

Interview Questions

- 1) Can you tell me about your experience using Evite.com?
 - 2) When creating an invitation, was it easy for you to design?
 - 3) Did Evite.com have enough designs for you to choose from? Did you like the designs they had? How much did you care about the design?
 - 4) Was it easy for you to import your contacts into Evite from your email provider or your computer?
 - 5) If not, what made it difficult?
 - 6) Did Evite give you enough options to get all the information you wanted from your guests?
 - 7) If not, what information would you like to have received from your guests?
 - 8) Did you have any other problems using Evite?
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#1

1. I've been using Evite for my events for at least the last 6 years. I dislike the interface because it's clunky and inelegant, but there is no other event invitation service that works better, so it's my default.
 2. I feel like the steps are clunky. In this day and age it should be easier to make changes to the design and see the changes immediately. I feel like every invitation is ugly and the templates that they have feel dated.
 3. They have tons of designs, way more than I would ever look through. While I do like that they surface seasonally appropriate themes, browsing through the themes for things like birthday parties is a real drag because it requires so many clicks and page loads.
 4. I don't import my contacts because I've had issues with it in the past. I don't want to accidentally spam my friends. Instead I just copy and paste in email addresses after aggregating the list in email.
 5. I don't remember exactly what made it difficult. I think that I didn't have a lot of trust with the interface, thinking it might keep permissions longer than I wanted. I also know people who accidentally sent invitations to too many people.
 6. It's adequate. Usually I just need to know if they are going or not. Most of my problem with invites is that guests themselves are flaky and don't commit. I do like that I can see who has looked at the invitation.
 7. Yes, I'd like to know what % certain my guests are that they will or won't be able to attend, but I think that would be challenging for an invite system to manage.
 8. I didn't like the "new" Evite design. I wish that it was easier to add events to my calendar... maybe make all of my invites an ical feed so that I can have it port to Google Calendar automatically?
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#2

- 1) Can you tell me about your experience using Evite.com?

I became aware of it in 2001 when I received an invitation from a friend. I quickly started using it to organize various parties. I've been mostly pleased through the years, liking some changes (**being able to copy prior events**), disliking others (not being able to use just an uploaded photo) and ignoring most.

2) When creating an invitation, was it easy for you to design?

Usually. On some occasions when I **tried to embed html links (or just give URLs in the text) they would come out broken** because Evite would add extra characters. Other than that, no problems.

3) Did Evite.com have enough designs for you to choose from? Did you like the designs they had? How much did you care about the design?

It seemed like sometimes they had **too many overly-specific designs on the same sub-theme**. For instance the Movie Party designs are mostly geared for awards parties rather than just watching movies. But when I'm doing a party within that sub-theme I like the designs generally.

The above would be even less of a problem if they still **allowed completely custom designs**, rather than the current "fill in a space" ones.

4) Was it easy for you to import your contacts into Evite from your email provider or your computer?

Very.

5) If not, what made it difficult?

N/A

6) Did Evite give you enough options to get all the information you wanted from your guests?

I've never used this feature beyond soliciting +1s or comments, and both of these seem to work (**although guests sometimes don't see how to change the number attending**).

7) If not, what information would you like to have received from your guests?

The aforementioned "number attending". Perhaps this can be made more prominent.

8) Did you have any other problems using Evite?

Apparently, there is no longer a way to add **new email addresses to an account**, which was something very useful for me in the early days. So if a user starts receiving invitations at a new email (or using a new one for a return address), they have to use a separate account without the benefit of the accumulated past events & contacts.

1 - It's very useful, and the only effective software I've ever used for this purpose, though it's not without its problems.

2 - It's easy if there's a template available, but it's **difficult to modify the templates** if they aren't exactly what I want.

3 - Sure, there are lots of designs for standard events, and I generally like the options available, but **if I want to create an event outside the standard, it gets difficult. I care about the design when it matters to the event. For example, the designs for Movie Nights are nice, but there's only one option that lets me put in a picture of my own.**

4 - Very easy.

5 - n/a

6 - Yes

7 - n/a

8 - I would like if there were more **evite templates that allowed for picture imports**, and ideally an option to create a completely new design.

#4

> 1) Can you tell me about your experience using Evite.com?

I use it when I throw parties; not all my friends are on Facebook, and email is too chaotic and messy. I've used it at least 10 times.

> 2) When creating an invitation, was it easy for you to design?

It's fairly easy, yes. Occasionally I've lost a design, and that's annoying.

> 3) Did Evite.com have enough designs for you to choose from? Did you like the designs they had? How much did you care about the design?

I really enjoy finding the perfect design, and sometimes Evite doesn't have just the right design for me, so **I like the option of being able to upload my own art and to create a custom one** - does Evite still have that option? It's been a while since I've done that. I really **object to the mandatory category** that you are required to pick so Evite can choose what ads to show on your invitation. I throw weird parties that don't exactly fit in any of those categories. I can seldom find just the right category for them, and so the ads I get are usually tremendously (or hilariously) irrelevant to the people I'm inviting.

> 4) Was it easy for you to import your contacts into Evite from your email provider or your computer?

I don't like to import my contacts; I don't want evite knowing every single person in my contacts, and I certainly don't invite them all to parties. I enter them manually, which is a bit of a pain in the butt, but I like that I only have a record in Evite of people I've already invited to parties.

> 5) If not, what made it difficult?

Keeping the email addresses updated is a pain. Whenever I send an Evite I always get returned invitations from those who've changed their contact information, and I have to deal with them one by one. It's a big headache.

> 6) Did Evite give you enough options to get all the information you wanted from your guests?

I think so.

> 7) If not, what information would you like to have received from your guests?

> 8) Did you have any other problems using Evite?

I wish Evite showed all the party information in the invitation: date, time, location, description, rather than making everyone go to the website to find out. Some people don't have time for that. They can come there to RSVP, but as both an inviter and a guest, I hate that they have to take that extra step just to see what the invitation is. It's tremendously annoying. I also feel the message board comment system is a little confusing, and unreliable - often I've posted a response and it's disappeared.

#5

1) Can you tell me about your experience using Evite.com?

I've used it off and on for nearly 10 years. I've occasionally tried other systems, but none of them are every as customizable as I want them to be. Evite.com isn't either, but if I have to sacrifice customization, I at least want it to be plug-n-play.

2) When creating an invitation, was it easy for you to design?

Yes, although I am always poking around for customization that isn't possible, e.g. changing colors of some parts of the invitation. Most of the time involved is me fussing with trying a number of options.

3) Did Evite.com have enough designs for you to choose from? Did you like the designs they had? How much did you care about the design?

The design is where I spend the most time, and browsing the possibilities is a significant portion of that. While the selection is large, it is not necessary diverse: the designs tend to be variations on a pretty narrow theme (seventeen different interpretations of "balloons," for instance). I also find it difficult to browse between categories. Maybe there is something in the birthday section that would work for my cocktail party--but I will never know! Design navigation seems to be designed to get you in a lane and make sure you stay there. I would prefer more mix-and-match power.

4) Was it easy for you to import your contacts into Evite from your email provider or your computer?

I confess I do it manually: there are so many email addresses in my contacts that purging them takes longer than making a list from scratch. I also live in fear that I would important, forget to purge someone, and accidentally invite someone unintended. I do not need that stress in my life.

5) If not, what made it difficult?

See above.

6) Did Evite give you enough options to get all the information you wanted from your guests?

Yes, but mostly because I don't want that much information.

7) If not, what information would you like to have received from your guests?

n/a

8) Did you have any other problems using Evite?

There's a lot of clicking back and forth in the design process--I wish that were easier. **I'd like to be able to do everything from one screen using various tools/menus.** With its radio buttons and multiple pages, it definitely feels like an older website.
