

# Meet Spot

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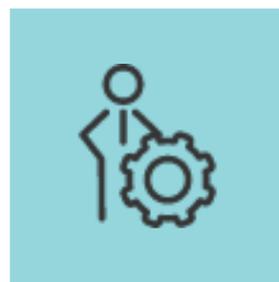
APPLICATION UX CASE STUDY

BY NIDHI SINGH

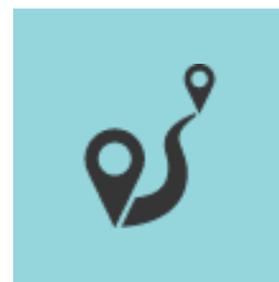
# WHY MEET SPOT?

We often want to meet colleagues, friends and family but cannot because the process of coordinating is very **challenging, time-consuming and frustrating**.

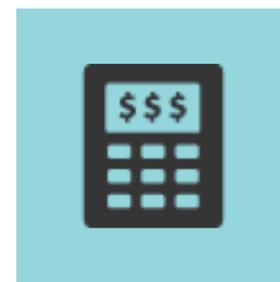
It is very difficult to keep everyone informed about the current state of the plan. There are various factors that we need to consider – **personal preferences, distance to the venue, budget, and time at hand**. We use various mechanisms to collaborate. It is cumbersome to split the cost and communicate to people to make their contribution.



**PREFERENCES**



**DISTANCE**



**BUDGET**

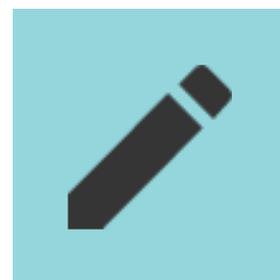


**TIME**

# WHAT IS MEET SPOT?

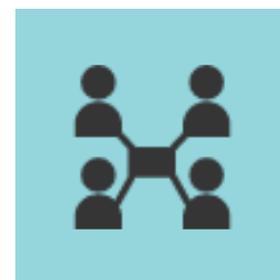
Meet Spot provides a hassle-free, simple solution that puts all the things needed to organize meetups with colleagues, friends and family in one place.

- **CREATE** - Create event and invite people
- **COLLABORATE** - Chat and pick venue
- **MEET** - Meet and Celebrate



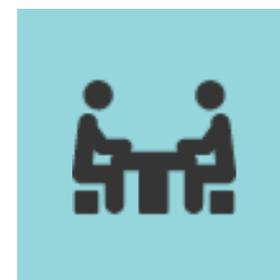
**CREATE**

+



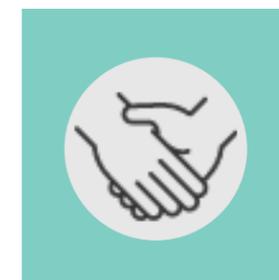
**COLLABORATE**

+



**MEET**

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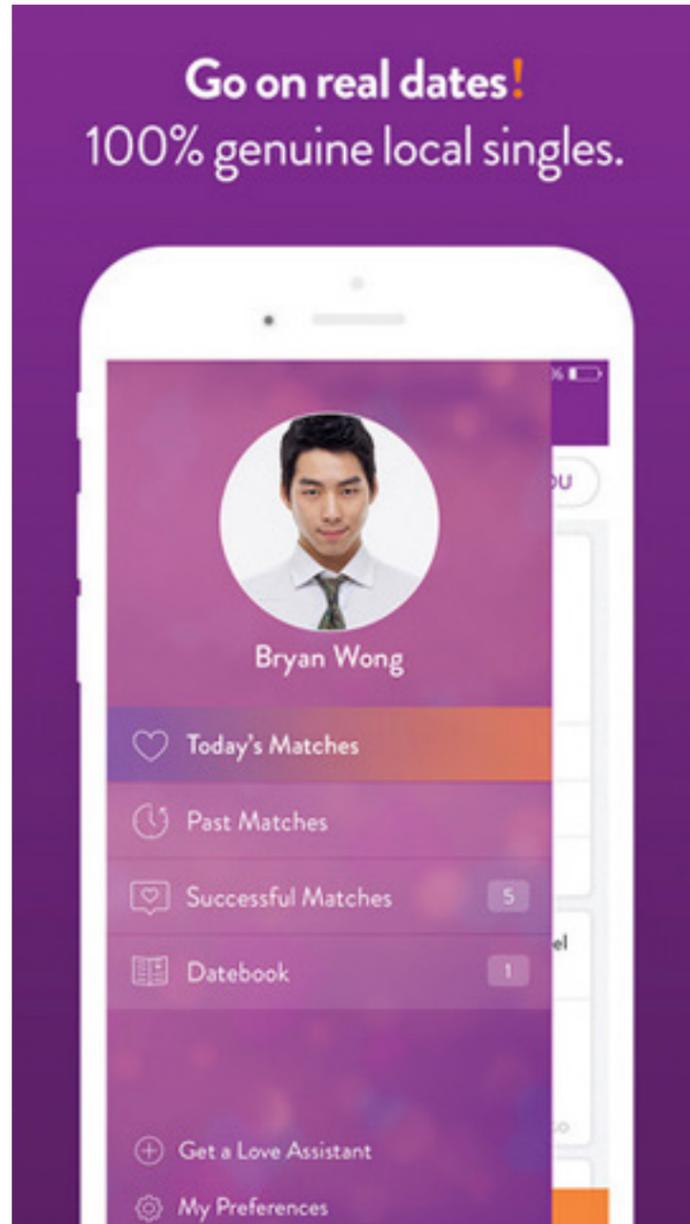


**MEET SPOT**

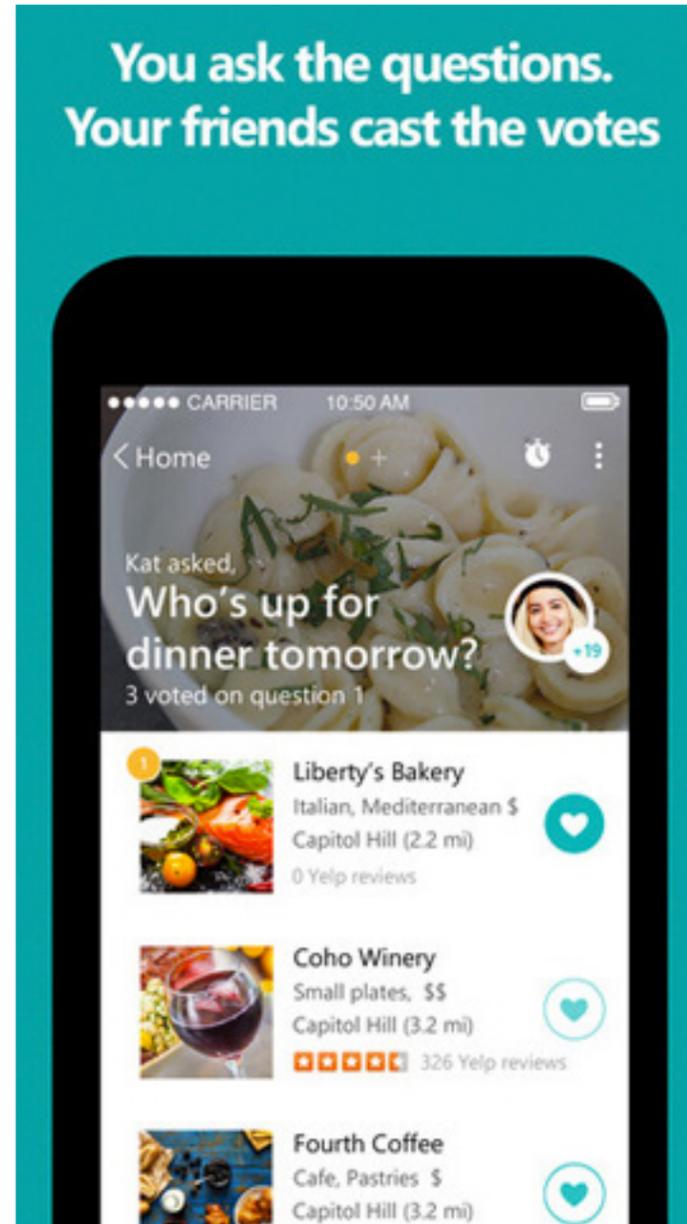
# Research

- Competitors Analysis
- Interviews
- Personas
- MVP

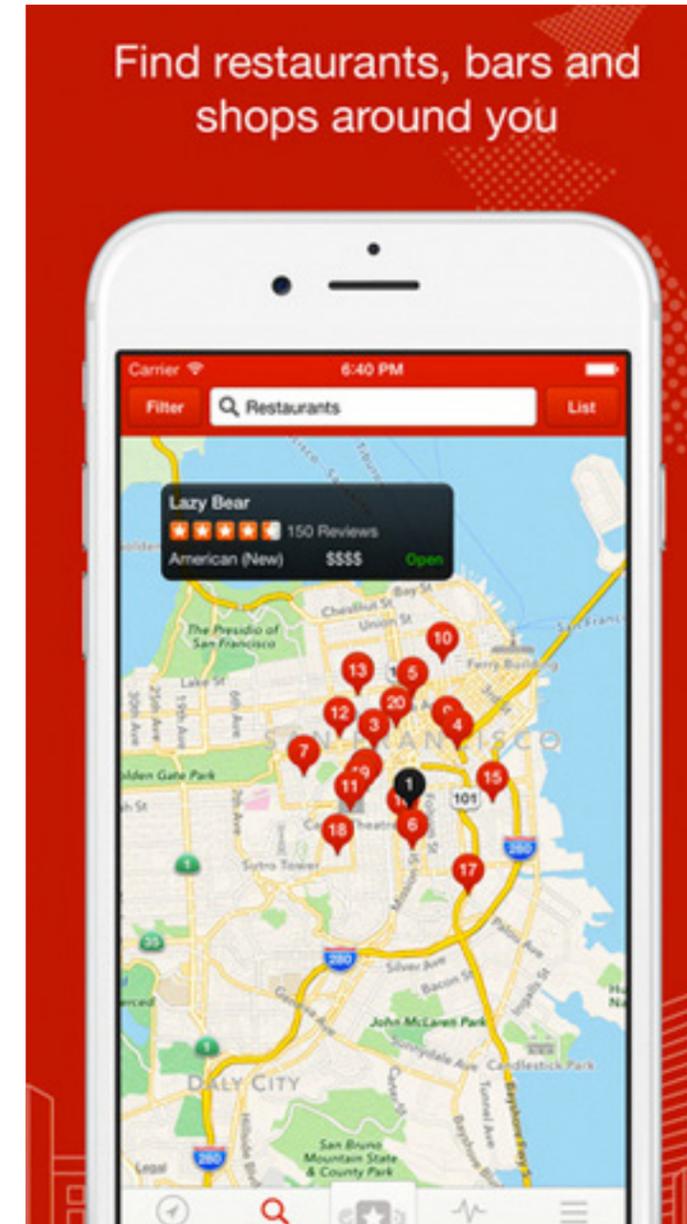
# COMPETITORS



LUNCH CLICK

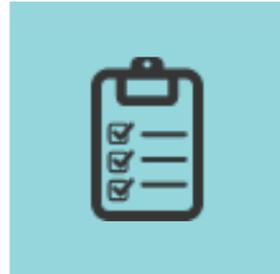


TOSSUP

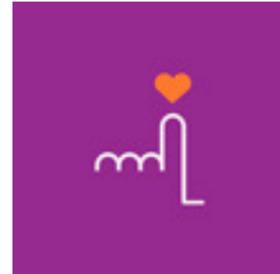


YELP

# COMPETITIVE ANALYSIS



FEATURES



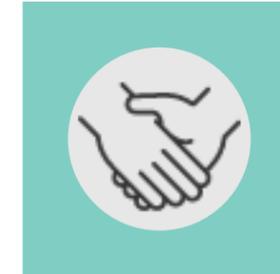
LUNCH CLICK



TOSSUP



YELP



MEET SPOT

Collaborative Venue Selection	✗	✓	✗	✓
Venue Information	✓	✓	✓	✓
Single Dashboard	✗	✗	✗	✓
Cost Splitting	✗	✗	✗	✓
Notification on User Activity	✓	✓	✗	✓
Track Money User Owes	✗	✗	✗	✓
Track Money User Owed to User	✗	✗	✗	✓

# INTERVIEWS

## SUMMARY

"It is just memory, we do not have a well defined way to track it."

"We use SplitWise app or we just remember and pay on a rotation basis."

## PAIN POINTS

"It is really difficult and time consuming to get everyone to one agreement."

"Planning should become easy and the meet-ups should be more enjoyable."

# PERSONA



## AMIT KULKARNI

- + 35 years old
- + Software Architect
- + Married
- + Lives in San Jose, CA
- + Fluent in Telugu, Hindi, English



- Tech Lover
- Outgoing
- Planner

“ We spend about 1-2 hrs deciding the place to meet. I am not very happy but cannot help it. ”

### Scenarios

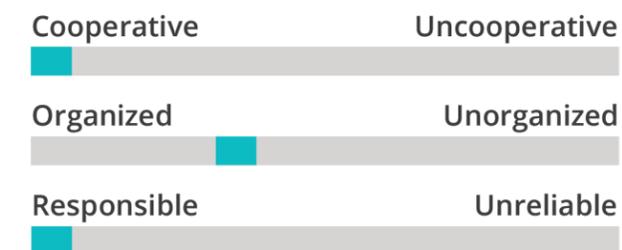
Amit likes to plan team lunches and also meet-ups with friends/family. Last week, after the release his team wanted to go out for lunch but they had limited time. They took around 2 hour to decide the location and finally had to drop the idea as there was not enough time left.

Some of these lunches involve lot of people and it is very difficult to find common meeting place. He uses different apps like whatsapp, e-mail etc. to co-ordinate with his colleagues. He is looking for some kind of solution where things can be simplified.

### Goals

- + Meet Friends/Family with little overhead.
- + Celebrate with team.
- + Get the big picture of the meet-up/event.

### Personality



### Motivations

- + Use new technologies basically mobile apps/website to make life easier.
- + Spend time efficiently.
- + Co-ordinate events efficiently with friends/family.

### Challenges

- + Co-ordinating the meet-up location is complicated.
- + Whole process of collaboration is frustrating and time consuming.
- + Cost sharing is cumbersome.

# MVP

**The MVP will focus on “office goers” and will try to address below 5 areas:**

- Create event and communicate to the audience effortlessly irrespective of the location of the audience.
- Collaborate and finalize the meeting place based on personal preferences, distance to the place, budget, and time at hand.
- Provide a snapshot of the event to all the users.
- Provide a means to split the cost of the event and communicate the contribution per person.
- Basic integration with Restaurant rating engine like Yelp.

# IA

- Card Sorting
- Sketches
- Sitemap
- Wireframes

# CARD SORTING

## OPTIMAL WORKSHOP

Using OptimalSort we can reach broader audience in a short period of time.

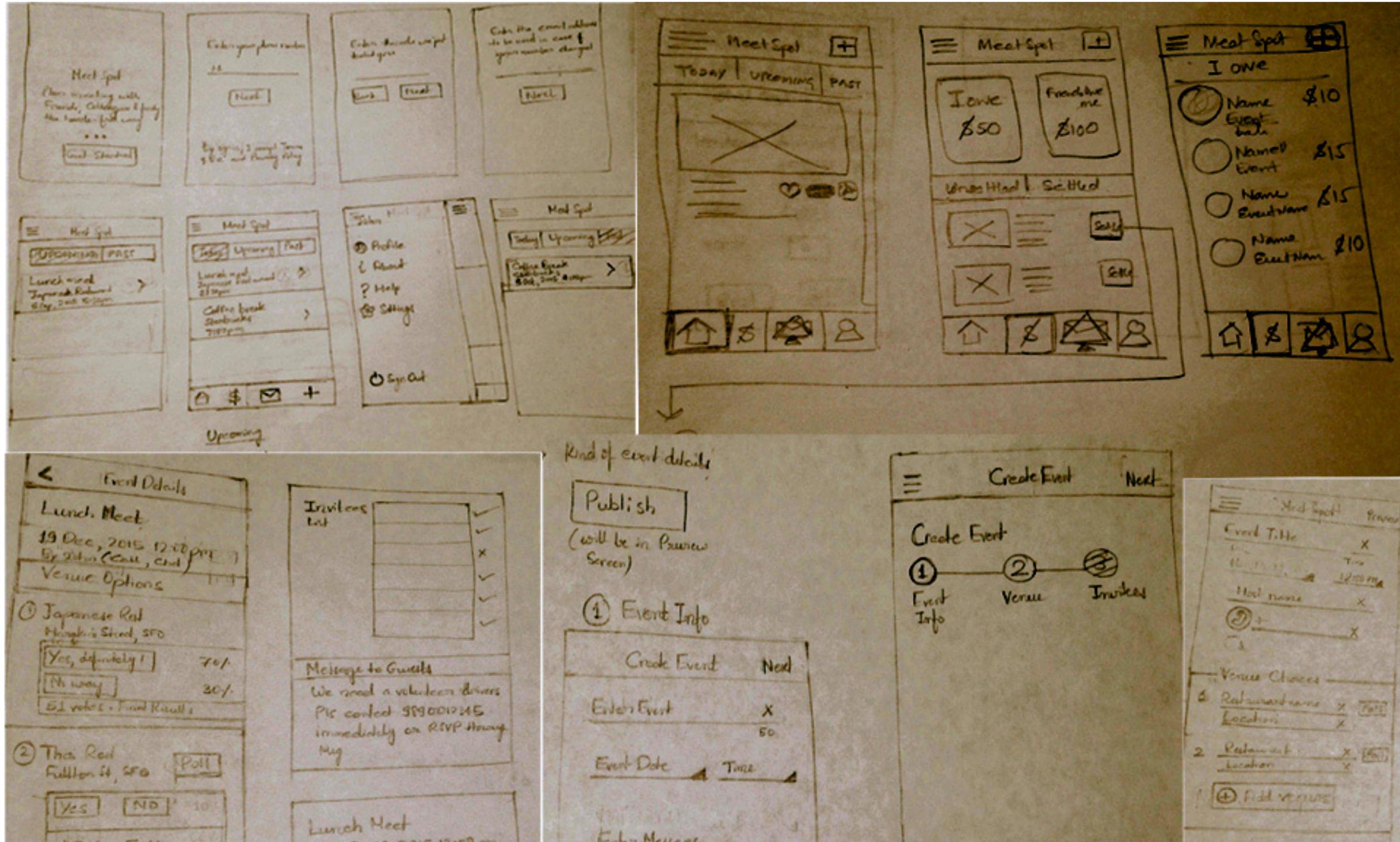
Standardization Grid ?

	Accounts	Add Event	Home/Dashbo...	Menu	Message Center	View Event
About			4	5		
Amount owed by you	5		3	1		
Amount owed to you	6		3			
Chat/Messaging					7	1
Edit Event		4	1			3
Help	2		2	5		
Logout	2		2	5		
Messages				1	7	
Notifications	2		1	1	5	
Past Events		1	2	1		4
Pending Invites		1	3	2	1	1
Profile	4		1	4		
Propose a venue		3	3	1		1
Settings	4		1	4		
Split the Cost	2		1	4		2
Upcoming Events		1	3			4
Venue Poll			3	2		3
View Event		1	2			5
View Invitees		2	1	2		3

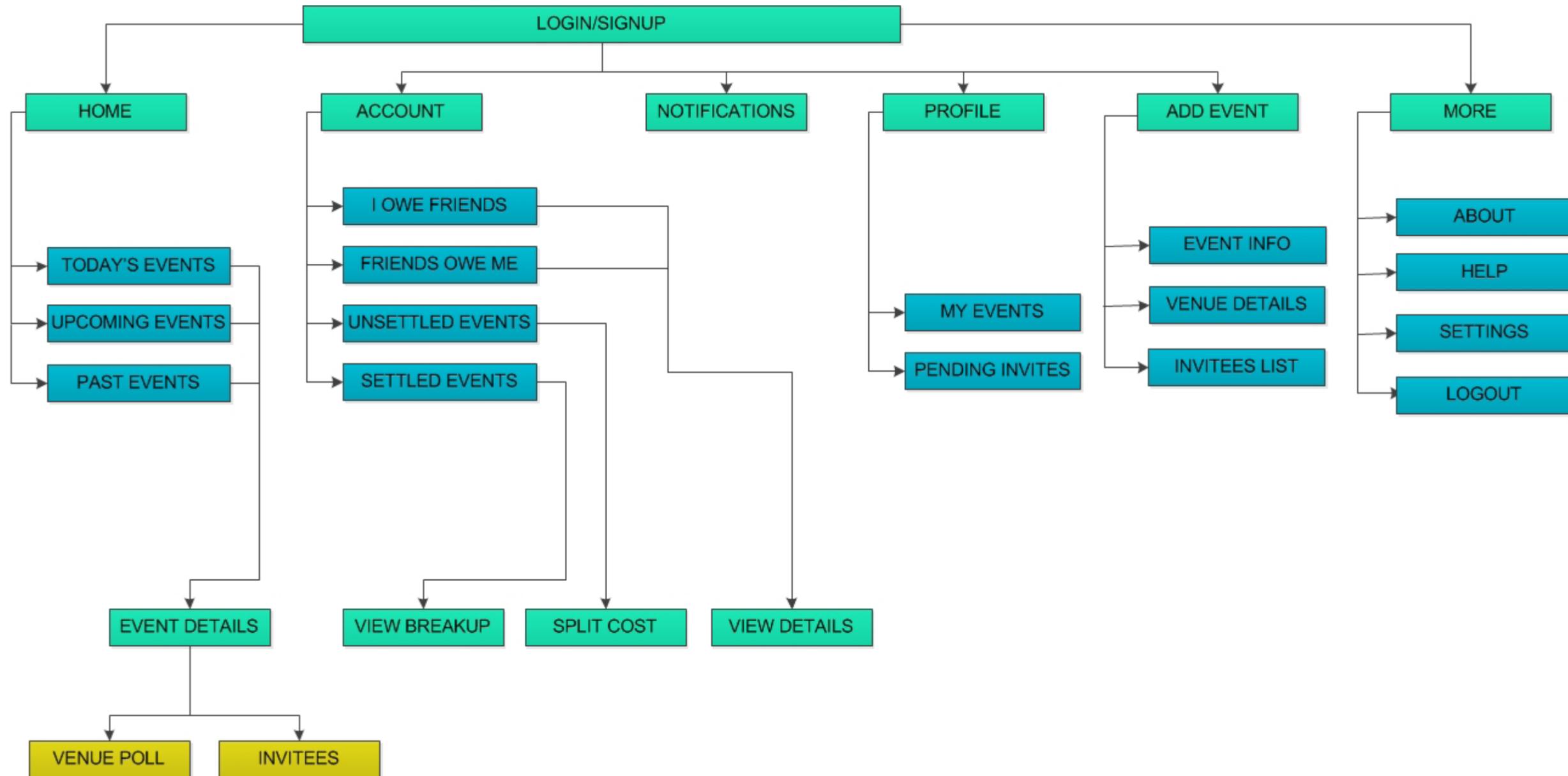
Similarity Matrix ?

Profile	Settings	Help	Logout	About	Past Events	Upcoming Events	Pending Invites	View Invitees	Propose a venue	Venue Poll	Split the Cost	Amount owed by you	Amount owed to you	Notifications	Messages	Chat/Messaging	View Event	Edit Event
Profile	100																	
Settings	77	77																
Help	77	77	77															
Logout	55	55	77	77														
About	55	55	77	55	77													
Past Events	22	22	22	11	22	66												
Upcoming Events	0	0	0	0	0	66	44											
Pending Invites	0	0	11	22	11	33	44	66										
View Invitees	0	0	11	22	11	33	22	66	66									
Propose a venue	0	0	0	11	0	22	33	55	66	66								
Venue Poll	0	0	0	22	0	11	22	55	55	66	44							
Split the Cost	0	0	0	11	0	11	0	11	33	33	44	44						
Amount owed by you	11	11	11	11	11	0	11	22	11	33	33	44	44					
Amount owed to you	22	22	11	11	11	0	11	11	0	22	22	33	88	33				
Notifications	33	33	22	22	22	11	0	11	0	0	0	0	22	33	55			
Messages	0	0	0	0	0	0	0	22	11	11	11	11	11	0	55	55		
Chat/Messaging	0	0	0	0	0	0	0	11	11	11	11	11	0	0	44	77	77	
View Event	11	11	11	0	11	55	44	11	33	22	33	22	0	0	0	0	11	11
Edit Event	0	0	0	0	0	33	44	22	44	33	22	22	0	0	0	0	11	55

# SKETCHES

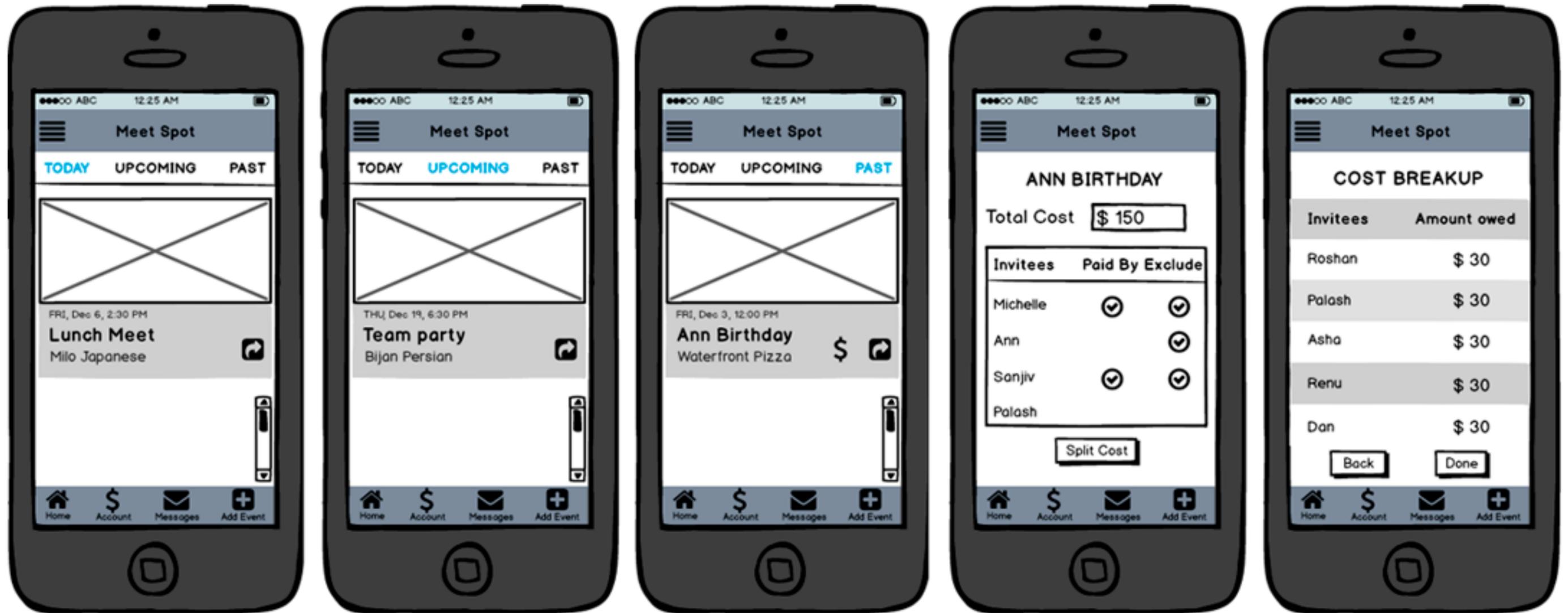


# SITE MAP



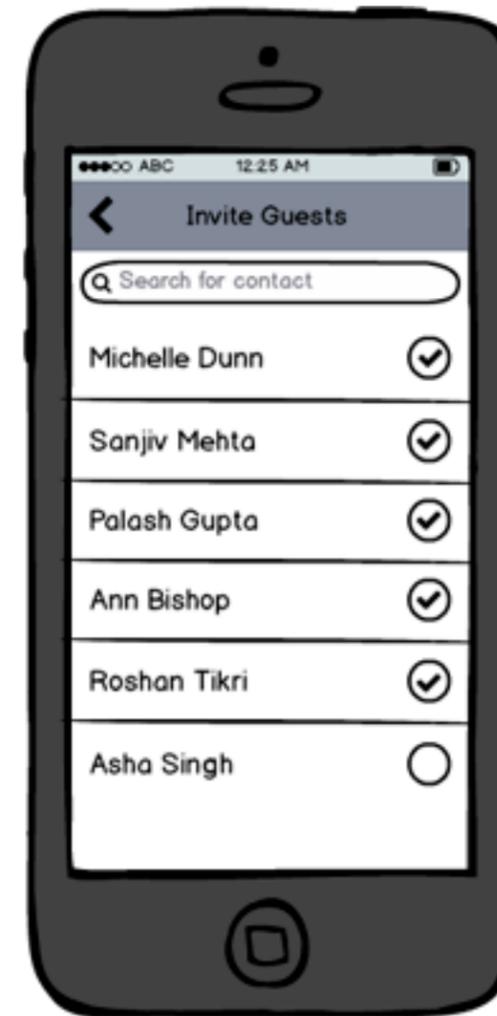
# WIREFRAMES

## HOME & SPLIT COST SCREENS



# WIREFRAMES

## ADD EVENT SCREENS



# USER TESTING

## KEY TAKEAWAYS

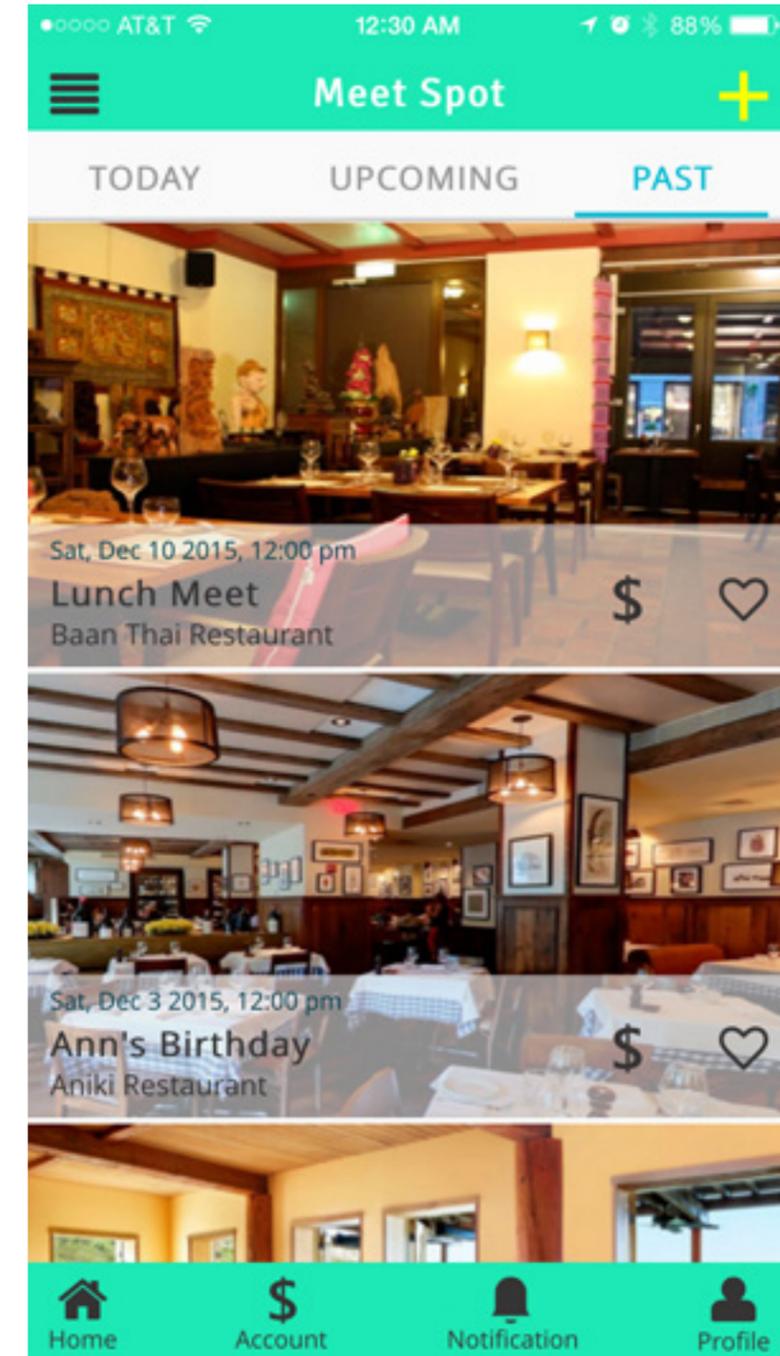
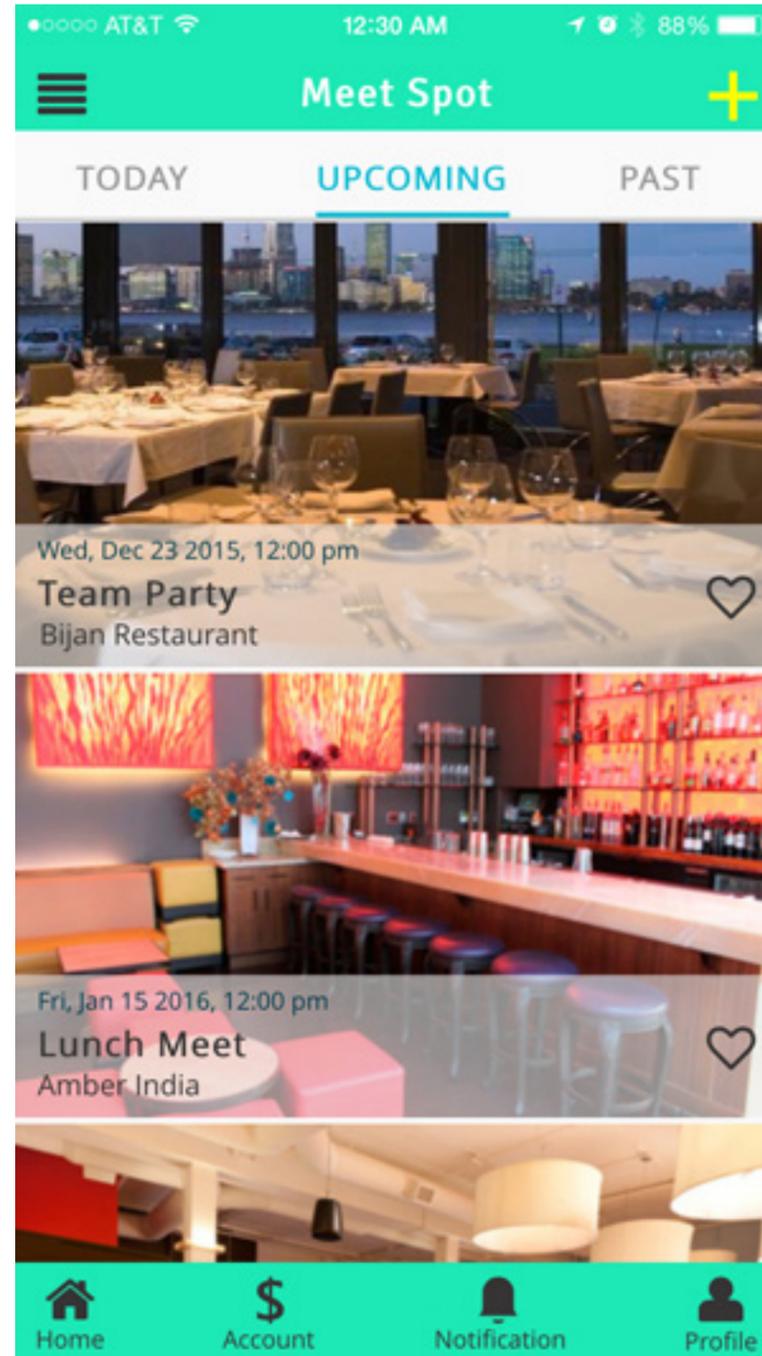
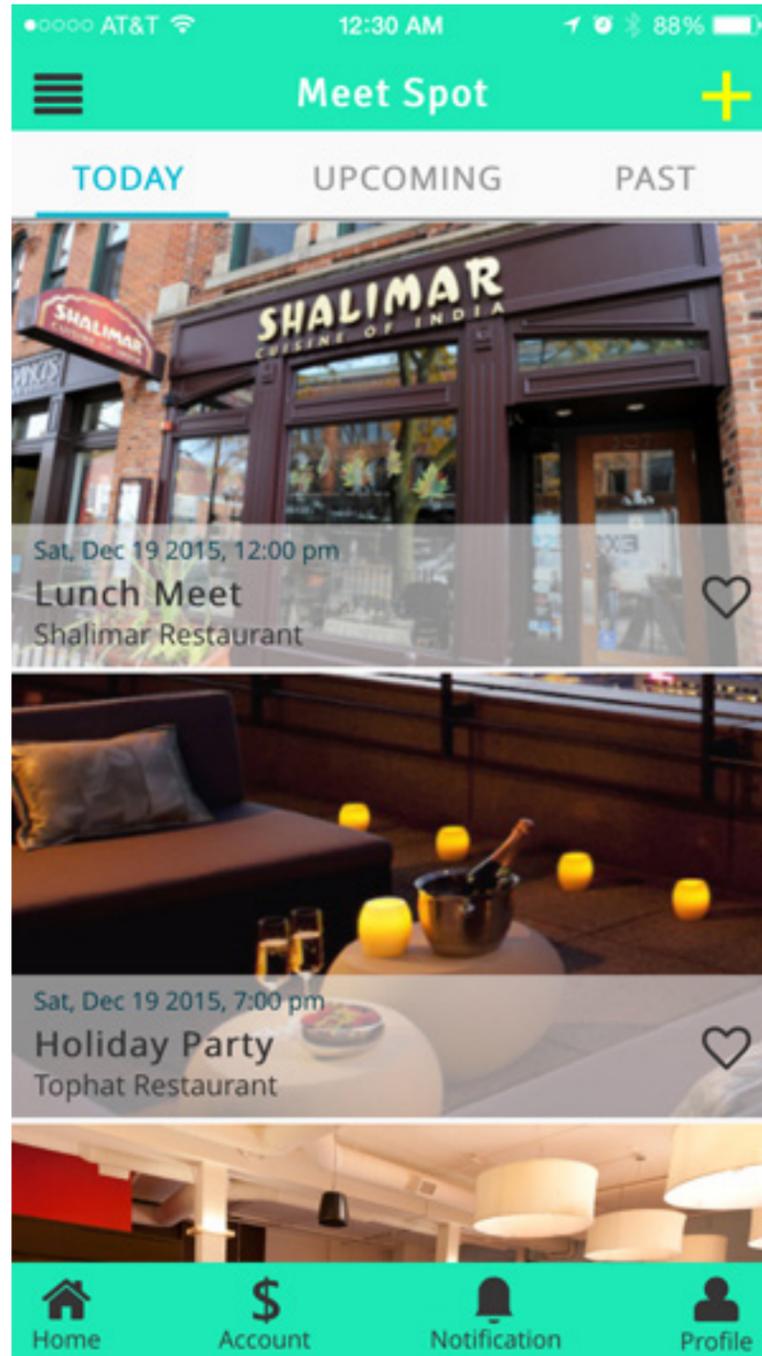
- Integrate “Search” functionality to find venues.
- Make “Add Event” functionality more prominent.
- Provide options to modify the events.
- User Profile to give a snapshot of user’s activities.
- Reorganized some of the features like Split Cost, Amount Owed etc.
- More deeper integration with Yelp or similar engine

# CHALLENGES

- Consolidating varied inputs from the initial user interviews.
- Defining information architecture based on the card sorting feedback.
- Using new tools for wireframing and prototyping.
- Finding people for the user interviews.
- The complexity of the application.
- Picking the features for the minimum viable product.

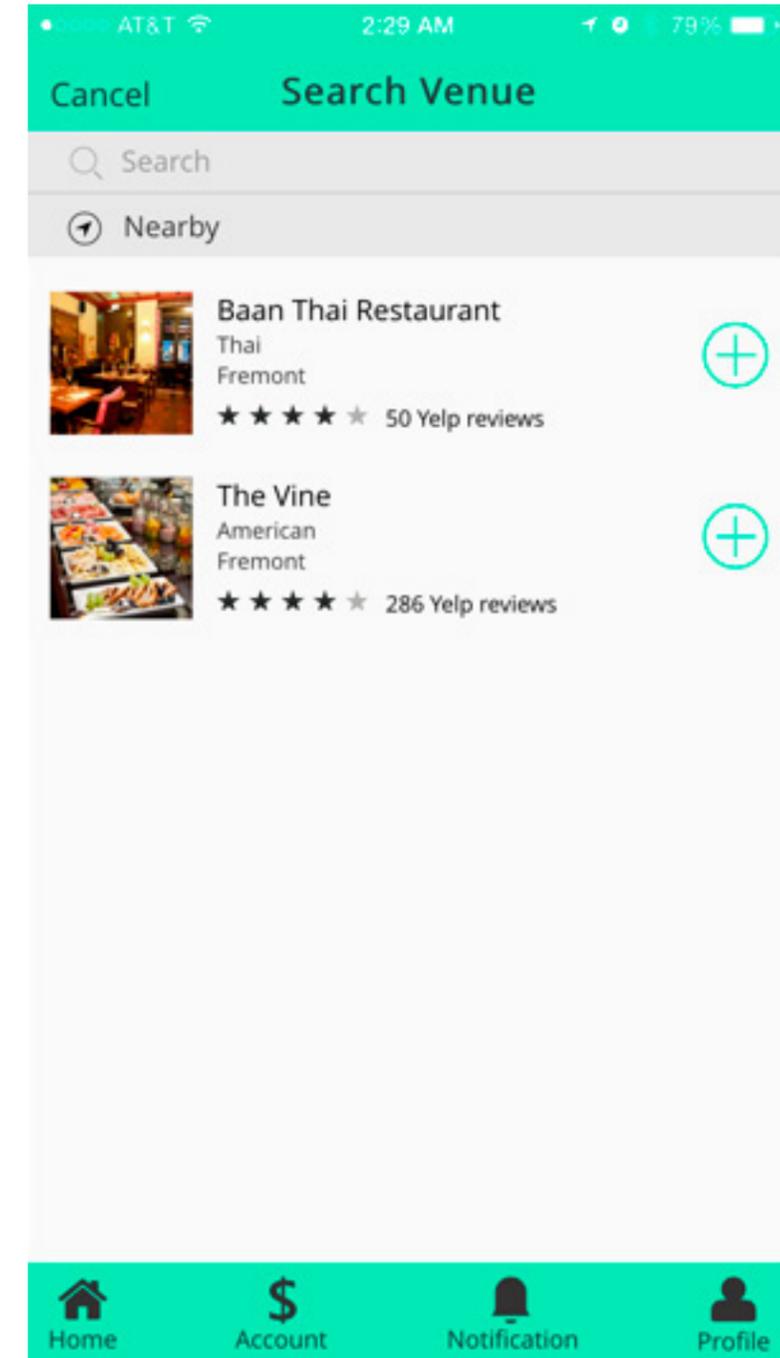
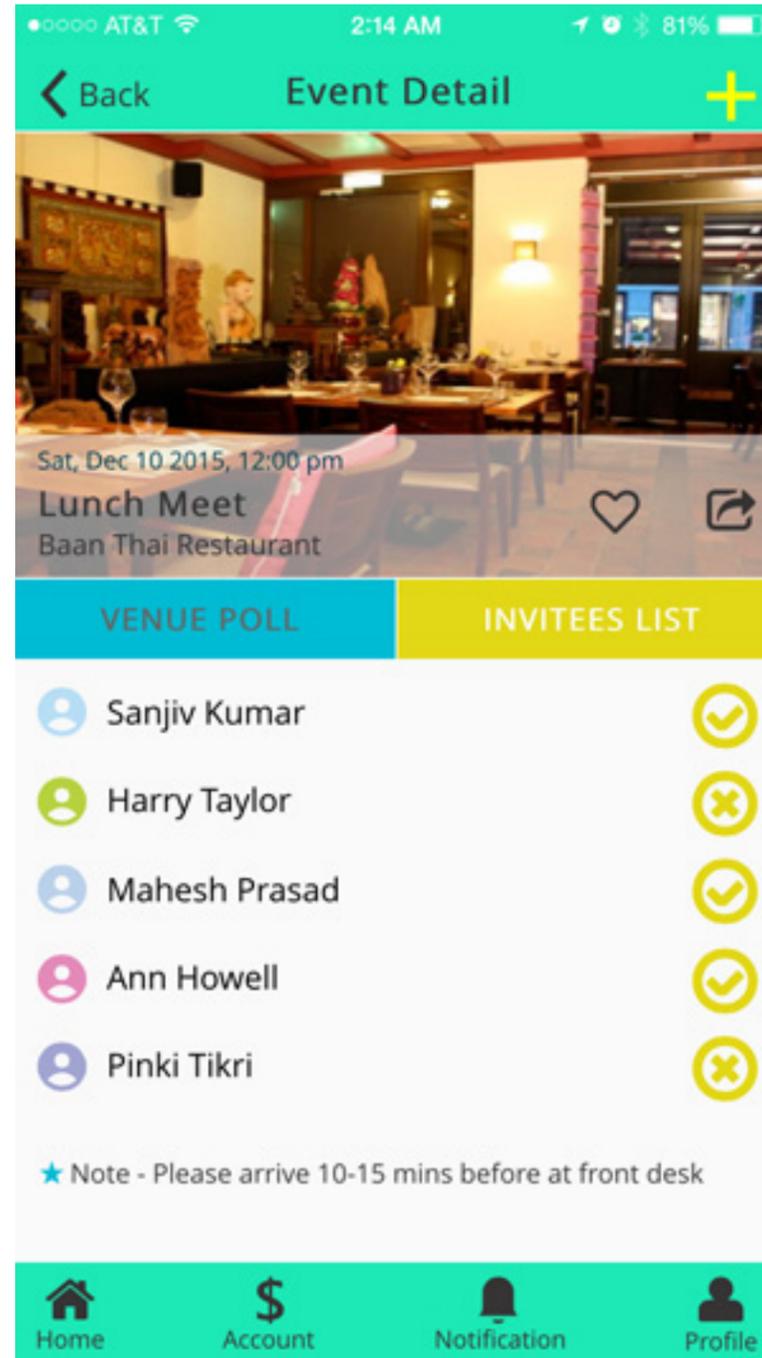
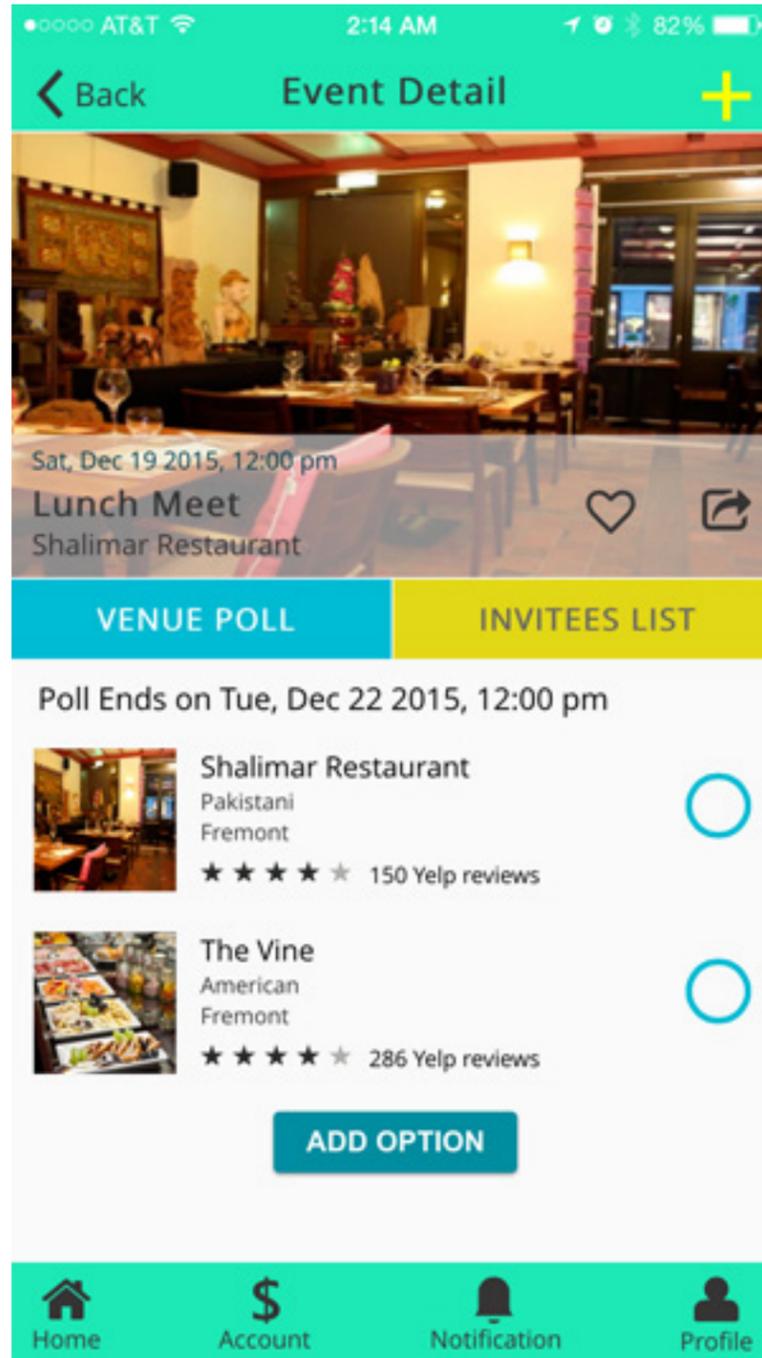
# VISUAL DESIGN

HOME - Today, Upcoming, Past



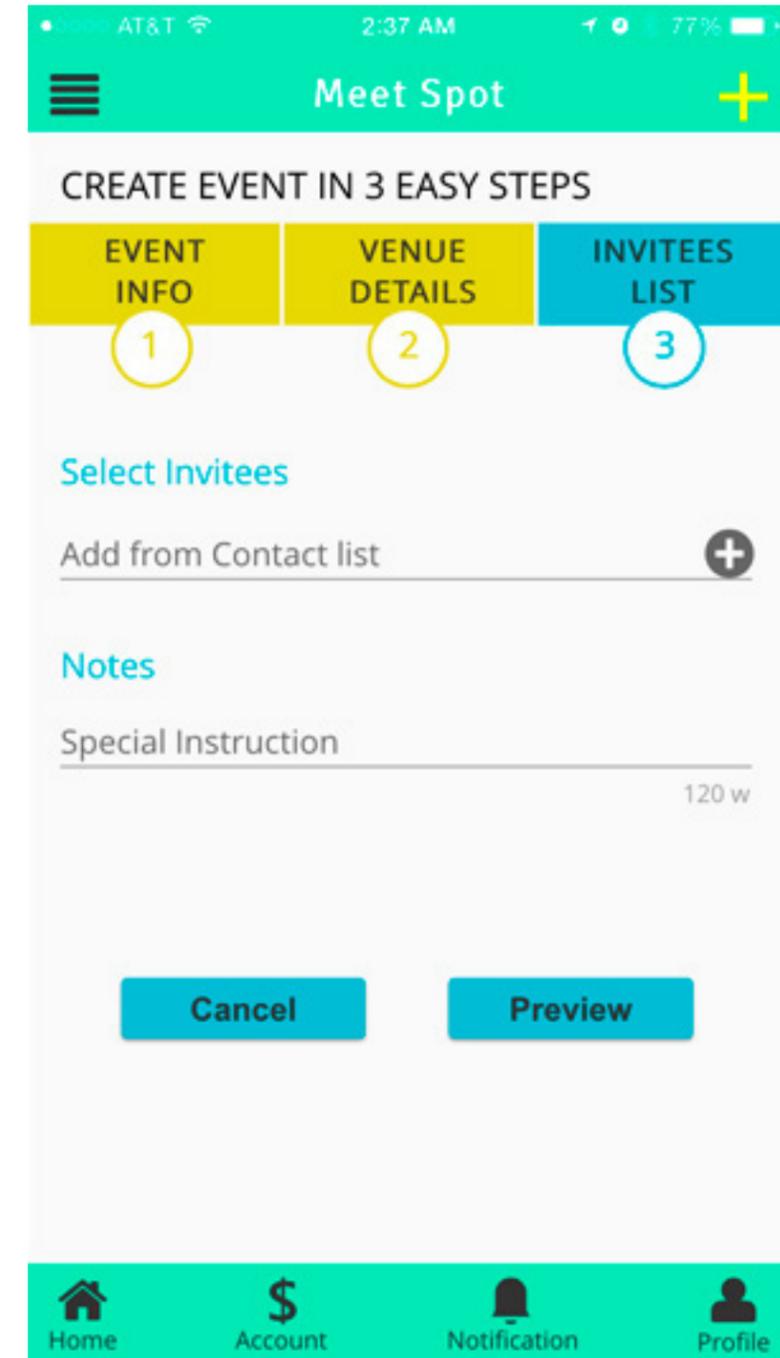
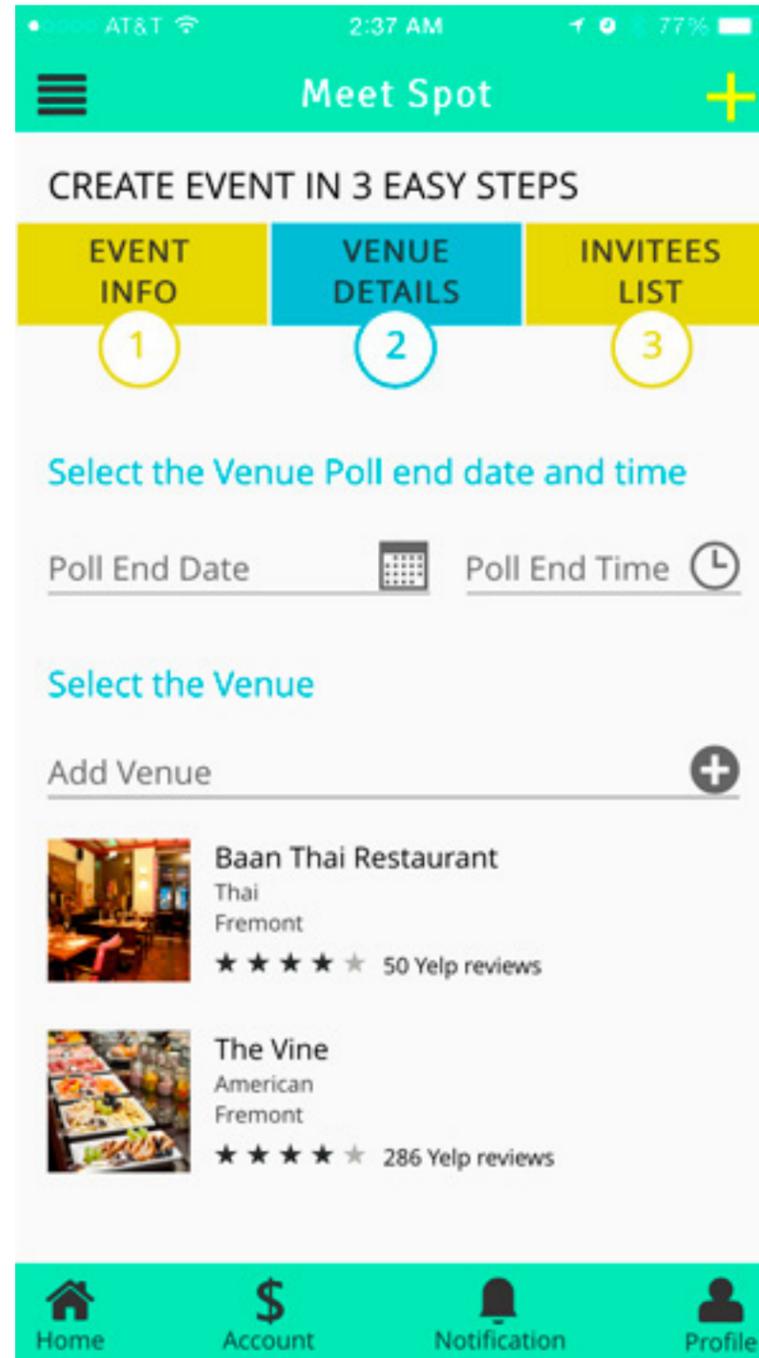
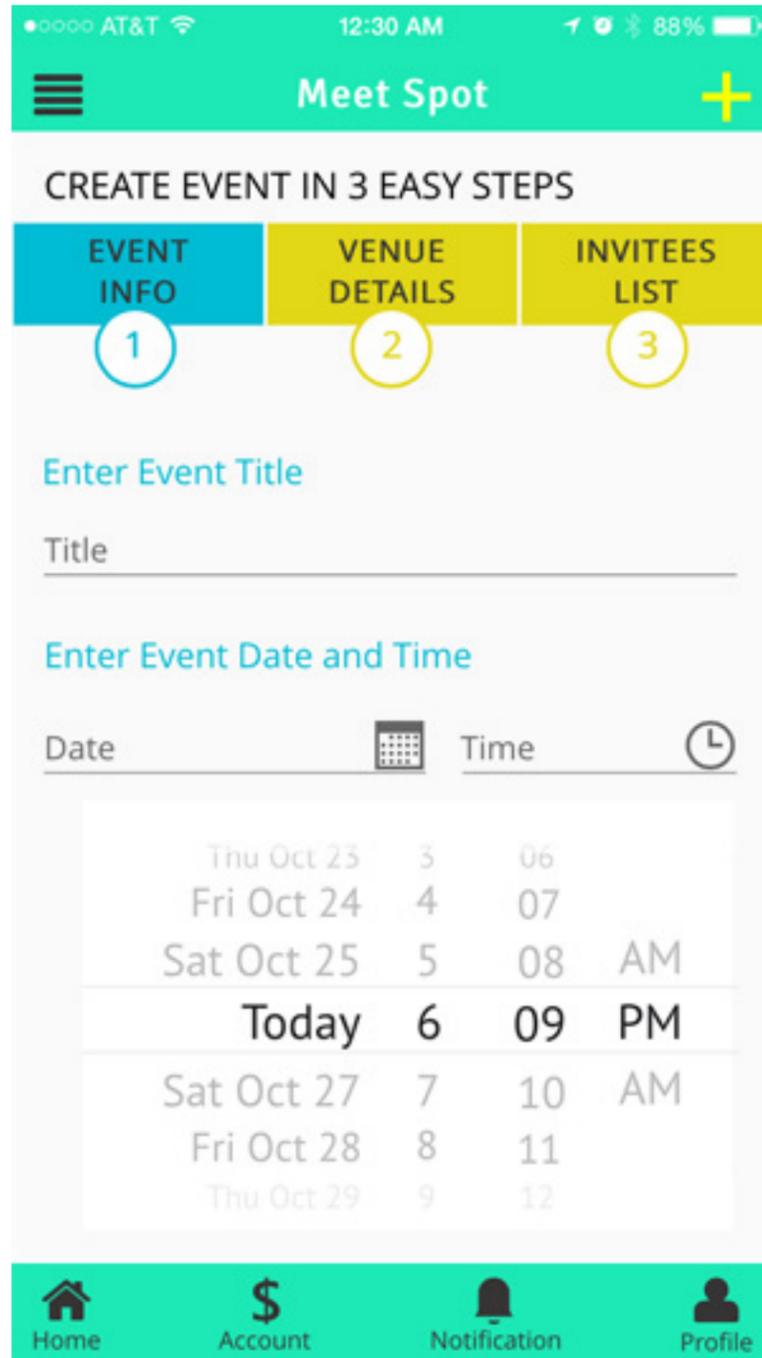
# VISUAL DESIGN

## EVENT DETAIL - Venue Poll, Invitees List, Search Venue



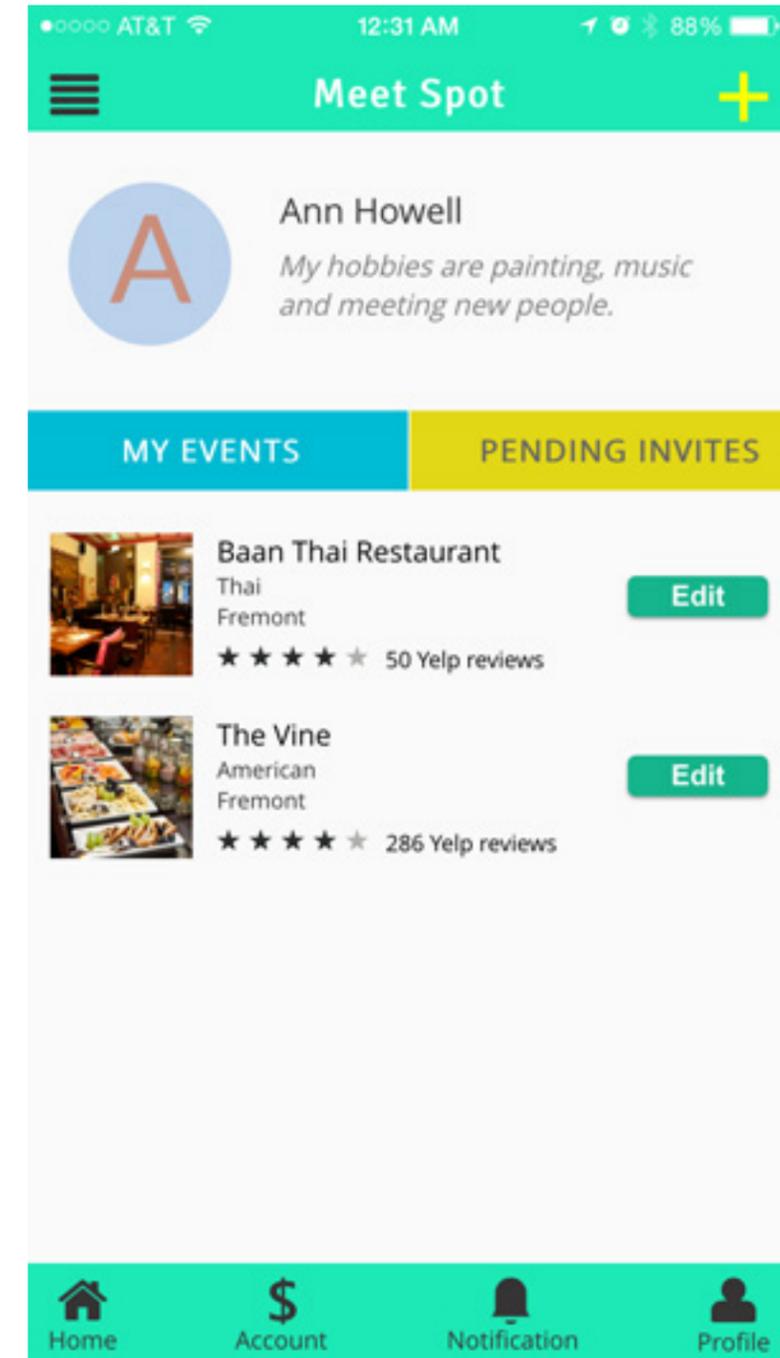
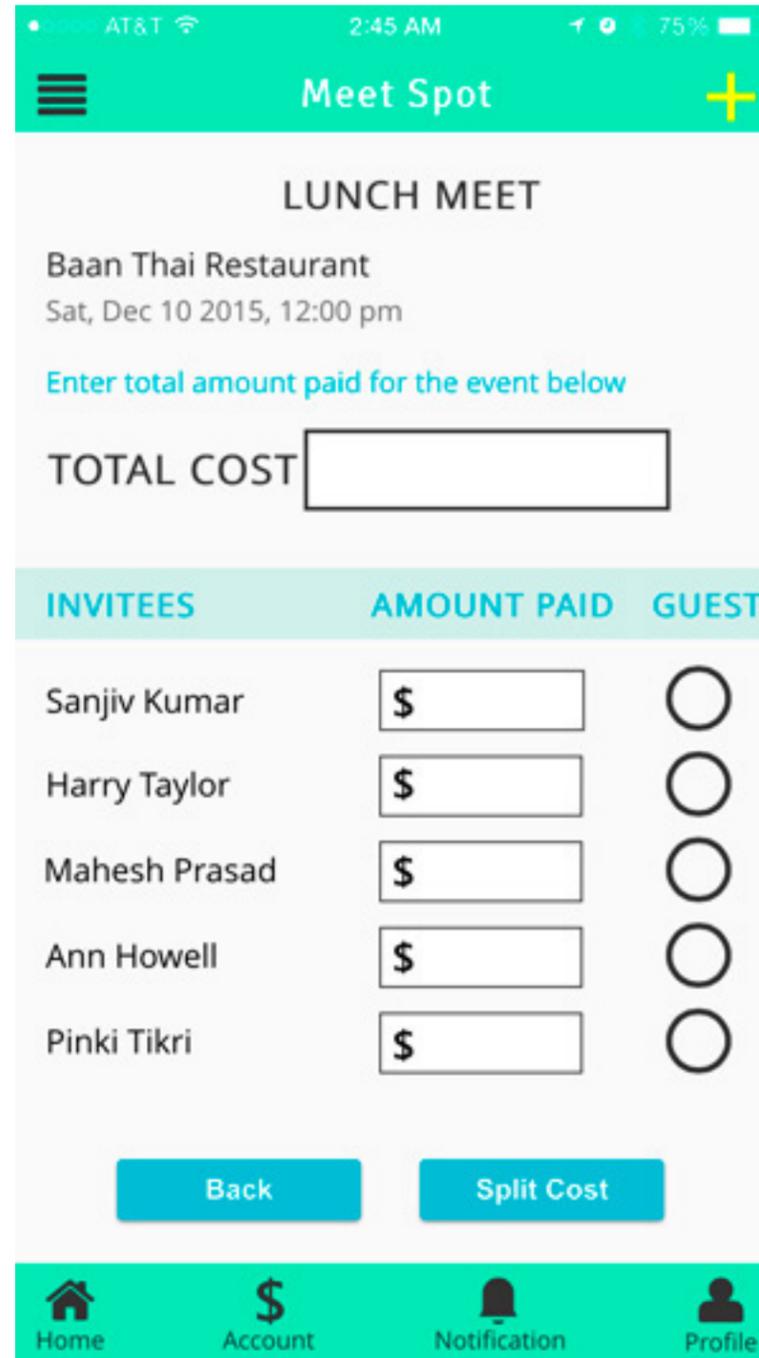
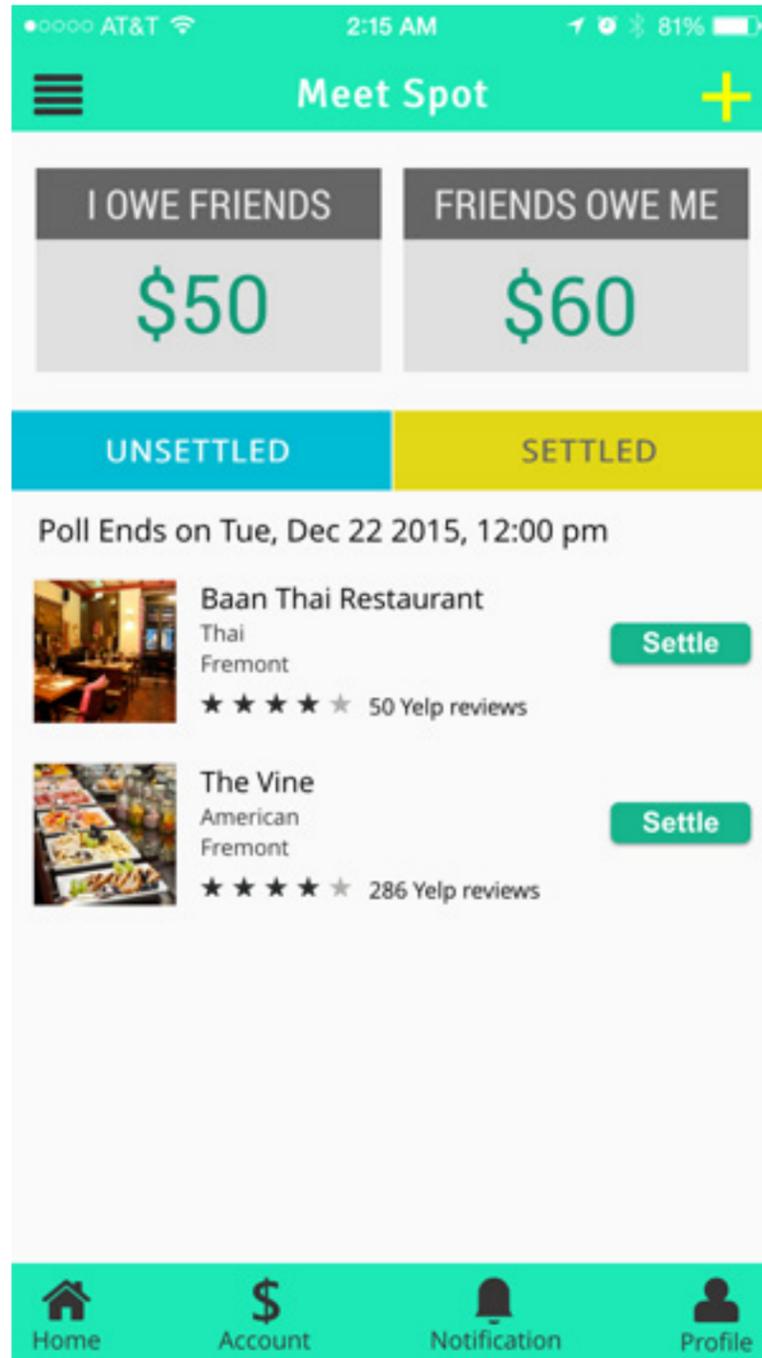
# VISUAL DESIGN

## ADD EVENT - Event Info, Venue Details, Invitees List



# VISUAL DESIGN

## ACCOUNT & PROFILE - Unsettled, Split Cost, Profile



# PROTOTYPE

<https://live.uxpin.com/644dc89875382e955d112019cca2a8b07f972de9#/pages/33088097>

