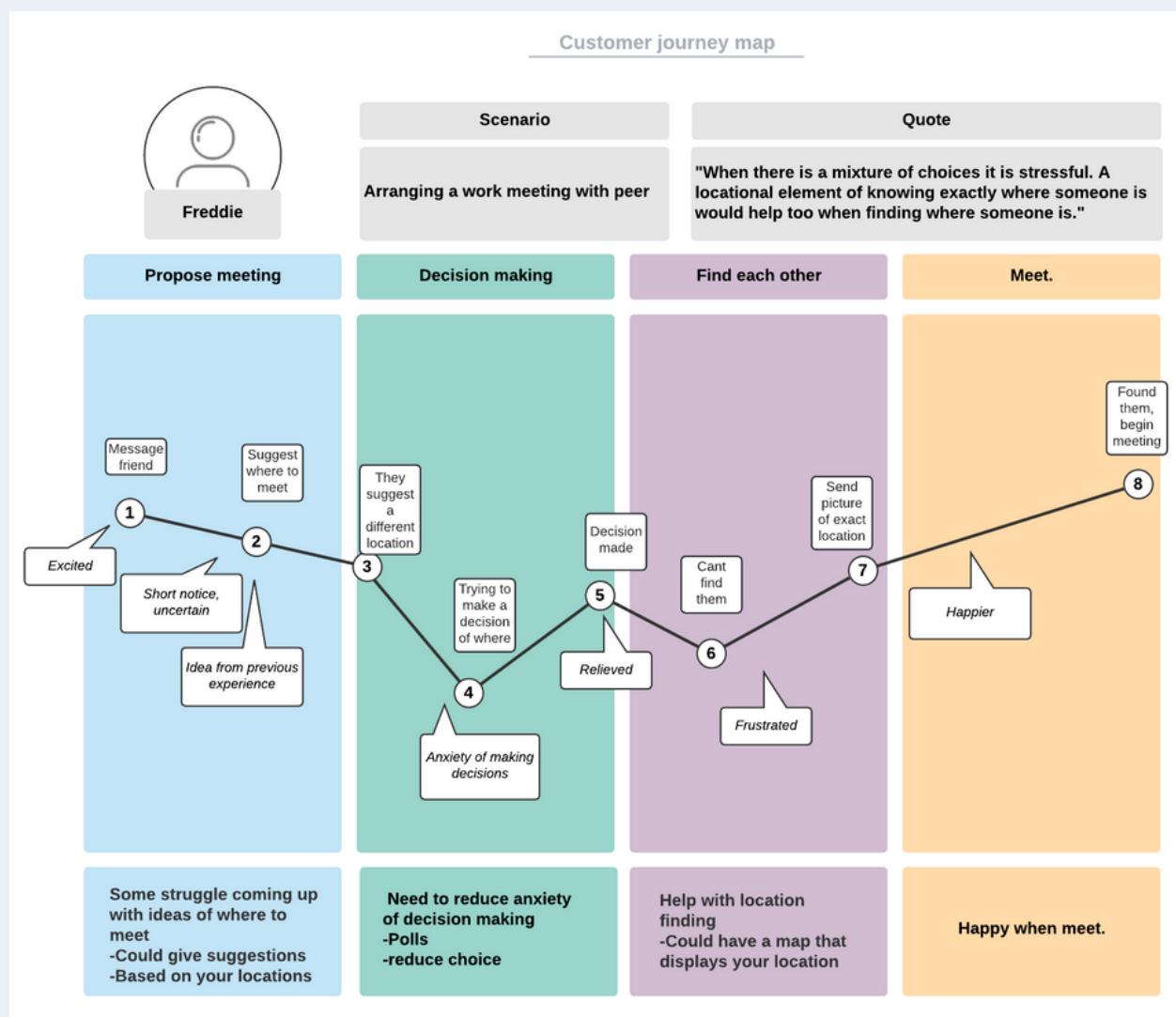
Figure 9: The journey map (more in Appendix 3), with integrated discussion comments. These are how individuals currently go about these scenarios. Thus areas for improvement are identified from these journeys.

# FINDINGS *(FT: FOCUS GROUP THEME)*

*See Appendix 4 for full theme breakdown.*

## Group Enjoyment Pressure

# FT.1

*don't like feeling accountable for a disappointing event: "if it's not enjoyed by everyone I'd be embarrassed"*

## Impact of Language

# FT.2

*Language-type was important: first person invitations added pressure, whereas automatic third person lessened it (e.g. "Jack has invited you let HIM know" rather than "let ME know!"*

## Resale difficulties

# FT.3

*People struggle knowing what sellers to trust especially when buying last minute tickets.*

**ADDITIONAL RELEVANT COMMENTS**
- *People expressed the desire to see upcoming events visually (e.g Map display).*
- *Incentives to invite others to the app normally work.*

## CARICATURES

The second part of the focus group was designed in response to the theme of group dynamics, which we were keen to explore more, since our platform should to facilitate organic communication amongst them, increasing the likelihood and intuition of use. Based on OEIT.1, individuals were asked to describe the qualities of the person in their own social circles who is the main influence and event organiser. These qualities have been combined and thematically organised.



Make it as easy for people as possible: putting in as much information as possible

Driven by cheaper nights and look for deals

Aim is to have fun

Excited about/enjoy organising

Friendly

Confident and relaxed in new environments

Easily bored/don't like being alone

Strong social media/internet/upcoming event awareness

Call/message people to organise

Message existing groups

Persuasive, press people for commitment

Good at last minute plans

Ideas Person

Open to suggestions

Know organisers/well connected

Figure 10: OT.1 Caricatures Amalgamated

## INSIGHTS

Recurring distinctive descriptions of this character imply that they are a consistent persona across friendship circles. They align with characteristics of "Protagonist" and "Campaigner" Myers Briggs Personality types (Myers, 1962). Their independence and confidence suggest they may be open to trying a new app that would relieve their pains. Their persuasiveness, well connectedness, and influence are critical for Bustle's growth. They are good with clarity of details, but current key platforms (Snapchat) hinder finding these, so we must mitigate against this.

## LIMITATIONS

Focus groups were a useful vehicle for co-production and design. Understanding what our target audience wants and how they would solve such issues was beneficial and we will use this method throughout Bustle's development. All of our groups are comprised of students in Bristol, so to increase external validity for future focus groups, we will recruit more diverse participants. Moving forward, we will interview this key persona group (recruited through focus groups as this is an organic method of fining those influencers) as their concerns may be more critical to uptake than others.

# FORMING PERSONAS

From our multi-faceted research, we discovered that, while individuals are all unique, homogeneity of dynamics across social groups. In social circles, we discovered OEIT.1 and other members adopted different roles based on their personal concerns (e.g cost/who's going). Consequently, we formed 4 key personas, highlighting what these users would need most.

**P1** CIRCLE INFLUENCER

**P2** INDIFFERENT & TRUSTING FOLLOWER

**P3** RESISTANT FOLLOWER

**P4** INDEPENDENT EXPLORER

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## ANNA HARRIS, 21
*Social Circle Influencer*

**Background**
- Anna is used to organising events for her friendship circle.
- She sifts through lots of different sites and bounces to different social medias to try and gauge the group response.
- She spends a lot of time searching and waiting.
- She loves going out and socialising, and is very organised.

**Likely Demographic**
- Age 18-28
- Student, working, or both
- Income (varied)

**Identifiers**

| Organised | Confident |
|---|---|
| Music/Food/Dance Lover | Active & Persistent |

### GOALS AND INTERESTS
- to go to a good event.
- to get as many people to come out as possible
- find something aligned with interests

### PAIN PONTS
- sifting through lots of different incohesive platforms
- People not replying or responding
- finding a date that works for everyone
- others not buying tickets

### REAL QUOTES
*"I have a folder on my phone labelled events, with headfirst and all of those [ticket retailing apps]"*

*""For general like 'whats going on' because their not all with the same ticket thing [retailer]... if it was all in one place it would be a lot easier"*

*"I have to be persistent with messaging otherwise all the information gets bogged down in the chat"*

*"I get to choose what sort of events we go to which is nice"*

### CURRENTLY USING
- ticket retailers
- Snapchat
- venue websites
- instagram
- Facebook (sometimes)

### DECISION-MAKING
- music or event type
- circle's availability
- responses from other circle members

### MARKETING APPROACH
**Preferred Content**
- Recreational
- Humour
- Inspirational
- Pop culture
- Music/food/hobby-based

**How to Attract**
- app must urge others to respond to invitations quickly.
- must ensure fast responses from other users.
- App must reduce "bouncing" between different ones - must compartmentalise social life and experiences as much as possible.
- include event information and visual/audio representation of what it involves.
- quick frictionless sending to both individuals and groups.
- must simplify finding a date that works for large groups of people.
- Relieve the responsibility of finding events by giving others the power and tools to do so.
- store details from events in a way that allows them to be unaffected by chat messages.

*miro*

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## HENRY WOODWARD, 20
*Indifferent and Trusting Follower*

**Background**
- Henry is very content with the circle's system of organisation.
- His trust for Anna's opinions has been reinforced by enjoyable times out that she has organised.
- He is less concerned about music type/cost than others, and separates himself from the organisation process.
- Henry doesn't use his phone all that often and often doesn't reply to people.

**Likely Demographic**
- Age 18-28
- Student
- income > 15,000p/a

**Identifiers**

| Relaxed | Content |
|---|---|
| Dependent | Agreeable |

### GOALS AND INTERESTS
- to go to a good event
- save time
- want to hangout with friends

### PAIN POINTS
- missing event updates
- forgetting to buy tickets

### REAL QUOTES
*"We're not really the event finders of the group... that's normally _____"*

*"One time my friend told us all to download an app for a festival to help... find each other, I think... Anyway, we all downloaded it just because he said we should, and he knows what he's doing"*

*"I guess I'm just not too bothered about where or what I'm going to, just who I'm gonna be with"*

### CURRENTLY USING
- very reliant on word-of-mouth
- instagram

### DECISION-MAKING
- Circle influencer
- date
- who else is going

### MARKETING APPROACH
**Preferred Content**
- Recreational
- Humour

**How to Attract**
- Send real-time updates to users about events they're interested in.
- Remind users to purchase tickets, giving them updates at different stages of sale (e.g. "tickets are on fourth release, buy now!").
- Make marking attendance easy.
- Urge event responses.
- Offer memories.

*miro*

## JACK LEE, 21
*Resistant Follower*

**Background**
- Jack wants to have more of an influence over group decisions.
- Jack is concerned about personal interests and these differ from those of the circle influencer.
- He makes last-minute decisions about going out, normally based on FOMO.
- Jack feels anxiety in many social situations.

**Likely Demographic**
- Age 18-28
- Student
- Income > 15,000p/a

**Identifiers**

| FOMO | Anxious |
|---|---|
| Music/Food/Dance Lover | Flaky |

**GOALS AND INTERESTS**
- more influence over event decisions
- go to events aligned with personal interests
- want to hangout with friends

**PAIN POINTS**
- reliance on circle influencer
- less coping strategies than circle influencers
- FOMO
- scammers on ticket resale routes

**CURRENTLY USING**
- instagram
- ticket retailers
- word-of-mouth

**MARKETING APPROACH**

**Preferred Content**
- Recreational
- Humour
- Music/food/hobby-based

**How to Attract**
- Give this user more control of what events they go to in their friendship circle by making suggesting events and things to do less formal (reduces anxieties).
- Improve late notice ticketing (improve resale).
- Reduce overall social anxieties.
- Not increase screen-time.
- Allow money saving options.

**REAL QUOTES**

*"People only ever reply to ____ because he's the one who always does it [find events]"*

*"If you deleted Snapchat you would be excluded from loads of plans"*

*"I'm not actually a very big fan of disco music but I always seem to end up at disco events... which is annoying"*

**DECISION-MAKING**
- last-minute
- music and event type
- cost
- who else is going

---

## RUBY ARES, 24
*Independent Explorer*

**Background**
- Ruby is largely unbothered by group decisions, usually making decisions based off of her own interests.
- She is a keen traveller, who loves making new experiences for herself.
- She likes meeting new people and trying new things.
- She's got a positive outlook on life.

**Likely Demographic**
- Age 22-28
- New to area with little local knowledge.
- Unemployed or part-time job
- Savings between 5,000-10,000
- Unmarried

**Identifiers**

| Independent | Confident |
|---|---|
| Lonely | Open-minded |

**GOALS AND INTERESTS**
- meet new people
- Socialise and make new experiences
- to try new things

**PAIN POINTS**
- meeting people after education is difficult
- lonely
- fears of meeting people in person from online

**CURRENTLY USING**
- Tiktok
- Bumble BFF and Meetup
- Facebook groups

**MARKETING APPROACH**

**Preferred Content**
- Recreational
- Culture
- Inspirational

**How to Attract**
- Make meeting new people easy and ensure safety in doing so
- Help cost comparison.
- Powerful interest based search function, with algorithm for learning these with usage.

**REAL QUOTES**

*"When you're super open minded, you don't necessarily mind who you hang out with - everyone is interesting in some way"*

*"Yeah... I've just moved here and I love it, but I don't really have many freinds - it's so hard to meet people after education"*

*"It feels like every year I'm in a new city, starting again and trying to make new friends"*

**DECISION-MAKING**
- personal interests
- looking for bargains

Figure 11a-11d: Persona Profiles, created using Miro

Synthesising our group dynamics research by identifying personas, allowed us to find our key user: P1, the circle influencer (OEIT.1). Though the other personas are part of our target market, we saw an opportunity to direct marketing tactics at one specific group, as they are likely to bring both "P2" and "P3" with them.

OEIT.1 is supported by studies of power. Primarily, we note that certain people ["O"] exert "expert power" (French and Raven, 1959) over others, whereby other group members perceive this individual to have greater knowledge in the field than themselves. Additionally, "referent power" (ibid), based on the feeling of membership or unity with someone else, impacts the decision-making process as they desire connection.  O's influence is dependent on the other members' resistance away from their decision. Therefore, some group members follow O because they are unconcerned with the decision being made and are content with trusting O (P2), while others may be more resistant (P3) as they care more about the decision (for example what event they end up going to).

# COMPETITION
## WHERE IS THE GAP?

### SOCIAL MEDIA SITES

Facebook is the only SM site to have a formal feature for making both private and public events. However, most respondents named Snapchat (OEIT.2) when asked what they use to make plans with their friends. They acknowledged that using Snapchat for event organising was 'not the purpose of it' complaining that features of Snapchat are not ideal for plan-making. Similarly Instagram is designed for content posting, not events.

|  | ![Facebook] | ![Snapchat] | ![Instagram] | **bustle.** |
|---|---|---|---|---|
| **DEMOGRAPHICS** | Perceived as a middle age platform. | For Gen Z (teenagers & young adults) | Gen Z & Millenials | For Gen Z & young millenials. |
| **EVENTS FEATURE?** | YES | NO | NO | YES |
| **PURPOSE OF APP** | Very diverse features. Used to keep in touch with people, share information and make events. | To talk to people quickly, share photos and locations. | To share photos & videos. | To find friends' availability, events and activities tailored to your availability, location and interests. |
| **REVENUE** | Adverts | Adverts | Adverts | Ticket Revenue, Experience-related adverts only |

Figure 12:  Comparative table showing gap in market for social media.

### BLUE OCEAN STRATEGY

Bustle is disruptive - a technology which amalgamates SM features with ticket retailers. As Bustle is unique and utilises features from various different sites (identified in figure X), we have identified it as existing within a 'blue ocean'. By utilising this strategy we are creating and capturing an uncontested market space, thereby making the competition irrelevant. As a strategy, we will align the whole system of our firm's activities in pursuit of differentiation and low cost.

# COMPETITOR MAPPING
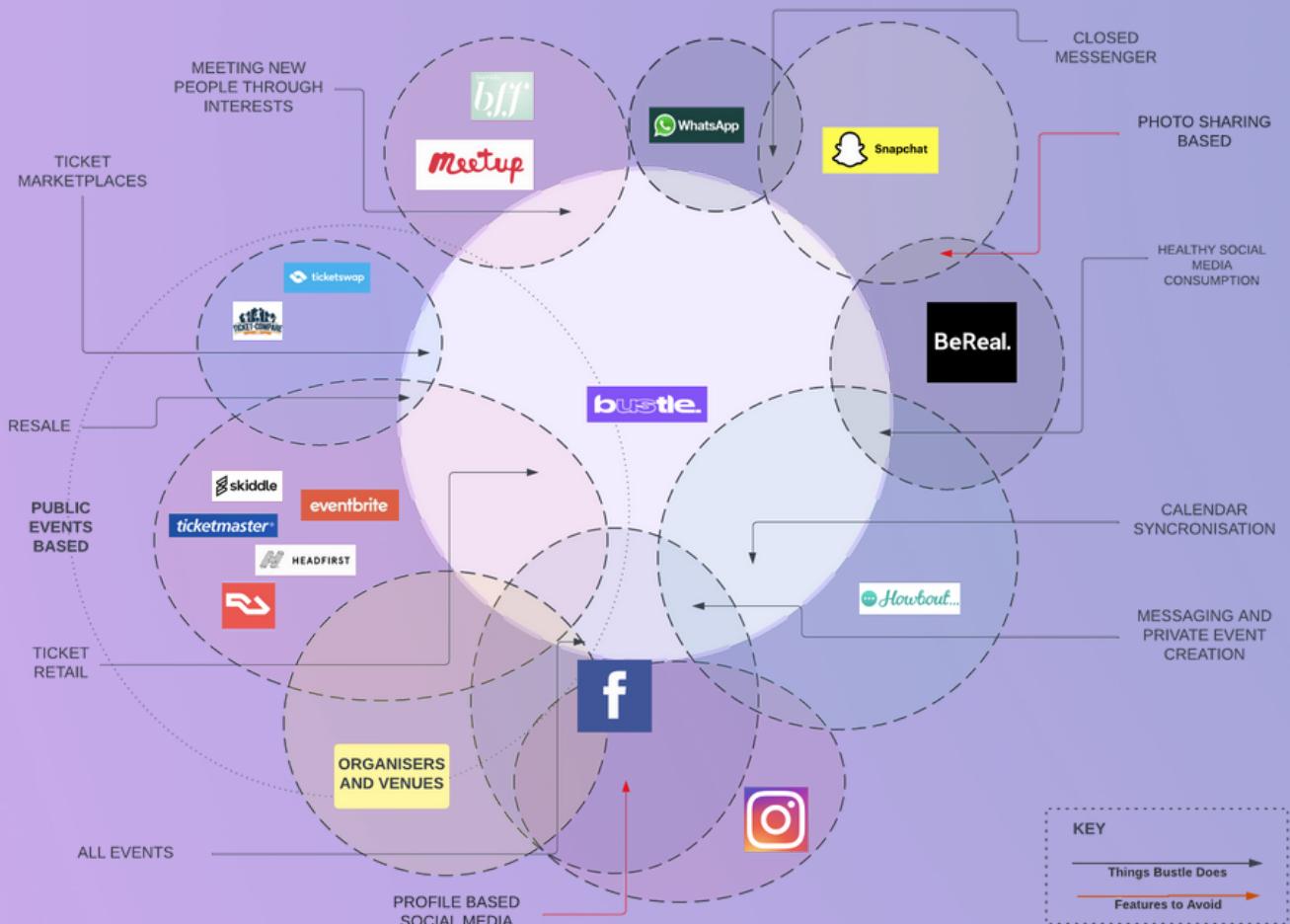


Figure 13: Competitor Map

# PLATFORM USER INTERVIEWING

Figure X reveals our most overlapping three competitors-types: Facebook; Howbout; Ticket Retailers. Thus, we wanted to further explore user perceptions to target their key pain points. We surveyed users for each respective service to gain insight into key difficulties. Headfirst is a Bristol-based key player in the ticket retailer bracket, so we focused there in this respect. Our key findings were as follows:

### FACEBOOK

- Events are difficult to search through.
- Can't search by day
- Filters are inadequate.
- ST.2
- Like seeing who's interested in events.

### HOWBOUT

- Only for private event creation.
- Can't find events to go to.
- Calendar can be overcomplicated with many synced friends

### HEADFIRST

- Fundamentally based on emails, which people rarely follow.
- "Editors picks" are enticing.
- Greatest variety of events for Bristol.

# GETTING TO MARKET: EXPERT INTERVIEWS

We discovered that in order to become a market player, we must offer strong values to two key user groups:

1. *Circle Influencers*
2. *Event Organisers*

# CIRCLE INFLUENCERS INTERVIEWS

*We used open questions to explore their roles in group dynamics, their processes of event organisation, including likes, frustrations and suggestions.*

## KEY COPING STRATEGIES *(IT: INFLUENCER INTERVIEW THEMES)*

*See Appendix 4 for full theme breakdown.*

**Utilising FOMO**

**IT.1** *Circle influencers often use techniques that instil FOMO. Such as making sure they buy tickets at the same time as others and letting them know who else has tickets.*

**Repeat Messaging**

**IT.2** *They repeatedly message friends about buying tickets and owing them back for them.*

**Manual Compartmentalisation**

**IT.3** *They have folders on their phones specifically for event-based apps. They search for events based on genre, date, venue, or artist. They want to search through relevance to them (suggested connecting Spotify).*

**Logging Information**

**IT.4** *Individuals make spreadsheets/notes of friends' details, including budget, availability and interests etc.*

These processes are deemed tedious for Circle Influencers. We will create features that relieve these pains for them. Refer to Appendix X for full details.

# OUR EXPERTS
## EVENT ORGANISERS



Anna
Founder: **WHOMP**
*A non-profit focused around bringing like-minded creatives together for a dance to great electronic dance music.*



Will
Founder: **BRIZZLA**
*A techno music club event. Different DJ line ups each event, twice per month.*
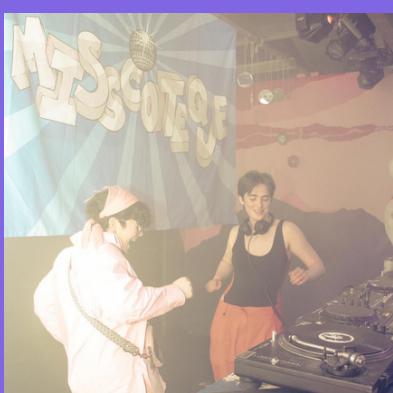


Gig
Founder: **Misscoteque**
*Events for women and non-binary people. With their fast, growing success, this summer they are off to Glastonbury festival.*

Others: Founders of Encore Club Events, FUZE, and POM

# EVENT ORGANISER INTERVIEWS

These insights are gathered from interviews with social secretaries and event organisers. Social secretaries organise events for groups which have mutual interests.
We used thematic analysis for consistency in understanding our findings.

## KEY THEMES *(ET: EVENT ORGANISER INTERVIEW THEME)*

*See Appendix 5 or full theme breakdown.*

### Integrated CRM

### ET.1

*After organisers sell their tickets, it then becomes difficult for them to update their customers through existing sites like RA. They also can't find out where traffic is coming from for sales so can't see which marketing channels are more worthwhile.*

### Learnability

### ET.2

*Can't find out where traffic is coming from for sales so can't see which marketing channels are more worthwhile. Want to learn from past events what was successful or not.*

### Primary Platform Absence

### ET.3

*There is no clear platform for promotion. Promoting to multiple platforms requires time/effort.*

### Uncertainty Concerns

### ET.4

*Want to track how many tickets have been bought and know before the last minute that tickets are selling. Expressed medical concerns too, saying "you never know what you might need to be prepared for".*

### Targeted Promotion

### ET.5

*Event organisers want to target new audiences to increase their reach, and pay via instagram ad boosting etc to do so.*

### Bulk Sales

### ET.6

Making the process of owing and receiving money for tickets is advantageous for increasing bulk buying of tickets. The more tickets bought at a time aids event organisers to sell tickets.

## KEY INSIGHTS MOVING FORWARD

By organisers improving their events from learnings, customer experience and recommendations are enhanced, increasing Bustle joiners and again experience,  creating a Flywheel. Also, leftover event tickets could be put up for auction to guarantee capacity. Bustle should aim to streamline group ticket purchasing, as OT.2 means that more people will buy tickets overall if done in this way.

## LIMITATIONS

Despite not getting in contact with major organisers we still see these smaller interviews as indicative of our model working for more significant popular and significant players.

# VENTURE CREATION

## FEASIBILITY, VIABILITY AND DESIRABILITY

# PROBLEM SOLVING METHODOLOGY

Leverage Points: Places to Intervene in a System

Systems analysts have strong confidence in 'leverage points' (Donella Meadows, 1999). These are areas inside a complex system (a company, an economy, a live body, a city, or an environment) where a minor change in one thing can have a large impact on everything else.

As a systems thinker, Meadows proposed 12 leverage points in a system to intervene. These leverage points are on a scale in order of increasing impact and include design tweaks, feedback loops and different business models.
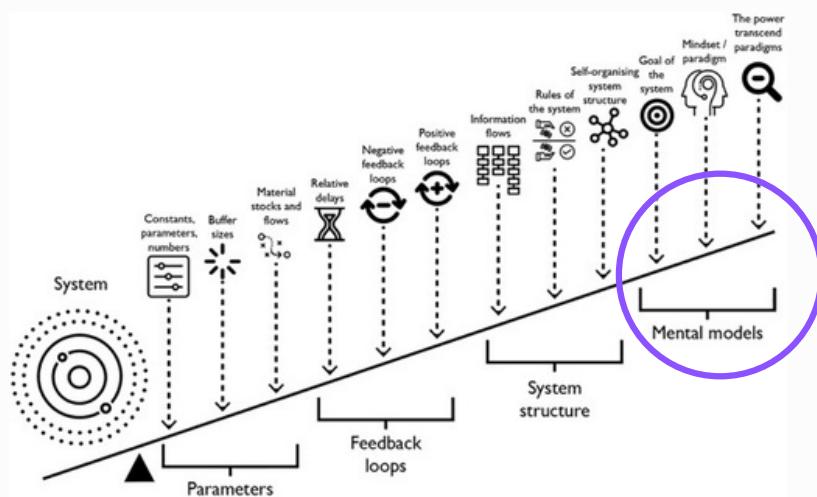


Figure 15: Diagram of 12 leverage points: places to intervene in a system
Meadows (1999).

To have the largest impact on the problem, we have targeted the 'Mental Models' of the system, the goals of the system and paradigms. This requires zooming out to grasp the whole picture, and address the *root causes* of problems, rather than just mitigating the symptoms.

We have challenged the model by challenging the current status quo in big tech that...

> "**The goal of any social media company is to make sure that you spend as much time on that platform as possible and engage as much with content on that platform as possible."**
>
> Josh Simmons, Facebook AI researcher.

...by making a platform that encourages users, and makes it easy and fun for them to go out and be social offline.

This requires modifying the beliefs that guide behaviours in the system and expanding the system's ability to transcend paradigms altogether. Thomas Kuhn, in a book about paradigm shifts, argues for the importance of pointing out the flaws and failings in the old paradigm, while putting people with the new paradigm in places of public visibility and authority, loudly and confidently (Kuhn, 1962).

# UI DESIGN

**BUSTLE FEATURES BASED ON RESEARCH**

## SURVEY

**ST.1** *"addictive and unhealthy SM consumption"*
- Spontaneous "NOW notifications" to prevent screen addiction
- NOW notifications to normalise inviting yourself and inviting other without formally messaging - decrease loneliness
- No scrolling through content: events-based information only
- No photo-based profile building
- No camera Filters

**ST.2** *"Flaky People Problem"*
- Bustle points awarded for responding to invites quickly
- Notifications don't reveal content until pressed (can't ignore)
- Informalize language, relieving pressure
- Garish red/orange colouring on un-responded invitations to encourage response
- Clear details section in 'circles' but separate from messages
- Accessible data profile (in account) for transparency with shared data scheme
- Streamline ticket purchasing for commitment
- Automatic reminders to buy tickets (first/second release etc)

**ST.3** *"Organisational Scheduling Problems"*
- Dovetail SM messaging ('Circles' group chats) with event exploration
- Map view shows who's around easily
- Polls in chats
- Bustle wallet to easily upload and store event info (for those you're attending) and tickets
- Calendar synchronisation with selected friends to find mutual availability

## FOCUS GROUPS

**FT.1** *"Group enjoyment Pressure"*
- Ease of event sending to groups (this becomes casual and common, relieving pressure)
- Casual informal language
- Can check others' interests to see if event details align

**FT.2** *"Impact of Language"*
- Third person invitations ("Ben invited you" rather than first: "Come with me!")
- Verify users with ID so they may message on event discussions to arrange secure resales themselves

**FT.3** *"Resale Difficulties"*
- POTENTIAL FUTURE: Develop resale section and ticket auction

## OPEN ENDED BRIEF INTERVIEWS

**OT.1** *"Social Circle Influencers"*
- CIAMS Marketing Scheme
- Can filter events search by specific users or groups

**OT.2** *"Network Dependencies"*
- Can invite people who aren't on the app yet to events
- Rigorous filter system with options like cost/place/date/interests/people and more
- Personalised recommended events
- Platform displaying all events (not just those Bustle retails tickets for)
- Bustle points awarded for inviting users to the app

**OT.3** *"Event Exploration is difficult"*
- Map showing both people and events/venues nearby to sift through visually
- Bring many isolated platforms together
- Visual representation of events through thumbnails/posters as visual representation makes sifting through events easier

**OT.4** *"Group Dependencies"*
- Filter by who's going or interested
- Event responses ("going"/"maybe"/"can't go") and automatic "ticket bought" update (see ST.2 above)
- Easy (and informal process of sending events to groups)

**OT.5** *"Financial Concerns"*
- Lottery system giving away free tickets each week
- Filter by budget/cost
- Bustle points result in vouchers
- POTENTIAL FUTURE: Strategic partnership with splitwise to ease cost-sharing

**OT.6** *"Importance of Interests"*
- POTENTIAL FUTURE: synchronise spotify accounts to get music taste directly tied to targeted ads
- See others' interests
- Interest selection upon making accounts and users can add to this throughout
- Shared data scheme to earn for engaging in the experience economy

## CIRCLE INFLUENCER INTERVIEWS

**IT.1** *"Utilising FOMO"*
- Reminders and updates for events which users have been invited to or have registered interest in
- Increase reminder frequency nearer events
- Show who's going
- Any uploaded photos are only shared with those who attended within the group (both to relieve toxicity/jealousy but encourage meaningful social interaction)

**IT.2** *"Repeat Messaging"*
- Automatic event reminders
- isolate event details section from messaging (but still within circles to be easy to find)
- Notifications centre for updates to users

**IT.3** *"Manual Compartmentalisation"*
- User-generate content: Bustle points rewards for uploading events to the platform (so not all have to be uploaded by event organisers themselves). These events are then verified by Bustle team and organiser can 'claim' them.
- Customisable groups and calendars
- Activity notifications separate from NOW Notifications to compartmentalise these updates and pressing updates from friends.

**IT.4** *"Logging Information"*
- App ties SM messaging, event search, ticket purchase etc into one platform
- Customisable calendar sync (can choose who's calendar you want to sync with to find mutual availability)
- Profile based (not email-based like ticket retailers)
- Event details section
- Polls

## EVENT ORGANISER INTERVIEWS

**ET.1** *"Integrated CRM"*
- Track user traffic to uncover optimal marketing channels
- Organisers can gain insights from past events (what key interests users have that attend their events, who their ads reach, age group, attendance percentages etc).

**ET.2** *"Learnability"*
- Dovetail SM and event exploration

**ET.3** *"Primary Platform Absence"*
- Platform displaying all events (not just those Bustle retails tickets for).

**ET.4** *"Uncertainty Concerns"*
- Medical information tied to user accounts (if uploaded by user) so organisers have necessary information just from finding their name.
- Updates posted under events (found in user notifications)
- Bustle points docked if users don't attend events they claim they will attend/have tickets for
- Track purchased tickets
- Bustle points spin to win free remaining tickets (allows organisers to fill venue capacity and generate value for remaining tickets from users spending bustle points).
- automatic reminders to users

**ET.5** *"Targeted Promotion"*
- Shared data scheme
- 'for you' event search based on user's collected data
- Data collection with interests etc to push users relevant promotions.
- Targeted advertising by one-time-purchases to 'boost post' to relevant users.

**ET.6** *"Bulk Sales"*
- Ticket purchase section shows bulk purchase deals to users (e.g. 5 for the price of 4).
- POTENTIAL FUTURE: Splitwise collaboration will increase bulk sales
- Group tickets purchased can be put into the Bustle wallets of those involved by the one who purchases.

Figure 16: App Features Based on Research Insights

*Finer details of UI value for users seen in Appendix 6.*

# RETURNING TO SECONDARY RESEARCH:

## PRE-PROTOTYPING VIA PSYCHOLOGY OF MOTIVATION

We feel it is important to understand our users on a level of what motivates their behaviour.

**Intrinsic motivation:** Actions driven by inherent satisfaction (Reiss, 2012). Individuals selecting interests upon joining the app and shown relevant events.

**Extrinsic motivation:** Actions led by achieving rewards and societal status (ibid.) We reward users for their socially beneficial actions within the app, such as creating events, inviting other users to the app and quickly registering their decision to attend. People will also be able to see what events others are going to, with their permission. We also reward users for registering their decision to attend quickly.

**The paradox of choice:** Having too much choice is overwhelming and hinders decision-making (Lyengar and Lepper, 2000). Filters are critical for reducing decision making.

### TAILORING LANGUAGE

Due to FT.2, we will inform our app language using cognitive biases to facilitate an environment of decision-making (Zalewski et al., 2017).

**In group Bias:** The bandwagon effect, conveying individuals to act the same as others in their group.

**Loss Aversion Bias:** People have stronger feelings of avoiding loss, as compared to receiving gains (Gal and Rucker, 2018). Our prompts use phrases such as: "Last chance!" and "Are you sure you want to miss out?" to align with Circle Influencers' strategies of inducing FOMO.

# PROTOTYPING

## WITH OUR TARGET USER GROUPS: ADOBE XD

Prototyping us was especially important to us as unique UI features and app functionality was critical in creating a frictionless service for all users. We used our Instagram account, which we had begun to develop a following from public posts about our values and aims, as well as from those that had participated in previous rounds of research. We felt this was an appropriate user base to conduct A/B testing with as these people represented our target demographic and had previously registered interest in our service.

We posted adjacent UI designs for different sections of the app, developed on Adobe XD, asking followers to vote on design A or B, and offered an area to add any extra feedback they had. See Figure 14 above for Adobe XD workspace.
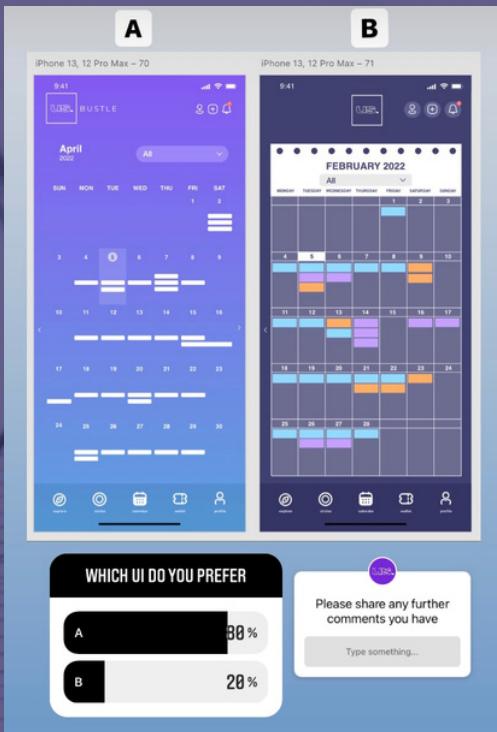


Figure 17a: Calendar Prototypes
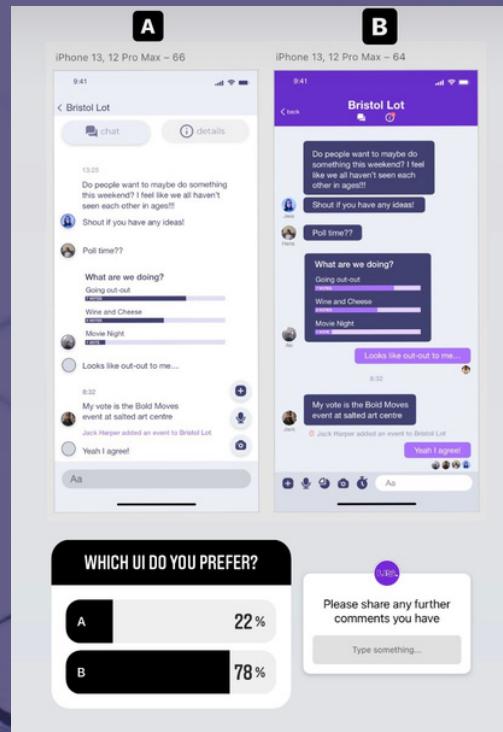


Figure 18a: Chat Prototypes
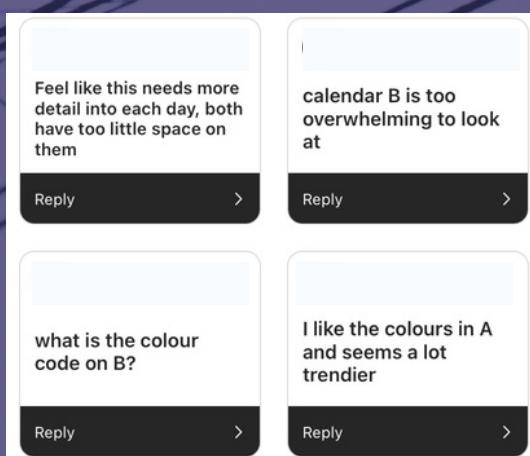


Figure 17b: Calendar Responses
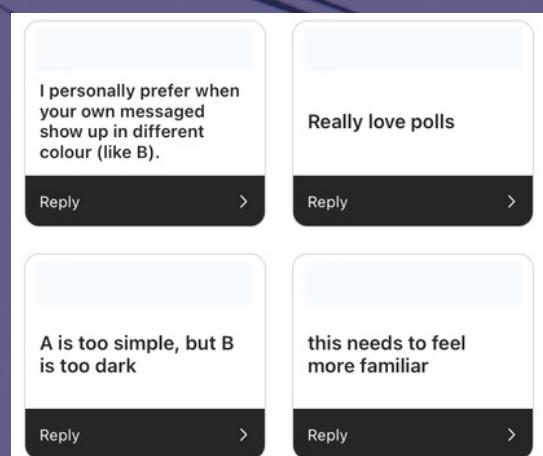


Figure 18b: Chat Responses
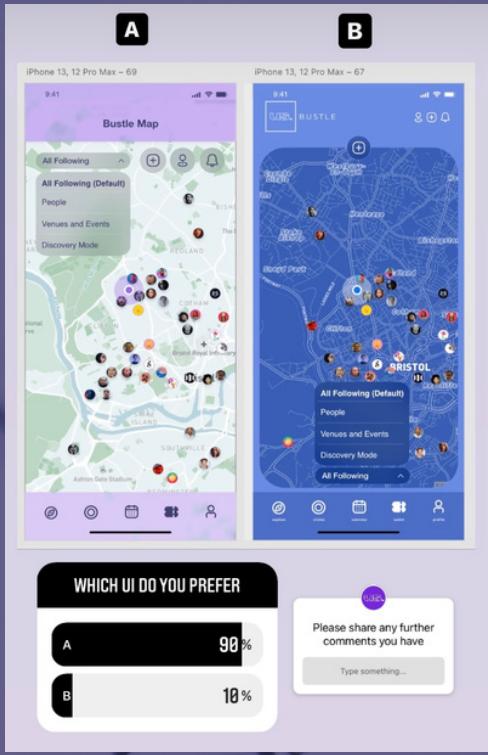
Figure 19a: Map Prototypes
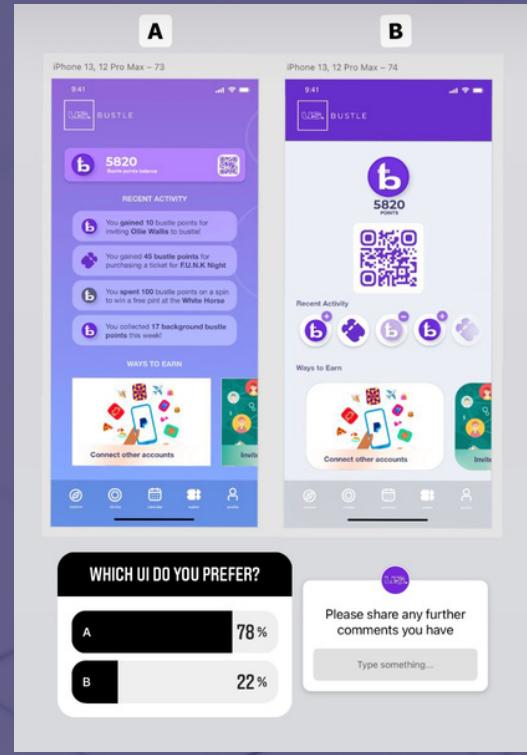

Figure 20a: Bustle Wallet Prototypes
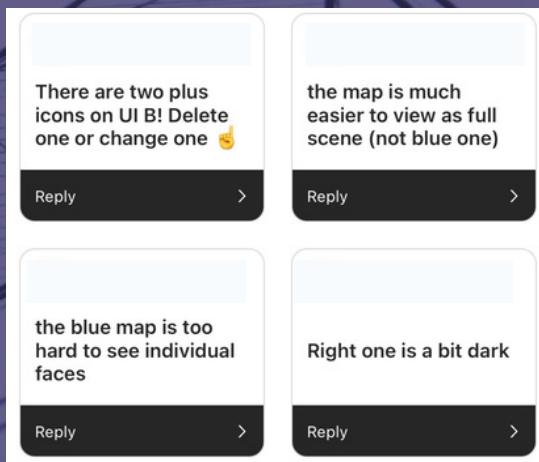

Figure 19b: Map Responses
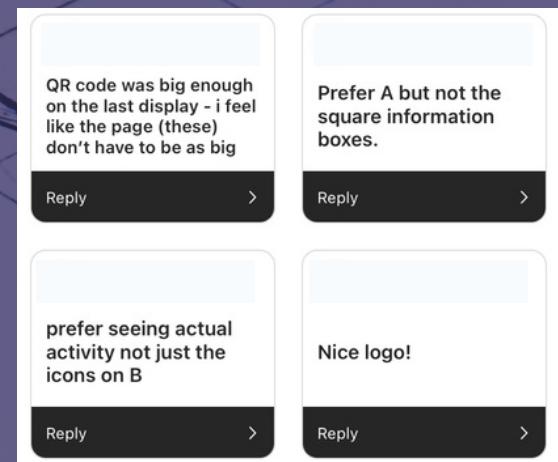

Figure 20b: Bustle Wallet Responses

# CRITIQUE AND LIMITATIONS

The prototype UI designs at this stage had been based on designs from other social media sites and relevant platforms, informed to us as potential avenues from previous areas of research, for example, chat UIs were based on Snapchat (A) and Facebook (B). While we feel as though this allows the app to inherently carry familiarity, this may have held back the full set of insights that earlier stages of design might have been able to enlighten.

Furthermore, our sampling was based on the opinions of all types of users, rather than honing in on those that were most relevant: Circle Influencers. We were, however, able to discern through our personal knowledge of some users, whose responses may have been the most critical to our design. Profile names have been censored here for privacy protection.

# BUSINESS MODEL
## EXPLAINED

*We are a B2C and B2B platform. Attracting both users and businesses (venues, event organisers & artists) will increase the value & desirability for both to use the platform. We are an intermediary, integrating the experience of being social with the local experience economy.*

**B2C - Users**

**B2B - Venues, Artists & Organisers**

**bustle.**

**Key Performance Indicators (KPIs)**

**Q1**

1. Gain 5000 users.
2. Aim to get the 10 largest clubs in Bristol on the platform with a profile.
3. Get feedback from at least 500 users.
4. Give away £1000 worth of free tickets to users with a high amount of Bustle points.
5. Upload at least 50 events on the platform per week.

## Value proposition canvas

### B2C: University students, post graduates in a new city & travellers.

The value propositions for each target customer profile are virtually indistinguishable so have been combined. At these ages, we are in a transient period of our lives - moving away from home and discovering new places, people and experiences.

**Gain creators**

- A great social life
- Meeting lots of new & like-minded people
- Making memories
- Hearing & seeing great artists
- Good mental health & balance
- Discovering & experiencing a new place
- Price comparison tool for tickets
- Trying new things, finding new interest, hobbies & talents
- Find events that align with interests with ease
- Save money
- Find mutual availability with friends
- Shared data scheme
- Rewards for being social

**Products & services**

**Pain relievers**

- See attendance of friends to both private & public events
- Reduces feelings of loneliness & negative mental health
- Less screentime, more socialising
- Spending less money as finding cheapest deals
- Saves time
- Tickets verified
- Finding the best events aligned with your taste and availability
- Making friends
- Find friends availability
- Shared data, transparency & peace of mind
- Finding the best events aligned with your taste and availability

**Value proposition**

**Gains**

- A great social life
- Meeting lots of new people
- Making memories
- Hearing & seeing great artists
- Good mental health & balance
- Save money
- Discovering & experiencing a new place
- Learning about culture

**Customer jobs**

- Make & bond with new friends
- Have a great university experience
- Blow off steam & maintain good mental health
- See favourite / best music artists

**Pains**

- Finding good events is time consuming
- Too much screentime
- Going out regularly is expensive
- Everyone has busy schedules
- Data concerns
- Chance of being scammed
- Everyone uses different messaging services & social media sites
- Not knowing who is going, flakey people
- Bad mental health when there's no balance between work & play
- Feeling lonely
- FOMO
- Missing good events sometimes as you didn't know it was on

**Customer segments**

Figure 21: Value Proposition Canvas B2C

## THE BUSINESS MODEL CANVAS

### B2C: University students, post graduates in a new city & travellers.

**Key Partners**

Who are our key partners?

- Universities & colleges
- Media outlets including student & travel magazines
- Event organisers

**Key Activities**

What key activities do our value propositions require?

- Joining the platform
- Rating venues & events
- Listing important information about events, venues & experiences
- Feeding back to app.

**Key Resources**

What Key resources do our value propositions require?

- Bustle employees
- An app developer & designer
- A fully functioning app
- Useful, verified & correct information on platform.

**Value Propositions**

What value do we deliver to the customer?

- Find out instantly when you and your friends are free.
- Find cheaper tickets
- Finding events & experiences more enjoyable as they are in line with interests & rated by the community
- Better mental health & social life
- Make new friends
- Less time spent on-screen/ social media
- Avoid being scammed as verified tickets sold only

**Customer relationships**

Expectations/ commitment

- Responsive & communicative
- Listening to the customer, improving based on this feedback
- Duty of care

**Channels**

through which channels do our customer segments want to be reached?

- Bustle (our own platform).
- Existing social media sites like TikTok, Instagram, Facebook, Snapchat & Twitter

**Customer segments**

For whom are we creating value?

- University & college students
- Post graduates
- Travellers
- Personal influencers, organisers.
- 18-32 year olds (Gen z to young millenials)
- Socially active people
- Money conscious people
- People who appreciate arts & culture

**Cost Structure**

What are the most important costs inherent in our business model?

- Staff salaries & perks
- Cost of app development & designer.
- Travel costs marketing

**Revenue Streams**

For what value are our customers really willing to pay?

- First years generally pay from £5-10 for 'freshers events'.
- After this gigs & event nights generally can vary from £5-£40.
- Over a third of our email respondents who were in our target market said they go to an event once or twice a week, with a quarter saying they go about once or twice a month.

Figure 22: Business Model Canvas B2C

on a societal level, bustle helps users reduce the power that Social Media (SM) giants like facebook have over mental health

bustle points reward users for engaging in the experience economy

Helping people to try new things and develop new interests (specifically the "independent explorer" persona).

**SOCIAL IMPACT**

Self-transcendence

**LIFE CHANGING**

Provides hope

Self-actualization

Helps people to make new friends and feel less disconnected.

bustle will make users less reliant on fast acting positive reinforcement from things like Facebook and Instagram likes.

Motivation    Heirloom    Affiliation and belonging

**EMOTIONAL**

Reduces anxiety    Rewards me    Nostalgia    Design / aesthetics    Badge value

Brings together lots of different services that are spread across many platforms and makes it easier to find what you need, therefore getting you out.

Wellness    Therapeutic value    Fun / entertainment    Attractiveness    Provides access

**FUNCTIONAL**

Saves times    Simplifies    Makes money    Reduces risk    Organizes    Integrates    Connects

Reduces effort    Avoids hassles    Reduces cost    Quality    Variety    Sensory appeal    Informs

Helps users find the best ticket costs and gives them discounts through bustle points and earing on their data

Gives users ample information about events

compartmentalises finding events and organising to go to them with friends (from bouncing between many different platforms to just using one).

filters help users to find events that match their interests more easily, meaning they will enjoy the events they spend their money on more.

Figure 23: Adapted B2C Value Pyramid

**35**

# B2B SERVICES:ORGANISER

## Value proposition canvas
B2B: Event organisers, artists and venues.



Figure 24: Value Proposition Canvas B2B

## THE BUSINESS MODEL CANVAS
**B2B: Event organisers, artists and venues.**

### Key Activities
What key activities do our value propositions require?

- Creating & maintaining the platform
- Gathering feedback from users.
- Fixing bugs and improving the app.
- Forge partnerships with local events businesses & venues.
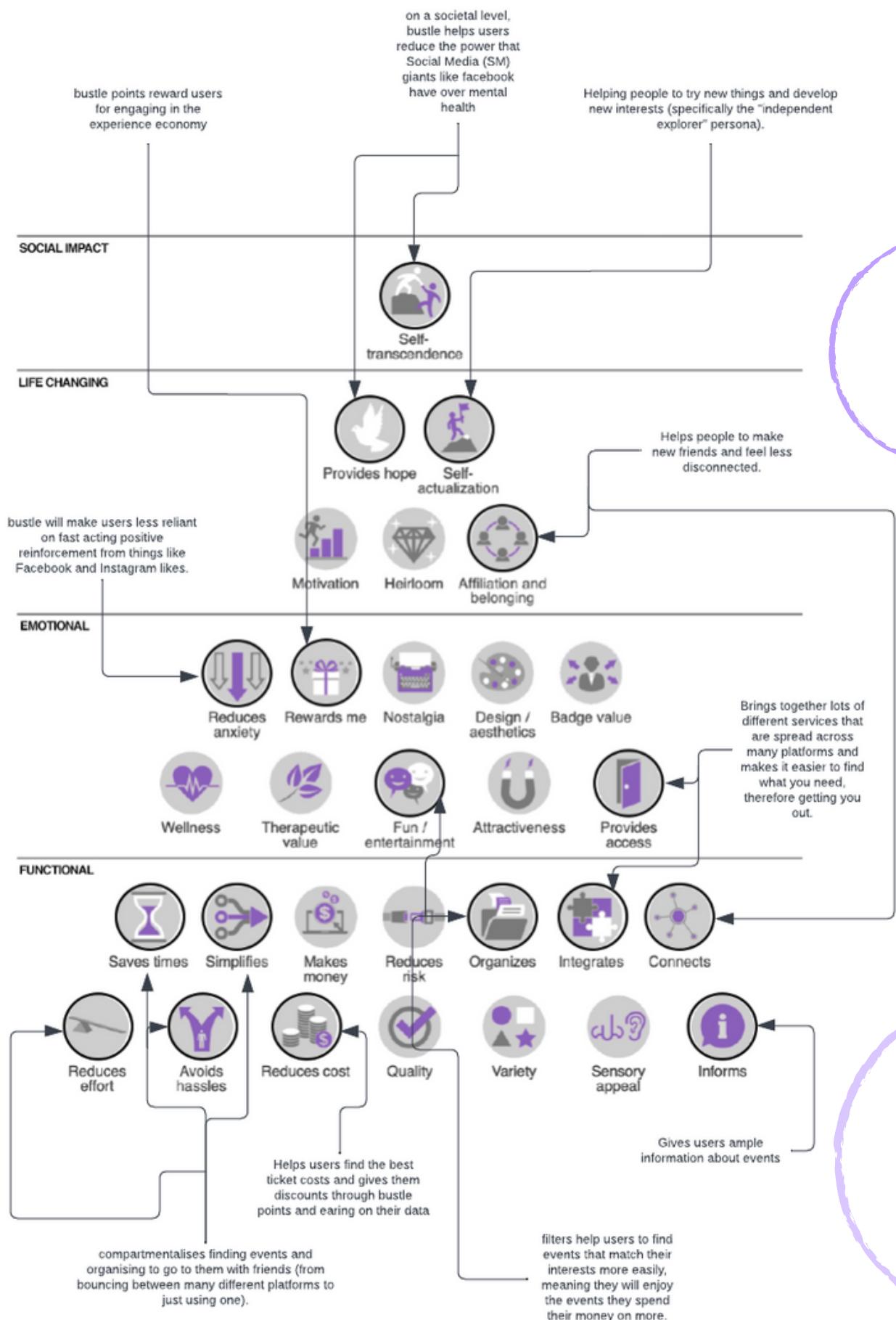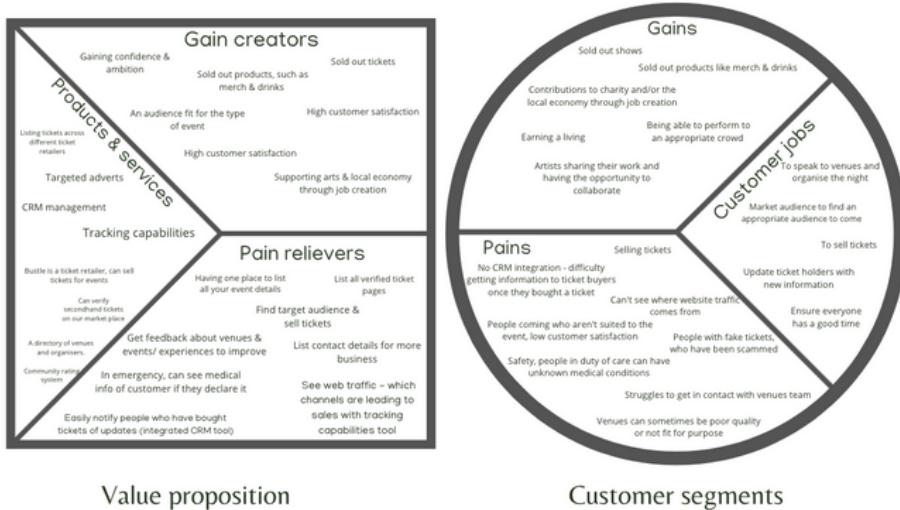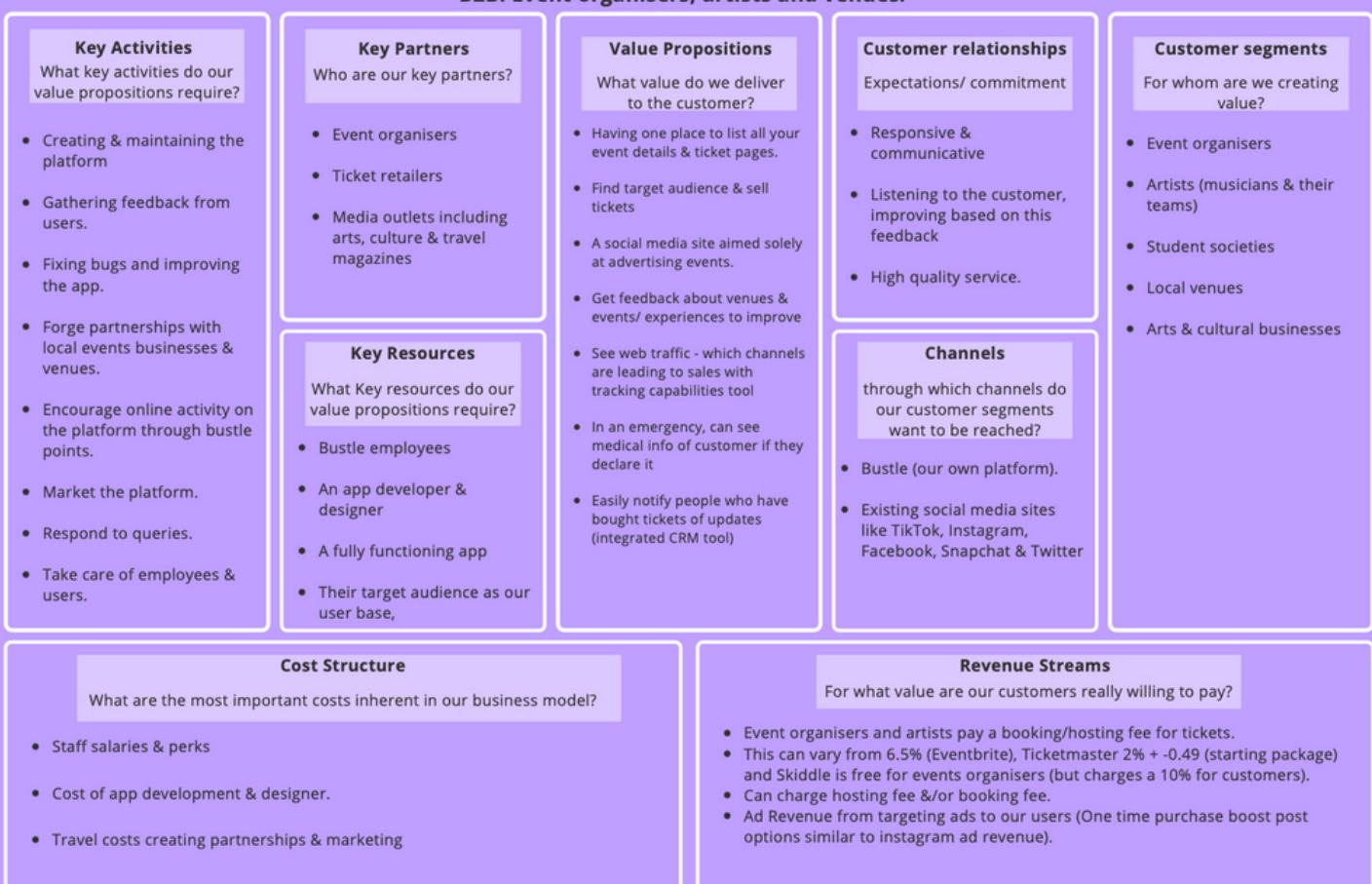- Encourage online activity on the platform through bustle points.
- Market the platform.
- Respond to queries.
- Take care of employees & users.

### Key Partners
Who are our key partners?

- Event organisers
- Ticket retailers
- Media outlets including arts, culture & travel magazines

### Key Resources
What Key resources do our value propositions require?

- Bustle employees
- An app developer & designer
- A fully functioning app
- Their target audience as our user base,

### Value Propositions
What value do we deliver to the customer?

- Having one place to list all your event details & ticket pages.
- Find target audience & sell tickets
- A social media site aimed solely at advertising events.
- Get feedback about venues & events/ experiences to improve
- See web traffic - which channels are leading to sales with tracking capabilities tool
- In an emergency, can see medical info of customer if they declare it
- Easily notify people who have bought tickets of updates (integrated CRM tool)

### Customer relationships
Expectations/ commitment

- Responsive & communicative
- Listening to the customer, improving based on this feedback
- High quality service.

### Channels
through which channels do our customer segments want to be reached?

- Bustle (our own platform).
- Existing social media sites like TikTok, Instagram, Facebook, Snapchat & Twitter

### Customer segments
For whom are we creating value?

- Event organisers
- Artists (musicians & their teams)
- Student societies
- Local venues
- Arts & cultural businesses

### Cost Structure
What are the most important costs inherent in our business model?

- Staff salaries & perks
- Cost of app development & designer.
- Travel costs creating partnerships & marketing

### Revenue Streams
For what value are our customers really willing to pay?

- Event organisers and artists pay a booking/hosting fee for tickets.
- This can vary from 6.5% (Eventbrite), Ticketmaster 2% + -0.49 (starting package) and Skiddle is free for events organisers (but charges a 10% for customers).
- Can charge hosting fee &/or booking fee.
- Ad Revenue from targeting ads to our users (One time purchase boost post options similar to instagram ad revenue).

Figure 25: Business Model Canvas B2B

Allow organisers to expand connections with others (events/venues/artists) as well as other users. Can build this as events are tied to profiles, so events can build profiles.

ratings allow them to develop and boost their reputation

helps organisers reach their target market (users can search by interests).

Reduces the number of platforms that organisers need to spread marketing across.

provides information on their customer base (e.g. what other events they're going to)

no longer using toxic social media sites as primary marketing channels, these organisers will no longer be associated with brands that have massive negative mental health implications.

Event organisers normally spread marketing thinly across many platforms as there is no key platform to do so. In the longer-term, they will be able to reduce these platforms through bustle and save money by reducing this time expenditure.

bustle increases chances of interested parties seeing an organiser's event, therefor reducing the risk of users dropping out, increasing user commitment.

**INSPIRATIONAL VALUE**

PURPOSE
Vision
Hope
Social responsibility

**INDIVIDUAL VALUE**

CAREER
Network expansion
Marketability
Reputational assurance

PERSONAL
Design & aesthetics
Growth & development
Reduced anxiety
Fun & perks

**EASE OF DOING BUSINESS VALUE**

PRODUCTIVITY
Time savings
Reduced effort

ACCESS
Availability

RELATIONSHIP
Responsiveness
Expertise

Decreased hassles
Information
Transparency
Variety
Commitment
Stability
Cultural fit

OPERATIONAL
Organization
Simplification
Connection
Integration
Configurability
Risk reduction

STRATEGIC
Reach
Flexibility
Component quality

**FUNCTIONAL VALUE**

ECONOMIC
Improved top line
Cost reduction
Product quality

PERFORMANCE
Scalability
Innovation

**TABLE STAKES**

Meeting specifications
Acceptable price
Regulatory compliance
Ethical standards

Figure 26: Adapted B2B Value Pyramid

# FINANCIAL VIABILITY
## TIMELINE

### PHASE 1

- Funding Strategy
- App development & cost

**Launch of platform**

### PHASE 2

- Events marketplace brings in commission
- Launch of Bustle Events

**Platform update**

### PHASE 3

- Ad revenue
- Launch as a ticket retailer

# FINANCIAL VIABILITY
## PRE-LAUNCH FUNDING STRATEGY

*With the relatively mid-range start-up costs of Bustle, we believe we can best utilise available grants in the beginning or by crowd-funding. Key grants are:*

- **Aspect accelerator programme** - £5 million available in the first 3 years for projects emerging from social sciences research, and that can enhance the UK's industrial competitiveness and productivity. This aligns with Bustle as we have used social science research and academic thought to create our enterprise and if successful the app will connect consumers with retailers and support the local experience economy.

- **The Runway Awards** - Each year £25,000 worth of funding is made available to the graduates behind start-up businesses from the university community for living expenses.

- **The Jim and Peggy Wilkinson Innovation Fund** - Every quarter this fund offers early-stage ventures £1000- 30,000 for a strong business proposition.

## APP DEVELOPMENT AND STRATEGY COST

After talking to multiple app developers, advice and a rough estimate were given for this project based on hiring an **app developer & designer** to create the app.

To be made by a reputable company would cost a minimum of £10,000. To keep **costs as low** as possible, it was suggested to hire someone at the **beginning of their career,** which we felt was a good suggestion considering we are a team of students.

A **cross-platform developer** would be best because they'll **develop for IOS and Android** at the same time saving time and costs. It is likely to take one person 3-6 months and two people 2-3 months.

Entry-level developers:
- **Design - £500 - £1000** (likely to be less as the app has mostly been designed).
- **Developing - £5000+**

We are also interested in hiring someone through the University of Bristol's **SME internship scheme**, where the university pays the full wages of a student to work 140 hours. This could speed up the time in which the app would be finished, save us money and give a student an opportunity to get experience in a startup.

Our minimum grant request could therefore be **£5500**, however, we would request the maximum amount of any grant applied for to factor in wages for founders (with 3 working for 6 months part-time at minimum wage coming to **£14,820**), other business expenses like travel and marketing material such as leaflets (**£3000).**

### Pre-launch total = £23,320

# FINANCIAL VIABILITY
## REVENUE STREAMS



Figure 27: The Bustle Ecosystem
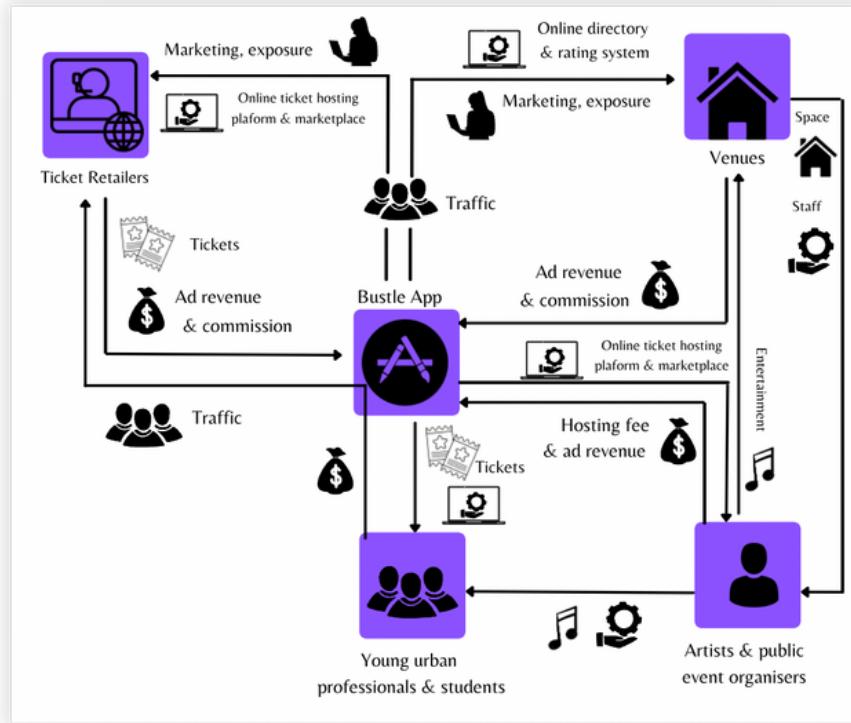
**B2C - Users**
- Pay a booking fee when buying bustle tickets.
- Commission through them buying external tickets.
- Bustle event tickets

**B2B - Ticket retailers**
- Bustle will get commission when users purchase external ticket through retailers linked through event directory.
- Ad revenue

**Artists, event organisers & venues**
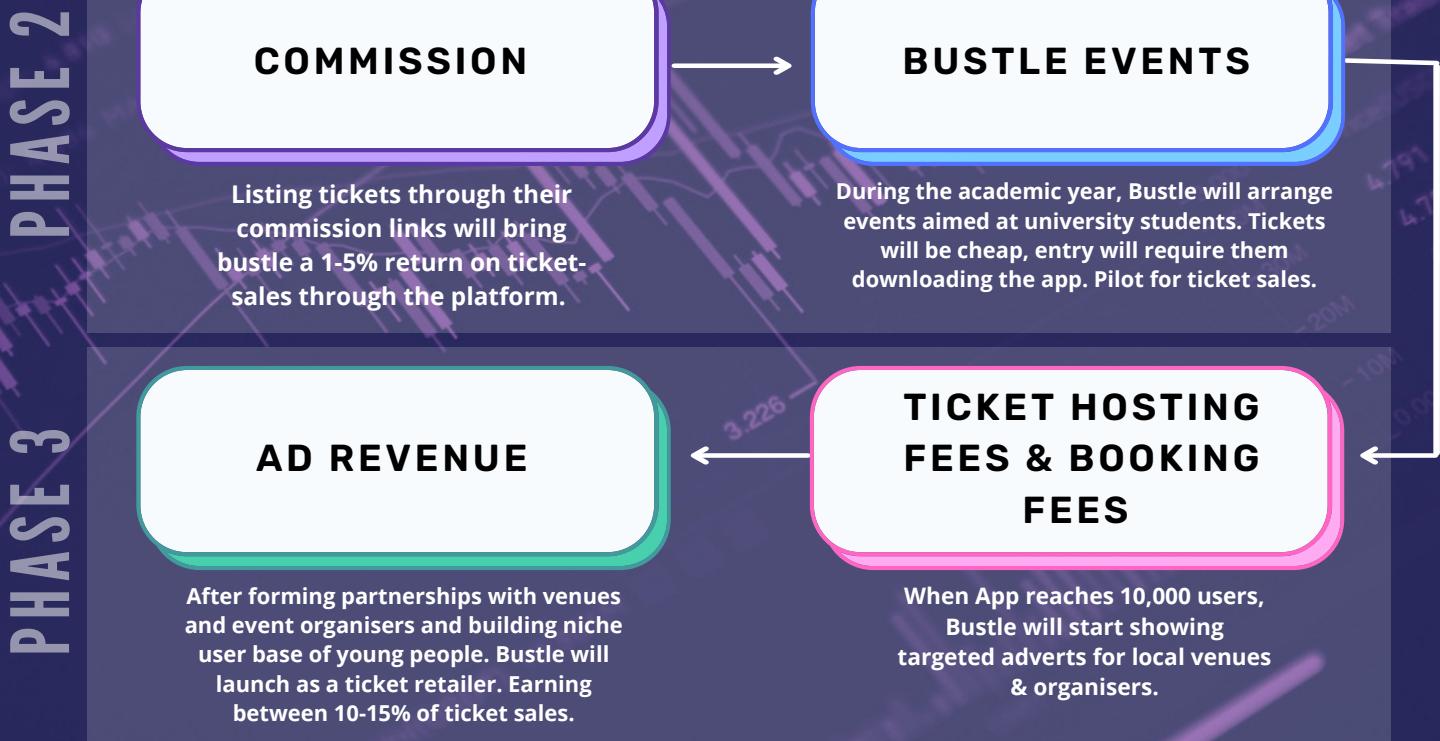- Hosting fee for selling tickets through bustle app.
- Ad revenue.

**PHASE 2**

**COMMISSION**

Listing tickets through their commission links will bring bustle a 1-5% return on ticket-sales through the platform.

**BUSTLE EVENTS**

During the academic year, Bustle will arrange events aimed at university students. Tickets will be cheap, entry will require them downloading the app. Pilot for ticket sales.

**PHASE 3**

**AD REVENUE**

After forming partnerships with venues and event organisers and building niche user base of young people. Bustle will launch as a ticket retailer. Earning between 10-15% of ticket sales.

**TICKET HOSTING FEES & BOOKING FEES**

When App reaches 10,000 users, Bustle will start showing targeted adverts for local venues & organisers.

Figure 28: Implimentation of Revenue Streams

# SCALABILITY
## EXPANDING & POST-LAUNCH STRATEGY

**Scaling & flexibility of operations.**
Bustle can easily be scaled and implemented into different cities as it is first and foremost a digital product. As the introduction of bustle points encourages user-generated content and management of the platform this also helps with our scaling strategy reducing the number of employees we need to operate. Our service will remain adaptable as we will keep a developer on retainer who can fix issues as they arise and update the app when required.

**Bristol**
Bristol is the birthplace of Bustle and is where we will pilot the business, which is a great choice with a high percentage of young people, a large number of visitors and a bustling music scene (BCC, 2020). We also hope to expand to other UK cities with large student populations that have a reputation for being 'the best party cities' and the 'best university cities' (Party on, 2020; Collier, S, 2021).

**& Beyond**
If Bustle is successful in launching in Bristol, reaching its KPIs and getting more funding, the network can be expanded to London, Birmingham, Liverpool, Nottingham and Sheffield as these cities are all larger in population size ranging from 8 million to 684,000 people. Other cities of interest would include Manchester, Leeds, Cardiff, and Brighton (WPR, 2022), with smaller populations but a reputation for having lots to do.

Our ultimate goal would be to expand to every city in the UK trying to capture as many 18-32 UK as possible with the maximum being 12,882,538 people within our target age group (Clarke, 2018).

## POST-LAUNCH FUNDING STRATEGY

**Phase 1** covers Bustle for prelaunch, and when the app launches **phase 2** will bring in revenue through commission & bustle events**, and phase 3** will bring in revenue through advertising events.

**Phase 2** projections of incoming revenue are low (see 'the market'). **Phase 3** projections are a lot higher and where we believe the app will become profitable, however, this stage will also require scaling up of the company through hiring ambassadors (see circle influencer ambassador scheme), and more employees especially for customer service roles.

We, therefore, anticipate requiring **seed funding** and **further investment** for our venture most likely at **phase 2** to ease potential cash flow issues or lack of profitability, but definitely at **phase 3**.

We hope to raise seed funding with the help of CapitalT, a VC firm aimed at helping purpose-driven seed-stage software technology companies raise seed funding. We believe they can help us because they are interested in 'social tech'.

We are also interested in pitching to angel investors, especial those invested in female founders, or ethical social tech.

# THE MARKET
## CORE SIZE & VALUE

Due to our **blue ocean market strategy**, rather than taking market share, we are creating a market (Melnick, 2020). This means that predicting market share and size is challenging, however, with a focused target market we can roughly work out the potential value per user, per month for each element of our revenue strategy.

**CORE MARKET SIZE**

We have focused on university students as our primary business, despite adjacent markets having larger value and market size. This is because we have connections and experience in this field, and it serves as a good testing ground for us to produce data and demonstrate our worth before expanding to other audiences. To evaluate the size and worth of the core market, we employed a bottom-up approach.

**BRISTOL**

- According to Bristol city council: 18-30-year-olds make up almost a third (31%) of Bristol's total population (463,400 people) compared to 20% nationally. Target demographic → Bristol - **143,654 young people** with 80,000 being students**.**
- Tourism industry - **2.1 million domestic staying trips** overnight on average 2 nights. Day visitors to the region number 20.5 million. Spending an average of £203.71m ([source](source))

Assumptions:
*1) The average gig ticket price is **£45.49** (Graham, 2018).*
*2) The below table is based on buying **1 ticket for an event per month**, although primary data suggested students go out more, they also generally pay less.*
*3) **Our events** would be ticketed for **£10** if people download the app.*
*4) The event will have **1000 to 4000** capacity based on the largest club space.*
*5) All users will click on **one advert** at least per month. UK average cost per click is **£0.78 (***Heath, 2020).*
*6) As a ticket retailer we would take between **10 of ticket sales** in booking & hosting fees of £45.49 so we'd make £4.55 to **£6.82.***
*7) In the table only overnight travellers have been counted, with there being roughly **175,000 visitors per month.***

| Target Demographic | Commission (1%) | Events | Ad revenue (£0.78) | Ticket retailer (10%) |
|---|---|---|---|---|
| Young people (students included) | £64,644 | £10,000 to £40,000 | £112,050 | £653,625 |
| Travellers | £78,750 | - | £136,500 | £796,250 |
| Total (net per month) | £143,394 | Max 40,000 | £248,550 | £1,449,875 |

Figure 29: Table of predicted market value, per month.

This is a rough estimate of the **value of the market** based on certain factors. Ticket prices can vary and so will the revenue generated by pay per click adverts. Ticket commissions vary from 1 to 5% and ticket retailers from 10 to 15% but we have chosen the lower limits for the table.

Revenue is likely to be a lot lower in the formative years as we grow our community, but also has **huge potentia**l to bring in more than this if we count day visitors, other events and experiences and demographics. Larger cities like London could bring in 18 times these projections based on the same relative statistics as Bristol (although notably as a capital city will have a higher number of tourists).

# PREPARING FOR THE FUTURE: SWOT

**Helpful**

**Harmful**

**Internal**

### Strengths

- Compartmentalised service, as (SOURCE) found that people wanted to have less apps.
- Fine-tuned UI design for frictionless events search.
- All events in one place, unlike ticket retailers or club venues.
- Less screen-time, more socialising.
- Spending least money through price comparison.
- Bustle and bustle points system encourage meaningful social interaction
- Bustle points currency keeps spending within the experience economy and our affiliates, reinforcing our brand value of increasing healthy in person social interactions. It also strengthens organiser/venue value.
- Bustle points encouraging user-generated content (e.g. rating venues and listing events for verification, like Ticketswap).
- Reduces loneliness
- Discover events based on interests.

### Weaknesses?

- Cold user problem. Mitigated via interest collection from account creation.
- Network effect problem, mitigated by ambassador scheme and bustle points (encouraging adding others).
- Higher commission cost of ticket retailing for start-up service may deter event organisers from joining.

**External**

### Opportunities

- Off the back of lockdown and the Covid-19 pandemic, youth are eager to engage more with the experience economy (SOURCE).
- Increasing data awareness in our target demographic will encourage feelings of trust with our brand.
- Facebook's ageing user base.
- Our Blue Ocean differentiation strategy allows our business structure and model to benefit from not just showing our own tickets, thus making the model unreplicable by ticket retailers, one of our key competitors.

### Threats

- Potential user data collection restrictions may become legislation, therefor making our data profit sharing scheme redundant before it has had the potential to grow bustle.
- Covid-19 could have increased going-out anxieties.
- Ticket retailers may attempt to restrict their tickets being sold through the bustle app if they see us as a threat, which inhibits our USP of having all events in one place.
- Other ticket retailers have more financial grounding and may reduce commission costs to capture organisers and venues that bustle targets.

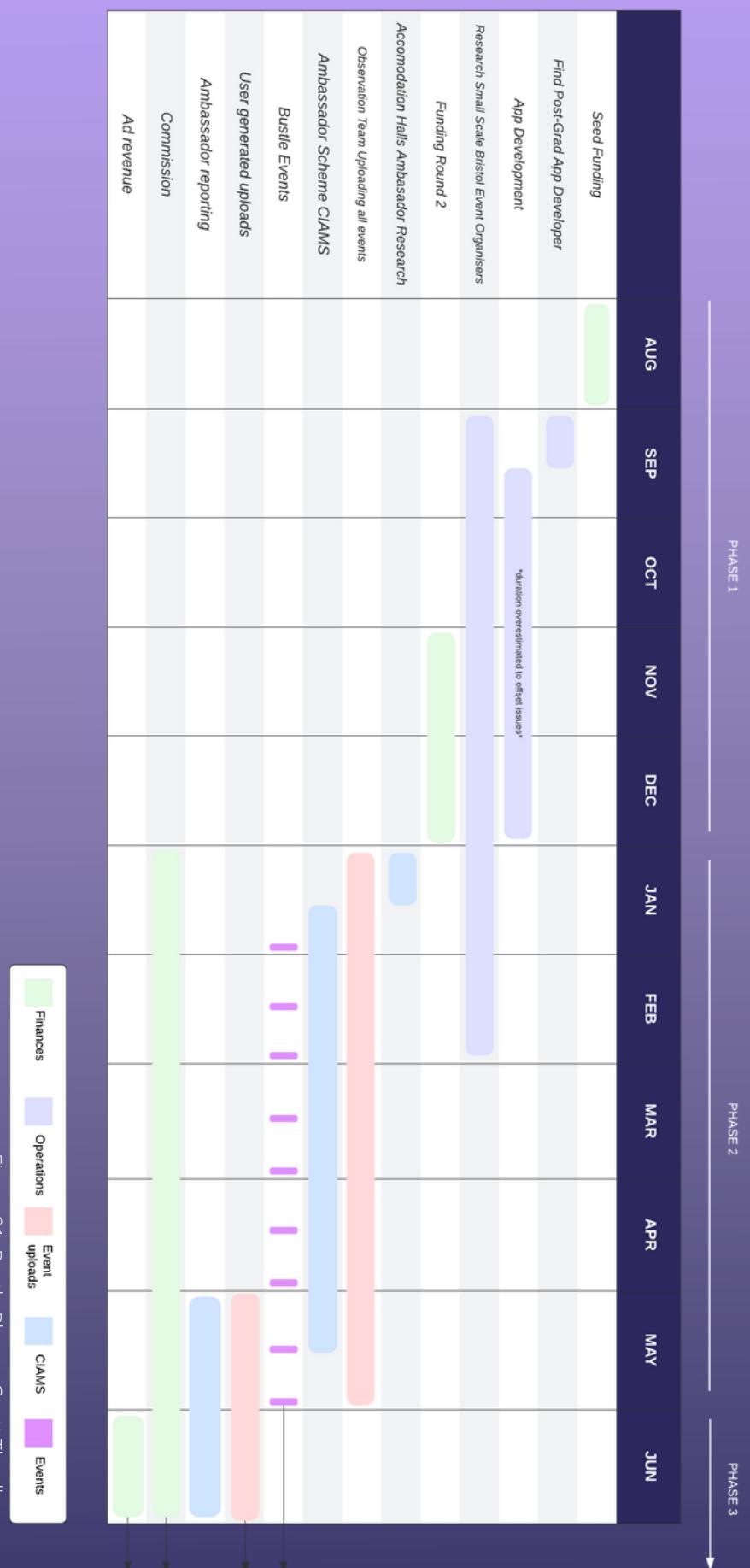Figure 30: SWOT Analysis

# MARKETING PLAN

# GANTT TIMELINE



Figure 31: Bustle Phases Gantt Timeline

Our take-off stage is represented here, showing key actions along our 3 phases. Phase 1 commences with seed funding and centres around app development and acquiring event organisers and venues in Bristol, while Phase 2 is centred around increasing our user base at the fastest rate possible, commencing in January, after first-year students have adjusted to the city and their friendship circles.

We adopt a flywheel approach. Regularly improving and iterating designs, we aim to improve users' experience. This should lead to more recommendations and users, improving their experience again, generating a flywheel.

PHASE 1  PHASE 2  PHASE 3

| | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Seed Funding | | | | | | | | | | | |
| Find Post-Grad App Developer | | | | | | | | | | | |
| App Development | | | | | | | | | | | |
| Research Small Scale Bristol Event Organisers | | | | | | | | | | | |
| Funding Round 2 | | | | | | | | | | | |
| Accomodation Halls Ambassador Research | | | | | | | | | | | |
| Observation Team Uploading all events | | | | | | | | | | | |
| Ambassador Scheme CIAMS | | | | | | | | | | | |
| Bustle Events | | | | | | | | | | | |
| User generated uploads | | | | | | | | | | | |
| Ambassador reporting | | | | | | | | | | | |
| Commission | | | | | | | | | | | |
| Ad revenue | | | | | | | | | | | |

*duration overestimated to offset issues*

Legend: Finances, Operations, Event uploads, CIAMS, Events

45

# BRANDING

## AESTHETIC BRANDING



Figure 32: Bustle Aesthetic Branding Iterations

*Colour and shape designs were iterated in response to user desires for familiarity and to communicate brand values. For example, purple and blue surfaced feelings of enjoyment yet security.*

## MARKETING BRANDING

**'Caregiver'**
Described as 'service', aims to protect and care for others.

**'Everyman'**
Described as 'belonging', aim to connect with others.
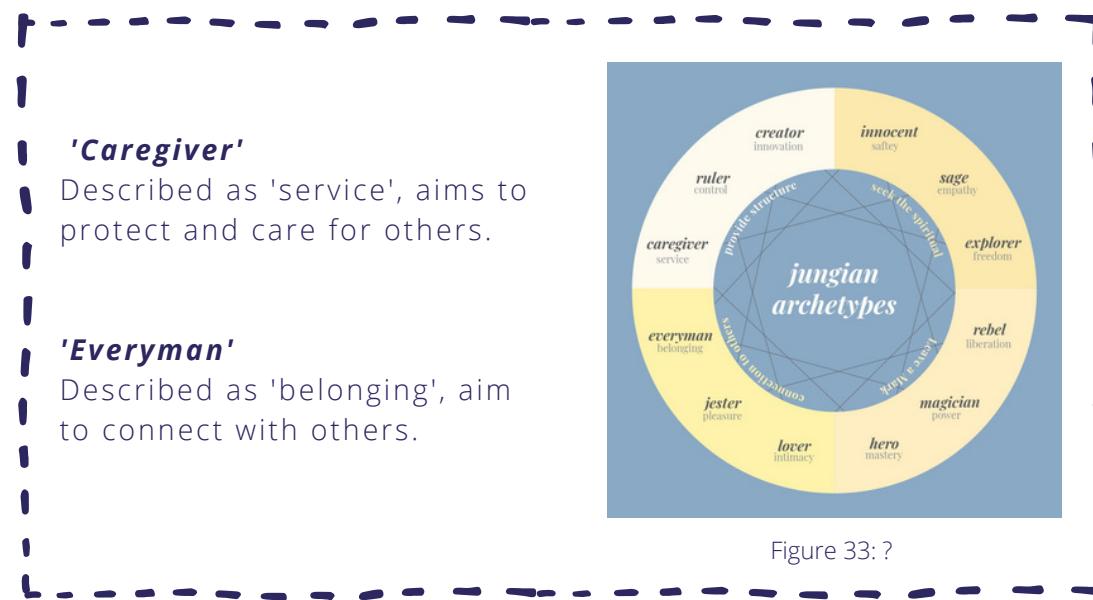


Figure 33: ?

*We have designated Bustle as the 'caregiver' and 'everyman' in Carl Jung's (1991) theory of archetypes, which theorises how humans utilise symbolism to comprehend their surroundings. Brand archetypes bring humanity to a company's goal, vision, and values, allowing you to stand out from the crowd (Cass, 2019).*

# BRAND MESSAGING

Our slogan describes Bustle as *'your go-to a social media for actually being social'*.

Key values:

| HEALTHY | TRANSPARENT | INCLUSIVE |

As spoken before we are disruptive, challenging the status quo of SM companies treating our attention and time as an extractable resource. Helping young people get off their phones and into the real world making memories. We want to be a business that provides value by forming a community that supports the arts & experience sector. We want to encourage people to make new friends, and go out as much as possible. Time is fleeting, in a post Covid-19 world we have had some of the best years of our lives taken from us and now we have some catching up to do. We're here to help that - getting our users back to the bustle!

# SOCIAL MEDIA STRATEGY

As our target market is predominantly Gen Z, we will need to market ourselves on existing social media sites, owing to 97% of them being on there (Kastenholz, 2021).

**Content themes & pillars:**

Educate
*Discussing social media as toxic for young people.*

Entertain
*Gen Z loves memes and humorous content. Attracting them will require a sense of humour.*

Inspire
*Through sharing our journey as young people, especially as women in business.*
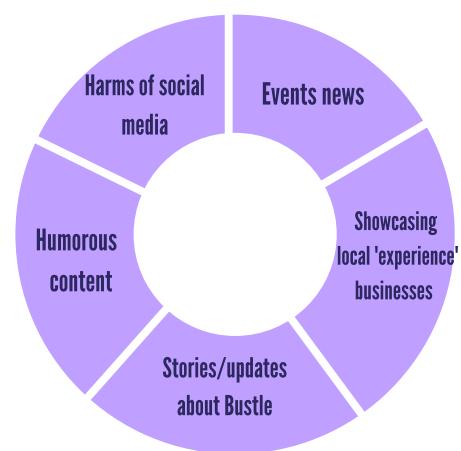


Figure 34: ?

Tiktok and Instagram will be our predominant platforms, favouring Tiktok due to the huge potential for organic growth from a non-existent following (W3 Labs, 2021).

# ORGANISERS

## EVENT ORGANISERS & SOCIETIES

We employ multiple ways to acquire event organisers:
- At events
- Contact Bristol-based venues, event organisers and artists
- Personal networks
- Offering promotion through gig opportunities at our events

Furthermore, we will ask each event organiser to add their teams and networks to the platform.  We plan to ensure that organisers are aware of the benefits of increasing our network, which will bring positive benefits to them.

# CIRCLE INFLUENCER AMBASSADOR MARKETING SCHEMME (CIAMS)

Secondary research has informed us that SM sites face the *network effect problem*, whereby value depends on the size of their user base, so the value at take-off is low. To combat this issue, we are heavily honing our initial marketing towards the Circle Influencers, as our research showed that targeting resources at these users will accelerate growth off the ground faster than any other customer segment, due to their inherent trust by others and greater friendship networks.

Our pilot year focuses on Bristol. See total student approximations below in **Figure 35**. We plan on focusing CIAMS in first-year student halls so that we can target resources more effectively at the student demographic which contributes the most to the experience economy. If we predict that a quarter of this total enrolment will be first-year students (allowing masters and courses beyond 4 years to account for approximately a quarter when combined), then we have a total pool of **17,500 students**. Operating at approximately 60 university-owned halls of residence (ibid; UWE, 2019) we take an average of 291 students per hall.
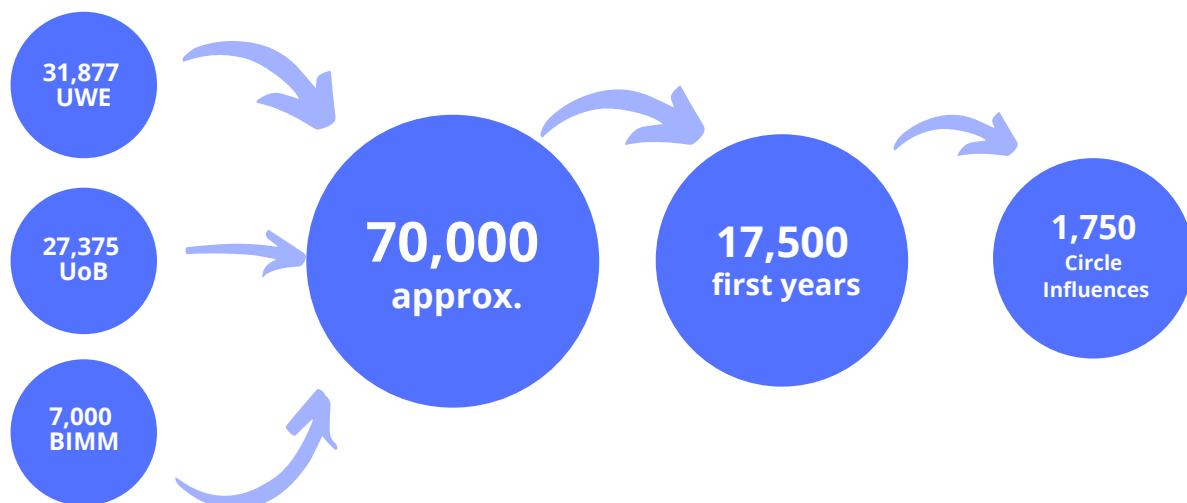


Figure 35: Market Sizing CIAMS

We plan to send research teams to each of these halls of residence asking one simple question: "Name the person you would trust the most to organise the best night out". From this data, we will collate a list of the top 30 most influential people in each hall, and offer them a place on our ambassador scheme. We also plan to offer this scheme to Social Secretaries of Societies across the relevant universities, as these are groups of people with similar interests, which will pass down year on year to the new society leader (ensuring longevity).

# CIRCLE INFLUENCER AMBASSADOR MARKETING SCHEME (CIAMS)

**01**

## Free ticket invitations

Every time ambassadors get 7 friends to download the Bustle app (through their code) they will be offered free tickets to Bustle events - based on Facebook strategy to 1 billion users (Stancil, 2015). This offer starts with ambassadors, but will be for all users to ensure optimal reach.

Ambassadors will be offered more free tickets for co-creating events with the Bustle team - these users have extensive knowledge of what music/event type the student population want the most. They will help us target the best local artists etc.

**02**

## Event Co-creation

**03**

## Bustle Events

9 Bustle-hosted events will be put on throughout this time to increase brand awareness and act as a supporting revenue stream for take-off. Free drink tokens (or other perks, event-dependent) may be offered on entry for app downloads. They will provide content for marketing and aim to foster discussion about brand values.

After the initial Bustle Events scheme, these users will be offered Bustle points when they review the app.

**04**

## App feedback

*We hope to gain enough users through this strategy to allow us to rely on user-generated event link uploads. Anyone can upload links for events, they will gain Bustle points if the events are verified. This generates promotion to events.*
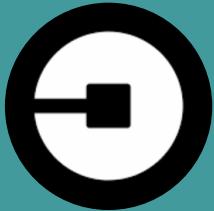
# FUTURE PLANS

## POTENTIAL PARTNERSHIPS

### Spotify

OT.6 indicated that our audience wanted to be shown relevant content to their interests, with one interviewee explicitly suggesting this feature.

### Uber

We want to ensure that the safety of our users' entire event experience is looked after and is as easy as possible. Partnering with Uber, like the RA guide app (see Figure 7), would allow users to book ahead and ensure that they can get from A-B hassle free.

### Splitwise

ET.6 and OT.5: Partnering with Split-wise would streamline money-sharing processes.

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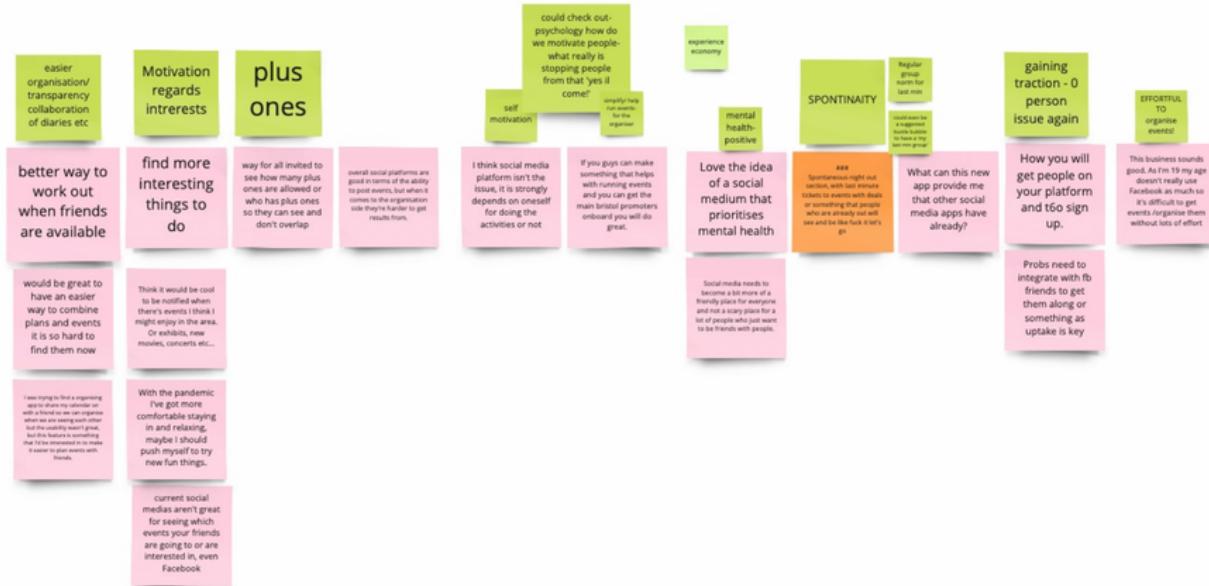Wood, M (2018). Brain size of human ancestors evolved gradually. [online] Available at: https://www.uchicagomedicine.org/forefront/biological-sciences-articles/brain-size-of-human-ancestors-evolved-gradually-over-3-million-years.

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## Final thoughts based on survey

easier organisation/ transparency collaboration of diaries etc

Motivation regards interrests

plus ones

could check out- psychology how do we motivate people- what really is stopping people from that 'yes il come!'

self motivation

simplify/ help run events for the organiser

experience economy

mental health- positive

SPONTINAITY

Regular group mrrtn for last min

could even be a suggested bustle bubble to have a 'try last min group'

gaining traction - 0 person issue again

EFFORTFUL TO organise events!

better way to work out when friends are available

find more interesting things to do

way for all invited to see how many plus ones are allowed or who has plus ones so they can see and don't overlap

overall social platforms are good in terms of the ability to post events, but when it comes to the organisation side they're harder to get results from.

I think social media platform isn't the issue, it is strongly depends on oneself for doing the activities or not

If you guys can make something that helps with running events and you can get the main bristol promoters onboard you will do great.

Love the idea of a social medium that prioritises mental health

Spontaneous night out section, with last minute tickets to events with deals or something that people who are already out will see and be like fuck it let's go

What can this new app provide me that other social media apps have already?

How you will get people on your platform and t6o sign up.

This business sounds good. As I'm 19 my age doesn't really use Facebook as much so it's difficult to get events /organise them without lots of effort.

would be great to have an easier way to combine plans and events it is so hard to find them now

Think it would be cool to be notified when there's events I think I might enjoy in the area. Or exhibits, new movies, concerts etc...

Social media needs to become a bit more of a friendly place for everyone and not a scary place for a lot of people who just want to be friends with people.

Probs need to integrate with fb friends to get them along or something as uptake is key

I was trying to find a organising app to share my calendar on with a friend so we can organise when we are seeing each other but the usability wasn't great, but this feature is something that I'd be interested in to make it easier to plan events with friends.

With the pandemic I've got more comfortable staying in and relaxing, maybe I should push myself to try new fun things.

current social medias aren't great for seeing which events your friends are going to or are interested in, even Facebook

## Insights

HMW make sure all see that they are invited in time (show 'seen by')

People are keen for a better organisational/ diary tool

Showing people events they are interests them is good

HMW encourage people to actually go to things they are interested in

HMW make sure what we are doing is positive for mental health/ measure

HMW advertise the benefits of us on mental health

HMW incorporate organised in advanced/ impromptu spontaneous meet up in the same space

HMW tackle the first person issue- societies??

HMW incorporate advice on event organisation in a simple not taxing way lay out the info that people need- eg how facebook do but then with more detail eg- place- are you contacted (brief script they could say/ message/ confirmation, deco etc... budget...

Insights
-lets look properly in to motivation-what motivates people to click going etc. (motivate self and others)
-Spontaneity- a new culture that could be carted for
-guidance on event creating
-centred round interests

The one thing I would need to make an event it just make sure everyone I want to see it does see it - it's annoying to have to use other platforms to tell people about it.

HMW encourage people to actually go to things they are interested in and dif from the usual activity/ clubbing etc

PSYCHOLOGY OF MOTIVATION!!!

miro

## Time you organised something - what went well/ what was difficult

**enthusiasm to do something fun**

**Be on time**

**EASY...**

**transport**

**travelling// inviting self**

**We'll wait till everyone is free**

**promotion**

**Easy on facebook events**

**Booking availability**

**Know who is actually coming**

**Visualise event format**

trip to see my friend in cardiff for some gymnastics training, travel was harder/longer than i thought but was a very simple thing to do that was very fun

Trying to get everyone to come on time

Birthdays are usually okay to organise. People make an effort to be on time

After seeing an event on Twitter for a gaming event. Sent over the link to them and booked the tickets easy.

I organised to meet my friend from home for the afternoon. It was easy, we messaged over a few days to sort out what we wanted to do and we both drove.

Trying to organise going to a gig at motion - was pretty easy to sort everything tbf

House party project. Messenger group chat where we put about 5 messages in total up and then someone volunteered to host pres.

I planned a time for a group of mates to go play football. We used Snapchat to plan it all and it was really easy didn't have much of a issue.

Organised to go and watch NFL in London with 5 friends, travelling there was fine but due to the amount of people and delays, the transport home was a nightmare

I organised a trip to see them away from home. That was easier because it was only me travelling and we all had that weekend off. The most difficult thing was inviting myself and possibly money because it was a more expensive trip (I had to organise a train n

last week we went go karting we were able to arrange everything well but it took awhile as we had to all find out when we were free to go.

For Brizla events, we use fb and insta. It's useful that the two are linked so I only need to post content on one of them.

House party - pretty easy to organise on fb events

Organising a birthday go karting day with my friends. Did it over Facebook group page and was easy enough to set up and invite people. The majority managed to attend on the date I set.

N/a I haven't organised anything for a long time. My flatmates have had birthday parties Facebook is the best for events because you can access a lot of people through one platform- even if you aren't friends with them through Facebook. Difficult because wlo

**To suit dietry requirements**

I organised my birthday party last October. It went well because I was able to get everyone I wanted to see in the one place and it wasn't to difficult to arrange. It was hard to find a booking due to the time of year (Halloween), and everywhere was very busy

We have a party this Friday for someone's birthday. We put a message on the main group chat then sent separate messages to those not in the group chat, hardest part is knowing how many people will actually show up on the night.

Birthday party. It was well organised, however didn't account for additional people arriving via unannounced plus ones.

It's always hard to get people to confirm until literally the day before

Organised a festival group. People kept pulling out and it made it difficult to judge numbers in a group chat of who was going or not going anymore. A live checklist would've been helpful.

For a party just get a WhatsApp group chat and try and find some numbers for everyone inviting. Annoying if I didn't have numbers, I want to invite more people

I'm having a party this week and we created a group event on facebook. Took a while for people to decide wether they were going or not and put that on the event aside from that it's been kinda red.

A party, it was fun and lots of people came, but i didnt know wjo was coming

My birthday last year. Everything was great until the time I saw my ex

I organised a murder mystery evening for my Extended Project during Sixth Form. This went really well as I had completed thorough planning and the actor's knew their roles well. It was difficult to visualise how the event was going to run though as we couldn't

## Insights

Organisation is messy and needs to be simplified

organising people- who is going, have people bought their tickets, when are people free

how might we tackle people who bail- what is it that encourages this behaviour

how might we make ticket buying /seeing who has theirs- getting peope to buy them faster more simple and easy and transparent

Perhaps it doesn't show you the calendars it just suggests the 3 best dates based on your own secret calendar

when theres lots of people you may have a certain few people that you want to be able to attend the most in that case you could check their dates then put forward the date

in what scenario is the best way for people to say yes i am comming and commit

is it simply the case of having a clear sticker like fb of showing who is going but also who has bought their ticket. (perhaps a traffic light system - but with 4 colours- not going, thinking, going, bought ticket). or a count down to decide

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# APPENDIX 1
## SURVEY FINDINGS AND INSIGHTS

## Time you organised something - what went well/ what was difficult

| Messy organisation | People not all buy tickets | Misaligned social platforms | People who bail | Far in advance, lots of reminding | Money/ tickets | Not all respond | Lack of communication | Plus ones - extra friends | making decisions |
|---|---|---|---|---|---|---|---|---|---|



## Insights

- have a streamlined social platform
- how might we remind people often/ promote the events without being annoying
- how do we promote events without stepping on event company toes
- how do we create a sense of promotion for peoples own events- is it just a case of reminders , and nudges to get people active on organising / clicking going?
- how do we tackle the issue of tickets- who has bought them
- HMW control for plus ones- making it clear who is attending. then people can add others etc
- maybe there is a plus one section in the invite that someone could approve/ not into the invites . perhaps their is a max number to this
- creating a sense of habit for when people should buy the ticket
- is it the idea of having a regular ticket buying day
- hmw create easier / simpler communication
- hmw encourage people to respond
- hmw induce a more decisive atmosphere

## How do you usually organise a date with a friend or group of friends? Please discuss in as much detail as possible?

**Green notes (categories):** Find event | Make a groupchat | Find availability | Create poll/gauge by reactions | Book tickets | Confirm who's going | sort out additional bits, like travel

**Pink notes (selected legible responses):**

- Via text after finding an event on Headfirst
- Via Snapchat - group chats
- Text them
- Usually message each other online as that's how we keep in touch when we don't see each other everyday
- Ask what days everyone is free, decide on the date most suitable. Arrange what we're doing closer to the time.
- send messages to a group chat, or lots of individual friends, or talk about it when meeting in person beforehand
- make a groupchat
- Everyday, I live with 7 girls and we're always seeing our other friends
- We usually plan to meet over Snapchat, we organise where we are going and times
- Group chat or by talking about it in person then organising it
- By texting them on group chats or privately
- Message them on Snapchat or text them to arrange to see them
- I just send them a message and see when people are free, normally in group chats
- Using snapchat mainly. Or facebook occasionally.
- On social media and groupchats
- Mainly group chats or in person conversation
- I'd message them or suggest an activity in a group chat.
- Large group chats on Snapchat
- Snapchat groupchat
- groupchats
- Through a group chat or messaging people privately then trying to organise it all to unite dates
- We usually set a date where everyone is free on the certain day through WhatsApp
- On a group chat on snapchat or over text
- Convey an array of events and activities we could participate in, followed by cohesively deciding.
- Once or twice a month, depending on how many events are hosted at my University or clubs
- Make a group chat including all the people I would like to go out and discuss about date, time and place
- Very very loosely, winging it is more comfortable for me
- Talk over social media and then set up a facebook event
- Make a group chat, give some options for dates and see which date suits the most people and try and stick with it
- Group chat on FB messenger or just through text. Sometimes through Facebook invites
- Fb for big events usually well in advance. WhatsApp for small events usually like a week before
- Ask if they want to meet first, figure out what we want to do and where, find a date and time we're both / all free to do it
- Whack a message in the group chat
- Group chat or Facebook event
- Social media or in person
- Usually we put dates into a poll or react on messages.
- Just asking if anyone wants to do a certain activity in a group chat and going from there
- Over WhatsApp or Discord
- I usually make a group chat on Snapchat. Then we plan and discuss what we will do.
- Using messenger to see whos availiable
- Once a week per friend group ish
- Ask which weekends people are available
- Use group chats to see when people are free

*miro*

## How do you usually organise a date with a friend or a group of friends?

**Direct / personal message/call**

- text-loads
- Private chat
- Text see everyone is free - may be because of an event and then we all go to chat or because we want to see each other and then find something to do
- instant message
- I usually send a link or brief description of what it is I want to do to people who are interested, we have a group chat or conversation and book ticket/plan a day to go
- whatsapp
- for immediate response: text/call
- text then ask what wanna do.
- See days everyone is free, decide on the date most suitable. Arrange what we're doing closer to the time.

**Snap chat**

- snapchat group-loads (10)
- Group chat for a particular event
- use snap chat because people respond faster
- snap chat post ticket link
- Ask about a certain activity then go from there
- SO. Also you can send multiple small messages that blur into one, and photos which is nice when you don't see someone often. I also love it for the news and funny videos bit.
- snap chat for organise where and when

**GROUP CHAT**

- Message/make group chat-loads!!
- Usually super difficult to work out when all in group chat are available
- suggest a plan via messaage
- Big group chat to see when free- then make a smaller with those who are free
- message lots of individual friends
- if dont respond then pester tehm
- give options for dates then try and stick with it
- whatsapp group
- facebook group chart

**create facebook event**

- facebook group event

**Social media**

- Social media
- Social media to invite others that are not in usual group
- Instagram
- hear about places through social media/ word of mouth

**In person organisation**

- Online- if not see them everyday 11
- Chat in person- lots
- Confirm via social media
- Housemates
- Discuss more details in person
- Impromptu meet after in person lecture
- after group then decide what want to do and where
- Talk about it when meeting in person beforehand

## Insights

- Text/direct people feel they are more likely to get a response
- people feel responsible to pick up when more targeted
- HMW create a sense of belonging
- personal/ feel the person wants them- real sense of belonging and like
- HMW tap into this feeling of personally invited
- HMW encourage urgency of response
- What do people love about text/ calling and what do they dislike
- RESEARCH sense of belonging and individual invite for psych background to incorperate!!

- People want to use a platform where they know others will respond faster
- DO 5WHYS: what exactly do you like about snap chat./ dislike
- People like to see photos
- what is your main criteria of the platform - eg easy to use, all have the platform....?
- snap chat for particular event- is that because it is easy to create this/ or perhaps more because all have this??
- messages blurr into one- is this because of deleting and streamlining the main content
- 5WHYS FOR PLATFORMS SUPER INYERESTING!!

- HMW make organising easier once in the chat
- HMW create plan suggestion and then decision easier
- Why was this rarely mentioned
- Is this because you can hear about the event and send it to a chat to recommend to people in the same place
- HMW create a sense of personal inteaction - reality
- Pester people for response- needed?
- How do people feel about being pestered/ pestering others- what can we learn from this
- Perhaps a theme of streamlining and get to the point/ cut away faff and make it smooth is occuring
- HMW incorporate convenience
- we can use our focus group for this....
- From big chat can make a smaller chat- links to my idea- what we think....
- would be interesting to see what age were the people who suggested this and their follow up on frustrations etc (esp compared to others )

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## How do you usually organise a date with a friend or a group of friends?

**Different regularities of meet ups**

So- WHO ARE WE TARGETING TOWARDS

once a month

How often

once a week

everyday- housemates

**Peoples habits differ in which way they create events**

Order of events

First see when people are free

Make plans based on when people are free

Ask what weekend they are available

Create group, see when free go from there

If want to meet first, then what then where then date/ all free

Either through group messaging on Snapchat, Facebook Messenger or WhatsApp. Used to see when everyone is free or what events are going on that we could attend.

First find an event then see if anyone's interested

I will create a groupchat, most likely on Facebook or on Snapchat. I would then send the first message on this groupchat detailing the arrangements and that everyone in that chat is invited. People would then likely private message me if they couldn't come or wanted to invite a plus one.

If everyone has free time from work we usually discuss current advertisement that we have seen in social media (e.g. 'someone is interested in this' on Facebook) to see if anyone else in the group would like to go.

Someone throws an idea in the group chat (messenger or whatsap) everyone agrees and the ball gets rolling. Sometimes it'll just be one friend and we we will direct app them (usually whatsap). Sometimes for fun or special occasions we send an actual card invitation. BEGIN WITH ONE PERSON

**Different organisation techniques**

How organise the group...

Use Timetree

loosely wing it

React to a message

Dates in a poll

First group- then organise to unite dates

Make a group chat. Then discuss where/when

Create a private Facebook event with my friends. I usually put a post in the event saying people are welcome to add their friends so they know the details as well

Convey an array of events and activities we could participate in, followed by cohesively deciding.

**Different factors...**

DEPENDS ON

Depending on what type of event and who the people are is what affects how i organise stuff with friends. If it's something like a party with loads of people then usually a facebook event but if it's little things like going out for food with a few friends i...

For bigger events: combo texting an facebook events

Facebook for big events and well in advance.

House party = facebook

Large groups I would use Facebook and create and event

If it's one person I'll just plan it over text but if it's more than one it depends who the group is. Either there will be one person in each house that communicates the plans on text or fb messenger, or sometimes we'll make a group chat but that happens a lot less now. Sometimes we'll send events to each other.

**size determines platform and how far in advance**

Call if its impromptu

Close friends I'd use group chats on Snapchat or text

If just a catch up- - just a week in advance- busy schedules

if small group then facebook group chat

Whatsapp for smaller events – week before

If small group - group chat normally on fb

Target specific people think will be interested in the event

## Insights

HMW incorporate authentic connection and communication

What is it that in person communication has that over message doesn't- can we incorporate this??

Are we focusing on one type of meet up

HMW enable a process to simultaneously work for regular/ regular meet ups- or will this be dif. tools

If we can we could compare the order and frustrations against each other to see which works better

For the workshop it could be important that they create a group chat since the event they are organising is for a later date

in workshops it will be interesting to see which way round they do this

Do people like using polls for decisions

1. when free.
1. event
1. group

Do we want a platform that allows you to do it in any order or one set order??

could use our social media for questions on this.

HMW create a tool that is suitable and organic for different sizes of meetups/ and dif amounts in advance

Again, do we want there to be a universal way to organise or is it a dif thing for a dif kind of event

What are the dif. characteristics needed for dif meetups- are they more similar than we realise

this is something to ask our audience

perhaps it is down to the event creators to set the reminder frequency

perhaps people can set their own reminder content- eg promo for that particular event ...

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Is there anything you don't like about social media? What would you change if you could?

Bullying

Ability to keyboard worrier/ not assume responsibility for actions

Fake news and unrealistic protrayl of lives

Scammers

FoMo is real

How easily children under age are able to acess restricted apps

I find it crazy that people are mowed to share their "opinions" even if they are factually incorrect

Filters!! I deleted Instagram and downloaded tiktok for my 'mental health' but now instead of being jealous of people I know I'm jealous of people I don't know...super natural looking filters are reeeally damaging cus u just don't know what's real anymore

The amount of stuff on social media that is involved in trying to get you scammed.

The bullying and mean side of it. I would try to limit comments so people can't down talk others.

Fake News

It's too addictive and is designed to strengthen people's views by providing people with a constant loop of similar/related information and topics. This can send people down a hole of misinformation and polarises individuals, creating a lot conflict online and

People scamming others on social media

The bullying online

Social media has made news more unreliable and less valuable

Disclose when images have been edited

Hate comments to people other people do not even know

Algorithms that create echo chambers

"Seeing unhealthy body standards for young women. I would also make it more casual to share and not worry about what people think. "

"the vitriol and hate, the way people hide behind accounts or screens in order to judge or hate on other people, forgetting there is a person reading those comments and things also the lack of nuance "

how it distorts reality

Fake news, negative comments, photoshopped photos are bad for peoples mental health

The hate comments and competativeness

The phases where people post all about recent tragedies/campaigns and then immediately stop as soon as it is no longer a popular topic

The amount of hate that is freely allowed to say without people getting in trouble with it.

Unrealistic portrayal of people's lives.

Too much to mention

Nothing I would change.

I'm not sure if I care about how many followers people have so that could go. There are things I would change about every app - tikTok you can't often refind creators easily, Facebook is becoming obsolete for younger generations so how do they create event gro

Nothing

# Insights

hmw we reduce and protect against bullying

the nature of events people may feel left out or some you may not want to invite- how do we protect people against this

we need to make sure we are scammer free- otherwise we shall taint our reputation!

**Is there anything you don't like about social media? What would you change if you could?**

too many dif platforms

Data security

Adverts

filter through things not interested in

Addictiveness

Toxic, fake, unhealthy

I don't like that there's so many platforms but I have to keep them because different friends use different ones.

The lack of data security and constant advertising

Amount of adverts

Well since Meta (Facebook & Instagram) changed their feeds to show users more ads than users content,

Adverts and some of the people on there with their comments

Ads and marketplace sections everywhere. Don't like how we're always trying to be sold something.

I don't like that my Instagram feed is currently being filled by suggested posts rather than posts from the people I follow. Also the number of ads I receive has increased massively recently.

Useless information/ posts that I am not interested in

Can sometimes take ages to find information on what I want or provides me with content/products I have no interest within.

The reliance on it for most things social or finding about things

Greater moderation and filteting of inappropriate content, trolls.

Feeling like my friends/ others are notified when I make a change. Not having control on what I share.

Too addictive

Limit the amount of screen time

how addictive it is

How addictive it is

How addictive it is

Its so addictive

It's addictive

Addictive algorithm

It's addictive nature and ads

It's very addictive and I don't always enjoy being on it as I feel out of control. Not sure that anything could change within the apps to help this - more of a personal thing!

For it to not be the norm to keep up to date on things, to stop giving me dopamine rushes, simpler convergence of information

It's too addictive and is designed to strengthen people's views by providing people with a constant loop of similar/related information and topics. This can send people down a hole of misinformation and polarises individuals, creating a lot conflict online and

The way they're designed to encourage mindless scrolling!

It's so addicting and distracting. Also don't like being tracked by the Zucc everywhere I go.

Seeing how many likes you/people get, feels like a lot of pressure

Unrealistic standards and ideas of an "aesthetic life".

Pressure on Instagram and tiktok to look a certain way.

Everything to be more regulated and less fake

Trolling and unrealistic standards

Its very toxic

self image issues are much more common because of it, misinformation is easy to spread

The perception of a "perfect woman" and that all women should judge their own bodies based off of an unrealistic standard. I would change the idea of likes and dislikes and how it perceives popularity

Toxic discourse is easy to come across

"Comparison and the promotion of unhealthy bodys and negative behaviours e.g self harm and eating disorders. I would change how easy it is to make hurtful comments and spread negatively and racism. I think if social media can recognise covid related content

An algorithm that shows more of my friends content rather than sponsored content. Making it more transparent when people have edited the photos. I would rather go back to the days when no one thought twice about sharing a random photo, rather than the more cur

Social media can be very toxic and spread really bad messages, especially for younger people. It's so extreme; either really positive or really negative - it's hard to be on the right side of it

I don't like how I feel pressured to keep up to date with everything my friends are doing or I'll miss out. I would make it so there was a usage limit for everyone

Like counts - Instagram now has the feature to remove it but I would prefer it to be the norm and all platforms to remove like counts

## Insights

vv only put in their interests/ not learn

Filter through unwanted content- adverts and addictive reels/ feeds not need to

HMW get straight to the point with our content (clarity-quick to use/ navigate

simplistic easy to use structure- quite pragmatic rather than entertainment- go in for a job

hmw make it healthy and not addictive

hmw make it healthy and not addictive

hmw make sure we dont slip into this addictive unhealthy platform

hmw protect our users and their data

sort by interests

miro

**Do you have any frustrations when arranging plans with friends? If so, please expand**

### No

No

No

No

Not really

No

No it's all pretty easy.

not usually no

### Flakey people problems

Friends often retract at the final moment and don't attend.

slow replies or peoples availability

People flaking

People who back out of things at the last minute. I tend to feel like making plans and backing out is disrespectful, especially if not given enough warning

People cancelling last minute and not clarifying on particular dates they are free

When people don't tell you that they're not coming to plans

People flake or dates get changed, and you are not updated if it's in a gc

Its hard to know who is actually coming or not. Sometimes people never reply. You usually can't get a definitive answer.

People not replying for long period of times

People dropping out - flaking due to forgetting/ change of plans

"Facebook events - people never actually say whether they can come "

When friends blank messages (understandable if due to uni or another commitment) or when no one puts in effort to understand what the event is and all the responsibilities of e.g. transport, food and drinks, timings fall on one person

Not everyone reads messages / replies in enough time.

Yeah when people don't reply

Finding a good time or date. Uncertainty about whether people actually want to go to certain events so people sometimes forget or cancel last minute

Lack of immediate response and difficultly keeping track - polls usually sort this

Some people dont reply as quick

Not knowing if people are coming or not. People forgetting plans.

Yes. Sometimes friends will not go to an event last minute because they either forgot to buy a ticket or just cannot be asked. Otherwise, most friends would tend to give me plenty of notice so I can plan around this.

People not saying if they are going or not - it would be more helpful for people to say early so I know numbers and whether I should stop inviting people or not. Some people don't look at Facebook much so they might not realise until I speak to them in person.

### Scheduling problems

When both people keep having things that come up and the date has to be postponed

Trying to find a day that suits multiple people when in a large group.

Trying to find a date when all of my friends are available - which is normally impossible

People being unavailable

Conflicting schedules - mostly when organising to meet people from work

Work schedules

Finding a time where everyone is free

People having different work schedules

Everyone's changing schedules constantly especially with work and what not

Only sometimes when ppl aren't free - people are never free. Certainly not the fault of social media

Trying to find times when everyone is free. Deciding on what to do. Until recently COVID-19 restrictions.

If we're both not free for ages - I'm not a fan of arranging really far in advance

We're all just very busy these days so hard to plan.

Scheduling is difficult

Sometimes people are booked up for months at a time

Well, it depends on the timing for both parties

Everyone's got different shift patterns or are in different parts of England and in general just don't communicate effectively

This may be friend group specific but my group of girlfriends find it impossible to actually set the date for like a holiday / party and I hate when polls are put on a group to choose a date - often no one fills them out or they out annoying answers

Trying to find a time when everyone is free.

Very difficult to align everyone's working plans if planning to have a big get together have to do it way in advance

That not everyone can make it / ppl forget they've arranged and double booked

Only frustration would be organising a time when we are all free

Sometimes hard in larger groups to find dates that work for everyone. Messages get lost or plans are made without people if they aren't online.

Yeah, well it's pretty hard to get them to vote, it gets frustrating, because they usually left messages as read and vote/arrange date a day before or similar, because noone knows when they're free or rather when they could be free

### Insights

do people need to be held more accountable for saying if they are going or not- for example if they dont click going theyt dont feel tehy ave to- hmw takle this

Find out what is going on for people to not respond fast// with concrete answer- how long do people need to decide

How might we stop people flaking(eg is it to do with reminders etc)

HMW counter the fact that people dont know if they will be free or not

HMW counter FOMO // life is always greener- dif events

How might we encourage people to respond fast and definitely

HMW induce commitment

HMW counter conflicting scheduals

HMW counter the idea of waiting till everyone is free.

**Do you have any frustrations when arranging plans with friends? If so, please expand**

**Communication problems**

If it's going out then I think coordinating people actually buying tickets to events can be tricky.

Not really, at the moment it is just with individual friends. I'm not a fan of group chats with loads of messages.

Miscommunication

Yes, such as transport (who will be driving), organising the day (we work at different times and days so can't always get) and deciding (we are not very decisive and it often leads to not making any decisions to go - I often wait for someone else to say 'let's go at this time').

Non-responsive, indecisive, overly communicated to the point we go off topic

The thread gets lost and is difficult to find on social media.

I like the like message feature on Instagram and find it annoying when other apps don't have it. It makes it confusing to see who can/can't attend

**affording tickets/ budget**

or people who can't go out because they have no money

"Ticket prices. Not being able to see events a long time in advance. Conflicting taste in music/event style. "

"Finding a location that's convenient and meets budget and seating requirements. Making dinner plans is hard as one of my friends can't eat gluten. I get frustrated when friends from other groups are free but feel like they can't join in. Wanting to do somethi

I'm at university and all my friends from home live across the country so it's hard to plan and when we can most can't come because they can't afford it on a uni budget

**conflicting interests**

hard to think of interesting things to do, hard to organise time around uni and work

**keep track of ticket platforms**

Keeping track of tickets across platforms

**who are the initiaters- do they want to be.**

If you want to initiate something, it feels like your responsibility to find a time everyone can do and make sure everyone has a good time

**lots of requirements**

## Insights

**HMW aid ticket coordination / buying of all**

maybe a easy link linked to the event and then you can see who is going and who has bought their ticket

is the idea of having lots of chances to get discounts/ loyalty appeal?// perhaps funding to help afford or people can set their limit of prices !!

is the idea of having lots of chances to get discounts/ loyalty appeal?// perhaps funding to help afford or people can set their limit of prices !!

perhaps the idea of a random generator of who is to create the plans (the group could set a "we want to meet up x times a month" then the generator would remind them and who is insticating- send possibilities. then it could find out how long in advance they want this plan and push for a decision at this point

eg. if people said spontaneous nights an random instigator generator could just send things every now and then - keep them engaged (they can also do off their own back )

**HMW instill decisiveness and aid communicantion**

A clear layout of info// a easy simple process at the top of a chat etc??

too many messages

good to have a streamlined platform for tickets

this is where suggestions/ hubs could be handy- if you are gf you may follow this page so then you can eaisly select this one that is in budget near by
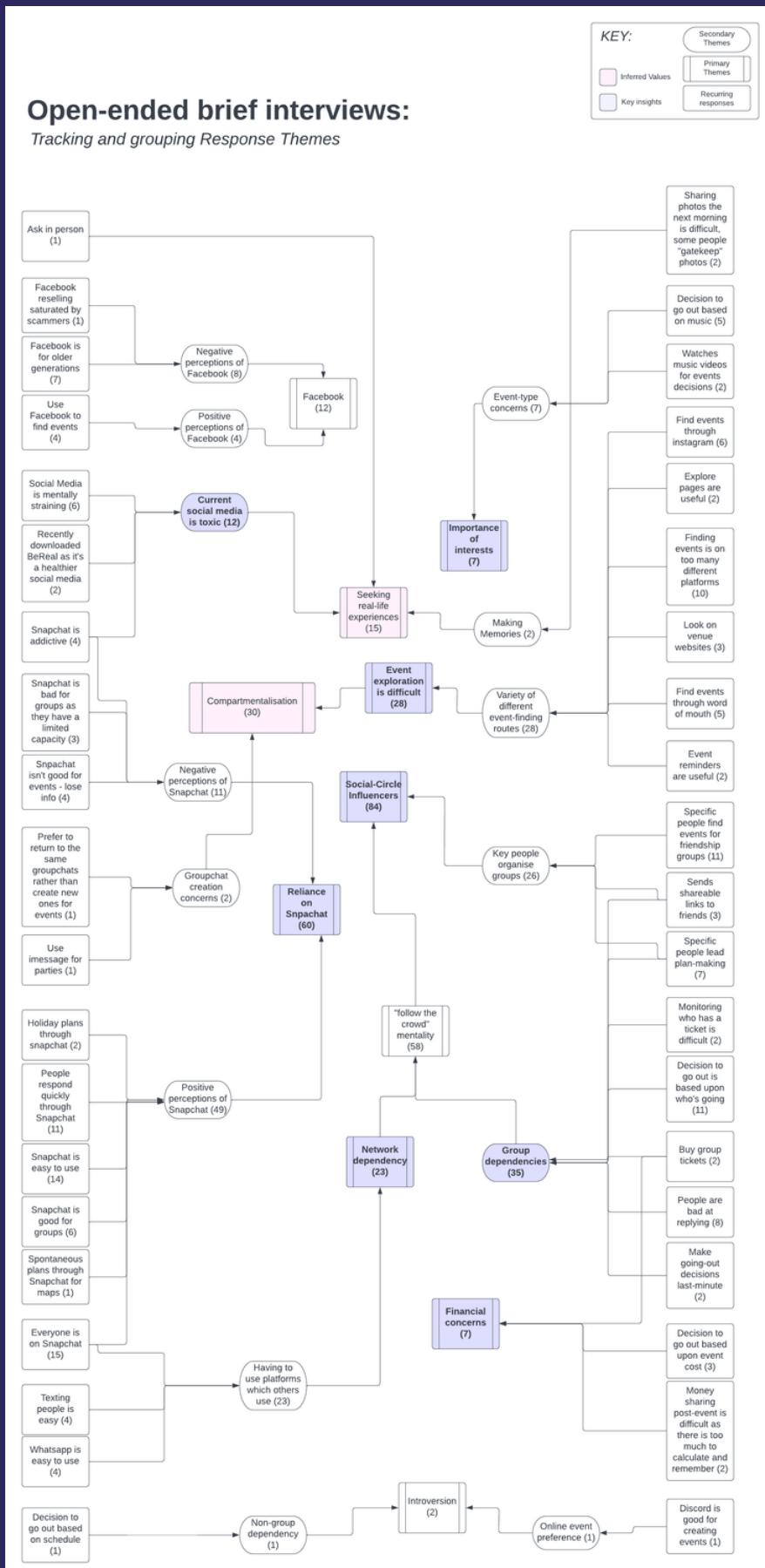
# APPENDIX 2
## INTERVIEW THEMES

T References

| Theme | Theme Code | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | Occurances |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Snapchat is easy to use | T1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |   |   | 1 | 1 | 1 | 1 |   | 1 |   |   | 1 | 1 |   |   | 14 |
| People respond quickly through Snapchat | T2 | 1 |   |   | 1 |   | 1 |   | 1 |   |   | 1 | 1 | 1 |   |   | 1 | 1 | 1 | 1 |   |   | 11 |
| Social media is mentally straining | T3 | 1 |   |   |   |   | 1 |   | 1 |   |   |   |   |   |   |   | 1 | 1 | 1 |   |   |   | 6 |
| Decision to go out based upon who's going | T4 | 1 | 1 |   | 1 |   | 1 |   |   |   | 1 | 1 |   |   | 1 | 1 |   | 1 | 1 |   |   | 1 | 11 |
| Texting people is easy | T5 | 1 |   |   |   |   |   |   |   |   |   |   | 1 |   |   | 1 |   |   |   |   |   | 1 | 4 |
| Snapchat is good for groups | T6 |   | 1 |   |   |   |   |   | 1 |   |   |   | 1 | 1 |   |   | 1 |   |   |   |   | 1 | 6 |
| Everyone is on Snapchat | T7 |   | 1 |   |   | 1 | 1 | 1 | 1 |   | 1 | 1 | 1 | 1 |   |   | 1 | 1 | 1 | 1 | 1 | 1 | 15 |
| People are bad at replying | T8 |   | 1 |   | 1 |   | 1 |   |   |   |   | 1 | 1 |   | 1 |   | 1 |   |   | 1 |   |   | 8 |
| Facebook is for older generations | T9 |   | 1 |   | 1 |   |   | 1 |   | 1 |   | 1 |   |   | 1 |   |   |   |   | 1 |   |   | 7 |
| Decision to go out based upon event cost | T10 |   | 1 | 1 |   | 1 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | 3 |
| Uses Facebook to find events | T11 |   | 1 |   |   |   |   |   |   |   |   |   | 1 |   | 1 |   |   |   |   | 1 |   |   | 4 |
| Whatsapp is easy to use | T12 |   |   | 1 |   |   |   |   |   |   | 1 |   |   |   |   |   | 1 |   |   |   | 1 |   | 4 |
| Finds events with Instagram | T13 |   |   | 1 |   | 1 |   |   |   |   | 1 |   | 1 |   |   |   | 1 | 1 |   |   |   |   | 6 |
| Decision to go out based on schedule | T14 |   |   | 1 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | 1 |
| Finding events is on too many different platforms | T15 |   |   |   | 1 |   |   | 1 | 1 |   |   | 1 | 1 | 1 | 1 |   | 1 | 1 |   |   | 1 |   | 10 |
| Find events through word of mouth | T16 |   |   |   | 1 | 1 |   | 1 |   |   |   | 1 | 1 |   |   |   |   |   |   |   |   |   | 5 |
| Snapchat is bad for groups as they have a limited capactity | T17 |   |   |   |   |   | 1 |   | 1 |   |   |   |   |   |   |   | 1 |   |   |   |   |   | 3 |
| Make going-out decision very last-minute | T18 |   |   |   |   |   | 1 |   |   |   |   |   |   |   |   | 1 |   |   |   |   |   |   | 2 |
| Specific people find events | T19 |   |   |   | 1 | 1 |   | 1 | 1 |   | 1 | 1 | 1 |   | 1 |   | 1 | 1 |   |   | 1 |   | 11 |
| Specific people lead plan-making | T20 |   |   |   | 1 |   |   | 1 |   |   | 1 |   |   |   | 1 |   | 1 | 1 |   | 1 |   |   | 7 |
| Explore pages are helpful | T21 |   |   |   |   |   |   | 1 |   |   |   |   |   |   |   |   | 1 |   |   |   |   |   | 2 |
| Snapchat is addictive | T22 |   |   |   |   |   |   |   | 1 |   |   |   |   |   |   |   |   | 1 | 1 | 1 |   |   | 4 |
| Discord is good for creating events | T23 |   |   |   |   |   |   |   |   | 1 |   |   |   |   |   |   |   |   |   |   |   |   | 1 |
| Event reminders are useful | T24 |   |   |   |   |   |   |   |   | 1 |   |   |   |   |   |   |   |   |   |   | 1 |   | 2 |
| Sends shareable links to friends | T25 |   |   |   |   |   |   |   |   |   | 1 |   |   |   |   |   |   |   | 1 |   | 1 |   | 3 |
| Decision to go out based on music | T26 |   |   |   |   |   |   |   |   |   | 1 | 1 |   |   | 1 |   | 1 | 1 |   |   |   |   | 5 |
| Watches music videos for events | T27 |   |   |   |   |   |   |   |   |   | 1 |   |   |   |   |   | 1 |   |   |   |   |   | 2 |
| Monitoring who has a ticket is difficult | T28 |   |   |   |   |   |   |   |   |   |   |   | 1 |   | 1 |   |   |   |   |   |   |   | 2 |
| Buy group tickets | T29 |   |   |   |   |   |   |   |   |   |   |   | 1 |   | 1 |   |   |   |   |   |   |   | 2 |
| Money sharing post-event is difficult as there is too much to calculate/remember | T30 |   |   |   |   |   |   |   |   |   |   |   | 1 |   |   | 1 |   |   |   |   |   |   | 2 |
| Snapchat isn't good for events (lose info) | T31 |   |   |   |   |   |   |   |   |   |   |   | 1 | 1 |   |   | 1 | 1 |   |   |   |   | 4 |
| Sharing photos the next morning is difficult, some people "gatekeep" photos | T32 |   |   |   |   |   |   |   |   |   |   |   | 1 |   |   |   | 1 |   |   |   |   |   | 2 |
| Spontaneous plans through Snapchat | T33 |   |   |   |   |   |   |   |   |   |   |   |   | 1 |   |   |   |   |   |   |   |   | 1 |
| Holiday plans through Snapchat | T34 |   |   |   |   |   |   |   |   |   |   |   |   | 1 |   |   |   |   | 1 |   |   |   | 2 |
| Look on venue websites | T35 |   |   |   |   |   |   |   |   |   |   | 1 |   |   | 1 |   | 1 |   |   |   |   |   | 3 |
| Recently Downloaded BeReal as it's a healthier social media | T36 |   |   |   |   |   |   |   |   |   |   |   |   | 1 |   |   | 1 |   |   |   |   |   | 2 |
| Use imessage for parties | T37 |   |   |   |   |   |   |   |   |   |   |   |   | 1 |   |   |   |   |   |   |   |   | 1 |
| FB reselling saturated by scammers | T38 |   |   |   |   |   |   |   |   |   |   |   |   |   |   | 1 |   |   |   |   |   |   | 1 |
| Prefer to return to same groupchats rather than create new ones for events | T39 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | 1 |   |   | 1 |
| ask in person | T40 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | 1 |   |   | 1 |

Open-ended brief interviews:
*Tracking and grouping Response Themes*

# APPENDIX 2
## INTERVIEW THEMES

### INTERVIEW THEMES

#### We use it because everyone has it

**Quote**

"You know if you message someone on snap chat you will get a reply"

**Point**

Most use SnapChat because it is quick and efficient- these benefits were said to exist because everyone uses it, and are always on it.

#### Too addictive

**Quote**

- "People spend so much time on snapchat- its ridiculous."
- "Addictive"

**Point**

Snapchats addictiveness was linked to 'stories' features and quickness of response.

#### We use it because everyone has it

**Quote**

"I'm kind of waiting till everyone deletes snapchat"

**Point**

People often struggled to explain why they actually like using snapchat, other than the fact that everyone has it.

**Suggestion**

To be successful, we have to be able to foster a crowd to use the app, thus marketing is essential for Bustle.

**Analysis**

These comments align with our research and documentary finding that snapchat and other social media platforms have been designed to specifically make people addicted to them and spend as much time on them.

Snapchats addictiveness and impact making individuals respond is attributable to the design of notifications. When recieving a message, the message is not shown, just that tehre is one. This taps into humans innate need to see what that message is and positive intermittent reinforcement - this is the same psychological technique as gambling, since individuals must open the message to know whether it is a useful, good message- a positive reinforcement, or not. Interviewees mentioned this addictiveness to be a negative feature of these platforms. Thus our drive to combat this toxicity and addictiveness of current social medias was highly praised and desired by interviewees.

#### Personal event influencers

**Point**

Interviewees could identify their exact friend who usually proposes, organises, and influences the happenings of the event.

**Suggestion**

Understanding these identified individuals would help us to capture this behaviour of personal influencers into our own app design, so that the influence and promotion of events is designed to be more organic. Marketing could target these personal event influencers, as they could recommend the app to others in fourfold.

#### Ease of download

**Point**

Interviewees like Snapchat because they could quickly add friends by purely having their telephone number.

**Suggestion**

Bustle users should simply be able to add people by their number and Snapchat username, since this is the media that most of our target audience have.

#### Group Size

**Point**

People were drawn to platforms, like whatsapp, since you can have a larger group on it.

**Suggestion**

Bustle shouod have no limit of group chat invite size.

#### Societies

**Point**

If individuals had Facebook, it was solely to keep up with their university society. They did not like Facebook since "it is for older people".

**Suggestion**

If people were willing to download apps for their society, we could capitalise on this, especially since our app would be highly useful for this form of social group.Societies are established large groups in university cities that continue over years, thus an excellent way gain users and to sustain usage of the app. We will approach societies for marketingand ability to gain multiple users at once.

### INTERVIEWS deciding factors!!!

#### Budget

**Point**

Huge concerned event price and going to events on a budget.

**Suggestion**

They liked the idea of being able to set a budget filter, so that events, only within their budget would be promoted to them.

#### Transparency of who is going

**Point**

Whether their friends were going to the event.

**Suggestion**

People enjoyed the idea of attendies being transparent so they could tell if their friends were going.

#### Communication

**Quote**

"It does get quite confusing"

**Point**

Interviewees did not like snapchat because important information was often lost, due to the chat disappearing and the conversation carrying on.

**Point**

People get annoyed when people do not reply.

**Point**

People desired the idea of having an external party (the app) sending out response reminders.

**Point**

If the event details were clear, people were more likely to attend an event.

**Suggestion**

Create a clear details section for group circles within the app.

# APPENDIX 3
## GROUP DYNAMICS: JOURNEY MAPS

Customer journey map

**Julia**

| Scenario | Quote |
|---|---|
| Arranging a dinner | "Making decsions can be stressful with choosing dates and locations. This is made easier when options are given and decided upon using polls." |

| Creating a plan | Figuring out a date | Stress eased by polls | Finalising plans |
|---|---|---|---|

Chat in person, arrange group chat

Ask when people are free

1 — Excited

2 — Struggle to plan ahead, know calender

Choose a date, try and gauge when people are free, some dont respond

3 — Stressful

Propose a choice of restraunts

4 — Exciting, but pressure on finding right place

Poll to decide

5 — Relief if clear choice is made from poll

Make a booking

6 — Fun

Remind everyone

7 — Exciting, nervous of drop-outs

Meet

8 — Delighted

Poeple struggle to think about when they are free, especially when far in advance
Bustle aims to help people get used to planning events and ridding this commitment of date pohobia by ridding planning stresses

Stress is induced when people are trying to work out what date is best for everyone
-The synchronised calender feature in the app will be useful

-Choosing where to go is easier if a poll feature is used.
-Suggestions of where to go could be handy

People enjoy double checking that their circle will actually turn up.

---

Customer journey map

**Ash**

| Scenario | Quote |
|---|---|
| Arranging a holiday | "I dont mind this role, I wouldnt trust that others would put the same resaerch in as I do, I just wish that it was easier to arrange bookings in terms of details and getting back money owed" |

| Discuss idea | Organising logistics and money | Frustrations with booking too late | Post holiday dealings |
|---|---|---|---|

Chat in person

Create a groupchat

1 — Excited

2 — Easy, exciting

Research and share information about details

3 — Irritating, time consuming

One person pay and then takes annoying amount of time to recieve money owed

4 — Very annoying

Remind all to book

5 — Frustrating, hopeful

Too late, more expensive

6 — Regret, annoyed, wish did earlier

On holiday

7 — Delighted

After split costs

8 — Tedious, annoying

Create specific group chat for the holiday

Information gets lost:
-Having clear details section in app that is clearly accesable to all
-Having a wallet of everyones details - to make booking easier

Regrets:
-Reminders of deadlines would be better

Simplifying the spliting money and owing stage- suggested splitwise.
-Reminders to pay , with a deadline of when this is needed by

# APPENDIX 3
## GROUP DYNAMICS: JOURNEY MAPS

### Customer journey map



**Kat**

| Scenario | Quote |
|---|---|
| Arranging a spontanous activity for that evening | "The pressure of making athe overall decison for the group, if you have propposed it is stressful. Making decisions is anxiety inducing often." |

| See who is free | Ideas of what to do | Decision making and organising | Splitting Costs |
|---|---|---|---|

- See who is free, sending message to multiple people — 1 — *Excited*
- Some friends cant come, dont reply — 2 — *Disapointed*
- Others are keen — 3 — *Hopeful*
- Research what is on - google — 4 — *Fun*
- 5 — *High anxiety, pressure that people will enjoy*
- Choosing what to do
- Trying to organise a plan and everyone — 6 — *Stressful*
- Getting there: Splitting costs — 7 — *Tedious to arrange sharing costs*
- Arrive — 8 — *Fun, relieved*

| Create specific group chat for the holiday | Information gets lost:<br>-Having clear detials section in app that is clearly accesable to all<br>-Having a wallet of everyones details - to make booking easier | Regrets:<br>-Reminders of deadlines would be better | Simplifying the spliting money and owing stage- suggested splitwise.<br>-Reminders to pay , with a deadline of when this is needed by |

### Customer journey map



**Reece**

| Scenario | Quote |
|---|---|
| Arranging a club night event | "Even if people verbally commit, no one buys tickets until they have been reminded many more times, which is often too late. There is much regret that tickets are not bought sooner" |

| Deciding on event | Arranging event | Stress from not commiting earlier | Event and post event dealings |
|---|---|---|---|

- Search for an event — 1 — *Excited*
- See who is going — 2 — *FOMO*
- Send ticket link to a group that they think will enjoy it — 3 — *Hopeful*
- Information gets lost amoungst chat — 4 — *Frustrating, tedious*
- Wish tickets were bought here
- Ticket prices go up — 5 — *Regret not buying ticket earlier, annoyed*
- Ticket swap, to try and get a last minite ticket — 6 — *Stressful, risk of scammers: Nervous*
- Go to event — 7 — *Fun*
- Uber payemts and sharing photos — 8 — *Tedious*

| FOMO: Fear Of Missing Out is a huge motivator for people to attend events.<br>-Being able to clearly see who is essential for the app to include. | Information gets lost amoungst the chat in the app. The event information does not lead to a plan and commitment there and then, which later leads to regret. | Regrets of not purchasing earlier.<br>-Reminders of deadlines would be better<br>-Safer ticket swapping - risk free<br>-Warning that the ticket prices will go up. | The night out is great.<br>A way to ease payment and photo sharing would be handy. |

## FOCUS GROUP KEY THEMES

### Pressure on organiser

**Point**

They don't want to feel accountable for a disappointing event. They would be embarrassed if it went wrong.

**Suggestion**

- The **language used for prompts could be more casual and suggestive,** rather than harsh making people feel accountable and in control of the plan. Example: "Mia proposes a pub event at 6.30pm today".
- The ability **to host an event with another person** to relieve pressure of one person.

### Response time

**Point**

Frustration from people not responding and only deciding last minute for events.

**Suggestion**

- Prompts are desired. **Prompt frequency could build near the deadline** for responses. For instance, "Let Callum know if you can go: yes/ no" , 3 days before the event occurs, with the deadline set by host.
- people **love the calendar feature.**

### Photo gathering

**Point**

People don't know who's taken photos and just assume they will not see them.

**Suggestion**

- People enjoyed the idea of photos being geotagged for the time and location of the event.
- For events that take photos, the group suggested a link to the club photos being shared. They suggested that Bustle asked for permission for the app to share them with your circle.

### Promotional language/ persausive features

**Point**

More **personal** prompts would be more persuasive. Though a **balance** to sound as if they were **not directly coming individuals** was important, to reduce pressure from them.

**Point**

The main persuading factor was **who is attending** the event.

**Suggestion**

Example:
Thus a balance was found that "Kieren has invited you to Sunday Groove, let him know if you can attend" as opposed to "let me know if you can go" or promotion from the club event itself.

**Suggestion**

Prompts should be led by updating users about who is going to the event/ has bought their ticket.

## PERSONAL EVENT INFLUENCER THEMES:

### FOMO (Fear Of Missing Out): Motivator

**Quotes**

"I just always make sure I'm booking something at the same time as at least one other person, and I'm usually the first person to do this. I think that often people need one person to get the ball rolling for others to book."

"once one person books, others usually follow"

**Point**

A recurrent theme across all of our research is the influence of **who is going to events**. Being notified about who is going to the event or has **bought their ticket** is highly sort after for interviewees.

**Point**

People like to make sure they are **not buying alone**, thus the ability to know that others have bought, or are buying tickets is needed. Some stated that it is easiest to buy tickets in person because they know others are buying at the same time. Thus, creating this 'in it together' atmosphere is necessary.

**Suggestion**

- Push notifications about who has bought tickets are suggested effective.
- Having a **call function within the app** for people to call whilst buying tickets aims to relieve anxieties that people are not buying alone.

### Interest based organisation and increased motivation

**Quotes**

"When everyone knows the DJ's it's way it's easier to organise these larger groups because they all have a reason for wanting to go and are therefore more active themselves in buying their own tickets, organising a pres, etc. (less stress for the person suggesting the event)".

"I know this person would like this"

**Point**

They send event links to groups of people **based on what they think they would like.** They say that their different groups like different things. When they know that an event/ genre is mutually of interest by people they state that these individuals are more motivated to buy their tickets and plan around the event faster. This eases the circle influencer.

**Suggestion**

**Filtering events by interest and see others' mutual interests** will not only aid this event – circle allocation, but also help tackle the issue of motivation and commitment to events, whilst reducing some pressure off influencers.

**Point**

One circle influencer raises the idea of knowing people's values, for example if they just want to go to an event specifically to listen to music, they **want to go with likeminded others**.

**Suggestion**

People could write their values in their profile: E.g. I prioritise meeting new people, trying something new, listening to music etc.

### Responses

The bigger the group: the harder it is to organise.
Talking to people about events quickens response time. A motivator for people to respond is the **avoidance of a price increase.** Point
A major factor for quickening response time is the effect of Fear Of Missing Out, **FOMO**.

**Suggestion**

Sending push notifications about prices about to be increased- so people buy quickly.

### Holidays: Harder

**Point**

Holiday organisation is a lot harder. They state this **difficulty is due to more money and admin being involved**. They say that it is difficult trying to organise multiple people.

**Suggestion**

This conveys an opportunity for Bustle to simplify this process. Bustle plans to aid this with the Wallet, Details section and call function.

### Finding events

**Point**

Most want to search for events by genre, date, venue, or artist. However, they wanted something that would **streamline these features**. These individuals often look up **events for that coming week.**

**Suggestion**

- The calendar and filter functions for the app are suggested to be highly useful for these individuals.
- People like the ability to see the coming weeks events.

**Point**

They want to be **notified about events relevant** to them. They suggested that the app be combined with Spotify.

**Suggestion**

Displays the willingness of people for the app to access and use their data to benefit them.

### Non-ticketed events/ Free

**Point**

Non-ticketed events and free events should not be forgotten about.

**Suggestion**

This is particularly important and relevant to previous findings that our audience are budget conscious. Thus Bustle could have a ZERO-Pound section.

### Group- Specific circles

**Quote**

To last event group chat: "lets go to the next event together"

**Point**

People like **reusing existing event groupchats** for different events, this makes organising faster. They learn what events were enjoyed together to know what to suggest for subsequent events. They often find multiple relevant event options and send these to circles.

**Suggestion**

- The app will allow circles to access their past events, making peoples suggestions easier. As well as archive chats.
- This naturally reduced, relevant choice is necessary for easing decision making. This can be mimicked by relevant advertisement and filtering features.

# APPENDIX 5
## EVENT ORGANISERS

### Social secs

**Clarity of details= Ease of organising**

**Point**
- They want to clearly **see venue details** to aid venue choosing. They want details regarding budgets – since budgets of societies and members are often kept to a minimum. They wanted contact details for the venue – since calling venues was often the preferred method to organise details.
- They want to see details of deals that venues offer, since this is often a deciding factor of what venue to choose.

**Suggestion**

Having a shared area/ chat for venue and organiser may be useful to note the details discussed. This feature can be the same as Bustle Circles.

**Learning ability**

**Point**

When coming up with ideas for socials, interviewees stated that they often think back to previous socials.

**Suggestion**

The ability to see organised **event history** on Bustle would enable organisers to **learn what events had previously been popular**, incorporating this into improving experiences of their society members.
Flywheel: If organisers are improving their events that again increases the amount of people who want to go and the amount of organisers that want to join Bustle and get their following on the app.

**Organisation**

**Point**

Stress is induced from realising that they have missed out elements from their organisation. The ability to **access a template** or have a shared vital checklist for their committee was conveyed to be useful.

**Suggestion**

Templates for certain types of events could be available for people to use when organising events. These templates could be useful for any scenario, not specific to social secretaries. The option to have their own **to-do list** in the notes section is also necessary.

**Communication and Promotiom**

**Platform Missalinement**

**Point**

Lower student years do not use facebook – a platform that had been the primary vehicle for organising and promoting society events. Therefore the current issue is that **lots of people do not hear about events.**

**Suggestion**

Promoting and organising events on multiple platforms is frustrating for organisers to keep track of possible attendees and updates. Thus **one platform for all is necessary** (offer of Bustle).

**Decision Making**

**Point**

Voting tools on platforms are useful for making event decisions. Voting tools help provide solutions to the mentioned issue of having lots of people trying to help organise events becoming messy and confusing.

**Suggestion**

Having clear details and **voting tools for decision making** deems useful to social secs.

**Personal**

**Point**

A method that has worked for some is personally messaging lots of members of society and get friends to come. Being **personally messaged** resonates with the psychological phenomenon, previously mentioned, that people desire a **sense of belonging**. However, this is a time consuming method.

**Suggestion**

Working out a way to contact people in a streamlined manner, on one platform is desired for these societies.

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### EVENT ORGANISERS

**Desire to reduce uncertainty**

**Track ticket numbers**

**Point**

Want to reduce uncertainty. They wanted to **keep track of who has clicked going bought tickets,** since their biggest worry is that the tickets won't sell. Ticket buying tends to follow the same U shape pattern, that in the first couple of days there will be lots of ticket bought, then this peters out to virtually nothing, until the last couple of days. This middle period, with a lack of tickets being bought, caused anxieties within the event organisers, since they did not know how to plan for numbers since they had no indication of how many people would come.

**Suggestion**

Sellers want to have a live ticket count as well as a count of who has pressed 'going'.

**Information on goers**

**Point**

Desire to know who was coming to their event.

**Suggestion**

Having information about the event goers was discussed. This section in the app could include any **medical records** that may be useful to know if anything occurs in the club, whether any clubs have band that individual and their ID in the app. This would enable the organisers to feel more confident about the **safety of their attendees** and the smooth running's of their event.

**Consequence for drop-outs**

**Point**

High drop-out rates for events.Drop-out rates are negatively correlated to the price of event.

**Suggestion**

A sense of consequence for buyers if they drop out may be useful.

**Liasing with the venue**

*"Often, the date is everything".*

**Difficulty finding dates**

**Point**

Finding a date is difficult. University event organisers often message friends to check dates that should be avoided due to mass of deadlines. They often go on Facebook to check that there are no clashing big events such as festivals or large events of the same genre.

**Suggestion**

Ability for organisers to see calendars (of friends) and to see in their calendars when events are on, by date, especially when filtered to similar genres.

**Visible ratings**

**Point**

Want visible ratings, by previous organisers, about venues. They want a clear way to contact venues- if all their information was clearly laid out, including contact details for the venue and the venues budgets and deals. With this information including their policies, since policies change from venue to venue, making organisation difficult. They often struggled getting a hold of venues.

**Suggestion**

Clear detail from venues is important, with ability to rate them. This can use the same layout as information in Bustle Chat groups. An easy way for organisers to contact venues as well as assess the venue for location, suitability to their needs, based on ratings etc.

**Targeted advertising**

**Point**

Event organisers love the idea of targeted advertisement. Some currently **paid for targeted advertising** on Instagram. One stated this would be of major benefit especially for their next event, in which they want to branch out their target audience, focusing on a specific new audience.

**Analysis**

Previously organisers have found targeting specific audience's hard work. They have gone about this through physically flyering in certain locations and manually following, on Instagram, accounts with lots of similar audiences.

**Payment**

**Bulk buy tickets, split money**

**Point**

Mentioned importance of having a way to 'Splitwise' tickets, so people can **buy in bulk** (5 tickets) for their friendship group. This would allow buyers to more easily get back money owed to them, as the app would notify people how much they owe the buyer, without the buyer having to remind them, to pay.

**Analysis**

This feature also benefits event organisers as it encourages more tickets to be bought at once, with the prediction that more tickets would be sold overall, if people see this ease to buy for their group. Moreover, as gathered from multiple user research methods, people are more likely to buy ticket attend if someone else is going, or if they can buy at the same time as others, the more friends going, the more likely individuals are to want to buy tickets, thus the positive impact of **ticket sales increases.**

**Commision, payment options**

**Point**
- In terms of taking commission, EventBright was preferred since they don't take any cut from the event organisers ticket price, instead they add on an amount around 50p and the buyer is not put off by minimal added extra and the organiser still receives their desired amount. This is worth noting when discussing our revenue stream.
- Organisers like Headfirsts for their 'pay what you like' option. This is how their events make good profit, since buyers are often more generous than they expect. Moreover, organisers liked the idea that buyers could **see where that money was going to,** for instance if a percentage or all the money was going to a charity.

**Analysis**

Putting the element of honesty in buyers' hands appears to empower them and create revenue, something to look into more.

**Learning ability**

**Point**

Desire to track where traffic of sales comes from and **learn about their buyers.**

**Suggestions**
- The app could display users by their interests and different details, so that each time targeted advertising occurs, it can be iterated and refined to be more specific and successful.
- Event hosts could also use the platform to learn from other similar artists, viewing their success and type of attendees in accordance to the event line-up. Bustle could facilitate their ability to reach out to other organisers in proposal of **collaboration**, this idea was an insight from one attendee's desire to collaborate with others to create a small festival.

**Analysis**

The ability for organisers to track their own event history would also be helpful. One interviewee stated that this is what they liked about using Fixr, as they could see their ticket sales from previous events. Bustle could take this further as a method of learning and improving for organisers. This idea would contribute to the organiser's success, attract other organisers to join, increase the experience of users, increase their promotion of Bustle to others and consequently enhance the success of Bustle, this ultimately contributes to the **Flywheel effect.** This history could display the anonymous information about attendees, helping to locate who their attendees are, what other music and djs they like and what passed events have been the most successful- what DJs, genres, dates were specific to these events etc.

**Deadlines and reminders**

**Point**

Want to have reminders for people to purchase their tickets by certain deadlines. People forget easily about events by accident.

**Suggestion**

Bustle should have a feature where those who have **clicked interested should be reminded to buy tickets,** with an easy link to buy them. This would ease the anxieties of the ticket sellers, and, hopefully increase ticket sales in the current lull of the U pattern. As the deadlines draw closer, the reminders could be more frequent or bold.

**Communication stream: Seller - Buyer**

**Point**
- Desire to **update attendees about information such as change in set times** or the line-up. A main issue currently is the ability to get information to those who have bought tickets, and the frustration that often they must gather everyone's emails to update them.
- They want to be notified by the app if their tickets have sold out or if there is an issue.

**Analysis**

With high drop-out rates, event organisers suggested that the ability for **a buyer to update their status of 'going',** that is visible to the event organiser, would be useful. If organisers know that they are not going, those tickets can be resold. The issue currently with dropouts is that the club must expect that everyone who has bought their ticket will turn up, this leads to people being turned away on the door to the event, resulting in under capacity and stunted profits.

**Resale of tickets**

**Point**

A recurrent theme across all information gathered from all research thus far, is the requirement to have a **secure method of reselling tickets.**

**Suggestion**
- Users will **earn bustle points** for reselling at the cost of tickets.
- Left over tickets, before the event, can be put up for a **ticket auction**. The event organisers may choose the percentage of tickets that are sold through this means so that they can still sell tickets on the predicted slope of buyers too. This suggestion was liked by interviewees. It **eases event organisers** with the knowledge that more tickets will be sold.

**Promotion**

**Point**
- Want a way to **schedule events and promotions,** this was a feature that they liked about Instagram for advertising, they said this was easy.
- They commonly mentioned that Facebook is redundant.

**Suggestion**

When an individual **buys a ticket, organisers want this information to be publicly shared.** This suggestion resonates with our idea to promote and remind people to buy tickets with the information about friends who have bought their tickets. They liked the 'stories' feature of other apps as it allows buyers to share this content, promoting the event. This further ties in with the successful marketing method of **User Generated Content**. Increasing the fold of advertising reach, through users themselves.

## Setting up your Profile and Profile



- initially have to select 5 interests (to mitigate against cold user problem)
- easily select suggested friends from your contacts to quickly spread the network
- location services option to allow area data - for event ad targeting capacity
- quick select artists/venues/event organisers from offset
- option to synchronise all calendars or none
- not just music-based interests, all types of events (including food/parades/markets etc)
- friends also searchable from the offset
- users are happy with targeting most of the time, but some may prefer to manually select location when searching.
- users discussed privacy issues with syncing calendars
- double notification bubble around icon, orange for the chat function and red for the event details section
- users expressed how you they "wouldnt think of snapchat as for events" - we have to equally weight chat section and details so that the app remains centred around going out, rather than just another closed messager app (like Snapchat or WhatsApp).
- add interests button to add to profile whenever
- users wanted to have the freedom to build/control what gets shown to them.
- Locational suggestions may still be made from interpretation of past attendance info, so users are required to share live location - less invasive.
- some testers discussed issues with overcrowded calendars, and how not everything on their work calendar is something they are actually attending.
- "your memories" section to view old photos from events that you've been tagged in or that you've posted
- this is private to the user as bustle isnt a profile building service. Profile building (like with instagram) creates toxicity as lives can be performed and curated, fostering envy and jealousy. Bustle is supposed to be healthy.
- easily connectable data settings for synchronising accounts
- allows users to increase accuracy of targeting ads (through things like music taste from Spotify), or to easily opt out if they change their mind - users like this feeling of being in control
- easy access to all your event requests on one page
- A/B testing showed that users liked seeing events in the chats section but wanted one place for all their own individual requests
- Our open-ended brief interviews found that users liked being shown memories and easily finding their own photos.
- obvious and very accessible "data profile" button
- research identified that users were concerned with data usage but weren't aware enough or able enough to do anything about it
- easily see who your most engaged with people/places and organisers/artists are. These are editable if there's something you no longer wish to be targeted.
- "read our 'transparent data policy' in full here" allows users to learn more about the ways we share their data usage to give back bustle points

## Bustle Wallet and Bustle Points



- easily accessible button to view bustle points actions that may be available with the event you're looking at.
- users wanted to be able to see bustle offers within the expanded event view. A/B testing found that a small bubble was preferred as a big one would block the poster view of the event.
- private bustle points section
- to avoid competition amongst users about having the highest points. Bustle is all about healthy social media consumption.
- users felt like personal bustle points updates should not have been added to the notification window - they wanted to compartmentalise their finances from club updates.
- recent activity
- Event titles and dates shown at the top of tickets
- users no longer felt the need for the visual (poster) representation of the events they had pruchased tickets for, as they already knew what the event was about (was only useful for exploring)
- based on PayPals recent updates section - we wanted the wallet again to feel familiar for users. The app sometimes felt overwhelming, and when concerning finances, users wanted to feel comfortable and secure.
- to make entry at events fricitonless
- auto-ethnography and user interviews found the difficulty with current event searching apps and ticket retailers having a fundamental association with emails, as they are considered inaccessible by our target demographic
- similar UI to Apple Wallet
- users responded well to the wallet section being reminiscent of the "Apple wallet" as it was easy to look through. enjoyed familiarity.
- users in interviews discussed their difficulty with sifting through emails to find event tickets (when they're at the entrance).
- manual upload ticket button
- some users wanted to be able to add tickets to the app on their own (e.g. if not purchased through bustle directly).
- quick view ticket scan

*Yellow notes discuss features, while green expand on the research behind that feature*

## Bustle Circle Chats and Details



- notification appears without specific message information
- Long view of faces above circle titles
- red clock needed repsonse icon
- open-ended brief interviews found that our target market praised snapchat for quick responses, these based on the fact that you can't see the message without clicking on it.
- A/B testing found that while this felt somewhat overcrowded on the screen, users still very much valued knowing exactly who was in that active circles.
- A/B testing found that when all chats were grouped in one full section, users would find the sheer amount of possible chats they might have very overwhelming
- messaging section based on many other closed messenger apps
- users reported that especially here, familiarity is key for uptake, if messaging feels drastically different from other platforms, it would be rejected from the outset.
- details section
- users expressed how you they "wouldnt think of snapchat as for events", but we have to equally weight chat section and details so that the app remains centred around going out, rather than just another closed messenger app (like Snapchat or WhatsApp).
- updates from details section show in chat as they occur, to cement the event-based side of the circle chats.
- bustle is designed to streamline the going out/organising process and making it as fast as possible, so ensuring quick replies in this way allows us to do so.
- calendar view was more personal and didnt want to feel overwhelming, while circles are specifically about the group-dynamic, so urgency here is appreciated.
- unlike calendar view, social circle influencers reported that they would rather have a greater feeling of urgency within specific chats, to increase response times. The more offensive the colour (bright red), the more likely users are to respond.
- users reported that because bustle was event-based, being able to swipe chats easily into the archive after their completion was very important - allows easier compartmentalisation and control.
- polls options
- un-responded section at the top
- initial interviews found that users missed facebook's old polls section, as it allowed for quick group decisions to be made.
- A/B testing said that this would help increase response times from 'flaky' individuals
- survey data and social circle influencer interviews found that people thought others were too flaky with responses, so we wanted to incentivise clicking and replying through intermittent positive reinforcement.
- purple circle and darker section to highlight unread circle messages
- chat may (if chosen) be swiped back into the active category if they become relevant again
- Active Now bar at the top shows exactly who is online *and in the chat* right then (if they have this visible to others)
- face icon next to event banner to show who added it
- Prototype testing found that users wanted more information about the event. They liked being able to quickly see who's idea it was, normally because people were specific people within a group who's event-based decisions and music taste (or food/dance etc) they resonated with the most
- faces showing "who's going", "who has a ticket" or "who's interested" in that event
- bold date underneath clear title
- quick response button at top with option to press "going" "maybe" "can't go" or "I have a ticket"
- event organisers AND users wanted options beyond facebooks current 3: adding I have a ticket allows people to see exactly who is going for definite.
- using tactis designs to increase our screen time, in a way designed to increase event attendance and real social interaction
- Chat archive vs active
- The target demographic praised Snapchat for quick response times, somewhat supported by the fact that others could see when you went online, so you'd have to respond then (you couldn't pretend you hadnt seen a message)
- multiple forms of visual representation to show unread messaged allowed users to see what they had viewed, and what they still needed to view. This was preferred to be less offensive than the red clocks as messages were considered less urgent than the details of events.
- supported by circle influencer research.
- search had to be as frictionless as possible, and users identified that "who else is going" is a key determinant of event attendance (open-ended brief interviews)
- auto-ethnography found that date was a key detail, and site dates were difficult to sift and search through.
- auto-ethnography and user interviews found that people thought negative wording was important. "can't go" was less harsh than "not going" and promotes healthier social interaction (lessens anxieties).
- archive section is private
- other users will not be able to access your archive information, as knowing when someone has deemed a chat irrelevant to themselves might be damaging to self-confidence or perceptions of friendship.
- mapped location easy to explore.
- discussion section
- no urgency in the archive, even if there are things to respond to
- event organisers wanted to be able to update those who had registered interest/attendance easily, but also to interact with them too.
- interviews showed that people wanted control over what they deemed important, and didn't want to feel pressure or urgency from chats that they didn't think were.

## Calendar-based interface



- easily accessible full calendar, and scrollable single day cards
- A/B testing showed users wanted to see easily see their longterm plans, but simultaneously look at specific days in more detail
- shows only events with the "Bristol People" group
- A/B testing showed that it was easier to operate within a group if you could ignore other things going on. This is customisable when you create a new calendar group.
- scrollable day cards
- scrollability allows users to quickly swipe through and see the days with the most "available" profiles. Users only have to look at the final digit (e.g. +54 or +28) to see which day has more available friends.
- day cards colour change the further you get away from 'today'
- increases subconcious understanding of the date you are viewing. Makes interpretation of time easier in day-card view.
- users can add whoever they'd like to calendar groups - these are private, so that other friends aren't aware of who's available you prioritise.
- private customisable calendars limit feelings of exclusivity - in line with bustle's healthy consumption value.
- highlighted current event on day card
- users wanted important information (e.g. where they should be right now) emboldened and obvious.
- reduced available people when custom group is selected (e.g. +15 or +34)
- people wanted to easily see when others were available, to make plan-making as frictionless as possible.
- day event search section
- can search straight from the calendar view - this avoids "bouncing between sections". Once a user has seen a good date with lots of available friends, they can just click straight over to the events area and see only that day's events.
- general event search by date based on key following and other targeted events
- mainly blue landing page
- A/B showed users felt more invited and relaxed with the blue colouring, as opposed to bustle strong purple.
- auto-ethnography found that some event searching platforms lacked date boundaries, and showed events on different days despite havign selected one in filters. Bustle is frictionless, and allows a confined date search.
- using tactis designs to increase our screen time, in a way designed to increase event attendance and real social interaction
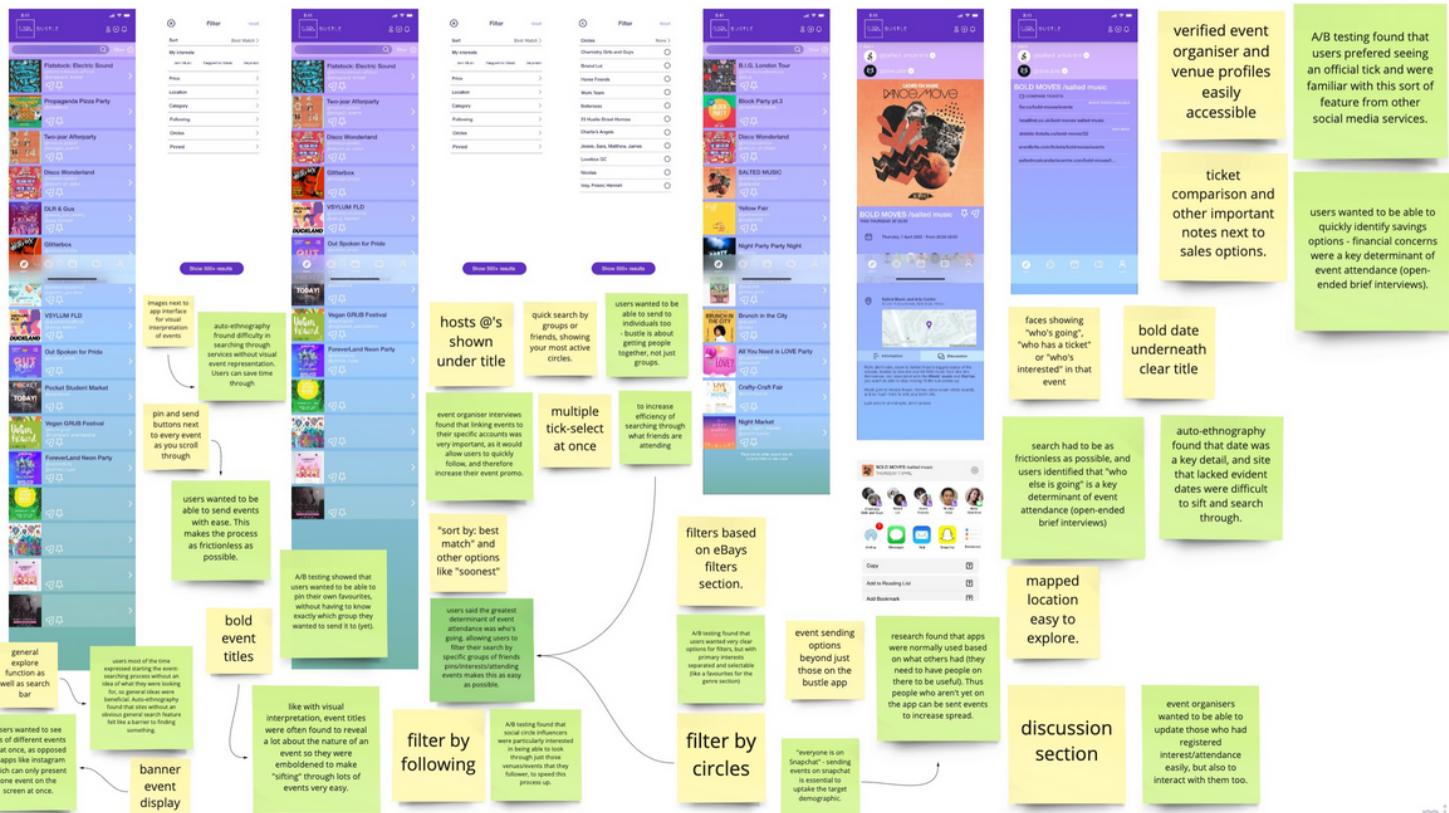- the tiktok "for you" page was said to increase the efficiency of being shown content that was relevant to you
- custom calendar group creation based on instagram "close friends" section as user interviews found that people weren't opposed to creating things like this (to improve long-term app use)

## Explore function and filters



- verified event organiser and venue profiles easily accessible
- A/B testing found that users preferred seeing an official tick and were familiar with this sort of feature from other social media services.
- ticket comparison and other important notes next to sales options.
- users wanted to be able to quickly identify savings options - financial concerns were a key determinant of event attendance (open-ended brief interviews).
- images next to app interface for visual interpretation of events
- auto-ethnography found difficulty in searching through services without visual event representation. Users can save time through
- pin and send buttons next to every event as you scroll through
- users wanted to be able to send events with ease. This makes the process as frictionless as possible.
- hosts @'s shown under title
- quick search by groups or friends, showing your most active circles.
- users wanted to be able to send to individuals too - bustle is about getting people together, not just groups.
- event organiser interviews found that linking events to their specific accounts was very important, as it would allow users to quickly follow, and therefore increase their event promo.
- multiple tick-select at once
- to increase efficiency of searching through what friends are attending
- faces showing "who's going", "who has a ticket" or "who's interested" in that event
- bold date underneath clear title
- "sort by: best match" and other options like "soonest"
- search had to be as frictionless as possible, and users identified that "who else is going" is a key determinant of event attendance (open-ended brief interviews)
- auto-ethnography found that date was a key detail, and site that lacked evident dates were difficult to sift and search through.
- A/B testing showed that users wanted to be able to pin their own favourites, without having to know exactly which group they wanted to send it to (yet).
- filters based on eBays filters section.
- mapped location easy to explore.
- bold event titles
- users said the greatest determinant of event attendance was who's going, allowing users to filter their search by specific groups of friends pins/interests/attending events makes this as easy as possible.
- A/B testing found that users wanted very clear options for filters, but with primary interests separated and selectable (like a favourites for the genre section)
- event sending options beyond just those on the bustle app
- research found that apps were normally used based on what others had (they need to have people on there to be useful). Thus people who aren't yet on the app can be sent events to increase spread.
- event organisers wanted to be able to update those who had registered interest/attendance easily, but also to interact with them too.
- general explore function as well as search bar
- users most of the time expressed starting the event searching process without an idea of what they were looking for, so general ideas were beneficial. Auto-ethnography found that sites without an obvious general search feature felt like a barrier to finding something.
- like with visual interpretation, event titles were often found to reveal a lot about the nature of an event so they were emboldened to make "sifting" through lots of events very easy.
- A/B testing found that social circle influencers were particularly interested in being able to look through just those followers, to speed this process up.
- "everyone is on Snapchat" - sending events on snapchat is essential to uptake the target demographic.
- discussion section
- users wanted to see lots of different events all at once, as opposed to apps like instagram which can only present one event on the screen at once.
- banner event display
- filter by following
- filter by circles

## Notification centre



- quick link to map view
- easily see where things that are going on right now are, in relation to you
- pulsing blue circle around user representing one minute walk away
- red number icon next to notification bell icon, to show that you have unread notifications.
- notifications about posts on actual specific events shown as squares, while profiles (people, organisers, venues) are shown as circles.
- A/B testing found that users found searching through notifications somewhat difficult without any differentiation
- separate section for NOW notifications and regular activity updates.
- A/B testing showed that users wanted to separate that which was supposed to be "right now" or "today" from other updates, as this is supposed to be easily accessible (stuff happening now needs to be spread efficiently)
- muted map colours
- A/B testing showed that users struggled to see user profiles and event profile when the map background was more saturated
- to make seeing important updates as easy as possible
- event organisers (from interviews) wanted to be able to easily update those with registered interest/attendance about events, with greater security that they will actually see it
- purple indicators for right now
- orange indicator for plans later today
- see updates from favourite profiles, and see information/events that the bustle algorithm believes to be relevant to you
- makes searching for events and finding things to do as smooth and frictionless as possible.
- allows you to see what the purpose of the NOW notification is, or why the user posted it (e.g. "work is going to be a long one today...")
- comment shown about NOW notifications
- group information presented with multiple circles
- A/B testing showed users responded well to features that allowed subconscious interpretation of information on screen - done visually.

## Map view and Now Notifications



**large purple NOW notification view**

**users wanted currently available people to be very easy to find.**

**quick link to map view**

easily see where things that are going on right now are, in relation to you

**select just people**

allowed the compartmentalisation of different important search factors - sometimes you might just be looking for people to hang out with, not somewhere to go.

**select just venues and events**

**map based NOW notification option**

to increase efficiency of finding out who's nearby and free

UI design based on that of the private event creation section, but with less key details.

some users wanted this to feel like an official offer for a plan, as they feared NOW notifcations may just be ignored.

pulsing blue circle around user representing one minute walk away

optional info fill in - a title doesnt even have to be selected

users wanted the choice between making a NOW notification feel like a formal offer or a casual/informal suggestion

**muted map colours**

A/B testing showed that users struggled to see user profiles and event profile when the map background was more saturated

can select from circle group chats, individuals, or even your custom calendar groups

user feedback found that sometimes users didnt want to send to everyone within a specific group

**drop down "send to" section**

users wanted to be able to quickly toggle on and off who received this notification, rather than having to send to everyone

## Private Event Creation



**un-responded events appear orange on the calendar view.**

**easy visual interpretation of timetable and events was considered helpful in sifting through lots of information at once.**

day cards colour change the further you get away from 'today'

increases subconcious understanding of the date you are viewing. Makes interpretation of time easier in day-card view.

**background blur**

Title and photograph /poster addition

to ensure efficient information intake for those viewing the event (once created).

auto-ethnography fround difficulty in searching through services without visual event representation. Users can save time through

A/B testing found that orange represented something incomplete better than red (red felt aggressive and induced stress for some users). Orange had the right effect without causing unrest.

shows only events with the "Bristol People" group

A/B testing showed that it was easier to operate within a group if you could ignore other things going on. This is customisable when you create a new calendar group.

made selection process easier - the calendar screen was reported to already have a lot going on so separate UI/UX screens for event creation were developed (originally this had been done within the calendar page)

users wanted to be able to make private events with finite details sometimes, but also be able to leave things up to group development and decision-making over time

can block or invite other group members to contribute to the details of the event

users can add whoever they'd like to calendar groups - these are private, so that other friends aren't aware of who's available you prioritise.

private customisable calendars limit feelings of exclusivity - in line with bustle's healthy consumption value.

allows those creating private events to add links to event tickets (if they plan on going to a ticketed event within this private plan).

**optional Time settings**

**can add other event organisers (friends)**

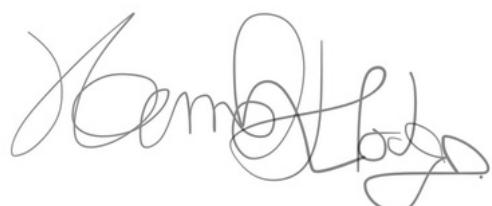social circle influencers said they didn't always want the pressure of always having the control of the group decision

reduced available people when custom group is selected (e.g. +15 or +34)

people wanted to easily see when others were available, to make plan-making as frictionless as possible.

**optional location settings**

custom calendar group creation based on instagram "close friends" section as user interviews found that people weren't opposed to creating things like this (to improve long-term app use)
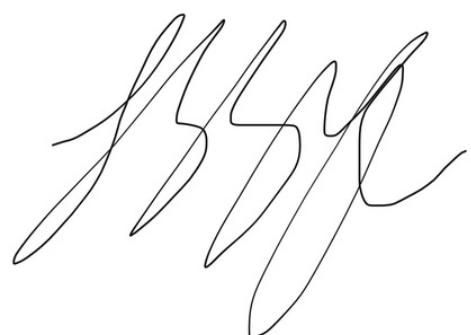
if tickets are bought through links posted on groups, this can be automatically viewable to those within the event group (unless opted out).

**optional date settings**

**important link addition section**

some non social circle influencers (the "resistant followers") wanted more control over event detail decisions

# EQUITY

**Fraser Mckillop**
33%

**Hannah Hodge**
33%

**Issy Comley**
33%