

# Eventful

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The Map Based Event App

# OUR TEAM

## Global Huskies

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**Hritika Singh**

Project Lead, Co-Project  
Manager, & Data Science



**Andy Cerekja**

Front/Back End Development  
& Data Science



**Yuna Dodobara**

Front End Development,  
Security, & Networking



**Brandon Ung**

Co-Project Manager &  
Data Science



**Sohshun Tateishi**

Front/Back End Development  
& Data Science

# OUR SPONSOR

## Jichang Cheng

- MSIM Student
- Project conducted through entrepreneurial course
- Jichang is an International student!



# OUR PROBLEM STATEMENT

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**How can we empower  
International Students at  
University of Washington to  
seamlessly integrate into their  
new community  
so that they can have a more  
cohesive and supportive  
environment?**



Difficulty adjusting to a new country



Language barriers



Social isolation was 2.5% higher for international students than other university students from 2018 to 2021.

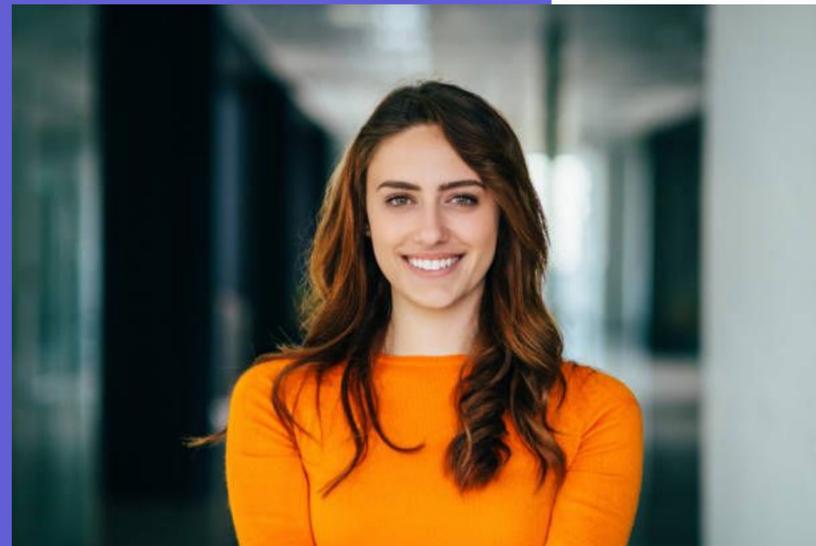
## MEET OUR PERSONAS

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### **Ken (19) | Sophomore at UW | From Tokyo, Japan | Student user**

- Lifelong dream of attending a college in the U.S.
- Freshman year at UW presented hurdles
  - ◆ Ongoing journey to gain proficiency in English
  - ◆ Not many international students from Tokyo in his Freshman year dorm.

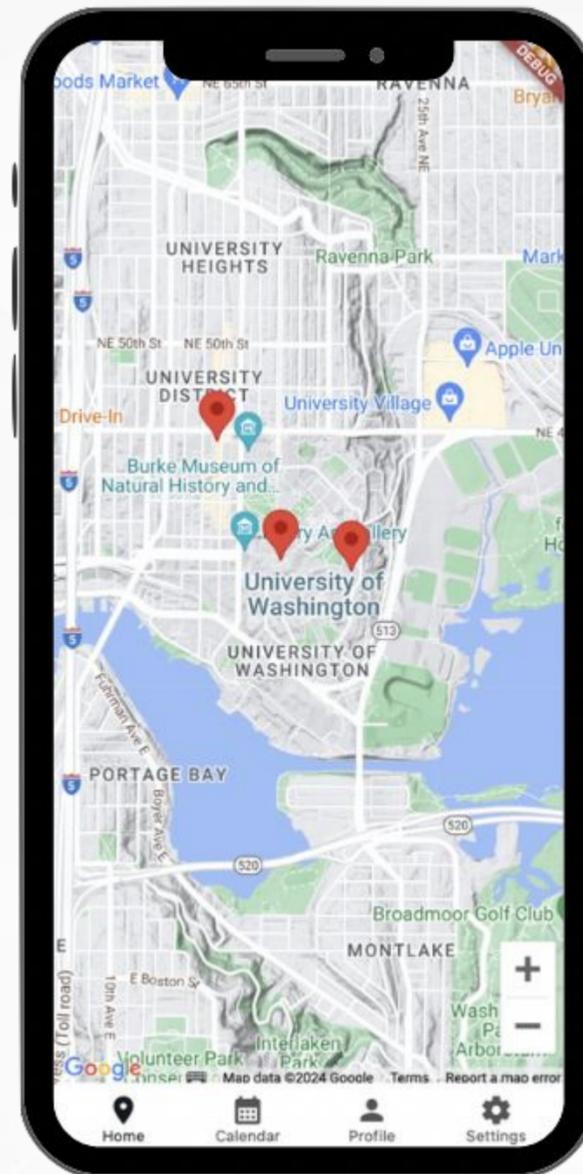


### **Jennifer (21) | Senior at UW | ASUW officer | Organizer user**

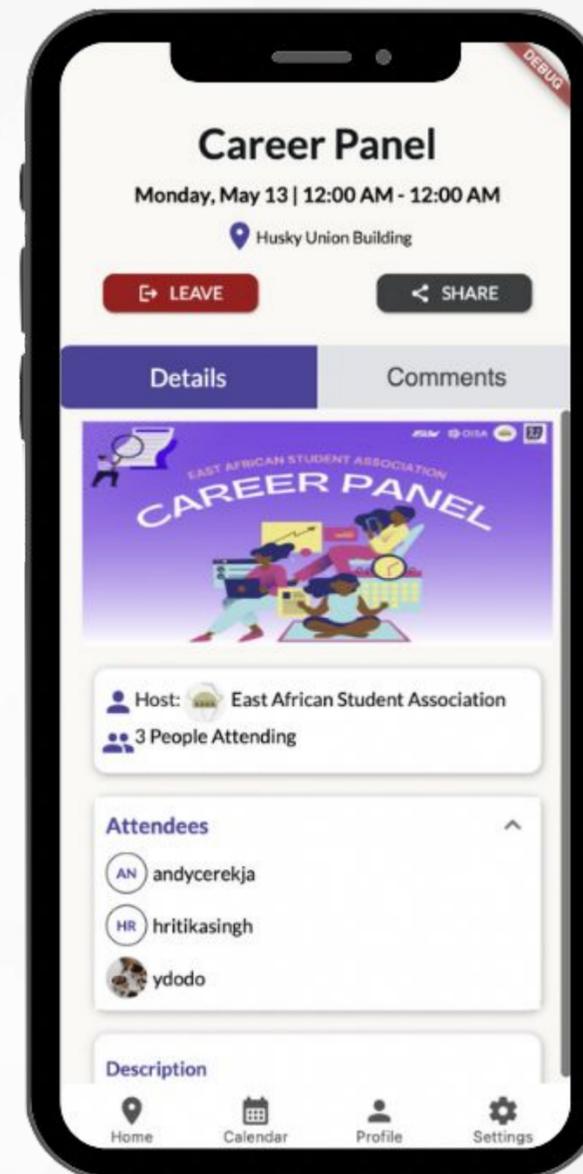
- Joined ASUW in hopes of engaging the campus community
- Feels she is not able to advertise ASUW events to entire community through traditional platforms

# OUR KEY FEATURES

- Discovering and registering for events
  - ◆ Map-based home screen
  - ◆ Simple event registration
  - ◆ Events posted by trusted Registered Student Organizations (RSOs)
- Pins on event locations
  - ◆ Clicking pins leads to user to short summary of event
  - ◆ Can access event page from pins



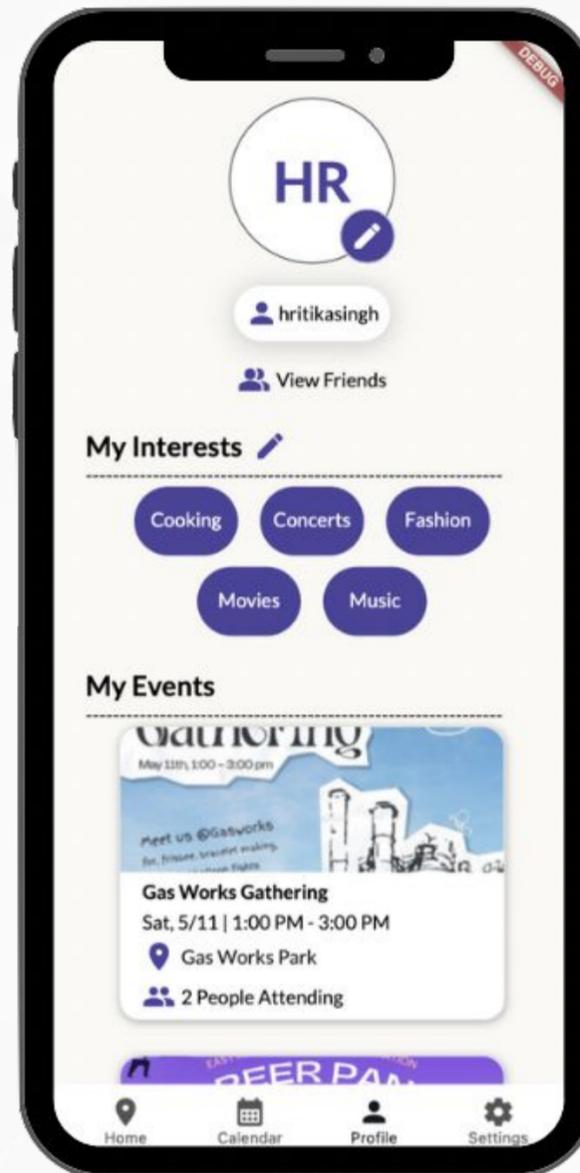
Home



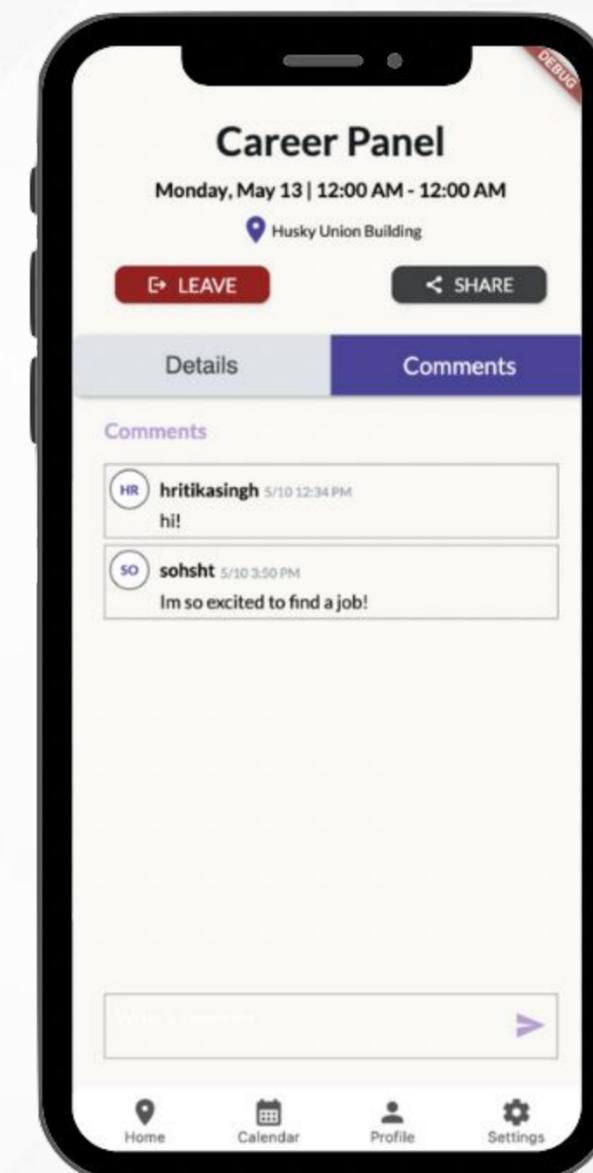
Event  
Registration

# OUR KEY FEATURES

- Promoting interpersonal connection
  - ◆ Personal profiles
  - ◆ Event-specific comment sections
- Add others users as friends
  - ◆ Users are able to see which events their friends are attending on their profile



Profile

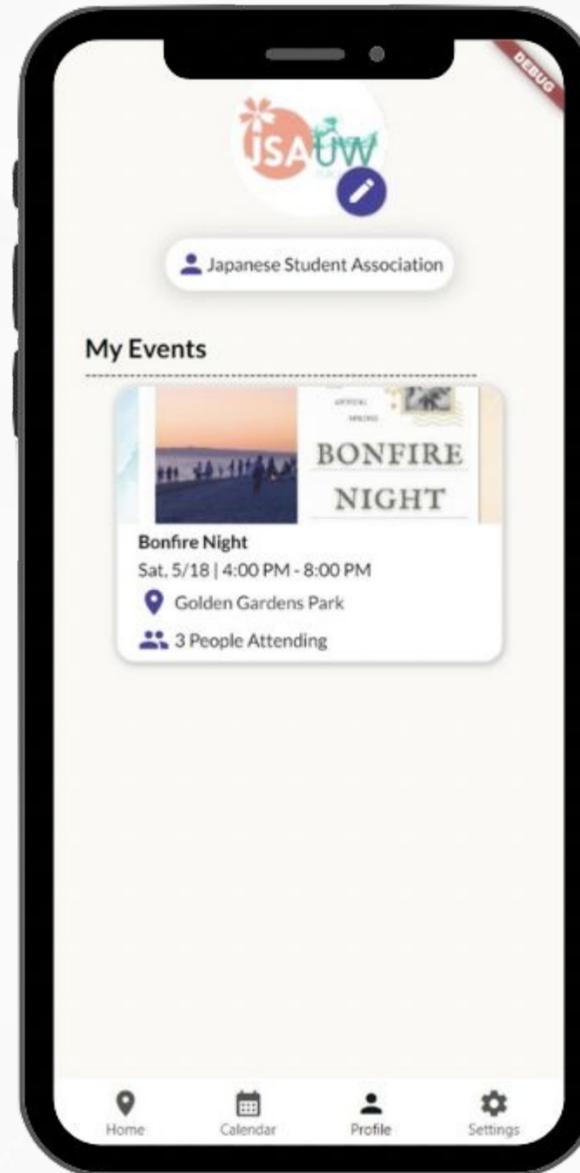


Event  
Comments

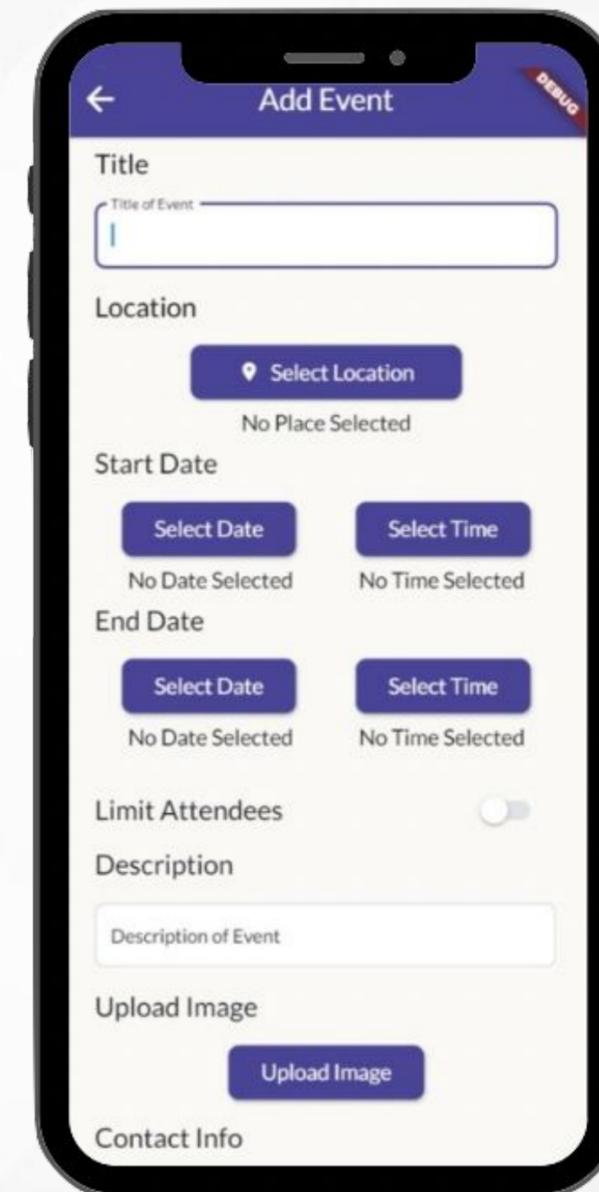
# OUR KEY FEATURES

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- Organizer Accounts
  - ◆ Entrusted RSOs will be given an 'organizer' role
  - ◆ Organizers are able to create and edit events to be posted
  - ◆ Organizer profiles display the upcoming events they are hosting



Organizer  
Profile



Add Event

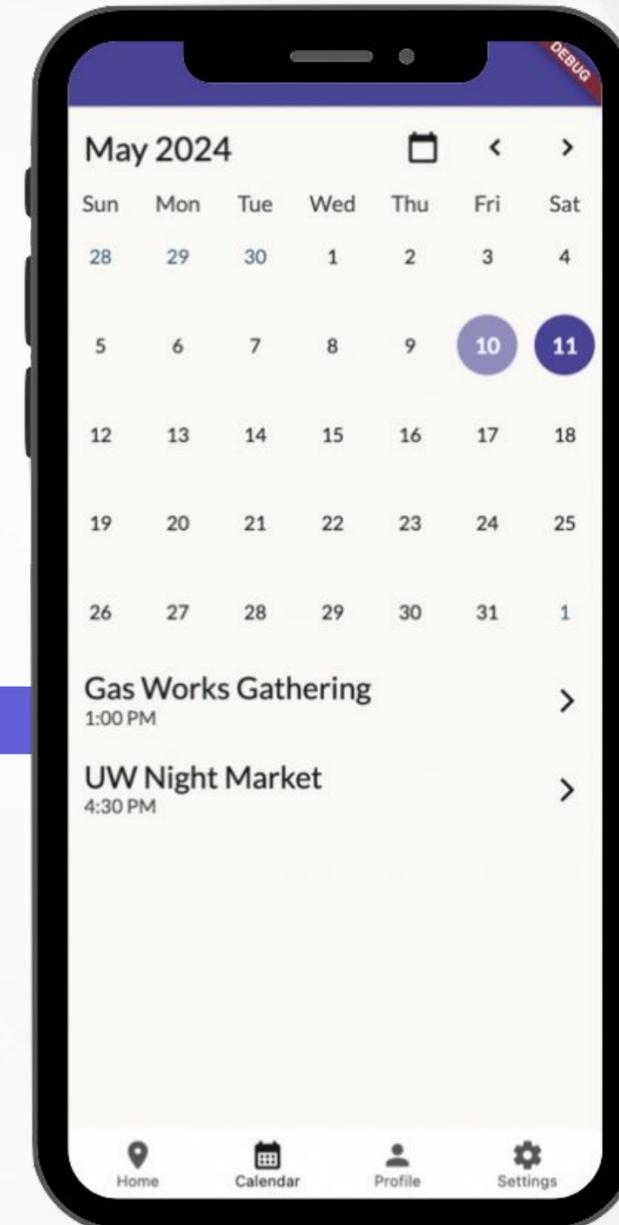
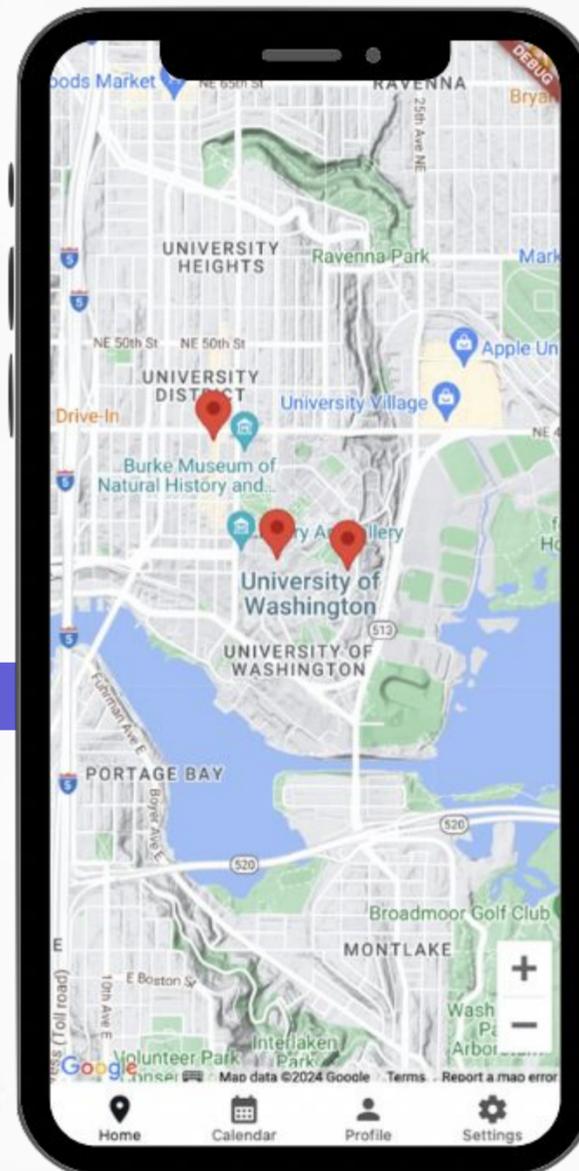
# KEY CONCEPTS

## Map Based UI

- Visual Representation of Event Locations
- Spatial Awareness
  - ◆ Increase awareness of neighborhood/surrounding areas
- Interactive Experience

## Familiar UI

- Intuitive UI mirroring popular apps like Google and Yelp
- Interactive Components
  - ◆ Promotes user engagement
- User Feedback Mechanism
  - ◆ Immediate feedback upon user interactions



# USER TESTING

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## VALIDATION

### **Concepts**

#### **Validated:**

- Flow of the app is smooth
- Layout of events on the map
- Whether students would attend an event or not

### **Design**

#### **Direction After**

#### **Validation:**

- Created a consistent color scheme that meets ADA standards
- Added more personalized security features
- Made formatting more uniform for a cleaner flow

# ETHICAL CONSIDERATIONS

1

## Privacy & Security

- Keeping user's data private
  - GDPR Compliance

2

## Accessibility

- Accessible to all users
  - ADA Compliance

3

## User Safety

- Personalized security settings
- Personal information secure

# OUR NEXT STEPS

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Transfer all accounts to sponsor



Transfer admin permission on Flutterflow  
and Firestore to sponsor



Cancel any subscriptions or tools  
that are no longer necessary



# THANK YOU

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We hope you enjoyed learning about our app, Eventful.  
Please feel free to ask us any questions!