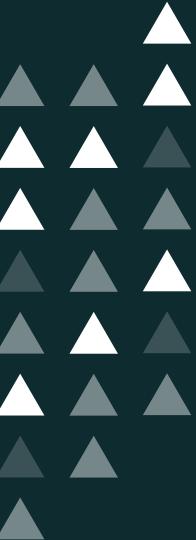




Ven You



Mrinal Rai
Vidushi Garg
Riteeka Ratnakar
Aashay Tiwari



Existing Application

The applications currently available for Event Management do not provide the ease of creating the event and organising it as per their demand.

- VenYou provides its customers personalized, exclusive event experience
- We provide completely integrated solution, quick and easy ways to embed event checkout
- VenYou allows you to take control of your brand and own the entire customer brand experience



Want to organise your event?

VenYou provides unique solution to customers who want to coordinate their events in their own ways.

- They can set a theme to their events
- They can contact the vendors personally and make the event happening as per their taste
- The app takes care of everything right from contacting vendors to ticket sale, so the organiser can just sit at home and enjoy their day while we handle the whole workload for them.



Want to join an event?

VenYou is a unified platform where you can find everything about the latest events happening in your city.

- You can sort the events based on time or type of event
- You can add filters to make your search quick and easy
- The user can create groups of people who they want to invite and invite a whole bunch of people at the ease of a button
- The users can also share pictures and videos of the events and checkout the same uploaded by other attendees
- We have also provided the ease of commute and payment by integrating other applications like google maps, uber and payment gateways in our application.



PROBLEMS FACED

- Single platform not available for all needs
- No freedom to organize event at user's will
- Paper wasted on ticket printouts
- Cashless transactions not available for all events



SOLUTIONS PROVIDED

- Everything is online
- Cashless transactions
- No paper wasted
- Just use your phone and get your event organized



Strategy

creativity

sign ↑

A/a

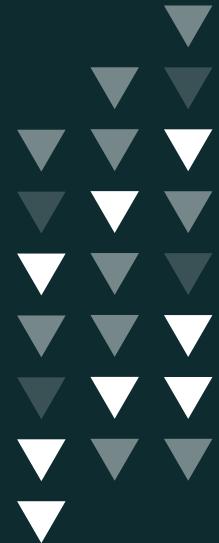


sketch



Business Objectives

- Allow users to host a business or personal event
- Allow users to find, share and attend events
- Allow users to register a spot in the event and make payments
- Allow users to provide feedback and recommendations for a particular event
- Allow users to filter currently happening events around them and how to join them

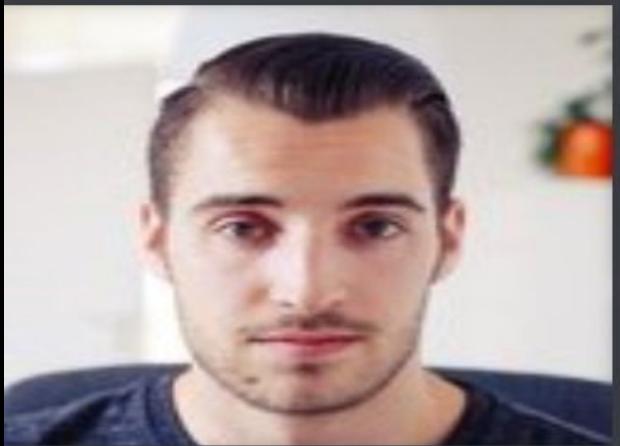


User Needs

- Host a business or personal event
- Find, share and attend events
- Register a spot in the event and make payments
- Provide feedback and recommendations for a particular event
- Filter currently happening events around them and how to join them



Bruno Queen



Demographic

Single

35

Program Coordinator

San Francisco

+ ADD FIELD

Motivations

Bruno wants to promote the programs and wants to get more people involved in the community. He encourages older adults to reach out and wants to include individuals that are already at the risk of social isolation. He wants to raise awareness among other adults about this program with technology.

Goals

- To better promote the program and attract people from all generations to attend
- To better facilitate programs to meet senior citizens need
- To better organize events and participates.

Problems

- Would like more people to take the initiative to download the app instead of calling via phone
- Finds it hard to update program information because most materials were print-based
- Finds it hard to reach out to senior citizens who barely have connections to the community

Bio

Bruno is a Program Coordinator based out of San Francisco, CA. He is a compassionate person who likes to interact with people. He works as the event coordinator for the local community. He mainly works with senior members and knows how to facilitate the program for them. Her community program recently started to teach older adults about technology and got great feedback from them.

DJ TAO



Demographic

Single

25

DJ

New York

Motivations

Tao wants to promote his programs/gigs and wants to get more people to attend his event. He encourages youth to reach out and wants to include individuals that are ready to party and want to enjoy themselves in a group. He wants to promote his event among other adults about this program/gig whenever he is playing in their city.

Goals

- To better promote the gig and attract people from all generations to attend
- Need to find gigs to play in a new city
- Want to play at parties where people love his specific genres: microhouse, underground hip-hop

Problems

- Don't trust Facebook event postings
- New to NYC - a huge market, where breaking into the scene is almost impossible
- Doesn't want to play at weddings where event planner picks the playlists
- Gigmasters doesn't filter to allow him to showcase a specific genre

Bio

Tao is a DJ currently looking for work in New York. He is a compassionate person who likes to make people enjoy and happy with his gigs. He mainly plays for the youth crowd and knows how to really get the party started for them. |

Mrinal Rai



Demographic

Single

26

Software Engineer

Seattle

Motivations

Mrinal wants to go out and make new friends. She recently moved to Seattle and doesn't know anyone. She likes dining out, partying and exploring new places with the people she likes. She also likes being in her comfort zone and doesn't want to put in much effort after her office hours to approach new folks.

Goals

- Feeling bored living alone and want to make new connections with other people
- Want to get used to the new environment
- Looking for someone to dine out or party with

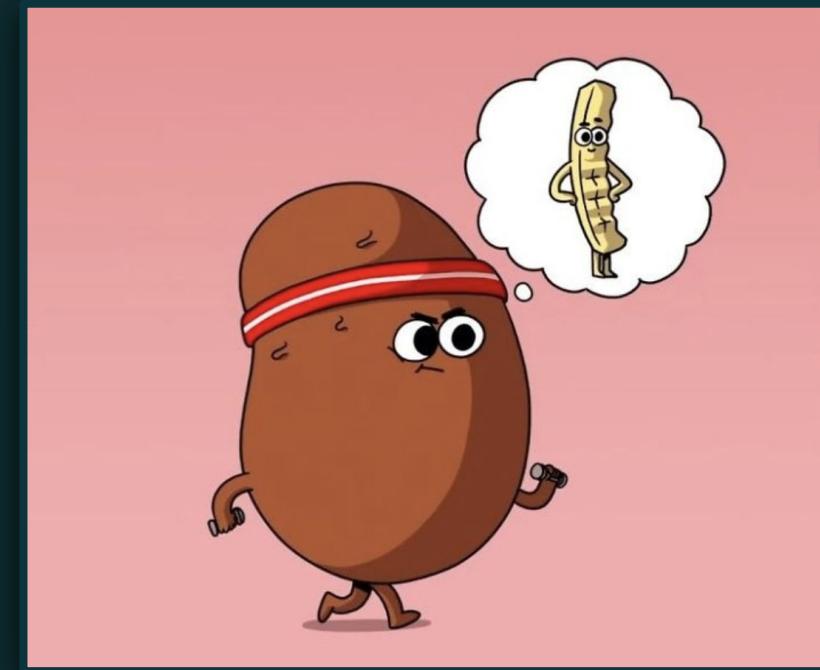
Problems

- Not sure about online services and is afraid of personal information leakage
- Doesn't find any new places or gigs to visit
- Finds it hard to keep track of all the events happening around and would like to have a place that has all the information
- Not willing to go to new places alone, need commute options

Bio

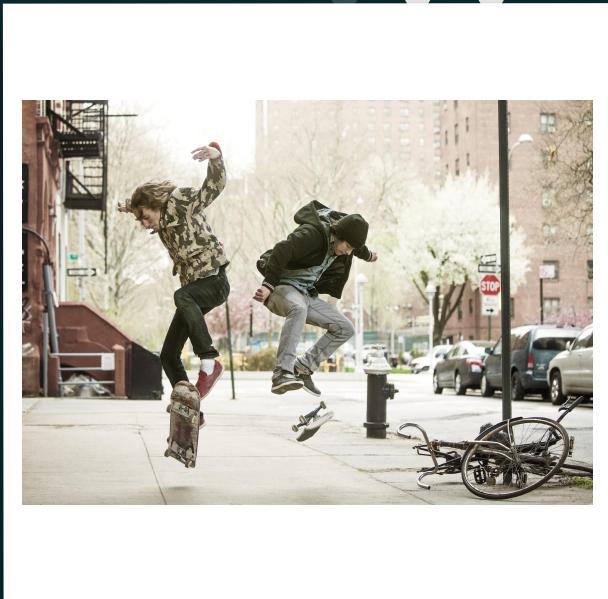
Mrinal is a software engineer currently in Seattle. She is a compassionate person who likes to dine out, enjoy and party with her friends. She wants to go out but couldn't find the relevant events happening around and doesn't have new friends as she moved recently to this new place!

SCOPE PLANE



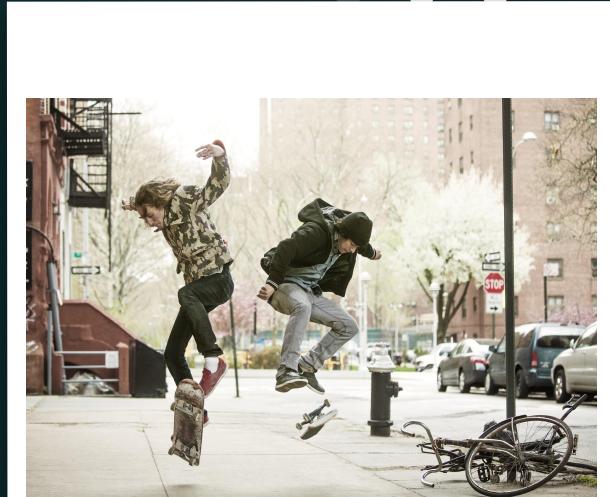
FUNCTIONAL REQUIREMENTS

- Application should allow the user to create and host an event using their own login id
- Application should have specific map and location of an event
- The application must be integrated with other service apps like commute, payment solutions , etc
- The application must have a feature for the user to add list of friends/ family members to be invited
- The app suggests various vendors for all the required services such as caterers, music bands/ artists
- The application must have picture and video upload feature

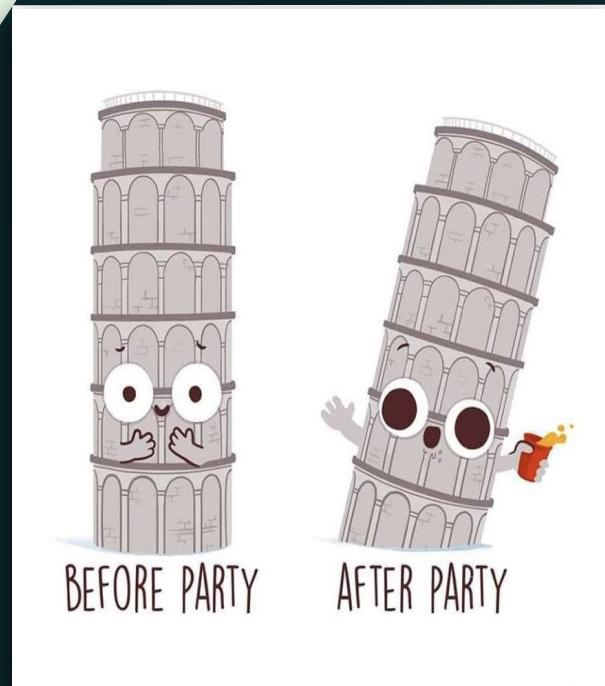


CONTENT REQUIREMENTS

- Logged in users can see the uploaded picture having quality as per their phone's specification
- The user must have location on in order to use the interactive feature of the application
-  The live news feed feature must be as per user's timezone
- User must be able to add a profile picture on their account
- The profile picture must appear round and will be cropped from what has been uploaded by the user



STRUCTURE PLANE



CONCEPTUAL MODEL

Users' impressions of how the interactive components we create will behave are known as conceptual models.

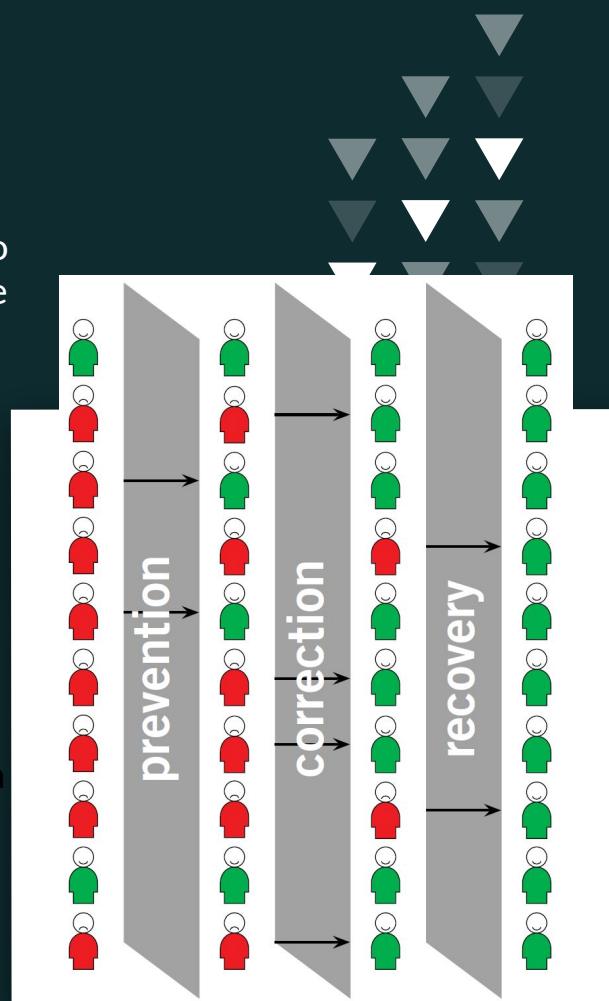
- The whole application behaves consistently
- The home button is signified by the home icon and the logo as well
- The user can navigate back to a few screens from anywhere as they have been provided in the nav bar for the ease of user
- The heart icon is used to signify the events liked or marked as favorite by the user

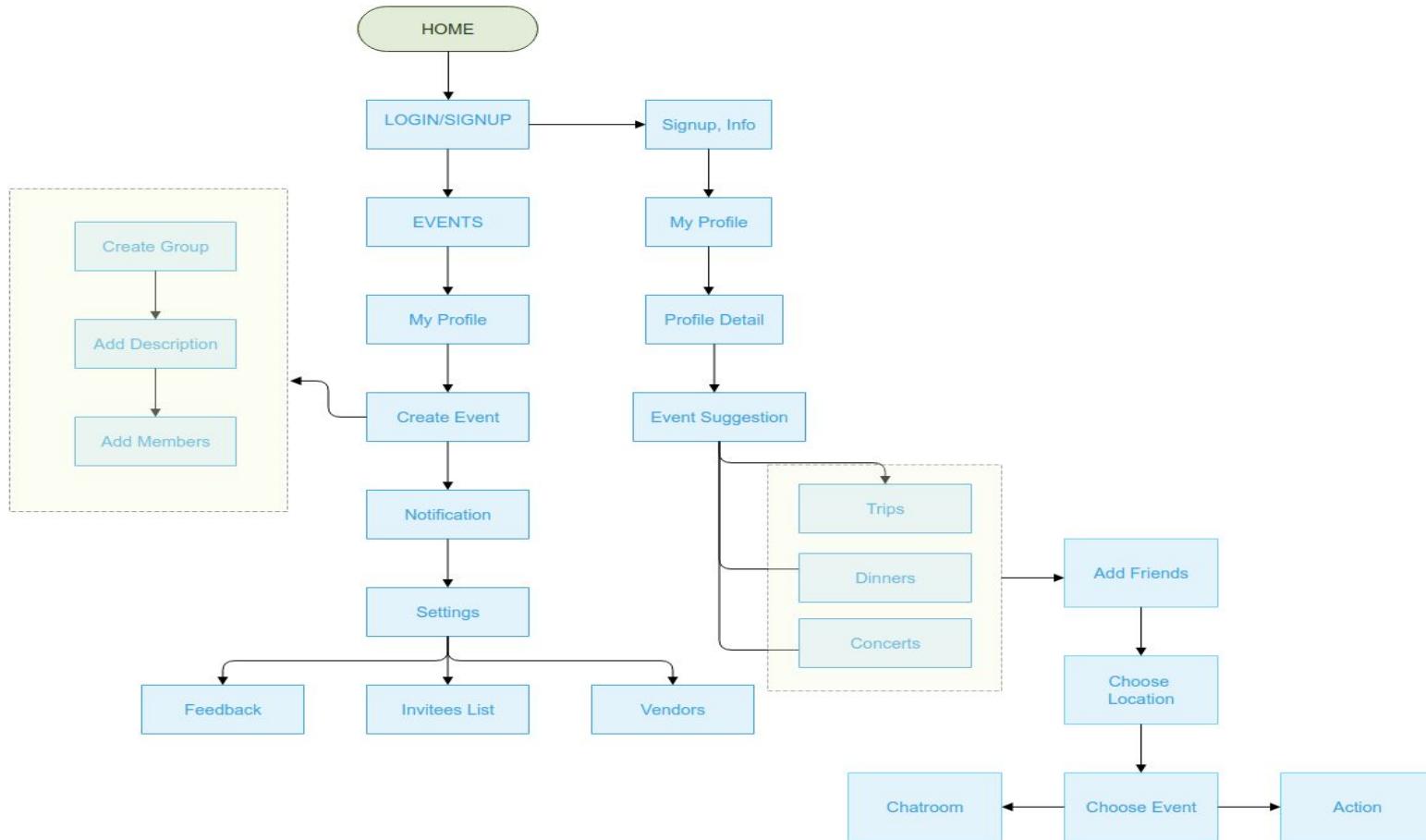


ERROR HANDLING

Error handling involves dealing with user error—what does the system do when people make mistakes, and what can the system do to prevent those mistakes from happening in the first place?

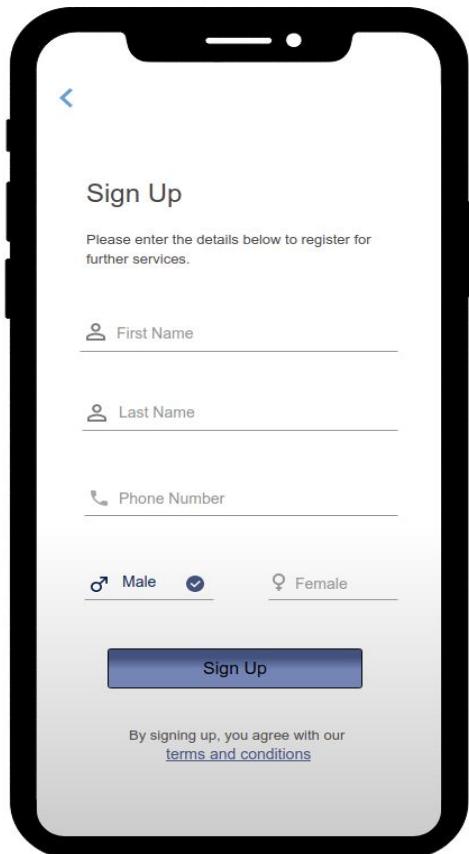
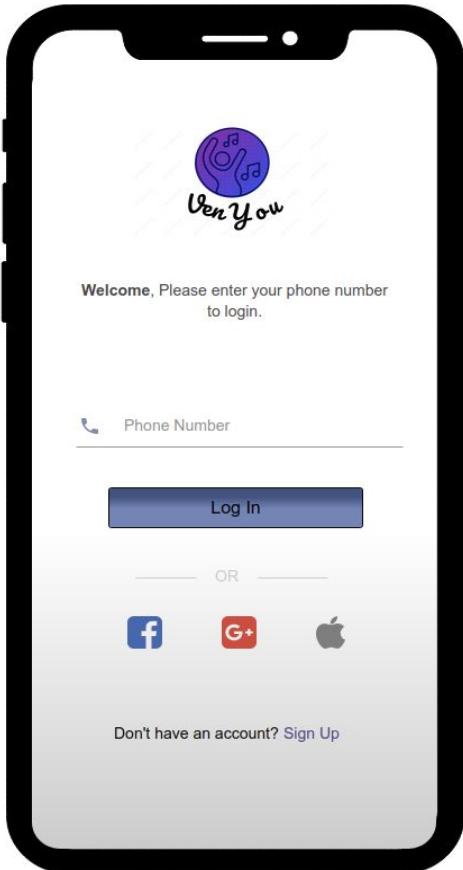
-  We have provided user known icons so that the whole UI looks familiar and avoids error from user part
- If the user makes an error while browsing through the UI, we have provided a live chat option where the user can directly talk with an expert
- In order to recover from an error made by the user we have provided a contact us option so that the user can feel free to seek help

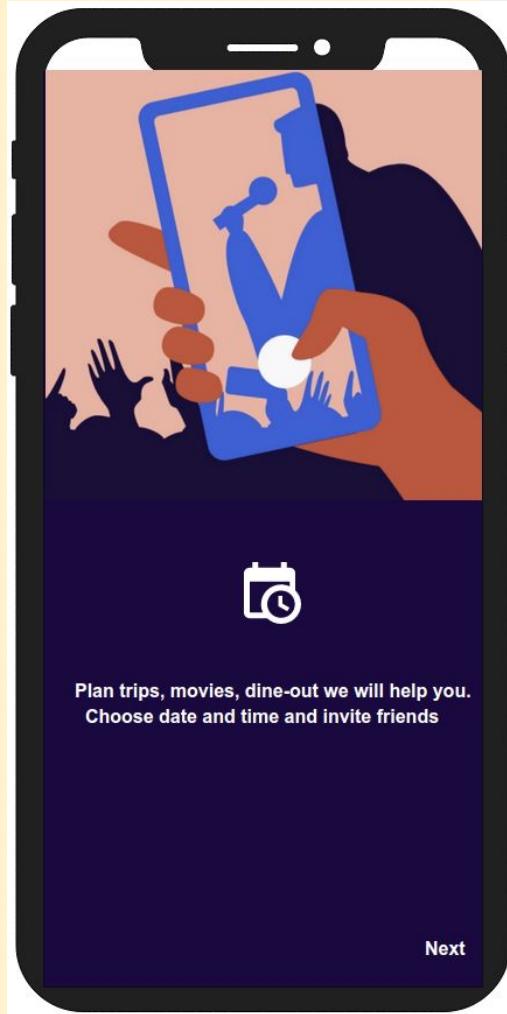




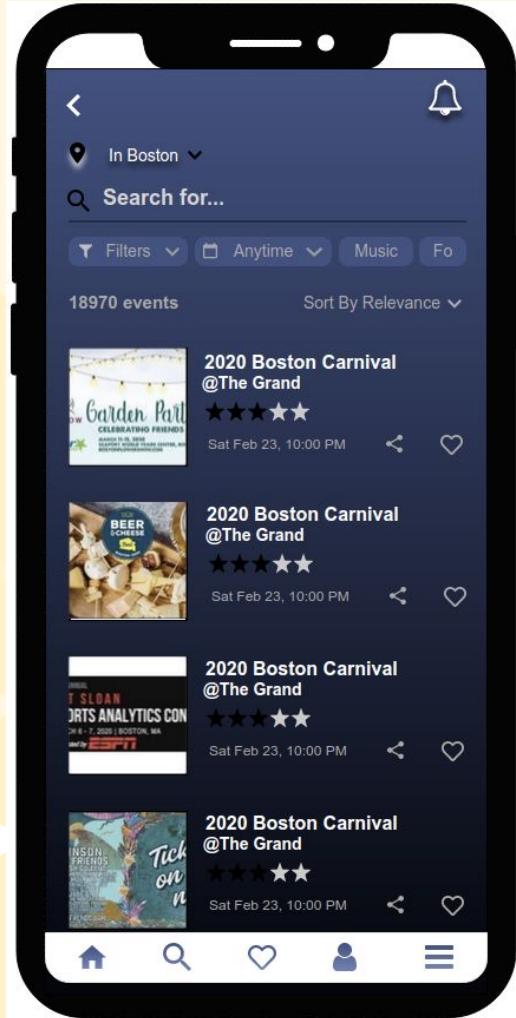
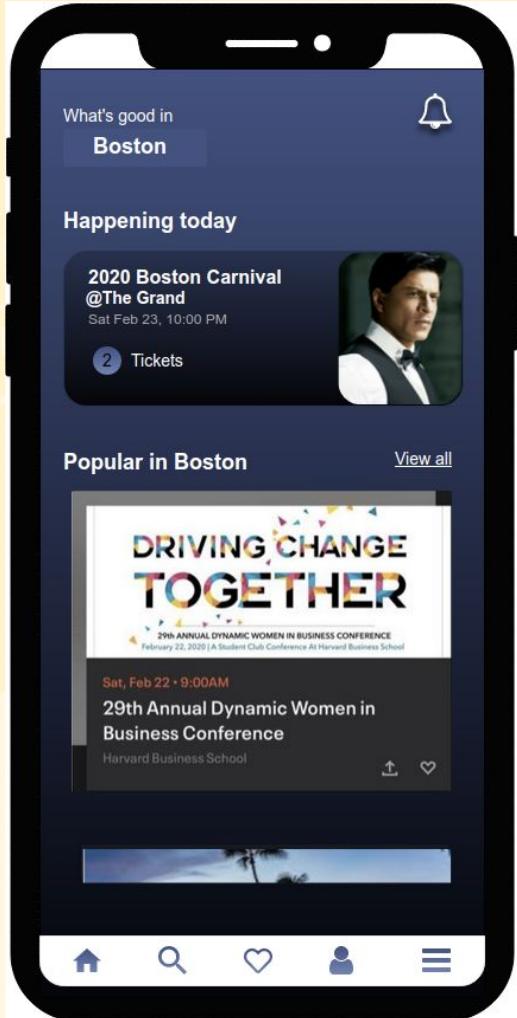


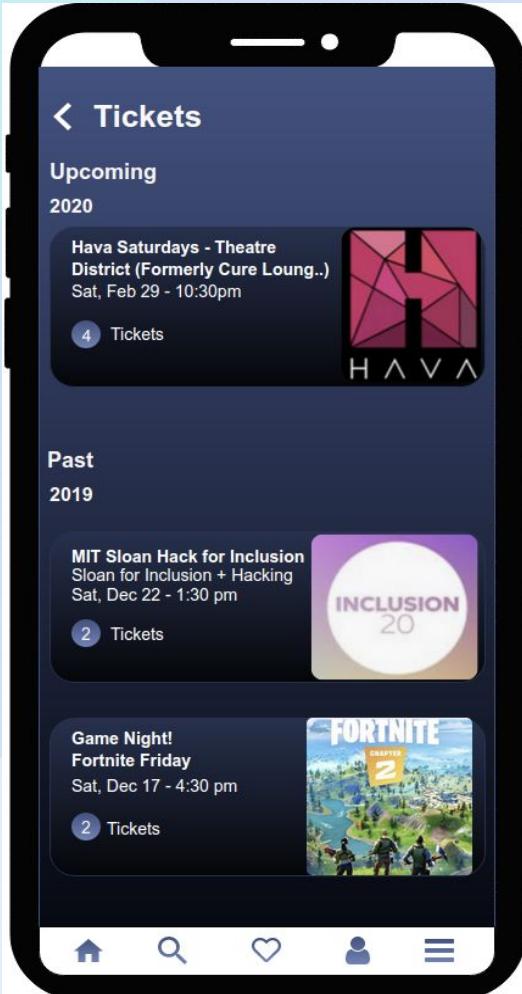
WIREFRAMES

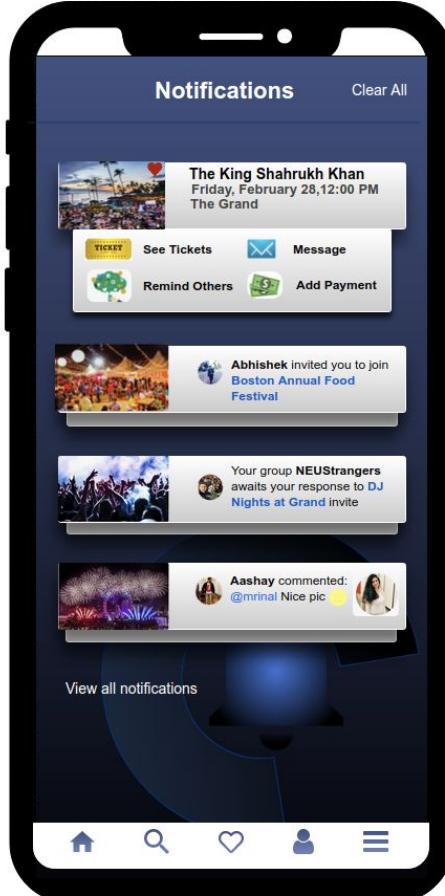
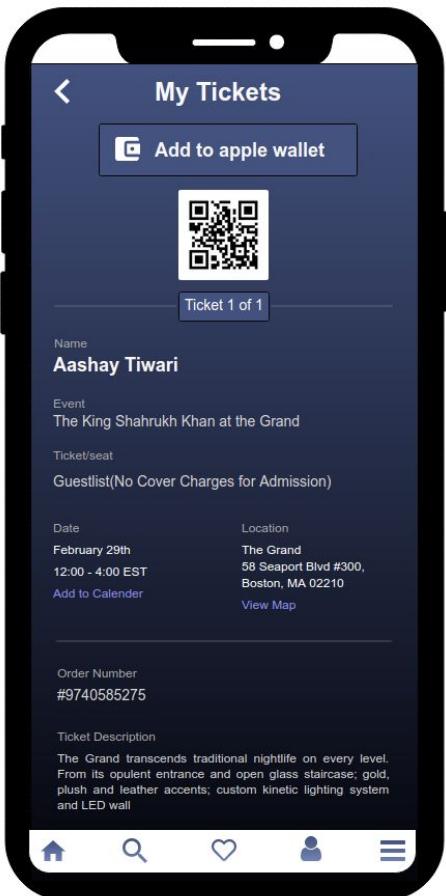
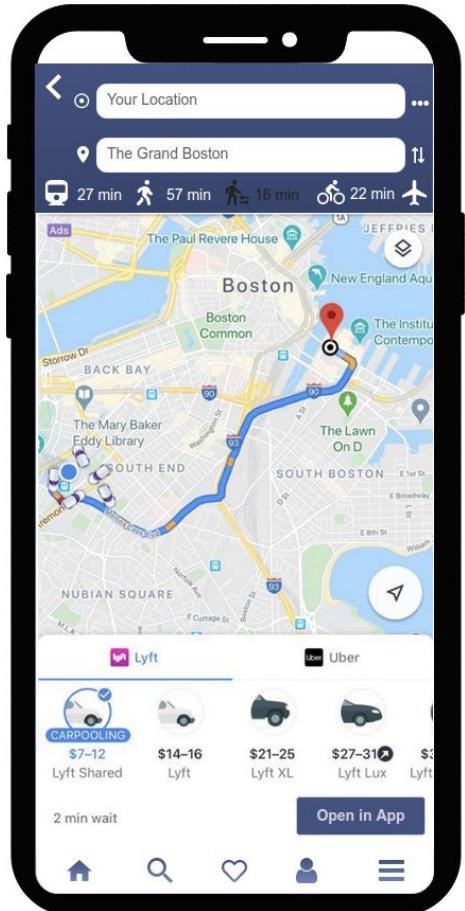


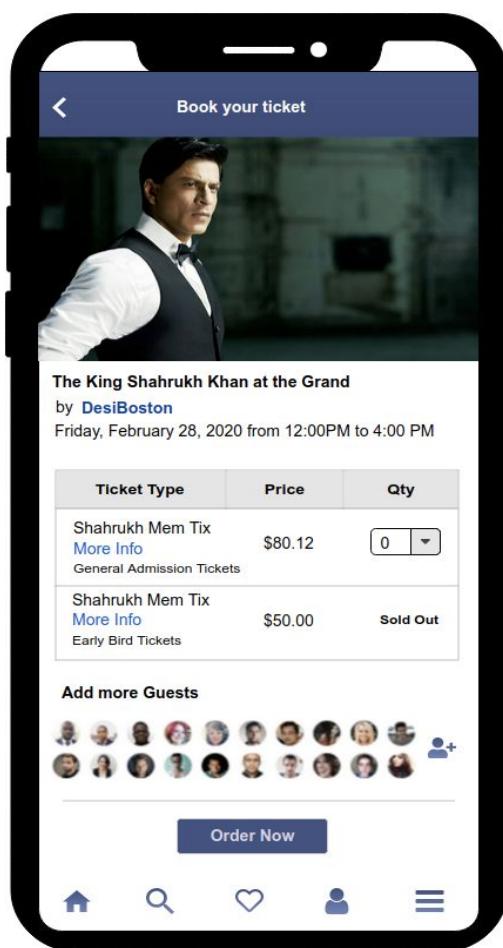
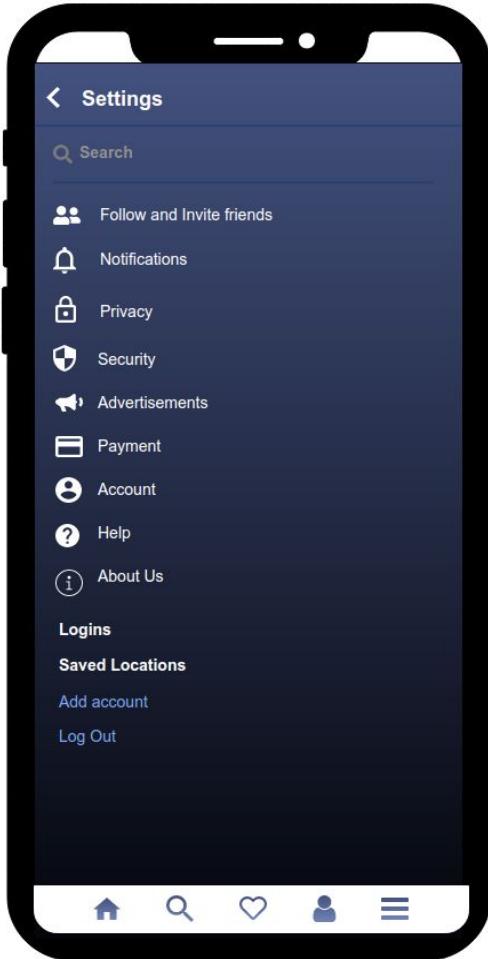
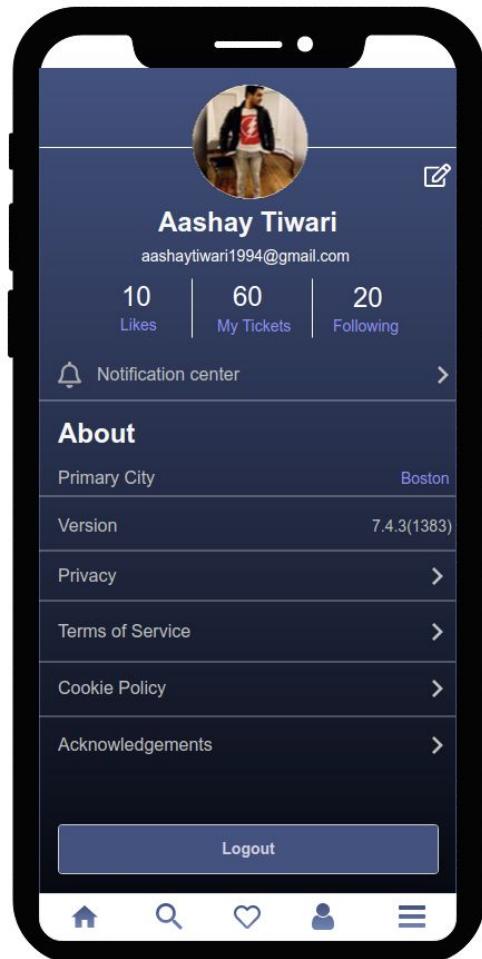


ONBOARDING

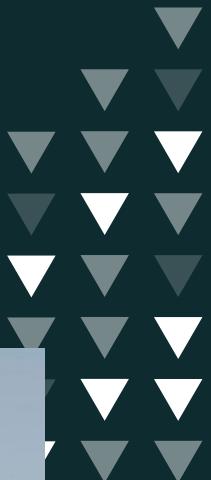
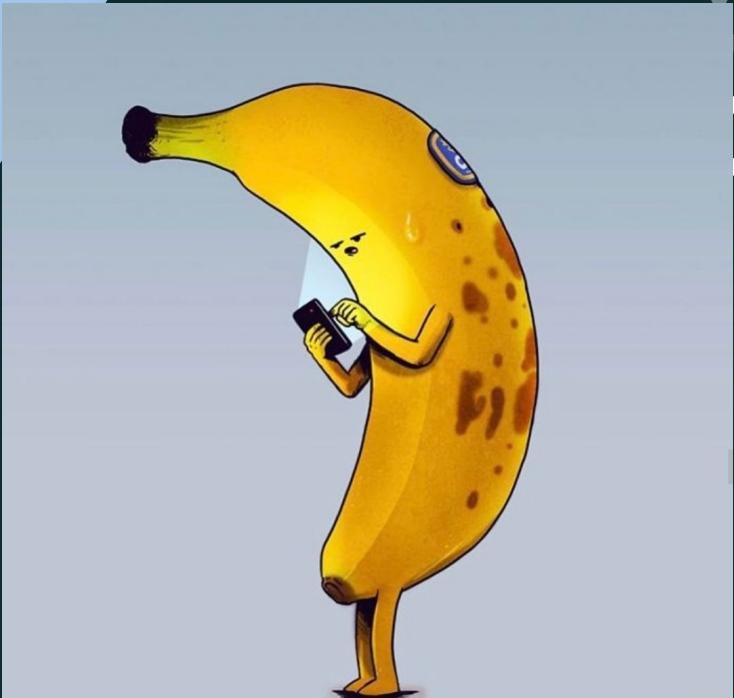








USER REQUIREMENTS



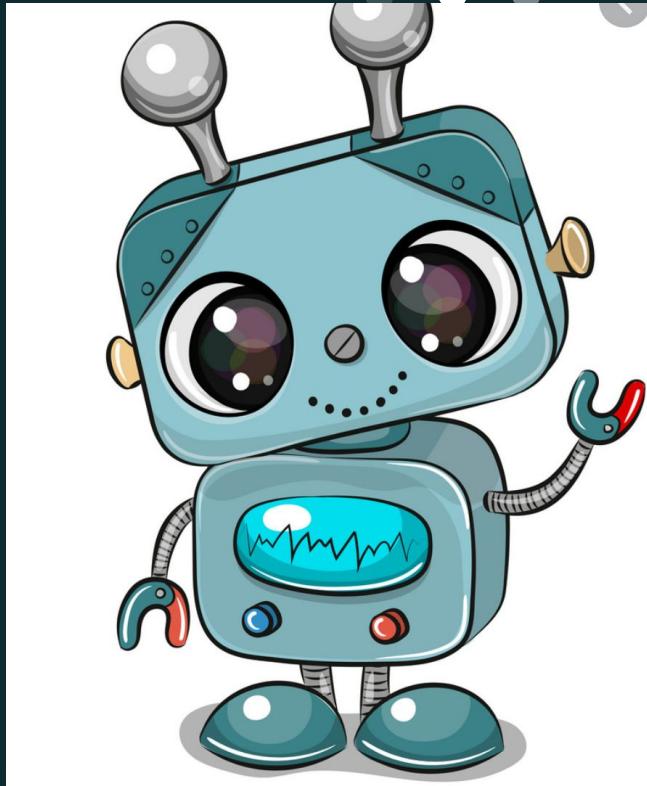
BASIC REQUIREMENTS

- Sort and filter
- Interactive maps/ location
- Live news feed of event
- Reminder through app notification
- Provide commute options to venue
- Adding list of invitees to the event
- Appointment scheduling with service providers
- Featured event highlights
- Picture uploads by user
- Feedbacks and rating



TECHNICAL REQUIREMENTS

- Database to store user details
- Login and registration page
- APIs for data transfer
- Mapping of front end with the backend
- Security
- Information management
- Software platform



CARD SORTING

UX Knowledge Base Sketch #3



MAIN GOAL: IMPROVE INFORMATION ARCHITECTURE

LABELLING

GROUPING

ORGANIZATION OF INFORMATION

BENEFITS

QUICK

COST-EFFICIENT

INVOLVES USERS

ESTABLISHED METHOD

TYPES

OPEN

CATEGORIES CREATED BY PARTICIPANTS

CLOSED

PREDEFINED CATEGORIES & NAMES

HYBRID

STEPS

DEFINE THE SCOPE

CREATE THE CARDS

ESTABLISH THE FRAMEWORK

↳ OPEN/CLOSED
↳ IN-PERSON/ONLINE

RECRUIT PARTICIPANTS

ANALYZE THE RESULTS

ANALYSIS

SIMILARITY MATRIX

RESULTS MATRIX / STANDARDIZATION GRID

DENDROGRAM

PARTICIPANT-CENTRIC ANALYSIS (PCA)

ADVICE

• VARY WORDING
• TO PREVENT OBVIOUS PATTERNS

30-60 MAXIMUM 100 LIMIT THE NUMBER OF CARDS

GIVE CLEAR INSTRUCTIONS
TELL THEM THAT THERE ARE NO RIGHT OR WRONG ANSWERS

CHOOSE CONTENT FROM SIMILAR LEVELS

DOCUMENT THE SESSIONS

2nd IF YOU STARTED WITH AN OPEN, DO A 2ND ROUND WITH CLOSED

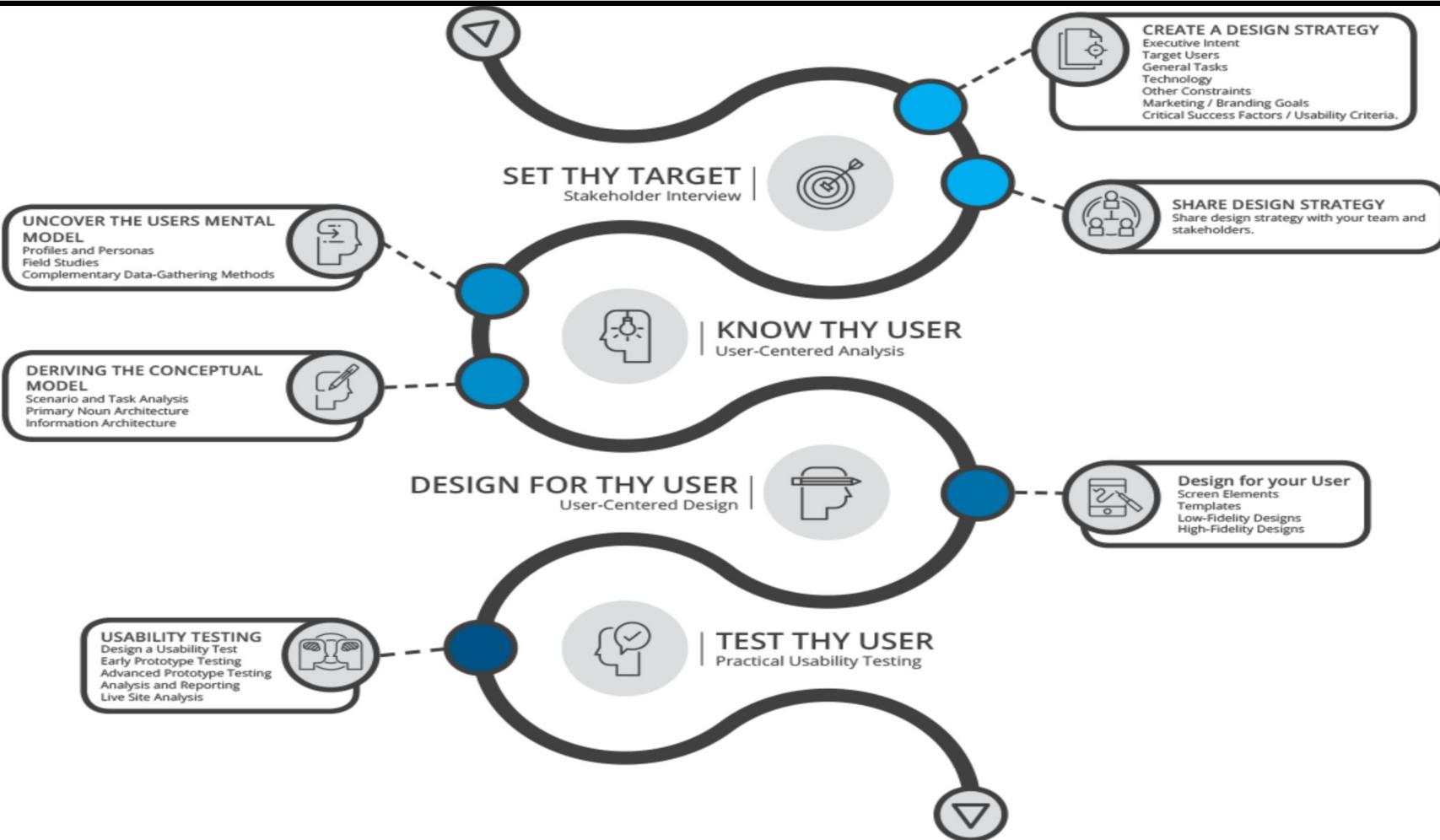
CARD SORTING

- We applied card sorting technique to identify what users are expecting and want us to have in the App
- It is used to develop the better and more user centric Information Architecture
- We asked around 50 people in groups of 10 to take part in this usability testing method
- Our cards consisted mainly of categorized items and scope of the application



LEARNINGS FROM LECTURE





Three most important questions:

1. Who is our Target Audience?

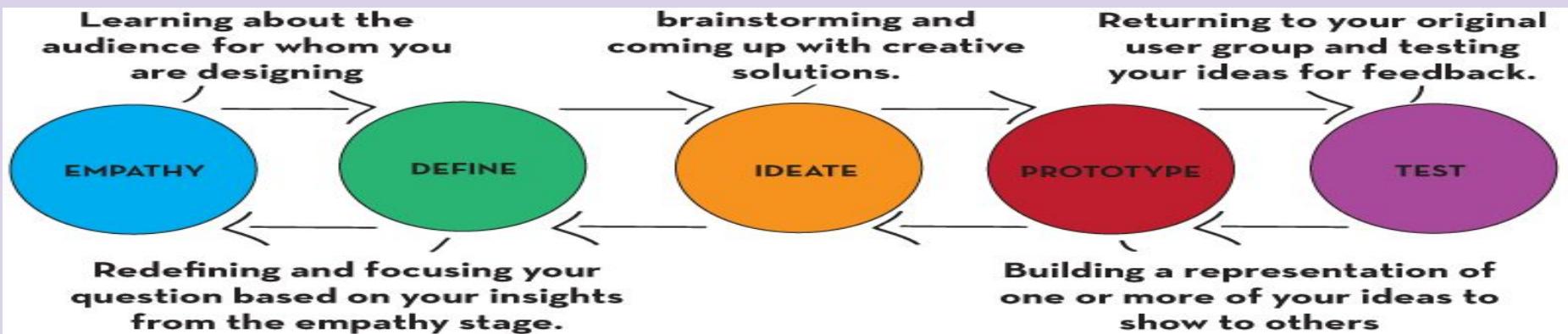
Any one who wants to have fun

2. What are we making and why?

A Mobile App to find and organise events through same platform

3. What will success look like?

Making the life of users easy and full of fun just by a click of button



TEAMWORK

Vidushi	Aashay	Mrinal	Riteeka
Login Signup Splash Home Search	Event details Ticket booking page Receipt/ticket Location Contact us	Notification Feedback Settings Messages Profile	Create event Like/History Menu Create group Group page



thank you