

Persona: Isaiah Uduike

Goal: To find an affordable place to rent to hold their book club event, an open mic night, and allows them to bring their dog.

Action	<i>Look for walkable event spaces in the University area that also allow dogs</i>	<i>Rent an outdoor pavilion to hold an end-of-semester book club event</i>	<i>Invite new and existing members to the event</i>	<i>Hold the event at the selected venue</i>	<i>Book a venue for the next end-of-semester event</i>
Task List	<p>A. Look for booking apps for park spaces in the app store.</p> <p>B. Select and download an app that fits my needs.</p> <p>C. Create an account.</p>	<p>A. Compare available listings and save their favorite places</p> <p>B. Make a decision on a venue that meets event criteria, especially budget</p> <p>C. Determine possible event dates and book a pavilion</p>	<p>A. Collect data about the venue, date, location, fees, and activities.</p> <p>B. Spread the word about the event through different channels, like social media and event flyers</p>	<p>A. Host the event at the selected venue.</p> <p>B. Find last-minute requirements.</p>	<p>A. After onboarding process, it was a learning experience</p> <p>B. Collect feedback from event guests and members to improve next experience</p> <p>C. Book a venue for next event</p>
Feeling Adjective	I'm stressed. There are a lot of options and I don't have a car. I download a pavilion reservation app, make an account, and begin my search.	I'm a bit unsure...I chose three options and discussed it with club members since we all contribute to rental fees. I chose one that's nearby and allows dogs, and reserved it.	I'm apprehensive, but excited! I made flyers, sent emails and posted the book club event, date, and location on social media.	I'm frustrated—the pavilion administrator couldn't find my reservation. It was resolved, but I almost had to cancel the event. So disappointing!	I'm relieved the event is done! The pavilion was too big. To avoid future mishaps I secured the venue for our next event. This could also work for open mic night!
Improvement Opportunities	An accessible app to search city park listings and outdoor pavilions for rent. A search engine with filters and machine learning to simplify user experience. Use tools like maps and park data (location, images, navigation, capacity, reviews, and accommodations)	Compare listings to help users make decisions. Save search and favorites for future bookings. Book a venue anywhere, anytime. Different ways to pay. Ability to make a donation to the city park.	See data about the city park and its venues. Create links for email and social media to invite guests from the app. Send event notifications to host for updates and changes to reservation and reminders to guests.	Share real-time location and points of interest around the park. Link app with companies to move people and obtain discounts or offers for events. Match the app with city parks data in real time to avoid double booking.	Send a survey to the hosts and guests to collect feedback about the experience. Ability to book, change, or cancel a venue reservation in advance.