

Goal: create a user-friendly, creative, flexible and reliable online invitation website. For purposes of this class, the working title for this product is: "Part-E".

Competitor sites: (via <http://lifehacker.com/5654337/five-best-invitation-services>)

Evite

Facebook

Pingg

Anyvite

Google Calendar

The user interviews concentrated on Evite as a competitor for Part-E, because it's relatively well-known and widely-used.

The interview results showed a heavy concern with customization, ease of use and creativity. All users were frustrated that Evite templates were not fully customizable, and that their experience would have been much easier if they had been able to upload a custom image to use as the base of their invitation's theme. They reported too much cognitive load involved in paging through multiple themes searching for a theme that fit. There were several users that had a hard time organizing their contacts, keeping track of RSVPs, and keeping their emails up to date. Reliability was an issue with a few users, who lost designs, saw comments in conversations disappear and had invitations go to the wrong people. Outside of Evite's failings, users indicated they would like to encourage more of their guests to reply, avoiding maybes and no-shows. Some also wanted an easier way to add an event to their personal calendar. Not all users had difficulty uploading their contacts from their email provider. One user felt that the ad targeting was inappropriate.

User Requirements for Part-E, ranked by priority:

- 1) Tool to upload custom photo to use for theme-building
- 2) Tools to customize every theme (text and background colors, fonts, and image resizing/image effects)
- 3) A wider selection of pre-made themes, easily searchable by tag and category
- 4) Tool to update stored guest information, especially email addresses
- 5) Compatibility with common email providers to synchronize contacts and calendars
- 6) Tool to allow guests to change the number of people attending

Nice to have:

- 7) Tool to allow guests to converse with each other about the event
- 8) Tool to ask guests questions (voting, potluck dishes, gifts)
- 9) Points vs. time system to reward guests for RSVPing promptly