



PARTEASY



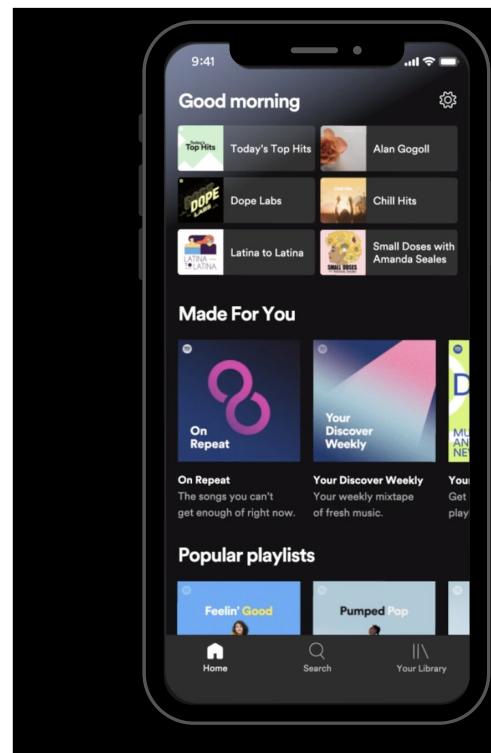
Organise with Ease!

Organise your party or event all in one app! Control your guestlist, the music, food and drink all from your phone, organise your party with ease.



Edit your Guestlist!

Full control over your guestlist, add and remove people as you want. Guestlist allows them to respond to you if they can or can't attend!



Connect to spotify!

Connect with Spotify and create a customised playlist for you and your friends. Every person can edit and add songs!



Group B Productions



Research and Design

As a group, we decided to design an app for party planning. In the research stage, we found several similar apps in the existing market. Nevertheless, none of the apps we found have included all functions we intend to add into the software: guestlist, public playlist, food & drink menus, location & times. So we came up with an app to help people organize events better.

Our target market is teenagers and young people. Most of them are sociable and energetic so the poster should also reflect that and show their characteristics. At first glance of the poster the viewer can see the main features of the app.

The website we used to design our poster was Canva.com. In our efforts to find a suitable and user-friendly website to create the poster with, we searched online. Unfortunately nothing useful emerged so inevitably we resulted in asking around. We asked friends with experience in designing posters and to our advantage they pointed us to Canva.com.

When designing this poster we wanted the viewer to be able to clearly understand what our app was offering but not to be overwhelmed by it either. That is why we chose a sectioned view for the poster. Each section describes an important feature of the app in the most concise and succinct way possible. This display helps the viewer not to be overwhelmed by all the information, as it is neatly plotted around the poster.

We wanted to advertise different parts of our app in each section of the poster. However on the poster there isn't enough room for every single part of the app, so, we decided on the three most important and easiest to sell features. They are "The general idea", "The guestlist" and "Connecting to spotify". We tried to describe how each of these ideas worked as concisely as possible but still getting our idea across to the viewers.

When doing research for our poster we saw that many posters for apps included advertisements for their social media and where they could download their app. This is why we included each social media that you would find more information about the app on. It was also imperative to put both the android store logo and the app store logo; this is because when designing a poster for a product we found it was important to convey where this product can be bought or in our case can be downloaded.

Contributions

Fionn Gallahar Hall:

I was the main contributor to the poster as I designed and created most of it. I did research on what other app posters look like and tried to apply that to our own poster. I also wrote the reasons behind our decisions when designing the poster.

Nicolas Oyeleye:

I searched for the websites we could use to make the poster. I also contributed a few ideas to features of the app.

I came up with the name of the app and started the basic layout of the poster. I also wrote the website research involved in finding Canva.com

Jianan Sun:

I searched for some similar apps in Google Play Store and App Store to find out the pros and cons of existing products and decided what main feature we should have to make the app become attractive to our targeting users. I also wrote above into research and audience.

Karl Doherty:

I designed the logo for the poster and came up with ideas for the features the app may have.

I also contributed in designing the poster along with the help of the rest of the group.

Mark Reid:

I contributed in poster design.