**UI Design Brief**

**DD/MM/2021**

# 

# PROJECT OVERVIEW: Redesign of a EVENT PLANNER app

# Project Overview *(in 2-3 sentences)*

We’re building a event planner that will allow people to organize their events (weddings, dinners, business lunches, etc…) and better focus on enjoying their time instead of worrying about the minute details that come with this kind of events. This will be a new UX and UI design project with no previous version.

# Required Services *(delete the ones that are not relevant)*

UX & Wireframing / UI Design / UX writing

# Main Project Features/Sections *(list as many pages and components as you know you’ll need)*

* Home page
* Contact page
* Booking page
* Follow up page(cancellation , modifications to the events page)

# Completion deadline

28/09/2023

# Budget *(mainly if you want to filter out designers that are out of your budget)*

# 

# Development requirements and preferred software *(how are you handling the dev part)*

We’re mainly working with freelancers on our project, but on some rare occasion we do work with agencies. We’re not particulary depending on the design tools (figma , adobe XD…) as long as the designer know what respect the projects requirements.

# Current challenges *(list the main problems of your current situation)*

Example :The current design doesn’t reflect the maturity of the tech we’re building. We’d like to optimise the onboarding process and make the product easy to understand, ready for the mass market.

# Target Audience *(a couple of sentences for your customers)*

Our main target audience is primary constitute of newly wedded people and also geared towards an particular celebration between friends on a occasion(graduation day , promotion …)

This will be developed more in our personas

# With this project, we’re trying to achieve *(be specific with the results you’re expecting)*

Example : Improve the onboarding process which should result in a better conversion rate and increase monthly deposits. Targeted change: 15%.

The thing we hope to achieve with this project is simple we’re trying to assist our clients or theirs specials days and make it as smooth and as stress free as possible and help them make the better out of their events.

# Prominent competitors *(this gives a better understanding of your industry)*

Example : Revolut, Monzo, N26, Startling Bank.

This will be in more details in our benchmark .

# Favourite products/websites *(give examples in two categories - Look & Feel and Usability)*

Example : I like the look & feel of Deliveroo and Treatwell, and I think that the Monzo app is super sleek. Rightmove offers a great booking experience, too.

# Project Lead *(the main contact person)*

Founder & Product Manager - Mr Modibo camara , xx@appname.com

# Bixen95@gmail.com