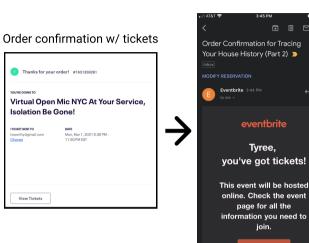
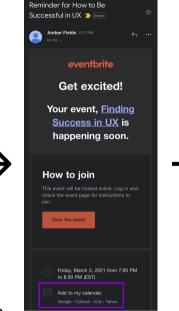
EventBrite Flow





PROS

View Tickets

VOLTRE COMING TO

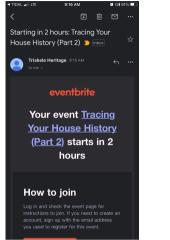
DOKET SENT TO

- 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

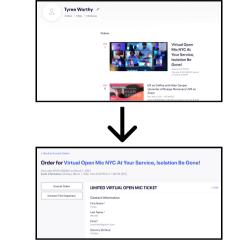
ACTION

- 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

Reminder emails with instructions. calendar & update options



"Orders" page with options. details, & upcoming events

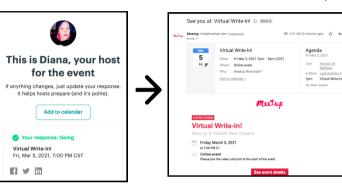


CONS

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

Meetup Flow

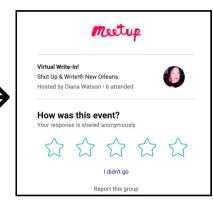
Popup with event host info, calendar & share options



"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

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

Rotary

Ignore

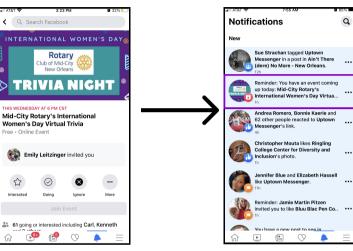
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Club of Mid-City

New Orlean

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Reminder notifs on week-of and day-of event



Notifications help you stay connected to activity on Facebook. See new likes and comments Get updates from friends. groups and Pages Learn about upcoming events, birthdays and more Not Now Notify Me

Suggestion to turn on notifications after accepting event invite

New Hill Dupuy, Deb Jayaratnam and 24 other people reacted to Uptown Messenger's link. Event Monday, March 1, 2021 at 5:00 PM: Fish Fry Battle: Luncheon vs. Southerns at Zony Mash Beer Proj.. HIS WEDNESDAY AT 6 PM CST Curtis Doucette Jr. commented on Mid-City Rotary's International Uptown Messenger's link. Women's Day Virtual Trivia Thank you Ken! Free • Online Event Uptown Messenger has 2 new comments, 3 new post shares and 25 new post likes. Emily Leitzinger invited you Paulette Perrien published a post on Uptown Messenger: "thank you -will post to FB-". 57 Interacted Dayna Bauman and 4 others have birthdays today. Wish them the best! Amy Loewy and New Orleans ► **6** \odot

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

Notifications