Interface language and Graphics

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Case Study: Public Event Creation Process on Facebook

Description:
This is a public event creation page on Facebook mobile app. This Page allows users to fill out event information, set event management, and publish it to the public.

Problems:

- **No privacy warning**
  Although users can know a public event means it will be visible to everyone on Facebook, what they don't know but should know is that a public event is even visible to users off Facebook and users can't change it to a private event once created. Unfortunately, users don't get this important information during the creation process.

- **No visual elements**
  The whole page barely has visual elements to support the text. According to the Gestalt Principles, users tend to form a perception based on shape, position, and visual elements, which can help them effectively gain useful information.

- **No promotion instructions**
  There is no text to instruct event creators to fill out this form, let along encourage them to generate a more interesting page.

- **Less human-centered design in ticket section**
  For public event managers, the current ticket section doesn't meet their needs. In reality, events can be divided into at least four categories: 1) no tickets required; 2) tickets at the door; 3) pre-paid tickets; 4) registration only

- **Layout separates related content**
  Generally speaking, users assume the function of an element is related to others that are in close proximity. However, the current layout separates host and co-host who are supposed to be in the same category. Also, for some reasons, the host profile isn't initially in the center.
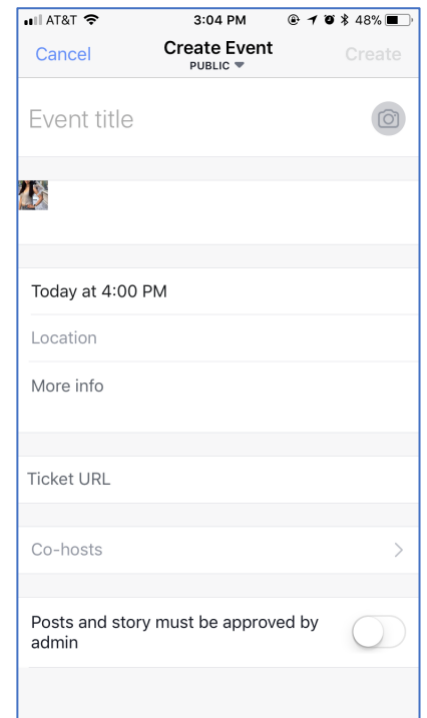
Recommendations:
Based on the punch lists above, the ideal public event creation page should look like the below:

• **Action: Add privacy warning banner**
• **Why**: Users should keep in mind the universality and inalterability of a public event (human principle)

• **Action: Add icons for each function**
• **Why**: Visual elements can convey a message quicker than text. Icons can remind users what they are filling out as the notes will disappear when they are typing

• **Action: Add explanation for each section**
• **Why**: A small sentence next to each section like "let people know what to expect" can help users to understand what the section is about and address their potential confusion immediately.

Action: **Replace "tickets" with "admission" in the title**
Why: According to Merriam Webster, ticket means "a certificate or token showing that a fare or admission fee has been PAID". In real life, most of events don't need to buy a ticket. The original word "ticket" may cause confusion to users.

• **Action: Gives more options on admission**
• **Why**: Originally, users can just choose put ticket link or remain empty, but that's not what they need. Ending with the word "tickets" in the first three options makes the content easily to understand. Meanwhile, the revised categories meet different admission scenarios.

- **Action**: **Move related items to each other**
- **Why**: Moving host and co-host to the same region tells users that they are connected. Users can easily make changes on hosts without moving their fingers across the whole screen as the original design shows.

- **Action**: **Add category section for users to promote their events**
- **Why**: In event page, Facebook recommends related events to users based on keywords and algorithm. But event creators can't take control on who can see their event on the feeds. Giving users an opportunity to categorize their event can help them better promote their events to the right audience.