

POV FILE

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User	Need	Insight
Event planners/organizers (professionals managing multiple events)	To coordinate tasks, deadlines, and team collaboration seamlessly across events.	Event planners face stress from overlapping deadlines and fragmented communication. They need centralized tools to prevent errors, reduce manual tracking, and ensure events align with client expectations.
Busy professionals (individuals balancing work and personal life)	To manage personal and professional tasks/events quickly and intuitively.	Busy professionals prioritize efficiency to avoid cognitive overload. They seek apps that integrate with existing tools (e.g., calendars) and offer "quick-add" features to minimize time spent organizing.
Teams/groups (collaborating on projects or events)	To track shared responsibilities, communicate updates, and ensure accountability.	Teams struggle with miscommunication and unequal task distribution. They value real-time collaboration, clear task ownership, and visual progress tracking to maintain trust and meet deadlines.