

8. Events page optimization

8.1 Event pages other websites

We've taken a look at 3 other event pages of companies in the Netherlands. The goal of this is to get inspiration on how other companies have their event pages sorted and organized.

8.1.1 This is Eindhoven

<https://www.thisiseindhoven.com/nl/evenementen>

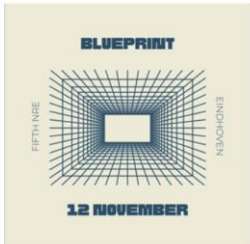

Type evenement

- ☐ Designevenementen
- ☐ Dance-evenementen
- ☐ Theaterevenementen
- ☐ Muziekevenementen
- ☐ Urban evenementen
- ☐ Sportevenementen
- ☐ Festivals
- ☐ Exposities
- ☐ Lezingen & presentaties
- ☐ Workshops

Toon meer facetten

Wanneer

- ☒ Maakt me niet uit
- ☐ Vandaag
- ☐ Morgen
- ☐ Dit weekend
- ☐ Volgend weekend



EVENTEMENT

Jungle By Night

Als openingsavond van TROMP festival verwacht je uiteraard het beste van het beste. Deze avond komt niemand minder dan Jungle By Night naar het Muziekgebouw in Eindhoven.

Muziekgebouw Eindhoven 12 nov 2022 € 22,50

EVENTEMENT

BLUEPRINT

BLUEPRINT strijkt neer in Eindhoven! Op zaterdag 12 november wordt een nieuwe clubavond gelanceerd bij Fifth NRE - The Stage.

Fifth NRE 12 nov 2022 € Vanaf 21,- p.p.

The event page of This is Eindhoven has a filter on the left to select certain criteria of which kind of events and when you would like to go to an event.

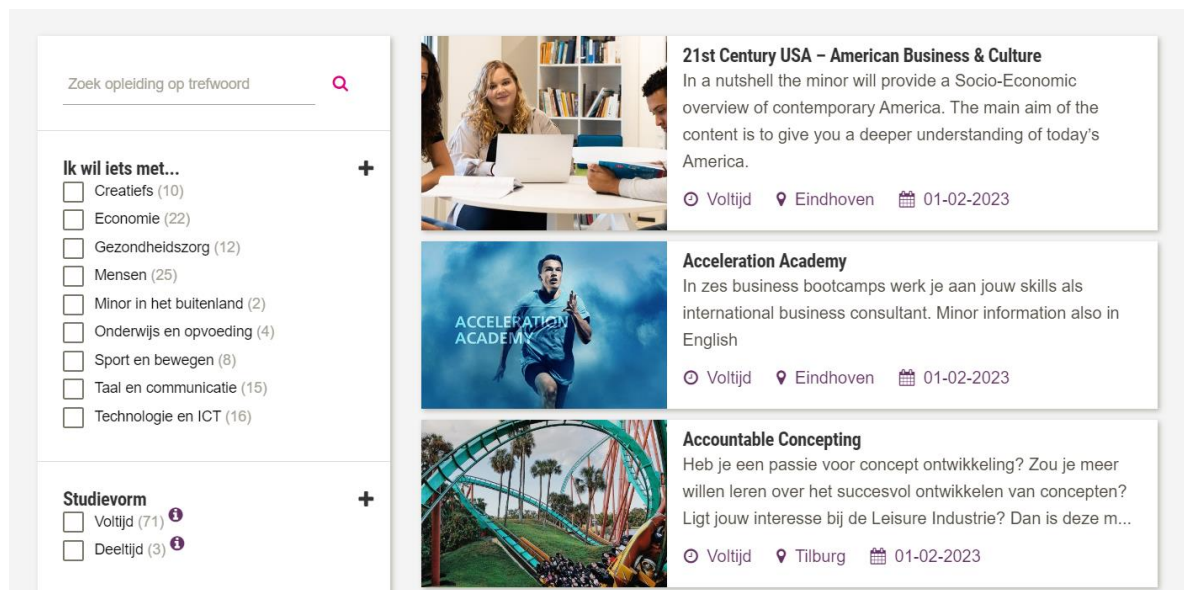
The events are listed below each other and consists of a small image, with a bold Title of the event and a short description of what the event is. Underneath each events it lists where the event takes place, when it takes place and the price of the event.

Advantages of this design

- Clean design
- It contains all basic information, like what is it, when is it, where is it and how much does it cost.
- In a glimpse you see with the picture and the short description, what the event is about.
- Easy to use filter.

8.1.2 Fontys

<https://fontys.nl/Studeren/Minoren/Minorzoeker>



The Fontys website uses filters. These filters make it easy for students to find a minor that meets their needs. For example, it is possible to filter by interests, form of study, language and location. In fact, without these filters, there is a list of 73 minors, which is far too many to view at once. The filter is on the left of the page and the results on the right.

Fontys uses small graphics appropriate to the respective minor. In addition, the name of the minor with a brief description is shown. Finally, for each minor, icons are used to indicate the form of study, where the minor takes place and when it starts. The icons reflect the purple color from Fontys' corporate identity.

Advantages:

- The filter is easy to use
- The most important information is shown. If the user wants more information, they can click on the corresponding minor
- By using images, it is made visual for the user. This makes it quicker to understand what the minor is about
- The list is in alphabetical order. This makes it easier to find for someone who is already looking for a specific minor
- There is a search bar, which also allows manual searches for certain words
- The last viewed minor will appear at the top, making it easy for the user to go back

8.1.3 Holland.com

https://www.holland.com/be_nl/toerisme/zoeken.htm?eventdates=true&field-from=1-12-2022&field-to=31-3-2023&show-events=true

Filter op:

☒ Toon alleen evenementen

Evenementen

☒ Periode

Van

01-12-2022

Tot

31-03-2023

Steden

☐ Maastricht 1

Regio's

☐ Limburg 1

☐ Zuid-Holland 2

5 resultaten

Sorteren op

Relevantie 



Evenement

Kerst in Maastricht met André Rieu

16 dec. 2022 - 18 dec. 2022

André Rieu en zijn Johann Strauss Orkest geven voor het eerst kerstconcerten in Maastricht. Op 21 en 22 december is het MECC omgetoverd tot een winterwonderland.

[Lees meer](#)



Evenement

Oud & Nieuw in Nederland

31 dec. 2022 - 1 jan. 2023

Oud en nieuw in Nederland viert men met veel oliebollen, appelflappen, champagne en vuurwerk.

[Lees meer](#)



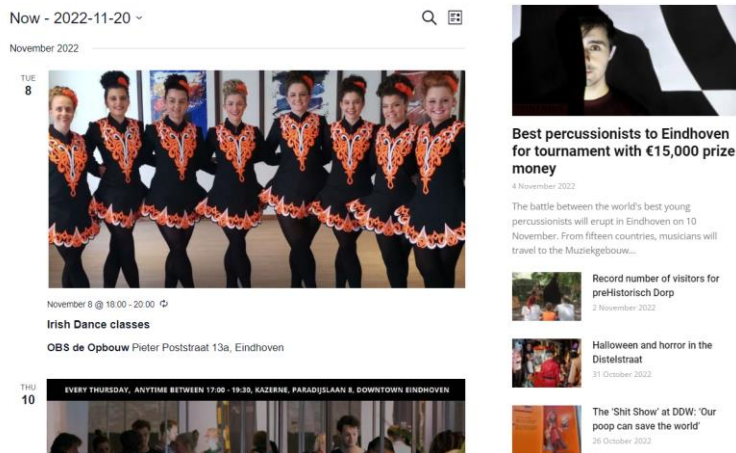
Holland.com is a website about Holland as a tourist destination. You can find a lot of information about, for example, events, weather or public transportation. To clearly display upcoming events, Holland.com also uses a filter. For example, it is possible to filter by cities, regions or dates. In terms of user interface, it is quite similar to This Is Eindhoven and to Fontys.

Advantages:

- It can be filtered by region as well as cities, making it possible to search very specifically
- It is possible to sort by relevance or date
- The filter is easy to use
- Everything that has already been filtered is given a black background. This makes it clear at a glance.

8.1.4 Eindhoven News

<https://eindhovennews.com/events/>



The event page of Eindhoven News is a bit unclear and messy. It has very big images of the event and the text is very small. The event within the overview misses a short description of what the event is about. You can filter based on dates, but it is not clearly indicated. It also is not possible to filter based on types of events. On the right side of the page, there is event news and event features. Which is not really important when you looking for events to attend.

Advantages

- Search bar for events
- Bold title
- It is clear where the event takes place with address

Disadvantages

- The image is very big and the text is very small.
- No short description
- Date filter not well indicated
- No filter for types of events
- Event features and event news not important
- The 'subscribe to calendar' button is at the very bottom
- The navigation for the calendar is also at the very bottom

Nielsen principles

To improve the UI and UX of the event page, Nielsen's principles have been considered. These principles help design and improve the usability of a website. Jakob Nielsen is one of the most famous UI consultants and wrote multiple books about it.

With Nielsen's principles taken into consideration, we see opportunities in the following principles:

- *Match between system and the real world*
The use of icons or other illustrations that resonate with the real world, helps users instantly recognize and understand what you are trying to say. (Nielsen's Heuristics: 10 Usability Principles To Improve UI Design, 2022)

- *Consistency*

According to Nielsen, an interface must follow the system's conventions, maintaining interaction patterns across different contexts. Designers should create a consistent design that speaks the same language and treats similar things in the same way. We see at the event page of Eindhoven News that there is an inconsistent use of font and font size.

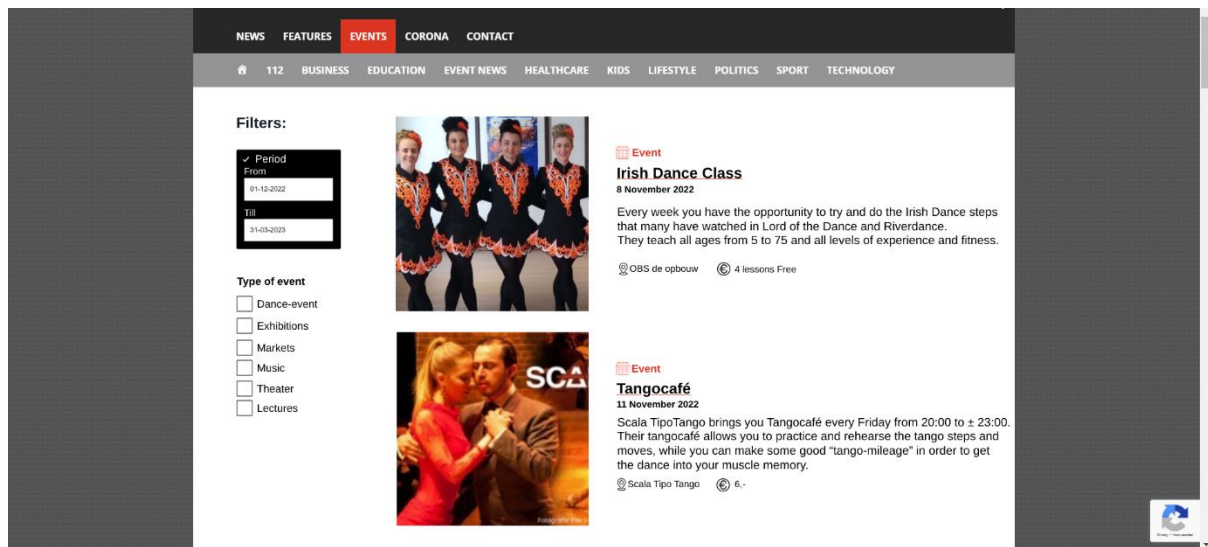
- *Flexibility and efficiency of use*

New visitors are less familiar with a website than an experienced visitor. Therefore, it is important that the website is tailored to the visitor. This can be done by using personalized content. But an easier way is to provide the user with options to customize an action. A perfect example of this is adding a filter. Currently, this does not apply to Eindhoven News and every user, both new and experienced, must view the full event list.

8.2 First iteration, 3 designs

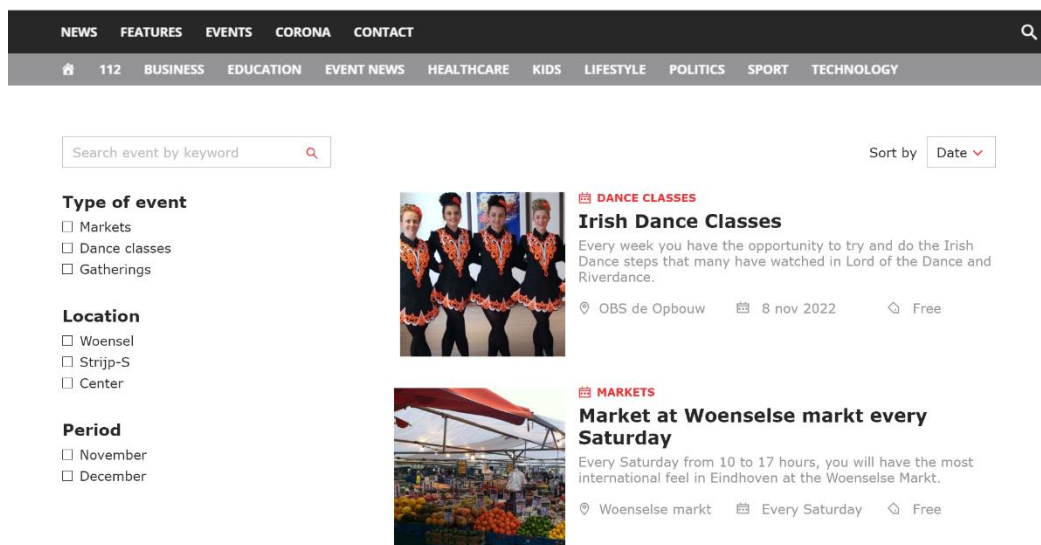
We have made 3 designs to improve the events page of Eindhoven News, based on our research from the event pages from other websites. While designing these event pages, we took the following aspects into consideration:

- Filters on the left, like type of event, when it takes place and location.
- Small image with a short description next to it.
- Containing all basic information, like location, date, costs indicated with icons
- Clean and easy-to-use designs
- Search bar and a sort option
- Removed the event news and event features, which were on the right side of the page.



EINDHOVEN  NEWS

 13 YEARS IN SERVICE 



Search event by keyword

Date

From18-11-2022

Till20-11-2022

Type of event

- ☐ Markets
- ☐ Dance classes
- ☐ Gatherings

Location

- ☐ Woensel
- ☐ Strijp-S
- ☐ Center

Entree

- ☐ Free
- ☐ Paid Entree

3 results

Sort by

Date



DANCE CLASSES

Irish dance Classes

Every week you have the opportunity to try and do the Irish Dance steps that many have watched in Lord of the Dance and Riverdance.

OBS de Opbouw

8 Nov 2022

Free



MARKET

Market at Woenselse Markt

Every saturday from 10 to 17 hours, you will have the most international feel in Eindhoven at the Woenselse Markt.

Woenselse Markt

Every Saturday

Free



DANCE CLASSES

Tango cafe at Scala

Every saturday from 10 to 17 hours, you will have the most international feel in Eindhoven at the Woenselse Markt.

Kardinaal de Jongweg 75

Every Friday

€ 6,-



8.3 First review, number of participants

After speaking with Beena on 9 November, she asked if it would be interested to see the number of attendees that are going to the event. What we noticed during our research was that only Facebook has it implemented on their event page. Eventbrite has another variation of it on their website, which is the number of followers of the event, which is like the amount of interested people, just as on Facebook.

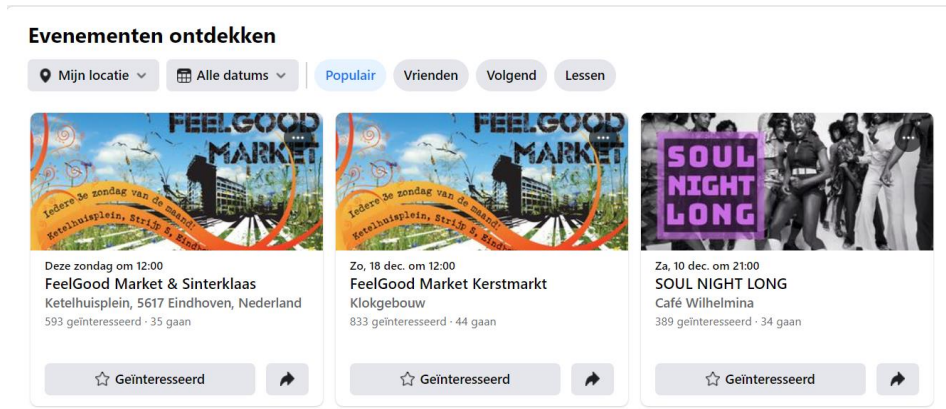


Figure 1: Eventpage facebook

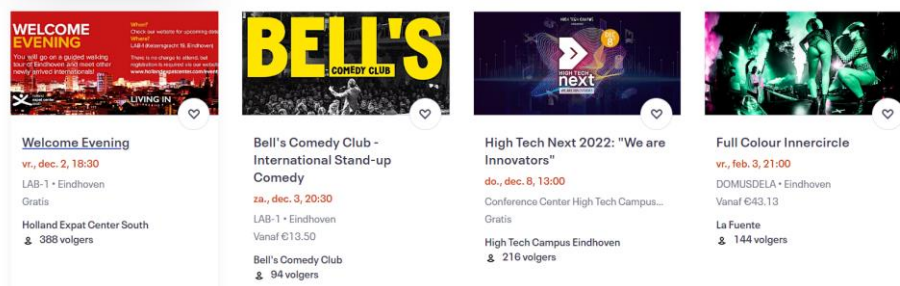


Figure 2: Eventpage of Eventbrite

On these websites – Facebook & Eventbrite – you need to make an account to register for the event, so they can also track the number of interested people and the participants. So if Eindhoven News want to do same, they also have to make sure there is some sort of account system on their site.

If we reflect on this idea, it can work two ways. To substantiate this, we used Cialdini's principles of persuasion. If many people, like 15+ will attend an event, even more people will join it. Since they have the social proof that more people are there and might have the fear of missing something (FOMO effect). The other way is that if it says there are only 1-2 participants, people don't feel the trigger of also joining the event. Since they will think it might be boring or awkward, because there aren't many people joining.

In our opinion we do not think it will benefit Eindhoven News yet, because some of the events have very low amount of participants. In addition, the event page is visited by only 0.71% of site visitors (source: Google Analytics). But it would be an great addition to the website, when events have do have a lot of participants.

8.4 Second iteration

For our second iteration we've taken the feedback of Beena, Hanneke and Cialdini's principles into consideration. Unity, reciprocity, social proof and scarcity

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BUSINESS

EDUCATION

EVENT NEWS

HEALTHCARE

KIDS

LIFESTYLE

POLITICS

SPORT

TECHNOLOGY

Search event by keyword

3 results

Sort by Date

Date

From 18-11-2022

Till 20-11-2022

Type of event

☐ Markets

☐ Dance classes

☐ Gatherings

Location

☐ Woensel

☐ Strijp-S

☐ Center

Entree


☐ Free

☐ Paid Entree

Eenheid

Social Proof

Wederkerigheid



DANCE CLASSES


Irish dance Classes

Every week you have the opportunity to try and do the Irish Dance steps that many have watched in Lord of the Dance and Riverdance.

OBS de Opbouw

8 Nov 2022

Free



MARKET


Market at Woenselse Markt

Every saturday from 10 to 17 hours, you will have the most international feel in Eindhoven at the Woenselse Markt.

Woenselse Markt

Every Saturday

Free



DANCE CLASSES

Tango cafe at Scala

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Kardinaal de Jongweg 75

Every Friday

Nu de eerste les gratis!

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BUSINESS

EDUCATION

EVENT NEWS

HEALTHCARE

KIDS

LIFESTYLE

POLITICS

SPORT

TECHNOLOGY

Filters:

Period

From 01-12-2022

Till 31-03-2023

Type of event

☐ Dance-event


☐ Exhibitions

☐ Markets

☐ Music

☐ Theater

☐ Lectures



Event


Irish Dance Class

8 November 2022 • 5 days | 10 hours | 20 minutes | 59 seconds

Every week you have the opportunity to try and do the Irish Dance steps that many have watched in Lord of the Dance and Riverdance. They teach all ages from 5 to 75 and all levels of experience and fitness.

OBS de opbouw

4 lessons Free



Event

Tangocafé

11 November 2022 • 4.8

Scala TipiTango brings you Tangocafé every Friday from 20:00 to ± 23:00. Their tangocafé allows you to practice and rehearse the tango steps and moves, while you can make some good "tango-mileage" in order to get the dance into your muscle memory.

Scala TipiTango

6,-

Schaarsheid

Social Proof

