

## Online Community Events Calendar

1997-1999  
Animas Mountain Software  
Durango, Colorado



HotSpotDurango.com, an online community calendar of events, was created to serve the small mountain community of Durango, Colorado. Internet access (via dialup service) was just beginning to be widely available, and the need for a central listing of community cultural and social events was recognized.

### THE MARKET

Though a small community of approximately 12,000 residents, in 1997 Durango had an active cultural scene and attracted an audience from a county, a region of 45,000 inhabitants. Residents transplanted from California were especially active in bringing performance art such as music and dance to the area.

Organizations included:

- The Durango Arts Center, which had a newly-built center to accommodate art exhibits, educational events and theater
- The Durango Society of Cultural and Performing Arts, a 19-member working board that brought live music acts to play in one of three local venues (the largest, a new concert hall at Fort Lewis College, sat 600)
- The Durango Film Society, who brought first-run independent and foreign films to the local movie theater
- Fort Lewis College, part of the Colorado State College system, which hosted cultural events

All of these organizations were considered potential customers, as well as the interested public who would access the online calendar.

### THE PRINCIPALS

HotSpotDurango was a collaboration between Brenda Adelson (designer and funder of the project), Dan Olson (customer relationship manager) and Forest Rosen (programmer). The software was designed through an iterative process: customers were included in design and testing of prototype stages.

## **CALENDAR DESIGN**

As an example of how primitive this project was, the identity design for HotSpotDurango was a flashing GIF. At the time, however, this was appropriate for our customer base, who typically accessed this calendar through a dialup connection.

The calendar was designed so that customers could enter events. Each customer had to be qualified and was assigned a user id and password. Events were also categorized, so that users could choose a calendar view limited to only "Art" events, for example. Categories included Movies, Health & Fitness, Art, Family Events and others.

## **EPILOGUE**

HotSpotDurango is no longer active.