Happen: event based social network

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Extended Abstract

This paper deals with our web application *happen*, which is brand new event based social network. Its main goal is to share events and these are displayed in a personal calendar of each user of *happen*. The main advantage of our application is the possibility to organize a meeting and add it into a personal computer in a very easy and intuitive way. Each event has its time, place, participants and it is a part of users' profile. It is possible to vote for each element of the event like the time and the place suggestions and thus express preferences about the event.

We live in rush times in which it is often very difficult to organize a meeting for several people in suitable time and place. However, we live in the age of the modern technologies which should help us to live our lives in a comfortable way.

Expectations of nowadays users of IT services and products are continually increasing as fast as the technologies evolves. Success of an application is not only in its incomparable functionality but also in the users' experience itself. Together with enjoyment of usage these are the main factors that affect whether the application becomes popular and successful.

Our application which is for now called *happen* is an innovative solution which allows users to organize meetings using the modern web technologies. The main advantage of our application is not only its functionality that covers and even extends existing solutions but mostly innovative and modern design that support intuitive use of the entire application as you can see at *Figure 1*.

Thanks to the well-designed core of the application it is easy to plug extending modules which can serve the functionality in many different environments, such as reservations systems in restaurants or internal needs of companies like assigning shifts.

There are many other tools that provide various options of time management. Some of them provide possibility of sharing personal calendar and thus allow other users operations like placing an order and so on. Facebook and Instagram are popular social networks which are used to share statuses and pictures, but sharing of events on these social networks is not supported very well.

We looked at the problem of time management and event organising from different point of view than existing solutions do. We focus on life cycle of event as it starts with suggestions of time and places and goes on with refinement. It may take a while and many iterations until few people make agreement on time and place of the meeting. We simplify this process making it intuitive with no need of long texting.

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The base of whole application is event. Event may be any action user decides to share. Creating event is very simple and quick and it is not even necessary to know and set time of the event, neither the place. The only attribute that has to be set is name of the event. When the event is created, invited users may add suggestions of time and meeting-place and vote for suggestions they like. There is automatic mechanism that evaluates all the votes. Application offers the list of the best options for the time and the place of the meeting based on the users' votes. After that creator of the event may choose one option from that list or choose any other suggestions that has been added to the event by the invited users and close the event, so that all the invited users will be notified about the final time and the place.
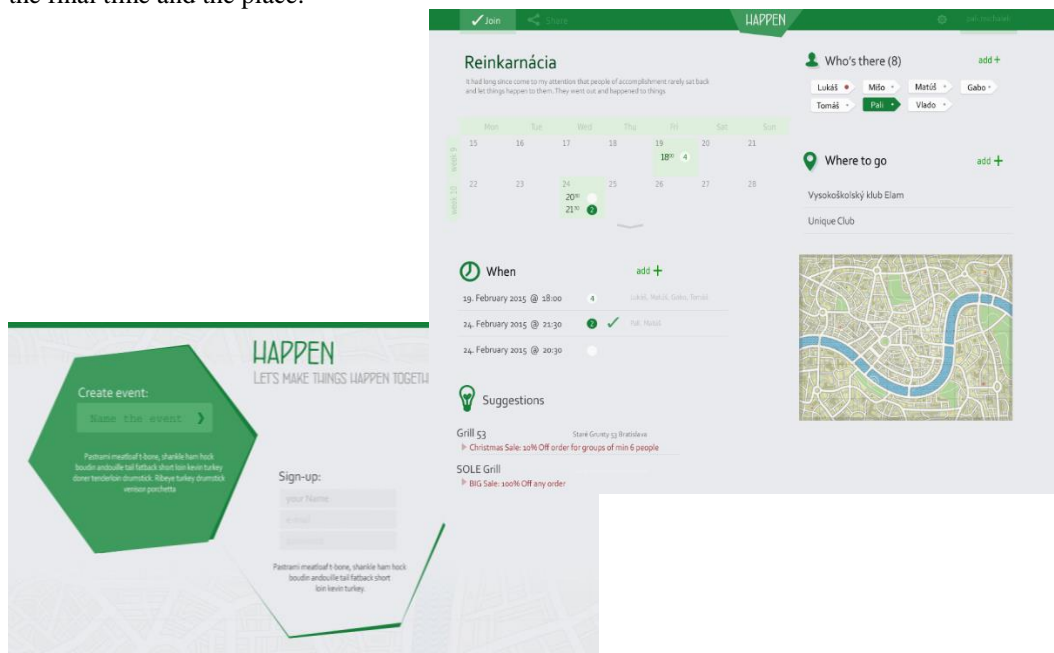

Figure 1. Design of the application

Free version – this version is mainly focused on common users. The version is available for anyone. It includes a user's profile page through which user browses through his events as well as the events and the calendars of other users. This version supports creating and managing events as it is described above.

Business version – in business version we aim for positional customers who would be interested in getting closer to their customers by sharing and suggesting their own special events. It will still be about creating the events, but these events will serve as offers or invitations to the other events. For example, this could be an offer for bulk discount in restaurant for users that want to meet up. In this version we are able to provide functionality covering reservation system for restaurants, accommodation companies and many others.

Enterprise version - deals with time management and is tailor-made for specific needs. It contains calendar which is supposed to be used for managing human resources. For example, it may be used as a system for assigning shifts. Thanks to the core of the application which is used for all versions, the records can be saved in the profile page of the employee who is user of our application. After that he will be able to see his shifts in his personal calendar alongside with any other events in his profile. Last but not least, enterprise version can be also adapted and deployed at the customer's office.