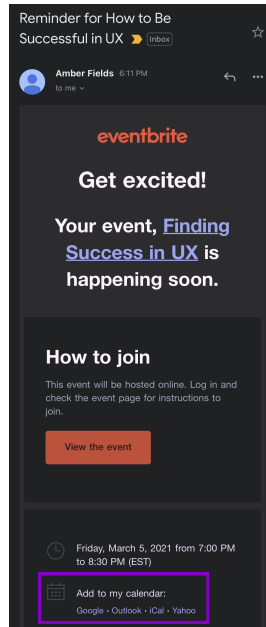
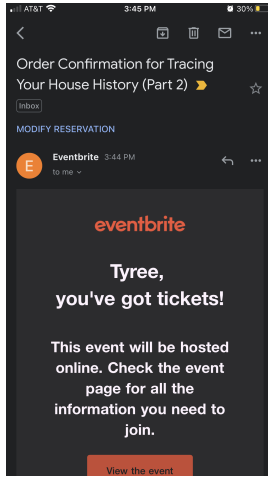
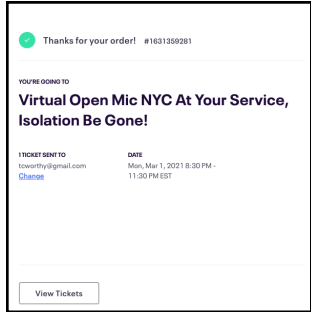
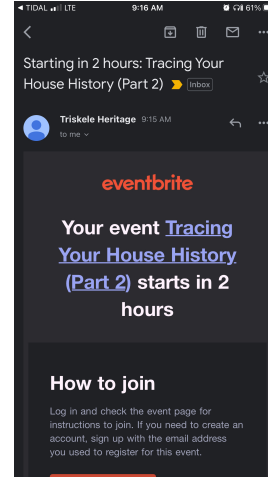


EventBrite Flow

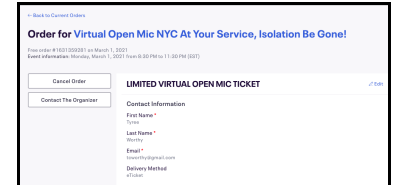
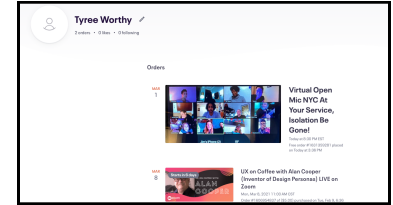
Order confirmation w/ tickets



Reminder emails with instructions, calendar & update options



“Orders” page with options, details, & upcoming events



PROS

- Can add to calendar, modify or cancel reservation
- Option to make event collections, share with friends
- Event organizers can send emails to guests prior to event
- Email reminder 2 days, 2 hours before event
- Digital tickets to print or show by phone - more tangible

ACTION

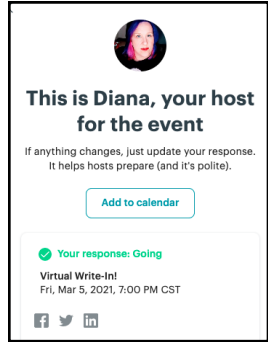
- Offer option to add to calendar and notification preferences for attendees and/or organizers
- Emphasize the social aspect of the event, ways to share with friends, and attendees or # of attendees
- Keep copy and colors light, personable
- Consider offering tickets or tangible keepsakes for guests

CONS

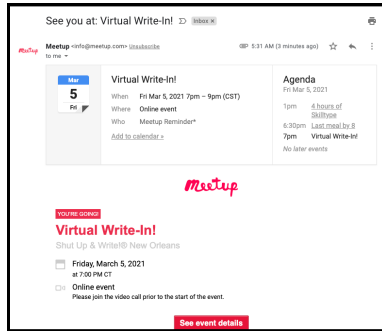
- “Orders Page” could be more personable
- No information about other attendees, # of guests
- No warmth or sense of personal investment

Meetup Flow

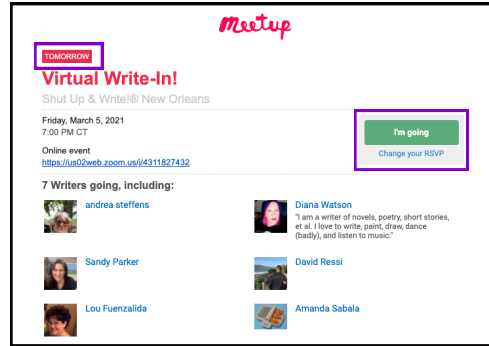
Popup with event host info, calendar & share options



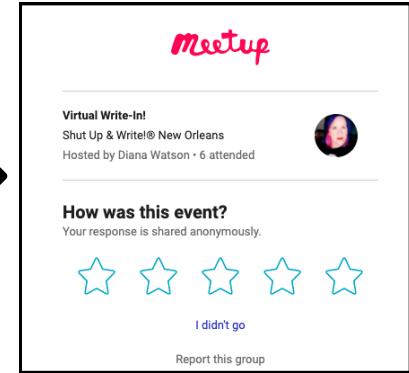
"See you at" confirmation email w/ event details, calendar options



Bright key points, access to other potential attendees



Follow-up email after event



PROS

- Shows event host, attendees and their profiles
- Event page reads "going" in bright green
- Immediate option to add event to user's preferred calendar
- Email subject: "See you at [event]"
- "If anything changes, just update your response"

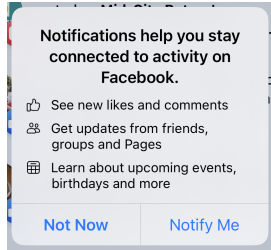
ACTIONS

- Use positive welcoming colors and warm copy to give a sense of personality and care
- Include features to add sense of community, accountability
- Give users the freedom to connect with others, either via groups or 1:1
- Make space to indicate attendance and the option to change their minds with no pressure

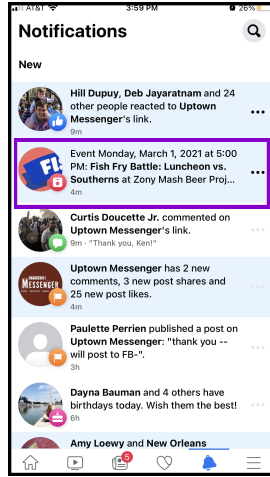
CONS

- User has to join group to attend some events
- "You're going" use is everywhere, almost excessive
- "Update your response... it's polite" might be too personal

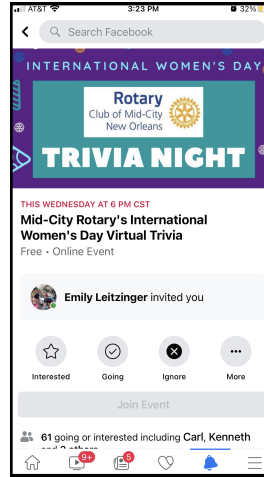
Facebook Event Flow



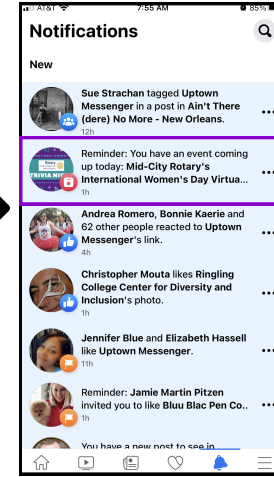
Suggestion to turn on notifications after accepting event invite



See who's going, who invited you, option to go, ignore, or be interested



Reminder notifs on week-of and day-of event



PROS

- Reminders the week of and one hour before event
- Small red text above event name when soon
- Says who invited me, and who I know that are interested
- "Interested" option for the uncommitted people

CONS

- Excessive notifications for each event
- Cluttered notification feed, event reminders could get lost among countless others
- impersonal, more matter-of-fact than welcoming

ACTIONS

- Remind attendees the day of event, maybe options on how many/how frequent
- Give opportunity for a "soft yes" or gray area for less user pressure