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UX Fall / MCAD  
Week #3 and #4  
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## EVENT PLANNING UPDATE

### **Contextual interview notes**

#### **Interviewee:**

Nancy, late 40s, married, she and her husband, Bob have a 6 year old daughter, Erin

Nancy describes herself as a busy mother and wife who doesn't have a lot of spare time. She is frugal in general and also when it comes to planning events. She works from home as a freelance technical writer. Her office is either in her dining room or their outdoor screened garden room where she can bring her laptop to do work. Her six year old daughter goes to the Twin Cities German immersion school and her family is very interested in German culture. They even have a german intern staying with them this semester. Her husband works in IT for Delta and therefore they are able to travel frequently, including Germany.

#### **Event Summary**

It's Bob's 50th birthday and they hope to have an event in their backyard at the end of October. She's been thinking about it for a few months but just started planning a week ago. It's natural to go with an Oktoberfest theme because his birthday is in October and they have a strong German Heritage. They love beer and bratwurst and have german intern living with them. They want it to be simple because they are busy that's what influenced the theme. There will be about 100 people (couples and kids) at this party which will guide their decisions when planning.

#### **Specific goals**

- keep the cost down--under around \$300
- make it easy because it's a busy time of year
- have it be fun
- keep it simple, husband wants good friends, beer and brats

#### **Step by step planning process**

1. figure out what's possible by doing research on the internet
2. she likens her process to dumping a bunch of information into a funnel or a big round top and eventually she will sort it out
3. consider drinks and details and get organized
4. find sources for all of the things they need to do, and delegate, husband, friends,

intern volunteered to help

### Day of Event and Schedule & Details

When: October 25th, 2014

Where: The Strege's backyard/garden, Falcon Heights, Minnesota

When: 2-5 pm in the afternoon, but some people may hang out later

Type of event: Open house so people can come and go

### Specific tasks involved:

- rent the tent (need to figure out size and type)
- choose music (friends or Pandora)
- Order or make food: Contacted German place, found one place needs to call, but expensive \$30 per person which is more like a wedding rate but she hopes they can do only brats or something. Plans to call around. They could end up using Costco.
- Plan music (live or on the computer)
- go over rough list of people to invite and finalize
- make pdf invitations on computer as well as Evite electronic invites
- send out invitations to neighbors and friends both manually and via computer
- choose a beer-- went to Costco for beer to sample
- test out Poliner from Munich and other kind, maybe a variety of drinks, shorlas (for kids)
- decide about chairs and chiminea fire? They want people to be warm since it's autumn

### Tools/ Materials Used

- used google search to find party tent rentals in Roseville for the purpose of gathering sizes and prices. She's leaning towards ["Apres Rental"](#) to use, local, fits within budget. She's still comparing prices. Sticker shock about the price of rentals 150-200 for a 20 x 20 tent.
- used google search for food and used the keywords "Oktoberfest themes"
- used Pinterest to keep track of ideas for games or food.
- Music: Possibly use [Pandora](#) to supply music or call on friends to play
- using [Evite](#) because most of her guests are online, a friend mentioned similar websites that allow customization, but found an Oktoberfest theme
- used a Microsoft word template so she could also make a flyer to send out
- wants to use a combination of evites, blue/white and pdf/flyer for neighbors supplement to the people she doesn't have emails for or who don't use Evite.
- googled "beer invitations" etc, under 10 minutes was able to find
- friend who works in the food industry for a food warmer/restaurant equipment

### Frustrations / concerns

- Pinning her husband down to the details of the party

- keeping the cost down
- wants her friends to play music but also wants them to have fun
- wished they could do a trip but because of her husband's work schedule it wasn't possible
- backup plan in case it rains, some tents have sides but worried about weather
- if they did have bad weather, they would not have room for 100 people in their house