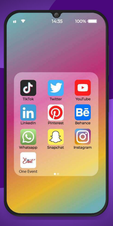
Event Planning app

Case Study



About Project

One Event is an application that allows users to plan, organize, and manage events. The app can be designed for a variety of events, including weddings, conferences, meetings, parties, and more.

The main purpose of an One Event app is to simplify the process of organizing an event by providing tools to help users manage various aspects of the event such as creating guest lists, sending invitations, tracking RSVPs, creating event schedules, and managing vendors.

Tools Used

My Role	Durations	Platform
Ux/Ui Designer	TBA	Android

Project Overview

Who Are the users ?

The Main Target Audience is Between 18-60. It can Target Lower-middle class to upper-middle class as well.

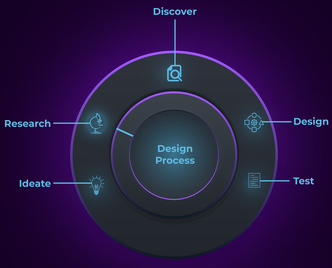
Problem Statement

There is a growing need for a reliable and efficient event management app that can simplify the planning and organization of events, while providing a seamless experience for both event organizers and attendees. Many existing event management solutions are either too complex and overwhelming for small-scale events, or lack the necessary features and customization options for larger, more complex events. There is a need for a user-friendly and intuitive app that can cater to the needs of all kinds of events, from small gatherings to large conferences, and provide end-to-end solutions for event registration, ticketing, scheduling, communication, and more. Additionally, the app should offer a range of analytics and reporting tools to help event organizers track attendance, engagement, feedback, and other metrics to improve future events. Overall, the problem is to create an event management app that can help event organizers streamline their workflows and deliver exceptional experiences for their attendees.

Problem Solution

The problem of event management can be solved by developing a comprehensive event management app that can streamline the entire process of planning, organizing, and executing events. The app should offer a range of features and functionalities that cater to the needs of event organizers and attendees alike. Here are some possible solutions:

1. Event Registration and Ticketing: The app should allow event organizers to create and customize registration forms and ticketing options for their events. Attendees should be able to easily register and purchase tickets through the app, and receive real-time updates and reminders about their tickets and events.
2. Event Scheduling and Communication: The app should offer a centralized platform for event scheduling, communication, and collaboration. Event organizers should be able to create and manage schedules, agendas, and sessions, and communicate with attendees through the app via push notifications, emails, or chat. Attendees should be able to view event details, schedules, and other relevant information, and communicate with organizers and other attendees.
3. Analytics and Reporting: The app should provide a range of analytics and reporting tools to help event organizers track attendance, engagement, feedback, and other metrics to improve future events. Organizers should be able to generate reports and insights on attendee behavior, demographics, feedback, and other key performance indicators.
4. Customization and Integration: The app should offer a range of customization options to cater to the needs of different types of events and organizers. It should also integrate with other relevant platforms and tools, such as social media, payment gateways, and CRM systems, to provide a seamless and holistic event management experience.
5. User Experience: The app should prioritize user experience and design, with a user-friendly and intuitive interface that is easy to navigate and understand. It should also offer a range of features and functionalities that are accessible and relevant to different user roles, such as event organizers, attendees, speakers, and sponsors.



Empathize Phase

User Research

User Research focuses on understanding user behaviour, needs and motivations through observation techniques, task analysis and other Feedback methodologies.

I have followed 2 research methods

- Qualitative Analysis.
- Quantitative Analysis.

Qualitative Research

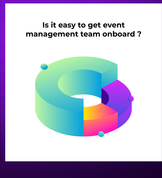
To understand the problem of users in a Event Management application, I conducted face to face interviews with 2 groups of Event Management teams and 10 individuals.

Qualitative Research

1. What is your name ?
2. What is your age ?
3. How do you plan your event ?
4. Did you face any difficulties during the event ?
5. How is the estimated time to plan any event ?
6. Do you face problem for finding event management team ?
7. Do you ever use an online App for planning an event ?
8. How to people plan their events online ?
9. why do people choose to plan their event threw online platforms ?
10. What do you like the most and least about online event planner applications ?
11. What diffrence will make if you get all event management service under one application ?
12. Is it difficult to find a honest event management team ?

Quantitative Research

I made a survey of 20 individuals using google form it contains 10 questions and these insights come from diffrent group of ages and sharing form linkdin and instagram.



Competitive Research

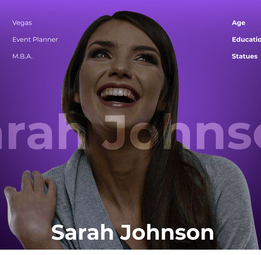
After survey, I had some ideas about my app but i want to know who are my potential competitors in the current market and what are their strength and weakness. After my analysis i have finalized these three are my potential competitors.

Features	eventbrite	eventzilla	Slido	Crowd Compass
Event Registrations, and Ticketing	✓	✓	✓	✓
Ticket Validation and Ticket Customization	✓	✓		
Text Messaging and Audio/Video Calling	✓	✓		✓
Flexible Payment Options		✓	✓	
Social Media Integration	✓			
Security Assurance				
Real-time Event Analytics		✓		
Discounts, and Promo Codes	✓	✓	✓	✓
Automated Messaging	✓	✓		
Exposure to Sponsors and Partners	✓	✓		
Multi-lingual Support	✓			
Surveys and Real-time Polling	✓	✓		

Define Phase

User Persona

With the data collected in the user interview and survey. I created a person using two ideal users of the application. These personas help me to bring a better solution for the problem by understanding the frustrations and goals.



Location : Vegas
Occupation : Event Planner
Study : M.B.A.

Age : 23
Education : MBA
Statues : Single

Sarah Johnson

Bio

Sarah is a professional event planner with a degree in event management. She has been in the industry for 3 years and has worked with various clients, ranging from corporate events to weddings. She is always on the lookout for new tools and technologies that can help her streamline her workflow and make her job easier.

Goals

Sarah's primary goal is to plan and execute successful events that meet her clients' expectations. She is motivated by the sense of accomplishment that comes with delivering a flawless event. She is also motivated by the opportunity to work with new clients and expand her portfolio.

Frustrations

1.Limited functionality
2.Poor communication
3.Unreliable scheduling
4.Limited customization
5.Poor user experience
6.Inadequate mobile app

Hobbies

- Playing ludo
- Gaming
- Traveling
- Reading Books
- Cooking
- Football

Personality

- Extrovert
- Calm
- Helping
- Caring
- Mature
- Loyal

Empathy Mapping

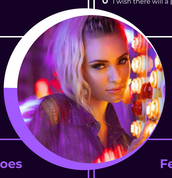
Empathy Mapping is an important stage of the human centered design process as it helps to understand the way people do things, why they do them, and their physical and emotional needs.

Say

- I have to ask all my all friends for referring.
- I don't want to go out of budget.
- I have to visit each venue to check.
- Need to share timelines with each day.
- It is very Frustrating to do all this things by myself.
- I have to check all reviews before getting them on the line

Thinks

- I wish i have something that less time consuming.
- I wish i can track all the activities.
- I wish i get updates on my each task.
- I wish i can reach to any event management team with such ease
- I wish i can get some reminders.
- I wish there will a platform for this.



Does

- I usually ask my friends too much for that.
- I always research too much for that.
- It is frustrating to go for each venue.
- I have to send manual updates to them.
- Every time there is something missed due to lack of reminders.
- I usually check for worker availability on venue.

Feels

- I feel frustrated to spend the money and doing some hardwork.
- I feel worried about overspending too.
- wants an app badly that can deal with it.
- I feel excited to plan multiple events for my family.
- I want an app that provides me solutions.
- I don't want to spoil family's reputation by doing unnecessary problems in events.

User Journey Map

Based on the User research I have Created a user journey map is to better understand the crucial Pain Points, challanges, mindset and overall journey which user may encounter while booking a event managment team.

Explore	Booking a Organizer	Before Event	After Event
Online Search	Discuss about event Stuff	Design a great event	Appreciating Everyone who involved in this
Suggestions from Friends	Confirming date and timing of event	Giving them the things they want	Doing fully payment
Searching Appropriate Event Planners	Discussion about budget	Give them instructions according to their need	Taking Receipt
Checking Ratings	Telling them about my vision	Inspect them	Write a Honest review
	Discussion about required things	Advance payment	Recommend others
	Confirming Venue		
	Type of Payment		

User Scenario

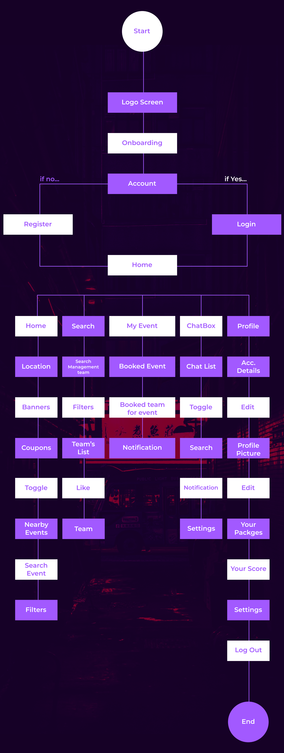
Hello! My name is Sheetal Agarwal. I'm from Dehradun. I am currently working as an Hr at an M & C Company. As a kid, I was very fond of going to different events in different places. When I was 15, my brother engaged to a girl he loved. So our family decided to arrange an Engagement Ceremony. We had booked an Event Management team to look after the event and make this occasion memorable. But when the event happened, we faced many difficulties from them. Everything Falls apart from Management to execution. We were unfortunate and angry simultaneously, and after that, my brother's marriage was coming too, that was screwed too. Now my father's 50th anniversary is coming too...

Once, my friend and I went to a concert that was arranged by one event management team. We were happy to throw out the event and ask for more from them. It was a very well Arranged and balanced event. Everything was on point during the event. My friend Gave me the idea of giving them an opportunity for my father's 50th anniversary. So I decided to give them work for my father's 50th anniversary.

Then our event happened. My friend was right about them. They arranged the whole event with utmost dedication and were fun-loving and easy to work with. They gave us many memories, and the overall experience of working with them was genuinely unique. Referred.

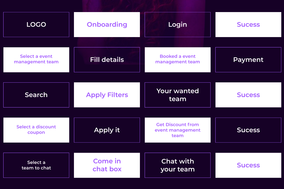
User Flow

User flow is like a roadmap that help you navigate through a digital product like a pro. It's the path that user take as they move through the different screens and feature of the app. By understanding the user flow, you can identify areas where users might get stuck, lost, or confused and make improvement to create a smooth and seamless experience for your users.



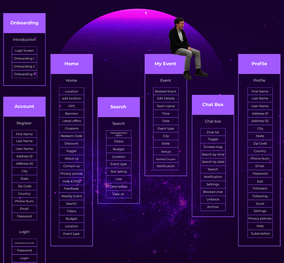
Task Flow

Task flow is all about breaking down complex processes into small, manageable steps that the user from point A to point B. It's like a well-choreographed dance routine for your app, and the goal is to create an experience that flows seamlessly and is easy to use.



Informative Architecture

Informative architecture refers to a design approach that prioritizes the effective communication of information within a built environment. It involves creating spaces, structures, and systems that facilitate the clear and efficient flow of information, enhancing human interactions and experiences.

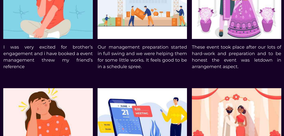


Brainstorming

An all-in-one event management application that allows users to plan, organize, and execute events seamlessly. Features include budget management, venue selection, guest list management, task assignment, and real-time collaboration.

Storyboard

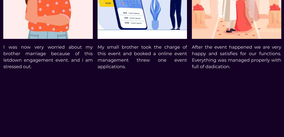
A Storyboard is a visual representation of how a user will interact with an Application or Interface. A scenario also show the process of the user when using a product.



I was very excited for brother's engagement and I have booked a event management three my friendly reference

Our management preparation started in full swing and we were helping them for some little works. It feels good to be in a schedule spree.

These event took place after our lots of hard-work and preparation and to be honest the event was letdown in arrangement aspect.



I was now very worried about my brother marriage because of letdown engagement event, and I am stressed out.

My small brother took the charge of this event and booked a online event management three one event applications.

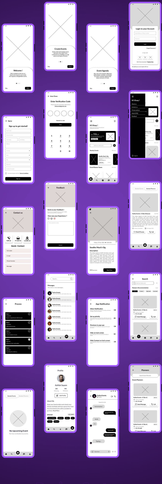
After the event happened we are very happy and satisfies for our functions. Everything was managed properly with full of dedication.

low fidelity

The wireframes are drawings made on paper to understand the concept better. These drawings may change as the idea is refined and improvement to better solve user's problems.

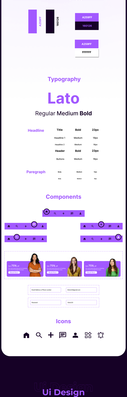
Mid fidelity

At this stag, simple digital versions of the design were made to test and see if it could solve the problem it was meant to be. Real people were allowed to try this.



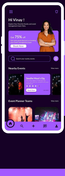
Design System

A design system is a set of reusable components, patterns, and guidelines that help teams create consistent and user-friendly experiences across a variety of products and platforms. Design systems can be used to improve the efficiency and quality of design work, reduce costs, and speed up the development process.



Ui Design

UI design is a multidisciplinary field that encompasses graphic design, interaction design, information architecture, and usability engineering. UI designers use a variety of tools and techniques to create user interfaces, including wireframes, mockups, and prototypes.



Home Page

Like the name suggests, this is the Home screen that contains:

- Notification
- Search Bar with Filters
- Trending Events
- Event Elements (Icons)
- Discount Offers
- Toggle Menu

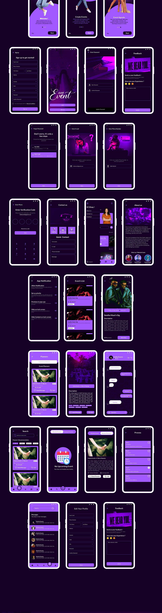
Profile Page

Like the name suggests, This is the Profile screen that contains:

- Profile Picture
- Following
- Followers
- Total Events
- About me
- Interests

Login Page

Like the name suggests, This is the Login screen that contains:

- E-mail
- Phone Number
- Password
- Forgot
- Register Now
- Terms & Conditions

Other Screens