

UX conception

Ziel war es, das Konzept einer neuen User Experience zu entwerfen.

Client Xing
Services User Experience
Year 2017

XING EVENTS

Building a new, more trustable rating experience

Design Draft & Conception - Kevin Winhard

WHATS WRONG?

Any event is different. It can be thrilled, informative, exhausting, funny, ...

If you've ever experienced an event and tried to remember all the details a couple of days after it took place, you've noticed that it's nearly impossible to memorize all the things that happened during that experience.

DECISION

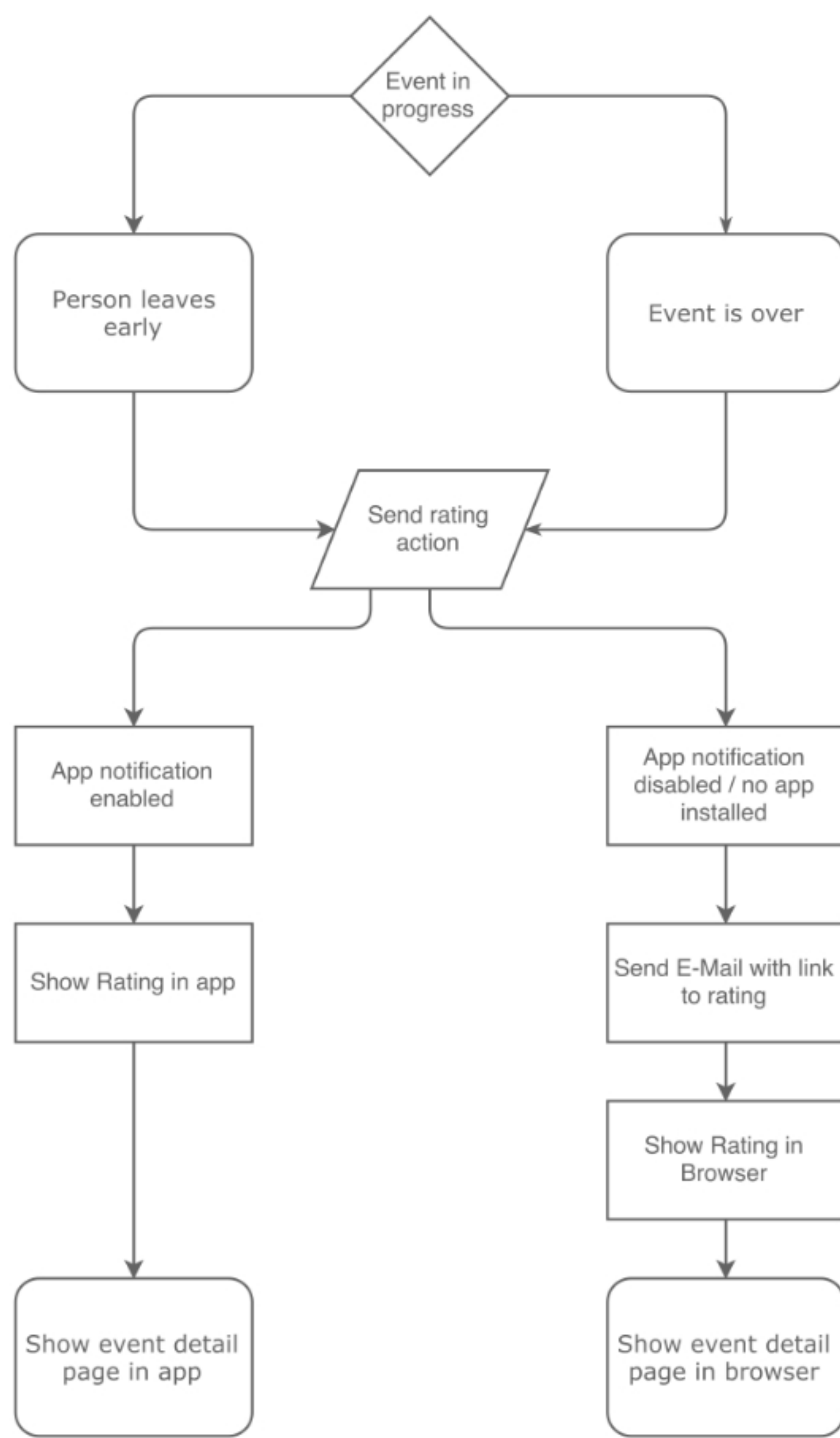
While all events are unique, every event has something in common.

It is full of emotions.

While trying to keep the emotions and feelings of the event, it is mandatory to rate any event as soon as possible after its ending.

Therefore I built a user experience, that helps the user to rate the event right after leaving the location or right after the events ending.

HOW THE EXPERIENCE WORKS



USED CASE

The user decides to leave the event early or the event is over.

The system decides between two actions:

- 1 The user has the app installed and activated notifications.
- 2 The user deactivated notifications or has no app installed

In the first case, the user gets a notification on his smartphone and will be linked to specific rating right in the Xing Events app.

In the second case, the user gets an E-Mail with a link to the specific rating for view in a browser.

After completing the rating, the user will be redirected to the event detail page to see a summary of the past event and an overall rating of all participants.

