



NEW CITY EVENT FINDER

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IN A NUTSHELL



- New City Event Finder is software for smartphones
- It helps to...
 - Bring relevant events to the forefront
 - Make connections amongst friends and their activities



TELL ME ABOUT THIS PLACE

- As tourists, people are on the outside looking in
- They know famous places...

...but not the fleeting events that define the culture of the city



EVENTS NEED PEOPLE TO HAPPEN

Many people know a few people within a city they are visiting...

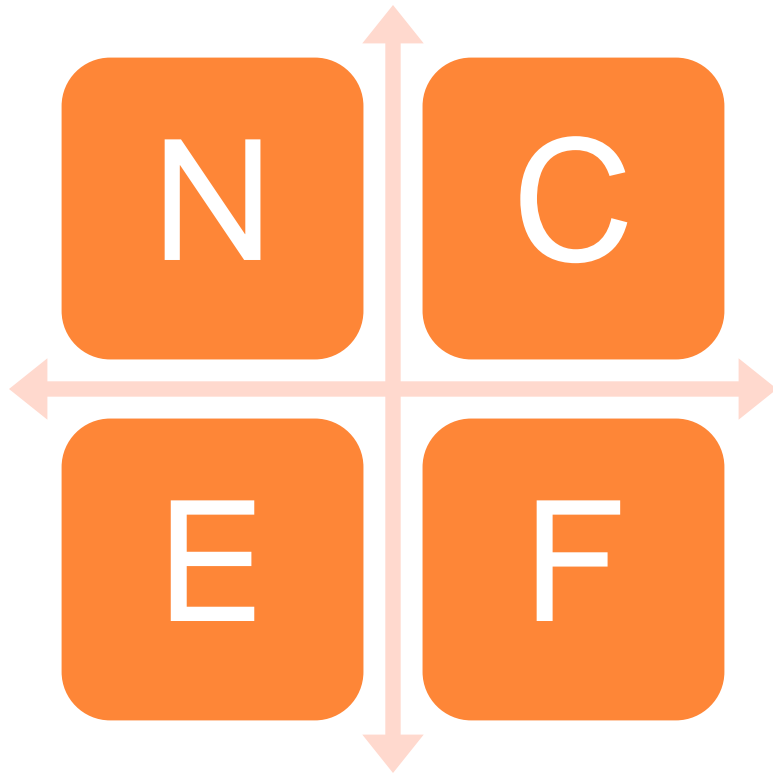


...but it takes so much time
to find a friend that's free...

...or who is at an
interesting event



NEW CITY EVENT FINDER



NCEF HELPS FIND 'DESTINATION EVENTS'



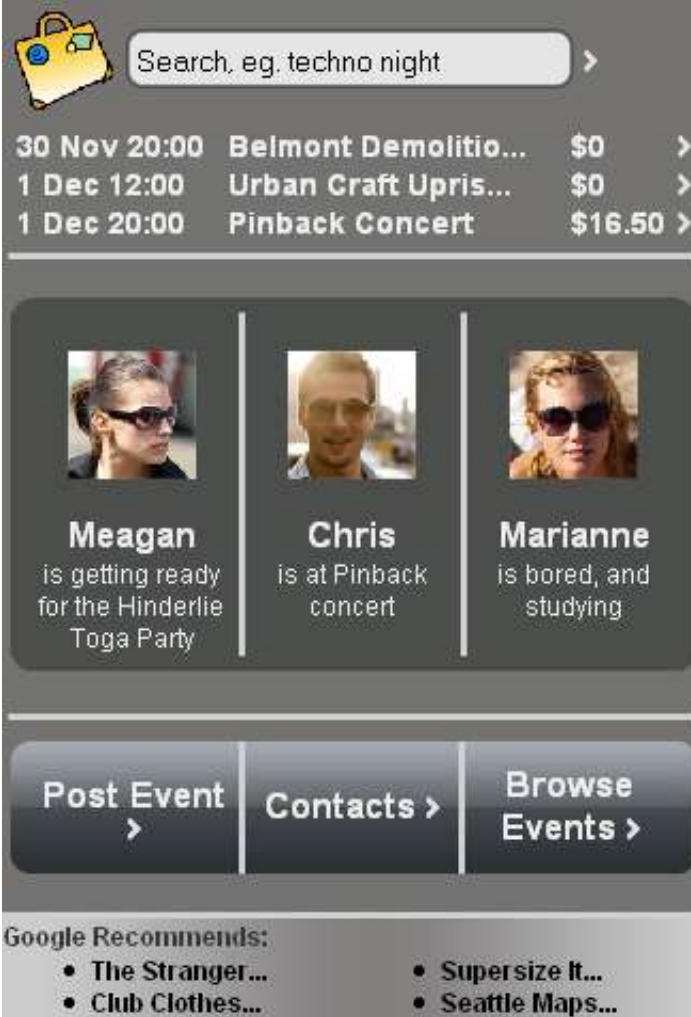
- Destination Events are those which:
 - Are the most popular
 - In your current city
 - Within the next few days

Q: How many tourists stay around for 3 weeks?

A: Not that many



A TOUR OF EVENT CATEGORY BROWSING



The screenshot shows a mobile application interface for event browsing. At the top, there is a search bar with a yellow bag icon and the placeholder text "Search, eg. techno night". Below the search bar, a list of events is displayed:

30 Nov 20:00	Belmont Demolitio...	\$0	>
1 Dec 12:00	Urban Craft Upris...	\$0	>
1 Dec 20:00	Pinback Concert	\$16.50	>

Below the event list, there is a section for user profiles, each with a photo and a status:

- Meagan**: is getting ready for the Hinderlie Toga Party
- Chris**: is at Pinback concert
- Marianne**: is bored, and studying

At the bottom, there are three navigation buttons: "Post Event >", "Contacts >", and "Browse Events >". Below these buttons, there is a "Google Recommends:" section with a list of recommendations:

- The Stranger...
- Club Clothes...
- Supersize It...
- Seattle Maps...



A TOUR OF EVENT CATEGORY BROWSING



The screenshot displays a mobile application interface for event browsing. At the top, there is a blue header bar with a 'back' button on the left and the title 'Current events' on the right. Below the header, a list of five events is shown, each with a date and time, a title, a price, and a right-pointing arrow. The events are: Belmont Demolition (\$0) on Nov 30 at 20:00; Urban Craft Upris... (\$0) on Dec 1 at 12:00; Pinback Concert (\$16.50) on Dec 1 at 20:00; The Thermals @ Ne... (\$8) on Dec 1 at 20:00; and 2007 Laptop Battle (\$15) on Dec 1 at 21:00. Below the event list is a section titled 'Event Categories' which contains a 4x3 grid of buttons for filtering events. The categories are: Music, Social, Sports, Arts, Festivals, Media, Politics, Comedy, Educational, Family, Illegal, and Other. At the bottom of the screen, there is a 'Google Recommends:' section with two columns of event suggestions: 'The Stranger...', 'Club Clothes...', 'Supersize It...', and 'Seattle Maps...'.

back Current events

30 Nov 20:00	Belmont Demolition	\$0	>
1 Dec 12:00	Urban Craft Upris...	\$0	>
1 Dec 20:00	Pinback Concert	\$16.50	>
1 Dec 20:00	The Thermals @ Ne...	\$8	>
1 Dec 21:00	2007 Laptop Battle	\$15	>

Event Categories

Music	Social	Sports
Arts	Festivals	Media
Politics	Comedy	Educational
Family	Illegal	Other

Google Recommends:

- The Stranger...
- Club Clothes...
- Supersize It...
- Seattle Maps...



A TOUR OF EVENT CATEGORY BROWSING



A TOUR OF EVENT CATEGORY BROWSING



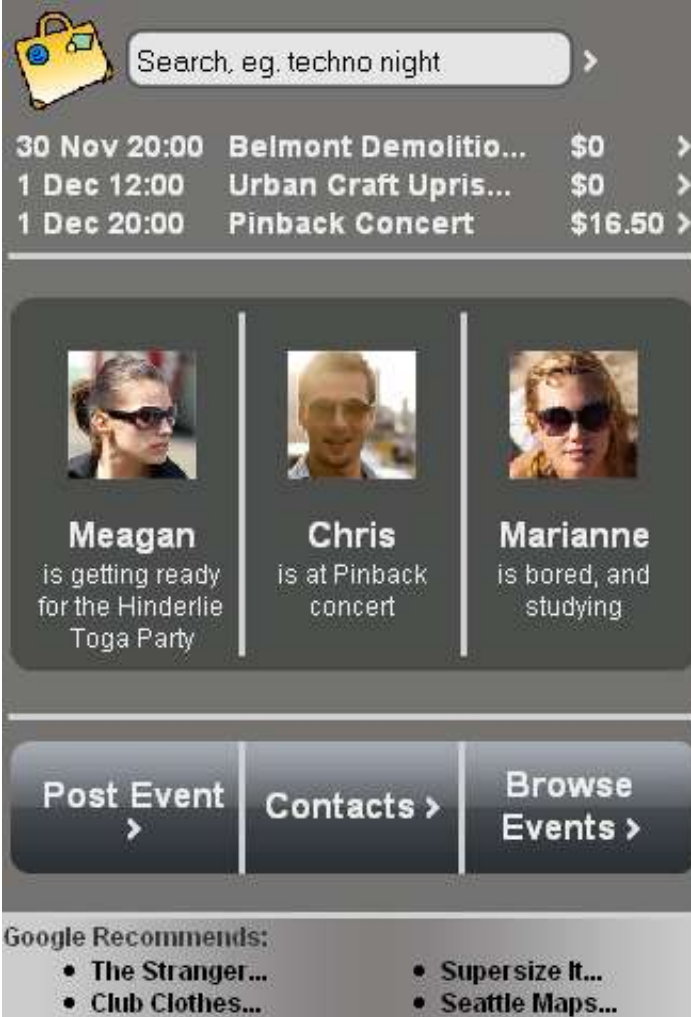
WHAT ARE YOUR FRIENDS DOING?



- Friends usually have similar tastes
- Whatever your friends are doing, you might also find interesting



A TOUR OF FINDING FRIENDS' EVENTS



The screenshot shows a mobile application interface with a dark grey background. At the top left is a yellow bag icon. To its right is a search bar containing the text "Search, eg. techno night" and a right-pointing chevron. Below the search bar is a list of three events:

30 Nov 20:00	Belmont Demolitio...	\$0	>
1 Dec 12:00	Urban Craft Upris...	\$0	>
1 Dec 20:00	Pinback Concert	\$16.50	>

Below the event list is a section with three columns, each containing a profile picture and a name with a status:

- Meagan**: is getting ready for the Hinderlie Toga Party
- Chris**: is at Pinback concert
- Marianne**: is bored, and studying

At the bottom of the main content area are three buttons: "Post Event >", "Contacts >", and "Browse Events >".

Below the buttons is a "Google Recommends:" section with two columns of event suggestions:

- The Stranger...
- Club Clothes...
- Supersize It...
- Seattle Maps...



A TOUR OF FINDING FRIENDS' EVENTS

The screenshot shows a mobile application interface for finding friends' events. At the top, there is a blue header bar with a "back" button on the left and the word "Friend" in the center. Below the header, the interface is divided into two main columns. The left column features a profile card for a friend named "Chris", which includes a small profile picture, the name "Chris", and the text "is at Pinback concert". Below the profile card are three buttons: "Text Message", "Call Mobile", and "Invite to Event". The right column displays "Event Info" for a "Pinback Concert" scheduled for "1 Dec 20:00". Below the event info are two buttons: "I will attend" and "Complete venue info". At the bottom of the screen, there is a section titled "Future events he will be attending:" which lists three events in a table format. The first event is "Pinback Concert" on "1 Dec 20:00" for "\$16.50". The second is "2007 Laptop Battl..." on "1 Dec 21:00" for "\$15". The third is "Clark Humphrey Re..." on "8 Dec 20:00" for "\$0". Each event entry has a right-pointing chevron. Below the event list is a section titled "Google Recommends:" which lists four recommendations: "The Stranger...", "Club Clothes...", "Supersize It...", and "Seattle Maps...".

back Friend


Chris
is at Pinback concert

Text Message

Call Mobile

Invite to Event

Event Info

Pinback Concert
1 Dec 20:00

I will attend

Complete venue info

Future events he will be attending:

1 Dec 20:00	Pinback Concert	\$16.50	>
1 Dec 21:00	2007 Laptop Battl...	\$15	>
8 Dec 20:00	Clark Humphrey Re...	\$0	>

Google Recommends:

- The Stranger...
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A TOUR OF FINDING FRIENDS' EVENTS

The screenshot shows a mobile application interface for finding friends' events. At the top, there is a blue header bar with a "back" button on the left and the word "Friend" in the center. Below the header, the interface is divided into two main columns. The left column features a profile card for a friend named "Chris", who is currently at a "Pinback concert". Below the name and photo are three buttons: "Text Message", "Call Mobile", and "Invite to Event". The right column displays "Event Info" for the "Pinback Concert" on "1 Dec 20:00". It includes a status "I'm currently attending the event" and two buttons: "I will not attend" (highlighted in green) and "Complete venue info". Below these columns, there is a section titled "Future events he will be attending:" which lists three events in a table format. At the bottom, there is a "Google Recommends:" section with two columns of event suggestions.

back Friend


Chris
is at Pinback concert

Text Message

Call Mobile

Invite to Event

Event Info

Pinback Concert
1 Dec 20:00

I'm currently attending the event

I will not attend

Complete venue info

Future events he will be attending:

1 Dec 20:00	Pinback Concert	\$16.50	>
1 Dec 21:00	2007 Laptop Battl...	\$15	>
8 Dec 20:00	Clark Humphrey Re...	\$0	>

Google Recommends:

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- Seattle Maps...



NCEF GATHERS FRIENDS FOR EVENTS

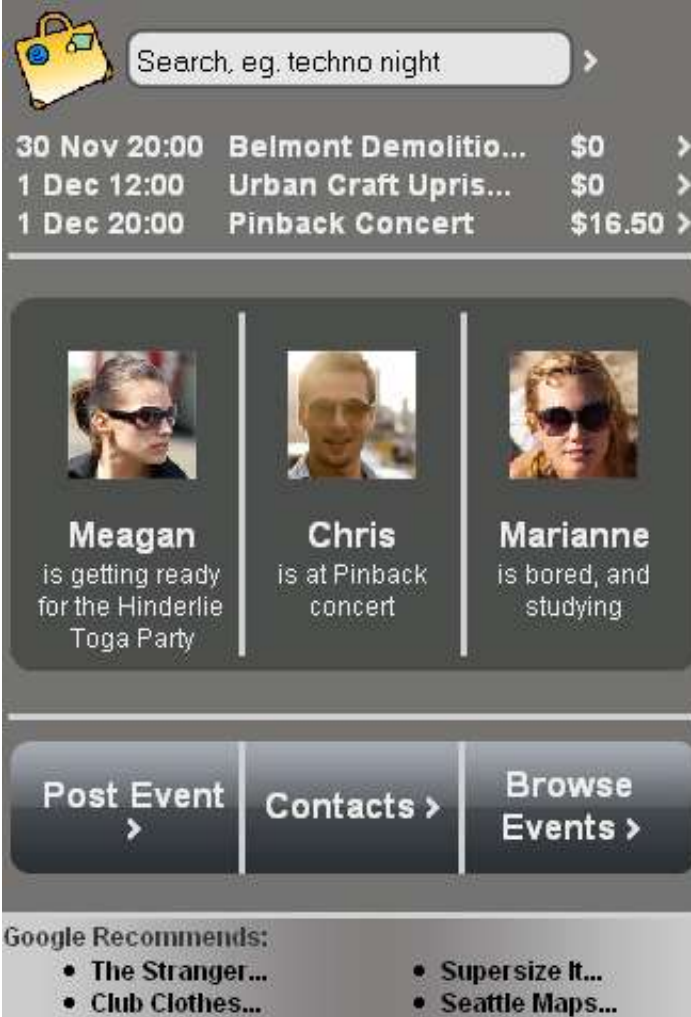
- From within the NCEF,
 - Which friends want something to do
 - Which friends are at an interesting event



Obligatory photo of children laughing



A TOUR OF INVITING A FRIEND TO AN EVENT



The screenshot shows a mobile application interface with a dark grey background. At the top left is a yellow shopping bag icon. To its right is a search bar containing the text "Search, eg. techno night" and a right-pointing chevron. Below the search bar is a list of three events:

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Below the event list is a section with three columns, each containing a profile picture, a name, and a status:

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At the bottom of the main content area are three buttons: "Post Event >", "Contacts >", and "Browse Events >".

Below the buttons is a section titled "Google Recommends:" with two columns of event suggestions:

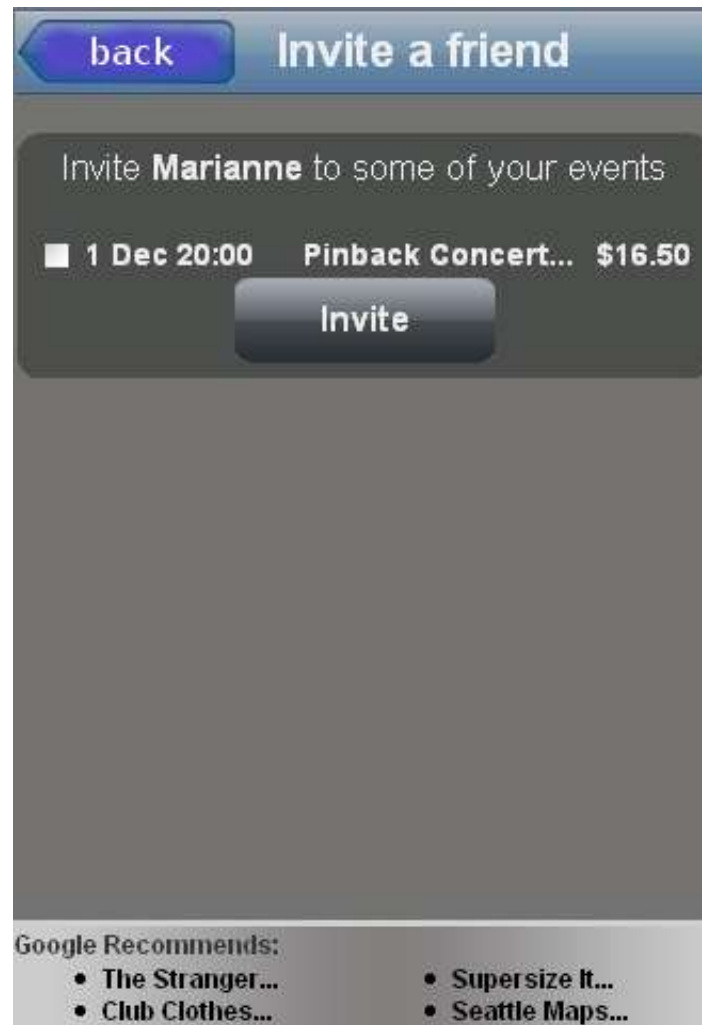
- The Stranger...
- Club Clothes...
- Supersize It...
- Seattle Maps...



A TOUR OF INVITING A FRIEND TO AN EVENT



A TOUR OF INVITING A FRIEND TO AN EVENT





IN THE END...

NCEF
helps you
be a local
for a week





THANK YOU

Questions?

Good question.
Hawaiian shirts
are sold at our
booth

