



## Interview #1

### Interview Outline

<b>Interviewee:</b>	Sultan Alghamdi	<b>Interviewer:</b>	Tarfah Bin Moammar
<b>Location:</b>	His office, Riyadh, Saudi Arabia	<b>Appointment Date:</b>	17 - 02 - 2025
		<b>Start Time:</b>	1:08pm
		<b>End Time</b>	1:22pm
<b>Objectives:</b>	<ul style="list-style-type: none"><li>• Understand the most common difficulties business owners face when organizing events</li><li>• Gather business owners' perspectives on essential digital tools that would simplify their work.</li></ul>		
	<b>Reminders:</b>	The interviewer was previously a professional software engineer and currently works as a business analyst.	

### Agenda

Intoduction	1 min
Background on Project	2 min
Topics to Be Covered Permission to Record	1 min
Question 1	5 min
Question 2	3 min
Question 3	3 min
Question 4	4 min
Question 5	3 min
Summary of Major Points	2 min
Questions from Interviewee	5 min
Closing	1 min

**General Observation:** During the interview, the interviewee was excited and interested in answering the questions and sharing his thoughts, he also showed full support for the idea of creating this project.

**Topics not Covered:** non

**Interviewee:** Sultan Alghamdi

**Date:** 17 - 02 - 2025

**Question 1:** Can you describe a recent event your business helped organize? What aspects were successful, and what challenges did you encounter?

**Answer:** We recently organized a large conference which was successful in terms of attendance and engagement. However, coordinating with multiple vendors and managing last-minute changes posed significant challenges, especially in terms of communication and schedule adjustments.

**Observation:** Sultan highlights the need for better real-time communication tools to handle the complexities of large event management, emphasizing the challenges of coordinating multiple aspects simultaneously.

**Question 2:** What factors influence your decision when choosing vendors or partners for an event, and how do you typically find them?

**Answer:** Reliability and technology integration are key factors. We prefer vendors who utilize modern technology that allows for easy updates and communication. Typically, we find these vendors through industry recommendations and digital platforms that vet for quality and reliability.

**Observation:** He prioritizes vendors who are not only dependable but also adept at using technology to streamline event processes, reflecting a need for efficiency and effectiveness.

**Question 3:** How do you manage event budgets for your clients, and what tools or strategies do you use to track expenses effectively?

**Answer:** We use project management software to monitor budgets and track expenses in real-time. This helps us provide transparency to our clients and manage costs effectively, especially when dealing with multiple service providers.

**Observation:** Sultan utilizes digital tools to maintain budget transparency and efficiency, showing a proactive approach to financial management in event planning.

**Question 4:** If you could improve one aspect of the event planning industry or process, what would it be and why?

**Answer:** Integration of a centralized digital platform that facilitates better communication and real-time updates would be the most significant improvement. This would solve many of the coordination and efficiency issues we currently face.

**Observation:** His response underscores the need for a more integrated approach, advocating for a solution that enhances communication and operational efficiency across all phases of event management.

**Question 5:** If you were designing the ideal event planning platform for your business, what are the top three features you'd prioritize?

**Answer:** The platform would feature robust communication tools, real-time updating capabilities, and comprehensive vendor management systems to ensure seamless integration and operation during events.

**Observation:** He envisions a comprehensive tool that supports all dimensions of event management, highlighting the importance of efficiency and integration in improving event outcomes.



## Interview #2

### Interview Outline

<b>Interviewee:</b>	Arwa Al-Darwish from Eswadr	<b>Interviewer:</b>	Jood Alkhrashi
<b>Location:</b>	Online via zoom	<b>Appointment Date:</b>	15 - 02 - 2025
		<b>Start Time:</b>	2:02pm
		<b>End Time:</b>	2:23pm
<b>Objectives:</b>	<ul style="list-style-type: none"><li>• Understand the most common difficulties business owners face when organizing events</li><li>• Gather business owners' perspectives on essential digital tools that would simplify their work.</li></ul>		
		<b>Reminders:</b>	The interviewee is experienced in organizing large-scale events, including weddings.

### Agenda

Intoduction	1 min
Background on Project	2 min
Topics to Be Covered Permission to Record	1 min
Question 1	5 min
Question 2	3 min
Question 3	3 min
Question 4	4 min
Question 5	3 min
Summary of Major Points	2 min
Questions from Interviewee	5 min
Closing	1 min

**General Observation:** Organizes large events while facing challenges like labor shortages, time constraints, and transportation. Prioritizes vendor reliability and professionalism, and recognizes the need to improve marketing for better audience visibility.

**Topics not Covered:** non

**Interviewee:** Arwa Al-Darwish from Eswadr

**Date:** 15/2/2025

**Question 1:** Can you describe a recent event your business helped organize? What aspects were successful, and what challenges did you encounter?

**Answer:** Yes, I recently organized a wedding for 500 guests. As for the successful aspects, everything went according to plan and was well received by the attendees. Yet challenges were faced like workforce availability, time constraints, and transportation logistics.

**Observation:** Specializes in large-scale event planning, successfully managing high-attendance events like weddings but faces challenges with labor availability, time constraints, and transportation.

**Question 2:** What factors influence your decision when choosing vendors or partners for an event, and how do you typically find them?

**Answer:** Key Factors i consider when choosing vendors are: credibility, commitment, and punctuality. I find suppliers through advertisements or social connections.

**Observation:** Prioritizes supplier credibility, punctuality, and professionalism when selecting vendors.

**Question 3:** How do you manage event budgets for your clients, and what tools or strategies do you use to track expenses effectively?

**Answer:** Some budgeting approaches I follow: Estimating costs in advance, purchasing from wholesalers, and taking advantage of discounts when available.

**Observation:** The interviewee shows a strategic approach to budget management by estimating costs, seeking wholesale deals, and leveraging discounts, emphasizing expense minimization and profitability.

**Question 4:** If you could improve one aspect of the event planning industry or process, what would it be and why?

**Answer:** I would focus on developing my own unique decor designs, as it is an area where I can stand out and add a personalized touch.

**Observation:** The desire to enhance decor design suggests a willingness to invest in skills, innovation, and potential business growth, possibly through learning new techniques or collaborating with specialized vendors.

**Question 5:** If you were designing the ideal event planning platform for your business, what are the top three features you'd prioritize?

**Answer:** Rapid expansion and visibility - Increased audience engagement - Effective targeting of the right customer segment.

**Observation:** Sees marketing and outreach as a major challenge, highlighting the need for tools that increase visibility among the target audience.



## Interview #3

### Interview Outline

<b>Interviewee:</b>	Malak Alnafisah from Malak Space	<b>Interviewer:</b>	Ghala Musallam
<b>Location:</b>	Online via Zoom meeting	<b>Appointment Date:</b>	12 - 02 - 2025
		<b>Start Time:</b>	7:38pm
		<b>End Time:</b>	8:08pm
<b>Objectives:</b>	<ul style="list-style-type: none"><li>• Understand the most common difficulties business owners face when organizing events</li><li>• Gather business owners' perspectives on essential digital tools that would simplify their work.</li></ul>		
		<b>Reminders:</b>	The interviewee is a professional wedding photographer based in Riyadh, specializing in luxurious and cinematic wedding photography.

### Agenda

Intoduction	1 min
Background on Project	2 min
Topics to Be Covered Permission to Record	1 min
Question 1	5 min
Question 2	3 min
Question 3	3 min
Question 4	4 min
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Summary of Major Points	2 min
Questions from Interviewee	5 min
Closing	1 min

**General Observation:** This wedding photographer values quality, coordination, and reputation. Their main challenges are last-minute changes and communication issues. An ideal event planning platform should improve coordination, simplify bookings, and help vendors build credibility.

**Topics not Covered:** more details about the prioritized features specifically the first feature were not gathered due to time running out.

**Interviewee:** Malak Alnafisah from  
Malak Space

**Date:** 12 - 02 - 2025

**Question 1:** Can you describe a recent event your business helped organize? What aspects were successful, and what challenges did you encounter?

**Answer:** I recently worked on a luxurious wedding in Riyadh with over 300 guests. The event was beautifully designed, and I successfully captured stunning moments that reflected the emotions and elegance of the night. The couple and their families were thrilled with the final results, especially the cinematic wedding video and candid shots. Challenges: The main challenge was coordinating with the lighting and decor teams to ensure that the photography setup complemented the venue's ambiance. Additionally, managing last-minute schedule changes was stressful, as different segments of the event ran longer than expected, affecting the planned photography timeline.

**Observation:** Faces coordination challenges with vendors, especially with lighting setups.

**Question 2:** What factors influence your decision when choosing vendors or partners for an event, and how do you typically find them?

**Answer:** I prioritize working with reliable, high-quality partners who understand the importance of timing and coordination in event photography. Makeup artists and hair stylists all affect the quality of the photos, so I prefer working with professionals who communicate well and plan ahead to advertise my work and theirs in a good way. I typically find partners through word-of-mouth recommendations from past clients. I also stay updated through social media.

**Observation:** Values collaboration with well-organized vendors to enhance photography quality.

**Question 3:** How do you manage event budgets for your clients, and what tools or strategies do you use to track expenses effectively?

**Answer:** I offer customized wedding photography packages to fit different budgets, from basic coverage to full-scale cinematic productions. To track expenses, I use spreadsheets for cost estimation, detailing equipment rentals, additional photographers, and editing time. I also ensure clear, upfront pricing to avoid misunderstandings with clients.

**Observation:** The interviewee uses flexible pricing models to accommodate different client budgets. And prefers manual budget tracking (spreadsheets) over automated tools. She also ensures clear communication with clients about costs to prevent disputes.

**Question 4:** If you could improve one aspect of the event planning industry or process, what would it be and why?

**Answer:** I would improve real-time coordination and communication between vendors. Many event delays happen because suppliers and planners are not fully aligned on timing, which affects photography schedules. A centralized system that allows instant updates would prevent these issues.

**Observation:** Struggles with last-minute event changes due to poor coordination.

**Question 5:** If you were designing the ideal event planning platform for your business, what are the top three features you'd prioritize?

**Answer:**

1. A system where all event vendors (like photographers, planners, florists, and lighting teams) can talk to each other quickly and update their schedules.
2. A simple way for clients to book photography services, select packages, and sign contracts online.
3. A place where vendors can show their work, gather verified reviews from clients, and get ranked by their quality and reliability.

**Observation:** The interviewee wants a centralized communication tool to reduce event-day mismanagement. And seeks a more efficient client booking process to save time.





## Interview #4

### Interview Outline

<b>Interviewee:</b>	Omar Alghazi from TL perfumes	<b>Interviewer:</b>	Najla Almazyad
<b>Location:</b>	Online via social media	<b>Appointment Date:</b>	15 - 02 - 2025
		<b>Start Time:</b>	5:30pm
		<b>End Time:</b>	6:00pm
<b>Objectives:</b>	<ul style="list-style-type: none"><li>• Understand the most common difficulties business owners face when organizing events</li><li>• Gather business owners' perspectives on essential digital tools that would simplify their work.</li></ul>		
		<b>Reminders:</b>	The interviewee is a professional event distributor, specializing in providing customized giveaways and gifts for various occasions, ensuring memorable and high-quality experiences for guests.

### Agenda

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Question 1	5 min
Question 2	3 min
Question 3	3 min
Question 4	4 min
Question 5	3 min
Summary of Major Points	2 min
Questions from Interviewee	5 min
Closing	1 min

**General Observation:** The interviewee showcases strong expertise in organizing private and corporate events, managing challenges like diverse age groups and pricing manipulation. They prioritize honesty, transparency, and competitive pricing while maintaining high-quality event experiences.

**Topics not Covered:** non

**Interviewee:** Omar Alghaz

**Date:** 15 - 02 - 2025

**Question 1:** Can you describe a recent event your business helped organize? What aspects were successful, and what challenges did you encounter?

**Answer:** The last event we organized was for a private company, and it was a Family Day for employees. The entire event was successful and received positive feedback from everyone. One of the key challenges we faced was the diversity in family members' ages, which required us to offer a variety of activities to cater to different age groups.

**Observation:** Demonstrates the ability to organize family-oriented events with diverse age groups, ensuring engagement for all participants.

**Question 2:** What factors influence your decision when choosing vendors or partners for an event, and how do you typically find them?

**Answer:** There are many influential factors, but the most significant ones are honesty, integrity, punctuality, and reasonable pricing. These can be achieved through two main methods: social media platforms or direct street-level marketing.

**Observation:** Values reliability, transparency, and cost-effectiveness when selecting vendors.

**Question 3:** How do you manage event budgets for your clients, and what tools or strategies do you use to track expenses effectively?

**Answer:** Budget management is usually handled after meeting with the client to understand the event's goals and target outcomes, along with utilizing insights from our previous experiences.

**Observation:** Employs client collaboration and historical data analysis for effective budget management.

**Question 4:** If you could improve one aspect of the event planning industry or process, what would it be and why?

**Answer:** We suggest creating a platform that brings together all event management professionals, with clear governmental oversight to simplify licensing processes. Additionally, promoting the localization of event management companies is crucial, as foreign competitors often manipulate pricing and compromise work quality, negatively impacting the industry as a whole.

**Observation:** Advocates for a unified platform to streamline processes and improve communication among industry professionals.

**Question 5:** If you were designing the ideal event planning platform for your business, what are the top three features you'd prioritize?

**Answer:**

- A. The platform should be easy to navigate and user-friendly.
- B. It should be monitored by a government authority to protect rights.
- C. Pricing should be standardized to foster a fair and competitive market, minimizing potential price manipulation.

**Observation:** Highlights the need for an intuitive platform with standardized pricing to promote a fair and competitive market.



## Interview #5

### Interview Outline

<b>Interviewee:</b>	Nada Musallam from Nada Savor	<b>Interviewer:</b>	Reuof Alanazi
<b>Location:</b>	Online via Phone call	<b>Appointment Date:</b>	13 - 02 - 2025
		<b>Start Time:</b>	6:42pm
		<b>End Time:</b>	7:00pm
<b>Objectives:</b>	<ul style="list-style-type: none"><li>• Understand the most common difficulties business owners face when organizing events</li><li>• Gather business owners' perspectives on essential digital tools that would simplify their work.</li></ul>		
		<b>Reminders:</b>	The interviewee specializes in event catering services for weddings, gatherings, and family events.

### Agenda

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Background on Project	2 min
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Question 2	3 min
Question 3	3 min
Question 4	4 min
Question 5	3 min
Summary of Major Points	2 min
Questions from Interviewee	5 min
Closing	1 min

**General Observation:** The interviewee's responses suggest that event planning in its current state is fragmented, lacks streamlined financial management, and requires better vendor coordination. They prioritize guest experience but struggle with venue selection, budgeting, and sourcing trusted vendors.

**Topics not Covered:** non

**Interviewee:** Nada Musallam from Nada Savor

**Date:** 13 - 02 - 2025

**Question 1:** Can you describe a recent event your business helped organize? What aspects were successful, and what challenges did you encounter?

**Answer:** I organized A family gathering where the positive reaction from everyone indicated great success, the event turned out even better than expected. Some of the challenges that i faced were: finding a suitable venue for the gathering and managing the finances.

**Observation:** The interviewee prioritizes guest experience, ensuring that attendees have a positive and memorable time. But, struggles with venue selection, indicating that the process of finding event spaces is either limited or not user-friendly. Also she faces difficulties with financial organization, suggesting a need for more structured budgeting tools.

**Question 2:** What factors influence your decision when choosing vendors or partners for an event, and how do you typically find them?

**Answer:** Quality and cost are the main considerations. Also previous experiences and recommendations from others play a crucial role in decision-making. in regards of finding vendors I search for the best options using social media.

**Observation:** The interviewee balances quality and cost, indicating the importance of getting value for money. She uses digital platforms to find vendors, showing a preference for online research but possibly indicating a lack of centralized, verified sources.

**Question 3:** How do you manage event budgets for your clients, and what tools or strategies do you use to track expenses effectively?

**Answer:** I make sure to record all payments, whether small or large. And, I keep track of prices to find the best deals that fit the audience's budget.

**Observation:** Prefers manual expense tracking, which may be time-consuming and prone to errors.

**Question 4:** If you could improve one aspect of the event planning industry or process, what would it be and why?

**Answer:** The search and selection process for vendors consumes a long time, so a comprehensive platform that gathers all event suppliers in one place is needed.

**Observation:** Indicates a desire for convenience and efficiency in event planning.

**Question 5:** If you were designing the ideal event planning platform for your business, what are the top three features you'd prioritize?

**Answer:**

- A centralized platform where users can browse verified vendors.
- A tool that helps track expenses.
- A built-in chat for seamless updates between vendors, organizers, and clients to prevent delays and miscommunication.

**Observation:** Faces challenges in coordinating last-minute changes, making real-time communication tools essential for smooth event execution. And struggles with financial organization, highlighting the need for integrated budget tracking and payment tools.