

FEB 12, 2021

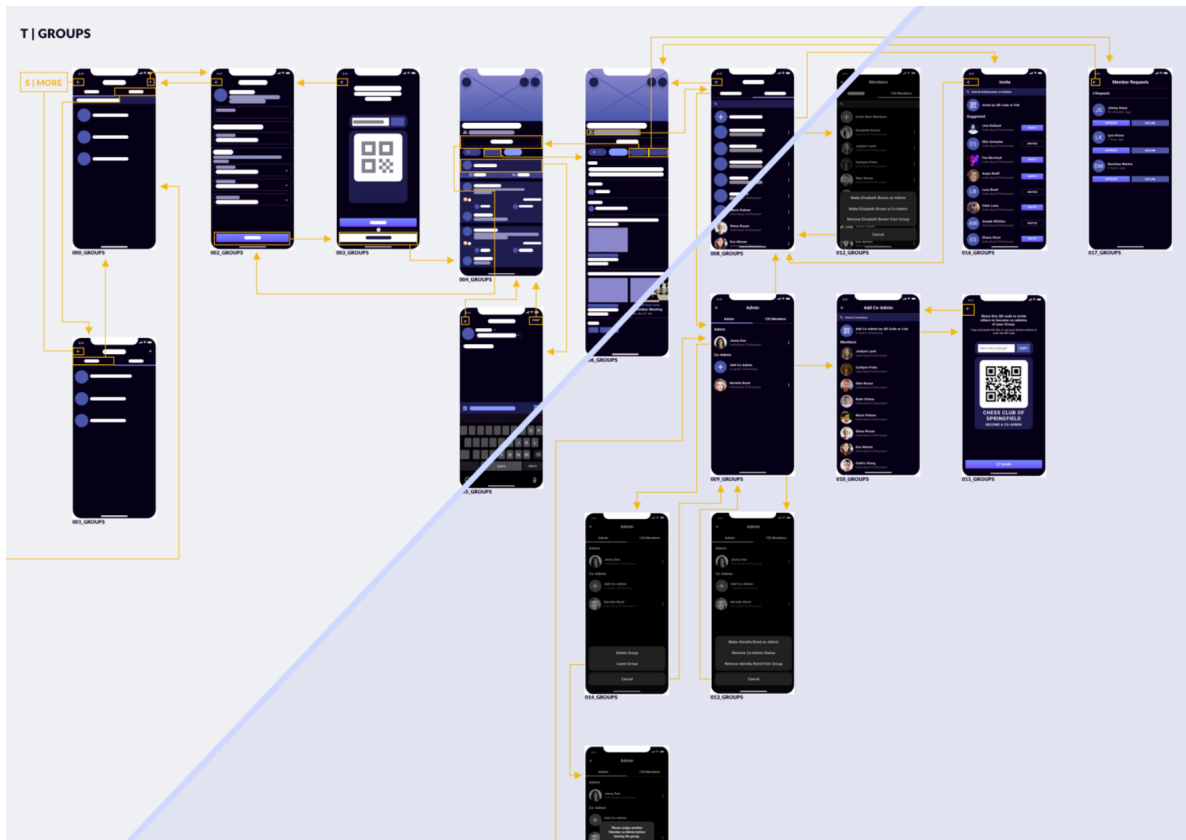
USER TESTING RESULTS

GALILEO

Presented by
FAIRBANKS STUDIOS, LLC

USER TESTING RESULTS

Two people were selected for in-depth user testing. These users represented two of our main user groups – the free user (Galileo Silver), and the paying user (Galileo Gold/Platinum). The raw data from these interviews can be accessed [here](#).



Interviewees cited the dark interface and intuitive user flow as positive features of the application.

HIGHLIGHTS

Our interviewees had largely positive feedback on the application, citing only minor annoyances.

The look and feel of the application, the intuitive user interface, and the perceived ability to find new and exciting events that fit their needs were highlighted as the strengths of the application. Suggestions for improvement centered around a need for the app to be quick and convenient to use for attendees.

TAYLOR (GALILEO SILVER)

TASK	ERRORS	NOTES
Sign up for a new account	0	"I know in my past signing up for things. like some people only have two letter last names"
Complete the sign up screen	0	"'In order to have a customized experience' - that's kind of weird wording to me."
Join the Virginia Wine Club	0	"What's the difference between tags and interests?"
View the person who runs the Virginia Wine Club group	0	"This reminds me of Facebook groups or MeetUp."
View Emily's posts	0	"I'm not sure I'd care about the Enthusiasts unless they were in my local area."
Go back to Home	0	"This is cute! So the colors are interesting. I like the look of it."
View Flix	0	"If I knew what Flix was, I could affiliate this icon with it."
View Emily's Flix	0	"Interesting about the star. I'd be curious how starring a Flix would change my experience."
Create your own Flix	0	"Oh, it's like Stories!"
Share it to your Flix	0	
Learn more about the Charity & Causes Interest	0	
View the Animals sub-interest	0	
View an event from the Discover Events tab	0	"My guess is this would be like the Explore page of Instagram or Local Recommendations since this is an events-based app"
Purchase tickets to the yoga class	0	"I like that I get all of this information about the event I'm purchasing a ticket for."
View receipt	0	"It's interesting that this app doesn't prompt me if I want to be notified of this event."
View your upcoming events on your calendar	0	
Host an event	0	
View your analytics	0	"I would want Ability to filter by event host type, ability to export this information as well,"
View your profile/Flix	0	
Delete Flix	0	
Create a group	0	

Q&A WITH TAYLOR (GALILEO SILVER)

From what you've seen, what do you think is the most appealing aspect of this application?

I love the map. I think that to me is an important feature of looking for things. It's very convenient to be able to just see really what's around and look at the different pins. I think that tab is really cute. I think being able to filter by free or paid events is really helpful, and to filter by location.

What part of the application do you think you would use the least?

If I'm just someone who just goes to events, I'm not going to care about dashboard or promotions.

Was there anything confusing about the application?

I think there should be a "host" section and then a "goer" section, or be able to switch between the two. I could see being overwhelmed by the number of features available as someone that only wants to attend events. Tags and interests as well seemed too complex.

What would make you switch to Galileo for attending events instead of the way you do things now?

Probably if other people were using it. What's available on the app. I guess the success rate – like if I could find new events, and the experience was a good, smooth one.

We're planning on having monthly subscriptions available with this application. What features do you think would convince you to pay for a subscription? **For an event-goer, it would be hard for me to pay for this because other established platforms are free. As an event host, I could see wanting to pay for in-depth analytics**

JOLIE (GALILEO GOLD/PLATINUM)

TASK	ERRORS	NOTES
Sign up for a new account	0	"I'd be curious about what the interests and sub-interests are"
Complete the sign up screen	0	"Alerts [for the interests] would concern me because I'm not sure I would want alerts"
Join the Virginia Wine Club	0	
View the person who runs the Virginia Wine Club group	0	
View Emily's posts	0	"About is about the Enthusiasts, and Posts are posts she's made."
Go back to Home	0	
View Flix	0	"I would've had no idea what that icon would lead to."
View Emily's Flix	0	"Is a Flix like a Tik Tok or like a short video related to stuff?"
Create your own Flix	0	"Oh, is it like short videos she took while at events?"
Share it to your Flix	0	"[adding tags] would annoy me a bit because it's like, oh, now I have to add extra stuff."
Learn more about the Charity & Causes Interest	0	
View the Animals sub-interest	0	
View an event from the Discover Events tab	0	"I'd think there are just events maybe related to my interests or that are promoted in my Discover tab"
Purchase tickets to the yoga class	0	"If I saw I had to pay a fee when purchasing a ticket, I might try Googling that yoga studio"
View receipt	0	"Also, I'm already paying for a subscription, so it feels like a lot to also pay for extra fees"
View your upcoming events on your calendar	0	
Host an event	0	"I would want to see who clicked on my event vs who bought tickets."
View your analytics	0	"How many times my events showed up in searches. Basic information on ticket sales."
View your profile/Flix	0	
Delete Flix	0	
Create a group	0	

Q&A WITH JOLIE (GALILEO GOLD/PLATINUM)

From what you've seen, what do you think is the most appealing aspect of this application?

User friendly, holds a lot of similar features that other apps have.

What part of the application do you think you would use the least? **I would use it the most to find events. As a host of events, I'd worry that my event attendees would have to go through a long sign up process in Galileo in order to access my event and RSVP.**

Was there anything confusing about the application?

Just the small things I mentioned.

What would make you switch to Galileo for hosting and attending events instead of the way you do things now?

I would use Galileo for the ticket payment method, which makes it superior to email. Maybe if it connected to your Apple wallet/digital wallet. Add to calendar feature would also be really important. We're planning on having monthly subscriptions available with this application.

What features do you think would convince you to pay for a subscription?

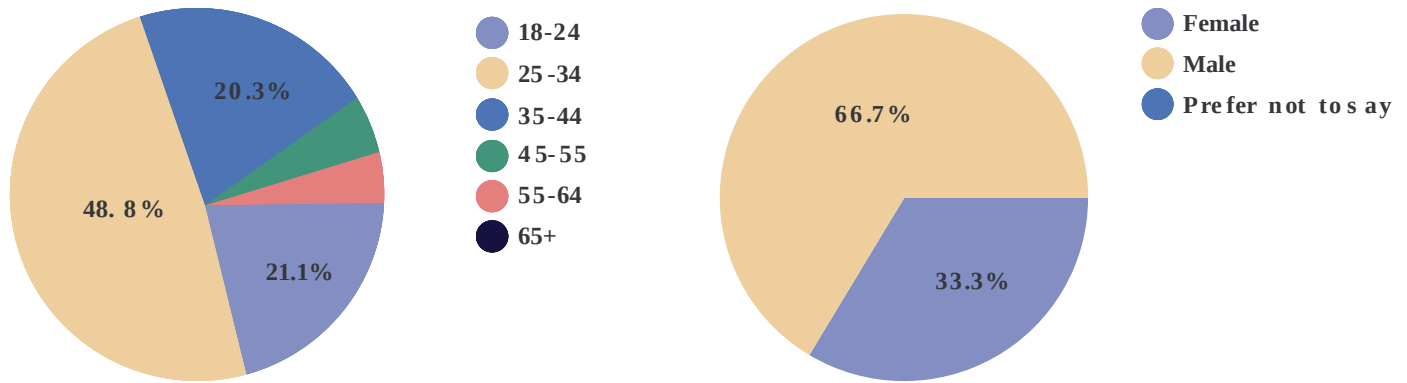
Maybe if the subscription was really small, like \$5 a month, and then that subscription also got me a discount or no fees on tickets I purchase.

SURVEY RESULTS

123 people responded to our survey as of 02/12/2021. Of those surveyed, **91.9%** had experience **hosting** events, while **99.2%** had experience **attending** events. These survey results represent our target market well because they are largely from the United States (**99.5%**) and have a wide range of experiences hosting and attending events. The raw data from this survey can be accessed [here](#).

AGE

Our data represents a wide range of ages. The data may skew slightly in favor of males, of which there were a slightly.greater number of respondents.



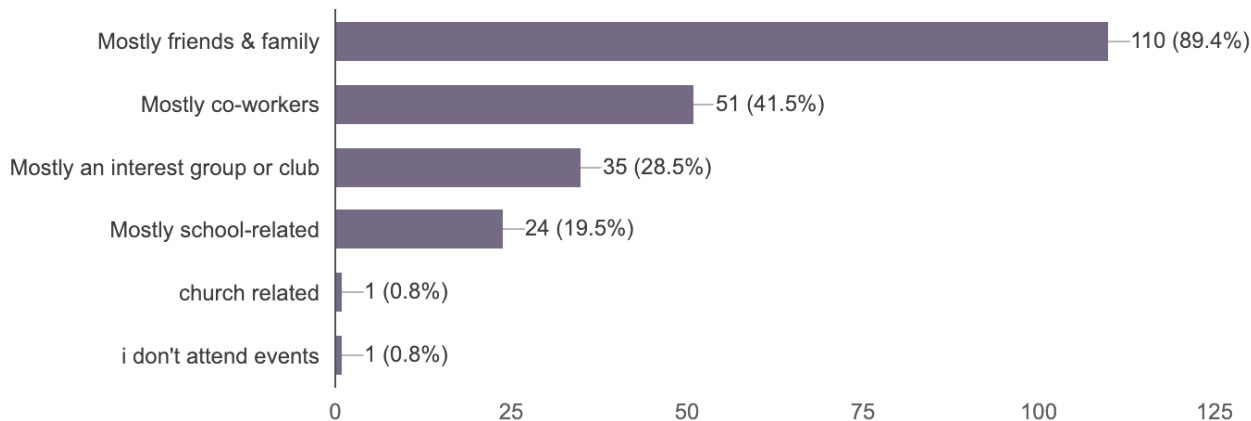
LOCATION

Our data contains responses from all over the United States, although we did have 7 responses that were not living in the United States (0.05%).

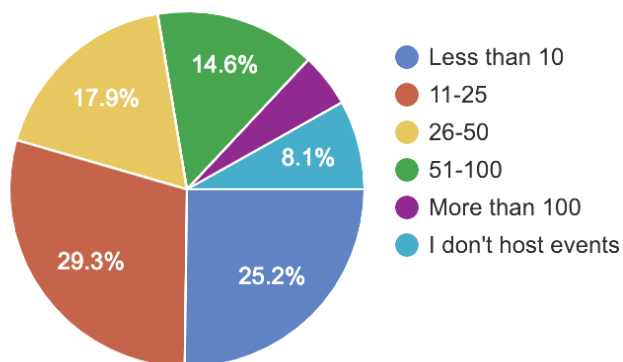
99.5% UNITED STATES

HOSTING EVENTS

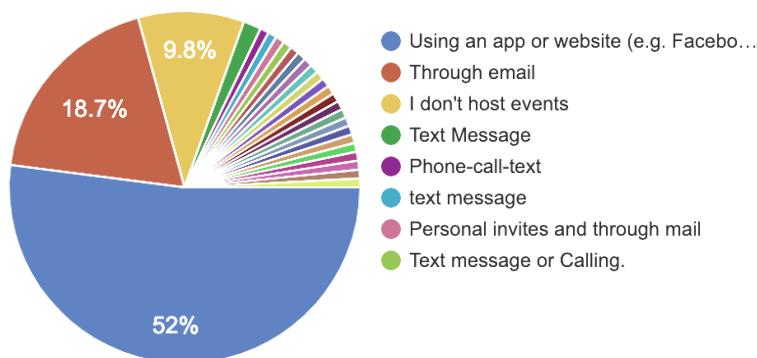
If you host events, what types of events do you typically host? (check all that apply)



What is the typical number of people who attend most of your events?



Can you describe how you let others know about your upcoming event?



What is the most **frustrating** part of using that method to host events? (Showing some of the most **common** and **relevant** responses)

"When people don't respond."

"Others not checking/receiving their notifications in time."

"Possibly omitting an invitation because an individual does not use said app or website"

"Some of events are decided in the last minute and it's hard to let everyone know."

"I feel with email it's easy for the email to get lost in the spam folder."

What do you **like the most** about that method for hosting events? (Showing some of the most **common** and **relevant** responses)

"It's a lot easier to keep track of who is coming after they RSVP."

"Easy way to reach all."

"To have direct contact with the individual"

"It's easy to make sure you've sent a message to every single person."

"The convenience of being able to invite people who can live far or near you."

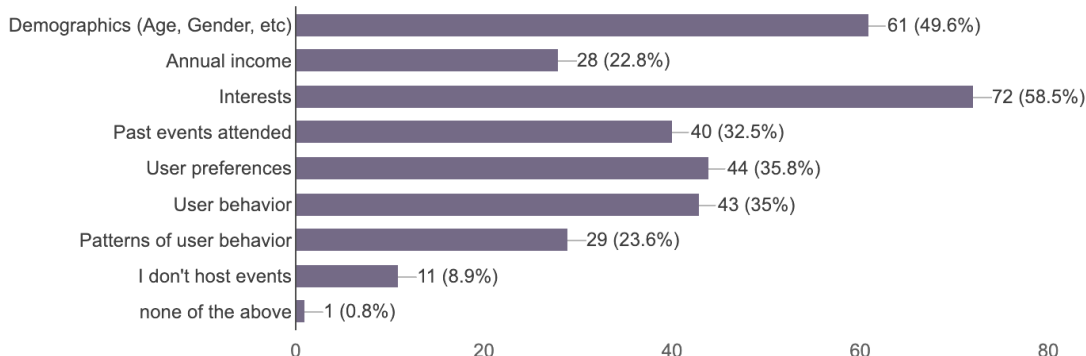
"Easy enough to advertise and can provide photos and information"

"Fast/convenient"

"Its simplicity"

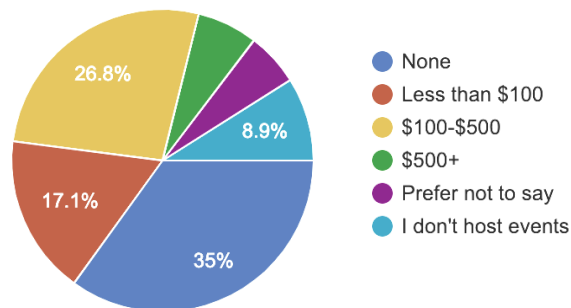
Out of those surveyed, **half** only host free events. **25%** host paid events.

What kind of **metrics**, analytics, and/or market research would be the most useful to know about your target market? Check all that apply.

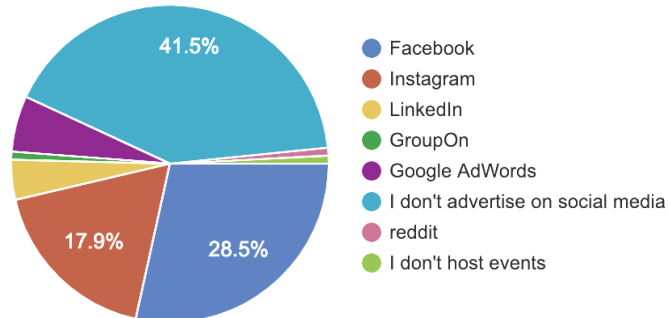


Out of those surveyed, **46.3%** would be interested in receiving actionable insights.

How much do you spend on **marketing** per month?

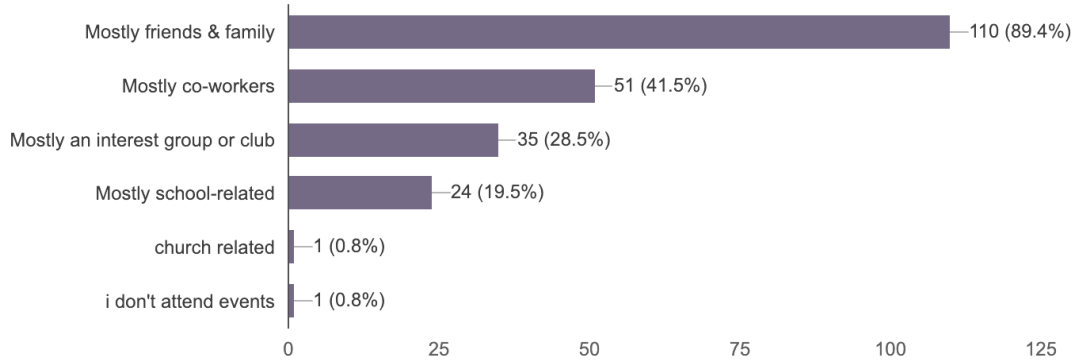


Which **social media platforms**, if any, do you spend the most money on?

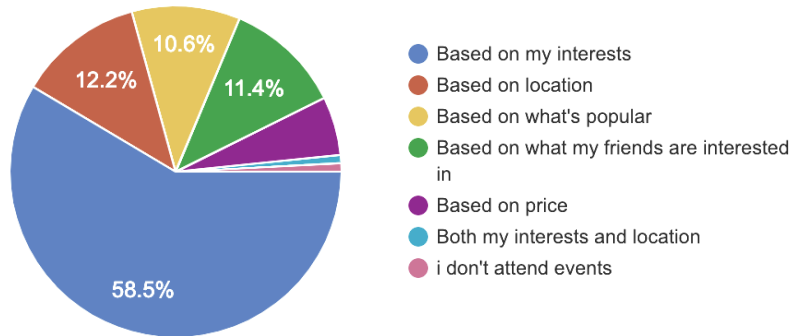


ATTENDING EVENTS

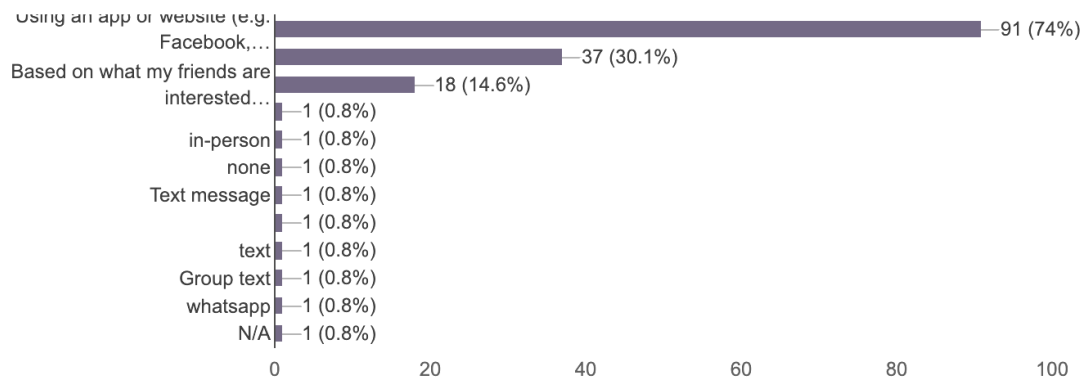
If you attend events, what **types** of events do you typically attend?



When looking for events to attend in your area, what is the most **important factor**?



How do you currently RSVP to or purchase tickets for events? Select all that are relevant.



What is the most **frustrating** part of using that method to RSVP or purchase tickets for events?

"Finding out that the event I want to go to is sold out."

"Load times and site crashes"

"'Convenience' fees"

"Not being able to ask and have answered questions in a quick time frame"

"Network problems"

What do you **like** the most about using that method for RSVPing or purchasing tickets for events?

"The ease of doing it anywhere and having instant confirmation"

"I don't have to leave the house"

"That everyone can be included in the discussion (even if they don't always choose to be)."

"Online payment"

"Reliability"

"It's the most common within my friend group."

"I have a record in writing of my purchase in case I need proof."

"The intuitive user interface"

66.7%

of respondents already use an app or website to share events with friends and family.

What is the most **frustrating** part of using that method (using an app or website, using email, etc) to share events with your friends and family?

"People sometimes read a text message and forget"

"Not all of my friends or family members use Facebook and it leaves them out."

"They might not get the message on time."

"Texts don't project my real level of excitement"

"Its ignored"

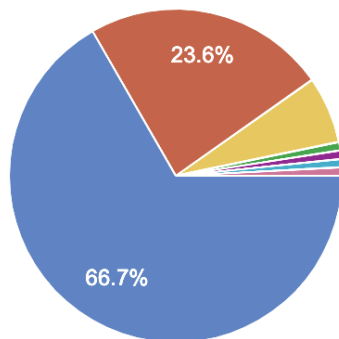
What do you **like** about using that method to share events with your friends & family?

"The ease of use and the dialogue it allows for"

"It's easy and convenient. I don't have to make physical phone calls or meetings."

"Easy to share. I don't need to worry about calling everyone"

During or after an event, how do you share your experience with others?



- On social media (Facebook, Instagram, etc)
- Through text message
- I don't share my experience
- Word of mouth
- face to face
- n/a
- I will talk to others about the events but i do not post about them

What is the most **frustrating** part of using that method to share your experience during or after an event?

"not everyone will see it"

"Blocking the people that you don't want to see it."

"When my friends are not seeing my post"

What do you **like** the most about using that method to share your experience during or after an event?

"I can tell a lot of people at once"

"You can tag others and comment."

"Being able to see what all the different people have to say about the event"