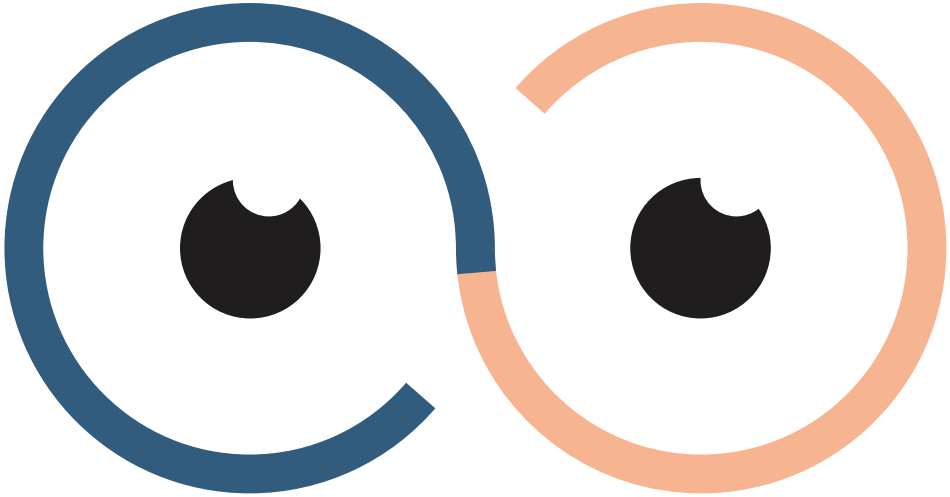

# SEEK

Pitch Document 2016

Tiril Berseth Nilsen

# PROJECT OVERVIEW


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# PROJECT OVERVIEW

Seek is a mobile app that lets people who sits at home with friends or alone see events that are on that day close to them. The users can easily expand the radius of how far away the events are taking place. Seek gets all the open events from Facebook, and the user can decide if they want to see free events, events that require tickets or both. The app is very similar to Tinder; however, instead of swiping through people the user will be swiping through events. Seek offers people to the oppertunity to discover more local events close to them, which is beneficial for the user as well as the creator of the event.

Nevertheless, the app can be used when the user is out travelling. For example if a user is in New York and wants to do something else other than all the touristy things, they can open Seek and find small or big events they would normally miss out on because they didn't know it existed! That's not all, if you find something you would like to do, but have no one to go with, Seek will show you who else is interested but is going alone! Then it's up to you if you want to find them on Facebook and ask to go together, the more the merrier.

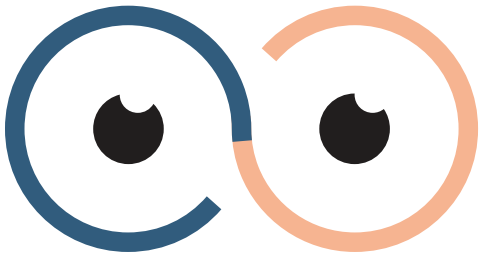
# KEY SELLING POINTS

### Facebook

Seek will integrate with Facebook, and show the user every event that happens that day or week.

### Easy navigation

Seek offers users to swipe through events. Swipe to the left for not interested and swipe right for interested. This is easier than having to scroll up and down.



SEEK

### Everyone is included

An app that includes every event, big or small! No one is left out. Huge benefit for small businesses who often ends up in the shadow of bigger events.

### Find something new

Seek offers it's users to discover new things to do. Seek won't filter out any events That's why Seek is Unique. It lets their users seek new entertainment.

# COMPETITOR ANALYSIS 1

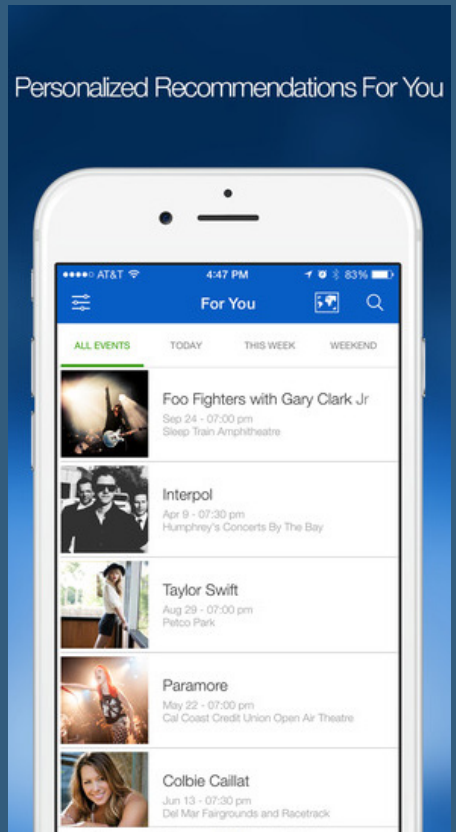
## EVENTFUL

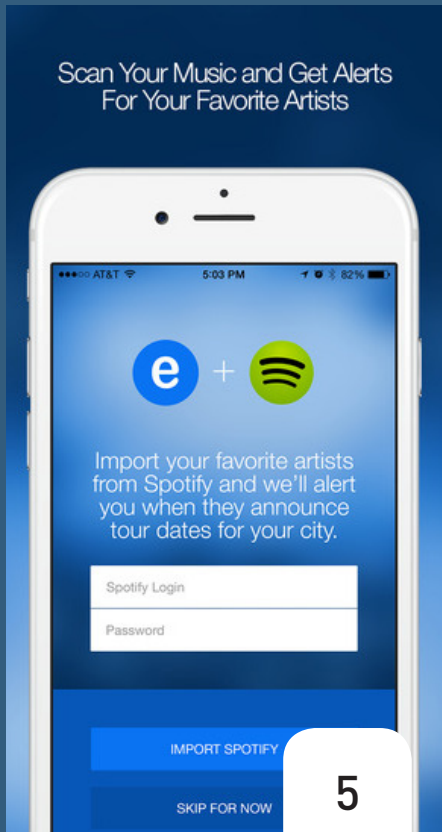
Eventful is Seek's main competitor. The app has similar functions to Seek in that the user can find local events and event in other places. Eventful claims to have over 22 million people relying on them to find out what's happening in their area and decide what to do through their website or app. Evenful offers their users an opportunity to find events including movies, concerts and sports to family fun and nightlife.

When opening the app you are asked to 'Sign Up' if you haven't already. Here you get the option to sign up with Facebook or add your details. Eventful is asking for a lot of information including your date of birth and gender. On completion of signing up they ask to connect with your Itunes and Spotify to see what kind of music you like so they easily can filter out the music you wouldn't like. This however, can be seen as a weakness. It's good that Eventful only want to show you the events you could be interested in based on your gender, age and music taste. This function will filter out other good events you won't be able to see as the app will make a decision of which events that will show up based on your data. This takes away the possibility to discover something new.

Eventful seems to also only show events that has gotten a lot of publicity. Opening the app and tapping what's on today shows you all the big events first, like the Justin Bieber concert in Oslo. It may seem like Eventful forgets that some people would use the app or website to find something new and explore their options. One could suggest that if you were a real fan of for example Taylor Swift you would know when her concert date in your city were to take place.

After using Eventful there is many useful functions that Seek could benefit from. Although when signing up with Seek the user will only have the option to sign in with Facebook, and Seek won't require any other information than for the users name, gender and profile picture. This is because Seek won't filter out events based on your Facebook information.



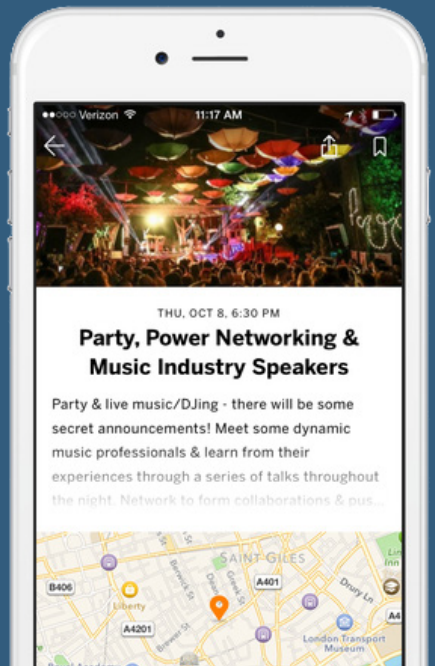
# COMPETITOR ANALYSIS 2

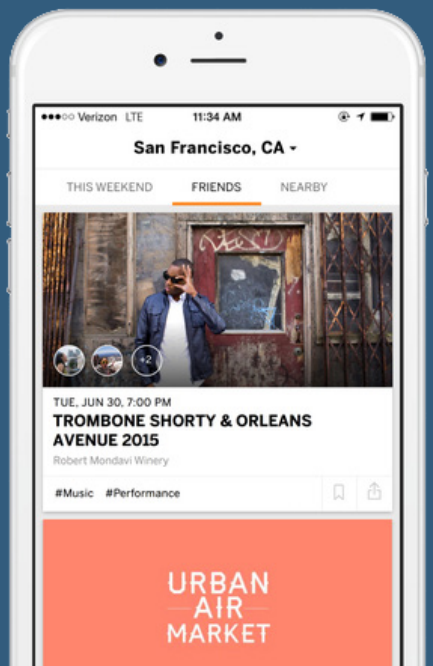
## EVENTBRITE

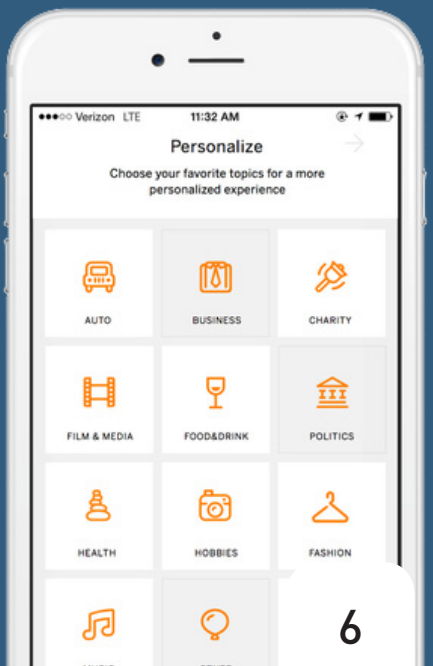
Eventbrite is another huge competitor to Seek. Eventbrite offer their users to discover popular local events, get recommendations for events and also see the events to which friends are going. The app's main purpose is to create, promote and sell tickets. Buying the event ticket from the app is a clever function as the user doesn't have to navigate through many pages in order to get a ticket. Payment can be done virtually and QR codes can be used as tickets as well. So there's no need to print tickets with this app. When signing up to Eventbrite they don't ask for as much details as Eventful. They only ask for the necessary details name, email and password, which makes people more likely to sign up.

Reading through reviews on Itunes store it seems like many users have had bug problems when using the app. The bugs seem to make the app crash and not being able to cancel tickets to events. Some are also complaining that it's not an option for signing up with Facebook, as they would like having the ability to share events with friends on Facebook.

The design of Eventbrite is very visually pleasant and comes across as a professional app one could trust buying tickets from. Even though the app offers to give the user recommendations of events they think they will like, they also give the user the ability to scroll through events without filtering. On one of the pages, there is a list of categories the user can click on to filter out what kind of events they would like to go to. This is a clever idea as the user can turn the categories off and back on when they want to.



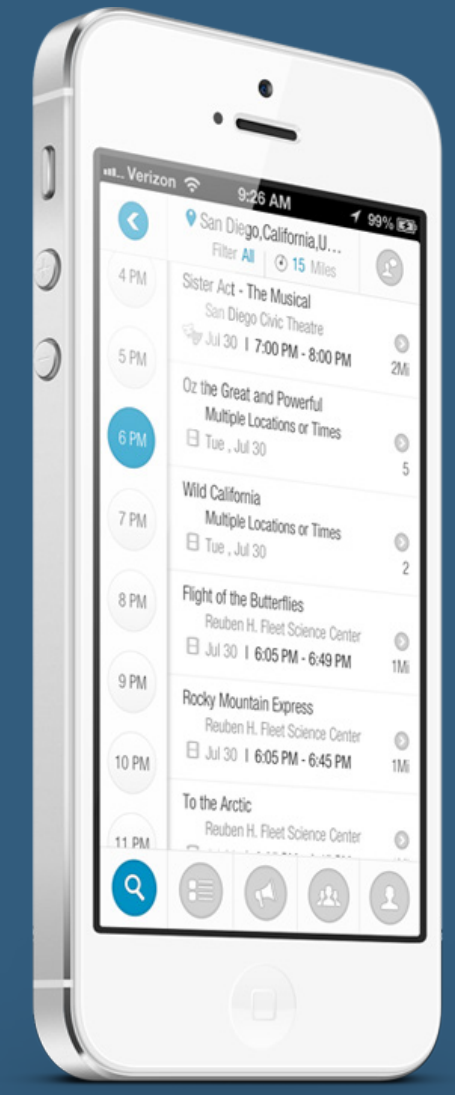
# COMPETITOR ANALYSIS 3

## TIME TO ENJOY

Another competitor is Time To Enjoy, this app serves as an instant event itinerary for any and all locations. The app transforms their users mobile phone calendar into a search engine for events. Find a date and time you are available and simply 'tap to search' for events. Time to Enjoy provides suggestions of things to do when you can actually do them. The app also lets their users  publish their own events and helps that your event expands it's visibility amongst other users. All the user has to do is to fill out the event form and the user has created a digital poster, searchable by other users.

Time To Enjoy also offers their users to stay up to date with what their friends and family are attending through Time to Enjoy Social as well as it lets you stay up to date of what your favourite event providers is doing next.

The apps function of using the users calendar to show the user when they have time to go to an event is very clever as most busy people need to look through their calendar before accepting any invitations to events. This function makes it easy for their users to know when they have some spare time for fun. However, the design of Time To Enjoy is not ideal. It comes across as quite out-dated and messy. Scrolling down the calendar can be hard for busy users to navigate as the app fills in event information on every free time there is on the calendar.



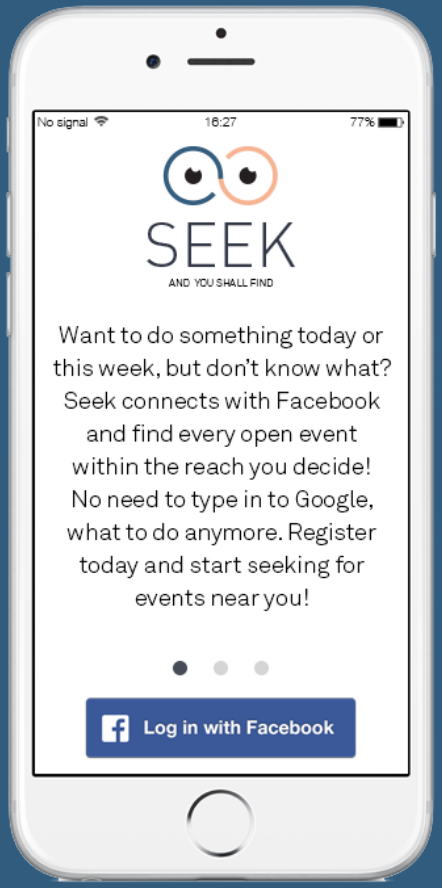
# DESIGN AND CONCEPTUAL WORK

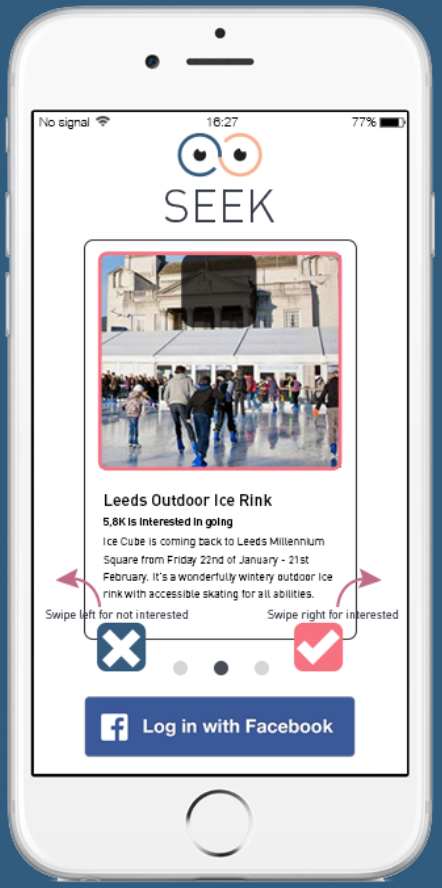
## Colour Palette

## Font Choice:

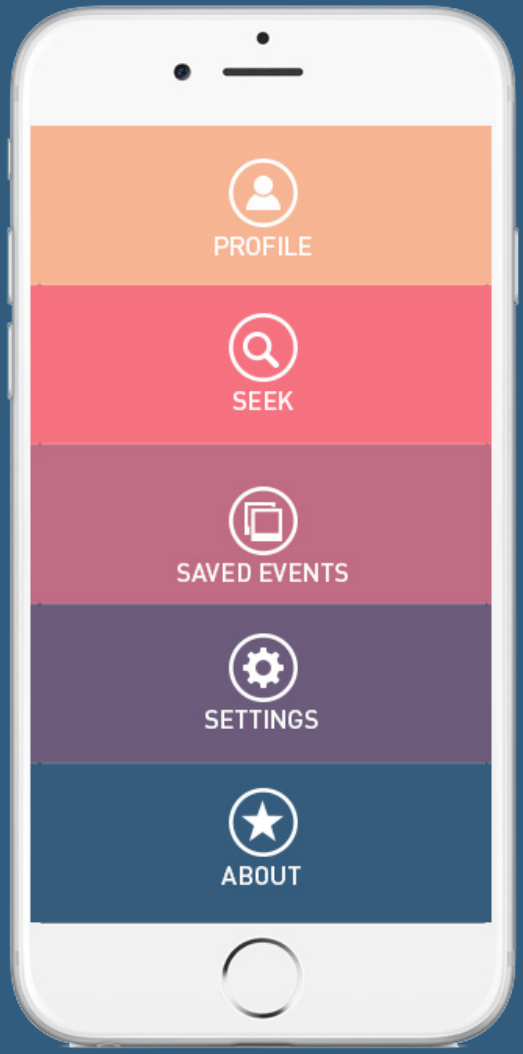
**DIN Bold,** Din Medium, Din Light

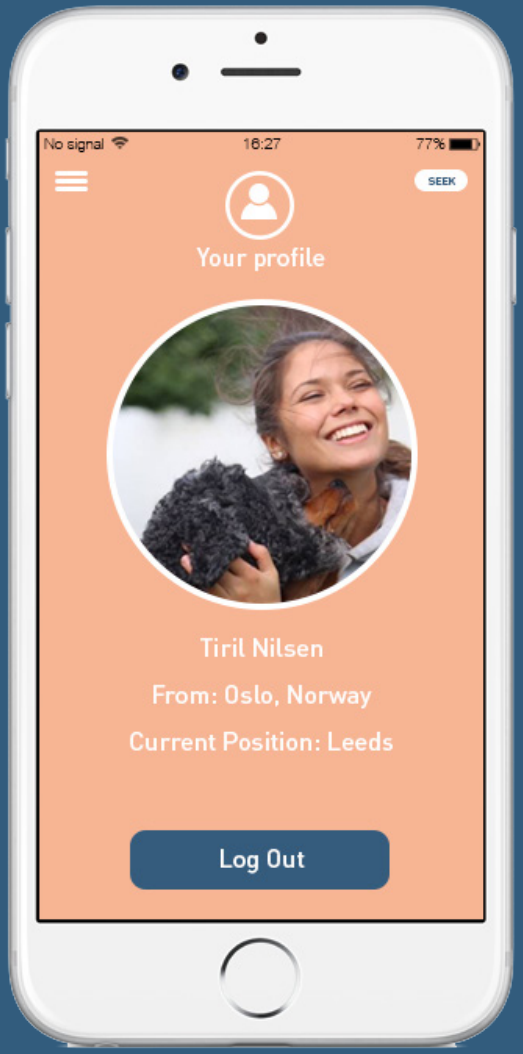
When opening the app and not a registered user:

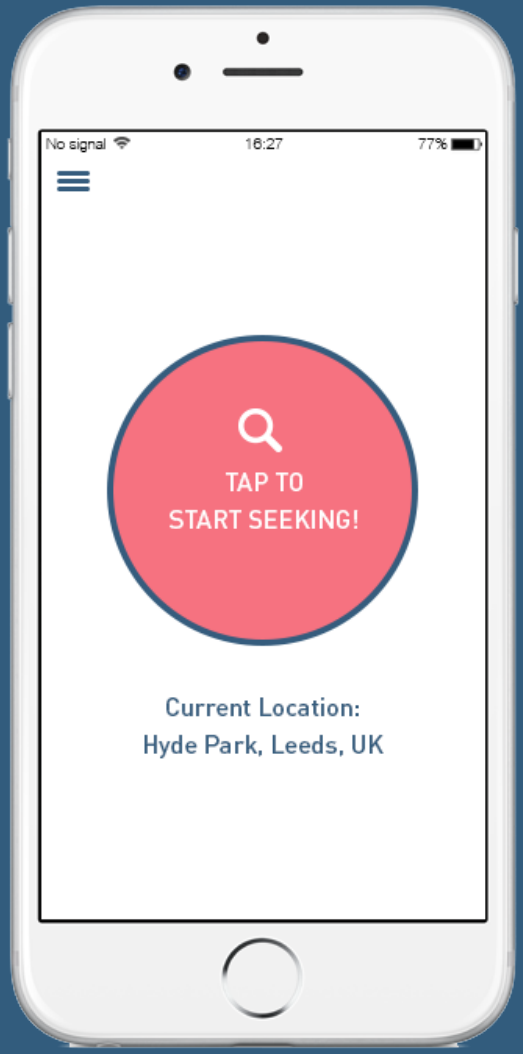


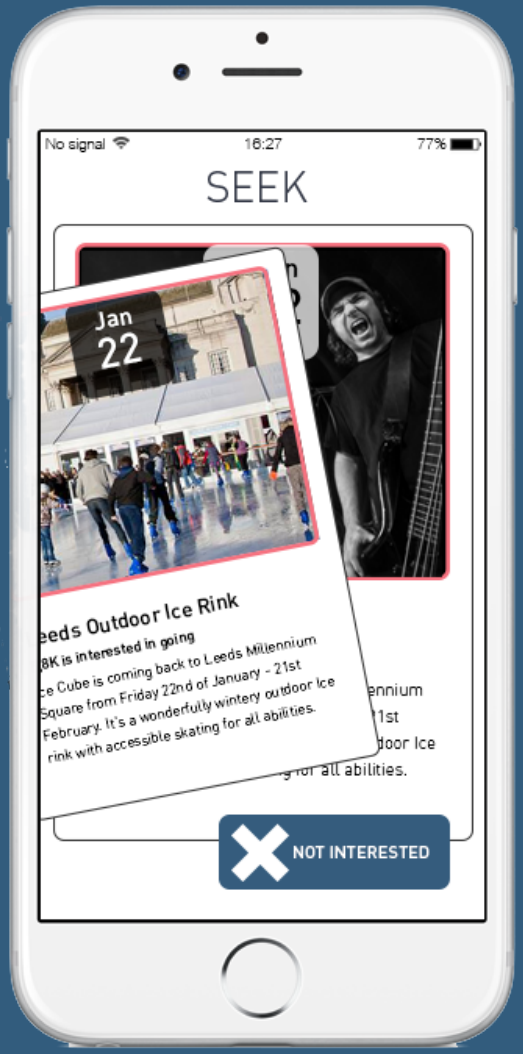
# DESIGN AND CONCEPTUAL WORK

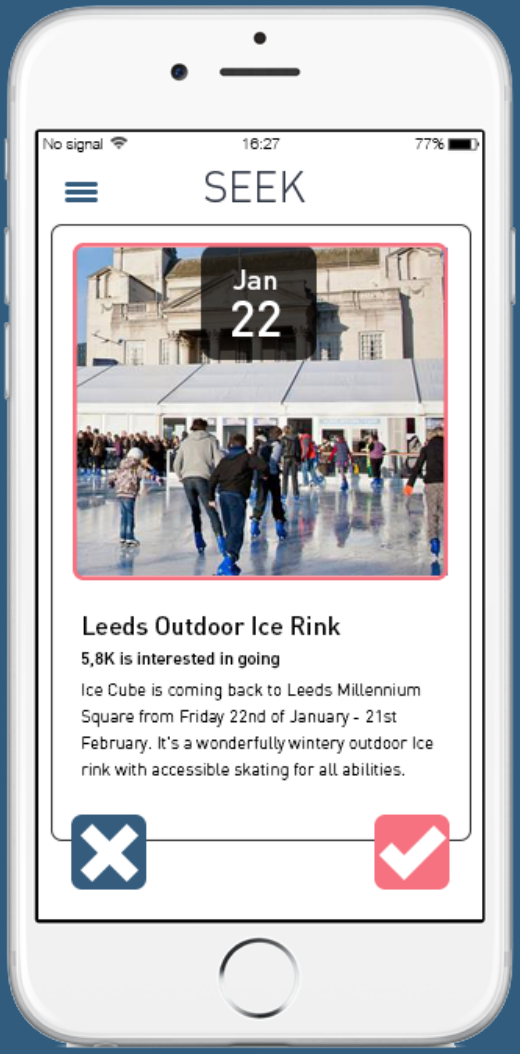


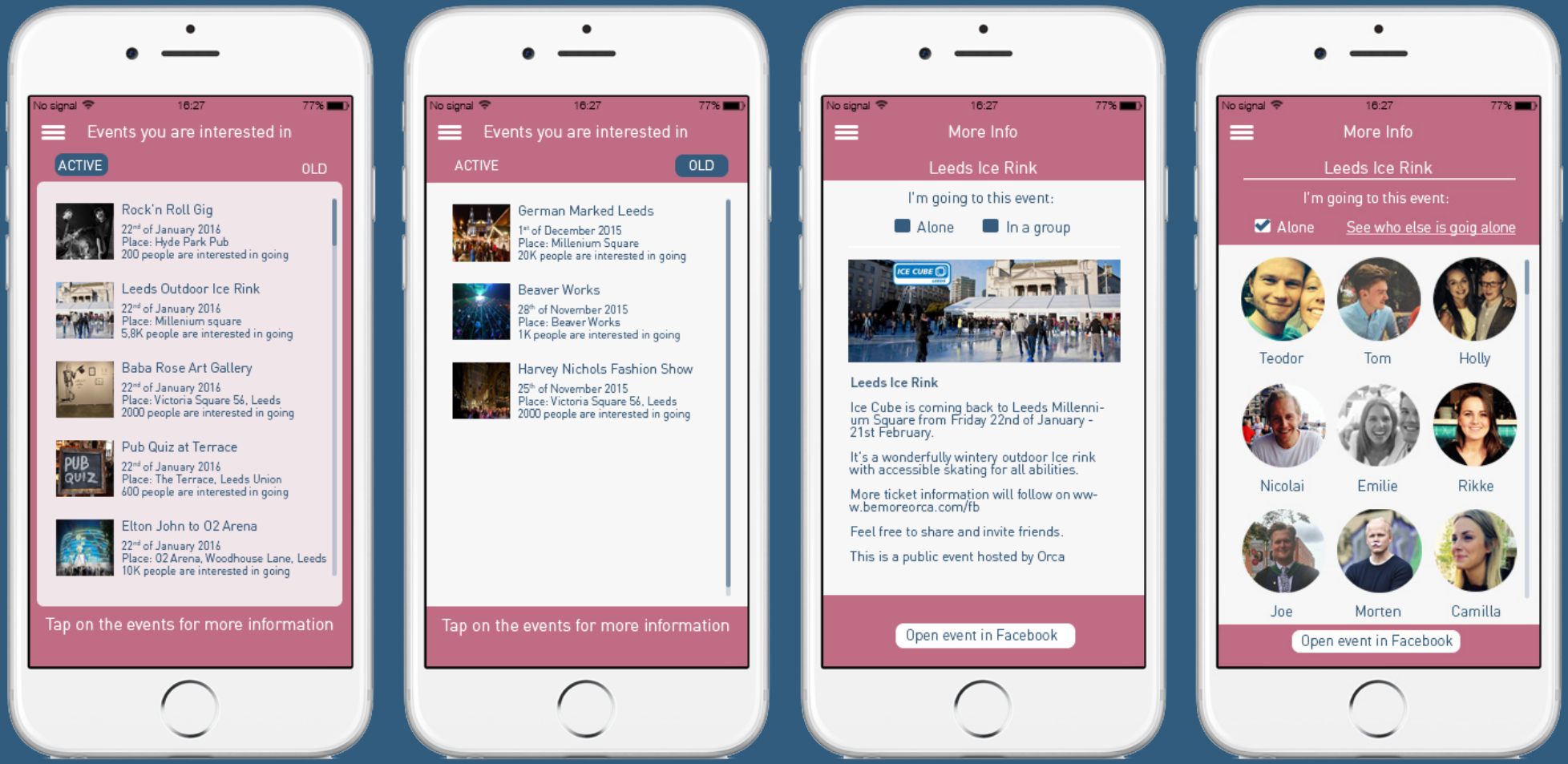



# DESIGN AND CONCEPTUAL WORK

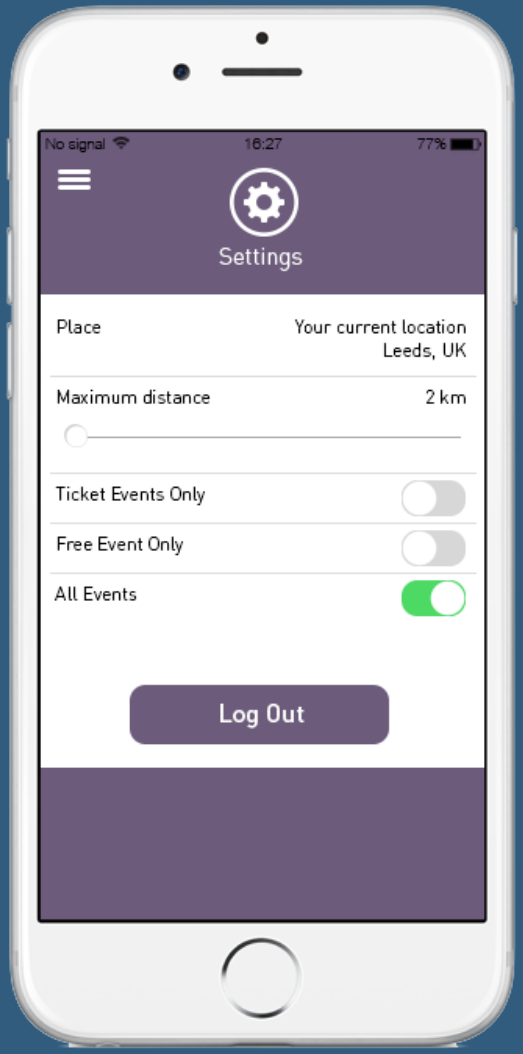


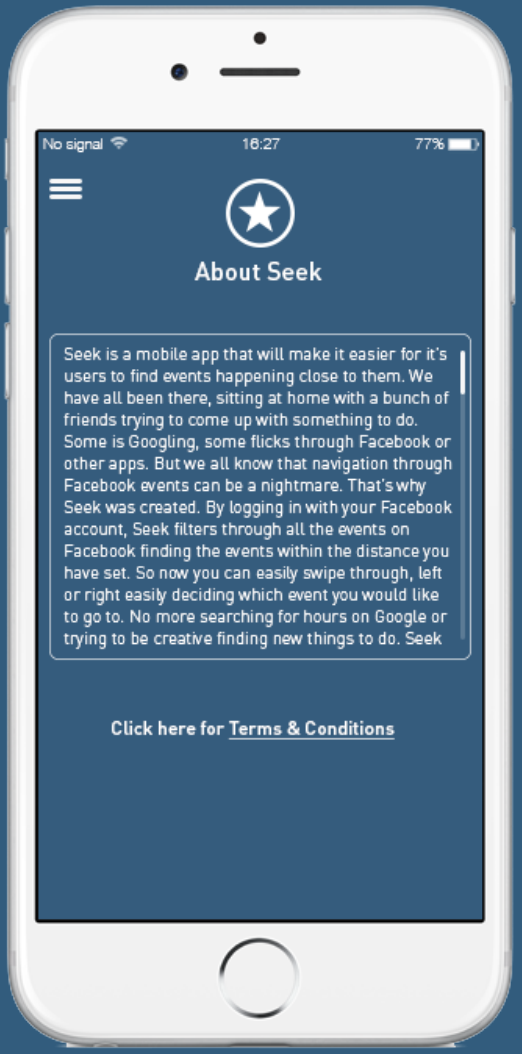



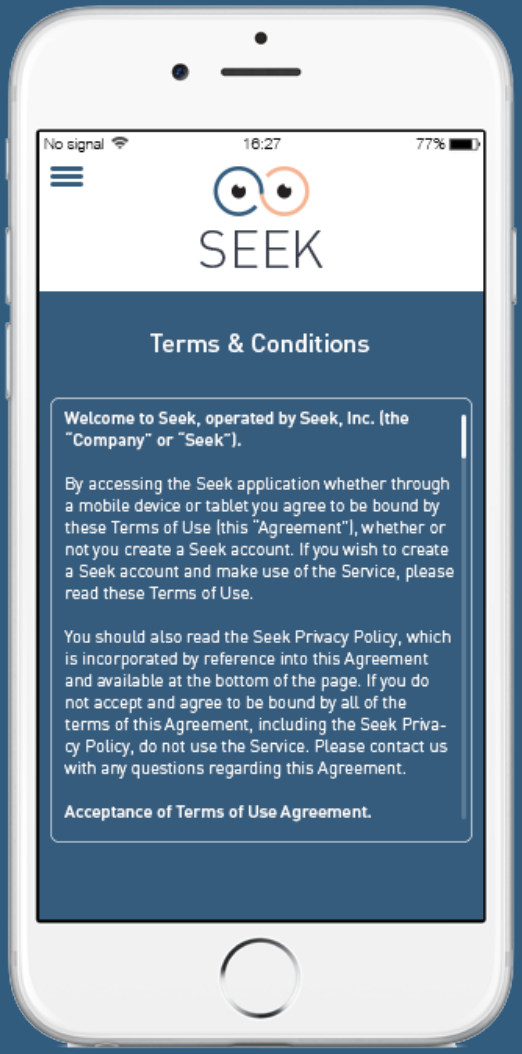
# DESIGN AND CONCEPTUAL WORK



# DESIGN AND CONCEPTUAL WORK



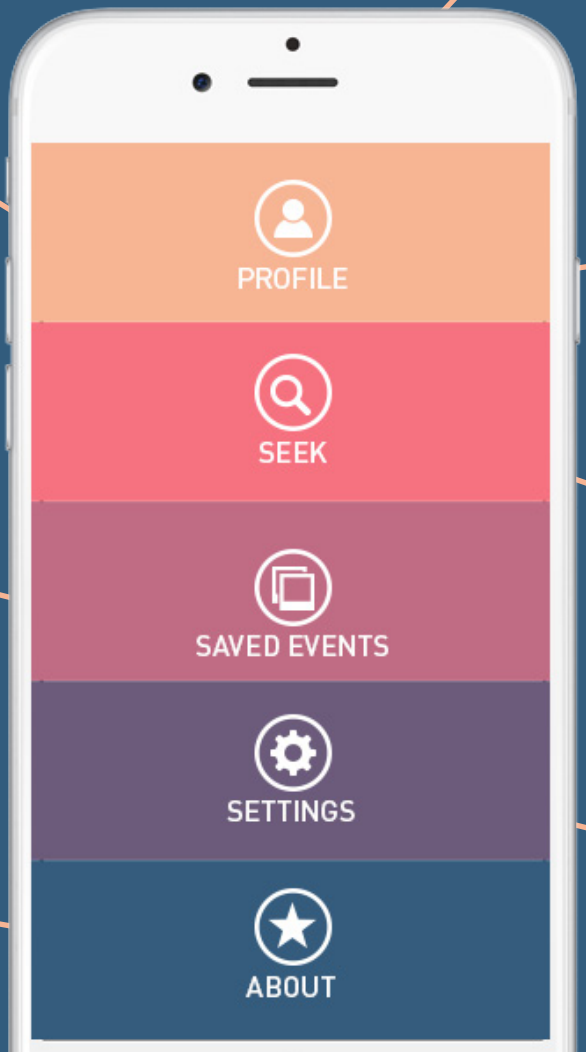
# FUNCTIONALITY

Seek will be made in Xcode, using Swift 2. Parse will also be used to make the user databse. This will only make the app work on IOS. If the app is a success it will be made compatiable with Android

Parse and Facebook SDK will be imported into Xcode with unique identification keys for the app Seek.

```
import UIKit
import FBSDKCoreKit
import FBSDKLoginKit
import Parse
import ParseFacebookUtilsV4
```

The apps colour palette. Each section will have the colours seen here on the individual pages. Making it easy for the user to easily remember where they are on the app




User Profile. Includes their Facebook profile picture, name, location and option to log out

Access to all the events the user is interested in

Access to all the events near you.

Access to information about Seek and Terms & Conditions for using the app

Access to settings where the user can add their settings for their use of the app

# FUNCTIONALITY

Name of the app presented at the top

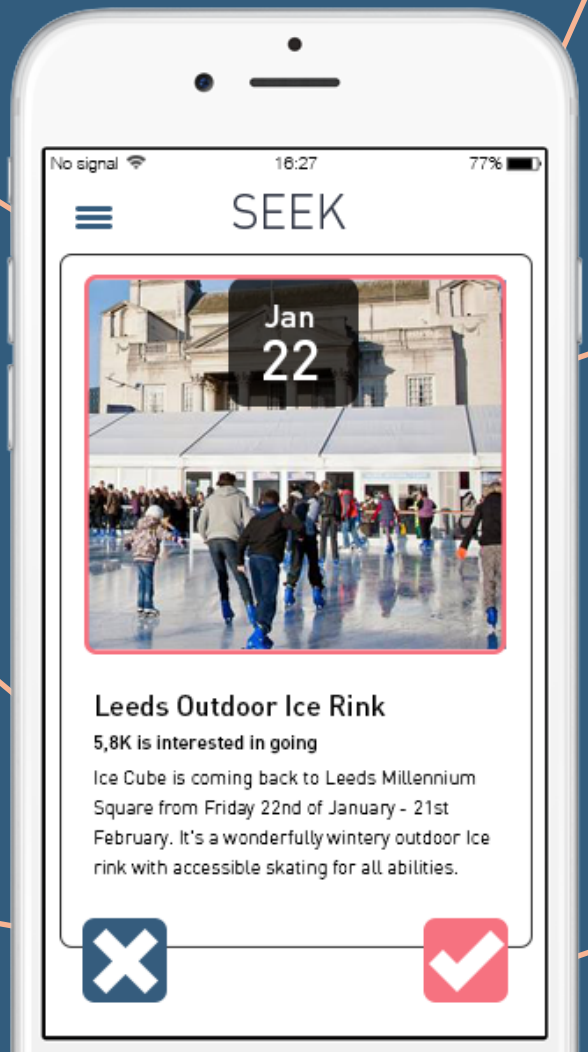
Tab bar so the user can navigate easily back to the menu

Picture of presented event

Event information displayed underneath the event picture

Swipe left or press the X to say that they are not interested in the event presented

Swipe right or press the V to say that they are interested in the event presented and save it



# FUNCTIONALITY

Tab bar so the user can navigate easily back to the menu

Displaying the events the user is interested in.

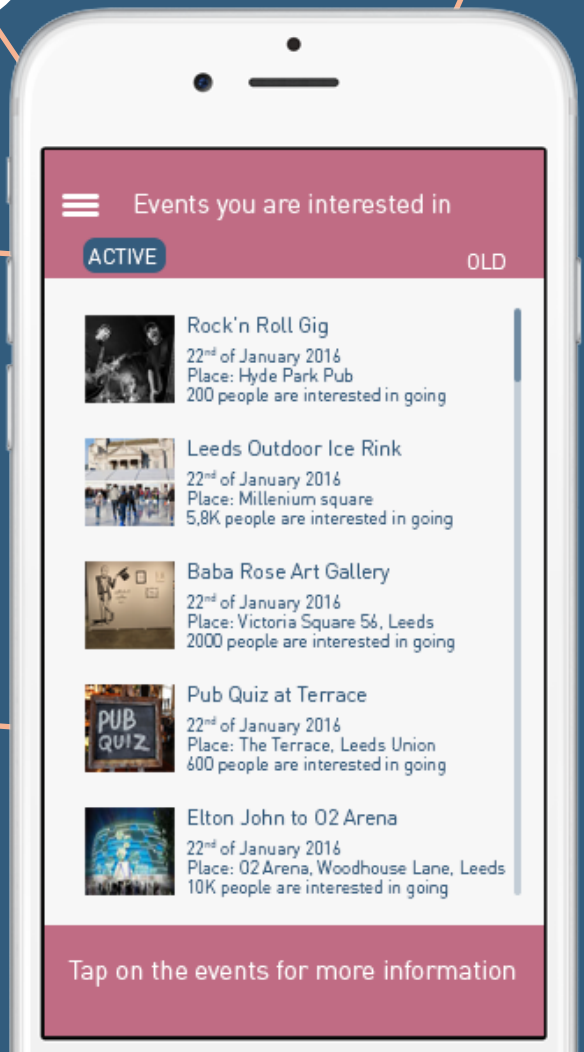
Press OLD or Active and the one you pressed will turn blue, to show the user where they are.

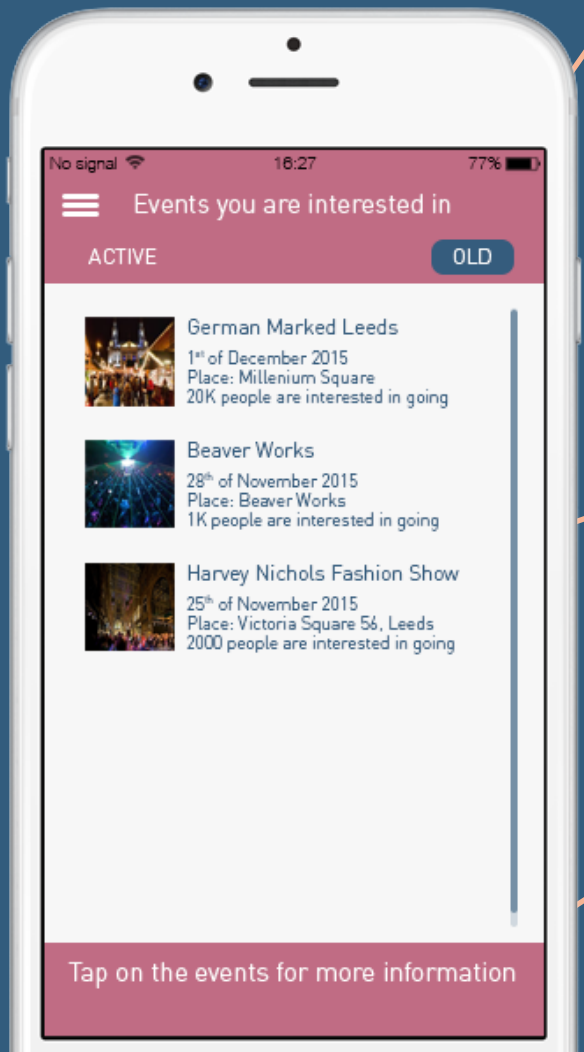
Users can decide to see saved active events or look at old saved events that have been

Small pictures and the most important info of that event, so the user easily can remember what the event is without opening it for more info

Scroll function. So the user easily can scroll through the events they would like to attend

Users can tap on each event to get more information or open the event in Facebook



# FUNCTIONALITY

Tab bar so the user can navigate easily back to the menu

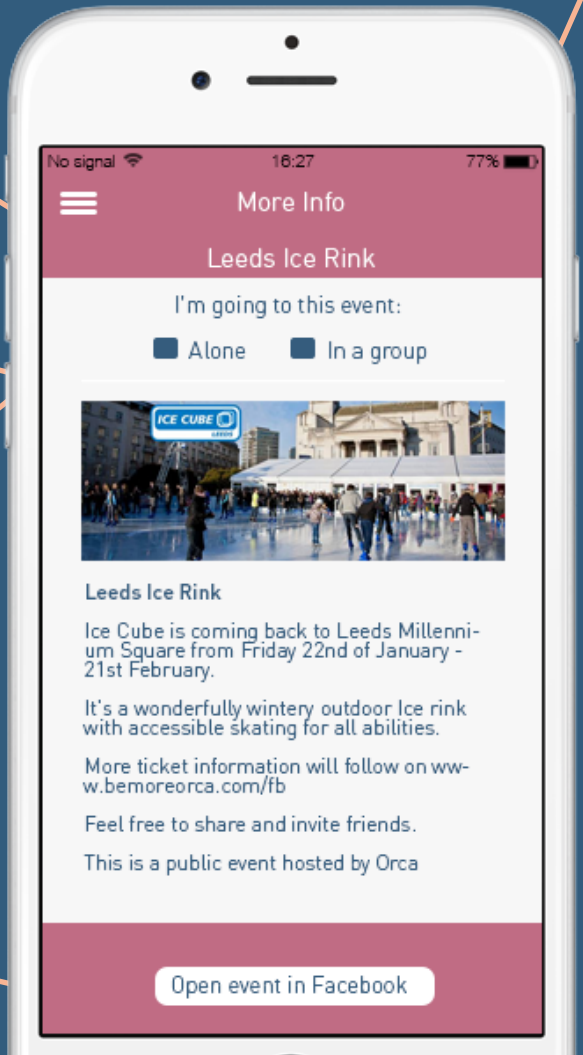
Scroll function. So the user can see all the event information

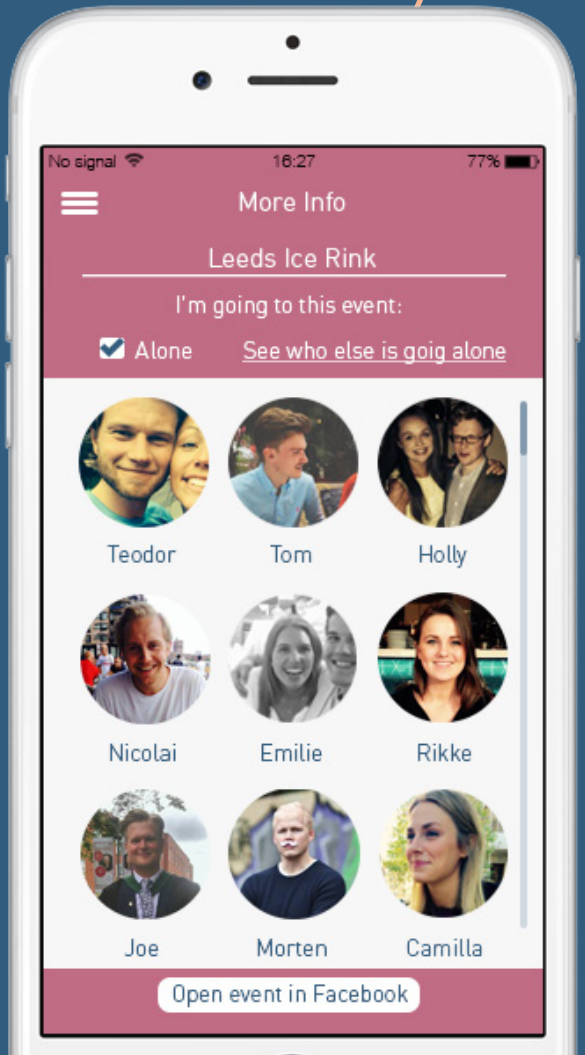
User can decide whether they are going alone or in a group. If they are going alone the app loads a new screen showing everyone else who is going alone

Option to open event in Facebook or share with friends

More info about the event, when tapped in saved events

Showing everyone who is going alone to chosen event



# FUNCTIONALITY

Displaying the events the user is interested in.

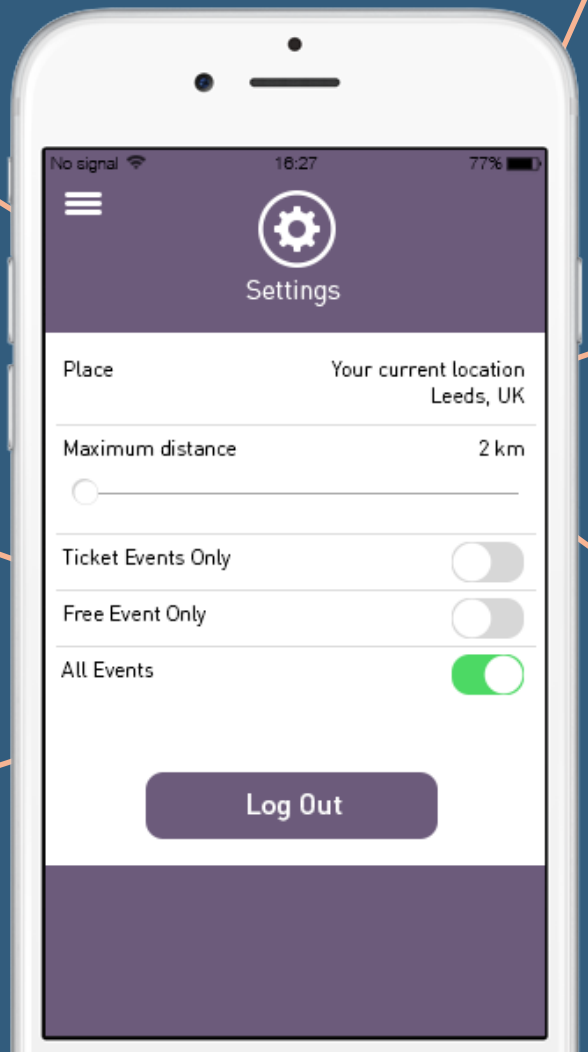
Tab bar so the user can navigate easily back to the menu

The user can decide if they only want to see ticket events, free events or all events close to them

Showing the users current location. Which location the app will find events from

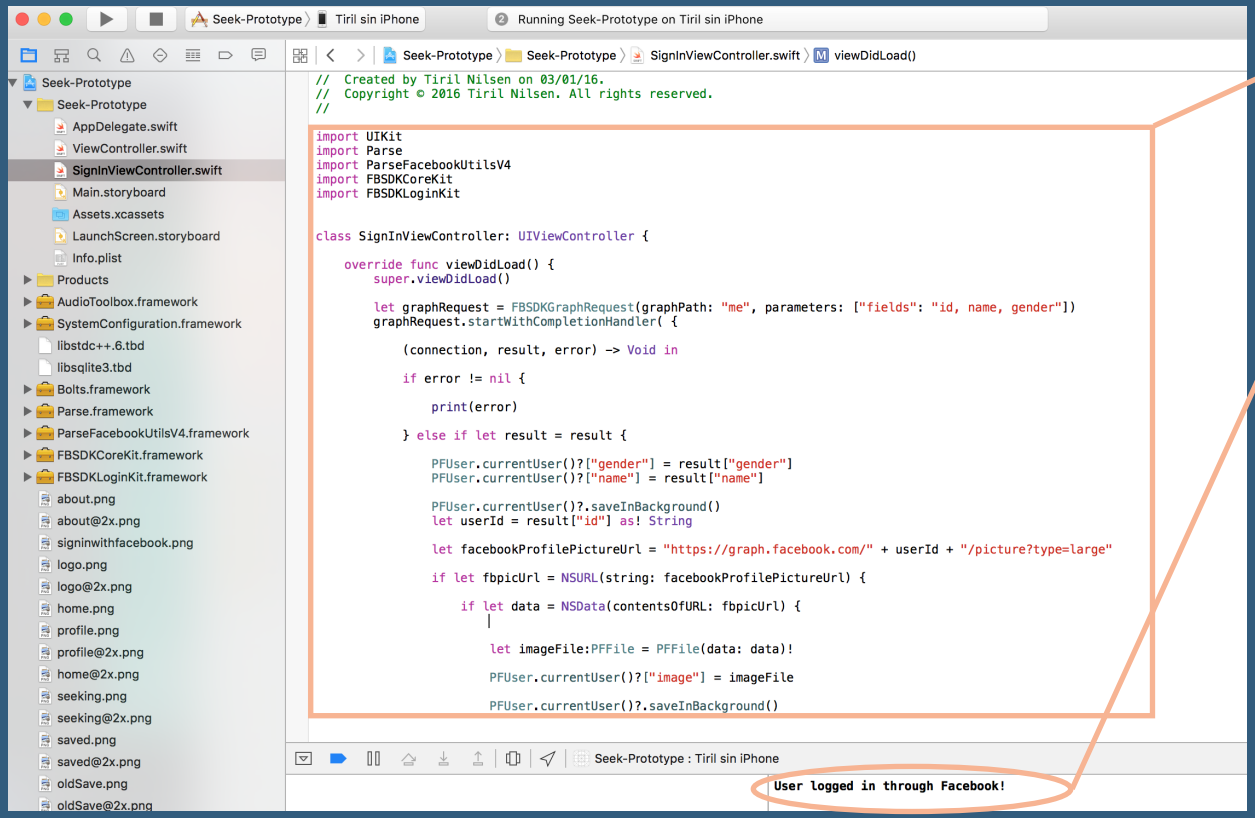
Users can easily log out of the app by pressing log out

User gets the choice to set the distance of how far away from them the app is going to find events from



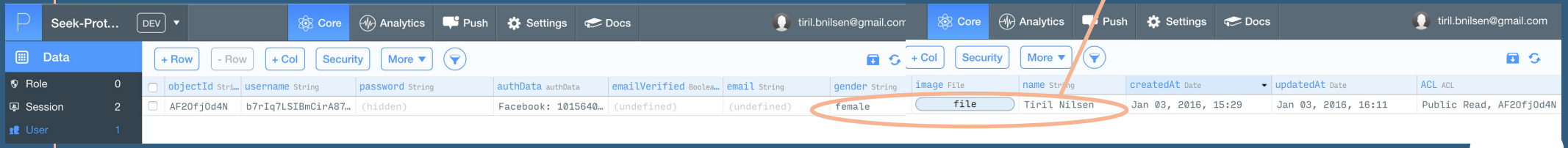
# FUNCTIONALITY – SCREENSHOTS

Seek will be made in Xcode using Swift 2 to begin with to see if the app turns into a success or not. If it is a success there will be made an Android version of the app as well.




Example of some of the code used in Xcode to make it possible to sign in through Facebook in Seek. As you can see in the bottom, when a user logs in through Facebook, you get a message that it was successful

Screenshot from my personal Parse account. Parse is used because it's easy, stores user data and it is scalable, which means that it can expand to an infinite size. Here you can see that I have logged in through my Facebook and because of the code from Xcode it has retrived my Name, Gender and Profile photo, and stored it in the Parse database



# RISK ANALYSIS

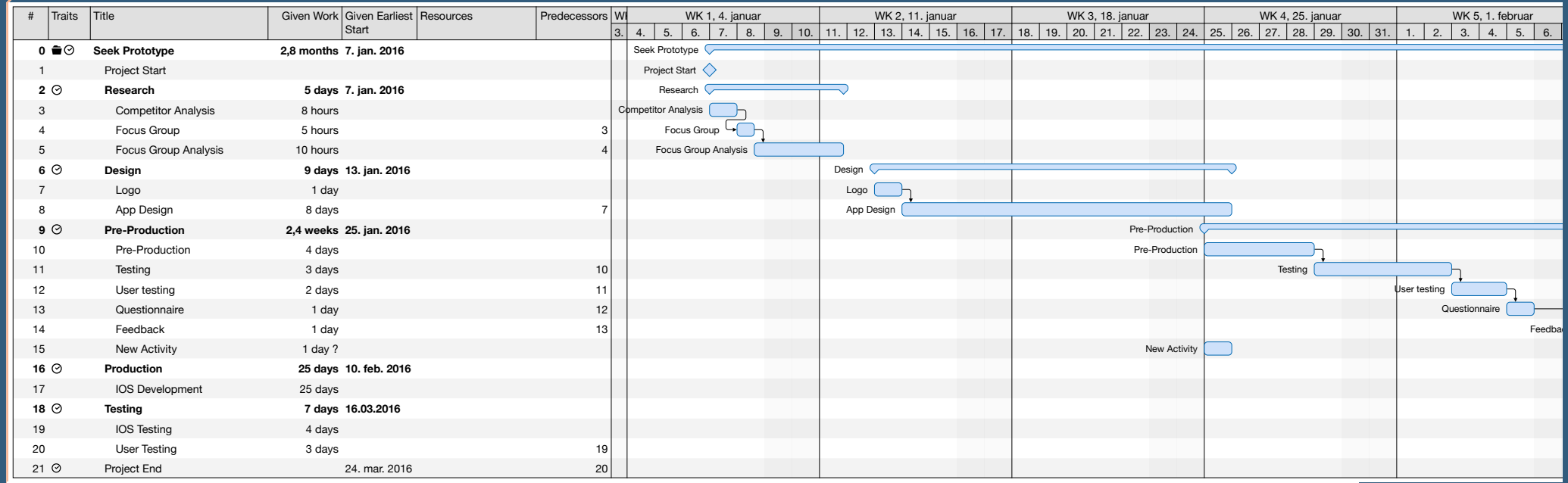
| Category | Risk | Severity | Problem | Solution |
|---|---|---|---|---|
| Project Managment | Different tasks may take longer than expected | HIGH | This could cause the app not being completed on time | Stick to deadlines. Leave time for this to happen as it is a high risk for this project |
| User Risks | Users don't have Facebook | LOW | Some people don't have Facebook. The user needs a Facebook account to use Seek. | Encourage them to register with Facebook. |
| | Users don't like giving up their location | LOW | Some people are wary on giving apps their location because they are scared for their safety | Seek is only using the users location to find events near them. The users location is never being shared. Make this clear for the user. |
| Research Risks | New research might show new issues with completing Seek | LOW | Conducting issues by making Seek, that wasn't thought of | Ensure to cover all issues and problems before hand to avoid this problem |

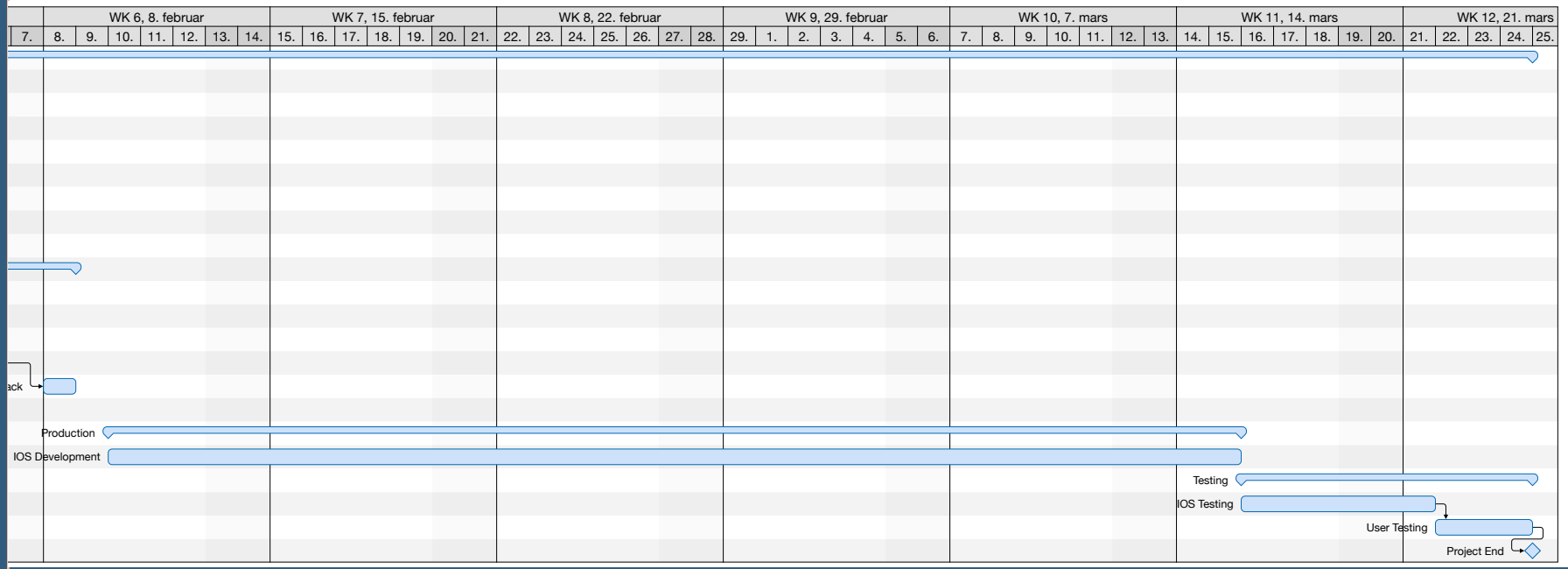
# RISKS ANALYSIS

| Category | Risk | Severity | Problem | Solution |
|---|---|---|---|---|
| Design Risks | The design might not appeal to everyone | MODERATE | The target audience is everyone who has Facebook, it's therefore important to make a design that appeals to everyone. | Conduct user testing and ask for feedback throughout the design process from all ages. |
| | Design may not be suitable or practical for a landscape view | HIGH | Seek will most likely only be designed for portrait view and not landscape view | Produce adapted designs for both portrait and landscape view and see how it works. |
| Technical Risks | There may be bugs in the code | HIGH | Bugs in the code could cause the app to crash and lead to loss in users | Leave enough time for bug fixing and testing before launching. |
| | Computer could crash | HIGH | All work would be lost | Ensure to take back ups regularly to avoid this issue. |

# GANT CHART

| # | Traits | Title | Given Work | Given Earliest Start | Resources | Predecessors |
|---|---|---|---|---|---|---|
| **0** | | **Seek Prototype** | **2,8 months** | **7. jan. 2016** | | |
| 1 | | Project Start | | | | |
| **2** | | **Research** | **5 days** | **7. jan. 2016** | | |
| 3 | | Competitor Analysis | 8 hours | | | |
| 4 | | Focus Group | 5 hours | | | 3 |
| 5 | | Focus Group Analysis | 10 hours | | | 4 |
| **6** | | **Design** | **9 days** | **13. jan. 2016** | | |
| 7 | | Logo | 1 day | | | |
| 8 | | App Design | 8 days | | | 7 |
| **9** | | **Pre-Production** | **2,4 weeks** | **25. jan. 2016** | | |
| 10 | | Pre-Production | 4 days | | | |
| 11 | | Testing | 3 days | | | 10 |
| 12 | | User testing | 2 days | | | 11 |
| 13 | | Questionnaire | 1 day | | | 12 |
| 14 | | Feedback | 1 day | | | 13 |
| 15 | | New Activity | 1 day ? | | | |
| **16** | | **Production** | **25 days** | **10. feb. 2016** | | |
| 17 | | IOS Development | 25 days | | | |
| **18** | | **Testing** | **7 days** | **16.03.2016** | | |
| 19 | | IOS Testing | 4 days | | | |
| 20 | | User Testing | 3 days | | | 19 |
| 21 | | Project End | | 24. mar. 2016 | | 20 |



# FEE BREAKDOWN AND EST. TIME USE

### DESIGN PRODUCTION
**Wage hourly:**
£20
**Est. hours:**
60 hours
**Est. costs:**
£1200

### PRE-PRODUCTION
**Wage hourly:**
£25
**Est. hours:**
50 hours
**Est. costs:**
£1250

### PRODUCTION
**Wage hourly:**
£25-30
**Est. hours:**
125 hours
**Est. costs:**
£3125

### EQUIPMENT
**Software/Hardware**
£1800
**License (per year):**
£79.99
**Est. costs:**
£1879,99

### TESTING
**Wage hourly:**
£15
**Est. hours:**
35 hours
**Est. costs:**
£525

TOTAL ESTIMATED HOURS

**270 Hours**

TOTAL ESTIMATED COSTS

**£7979,99**