

Problem

- Parents with young children frequently face the challenge of organizing and hosting parties, which can be a stressful and time-consuming task. Nevertheless, they do not wish to miss out on the chance to create lasting memories with their loved ones.
- This leads to either putting it off altogether or spending unnecessary money on a profesional planner that costs more money.





Value Proposition

Digital Party Plans with Step by Step Guides

Creation and Schedules of complete party themes downloaded straight from your computer and easy access to print on the go.

Fêtes de Lili

The Process



Party Plan Products

FANTASY UNICORN PARTY PLANNING KIT \$20

- Step by Step Party
 Decor Instructions
- Party Budget
 Calculator
- Complete 2 week Plan prior to event

CAR THEME INVITES AND DECOR BUNDLE \$15

- **Downloadable**Invitations
- Step by Step Party
 Decor Instructions
- Party Schedule

CAPTAINS TREASURE A COMPLETE PARTY PLAN \$30

- Step by Step Party
 Decor Instructions
- **Budget Calculator**
- Downloadable Evites and Party Menu

GARDEN DELIGHT
SPRING
BABYSHOWER
PLAN
\$25

- **Complete Decor Ideas**
- **Budget Calculator**
- **Downloadable invites**

THE FLASH PLAN \$5

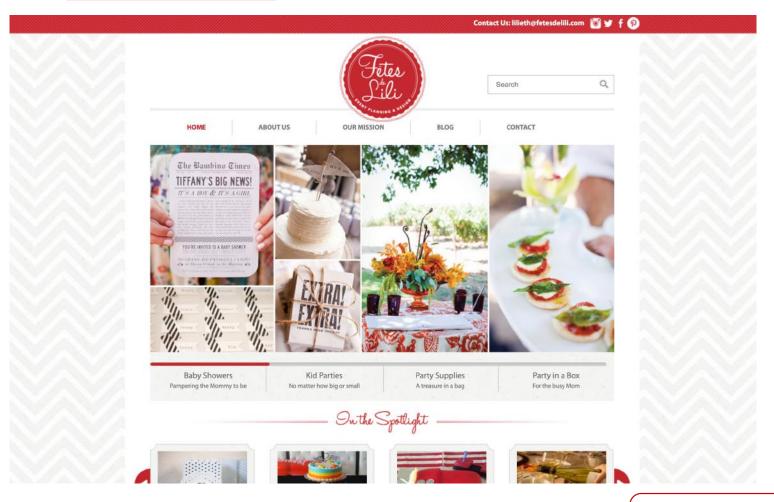
- Lists of tasks to complete and when
- Budget Calculator
- List of generic decor ideas

The Event Planning Solution

The Event Planning Solution

Original Product

Website V1.0



Redesign Approach

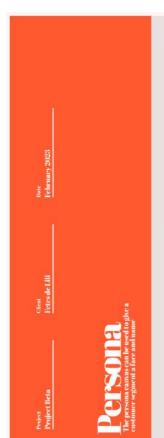
SPECIFIC TARGETING

- Observe the changes of the party supply market during and after COVID, and estimates of what is coming
- Check for age range of parents today and the trend on stay at home moms
- Find the core problem to solve
- Become more digital



REDESIGN RESEARCH

BUYER PERSONA





Job Title: Stay at Home Mom

Location: Miami, FL USA

Status: Married with 2 children

Kristina

'I want to create memories with my kids and I want was is best for them . All their birthdays and holidays should be full of fun and joy for them. I want to create magic and a wow effect each time we celebrate something, but don't want spend too much money or get overly stressed doing it."

Reasons to use our service

Stress free Party Planning

Not starting from Scratch

List of Vendors and Sites for Ideas

Budget Focus

Education to be applied anywhere in managing the home

Reasons to buy our service

Plan a professional looking party without sacrificing your time with your kids.

Stay within your budget without sacrificing style and quality with our budget plans.

- Keep stress at bay by having a detailed step by step plan that keeps you organized in bite size tasks.

-Keep your extravagant vision with our creative tips and theme ideas to grab what fits your style.

PERSONALITY

Independent

Age: 35 years

Introvert Extrovert Analytical Creative Time rich Organized

INFLUENCERS

BEHAVIOR TRAITS

PASSIONATE EMPATHETIC



PAIN POINTS

How can our service help

We provide Time Management techniques for party planning

Budget Planning included

Themes and Ideas simplified to keep you from getting overwhelmed

INTERESTS

Interests that can influence decision

Keep a clutter free mind to allow yourself to be creative while following our event plans for the logistics of throwing a party

- Let us worry about the details so you can take time to connect to your guests

- Create memories and enjoy the party while still delivering a professional look

The Event Planning Solution

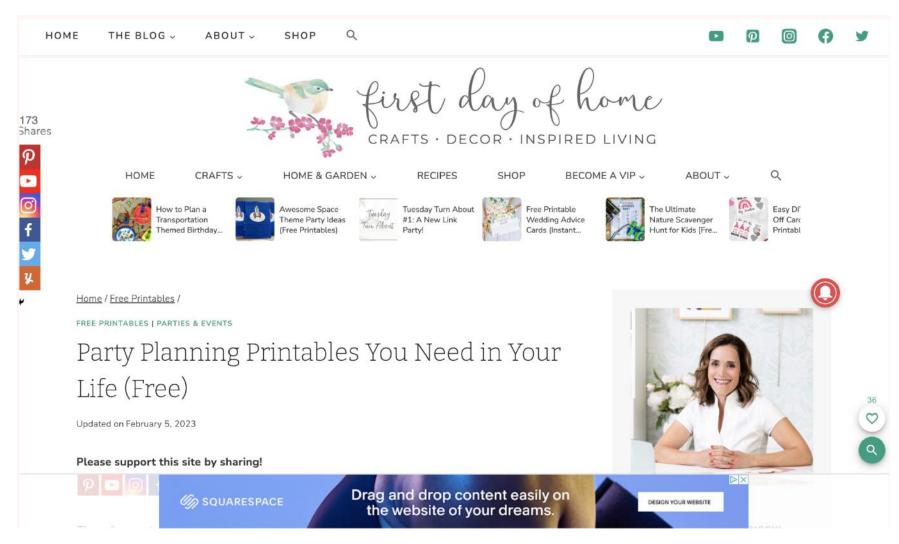


Competitive Analysis

SERVICE	JUST A GIRL AND HER BLOG	FIRST DAY OF HOME	PARTY IN A BOX BY VALENTINA
Free PDF Calendars			8
Party Planning for Theme		8	8
Budget Calculator			8
Party Supplies	5	2	0
Downloadable Decorations		8	8

The Event Planning Solution

COMPETITOR



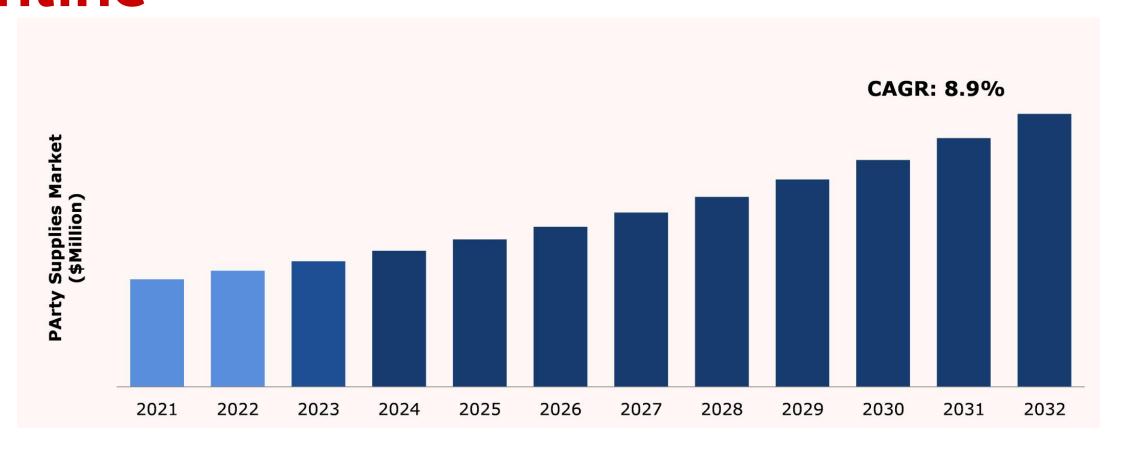
IDEAS

- ADDITIONAL TOPICS

 Crafts, Home & Design, Recipes
- Free printables require emails
- > EXTRA INCOME GENERATOR
 Advertising banners at footer
- > SOCIAL MEDIA SHARES
 Create trust by showing current shares

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Future Projections of Party Supplies Online



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Current Status, Accomplishments to Date, Timeline and Use of Funds



CURRENT STATUS

WordPress Template
 Redesign for testing

ACCOMPLISHMENTS TO DATE

- Recycling old blog content
- Marketing Research and Estimation of the Party Market



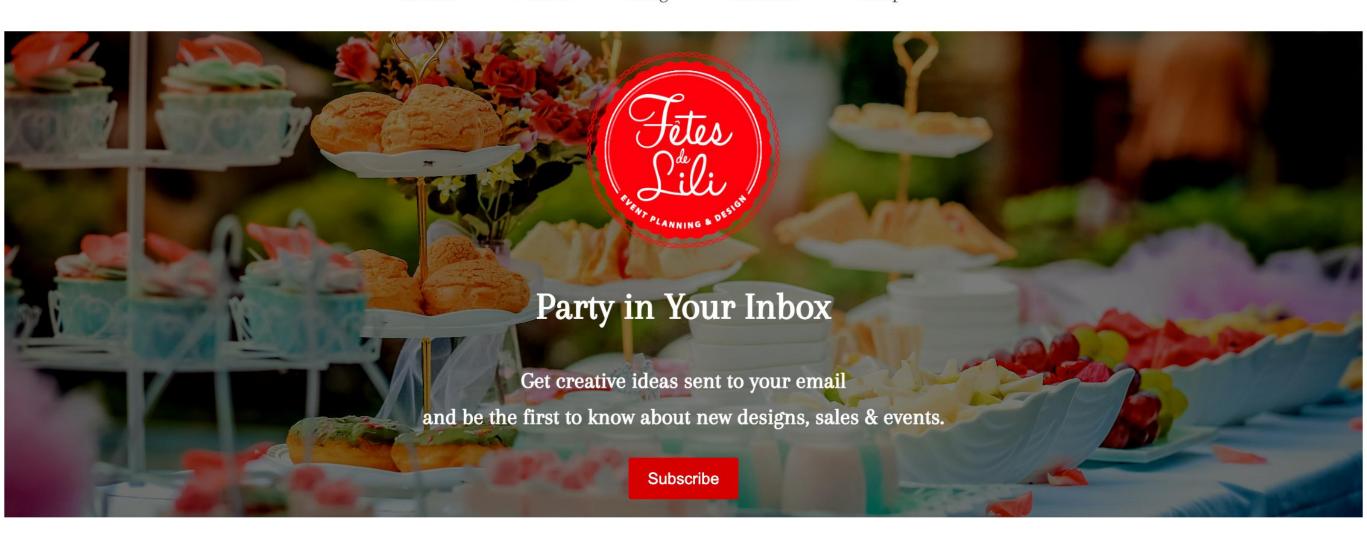
FUTURE PLANS

- Email Call To Action
 Campaign
- Social Media Posts
- Social Media Ads
- Blogs
- Podcasts

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Final Website Redesign

Home About Blog Contact Shop



Life is an event. Make it memorable.