**PROJECT DESIGN PHASE-II**

**DETERMINE THE REQUIREMENTS**

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| **Date** | **04 May 2023** |
| **Team ID** | **NM2023TMID04681** |
| **Project name** | **BUILD AN EVENT MANAGEMENT SYSTEM** |
| **Maximum marks** | **2 marks** |

Creating customer journey maps for an event management system can help you understand the requirements and experiences of event organizers, attendees, and other stakeholders. Here's how to create customer journey maps specific to an event management system:

**Identify Your Customer Personas:**

- Define different customer personas involved in the event management system, such as event organizers, attendees, sponsors, and speakers.

**Define Customer Goals and Objectives:**

- Understand what each persona aims to achieve when using the event management system. For event organizers, it might be efficient event planning, while attendees may seek seamless registration and engagement.

**List Touchpoints:**

- Identify all the touchpoints where customers interact with your event management system, including the website, mobile app, registration portal, social media, customer support, and on-site check-in.

**Map Customer Journeys:**

- Create separate customer journey maps for each persona, highlighting the steps they take from initial event discovery to post-event activities. Include all interactions with your system.

**Gather Customer Feedback:**

- Conduct surveys, interviews, and analyze customer support inquiries to gather feedback from event organizers, attendees, and other stakeholders.

**Document Pain Points and Opportunities:**

- Identify pain points and opportunities at each stage of the customer journey. This could include issues like complicated registration processes, and opportunities for improved event promotion.

**Include Emotional States:**

- Consider the emotional states of customers throughout the journey, such as excitement during registration and potential frustration during technical issues.

**Cross-Functional Collaboration:**

- Involve different departments within your organization, including event planning, technology, marketing, and customer support, to ensure a comprehensive view of the customer journey.

**Prioritize Requirements:**

- Based on feedback and pain points, prioritize requirements for improvements in the event management system, addressing both technical and user experience issues.

**Develop Action Plans:**

- Create action plans for implementing improvements, such as simplifying registration forms, enhancing communication channels, and optimizing mobile app functionality.

**Test and Iterate:**

- Implement changes and monitor the customer journey in real events. Gather feedback from organizers, attendees, and other stakeholders, and iterate on improvements as needed.

**Measure KPIs:**

- Continuously measure KPIs like event success rates, registration conversion, attendee satisfaction, and sponsor engagement to assess the impact of your system improvements.

**Communicate Internally and Externally:**

- Ensure that your team is aware of the customer journey maps and ongoing improvements. Additionally, communicate these changes to your customers to showcase your commitment to delivering a better event experience.

Creating and updating customer journey maps for your event management system will help you better understand customer requirements and enhance the overall experience for all stakeholders involved in your events. It's an ongoing process that requires continuous feedback and improvement.