



LEISURE ACTIVITY



UX/UI DESIGN
MILESTONE 1

2025



THE TEAM

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MEET THE TEAM



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OUR WHY

THE PROBLEM STATEMENT

How might we help individuals discover and book new leisure activities that align with their interests, schedules, and locations? (by, say, offering personalized recommendations, social sharing options, and opportunities to connect with like-minded people).

TARGET AUDIENCE

We surveyed over 80 people from diverse walks of life, each with their own interests and needs. From those conversations, three key motivating factors emerged.

[CLICK HERE TO ACCESS SURVEY](#)

[CLICK HERE TO ACCESS SURVEY RESULTS](#)

QUALITY TIME



Our survey showed that people aren't primarily looking to join a new community or make new friends. Instead, they engage in activities to create meaningful memories with their existing friends and family.

DISTANCE ISN'T A DETERANT



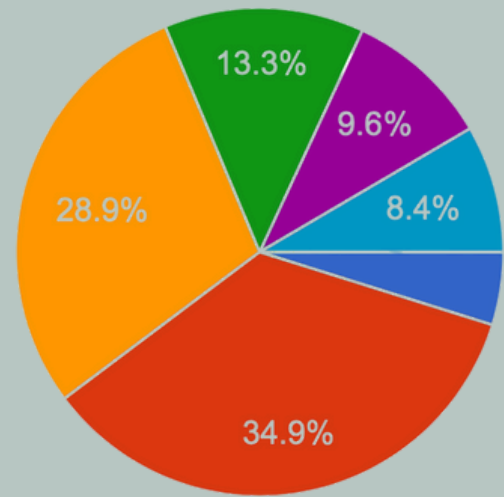
At first, we assumed distance would keep people from joining activities. In reality, participants indicated they're happy to drive up to 50 miles, if the activity is compelling enough.

TIME IS OUR ENEMY



Our users expressed in the survey that the hardest part of joining activities is planning, scheduling, and finding events—especially with conflicting calendars and time spent searching.

SURVEY RESULTS

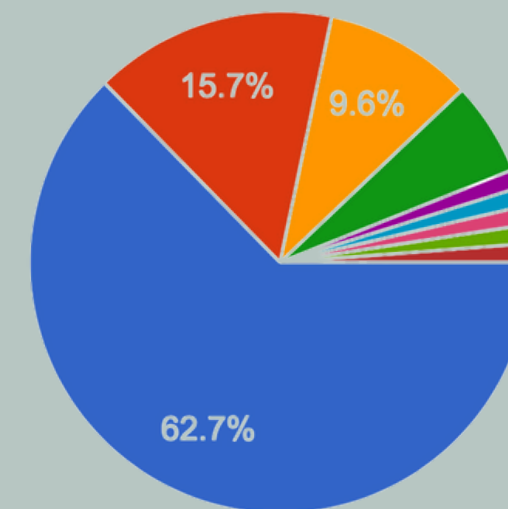


- 12-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60+

Over 53% of survey respondents are between the ages of 20–39, a high percentage of women over with 56.6%. Additionally, more than 55% are married, and 60% don't have children. Our largest audience are couples who haven't started a family yet.



Given the age and family demographics, it's no surprise that less than 17% of respondents are unemployed or retired. This suggests that time management could be a major challenge—or motivator—when choosing a platform.



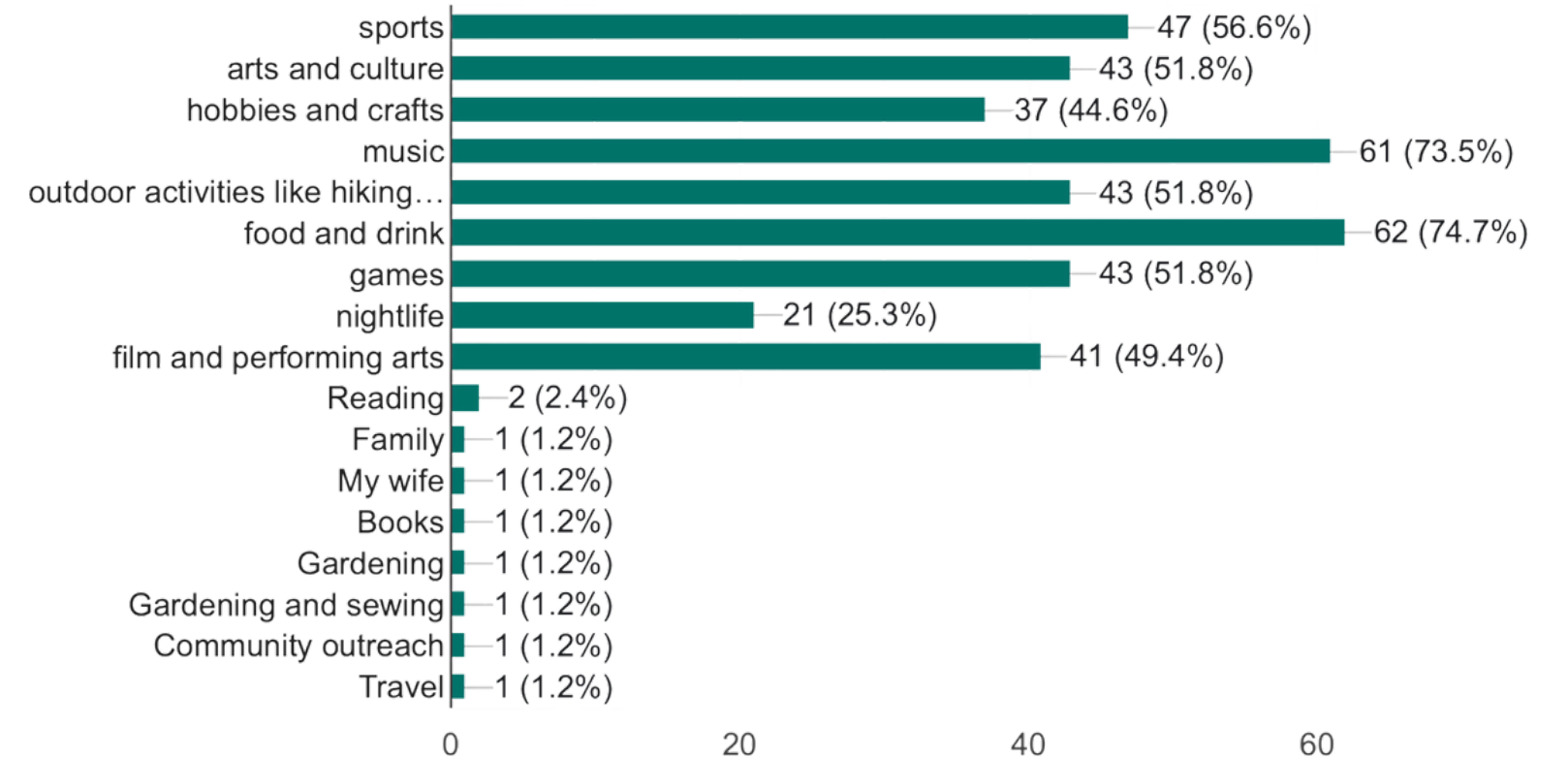
- Full-time
- Part-time
- Unemployed
- Retired
- Student
- Ret
- Healer
- Internship



RESULTS CONTINUED

WHAT ARE OUR USER INTERESTS?

Our survey revealed a wide range of interests—from sports to gardening. This highlights the need for diverse activities to ensure accessibility and meet different needs. Still, top categories like music, sports, and food & drink stood out as the most popular.



RESULTS CONTINUED



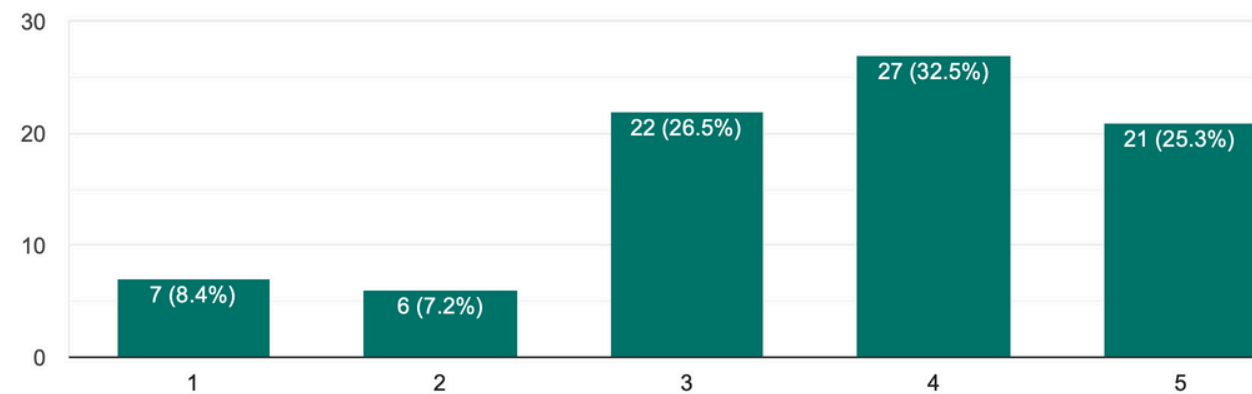
QUALITY TIME BEATS NEW CONNECTIONS

When asked what they want most from their leisure time, over 85% of users said “spending time with friends or family.” This response shows that people are primarily looking for opportunities to deepen connections with their existing social circles, rather than seeking to meet new people or build new friend groups.

RESULTS CONTINUED

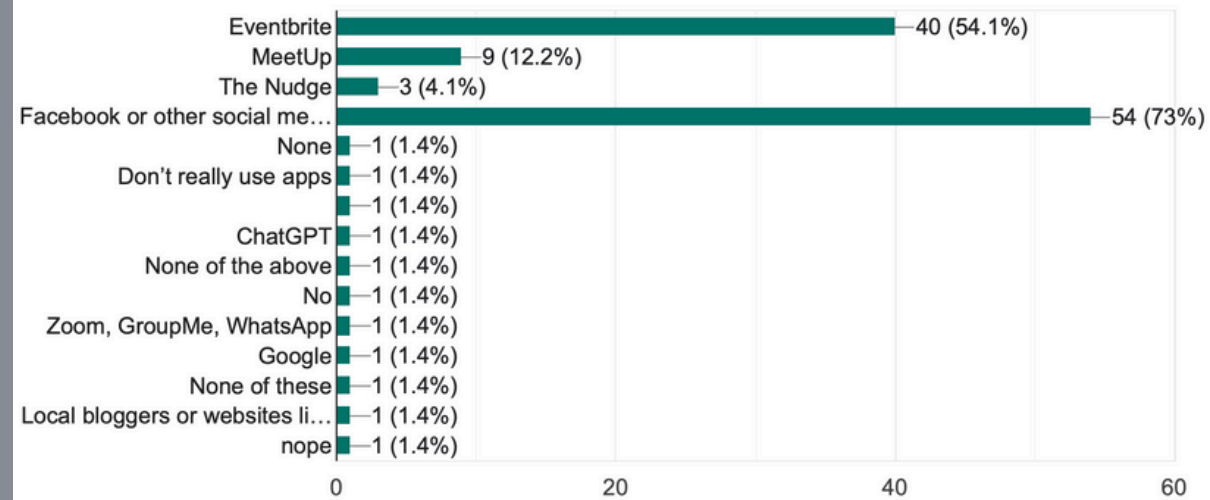
From 1 to 5 how likely are you to use an app or website to find new leisure activity?

83 responses



Have you ever used one of these apps or websites to find a leisure activity?

74 responses



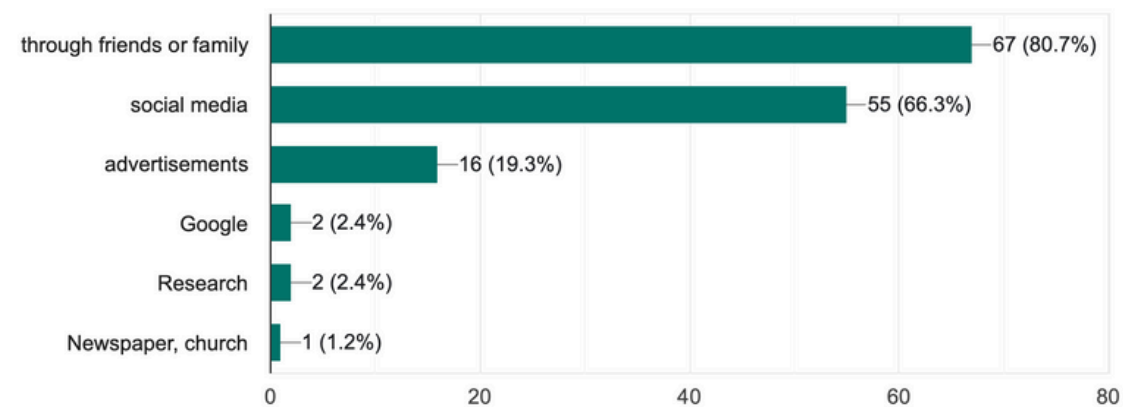
CREATURES OF HABBIT

When we asked how people find new activities, three key insights emerged.

- 1) Most rely on word of mouth from trusted friends.
- 2) They rarely use apps to explore what's happening nearby—except for Eventbrite for tickets and Facebook groups for social events.
- 3) While the market is largely untapped, using an app to discover activities isn't yet a common habit for our users.

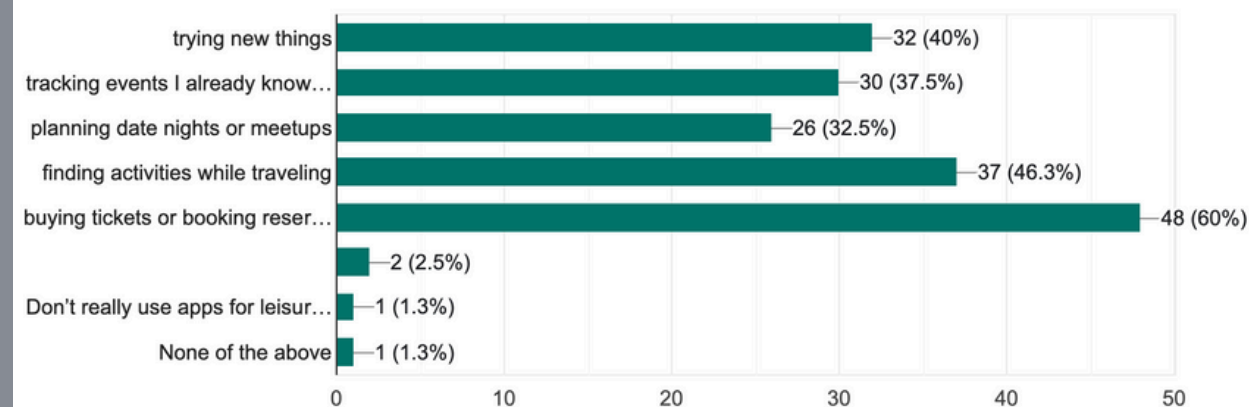
How do you usually find new hobbies/activities?

83 responses



How do you use leisure planning apps or websites?

80 responses



USER PERSONA EMPATHY MAPS

Based on the results of our survey and our defined problem statement, we developed two user personas that reflect our target audience and align with the key insights gathered. To deepen our understanding of their needs, motivations, and frustrations, we also created an empathy map for each persona. This helped us uncover pain points and design more thoughtful, user-centered solutions.

[Click Here to View User Personas and Empathy Maps](#)





More Information

Age: 25 Income: Entry-level
Status: Single Location: Austin, Texas

Background

Callie has just begun her career and loves her new role, but she struggles to balance the time she invests in her job responsibilities with time for friends and family. Although she adores her city and craves new experiences, she finds it hard to discover budget-friendly activities. Callie is open to splurging occasionally, but worries that a pricey outing could feel like a waste. She wishes there were a way to quickly surface experiences that align with her interests and lifestyle—ones she'd feel confident investing in.

Goals

Callie wants to experience everything her city has to offer in a way that's friendly to her budget, so she can share those moments with friends and family. She's looking for a solution that helps her make the most of her limited free time by recommending activities tailored to her interests and available hours.

Frustration

Callie gets frustrated when she hears about great shows or events she could have afforded but didn't discover in time. Spending hours just to find something new leaves her discouraged, especially when social media fails to surface relevant options. She needs a more efficient way to unearth fresh, affordable experiences without the endless scrolling.

Motivations

- Find budget-friendly activities
- Create lasting memories with her friends and family
- Make some time for herself to find and enjoy solo activities

Obstacles

- Limited free time
- Small budget
- Doesn't like to compromise on what she enjoys

Interests

- Music
- Arts & culture
- Crafts & hobbies

CURIOUS CALLIE

JOB
Marketing





About Andy

Age: 38

Income: Senior Level

Status: Married

Location: Philadelphia, Pennsylvania

Background

Andy is a 38-year-old married man living in the U.S. and working in the tech industry. He's passionate about his work and values spending quality time with his friends and family. As his career advances, Andy is intentional about protecting that time. He's a natural planner who loves having the next steps clearly mapped out. While this mindset helps him succeed professionally, it makes it challenging to discover new activities and hobbies for his family. With limited time, the effort it takes to plan, find, and organize new experiences often feels overwhelming.

Goals

Andy wants to spend meaningful time with his friends and family and share the interests that bring him joy. He's open to new adventures and is always on the lookout for activities that spark excitement. His ultimate goal? Finding something everyone in the family can enjoy together.

Frustration

Andy often weighs whether an activity is worth the time, cost, and energy. The mental load of searching, planning, and executing new experiences can feel exhausting. On top of that, he worries that his family might not enjoy the activity —leading to wasted time on something that was meant to be special.

Motivations

- Make memories and spend quality time with family
- Find new hobbies for the whole family
- Spend less time searching and more time experiencing

Obstacles

- Limited Time
- Too detailed
- Must accommodate his whole family.

Interests

- Sports
- Arts & culture
- Outdoor Activities

ADVENTUROUS ANDY

JOB

Software Engineer



Think & Feel

Callie is highly motivated in her career but often feels her time management is out of balance. She believes that weaving more meaningful activities into her schedule would let her invest fully in both her job and her relationships, yet she finds herself spending too much time hunting for experiences and not enough time actually enjoying them.

Hear

Callie hears about a one-night-only pop-up art exhibit but misses it because she discovers it too late. She gets invites from friends to events she can't attend due to limited time or budget, and she learns they're using a new app that tailors local event recommendations just for them.



See

On social media, Callie watches friends and family sharing photos from new experiences, which underscores her own imbalance in time management. She notices that they used an app to snag affordable tickets for a nearby exhibit—proof that the right tool can make discovery effortless.

Say & Do

Callie tells herself she needs to be more intentional with her time, so she downloads the app to uncover local activities. Then, she invites her friends to join her at an upcoming show, turning her commitment into shared memories.

Pains

- Making memories takes time
- New experiences often feel too expensive
- Needs new and easier ways to discover activities
- Free time is limited

Gains

- Creates moments that might have otherwise been missed
- Can stay on budget while still enjoying new experiences
- Gets to meet new people and build meaningful connections
- Has more opportunities to explore and enjoy her city

Think & Feel

As Andy's career advances, he worries he's missing out on creating memories with his family. He feels squeezed for the time needed to plan and carry out meaningful activities. He believes his time together could be richer and more memorable—if only he could find a way to make it happen.

Hear

Andy hears his coworkers talk about unforgettable nights at the new stadium down the road, his family expressing a desire to get out and try new things, and chatter about a new app that makes finding local activities quick and easy.



See

He sees his friends posting about exciting concerts and local experiences on social media, watches his calendar fill up with work obligations, and notices all the things happening around his city that he doesn't know how to fit into his schedule.

Say & Do

Andy tells himself he'll try something new the next free weekend, shares his concerns with his wife about wanting more quality time, downloads an app to help him organize family activities, and ultimately decides that investing in these shared experiences is worth every effort.

Pains

- Making memories takes time
- Finding something for everyone in the family is difficult
- Learning to navigate a new tool takes effort
- Time is limited

Gains

- Creates moments that might have otherwise been missed
- His kids will remember the new experiences
- Gets to meet new people and build new friendships
- Has the chance to explore more of his city

COMPETITOR ANALYSIS



WHAT ARE THEY DOING RIGHT, AND
HOW CAN WE DO IT BETTER?

WHAT ARE THEY NOT DOING THAT
WE CAN OWN?



OUR COMPETITORS



MEETUP (APP & WEBSITE)

App Store Reviews: 4.7 stars with 262,302 reviews

Website Reviews: Mixed



EVENTBRITE (APP & WEBSITE)

Google Store Reviews: 4.4 stars with 178,000+ reviews

Website Reviews: Poor



NUDGE (APP)

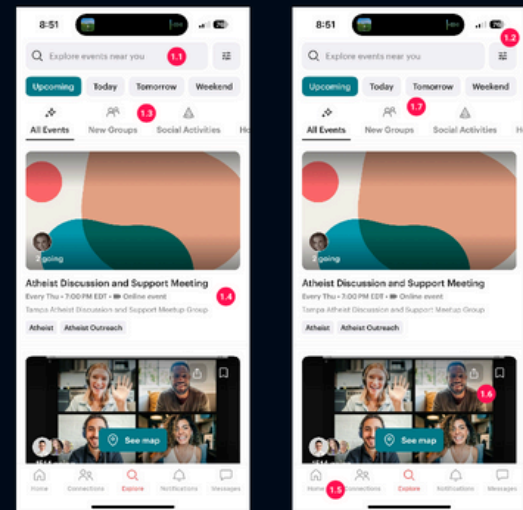
App Store Reviews: 4.5 stars with 2,165 reviews

Website Reviews: Mixed

MEETUP AUDIT FINDINGS

[CLICK HERE TO ACCESS THE FIGMA FILE](#)

01. Navigation.



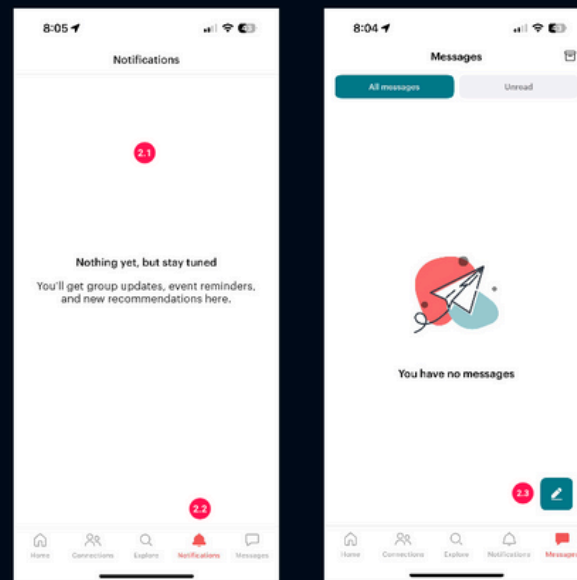
Findings.

- 1.1 Search Bar**
The search bar is strategically placed at the top of the interface, ensuring it's easily accessible as users begin exploring. Its visibility and simplicity promote intuitive discovery, helping users find new content without unnecessary friction or cognitive load.
- 1.2 Intuitive Filters**
Robust filtering options empower users to conduct more precise and tailored searches. This feature supports users who have a clear goal in mind, allowing them to efficiently narrow down content based on specific preferences, leading to a more satisfying and purposeful experience.
- 1.3 User Tailor Quick Search**
Quick search links, dynamically generated based on user interests collected during onboarding, offer a personalized pathway to relevant content. This practice design encourages exploration while keeping the experience aligned with what matters most to the user.
- 1.4 Clear Item Description**
The minimalist design strikes a balance between clarity and depth, ensuring the interface feels open and uncluttered. This approach reduces cognitive overhead and offers clear paths for users who want to dig deeper into content.
- 1.5 Clear Navigational Icons**
A clean, consistently available footer navigation offers users the flexibility to jump to broader categories at any point. This position of most frequent actions browsing and reinforces orientation within the app's structure.
- 1.6 Easy Sharing Options**
Discreet share buttons, placed thoughtfully at the corner of each activity card, allow users to easily share experiences with their network. This subtle integration encourages organic community engagement without disrupting the flow of exploration.
- 1.7 Date Driven Search**
By placing the event date at the top of each listing, users can immediately assess whether the timing aligns with their calendar. This design decision reduces frustration and increases the efficiency of the browsing process.
- 1.8 Profile Navigation**
While not present on every page, easy access to profile settings from the home screen ensures users can quickly manage their preferences. This feature supports confident navigation and makes more organic, return visits to the profile area.
- 1.9 Upcoming Events**
Events that users have RSVP'd to are prominently featured on the home page, serving as gentle, timely reminders. This feature not only reinforces user intent but also helps build anticipation and accountability for upcoming activities.
- 1.10 Tailored Quick Links**
Each user receives a unique set of quick-access links tailored from their preferences and interests they shared during registration. This personalized approach ensures a more relevant and engaging experience, guiding users toward content that resonates with their individual goals and motivations.
- 1.11 Unlinked Logo**
Currently static, the logo at the top of the screen could double as a navigation shortcut back to the home page. Making it clickable would align with standard web conventions and improve overall usability by reducing the number of taps needed to return.

Comments/Questions.

- 1.1 Repetitive Search Options**
While the ability to search for nearby events is a valuable and relevant feature, some elements within the interface feel repetitive. Streamlining or reorganizing these redundant features could enhance usability and free up visual space, creating a cleaner, more focused UI with improved usage and hierarchy.
- 1.2 In-App Advertisement**
How does in-app advertisement affect user experience?

02. Navigation Continued.

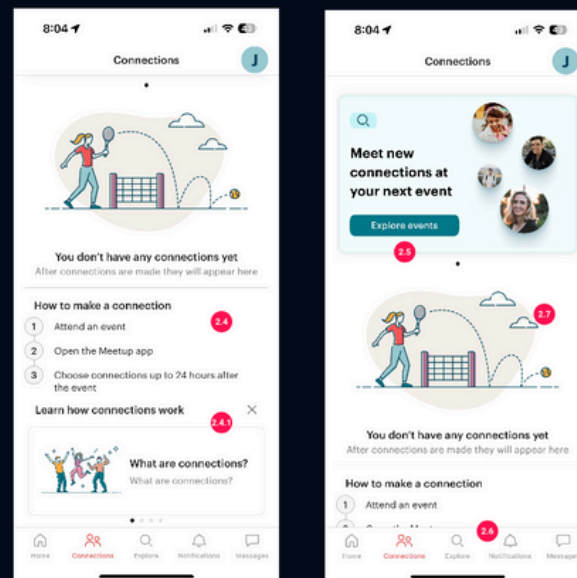


Findings.

- 2.1 Minimalist Design**
The notifications page uses a minimalist design that makes updates easy to scan and act on. Clean layout and subtle visual cues help users find what they need without feeling overwhelmed.
- 2.2 Iconography**
Icons are clear, familiar, and supported with labels, making navigation intuitive for all users. Proper sizing and contrast ensure accessibility, aligning with inclusive design standards.
- 2.3 User Friendly UI**
A streamlined message flow removes friction—clear inputs, suggested contacts, and visible buttons make it easy to start conversations and build connections without confusion.
- 2.4 Clear Guidelines**
Smart onboarding guides users step by step when trying to connect with others. Tooltips and mini-tutorials explain actions, helping users feel confident and reducing hesitation.
- 2.5 Continued Learning**
Intentional onboarding helps new users learn how to connect with ease. This support builds confidence and encourages meaningful community engagement from the start.
- 2.6 Strategic Placed CA's**
The call-to-action buttons on the Connections page are thoughtfully placed to match user intent. They make smart use of space and guide users naturally through connection flows.
- 2.7 Minimalistic Navigation**
A focused footer with key icons ensures quick access to main sections. Its consistent placement and clear feedback create an easy, dependable navigation experience.
- 2.8 Consistent Branding**
Unified colors, fonts, and layout elements build familiarity and trust. A consistent design across pages makes the app feel polished, fun, and visually cohesive.

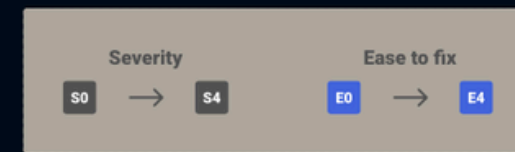
Comments/Questions.

- 2.1 Tailor Suggestions**
Empty states should be used as opportunities. Suggested actions like "Join an event" or "Invite a friend" keep users engaged and guide them toward meaningful interactions.



03. Recommendations

Guide



- S0** Not a Usability Problem. Other Related Thing.
- S1** Cosmetic UI Problem. No Usability Impact.
- S2** Minor Usability Problem. Low Priority Fix.
- S3** Major Usability Problem. High Priority Fix.
- S4** Usability Catastrophe. Must Fix Before Release.
- E0** Super Simple Fix. Minimum Dev or Design Required.
- E1** Relatively Easy Fix. Doesn't Require Much Dev or Design.
- E2** Medium Effort Fix. Requires Some Dev or Design.
- E3** High Effort Fix. Requires High Amount of Dev or Design.
- E4** Extreme Effort Fix. Requires an Extremum Amount of Design or Dev.

01 & 02. Navigation.

Score	Issue	Suggestion	Priority
S4 E3	1.1 Search Bar While the search bar is easy to use, it currently lacks AI integration. Without intelligent suggestions, users may struggle to discover content beyond exact keywords, limiting exploration and personalization.	By leveraging AI for users who know what they like but aren't sure how to search, the app can offer personalized suggestions. This enhances search success by translating vague interests into meaningful results.	CRITICAL PRIORITY
S2 E1	1.3 Quick Search While event listings are a valuable feature, missing direct links to relevant events feels like a missed opportunity. Providing these links would immediately connect users to activities that match their interests.	Using the robust onboarding information already collected, the app could surface tailored event links for each user. This ensures that users see activities aligned with their preferences without having to hunt for them.	LOW PRIORITY
S3 E3	1.6 Consistent Sharing Some activities lack a simple way to share or invite friends, which can deter users from attending solo. Adding share or invite buttons directly on each activity card would remove this barrier and encourage group participation.	To make every event inviting, organizers should supply all necessary details—date, time, location, and a shareable link—so that users can easily promote activities to their network. Consistently available share features drive attendance and social engagement.	MEDIUM PRIORITY
S3 E3	2.1 Empty Space When users struggle to achieve the app's core purpose, clear calls to action can guide them toward success. Strategically placed CTAs—like "Find a Group" or "Start a Conversation"—help users feel confident and stay engaged.	Empty areas in the UI should prompt users toward meaningful actions. For example, if a feed is empty, a suggestion like "Explore Nearby Events" can fill that space, building trust and encouraging longer-term engagement.	MEDIUM PRIORITY

MEETUP ANALYSIS



INTUITIVE FILTERS:

Robust filtering options empower users to conduct more precise and tailored searches.

CLEAR ICONOGRAPHY

A clean, consistently available footer navigation offers users the flexibility to jump to broader categories at any point. This persistent UI element fosters seamless browsing and reinforces orientation within the app's structure.

CONSISTENT BRANDING

Unified colors, fonts, and layout elements build familiarity and trust. A consistent design across pages makes the app feel polished, fun, and visually cohesive.

CLEAR GUIDELINES

Smart onboarding guides users step by step when trying to connect with others. Tooltips and mini-tutorials explain actions, helping users feel confident and reducing hesitation.

ANALYSIS APPLICATIONS

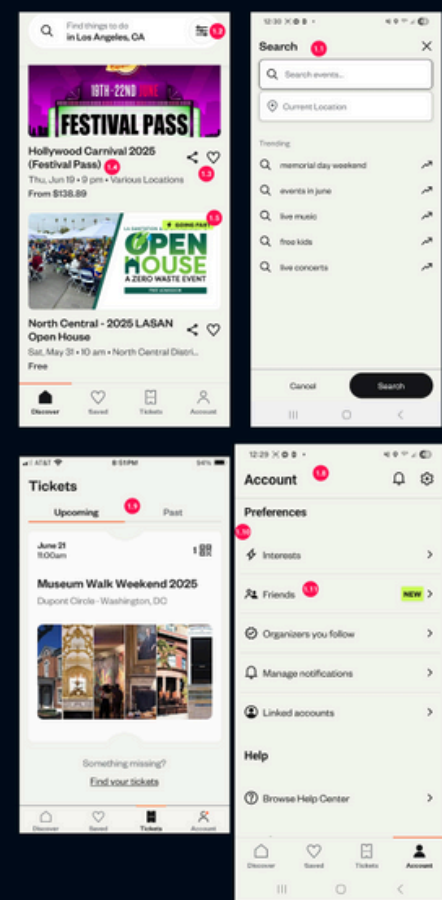
After a thorough UX audit, we found that Meetup specializes in creating new connections by pairing organizers with attendees. While Meetup has strong brand recognition, its focus leans heavily toward helping users form new connections. By specializing in event and activity discovery, with seamless design and AI integration, we can better meet our users' needs and deliver a more tailored, effective experience.

[CLICK HERE TO ACCESS THE FIGMA FILE](#)

EVENTBRITE AUDIT FINDINGS

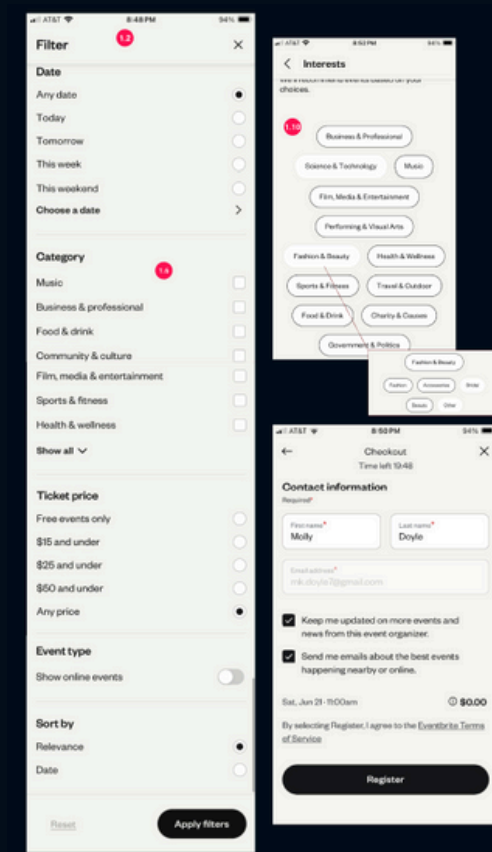
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01. Navigation.



Findings.

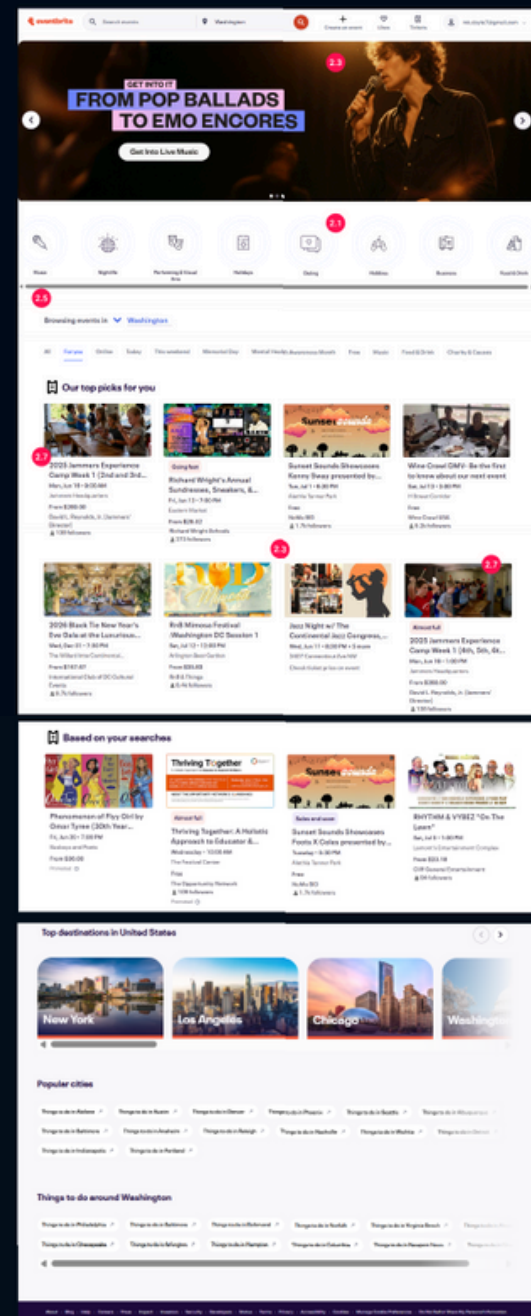
- Search Bar**
The search bar automatically goes to your current location and the user needs to go to the city and state. They also don't see any filters for the search bar.
- Filter Options**
They only provide a wide range of filter options, including to filter by date and other filters. They can't filter by date, category, or location.
- Save and Share Event**
The most popular filter is save your events. This ability for you save an event as a favorite or save it to your calendar. They can't provide the ability to save your event with friends and family.
- Clear Event Description**
The most popular filter is clear event description. This ability for you to clear event description. They can't provide the ability to clear event description.
- Clear Nonprofit/Local Items**
The most popular filter is clear nonprofit/local items. This ability for you to clear nonprofit/local items. They can't provide the ability to clear nonprofit/local items.
- Easy Sharing Options**
The most popular filter is easy sharing options. This ability for you to share your event with friends and family. They can't provide the ability to share your event with friends and family.
- Scale Driven Search**
The most popular filter is scale driven search. This ability for you to search for events based on your location. They can't provide the ability to search for events based on your location.
- Profile Navigation**
The most popular filter is profile navigation. This ability for you to view your profile. They can't provide the ability to view your profile.
- Upcoming Events and Tickets**
The most popular filter is upcoming events and tickets. This ability for you to view upcoming events and tickets. They can't provide the ability to view upcoming events and tickets.
- Tailored Quick Links**
The most popular filter is tailored quick links. This ability for you to view quick links. They can't provide the ability to view quick links.
- New Social Features**
The most popular filter is new social features. This ability for you to view social features. They can't provide the ability to view social features.
- Interactive Map**
The most popular filter is interactive map. This ability for you to view an interactive map. They can't provide the ability to view an interactive map.



Comments/Questions.

- Repetitive Search Results**
Repetitive search results are a common issue. They can't provide the ability to filter out repetitive search results.
- Date-Related Errors**
Date-related errors are a common issue. They can't provide the ability to filter out date-related errors.
- Screen Recordings**
Screen recordings are a common issue. They can't provide the ability to filter out screen recordings.

02. Homepage.

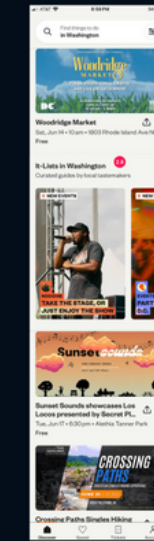


Findings.

- Clean and Straightforward User Interface**
The platform is clean and straightforward, allowing users to browse events and complete registrations with ease.
- Efficient Event Discovery**
The homepage effectively showcases a diverse range of events in a grid, making it simple for users to find events that match their interests. The search functionality, combined with filters, enables users to locate events by category, date, or location seamlessly.
- Visual Engagement**
Curated hero images engage viewers when the page opens, while efficient use of white space draws user attention to event options.
- Lack of Clear CTA**
The primary CTA buttons are not prominently displayed, which may hinder users from taking desired actions such as purchasing tickets or registering events.
- Unnecessary Side Scroll Bar**
The scroll bar under the hero is unnecessary and confusing, adding visual clutter.
- Unclear Criteria for Suggestions**
The "Our top picks for you" section suggests several seemingly random events with no obvious relevance to the user. The events are more than 24 months away, only to be being suggested now.
- Repetitive Suggestions**
Events that appear to be the same or extremely similar appear twice on the homepage, appearing unorganized. This could be better solved by showcasing more diverse events based on the user's recent interests and past activity.
- Integration of Social Features**
Curated "In Lists" are featured on the app's homepage, though not on the desktop site.
- Good Mix of Paid and Free Items**
The app shows several price point options upon opening or searching locations, with prices clearly labeled.

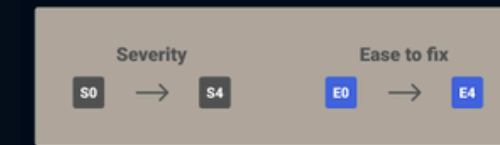
Comments/Questions.

- Enhance Personalization**
Have events promoted to the "Our top picks for you" section be based on past activity/interests, or can event organizers push their events?
- Accessibility**
Can the homepage be made more accessible, particular for users who are blind or have low vision?



03. Recommendations.

Guide



01 & 02. Navigation & Homepage.

Score	Issue	Suggestion	Priority
S4 E3	1.1 Fix Date Filtering System The date-based suggestions and search results are sometimes too late or far to early. The user survey tells us that this is an important factor in frustration, abandonment, and loss of trust.	Invest in robust quality assurance and logic testing on the date filters and ensure that event metadata is consistently formatted and interpreted.	High Priority
S3 E2	1.2 Improve Accessibility The site lacks comprehensive support for screen readers, contrast tools, and keyboard navigation.	Ensure all buttons and cards have ARIA labels, test tab-key flow, and adhere to WCAG 2.1 Level AA guidelines.	High Priority
S2 E1	1.3 Enhance Visual Hierarchy in Search Results Titles, dates, locations, and organizers sometimes blend together visually.	Emphasize event name and date/time first, with secondary info (location, organizer, tags) in a smaller or lighter style.	Medium Priority
S2 E1	1.4 Contextual Help and Microcopy Some new features (like "In Lists" or "Friends") aren't clearly explained.	Add hover tooltips, onboarding modals, or a "What's New?" tab to onboard users to new or experimental features.	Medium Priority
S3 E2	1.5 Eliminate Repetitive Suggestions Users are often shown the same or very similar events several times on one screen/search, leading to cognitive fatigue, lost opportunity for other events, and perceived lack of app/site value.	Enhance the recommendation engine to rotate event listings more dynamically, suppress duplicates, and potentially introduce a "Why This Event?" explanation to encourage engagement.	High Priority

EVENTBRITE ANALYSIS

NAVIGATION AND STRUCTURE

Eventbrite offers a familiar navigation system with clearly labeled categories, but its layout can feel overwhelming. Important filters (like date and location) are unreliable. Lack of persistent navigation affects orientation, especially on mobile.

VISUAL DESIGN

The platform's updated branding is bold and modern, contributing to a fresh visual identity.

CONTENT EVALUATION

Event descriptions are well-structured and data-rich. Some events are repeated in suggestions and search results. The site is beginning to add curated recommendations and locally themed lists to increase engagement and relevance.

INTERACTIVITY AND FUNCTIONALITY

Features like RSVP, Save, and the new "Friends" system offer strong engagement potential.

PERFORMANCE

The site performs well overall, with fast load times and smooth checkouts. However, the event discovery process is hindered by outdated or inaccurate filtering, especially for date-based searches, which frustrates users and reduces trust.

ACCESSIBILITY

While the design is clean, Eventbrite lacks key accessibility features. There is limited support for screen readers, missing ARIA labels, and no options for text scaling or keyboard navigation.

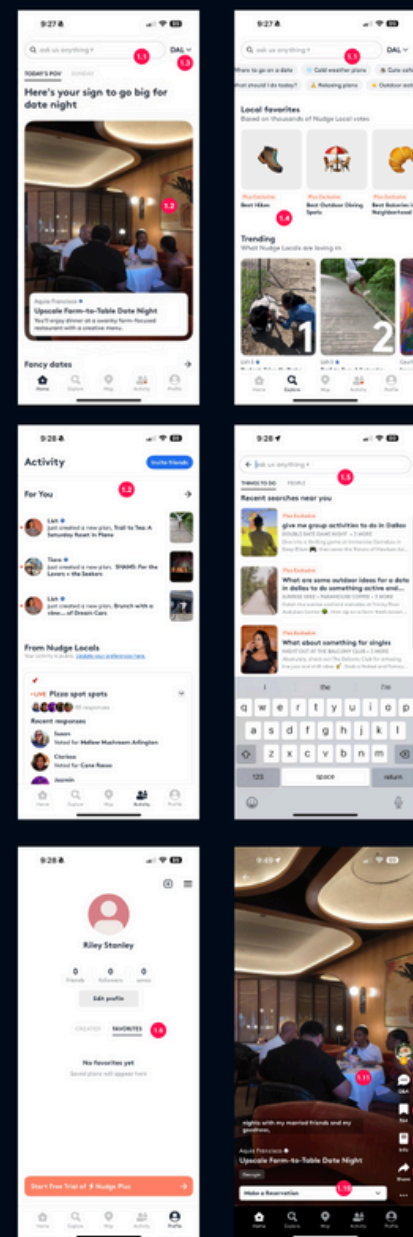


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THE NUDGE AUDIT FINDINGS

[CLICK HERE TO ACCESS FIGMA FILE](#)

01. Navigation.



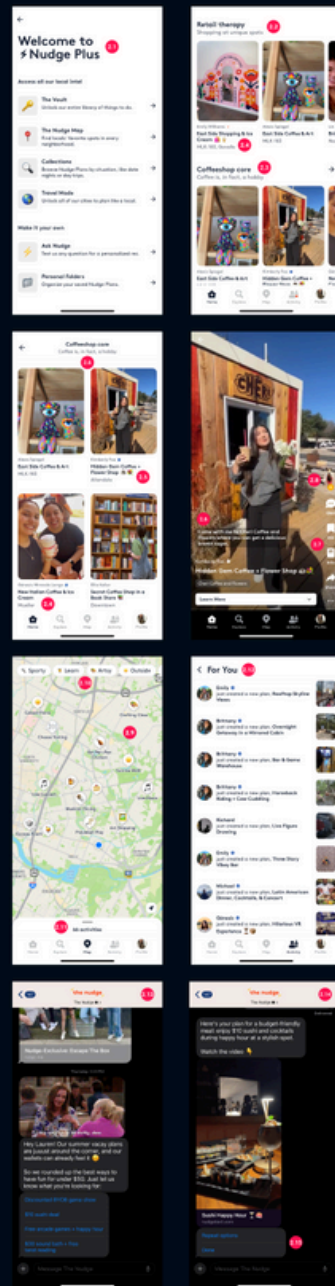
Findings.

- Search**
The search bar is strategically positioned at the top of the interface, providing consistent access across various sections of the app. The placement enhances usability by allowing users to easily initiate a search whenever needed. Its prominent location ensures smooth, intuitive navigation throughout the app.
- Tailored Recommendations**
The homepage and activity page display personalized recommendations based on the preferences users provide during profile setup. This personalized approach increases the relevance of content, leading to higher engagement and retention. By aligning content with user interests, it enhances their experience and encourages exploration.
- Locations Filter**
The location filter is prominently placed at the top of the homepage, allowing users to quickly narrow down search results by region. This feature enhances usability by providing a clear and accessible way to filter content, ensuring users can find relevant activities in their desired areas.
- Trending Recommendations**
The app offers curated sections with trending and popular recommendations, helping users discover new activities and events. These sections are prominently placed, ensuring they are easily accessible and encourage exploration of new content.
- Intuitive Search**
The app features an intuitive search function that lets users find local activities by entering location names, such as "restaurants" and "bars." This feature enhances usability by providing a clear and accessible way to discover relevant events based on specific preferences or needs.
- Saved Favorites**
The user profile includes a dedicated section where they can easily access their saved favorites. This feature allows users to quickly revisit their preferred activities, ensuring a seamless and personalized experience.
- QA Section**
The QA section allows users to engage directly with the content creators, fostering a sense of community and providing a platform for questions and answers. This feature enhances the user experience by creating an interactive environment.
- More Info Button**
The "More Info" button offers users additional details about the video content, providing a clear and accessible way to explore more information before making a decision.
- Easy Sharing**
The app offers multiple options to easily share the video to various social platforms or as direct links. This feature enhances usability by providing a clear and accessible way to share content, encouraging social sharing and increasing visibility.
- Helpful Links**
The "Learn More" button directs users to the relevant website for a seamless browsing experience. This feature ensures smooth navigation from the app to external resources or services.
- Familiar Video Layout**
The overall layout of video content offers a familiar and intuitive experience, similar to popular video platforms. This layout enhances usability by providing a clear and accessible way to view and interact with video content.

Comments/Questions.

- Too Simple?**
Are there any important features or options that were not included in the app? Any feedback or suggestions on how to improve the app?
- Customization**
Does the app offer sufficient customization options for users to personalize their experience, such as theme colors or notification settings based on specific preferences or needs?

02. Navigation Continued.



Findings.

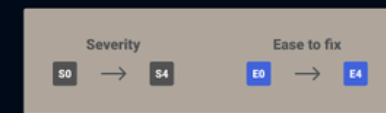
- Nudge Plus Membership**
The Nudge Plus membership option is clearly visible and accessible, providing users with a clear path to explore premium features and content. This feature enhances the app's value proposition and encourages users to upgrade their experience.
- Logical Activity Organization**
Activities are organized into clear categories, such as "restaurants" and "bars," making it easy for users to find relevant content. This logical organization enhances usability by providing a clear and accessible way to explore different types of activities.
- Modern Diction**
The app uses modern and clear language throughout, ensuring that the content is easy to understand and engaging. This modern diction enhances the overall user experience and makes the app feel more contemporary and relevant.
- Clear Post Descriptions**
Post descriptions are clear and concise, providing users with essential information about the activities. This clarity enhances usability by ensuring users can quickly understand the details of each activity and make informed decisions.
- Legible Typography and Font Size**
The text is large and easy to read, ensuring that users can quickly scan and understand the content. This legible typography enhances usability by providing a clear and accessible way to consume information.
- Video Heavy**
The app features a high concentration of video content, which is a key strength of the platform. This video-heavy approach enhances the user experience by providing a rich and engaging way to explore activities and events.
- Interactive Buttons**
Buttons are clearly labeled and easy to tap, providing a clear and accessible way to interact with the content. This interactive design enhances usability by ensuring users can easily navigate through the app and engage with the features.
- Planner Profiles**
Users can view the profiles of planners, providing a clear and accessible way to explore their work and expertise. This feature enhances the app's value proposition and encourages users to engage with planners and their content.
- The Nudge Map**
The map feature is prominently placed and easy to use, allowing users to explore activities in their current location. This map feature enhances usability by providing a clear and accessible way to discover local activities and events.
- Search by Category**
Users can filter search results by category, such as "restaurants" and "bars," making it easy to find relevant content. This search by category feature enhances usability by providing a clear and accessible way to explore different types of activities.
- Scroll Through Activities**
The app allows users to scroll through a list of activities, providing a clear and accessible way to explore different options. This scroll-through feature enhances usability by providing a clear and accessible way to browse through content.
- For You Page**
The "For You" page offers personalized recommendations based on user preferences, providing a clear and accessible way to explore content tailored to their interests. This personalized page enhances the user experience and encourages exploration of new content.
- The Nudge Map**
The map feature is prominently placed and easy to use, allowing users to explore activities in their current location. This map feature enhances usability by providing a clear and accessible way to discover local activities and events.
- Multiple Text Message Options**
The app offers multiple ways to share content via text messages, providing a clear and accessible way to share information. This multiple text message options feature enhances usability by providing a clear and accessible way to share content.

Comments/Questions.

- Repetitive Activities**
Are there any repetitive activities or content that could be removed or reduced to improve the app's value proposition?
- No Tabular Events**
Does the app offer a way to view and manage events in a tabular format, such as a calendar or schedule view?
- Limited Mapping View**
Does the app offer a way to view and manage activities in a map view, such as a street view or satellite view?
- Text Messaging Costs**
Does the app offer a way to view and manage text messaging costs, such as a notification or warning when costs are high?

02. Recommendations

Guide



- S0** Not a Usability Problem, Other Related Thing
- S1** Cosmetic UI Problem, No Usability Impact
- S2** Minor Usability Problem, Low Priority Fix
- S3** Major Usability Problem, High Priority Fix
- S4** Usability Catastrophe, Must Fix Before Release
- E0** Super Simple Fix, Minimum Dev or Design Required
- E1** Relatively Easy Fix, Doesn't Require Much Dev or Design
- E2** Medium Effort Fix, Requires Some Dev or Design
- E3** High Effort Fix, Requires High Amount of Dev or Design
- E4** Extreme Effort Fix, Requires an Extensive Amount of Design or Dev

01. Navigation.

Score	Issue	Suggestion	Priority
S4 E3	1 Search The search bar is strategically positioned at the top of the interface, providing consistent access across various sections of the app. The placement enhances usability by allowing users to easily initiate a search whenever needed. Its prominent location ensures smooth, intuitive navigation throughout the app.	An intuitive search options would be crucial to include, as users should be able to easily find an activity that fits exactly what they are looking for.	High
S2 E1	2 Limited Locations The app currently offers a limited selection of location options, which may restrict users from finding relevant activities in certain areas. Expanding the location options would provide a more comprehensive experience, allowing users to access content tailored to a wider range of regions.	Expand the location options to cover a broader range of areas, ensuring users can access relevant activities regardless of their location.	Medium
S2 E1	3 Option for Multimedia Currently the media is only limited to video, users cannot post images or text, limiting their options for sharing.	Allow users to post in different ways - video, image, text, etc.	Medium
S2 E4	4 App Only, No Website The Nudge is available exclusively as a mobile app, which may be limiting for users who do not typically use their smartphones to search for plans.	It may be beneficial for The Nudge to develop a web-based version of their platform to accommodate users who prefer accessing content via desktop or laptop.	High
S2 E2	5 Video Heavy Since approximately 90% of the app's content is delivered through video, users will require a stable internet connection to view it effectively.	I would recommend that The Nudge present some of their plans using photos and text, rather than relying solely on video, to offer users greater flexibility in how they engage with the content.	Medium
S2 E0	6 Modern Diction The Nudge incorporates slang and modern expressions throughout its website, which may be unclear or unfamiliar to some users.	I would suggest ensuring that the content provides sufficient context to help users understand the meaning of slang or contemporary expressions.	Low
S2 E3	7 Planner Reliance The video plans are created by planners, which may be limiting for users living in less populated areas where suggested activities may not be available.	To address this, The Nudge could consider allowing regular users to contribute plans, expanding content to less populated areas.	High

THE NUDGE ANALYSIS



[CLICK HERE TO ACCESS FIGMA FILE](#)

NAVIGATION AND STRUCTURE

The navigation system is intuitive and familiar and mirrors many social media apps. That being said, its minimalist layout may make certain features less immediately discoverable.

VISUAL DESIGN

The Nudge features a minimalist, modern design that enhances the user experience, however, it could be further improved by incorporating more visual cues, such as photos, to better guide users.

CONTENT EVALUATION

The platform places heavy emphasis on video content and flexible, anytime activity plans rather than scheduled, ticketed events. While personalized recommendations are relevant and useful, incorporating richer descriptions and additional media could enhance overall content engagement.

INTERACTIVITY AND FUNCTIONALITY

Interactive features such as saving favorites and Q&A sections enhance user engagement; however, offering more customization options could further increase the platform's value.

PERFORMANCE

The app runs smoothly with quick load times, although further optimization could improve overall performance.

ACCESSIBILITY

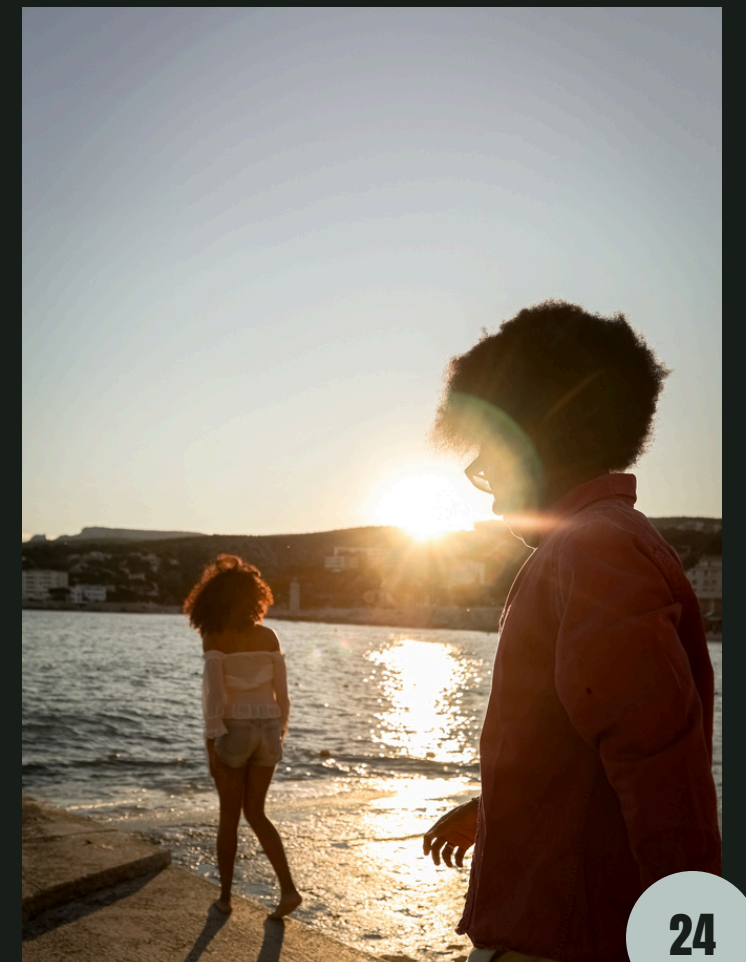
While the app offers intuitive navigation, adding accessibility options like adjustable text size and voice commands would make it more inclusive for a wider range of users.

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2025



UX/UI DESIGN
MILESTONE 1



COMP ANALYSIS SUMMARY

Event Discovery and Personalization

Meetup focuses on building new connections, which supports community but could be enhanced with more personalized event suggestions. Eventbrite offers seamless event sharing and ticketing but often shows outdated or duplicate events, making discovery feel cluttered. Nudge is great for last-minute plans with its three-day window and automated reminders, though this limits broader exploration.

Design and User Experience

Meetup and Eventbrite offer straightforward navigation, but both could improve how they surface relevant events. Eventbrite's layout is smooth but disrupted by poorly curated suggestions. Nudge's clean, video-heavy design is visually engaging but can slow down browsing, lighter content or clearer previews would help users scan more easily.

Performance and Flexibility

All three platforms perform well, but added flexibility would boost usability. Meetup and Eventbrite could benefit from smarter filtering and recommendations. Nudge's automation is helpful, but expanding date and category filters would give users more control over their experience.





LEISURE ACTIVITY



UX/UI DESIGN
MILESTONE 2

UT AUSTIN - GROUP C2

2025



THE TEAM

MVP

IA DESIGN

USER FLOWS

WIREFRAMES

03

Team Members

05

Minimum Viable Product

06

Navigation Structure

07

Key User Flows Identified

11

Low-Fidelity Wireframes

MEET THE TEAM



Samantha Sweig



Lauren Holmes



Molly Doyle



Elizabeth Muniz



Josh Jordan



Riley Stanley



WHY AN APP?

For this project, our team decided to develop a mobile app instead of a website. This decision was based on three key considerations:

- **User Context:** We anticipate that most users will engage with our product while on-the-go. A mobile app provides a more seamless and accessible experience in such contexts, especially when compared to a mobile browser.
- **Frequency of Use:** Our product is designed for casual but repeated interactions. Mobile apps are better suited for this type of usage, offering quicker access and a more personalized experience.
- **Competitive Landscape:** Our competitor analysis revealed that most existing solutions in our space are app-based. By aligning with this industry trend, we aim to meet user expectations and stay competitive.

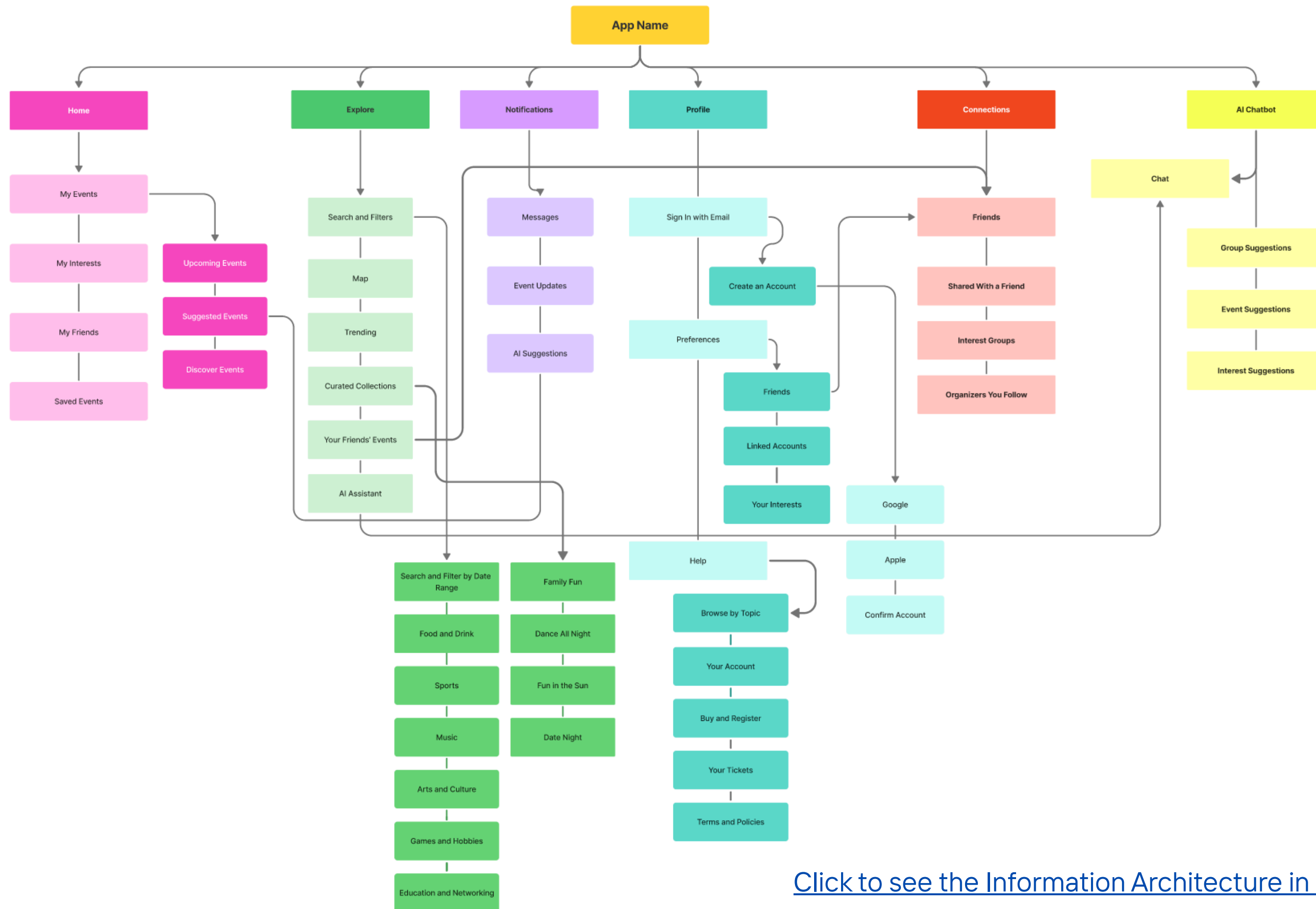


MVP

(MINIMUM VIABLE PRODUCT)

The MVP for our app focuses on **event discovery with a strong social and sharing emphasis**, helping users easily find events that feel personally tailored to them. The core experience allows users to browse curated event recommendations filtered by date and location, save events for later, book spots for events, and share them with friends. This social layer enhances decision-making, turning a list of options into the right choice for each user.

INFORMATION ARCHITECTURE



[Click to see the Information Architecture in Figma](#)

KEY USER FLOWS IDENTIFIED

1) Identifying the Account Creation User Flow

Our team began by outlining the steps a new user takes to create an account. We focused on making the onboarding process simple and intuitive to reduce friction and encourage sign-ups.

2) Designing Event and Activity Discovery

We designed the discovery flow to help users easily search, browse, and filter events. Prioritizing clarity and ease of use, we ensured users can find relevant activities quickly.

3) Booking an Event

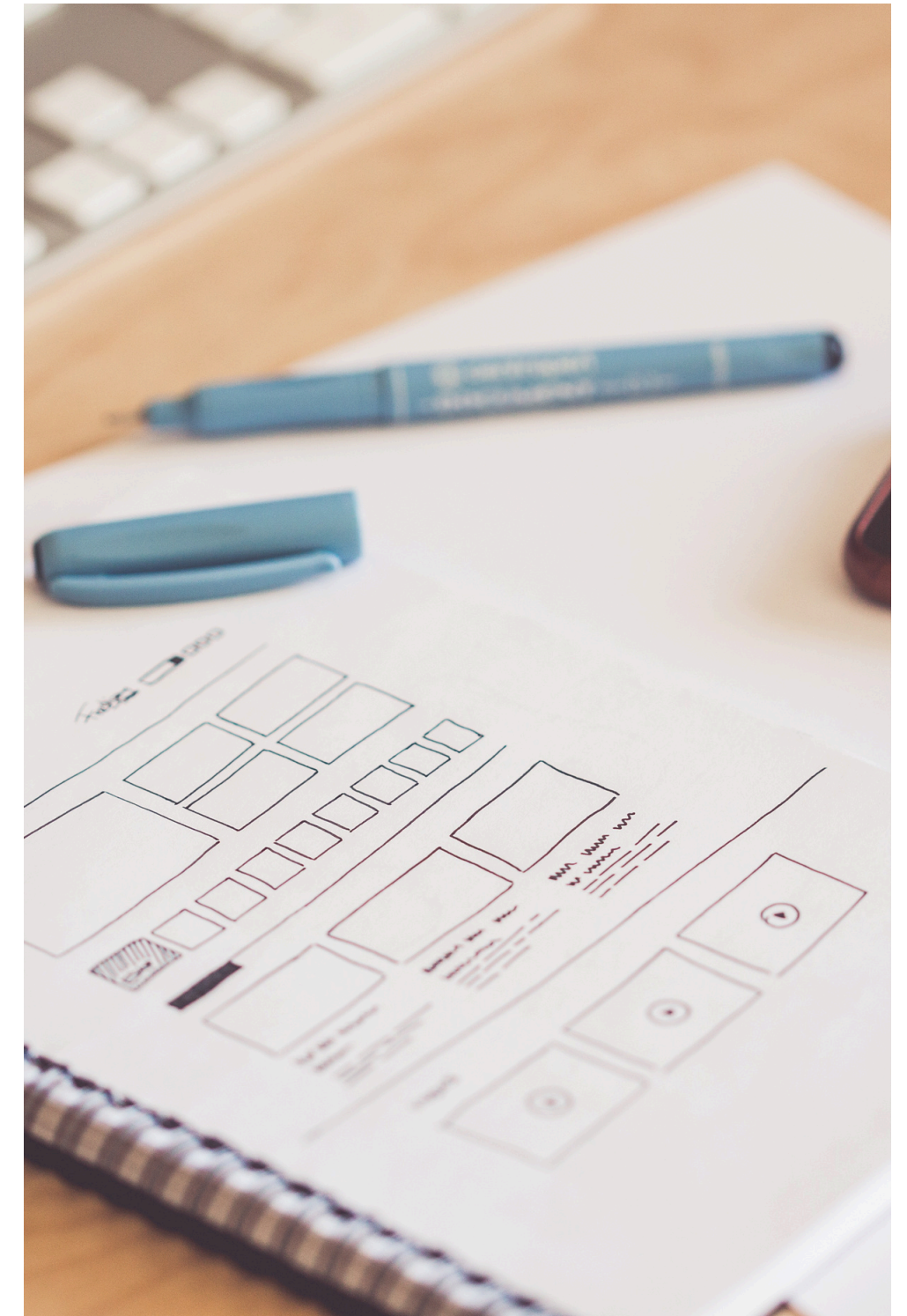
This flow maps how a user moves from discovering an event to confirming their spot. We emphasized a smooth, minimal-step experience to make booking fast and frustration-free.

4) Creating the “Pay for Event” Flow

For paid events, our team created a secure and straightforward payment flow. We focused on clear actions and trusted UI patterns to build user confidence and reduce drop-off.

5) Building the Event Sharing Flow

We developed a sharing flow that makes it easy for users to send event details across platforms. Our goal was to keep sharing effortless, social, and just a tap away.

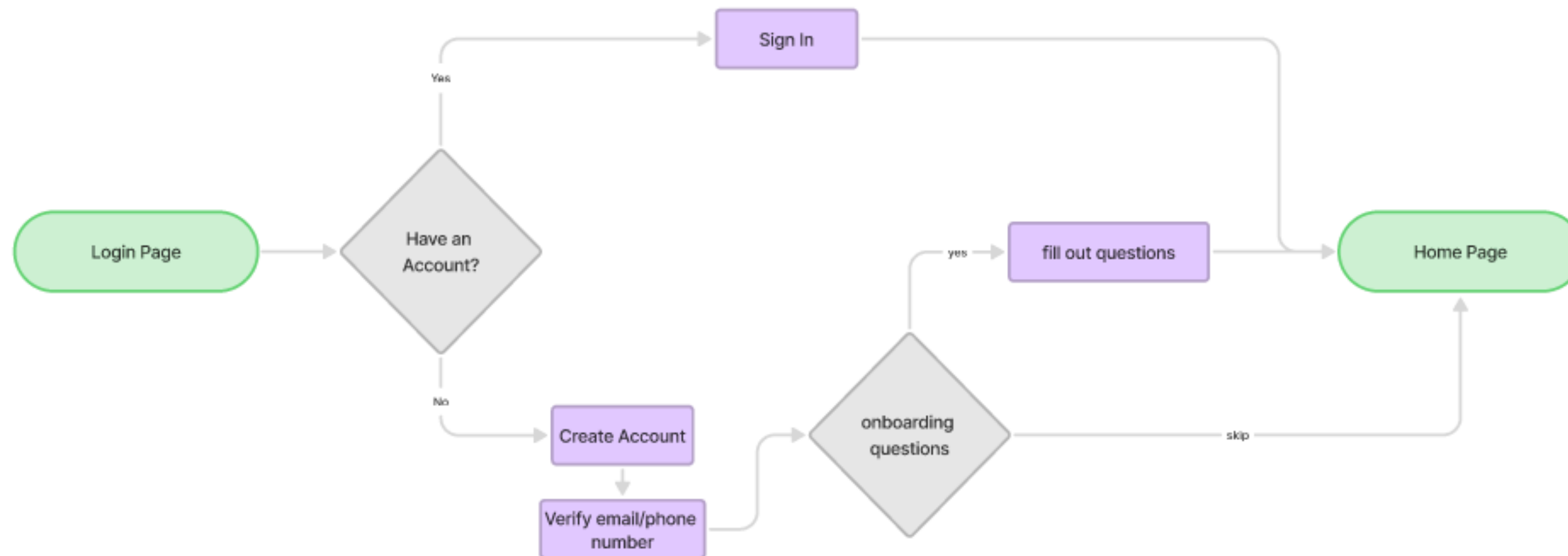


USER FLOWS

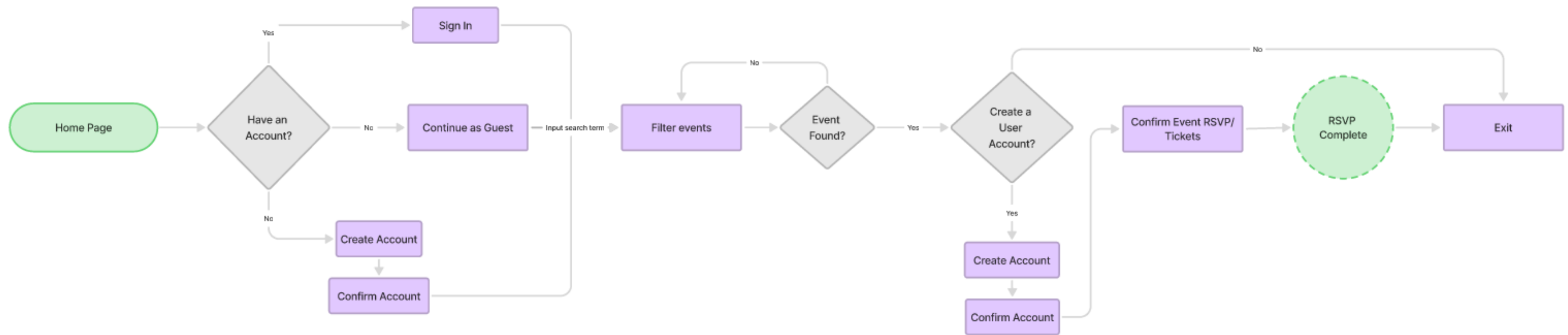
Our team designed several user flows to demonstrate how users will move through the app to complete tasks included in our MVP.

[Click to see the User Flows in Figma](#)

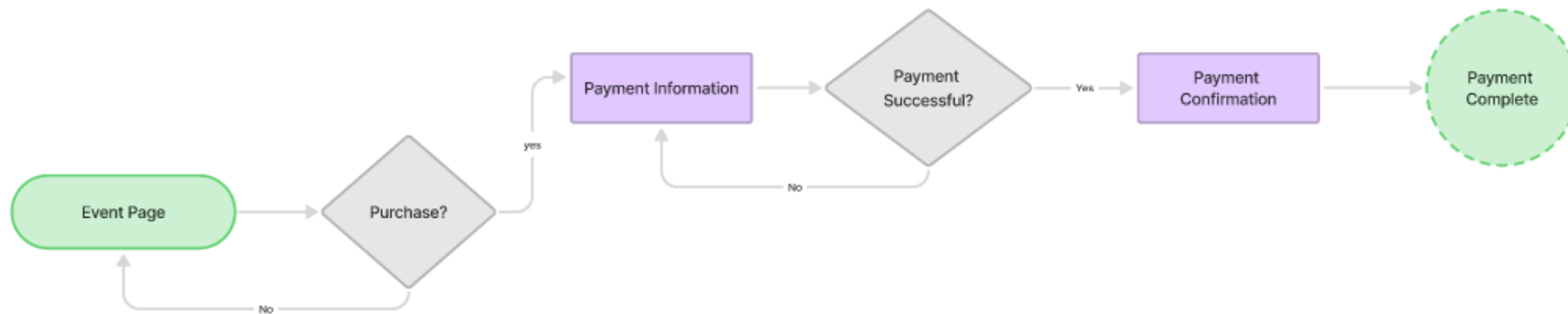
User flow 1: Create Account



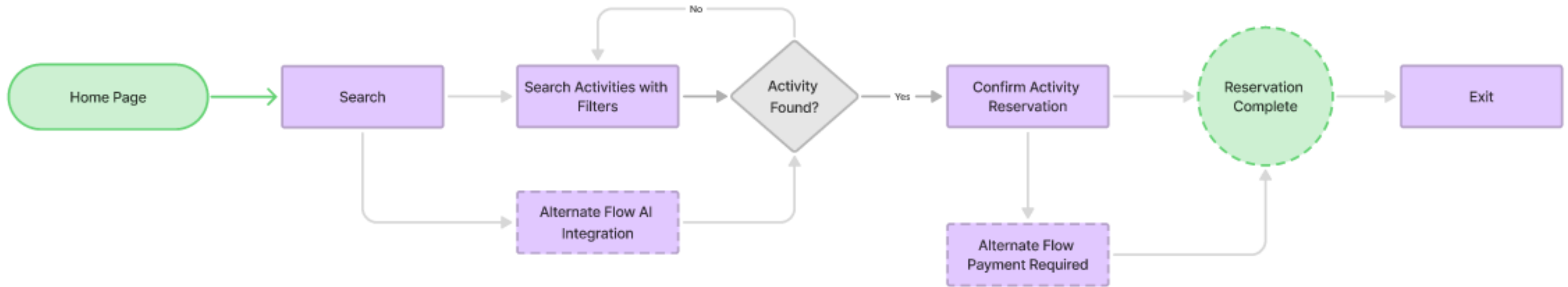
User flow 2: Event & Activity Discovery



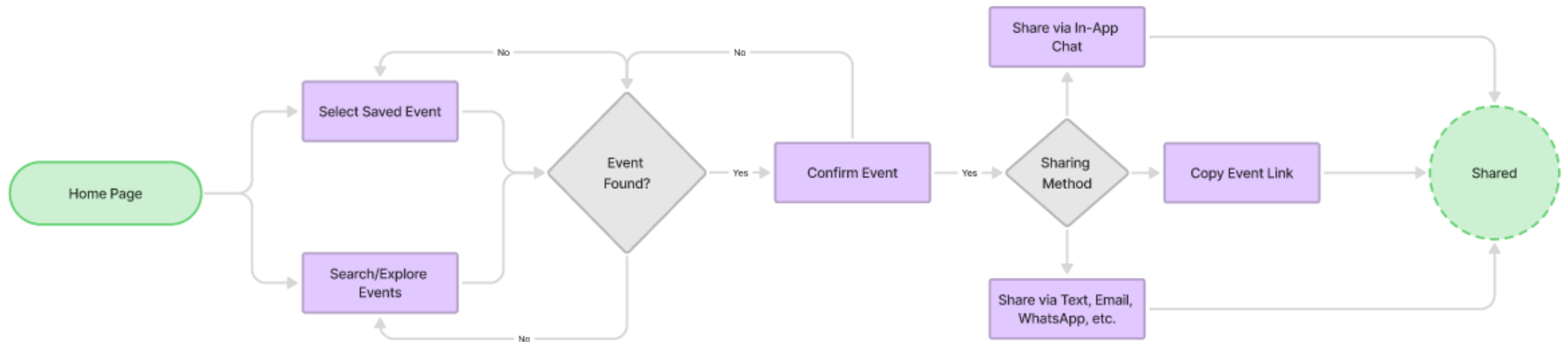
User flow 3: Book an Event



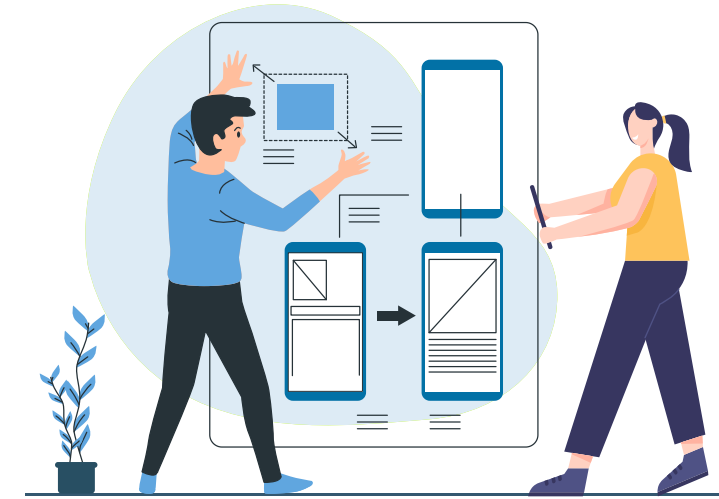
User flow 4: Pay for an Event



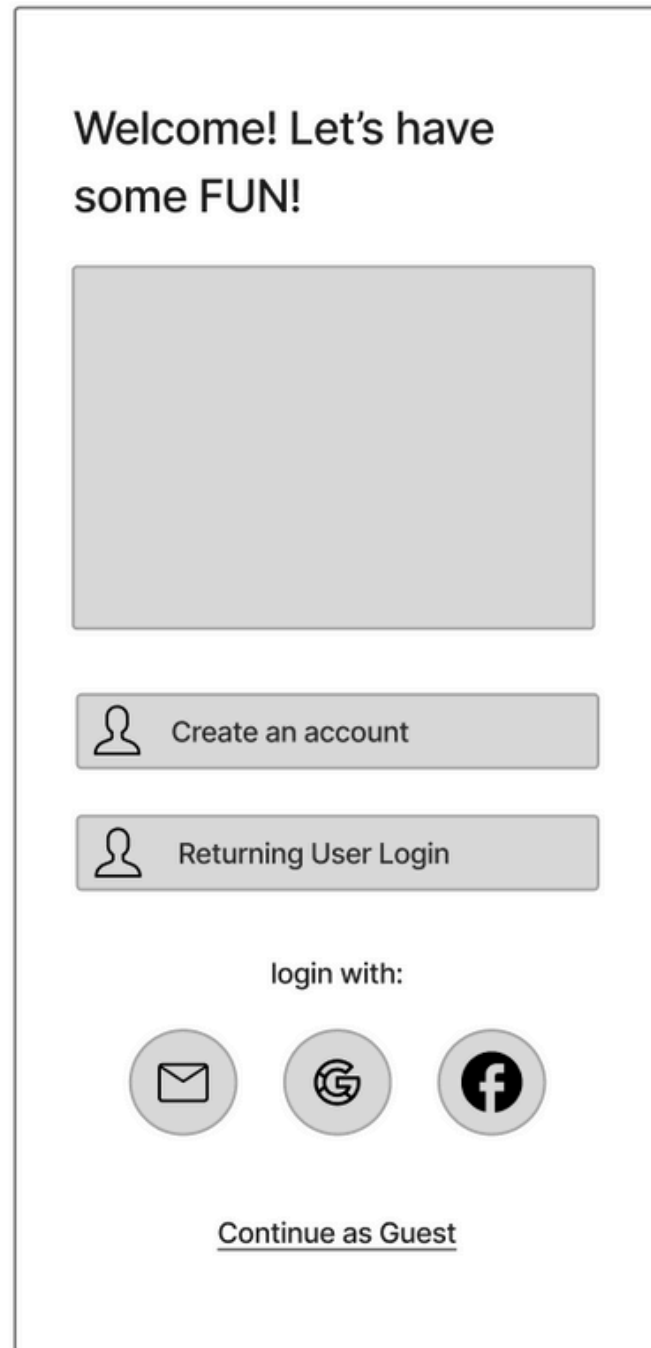
User flow 5: Share an Event



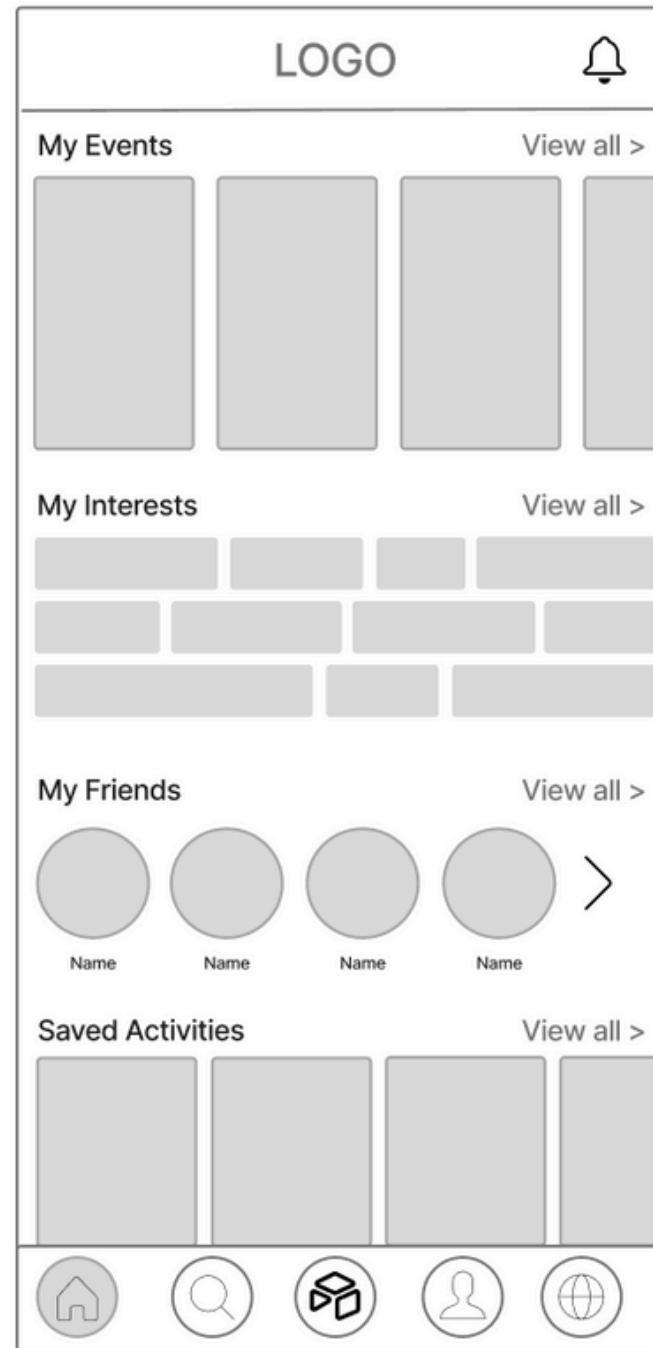
WIREFRAMES



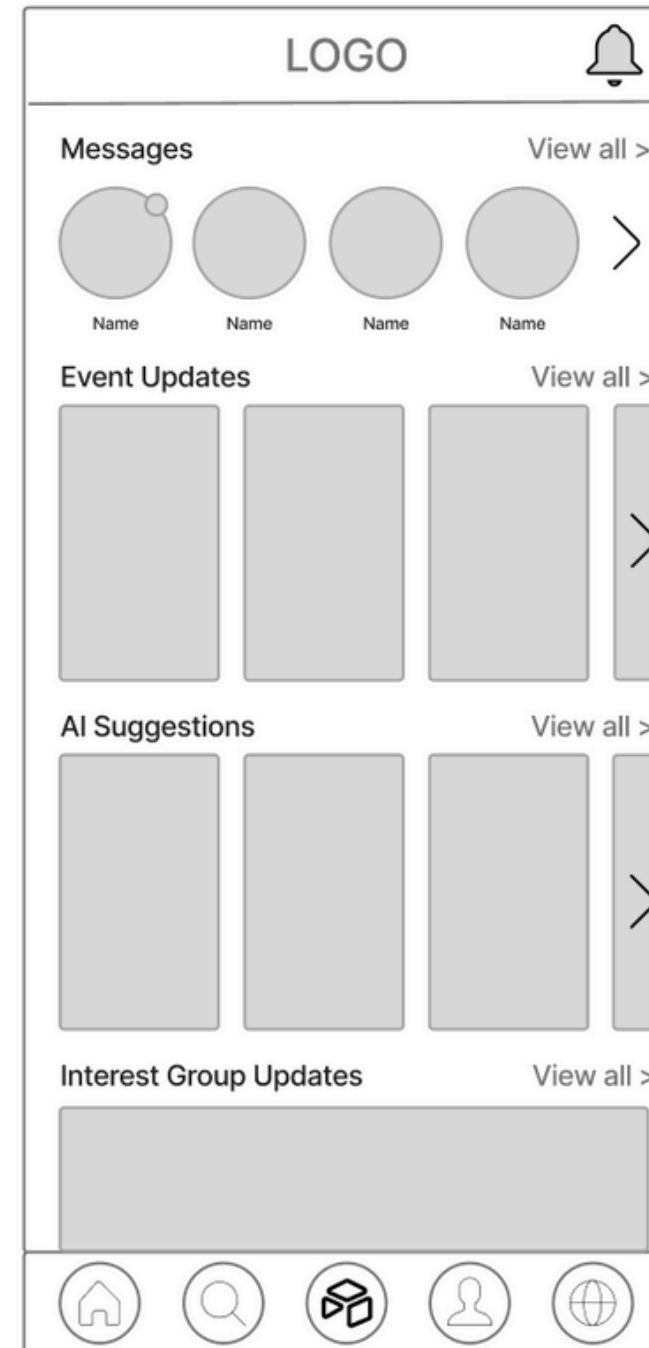
OPENING SCREEN



HOME PAGE



NOTIFICATIONS



Our team developed low-fidelity wireframes to establish the foundational layout and structure of the app. These wireframes provide a clear visual framework for stakeholders to walk through core user flows, enabling early feedback and collaborative alignment before we move into high-fidelity design.

[Click Here to Access Wireframes in FigJam](#)

WIREFRAMES



EXPLORE PAGE

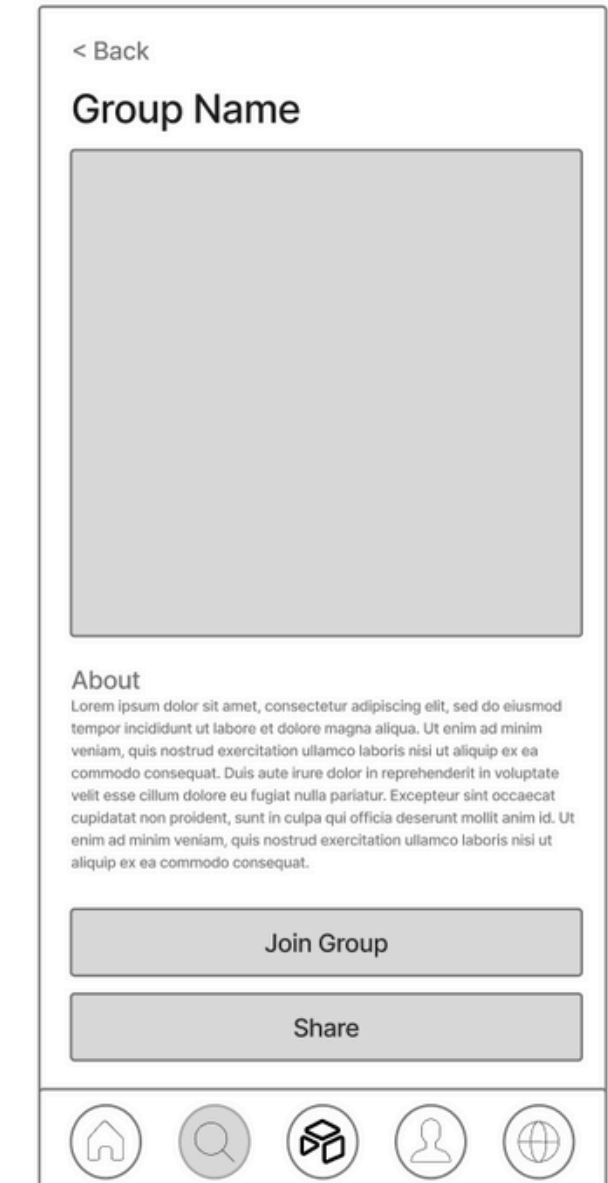
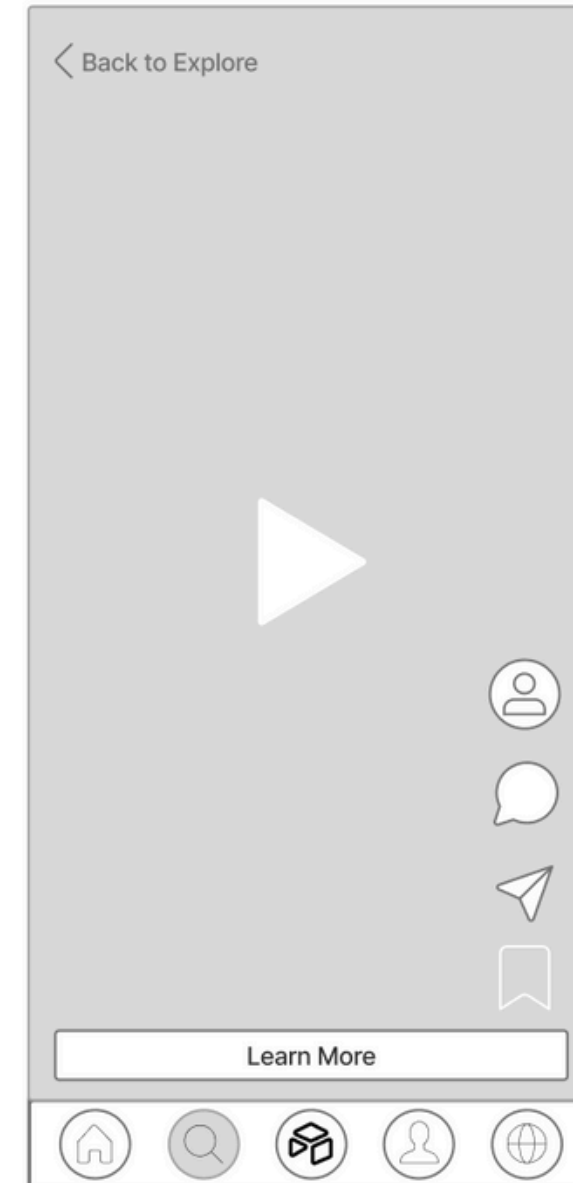
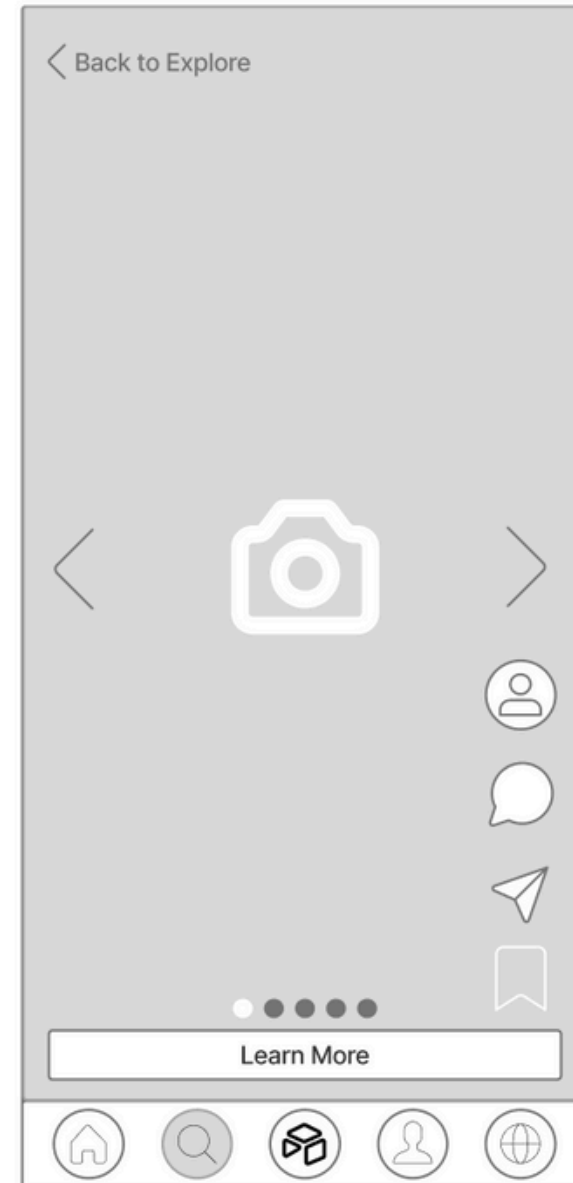
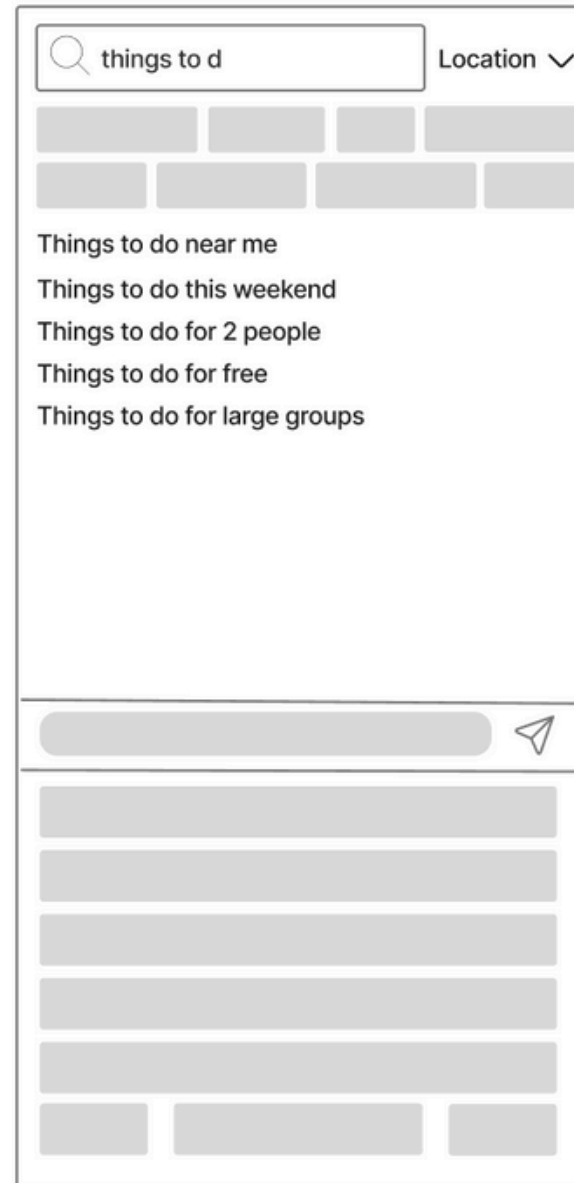
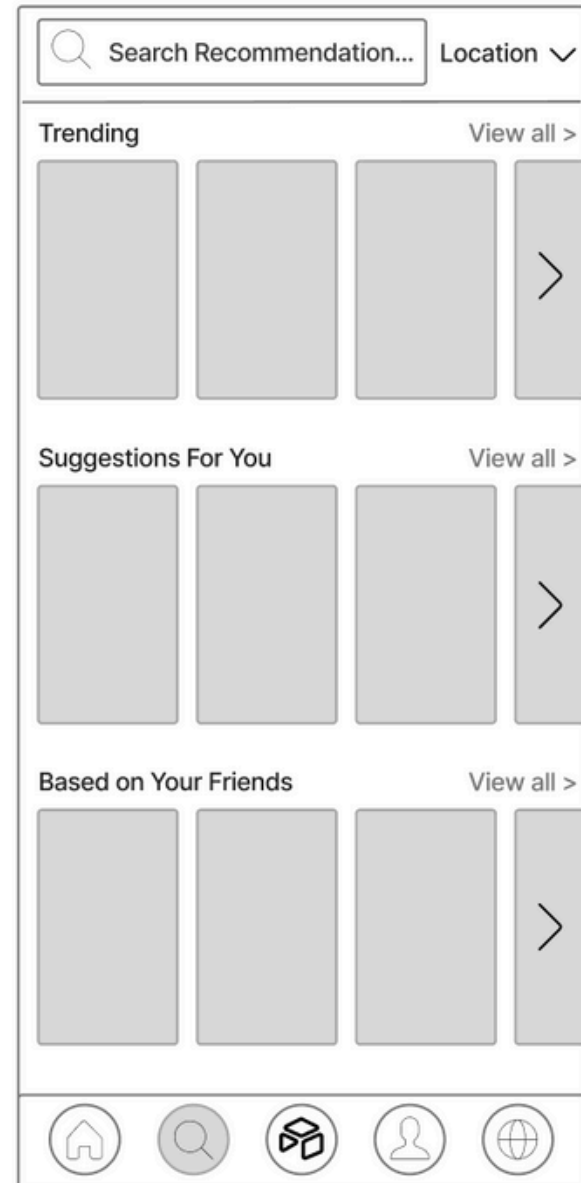
SEARCH BAR

EVENT SCREEN (PHOTO)

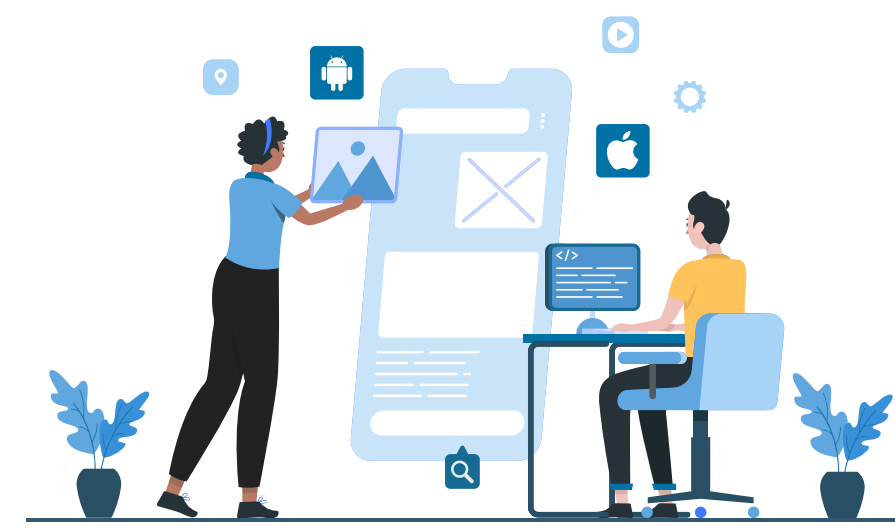
EVENT SCREEN (VIDEO)

EVENT INFORMATION

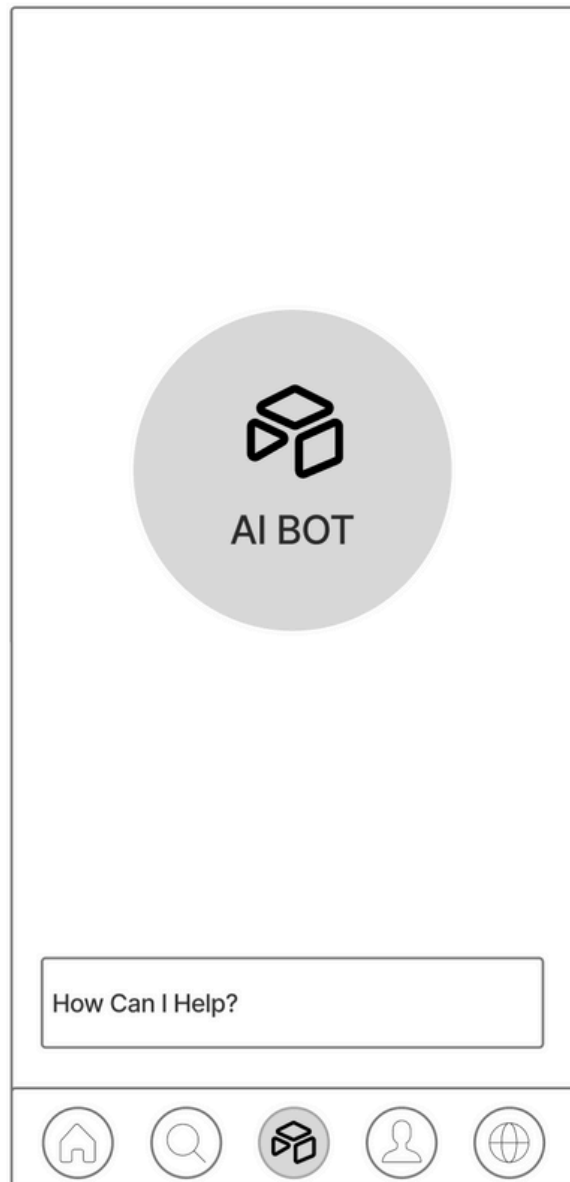
INTEREST GROUP PROFILE



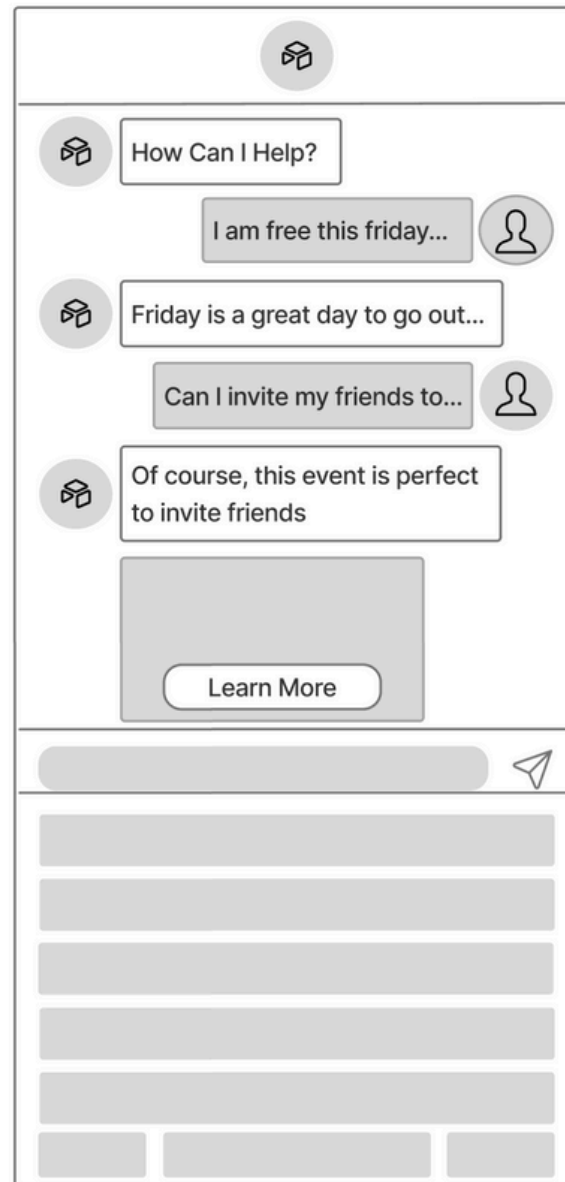
WIREFRAMES



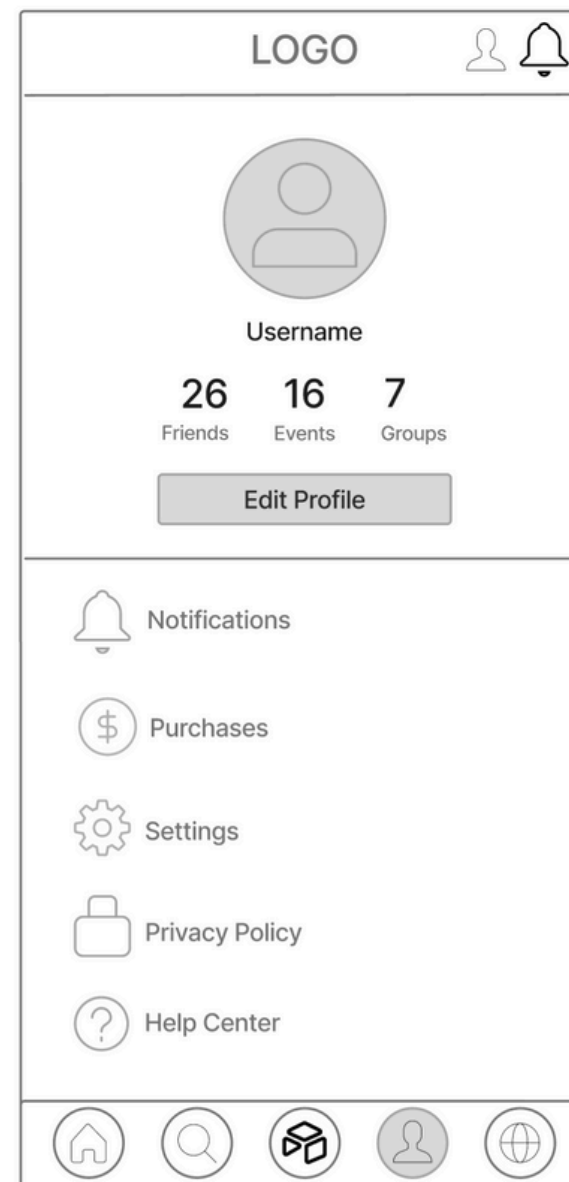
CHATBOT



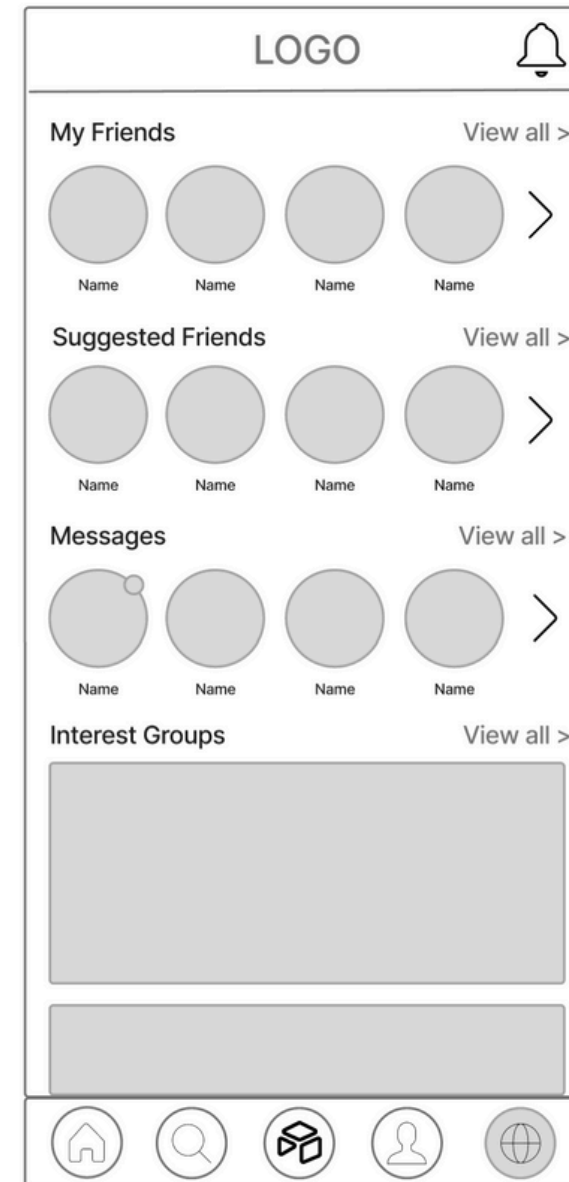
AI ACTIVE CHAT



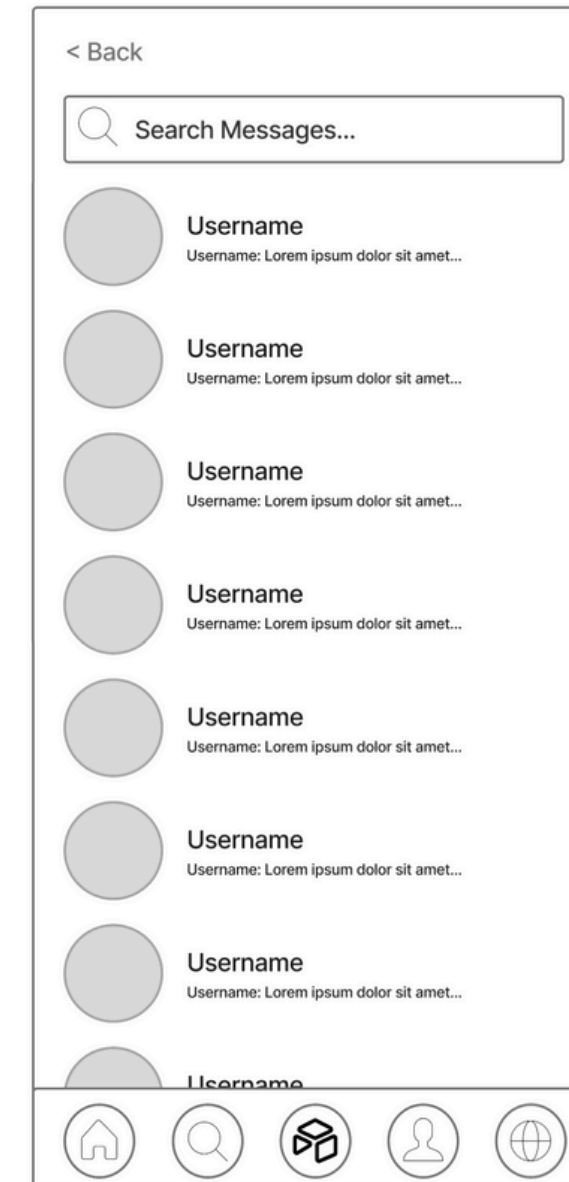
PROFILE



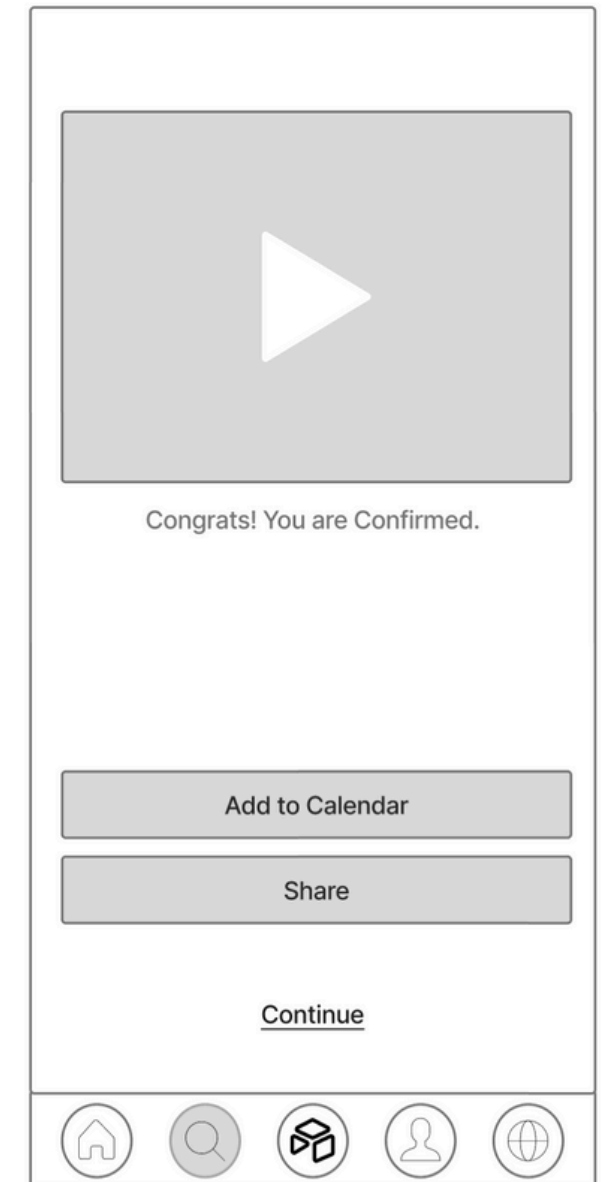
CONNECTIONS



FRIEND MESSAGES



BOOKING CONFIRMATION



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UX/UI DESIGN MILESTONE 2

UT AUSTIN - GROUP C2





LEISURE ACTIVITY



UX/UI DESIGN
MILESTONE 3

UT AUSTIN - GROUP C2

2025



THE TEAM

DESIGN PACKAGE

HIGH FIDELTIY WIREFRAMES

03

Team Members

04

Minimum Viable Product

06

Navigation Structure

MEET THE TEAM



Samantha Sweig



Lauren Holmes



Molly Doyle



Elizabeth Muniz



Josh Jordan



Riley Stanley

PLANIT

Vision

At Planit, we envision a world where planning what to do is just as fun as doing it. We aim to become the go-to destination for discovering meaningful, exciting, and spontaneous activities that align with every individual's interests, location, and lifestyle.

Mission

Our mission is to simplify exploration—whether local or far-reaching—by helping people break free from the “I don't know what to do” rut and launch into their next adventure with confidence.

By blending intuitive design, intelligent suggestions, and a touch of cosmic creativity, Planit empowers people to make the most of their free time—one orbit at a time.



PLANIT



PLANIT



PLANIT



PLANIT

INTRODUCING PLANIT

Your launchpad to better leisure. With a sleek, minimalist design inspired by the vastness of space and energized by a bold blue and yellow palette.

PLANIT helps you effortlessly discover and organize activities you actually want to do. Whether you're seeking chill weekends or spontaneous adventures, PLANIT orbits around your lifestyle, making planning feel less like a task and more like a journey.

[Click Here to access the Brand Package on Figma.](#)



Orbit

Chat with Orbit

Chat History

HIGH-FIDELITY WIREFRAMES

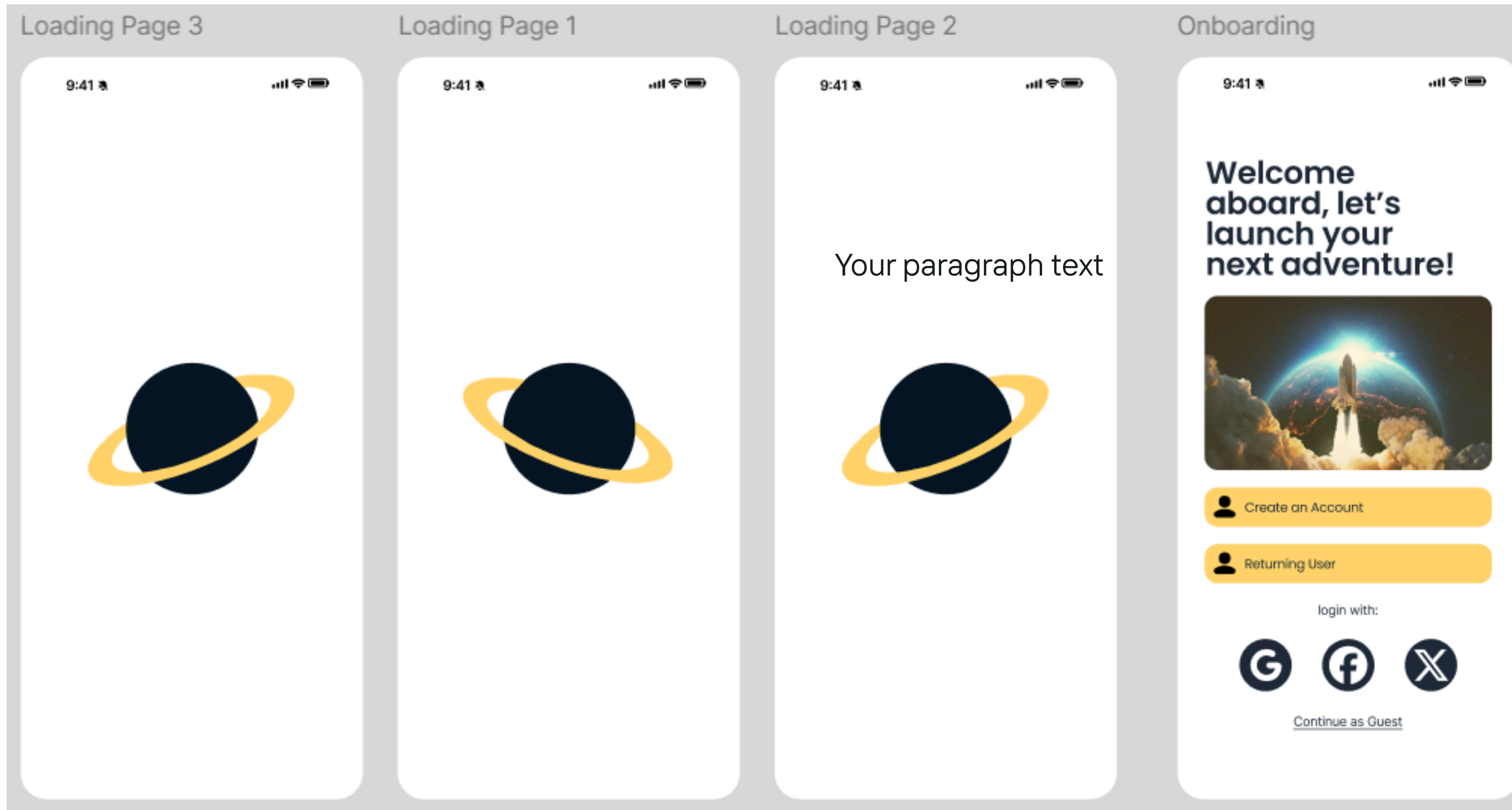
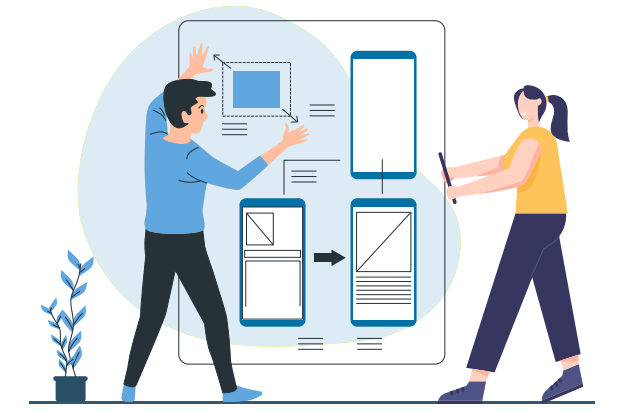
To validate our concept and refine the user experience, we developed high-fidelity wireframe prototypes, enabling real users to explore and interact with our core features. The user-interface is intentionally minimalist, using space-themed visual elements paired with a bold blue and yellow palette to create a playful yet focused interface.

PLANIT delivers an intuitive, personalized experience with smart AI search, seamless sharing, and effortless discovery, making planning leisure simple, fast, and enjoyable.

[Click Here to access Planit High-Fidelity Wireframes in Figma.](#)

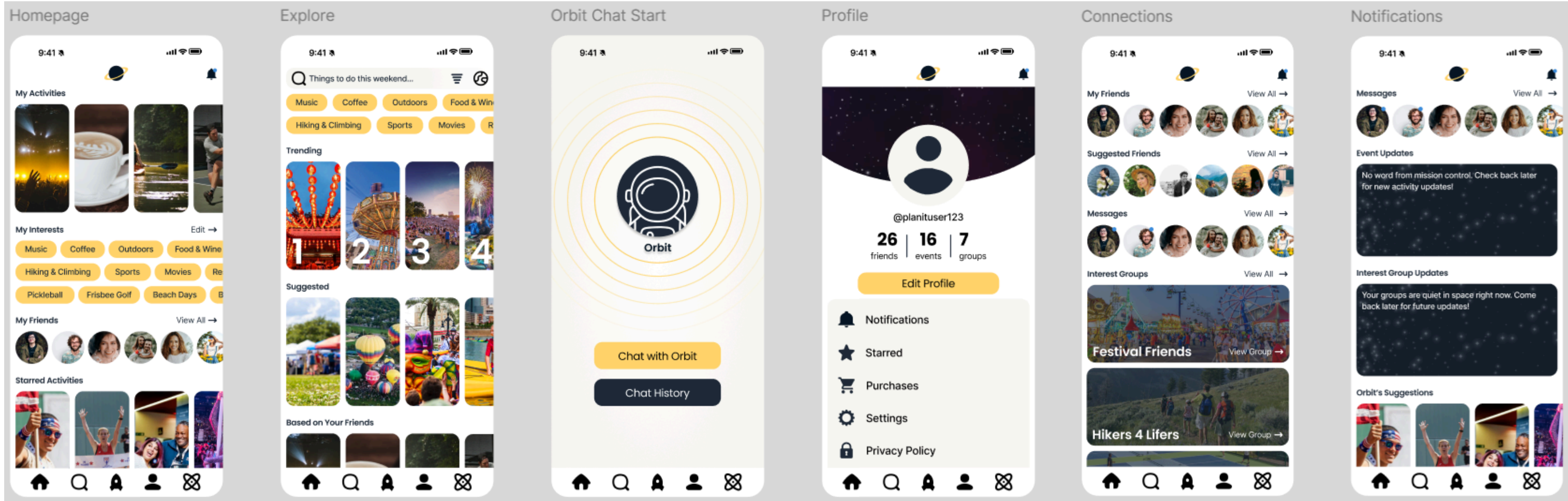
WIREFRAMES

LOADING AND LOG IN



WIREFRAMES

MAIN TABS



WIREFRAMES

ORBIT AND FRIEND INTERACTIONS

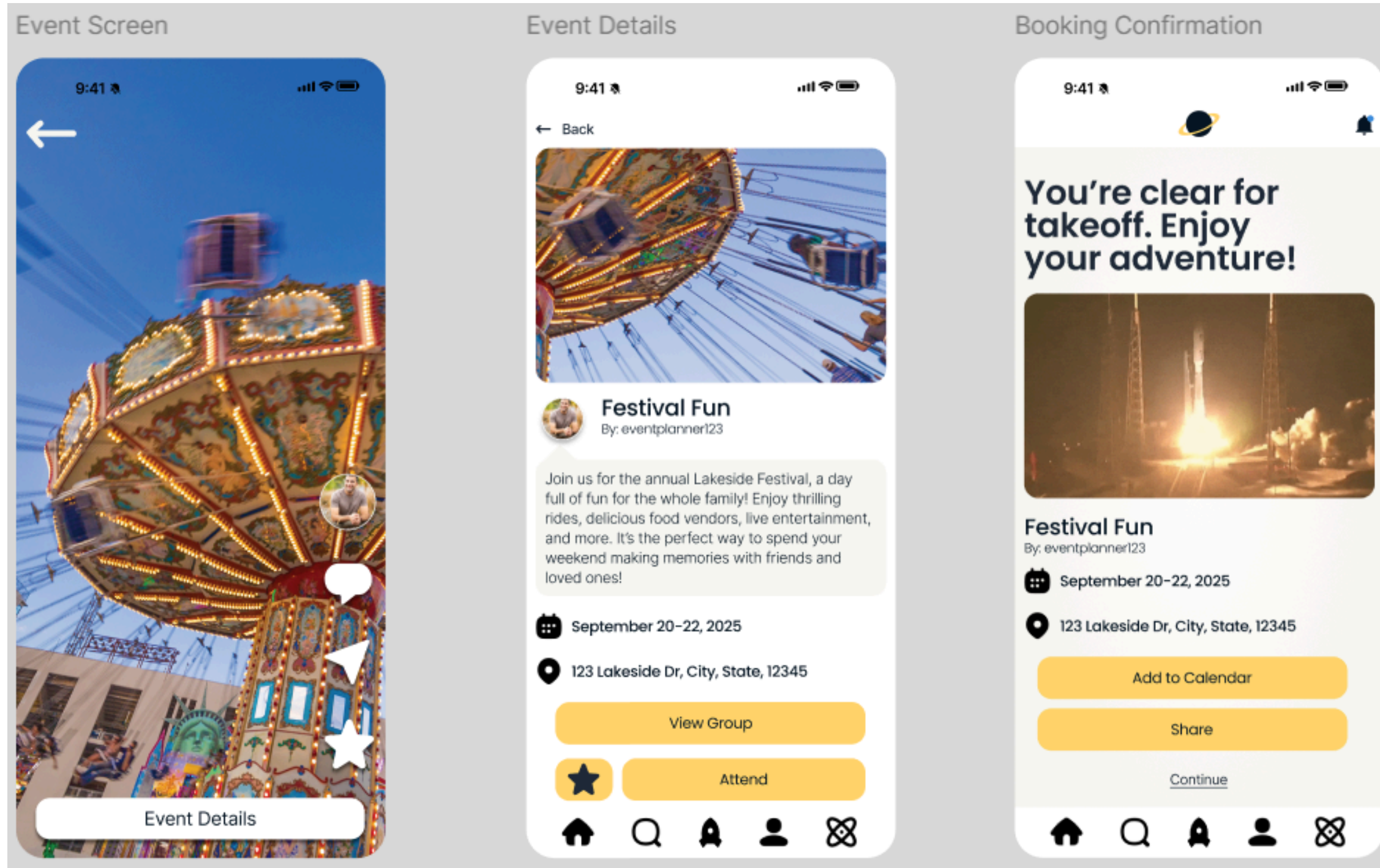
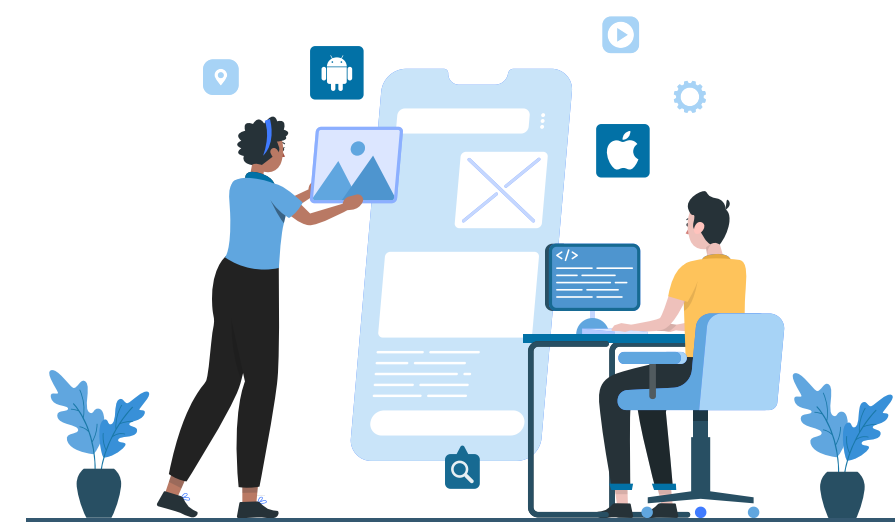


The image displays five mobile app wireframe screens arranged horizontally, each representing a different interaction point in the app:

- Active Orbit Chat:** Shows a chat interface with a 'Back' button, a profile icon for 'Orbit', and a yellow message bubble asking 'How can I help?'. A dark blue message bubble asks 'What is there to do this weekend?'. Below, a yellow message bubble says 'Check this out!' followed by a carousel image of a carousel at night with a 'Learn More' button. At the bottom, there is a search bar 'Ask me anything' and a keyboard.
- Active Friend Chat:** Shows a chat interface with a 'Back' button, a profile icon for 'eventexplorer22', and a yellow message bubble asking 'What's up dude?'. A dark blue message bubble says 'Let's do something fun!'. Below, a yellow message bubble says 'Check this out!' followed by a carousel image of a carousel at night with a 'Learn More' button. At the bottom, there is a text input field 'Start typing...' and a keyboard.
- Messages:** Shows a list of messages with a 'Back' button, a search bar 'Search messages...', and a list of user avatars with their usernames and a 'start a chat' button. The users listed are @eventexplorer22, @festivalfanatic, @adventureseekerx, @funtimefiend, @ridesandbites, @locallover88, @foodiefestfan, and @riderushjunkie.
- Friend's Profile:** Shows a profile page for '@eventexplorer22' with a profile picture, a bio, and statistics: 253 friends, 87 events, and 48 groups. Below are 'My Interests' (Music, Coffee, Outdoors, Food & Wine, Hiking & Climbing, Sports, Movies, Pickleball, Frisbee Golf, Beach Days) and 'Past Activities' (a row of four small images).
- Group Info:** Shows a group page for 'Festival Friends' with a 'Back' button, a group image of a festival, a description: 'This group is for those who love attending local fairs and festivals, from food trucks to live music and everything in between. Share your favorite events, discover new ones, and connect with fellow festival-goers to make the most of every celebration in town!', and two buttons: 'Join Group' and 'Share Group'.

WIREFRAMES

BOOKING



THANK YOU

2025



UX/UI DESIGN MILESTONE 3

UT AUSTIN - GROUP C2

