

# Mobile App Design: Trendy Local Events

## Interviews

### Introduction

The company is a startup that is hoping to shake up the event discovery world by creating an event discovery app whose events are populated entirely by users.

### Objective

- To find common ground between different users.
- Try to find relevant information on how they find places to go out.

### Subject

Understand the basic needs when people are trying to find an event or a place to hang out.

### Interview Methodology:

#### Online Interview

A set of questions was prepared and shared with four users 1 to 4 hours in advance to give them some time to think about it.

Due to the pandemic, people prefer not to have direct contact, so it was decided to have an online interview with them.

## Questions

1. Do you go out regularly or occasionally?
2. Do you prefer to go out on the weekends or during the week?
3. Do you prefer to go out in the morning, in the afternoon or at night?
4. What kind of outings do you prefer?
  - Eating out. Where kind of places?
  - Go to Bars.
  - Live music.
  - Other. Which one?
5. How do you find the places you want to go? Where do you find them?
  - Friends / recommendations
  - Facebook
  - Instagram
  - You-tubers
  - Any website? Which one?
6. What application do you use to make plan?
7. Who do you hang out with often?
  - Friends
  - Co-workers
  - Boyfriend / partner
8. Do you prefer places with people your age?
9. Do you plan your outings in advance or you decide them at the moment?
10. Does finding a place / event to go out take a long time? Is it easy or difficult for you to find a place to hang out?
11. Do you want to say something else about it?

**Lucas | Man | 22 | Student | City of Buenos Aires.**

1. Do you go out regularly or occasionally?  
Regularly
2. Do you prefer to go out on the weekends or during the week?  
Weekends
3. Do you prefer to go out in the morning, in the afternoon or at night?  
Afternoon/Night
4. What kind of outings do you prefer?  
Bars, craft beer. Small theaters. Activities in Cultural Centers (Art and music) .
5. How do you find the places you want to go? Where do you find them?  
Friends, word of mouth. Instagram or Facebook Events.
6. What application do you use to make plan?  
WhatsApp
7. Who do you hang out with often?  
Friends. Some plays I prefer to go alone.
8. Do you prefer places with people your age?  
I don't care about it. I love diversity.
9. Do you plan your outings in advance or you decide them at the moment?  
It's depends on. Theater or Music Events in advance. But regularly at the moment with my friends we often got to the bar.
10. Does finding a place / event to go out take a long time? Is it easy or difficult for you to find a place to hang out?  
It is easy to see the variety of offers because there is so much information available. But it is difficult to choose one. At times I feel overwhelmed.
11. Do you want to say something else about it?  
I would like to be able to find different types of events in the same place, cultural events, music, bars, etc. Because today I have to search different places every time I want to find an event or place to go out. And it is also important to check in advance the hours of the place and if it continues to operate due to the pandemic. Many places had to close.

**Francisco | Man | 32 | Professional | City of Buenos Aires.**

1. Do you go out regularly or occasionally?  
Regularly
2. Do you prefer to go out on the weekends or during the week?  
Weekends
3. Do you prefer to go out in the morning, in the afternoon or at night?  
Afternoon/Night
4. What kind of outings do you prefer?  
Bars, craft beer. Nightclubs
5. How do you find the places you want to go? Where do you find them?  
Friends, word of mouth. My Memory, I try to remember the funniest past places. I also check on Instagram and Twitter.
6. What application do you use to make plan?  
WhatsApp
7. Who do you hang out with often?  
Friends and co-workers.
8. Do you prefer places with people your age?  
I prefer people my age who are not so young.
9. Do you plan your outings in advance or you decide them at the moment?  
Almost always in the moment. Maybe a birthday we plan ahead.
10. Does finding a place / event to go out take a long time? Is it easy or difficult for you to find a place to hang out?  
There are many options, it is difficult to choose one. In most cases the context of the day defines the place.
11. Do you want to say something else about it?  
It bothers me a lot to queue to enter a place. Sometimes we have to wait more than 1 hour on the street. I would like to have something that reminds me of the past places I visited.

**Hilen | Woman | 22 | Student | City of Buenos Aires.**

1. Do you go out regularly or occasionally?  
Regularly
2. Do you prefer to go out on the weekends or during the week?  
Weekends
3. Do you prefer to go out in the morning, in the afternoon or at night?  
Night
4. What kind of outings do you prefer?  
Bars, craft beer. On the terraces of my friends.
5. How do you find the places you want to go? Where do you find them?  
Recommendations from friends, word of mouth or Instagram.
6. What application do you use to make plan?  
WhatsApp
7. Who do you hang out with often?  
Friends.
8. Do you prefer places with people your age?  
I never think about it.
9. Do you plan your outings in advance or you decide them at the moment?  
We decided it the same day or maybe the day before.
10. Does finding a place / event to go out take a long time? Is it easy or difficult for you to find a place to hang out?  
We usually go to the same places until we get bored. Finding a place is not a problem. Choosing which one to go to is a problem. We have to match our schedule. The majority decision wins.
11. Do you want to say something else about it?  
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**Daniela | Woman | 33 | Professional | City of Buenos Aires.**

1. Do you go out regularly or occasionally?  
Regularly but now occasionally (Due pandemic).
2. Do you prefer to go out on the weekends or during the week?  
Weekends
3. Do you prefer to go out in the morning, in the afternoon or at night?  
Afternoon
4. What kind of outings do you prefer?  
10% go to dinner and 90% outdoor places in the afternoon.
5. How do you find the places you want to go? Where do you find them?  
Friends, word of mouth. Instagramers.
6. What application do you use to make plan?  
WhatsApp
7. Who do you hang out with often?  
Friends.
8. Do you prefer places with people your age?  
I never think about it.
9. Do you plan your outings in advance or you decide them at the moment?  
We always plan it 2 days in advance during the week.
10. Does finding a place / event to go out take a long time? Is it easy or difficult for you to find a place to hang out?  
It is difficult to decide and find the ideal place to go out. We always prefer quiet places.
11. Do you want to say something else about it?  
I would like to know in advance if the place has outdoor space and has parking.

**Melina | Woman | 32 | Professional | City of Buenos Aires.**

1. Do you go out regularly or occasionally?  
Regularly but now occasionally (Due pandemic).
2. Do you prefer to go out on the weekends or during the week?  
Weekends. During the week I prefer to get together at my friends' houses.
3. Do you prefer to go out in the morning, in the afternoon or at night?  
At night.
4. What kind of outings do you prefer?  
I prefer craft beer bars. But I also like going to more top bars. Today it is difficult to go to popular bars because there are many rules to follow due to the pandemic. I used to go to NightClubs before but today most of them are closed.
5. How do you find the places you want to go? Where do you find them?  
Friends, word of mouth. I never use the internet to search for places or events, if we don't know where to go, we usually go to the well-known bars.
6. What application do you use to make plan?  
WhatsApp
7. Who do you hang out with often?  
Friends and co-workers.
8. Do you prefer places with people your age?  
I prefer people my age. The younger ones bother me.
9. Do you plan your outings in advance or you decide them at the moment?  
We talk on week to go to somewhere on weekend but we decided the place always the same day. I rarely googled comments about a new place. It is easier to go to the familiar places. We plan only for specific events like birthdays or popular bars that have a limited number of people.
10. Does finding a place / event to go out take a long time? Is it easy or difficult for you to find a place to hang out?  
Relatively fast and we choose the one recommended by a friend.
11. Do you want to say something else about it?  
It bothers me a lot when we arrive at the place and we cannot enter because of the rules of the number of people who can enter. It is very important that the quality of food and drink is good. If we don't have good food or drink we never go back.