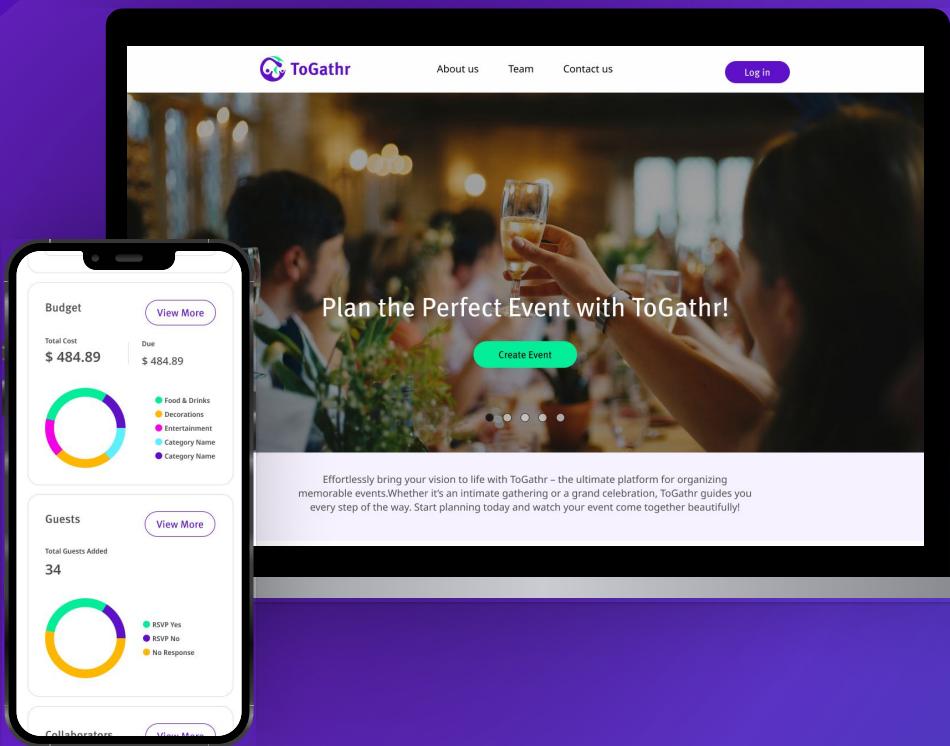




ToGathr

A Simplified Event Planning



**Andrei Gallardo | Mehul Sharma | Sangeetha Ravi |
Shashank Panjeti | Sudiksha Suresh | Amneesh Pal |
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01. Project Overview

The Problem

Planning an event is often a complex, time-consuming process for both event planners and individuals. Finding reliable vendors across various platforms, tracking expenses, and managing the guest list each require separate tools, making event organization fragmented and challenging. This lack of a unified solution complicates the experience, adding unnecessary hassle to what should be a seamless process.

Pain Point

Planning an event involves multitasking and is generally a rather fragmented process. Anyone planning an event often has to use multiple apps to keep track of budgets, guest lists, venues, and vendors. This makes event planning a frustrating experience. Additionally, finding the right vendors is a difficult task with many people still relying on word of mouth and unreliable reviews from random online sources.

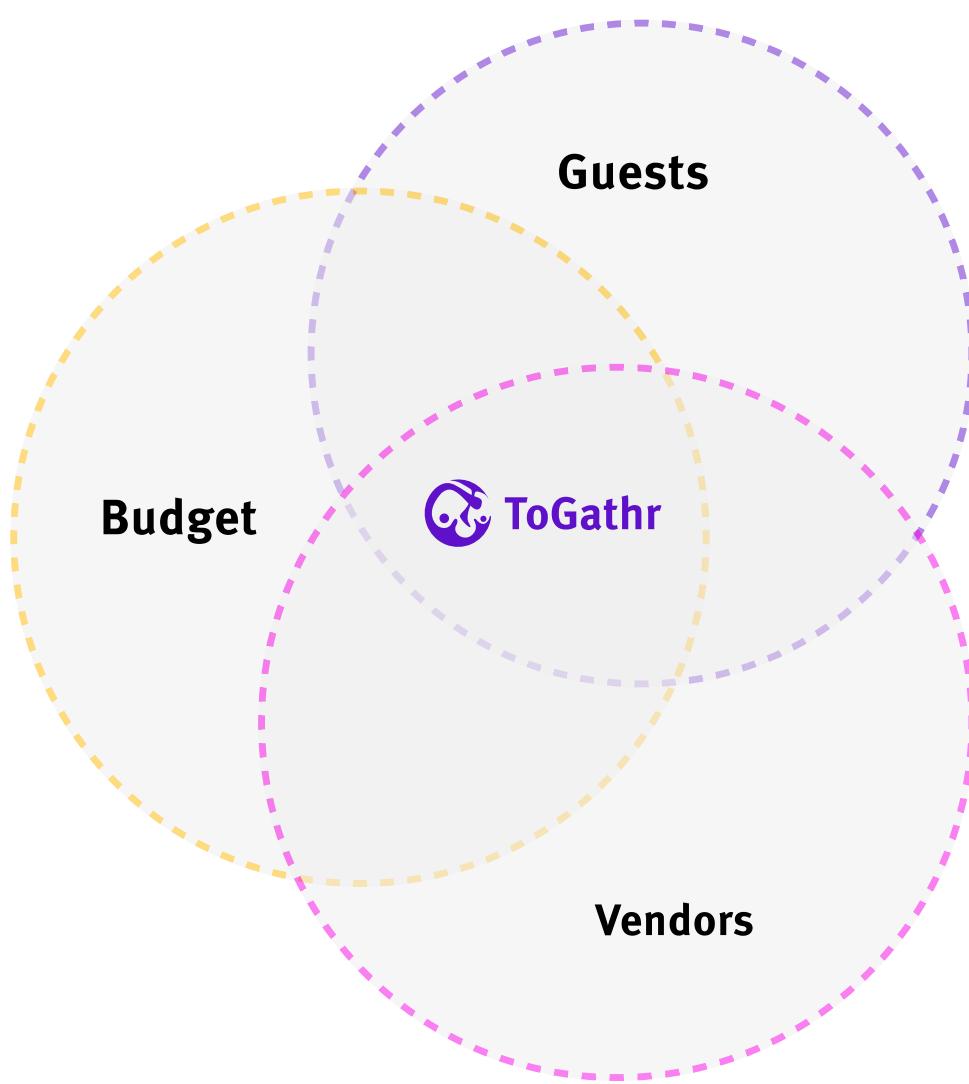
User Motivation

Anyone planning a big or small event would benefit from using ToGather because it would be a one-stop solution to all the hassles of event planning. They would be able to manage their guests and find vendors, and venues, and manage their budget all under one roof. The vendors/venues listed would be verified and have reviews from other users on the app and they would be able to compare different options before making their choice.



The Solution

ToGathr is a web platform that helps individuals and event planners easily plan personal or professional events. This platform aims to generate all your event tasks with an AI assistant for each event type and combine event planning, such as tracking budgets, finding vendors/venues, managing guests through RSVPs, and collaborating with a team—all within one platform.



02. Main Features

Main Features

Budget Tracking

Users who are planning an event have to ensure their decisions fit into the budget they have set for the event. When tracking this manually on a spreadsheet they don't have the right means to compare and consider their choices because all the data is disjointed.

On ToGather, the users' budget and its allocations are visualized making it easy to make decisions. Users set their desired budget and the platform shows them the choice of vendors and venues accordingly.



This feature will allow users to define an overall budget for the event and help them track and allocate it to different aspects of the plan. Users are notified when something goes over their predefined budget and they receive helpful suggestions to reduce costs.

Effortless Guest Management with Easy RSVPs

Guests are a major part of the puzzle when it comes to planning events. How many guests are arriving, who has confirmed, guest details and contact information, etc tends to be a lot to be able to keep track of. The guest list management feature automates this process by having separate lists for confirmed and unconfirmed guests and organizing their contact details.



Sending bulk emails and recording RSVPs would also be a part of this feature. Invites can be sent in bulk using email IDs and the user can see the number of people who confirm their attendance.

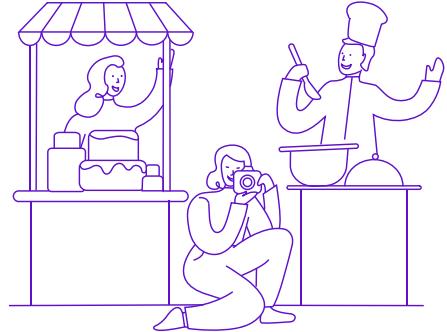
On the day of the event, this feature also allows the user to check guests in to keep track of how many guests arrived

Main Features

Find Verified Vendors/Venues

Users who are planning an event have to ensure their decisions fit into the budget they have set for the event. When tracking this manually on a spreadsheet they don't have the right means to compare and consider their choices because all the data is disjointed.

On ToGather, the users' budget and its allocations are visualized making it easy to make decisions. Users set their desired budget and the platform shows them the choice of vendors and venues accordingly.



This feature will allow users to define an overall budget for the event and help them track and allocate it to different aspects of the plan. Users are notified when something goes over their predefined budget and they receive helpful suggestions to reduce costs.

Collaborative Workspace

Planning personal events often involves coordinating with family and friends, and our app is designed to make this collaboration effortless. With our collaborative workspace feature, users can invite loved ones into a shared planning space where everyone can access event details, view progress, and participate actively.



Users can assign specific tasks to each collaborator—whether it's arranging decorations, managing RSVPs, or handling logistics—so responsibilities are clear and no details are missed.

This streamlined approach keeps everyone in sync, reduces last-minute stress, and allows users to enjoy the planning experience together. From small gatherings to larger celebrations, our app turns event planning into a shared journey, where each person can bring their skills and ideas to the table for a truly memorable event.

03. Data Driven Features

Data Driven Features

How will you use data in your project?

Guest lists and details will be securely stored on the platform, along with a repository of vendor and venue information. Additionally, budget data provided by users will be used to generate relevant, personalized suggestions.

What is the dataset you will be visualizing?

- User budgets and their allocations will be visualized clearly for easy tracking.
- Price comparisons will be available for different vendors and venues.
- Guest list data will display confirmed vs. unconfirmed guests through RSVPs.

Can the data change via user interaction?

Data that can be modified by user interaction includes budget constraints and the guest list, which users can update at any time.

Where is it from

Some data, like the budget and guest lists, is provided by the user, while vendor-related information is added by us to the platform.

In what way will the user interact with the data visualizations?

Budget Overview: Users can easily see how their money is allocated for the event and adjust their budget or vendor choices as needed.

Vendor Comparisons: Users can make informed decisions with clear, visualized price comparisons.

Why is this relevant to the user?

Visualized data acts as a “second brain,” giving users a quick snapshot of all event-related decisions. This makes it easy to stay organized and manage every detail with ease.

What is the data source? real/fake/input etc.

Guest Lists, Budget: User-provided data.

Vendor/Venue: Placeholder (fake) data.

04. Competitor Analysis

Competitor Analysis

Company Name	Description	Logo	Missing Feature	Link
Event Brite	Eventbrite is a leading platform for creating, promoting, and selling tickets for events, from small gatherings to large concerts and conferences.		<ul style="list-style-type: none"> • No vendor management features • Basic budgeting tools • No Collaborator tools 	https://www.eventbrite.ca/
Zola	Zola is a popular wedding planning platform designed to simplify the wedding planning process and enhance the overall experience for couples		<ul style="list-style-type: none"> • Only limited to weddings • Event Size: Platforms designed for personal events might not scale well for larger or more complex events, such as corporate, conferences or large-scale festivals. • No collaboration tools 	https://www.zola.com/
Cvent	Cvent is a popular event management platform used by businesses of all sizes. It provides tools for event planning, registration, and engagement, making it ideal for corporate events, conferences, and large meetings.		<ul style="list-style-type: none"> • Limited customization for smaller events • High pricing • Cvent is more focused on business events and lacks a more personal touch for general users. 	https://www.cvent.com/

Competitor Analysis



eventbrite

cvent

ZOLA



FEATURES

	ToGathr	eventbrite	cvent	ZOLA
Budget Tracking	✓	✓	✓	✓
RSVPs & Invites	✓	✗	✗	✗
Event Vendors	✓	✓	✗	✗
Collaboration Hub	✓	✗	✗	✗

05. Project Milestones

Design Plan

- Week 1 • Analyzing the project idea / Gathering data / Analyzing solutions.
- Week 2 • Refine the project idea / Conduct user research / Identifying features.
- Week 3 • User personas / Competitor analysis / Rough userflow / Basic branding.
- Week 4 • Refine User flow / Wireframes / Branding / Research on UI components.
- Week 5 • Features locked / Planning for Mockups / Start UI kit
- Week 6 • Mockup screens for all features
- Week 7 • Design Iteration / Refine mockup screens
- Week 8 • Functional Prototype / Testing
- Week 9 • Mockups Locked / Proposal documents / Promotional Materials
- Week 10 • Presentation Plan / Refine Proposal and Promotional materials
- Week 11 • Proposal Finalization / Presentation Finalization
- Week 12 • Final Presentation

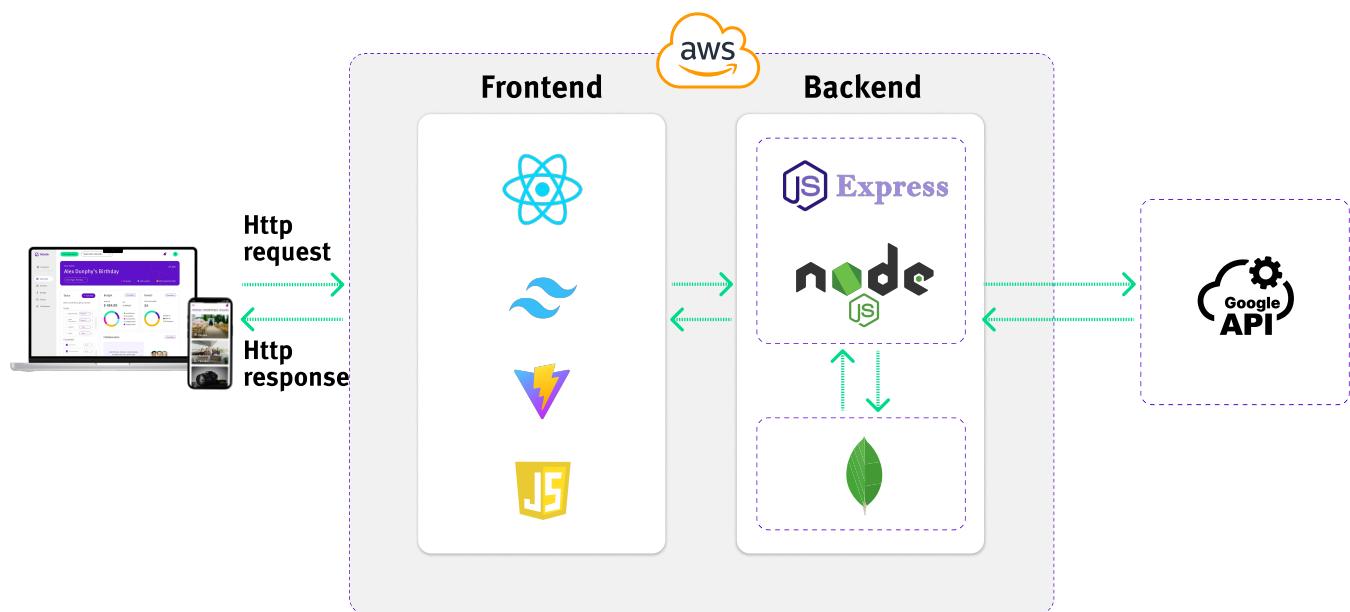
Development Plan

- Week 1 • Analyzing the project idea / Gathering data / Analyzing solutions.
- Week 2 • Refine the project idea / Conduct user research / Identifying features.
- Week 3 • POC for main features: Invite / vendor listing / collaboration / budgeting
- Week 4 • Project and Git setup / Landing page / Signup page (without styling)
- Week 5 • User authentication (registration, login, and logout)
- Week 6 • Homepage with aside section containing routes to various pages
- Week 7 • Finding API's for Vendor listing / API to create guest invites
- Week 8 • Budget tracking feature / Collaborator feature / Overview page
- Week 9 • Styling throughout the application
- Week 10 • Beta Building Finalization / Code Freeze / Live site URL
- Week 11 • Presentation plan / Final design files
- Week 12 • Final Presentation

06. Technical Overview

System Architecture

Our frontend is used advanced tools such as ReactJS, Vite, Javascript. The backend infrastructure is built with Node.js and Express JS, which communicates with MongoDB, while ExpressJS serves to expose endpoints for various datasets. Both frontend and backend components are hosted on AWS for reliable performance. CSS, tailwind and bootstrap are used for the responsiveness of the UI. Additionally, a Google API's are used to render vendor data, which is then processed by Node and sent to the React module for display on the frontend.

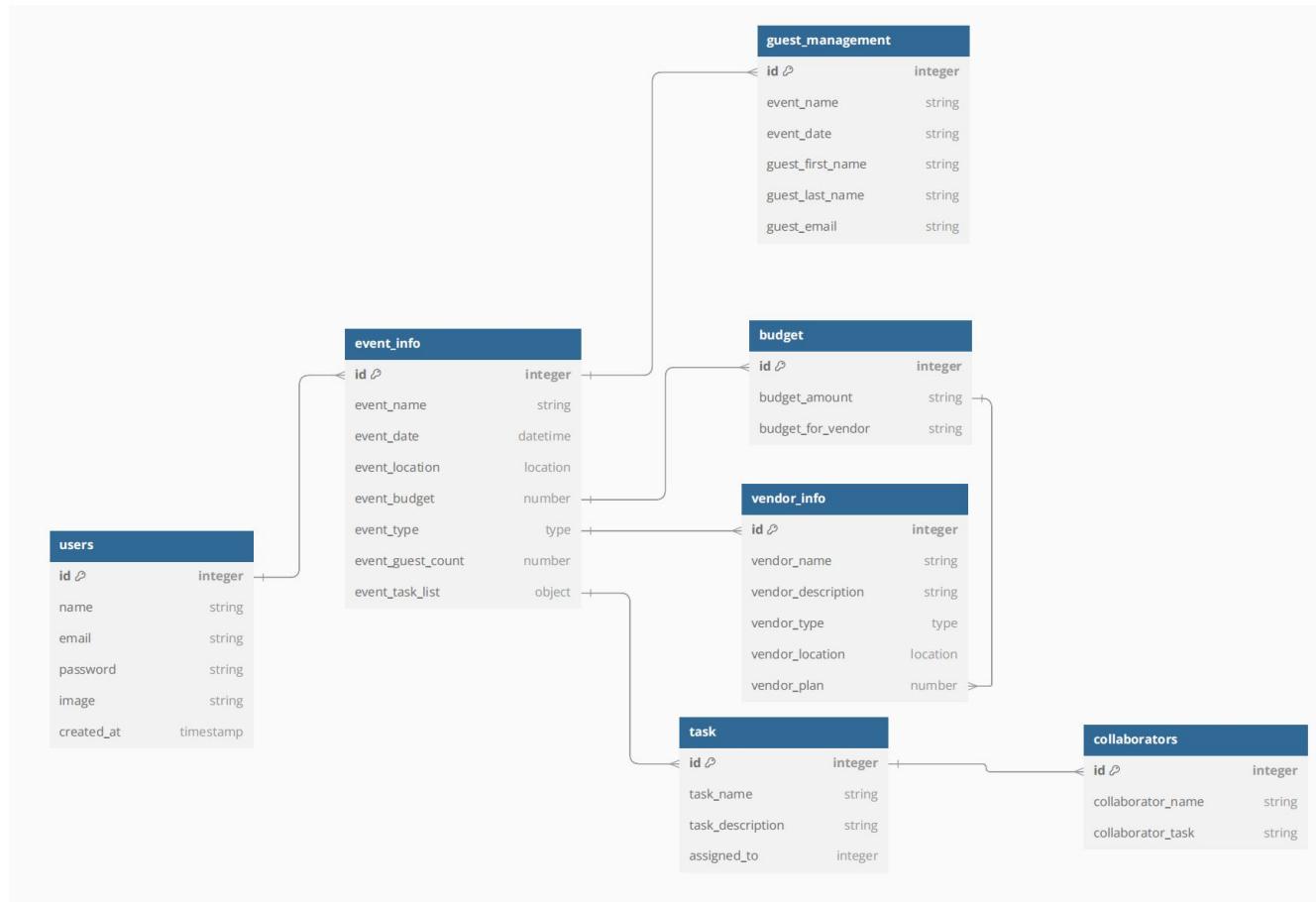


Design Software

Our design team primarily uses Figma for the wireframes/mockups/presentation. Adobe Illustrator and Photoshop to create Icons and Illustrations. Our proposals and documents were also created using figma.



Database Diagram



07. User Persona

Event Organizer



Sarah Thompson

Age 32

Education Diploma in Event Management and Marketing

Status Married

Occupation Event Manager

Location Vancouver

Tech Literate High

About

Sarah has over 10 years of experience in event management, working as a senior planner in a well-known event planning firm. She holds a Diploma in Event Management and Marketing and started her career planning small corporate events, large conferences, weddings, and high-profile events.

Goals

- To create memorable event that meet or exceeds client requirements.
- To stay updated on the latest trends in event organizing and sustainability process.
- To expand her team and take more high profile events
- To increase attendee engagement and satisfaction throughout the event.

Frustrations

- Managing multiple vendors and dealing with unexpected changes or cancellations.
- Keeping up with budget constraints while still delivering exceptional event.
- Balancing multiple events with limited resources under tight deadlines.

Tech



Personality

Detail-Oriented Tech-Savvy
Calm Under Pressure Adaptable

Platform



Payment



Professional

Sophia Williams



Age 26

Education Bachelor's in Computer Science

Single Status

Occupation Software Engg

Location Vancouver

Tech Literate High

About

Sophia is a senior software engineer at a tech company and has recently been given the additional responsibility of managing office events, such as team-building activities, hackathons, office parties, and corporate meetups. She doesn't have formal event management training. She enjoys organizing events as a break from technical job and likes to bring her problem solving mindset into the planning process.

Goals

- To organize fun and engaging events that promote team bonding and employee satisfaction.
- To explore tech-driven solutions for hybrid events, bringing virtual and in-person employees together seamlessly.
- To receive positive feedback regarding the quality of the event.

Frustrations

- Managing time for her primary job and office planning events.
- Keeping track of all logistics for small and large events, from budget management to attendee tracking, especially during busy work weeks.
- Coordinating with vendors and internal teams, negotiate contracts, which is outside her typical expertise.

Tech



Personality

Outgoing Tech-Savvy Curious
Multitasking Sociable Innovative
Organized

Platform



Payment



08. UI Components

UI Kit

Color Palette

The colors in this palette were chosen to have a sense of excitement and also have enough variety to accommodate the vast spectrum of events.

The primary purple with the secondary green create enough contrast in the palette while the additional accent colors, which are at the same level of vibrancy, give us enough options to keep the brand dynamic.

Primary Vivid violet

#5E11C9

Primary Sup Lavender

#F7F2FF

Secondary Mint Green

#04ED98

Cyan

#60EFFF

Electric Pink

#F500E5

Amber

#FFB700

White

#FEFEFE

Grey

#EEEEEE

Body Text Black

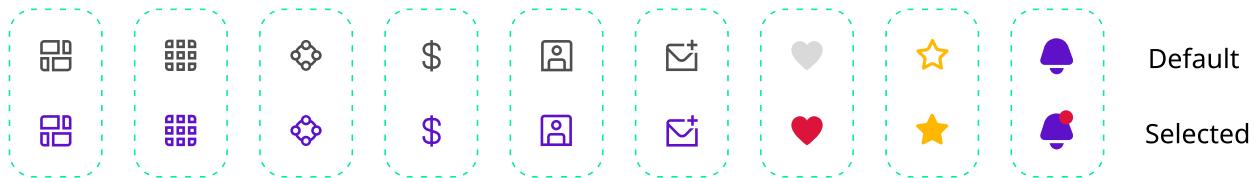
#4E4E4E

UI Kit

Iconography

The app utilizes flat icons to maintain a modern and minimalist aesthetic, ensuring clarity and ease of recognition. This design choice enhances user experience by providing intuitive navigation and visual consistency throughout the interface. Flat icons also contribute to a clean layout, allowing users to focus on functionality without unnecessary distractions.

Interactive Icons



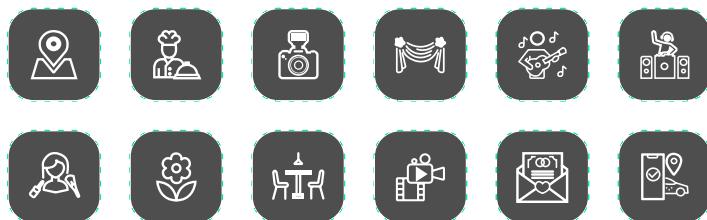
Action Icons



Navigations Icons



Icons used in vendor cards



UI Kit

Typography

These typography choices not only improve readability but also contribute to a cohesive and polished design, ensuring that users can navigate the app easily while engaging with the brand effectively.

Header Font: Meta Pro – A professional and structured typeface for headers, giving a clear hierarchy and enhancing the modern and polished look to the app.

Body Font: Noto Sans – A clean, modern sans-serif that ensures readability and a smooth user experience across all content.

Type Scale - Desktop Screen

Heading 1	48 px	Book	Meta Pro
Heading 2	36 px	Book	Meta Pro
Body 1	18 px	Regular	Noto Sans
Caption	14 px	Regular	Noto Sans

Type Scale - Mobile Screen

Heading 1	32 px	Book	Meta Pro
Heading 2	28 px	Book	Meta Pro
Body 1	16 px	Regular	Noto Sans
Caption	12 px	Regular	Noto Sans

UI Kit

Buttons

The button UI components have been designed to enhance user interaction and provide clear, consistent actions within the application.

	Default	Hover	Disabled
Primary Button			
Secondary Button			
Text Button			
Green Button			

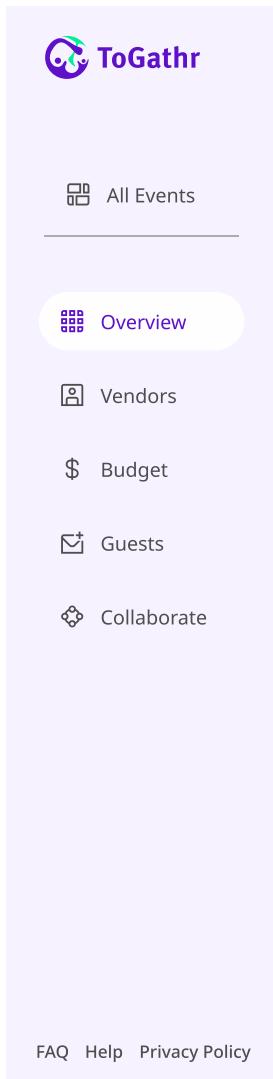
Input Fields

Default	
Focused	
Typing	
Value Entered	
Error	
Disabled	
Drop down	

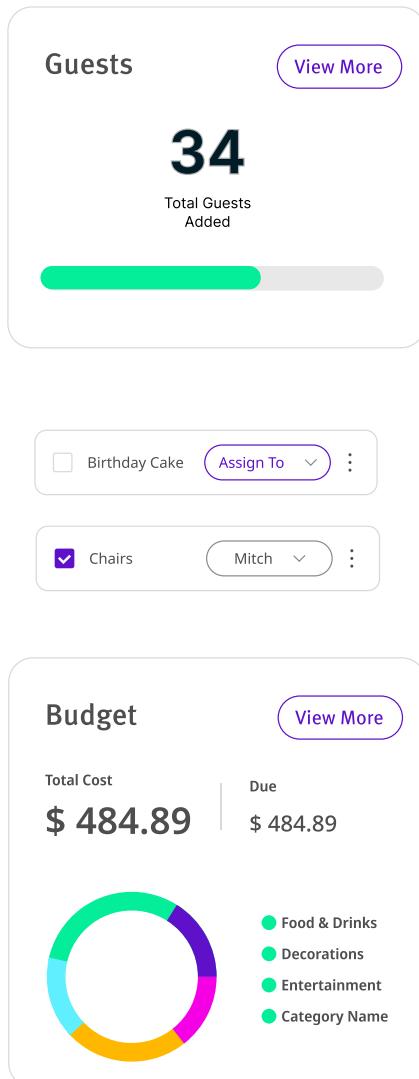
UI Kit

Components

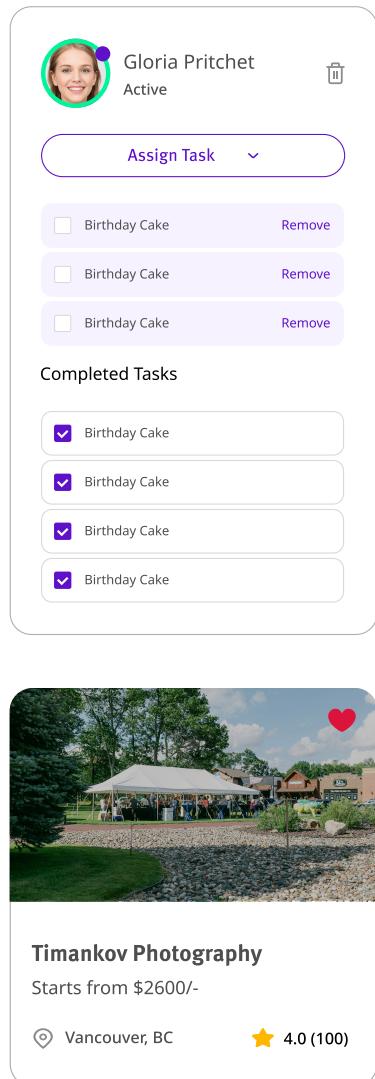
Side-bar Navigation



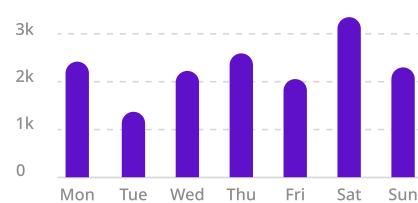
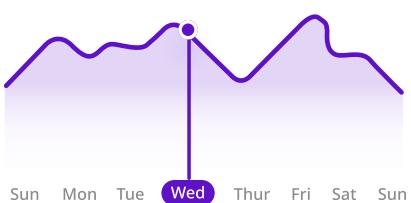
Informative Cards



Collaboration Card



Charts and Graphs



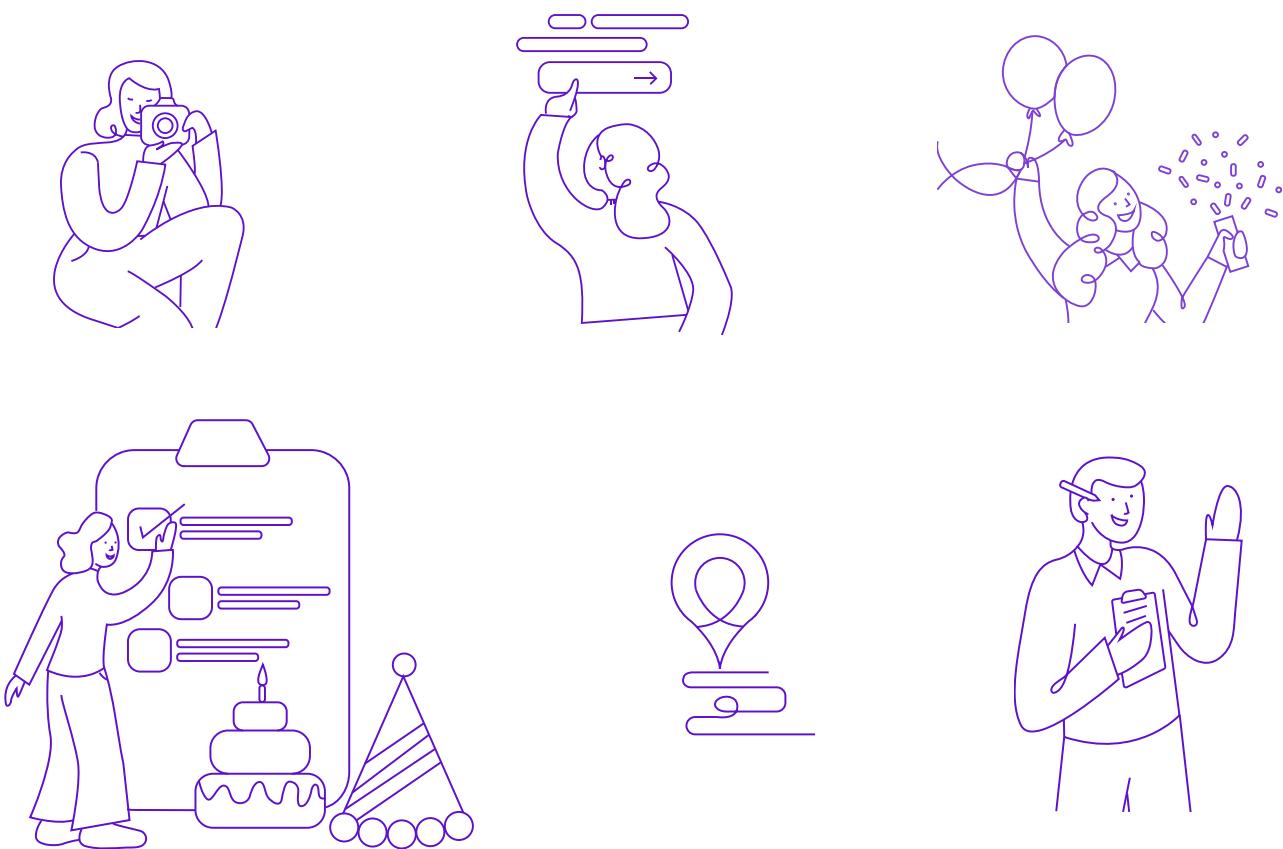
UI Kit

Logo

Our Logo should convey simplicity, collaboration, and trust. we managed to use a modern, clean font combined with an abstract or event-related symbol. Ensure it's easily recognizable and works well in both full-color and monochrome formats.

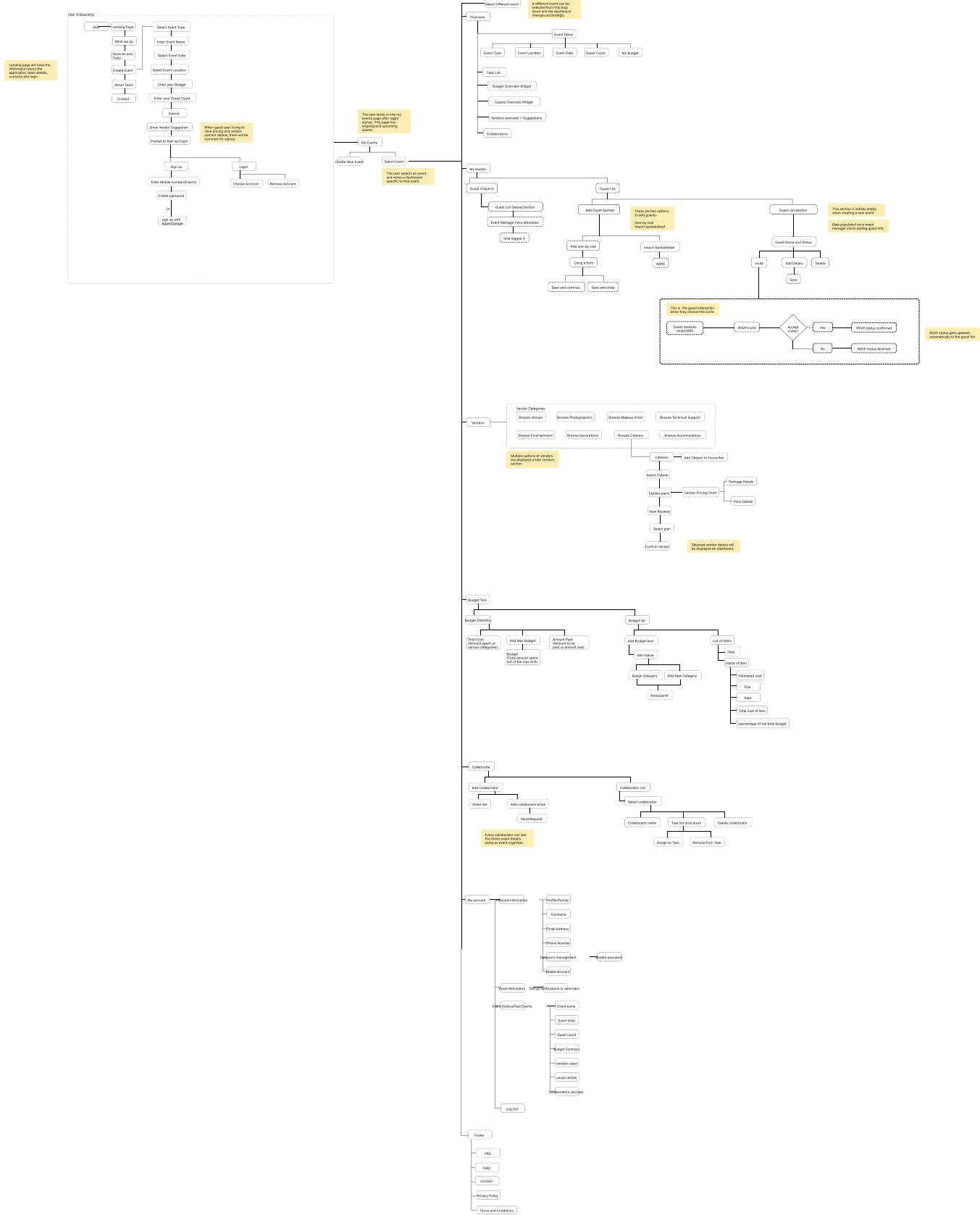


Illustrations



09. Wireframes, Mockups

Userflow



Wireframes

Logo

- Overview
- Vendors
- Budget Tool
- Guests
- Collaborate

Your Event
Alex's Birthday

Event Type: Birthday Party **venue:** **Event Location:** **Event Date:** **Guest count:** **Budget:**

Tasks
Hello Jane! There is a lot of tasks to get you started with all the planning!

Budget
Total Cost: 484.89 CAD
Due: 484.89 CAD

Guests
34 Total Guests Added
25/34 RSVP'd

Vendors
Chosen vendors:
ABC Caterers, ABC Caterers, ABC Caterers, ABC Caterers

Vendor Suggestions
View All Suggestions

Collaborators
3 collaborators added

Budget Statistics

Total Cost
485.85 CAD

Max Budget
345 CAD / 485 CAD

Amount Due
145 CAD / 485 CAD

Estimated Cost
285.85 CAD

Plan the Perfect Event with ToGathr!

Effectively bring your vision to life with ToGathr – the ultimate platform for organizing memorable events, whether it's a small gathering or grand celebration. ToGathr helps you every step of the way, from planning, budgeting, and even tracking your event over time.

Create Event

Logo

- Overview
- Vendors
- Budget Tool
- Guests**
- Collaborate

Your Guests

Total Guests
Uninvited (1), Invited (1), Confirmed (1), Declined (1)

Response Timeline
Last 7 days

Guest Additions
Last 7 days

Add guests
One-by-one, Import spreadsheet

Guest List
Total guests: 7 | Confirmed: 2 | Declined: 1

Name	Contacts	Status	
Andy	andy@email.com	123 456 7890	Confirmed
Cathy	cathy@email.com	123 456 7890	Declined
Julie	julie@email.com	123 456 7890	Invited
Stewie	stewie@email.com	123 456 7890	Uninvited
Billy	billy@email.com	123 456 7890	Uninvited
Willy	willy@email.com	123 456 7890	Invited
Riley	riley@email.com	123 456 7890	Confirmed

9:41

Add collaborator
Please let us know who you'd like to add to your event. We'll help you find the right people to match your event type and budget. Search, filter, and explore to find specific roles and places.

Send invite

Your Collaborators

Collaborator's Name	Status
Andy	Active
Cathy	Active

Assigned Tasks

Task name	remove
Task name	remove
Task name	remove

Completed Tasks

Task name	remove
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Who are we?

ToGathr helps you plan personal or professional events effortlessly. From participants to vendors, our platform makes it easy to manage guest lists, tracking, finding vendor services, and managing your calendar.

What do we do for you?

Vendor and Venue booking
Finding and comparing vendors can be time-consuming, but with this feature, you can easily search for the best options and book them to match your event type and budget. Search, filter, and explore to find specific roles and places.

Guest list Management
Managing guest lists for an event can be challenging, but with this feature, you can easily keep track of who is invited, confirmed, or declined. You can also export guest lists and share them with attendees.

Budget Tracking
By tracking your budget at a glance, keeping costs under control has never been easier. Our budget tracking feature provides real-time updates on your spending, so you can quickly identify when something exceeds your budget, and receive cost-saving tips.

Auto Generated Checklist
Our Auto-generated checklist simplifies your event planning by providing a personalized list of tasks based on your event type and location. It tracks your progress, sends reminders, and provides easy access to resources for detailed information.

Collaborative workspace
Planning personal events is often a team effort. Our app lets multiple users collaborate with their friends and family members simultaneously. This workspace allows users to assign specific tasks to their collaborators to ensure everyone is on the same page.

Mockups

[Create New Event](#) | [Select Event: Alex's Bir..](#)

Your Event:
Alex Dunphy's Birthday

Event Type: Birthday

34 Guests | Add Location | 25th September 2024

Tasks

Here is a task list to get you started

To-Do

- Birthday Cake Assign To: Ewan
- Order Decorations Assign To: Mitch
- Caterers Gloria
- Chairs Mitch

Completed

- Guest List Ewan
- Entertainment Ewan
- Flowers Gloria
- Hats Mitch

Budget

Total Cost: **\$ 484.89** Due: \$ 484.89



Food & Drinks (Green), Decorations (Orange), Entertainment (Pink), Category Name (Blue)

Guests

Total Guests Added: **34**



RSVP Yes (Green), RSVP No (Purple), No Response (Yellow)

Collaborators

Add friends, family or teammates to help with your planning!



3 collaborators added

[Invite Collaborators](#)

Chosen Vendors

[View All](#)



Timankov Photography
Starts from \$2600/-
Vancouver, BC 



Timankov Photography
Starts from \$2600/-
Vancouver, BC 



Timankov Photography
Starts from \$2600/-
Vancouver, BC 

Vendor Suggestions

[View All](#)



Timankov Photography
Starts from \$2600/-
Vancouver, BC 



Timankov Photography
Starts from \$2600/-
Vancouver, BC 



Timankov Photography
Starts from \$2600/-
Vancouver, BC 

[FAQ](#) | [Help](#) | [Privacy Policy](#)

9:41

Plan the Perfect Event with ToGathr!

Effortlessly bring your vision to life with ToGathr – the ultimate platform for organizing memorable events. Whether it's an intimate gathering or a grand celebration, ToGathr guides you every step of the way. Start planning today and watch your event come together beautifully!

[Create New Event](#)

Your upcoming events!!!



Alex Dunphy's Birthday
Nov 20th, 5:00 PM - 10:00 PM
AW Marriott Parq, Burnaby



George Repast
Nov 22nd, 5:00 PM - 10:00 PM
The Grand Hall, Vancouver



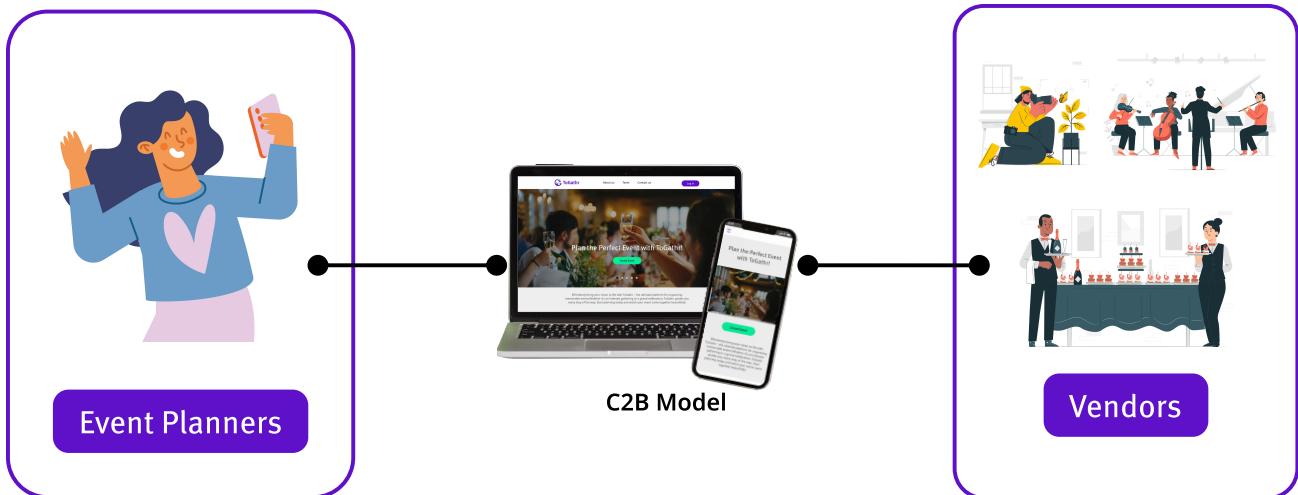
Alex Dunphy's Birthday
Nov 20th, 5:00 PM - 10:00 PM
AW Marriott Parq, Burnaby

10. Business Strategy

Business Strategy

Vendor Partnerships

Charge vendors for premium placements or feature recommendations to increase their visibility within the app.



Boosting Vendor Visibility and Business

Our platform directly connects vendors with potential customers by showcasing their services within the app. By offering a streamlined way for vendors to reach a large and targeted audience, we create a valuable business channel for them to increase bookings, visibility, and engagement with customers who are actively planning events.

Building Customer Trust with Verified Vendors

Our platform enhances the trust by featuring verified vendors only. Customers can feel confident in their choices, knowing that every vendor has been checked for quality and reliability. This trust factor encourages users to make bookings through our platform, leading to repeat usage and positive word-of-mouth.

Providing a Complete Event Planning Experience

We aim to be a one-stop solution by offering all necessary resources for event planning within the app, from vendor and venue selection to budget tracking and guest management. This comprehensive approach ensures that customers can handle every detail of their event in one place, reducing the need to use multiple platforms or tools. As a result, users stay engaged with the app from the start of planning through to the event day, maximizing convenience and satisfaction.

11. Meet the Team

Designers



Andrei Gallardo 

UI/UX Designer

With a strong foundation in UI design and an educational background in object-oriented programming, 3D modeling, texturing, and rendering, he brings a skill set to the table. His expertise includes wireframing, prototyping, and crafting interactive designs.



Mehul Sharma 

UI/UX Designer

A passionate UI/UX designer with a background in graphic design. With his experience in visual aesthetics and user-centric design, he strives to create seamless digital experiences that are both functional and visually compelling.



Sangeetha Ravi 

UI/UX Designer

She is a backend developer with 8 years of experience in Java and Spring Boot, specializing in APIs and microservices. Now, she's expanding into UX and UI design to bridge backend solutions with user-friendly interfaces.



Shashank Panjeti 

UI/UX Designer

He is a UX/UI Designer with a background in graphic design and 3D visualization, blending artistry with user-centered design to create intuitive, visually appealing experiences. Collaborative and detail-oriented, he's committed to delivering innovative, engaging designs across platforms.



Sudiksha Suresh Kumar 

UI/UX Designer

She is a UX designer with 4 years of industry experience and a background in visual design. Being a research enthusiast, she is currently exploring the areas of user research and behavioral psychology.

Developers



Amneesh Pal Singh

Full Stack Developer

He is a full-stack software developer with over 3 years of experience in high-performance software solutions, specializing in AngularJS, .NET, and ServiceNow for dynamic front-end and scalable back-end development, all within an Agile framework.



Namrata Kanda

Full Stack Developer

She is a tech enthusiast skilled in front-end development with a strong foundation in back-end tech. Proficient in JavaScript, Angular, React, Node.js, Java, and MongoDB, she creates solutions that are user-friendly and technically robust, ensuring seamless functionality across platforms.



Kapil P

Full Stack Developer

He is a software developer specialized in android application development with Kotlin. Nowadays, trying to get a bit more web-sational to create smooth user experiences.



Vishnu Vardhan Singh

Full Stack Developer

A front-end developer specializing in user-friendly, visually appealing websites and apps. Skilled in HTML, CSS, JavaScript, and React, he creates clean, responsive designs that perform seamlessly across all devices and browsers.