

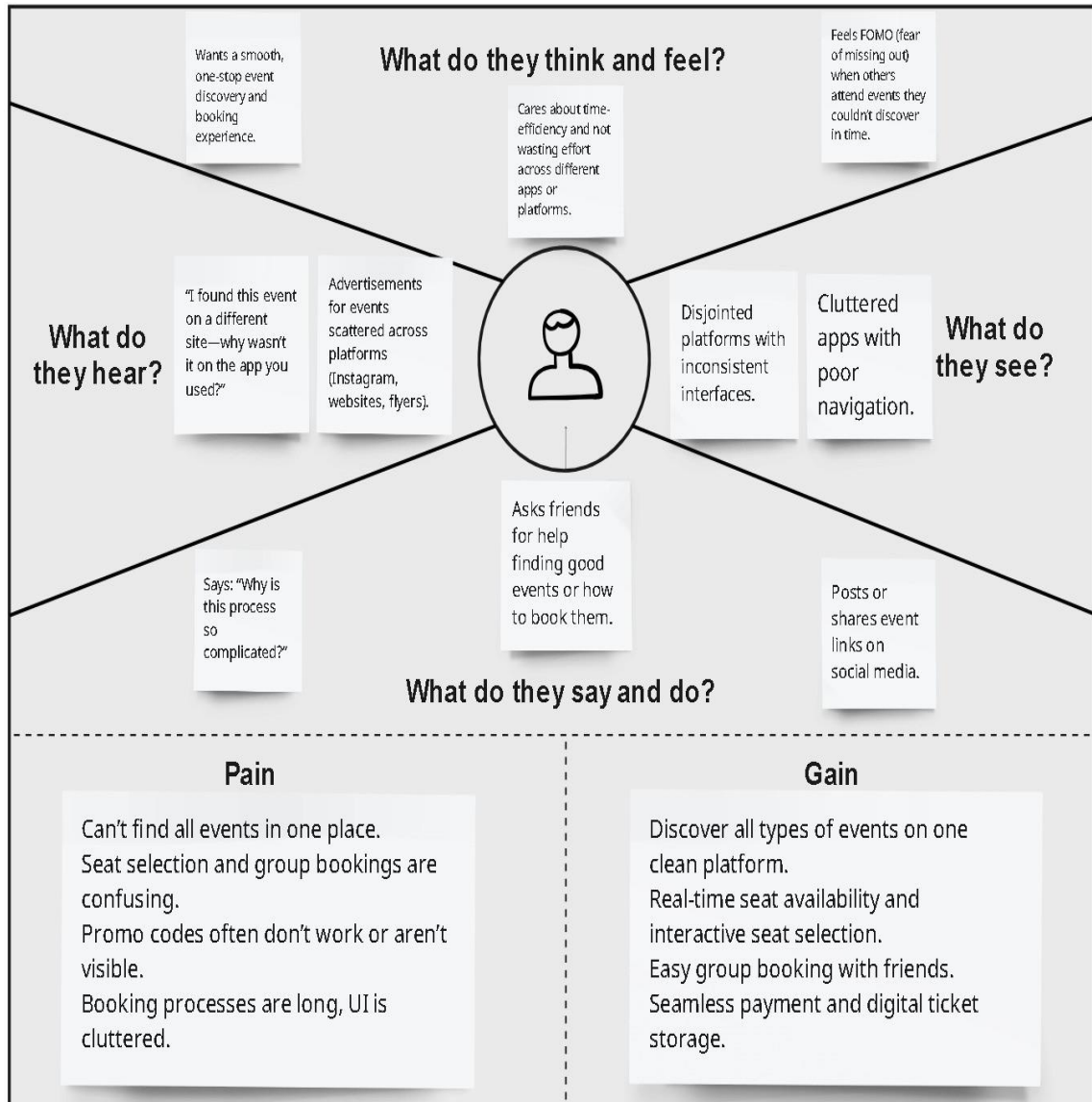
Date	15 April 2025
Team ID	SWTID1743599215
Project Name	EventEase: Event Management

1. IDEATION PHASE

1.1 Problem Statement

I am (Customer)	I'm trying to	But	Because	Which makes me feel
A college student who loves attending events	Book tickets for events happening in my city	I can't find all events in one place	Different platforms list different events	Frustrated and left out of exciting experiences
A working professional with a tight schedule	Reserve tickets in advance for my favorite shows	The booking process is too lengthy and confusing	The platform UI is cluttered and slow	Annoyed and discouraged from booking
A first-time event-goer	Attend a local workshop with friends	I'm unsure how to choose seats and book together	There's no guidance or seat mapping option	Confused and hesitant to proceed
A frequent attendee of tech conferences	Manage multiple bookings and schedules	I can't reschedule or cancel easily	The system lacks flexibility and support	Stressed and afraid of losing money
A casual moviegoer	Quickly check show timings and book nearby	The app doesn't provide real-time seat availability	It's not synced properly with the event venues	Irritated and uncertain about planning
A budget-conscious student	Use promo codes and find the best deals	Discounts aren't visible or applicable easily	The offers are poorly displayed or expired	Disappointed and feel like I'm overpaying

1.2 Empathy Map Canvas



1.3 Brainstorming

Step 1: Problem Statement

PROBLEM

Users struggle with fragmented event discovery, confusing booking processes, and a lack of unified features for ticketing, planning, and attending events.

Step 2: Idea Listing

Idea Listing

Event Discovery

- Centralized event listings
- Smart filters (location, price, category)
- Personalized event recommendations based on interests

Booking Experience

- Real-time seat availability
- Interactive seat maps
- Group booking options

User Interface

- Clean, intuitive UI
- Fast-loading mobile app
- Multilingual support

Promotions & Deals

- Visible and verified promo codes
- Student discount tags
- Auto-apply best deal at checkout

Event Management

- Dynamic pricing algorithm
- QR-based check-ins
- Dashboard for ticket analytics

Additional Features

- Pre-order food & merchandise
- Wallet integration for ticket storage
- Event sharing & group chats

Security

- Blockchain ticket verification
- Biometric/NFC entry for VIP
- Refund and cancellation support

Accessibility

- Compatibility with screen readers
- Seat suggestions for differently-abled attendees

Step 3: Idea Prioritization

Idea	Impact	Effort	Priority
Real-time seat availability	High	Medium	High
Interactive venue maps	High	Medium	High
Centralized event listings	High	Low	High
Personalized event recommendations	High	High	Medium
Visible & working promo codes	Medium	Low	High