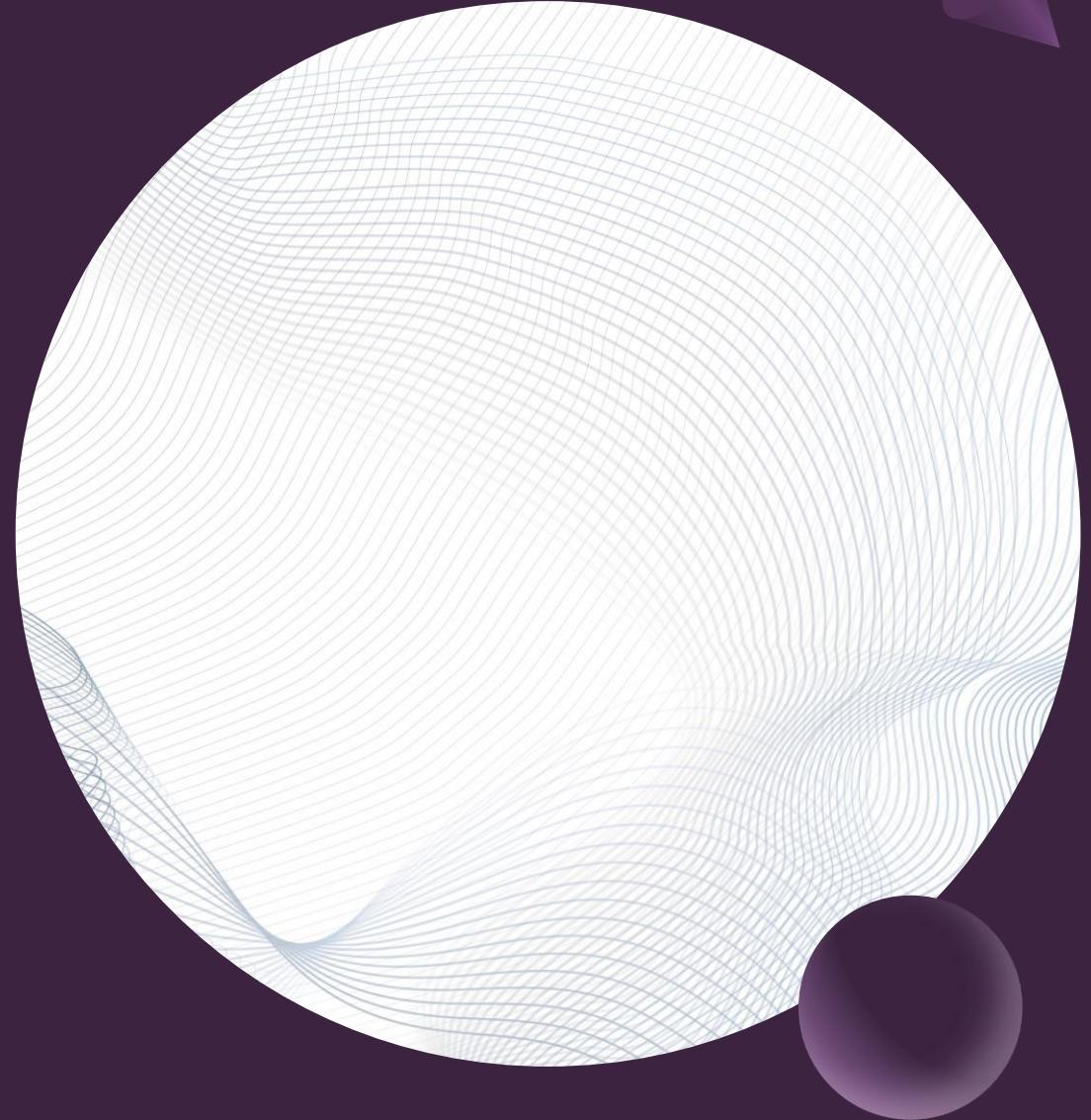


# Event Management Website



# Project Goal and Objectives:

- The primary goal of the Event Management System project is to design a comprehensive, user-friendly web application that streamlines the process of planning, organizing, and executing events of all types. The system aims to:
- **Simplify Event Management:** Provide tools for managing all aspects of events, including registration, ticketing, vendor coordination, budget tracking, and attendee engagement.
- **Enhance User Experience:** Offer an intuitive, easy-to-navigate interface that reduces the complexity of event planning and ensures a smooth experience for both organizers and attendees.
- **Improve Efficiency:** Automate repetitive tasks, integrate with other tools, and provide real-time data to help event planners make informed decisions quickly.
- **Support Different Event Types:** Cater to a wide range of events, from corporate conferences to social gatherings, with customizable features to meet specific needs.



# Target Audience:

- **Event Planners and Organizers:** Professionals who manage events of varying scales, from small gatherings to large conferences.
- **Corporate Event Teams:** Companies that regularly host events such as meetings, workshops, and team-building activities.
- **Vendors and Suppliers:** Businesses that provide services for events, such as catering, entertainment, and equipment rentals.
- **Event Attendees:** Individuals looking for a seamless experience in registering for and attending events.

# Business Needs:

- **Scalability:** The system should accommodate both small and large events, with features that grow as the complexity of the event increases.
- **Integration:** The platform needs to integrate with popular tools like CRM systems, payment gateways, and marketing automation software to streamline operations.
- **Data Security:** Ensuring the protection of sensitive data, including personal information of attendees and financial transactions, is crucial.
- **Revenue Generation:** Offering monetization options such as ticket sales, premium features, and advertising opportunities for event organizers.



# User Research Findings:

- **Complexity:** Users struggle with managing multiple aspects of event planning simultaneously, such as vendor coordination, budget tracking, and attendee communication.
- **Time Consumption:** Manual processes and lack of integration with other tools lead to inefficiencies and time wastage.

**Challenges:**

# Desired Features:



- **Comprehensive Dashboard:** Users want a centralized dashboard to manage all event details, including registrations, ticket sales, and attendee engagement.
- **Customization Options:** Flexibility to tailor the system to specific event needs, such as custom registration forms and event branding.
- **Real-Time Analytics:** Access to real-time data and reports for monitoring event performance and making informed decisions.

# Competitors of Analysis Insight:

- **Strengths of Competitors:**
- **Eventbrite:** Excellent for ticketing and event discovery with an easy-to-use interface and strong customer support.
- **Cvent:** Comprehensive features for event management, including venue sourcing and detailed reporting, which are ideal for large-scale events.
- **Whova:** Strong focus on attendee engagement with features like event apps, networking opportunities, and live polls.



# Weaknesses of Competitors:

- **High Costs:** Some platforms, like Cvent, can be expensive, making them less accessible for smaller organizations or one-time events.
- **Complexity:** Advanced features may be overwhelming for users who need a simpler solution or are new to event management tools.
- **Integration Issues:** Some tools lack seamless integration with other popular platforms, leading to potential data silos and inefficiencies.



## Opportunities in the Market:

- **AI and Automation:** There is a growing interest in AI-driven tools that can automate repetitive tasks, provide predictive analytics, and enhance user experience.
- **Hybrid and Virtual Events:** The rise of hybrid and virtual events presents opportunities to integrate features for both in-person and online event management.
- **Enhanced Mobile Features:** Developing robust mobile functionalities can cater to the increasing demand for on-the-go event management.

# Threats to Consider:

- **Intense Competition:** The market is saturated with established players, requiring differentiation through unique features or superior user experience.
- **Rapid Technological Changes:** Keeping up with evolving technology trends and user expectations can be challenging and may require frequent updates.
- **Data Security Concerns:** Ensuring the protection of user data and complying with regulations is critical, as breaches can damage reputation and user trust.





## Emily and David



Age: 32 and 34 years

Location: San Francisco, USA

Sex: Male and Female

Education: Graduate

Marital status Unmarried

Occupation: Lawyers

### GOALS:

- Plan a memorable wedding that doesn't interfere with their demanding careers.

### MOTIVATION:

- Desire to celebrate their love with loved ones while maintaining a work-life balance.

### NEEDS:

- Efficient planning tools, streamlined vendor selection process, and flexible scheduling options.

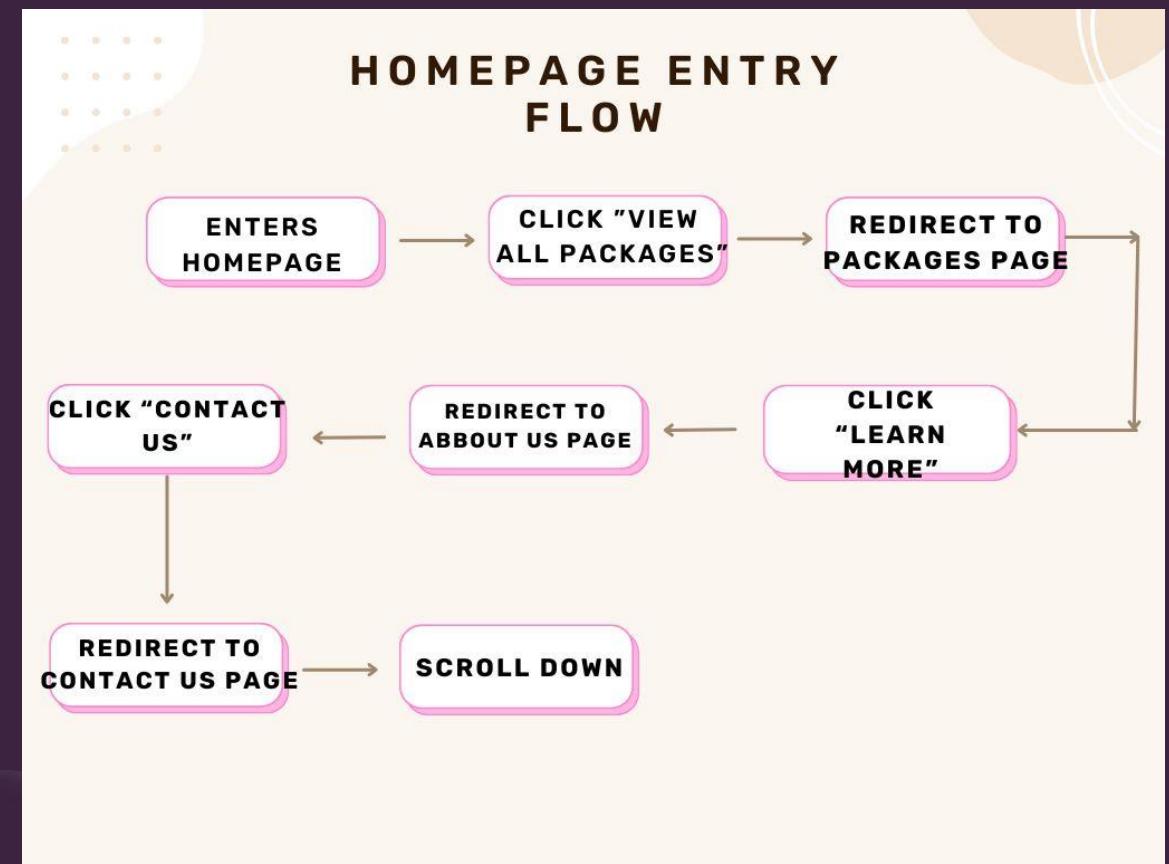
### FRUSTRATIONS:

- Limited time to plan, difficulty coordinating with vendors and guests, and feeling overwhelmed by the details.

# Persona

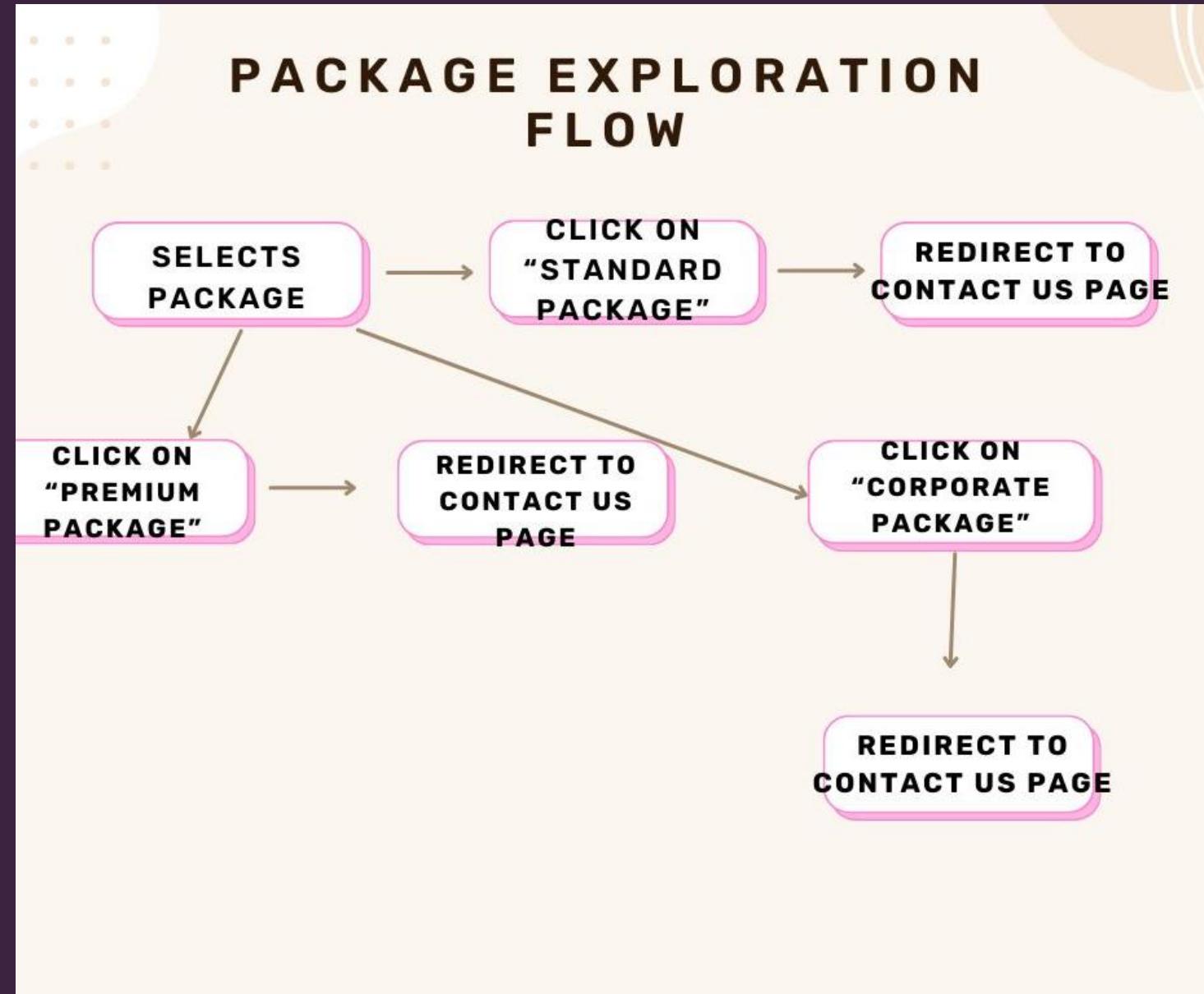


# User Flow 1:

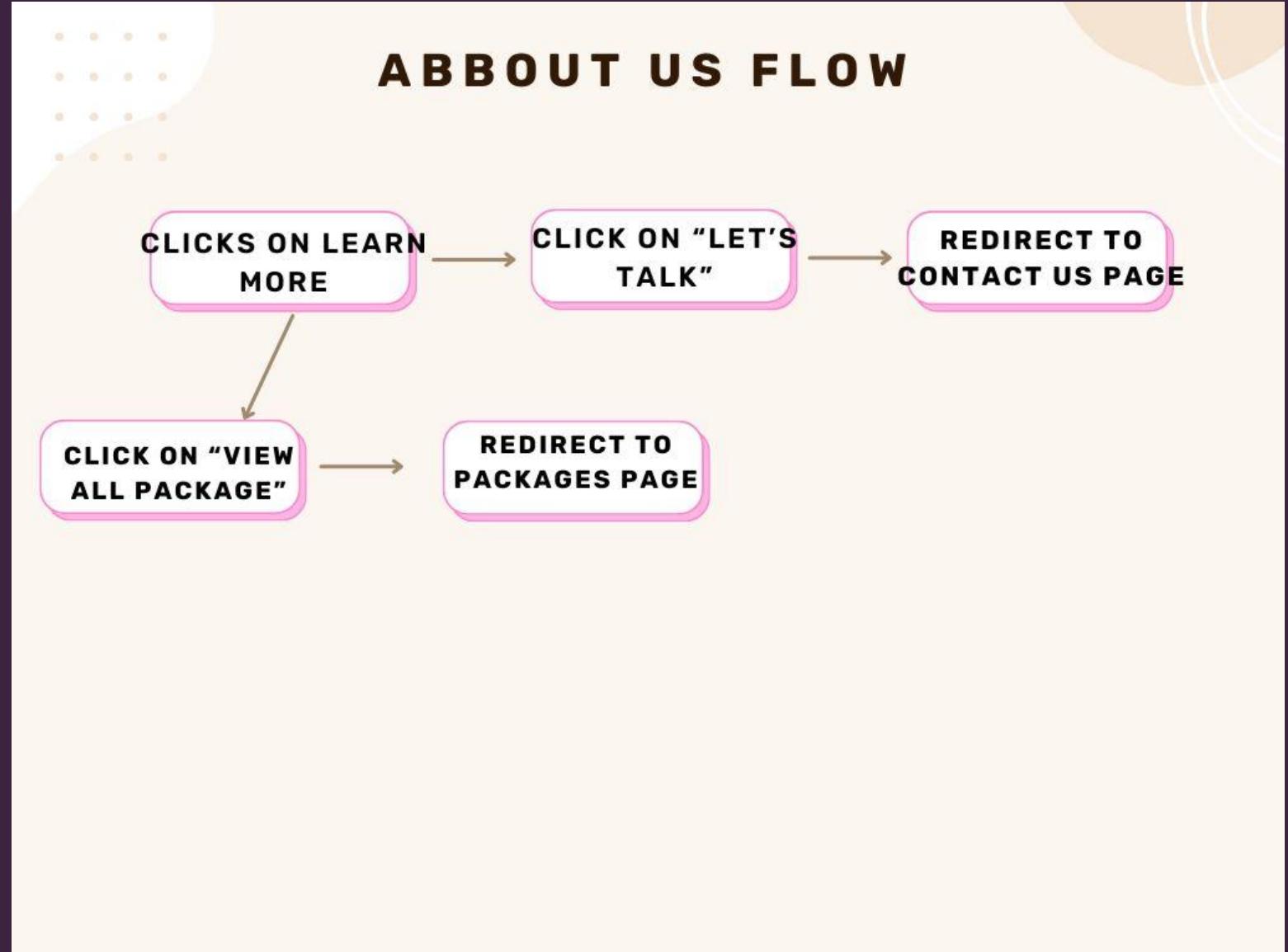


## User Flow 2:

- This flow encourages users to explore the package that suits them best and immediately take action by getting in touch.



# User Flow 3:

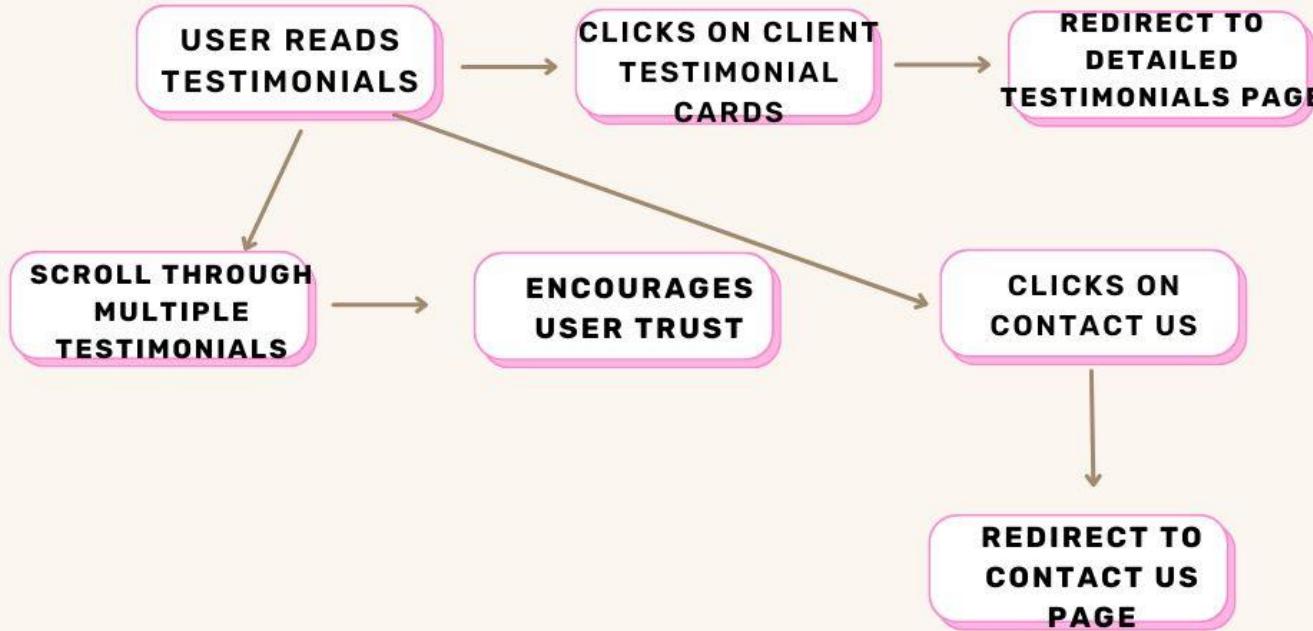


## WEDDING GALLERY FLOW



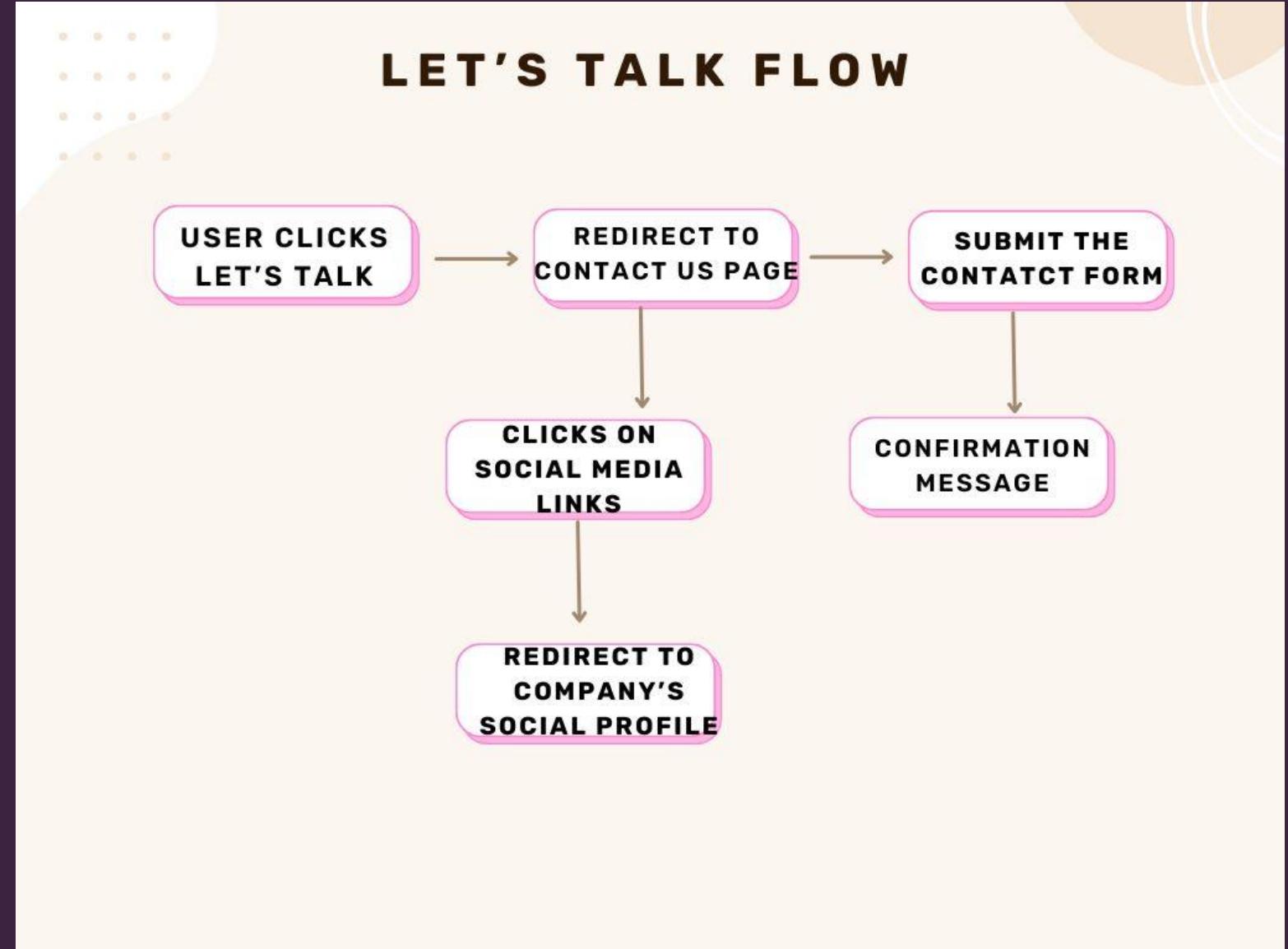
User Flow 4:

## CLIENT TESTIMONIALS FLOW

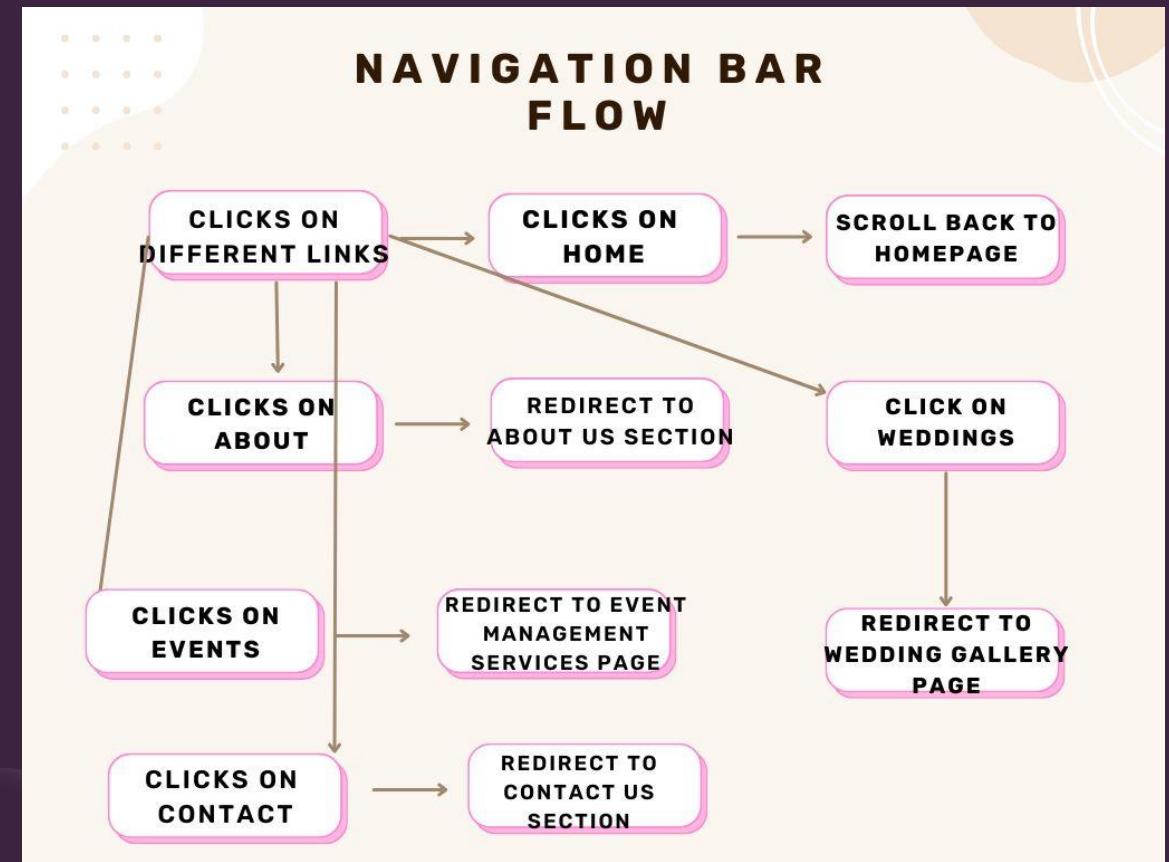


# User Flow 5:

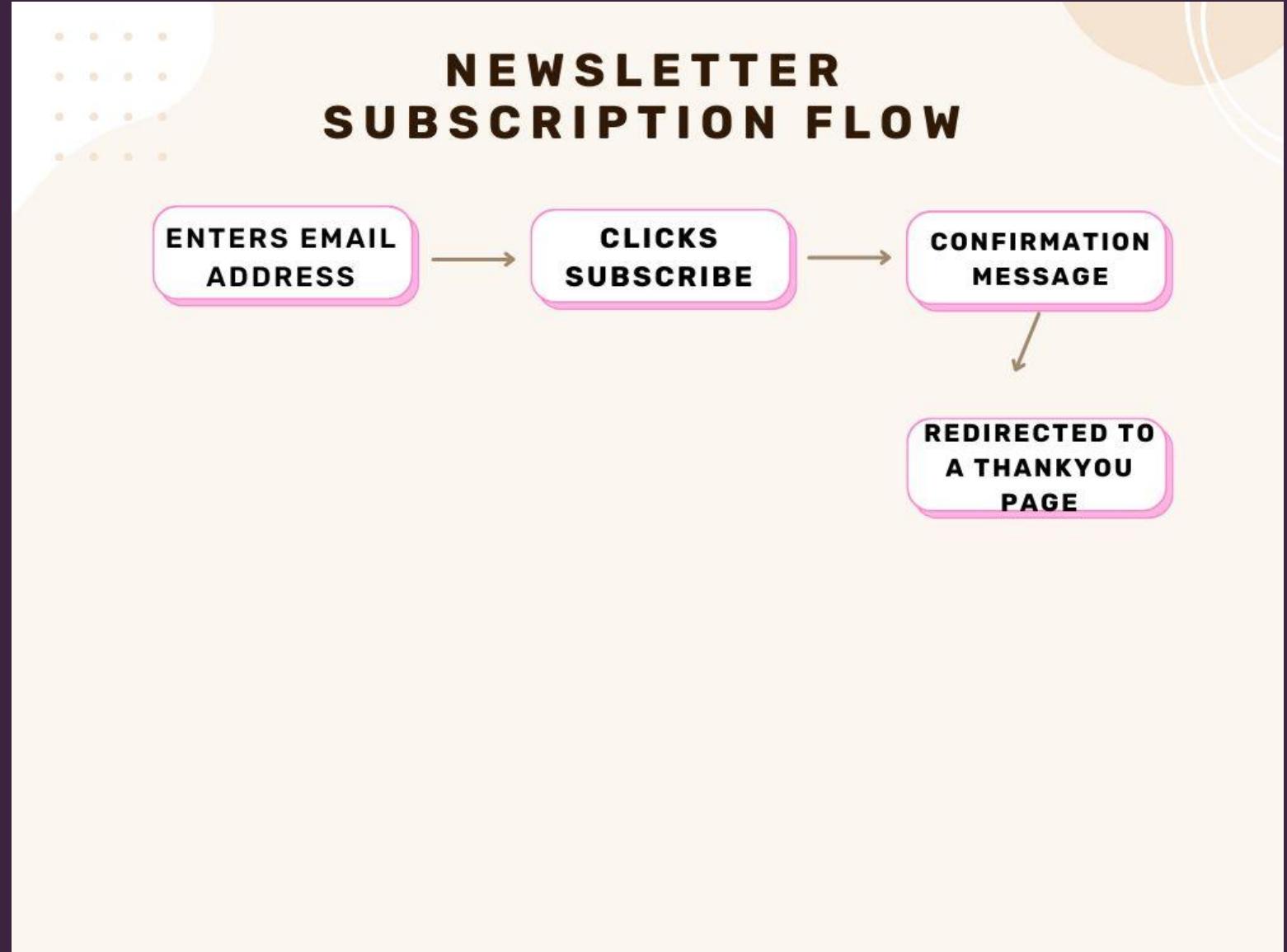
# User Flow 6:



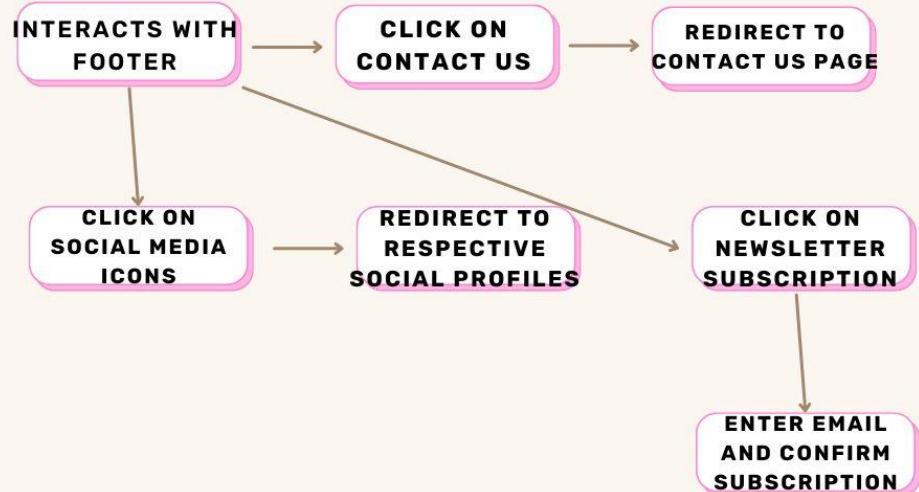
# User Flow 7:



# User Flow 8:



## FOOTER FLOW



# User Flow 9:

# Why are these flows used?

---

**Maximizing Conversion Opportunities:** Each flow is designed to either convert users into leads or provide essential information that might influence their decision.

---

**Clear Navigation:** By offering multiple paths (via buttons, navigation, scrolling), users can easily find what they're looking for without feeling overwhelmed.

---

**Building Trust:** Flows leading to client testimonials, photo galleries, and About Us pages aim to build credibility and trust, making users more likely to book services.

---

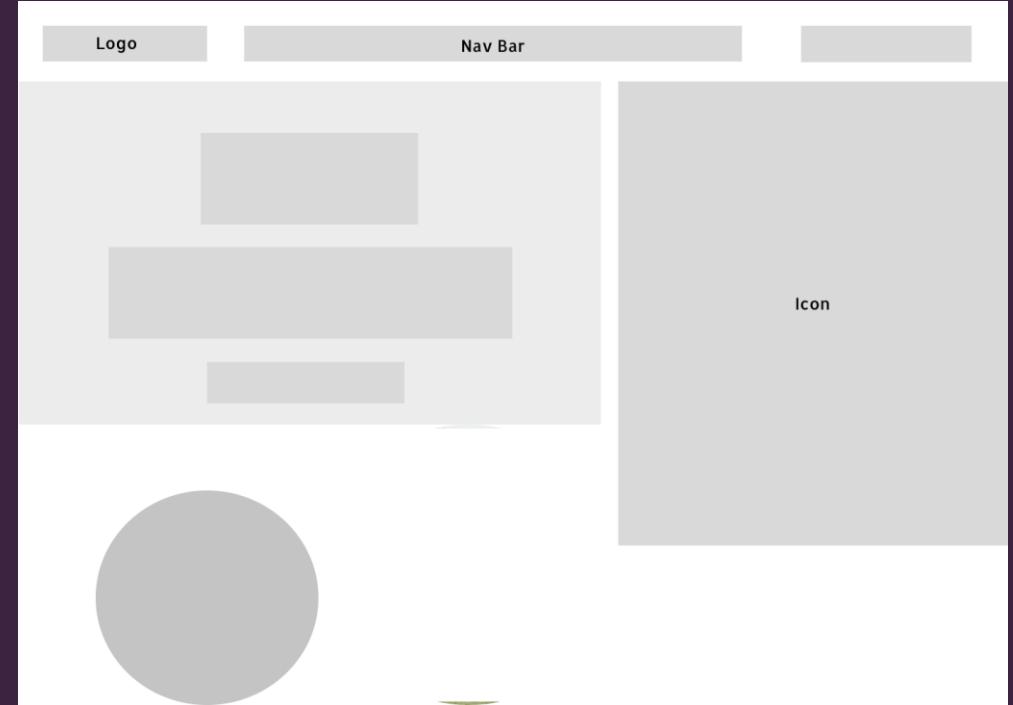
**Multiple Entry Points:** Users can start their journey at various points (homepage, social media, newsletter) and still find their way to key conversion areas (Contact Us or Packages).

---

**User Retention:** Newsletter subscription flows ensure the company can capture undecided visitors, keeping them engaged over time.

# Wireframe 1:

- This is a simple website layout with a header, a main content area, and a sidebar.
- The header contains the logo, navigation bar, and an optional icon.
- The main content area is for the primary content of the website, displayed on the left side. It can include text, images, videos, and interactive elements.
- The sidebar is located on the right side and contains supplementary information, navigation links, or advertising.
- The layout is clean and straightforward, making it easy for users to find the information they are looking for. The use of white space helps to improve readability.

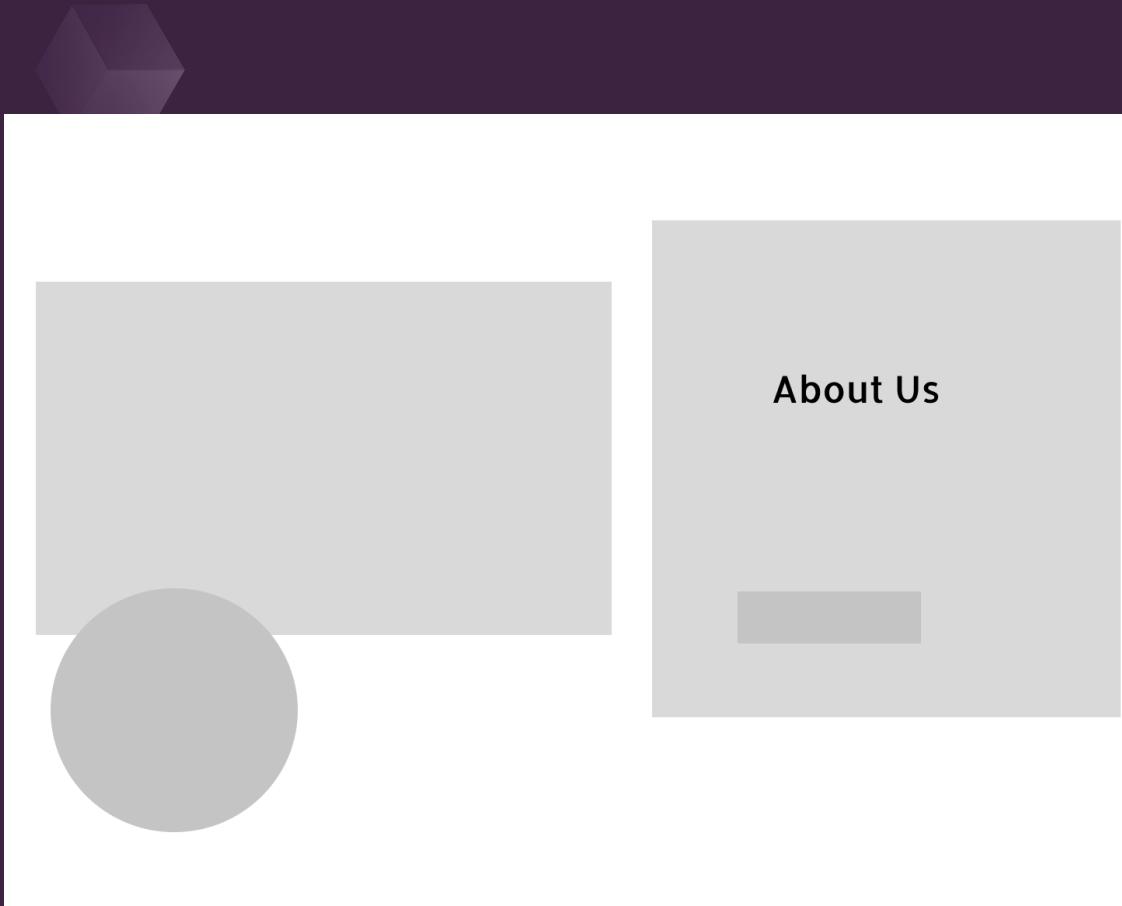


# Wireframe 2:



- This is a basic website layout, common in many websites.
- **Top Row:** The top row contains the **Logo** and **Nav Bar** elements, which are typical for website navigation.
- **Main Content Area:** The left side of the website is the main content area, with an image on top and a short description below it. This is a common layout for blog posts or product pages.
- **Side Bar:** The right side of the website is a side bar, which often contains:
  - **Icon:** A visual element to draw attention to the side bar.
  - **Additional Content:** Links, widgets, or other information relevant to the website's purpose.

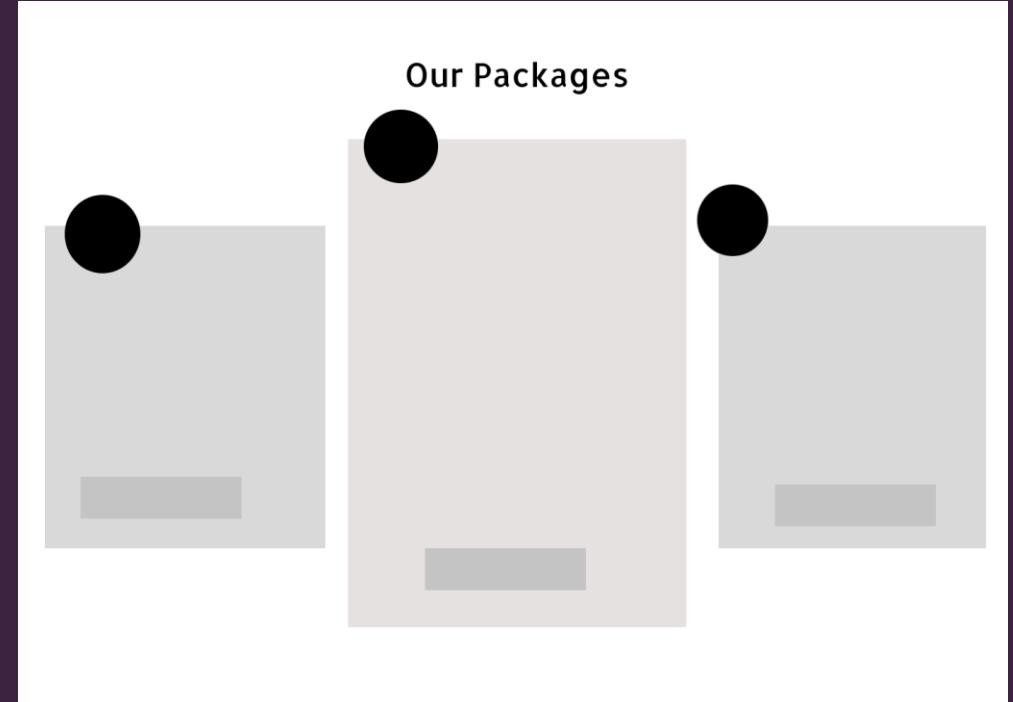
# Wireframe 3:



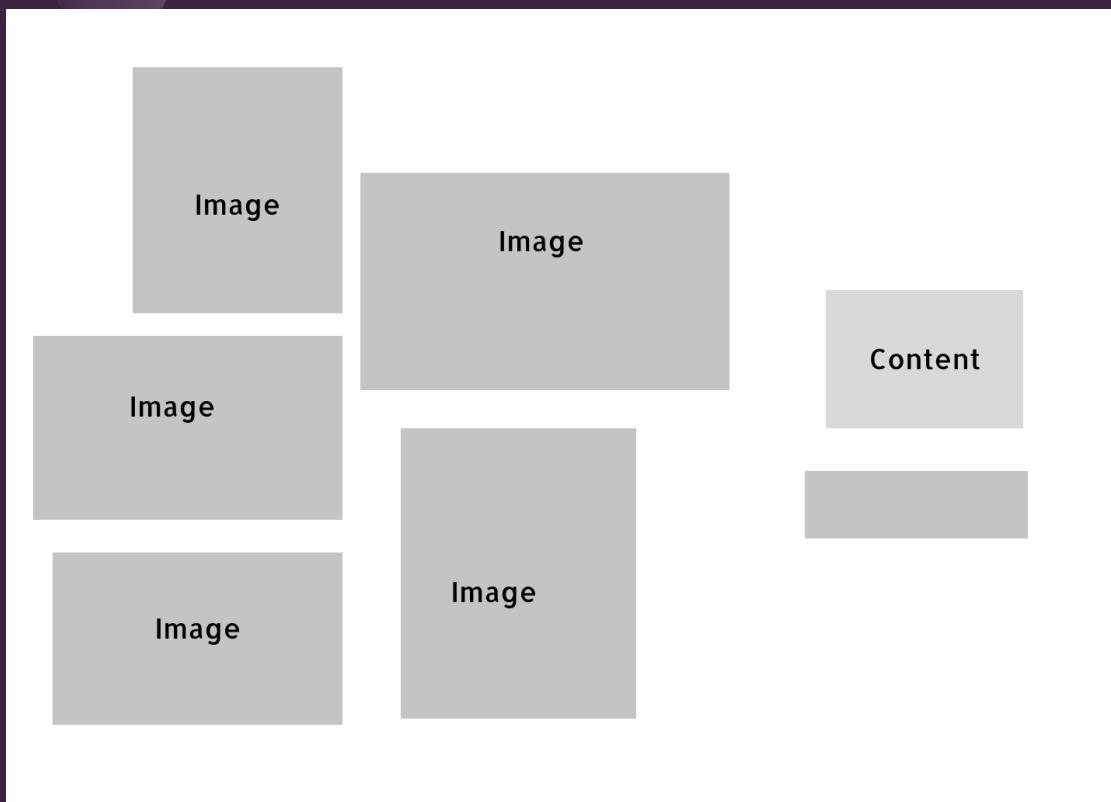
- **Content Area:**
- **Left Side:** The left side of the page is dedicated to the main content. It features a clear hierarchy with a larger section at the top (possibly for a featured item or headline), followed by a smaller section (for supporting text or images), and a further smaller section (perhaps for a call-to-action button).
- **Right Side:** The right side of the page is reserved for a larger, stand-alone element (perhaps a sidebar with additional information, related content, or advertising).
- **Bottom:**
- **Circle:** A circle is placed in the bottom left corner. It could be a visual element for attracting attention, a link to additional content, or an interactive button.
- **Bottom Bar:** There is a small, thin horizontal bar at the bottom, which might be used for copyright information, social media links, or a footer menu.

# Wireframe 4:

- This is a simple website layout with a header, a main content area, and a sidebar.
- **Header:** The header contains the logo, navigation bar, and an icon. The logo is placed in the top left corner. The navigation bar is centered above the main content area. The icon is placed in the top right corner.
- **Main Content Area:** The main content area is the largest area of the page. It contains three sections, all of which are empty, likely waiting to be filled with website content.
- **Sidebar:** The sidebar is located on the right side of the page. It is a rectangle that contains no content at this time, which is likely reserved for information that is not essential to the main content.



# Wireframe 5:

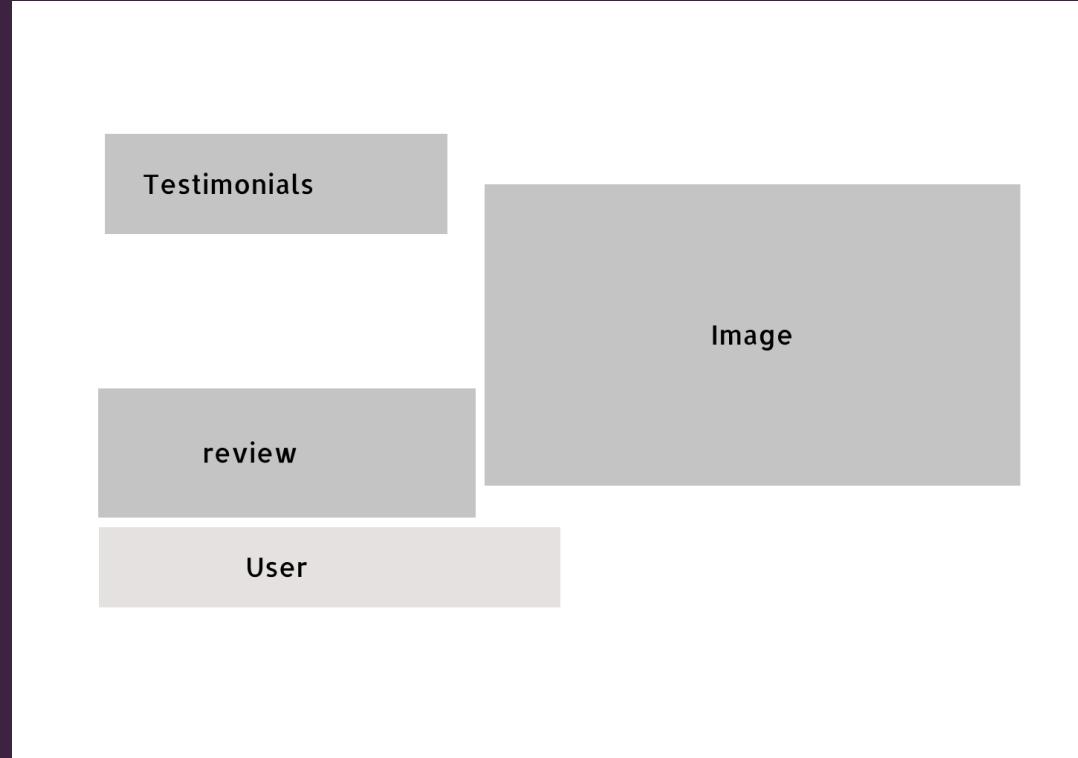


- **Content:**

- **Main Content Area:** The larger left section is designated for the primary content, which could be articles, product descriptions, blog posts, or other relevant information. The sub-sections in this area suggest a potentially modular content structure, allowing for flexibility.
- **Sidebar:** The smaller right section is a sidebar that can be used for various purposes:
  - **Advertisement:** Displaying ads.
  - **Related Content:** Showcasing related articles or products.
  - **Navigation:** Offering additional navigation options.
  - **User Profile:** Displaying user information or recent activity.

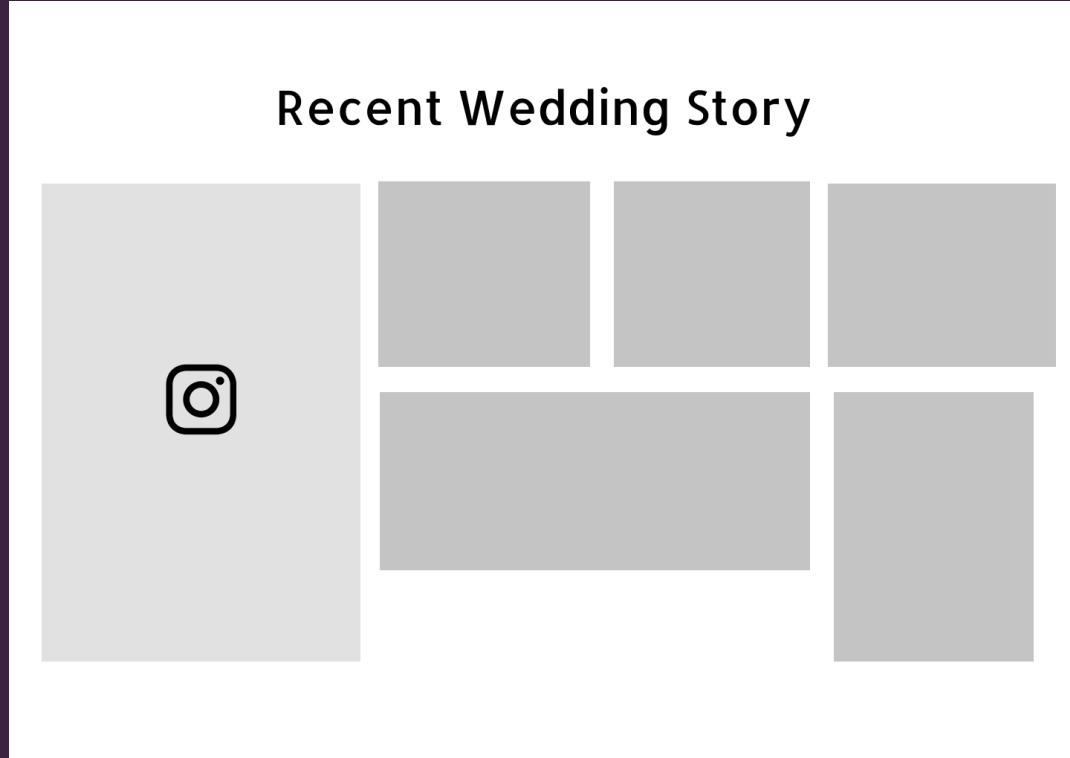
- **Footer:**

- The circular element in the lower left corner might be a social media link or an icon.
- The small element in the bottom center could be a copyright notice or additional information about the website/app.



# Wireframe 6:

- The main content is likely the focus of the webpage. The layout suggests it could include a featured section (represented by the larger rectangle), a secondary section (represented by the smaller rectangle), and a small action area (represented by the rectangular placeholder at the bottom).
- **Sidebar:**
  - This could host supplementary information, advertisements, or related content.
- **Layout Considerations:**
  - **Clear Hierarchy:** The layout emphasizes the main content area, indicating its importance.
  - **Visual Balance:** The placement of elements creates a visually balanced composition.
  - **User-friendliness:** The common structure and placement of navigation elements make it easy for users to find what they need.

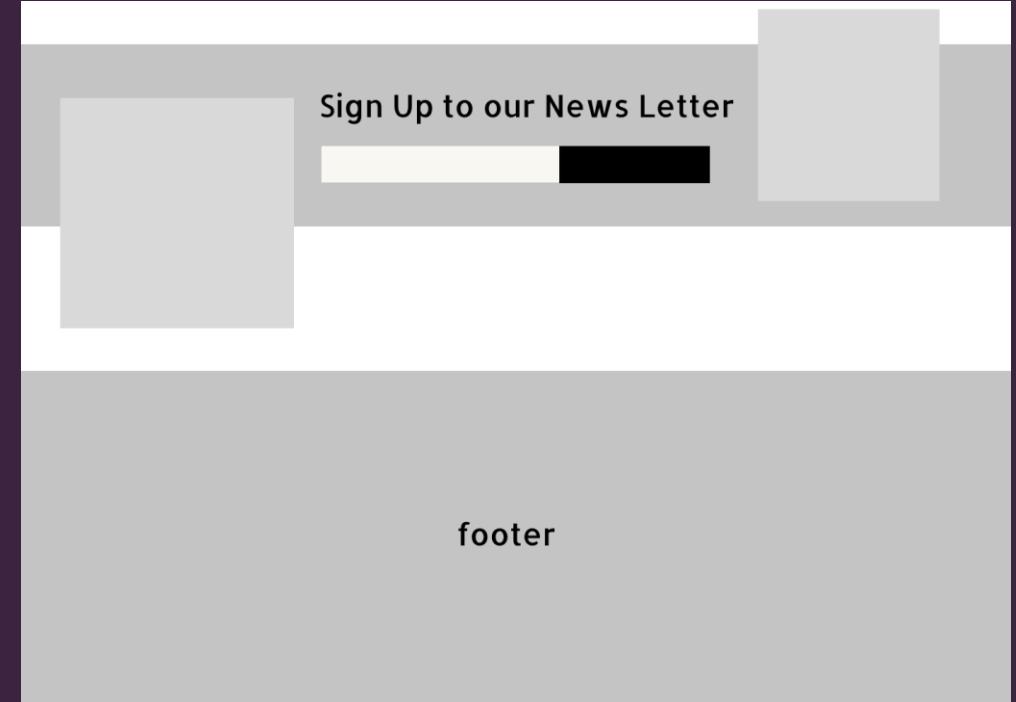


## Wireframe 7:

- The section below the header is the main content area. It's divided into two columns.
  - The left column contains the main content, likely with text and images. The blocks suggest an expandable menu and a section for calls to action (like "sign up" or "learn more").
  - The right column contains a "sidebar" with additional content, like a call to action, an ad, or other information.
- There is a footer at the bottom, the only detail of which is a subtle call to action.

# Wireframe 8:

- The main content area is where the primary content of the page is displayed, such as articles, product descriptions, or other information.
- The sidebar contains secondary information, such as a list of related articles, a search box, or advertising.
- The bottom of the page features a circular button, which can be used for a call to action.
- This layout is clean and simple, making it easy for users to find the information they are looking for.



# High- Fidelity Design 1:

- The following is a breakdown of the design choices and how they improve the user experience:
- **Colors:** The use of white space and a neutral color scheme makes the content easy to read. The design is also very visually appealing.
- **Typography:** The typography is clear and easy to read, making it a good choice for a website that aims to provide information to its users.
- **Iconography:** The iconography is simple and intuitive, making it easy for users to understand what each icon represents.
- **Responsiveness:** The design is responsive, meaning that it adapts to different screen sizes. This ensures that the website can be viewed on a variety of devices.

Home About Weddings Contact Event

**Let's Talk**

## Transforming Your Ideas into Memorable Events

Event management is the process of Planning, Organizing, and Executing Events such as Weddings, Corporate Conferences, Trade Shows and other type of events.

**View all Packages**



# High-Fidelity Design 2:

## The Celebration of Love: A Wedding Service:

1. Creating a budget	6. Gift Registry
2. Choosing a Style	7. Day of Coordination
3. Booking a Venue	8. Rehearsal Dinner
4. Caterers and Desserts	9. Venue Decor
5. Photography	10. Transportation

### Joining Together:

Name\*

Email\*

Message\*

**Let's Get Started**



**Hi! I'm Warisha**

Event management is the process of Planning, Organizing, and Executing Events such as Weddings, Corporate Conferences, Trade Shows and other types of events..

- The following are some design choices:
- **Colors:** The design uses a single color, gray, for the background and elements. This can be interpreted as a minimalist or professional look.
- **Typography:** The typography is simple and easy to read. The font used for "Logo," "Nav Bar," and "Icon" is likely a sans-serif font such as Arial or Helvetica.
- **Iconography:** The design doesn't include any icons.
- **Layout:** The layout is simple and straightforward, with the main content area taking up the most space. This layout is common for websites and is easy to navigate.

# High-Fidelity Design 3:



## About Us

Event managers Work With Clients To Understand Their Requirements And Objectives for the Event:

- 1. Event Planning and Coordination:** This includes creating Event Timelines, Managing Budgets, and Coordinating with Vendors and other Stakeholders.
- 2. Venue Selection and Management:** This involves selecting the appropriate venue for the Event.
- 3. Marketing and Promotion:** This includes developing marketing strategies and promoting the Event through various channels.

[Learn More](#)

# High-Fidelity Design 4:

- The design utilizes a simple, clean layout with a focus on usability. It incorporates common web design elements like a logo, navigation bar, and icon, arranged in a clear and intuitive manner. The use of consistent, light gray shades for the background and text creates a calm and readable visual experience. This minimalist approach ensures a distraction-free browsing environment for users.
- Here's how the design choices improve the user experience:
  - Clarity and Simplicity:** The design prioritizes clarity by using a simple grid system and limited use of colors. This makes it easy for users to scan the page and understand the content.
  - Consistency:** The consistent use of light gray tones and simple typography creates a unified visual experience. This ensures that users can easily navigate and understand the website.
  - Accessibility:** The use of high contrast between text and background makes the design accessible to users with visual impairments.
  - Focus on Content:** The design prioritizes content by keeping the layout clean and free from clutter. This allows users to focus on the information presented on the page.
  - Intuitive Navigation:** The placement of the logo and navigation bar in the header, and the icon in a dedicated section, ensures that users can easily navigate through the website.

## Our Packages

Started at  
**\$1000**

**Standard**

2 Days Event

Full Services Consultation

Breakfast and Lunch for everyone

Free gifts for Kids

Send save the Dates and Invites

Meet Photographers

Communicate with your Guests

**Get Started**

Started at  
**\$3000**

**Premium**

2 Days Event

Full Services Consultation

Breakfast and Lunch for everyone

Free gifts for Kids

Send save the Dates and Invites

Meet Photographers

Communicate with your Guests

**Get Started**

Started at  
**\$4000**

**Corporate**

2 Days Event

Full Services Consultation

Breakfast and Lunch for everyone

Free gifts for Kids

Booking your Venue

**Get Started**

# High-Fidelity Design 5:



## Recent Wedding Story

Event management is the process of Planning, Organizing, and Executing Events such as Weddings, Corporate Conferences, Trade Shows and other type of events.

[View Full Gallery](#)

## What our Clients Say about our Event:

Thankyou for the Outstanding work of the Yale Conferences and Events Group. We had a wonderful time and could not imagine pulling off our meeting without the guidance of your staff. Simply put, they exceeded all our expectations.



Jennifer Wings



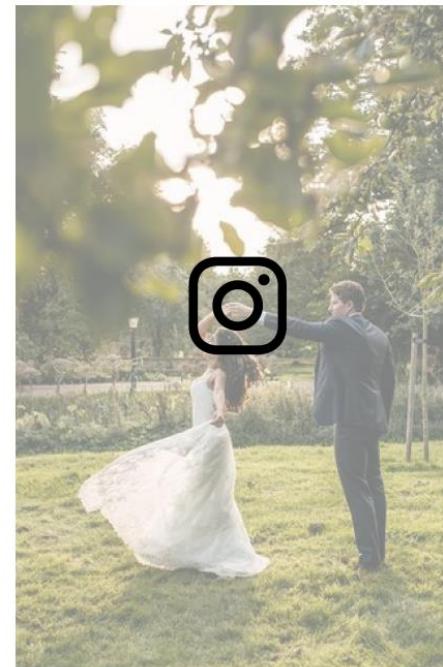
## High-Fidelity Design 6:

- This design utilizes a minimalist aesthetic, employing a neutral color palette and simple geometric shapes. The white background provides a clean and uncluttered canvas for the content, ensuring readability and visual clarity. The consistent use of gray for the elements, with varying shades, creates visual hierarchy without overwhelming the user.
- The typography is straightforward, prioritizing readability. The absence of decorative elements or complex imagery further supports the design's minimalist approach.
- The design also includes a clear visual hierarchy. The logo at the top left grabs immediate attention. The navigation bar positioned at the top center ensures easy access to key site sections.
- The main content area is spacious, drawing the user's focus. The "icon" section on the right provides a visual cue for users to interact with, potentially leading to additional content or functionality. The placement of the circle at the bottom center suggests it's a call to action or interactive element.

# High-Fidelity Design 7:

- The design is simple and clean, with a focus on readability and usability. The use of white space and a light grey background helps to create a calming and relaxing experience for the user. The large, bold typography is easy to read, and the simple iconography is visually appealing and easy to understand.

## Recent Wedding Story





## Sign Up to our News Letter

Enter your email address

Subscribe



### Get in Touch

58 street, New York

abc@gmail.com

123-4567-89



It is a long established fact that a reader will be distracted by the readable content....

### Follow us On

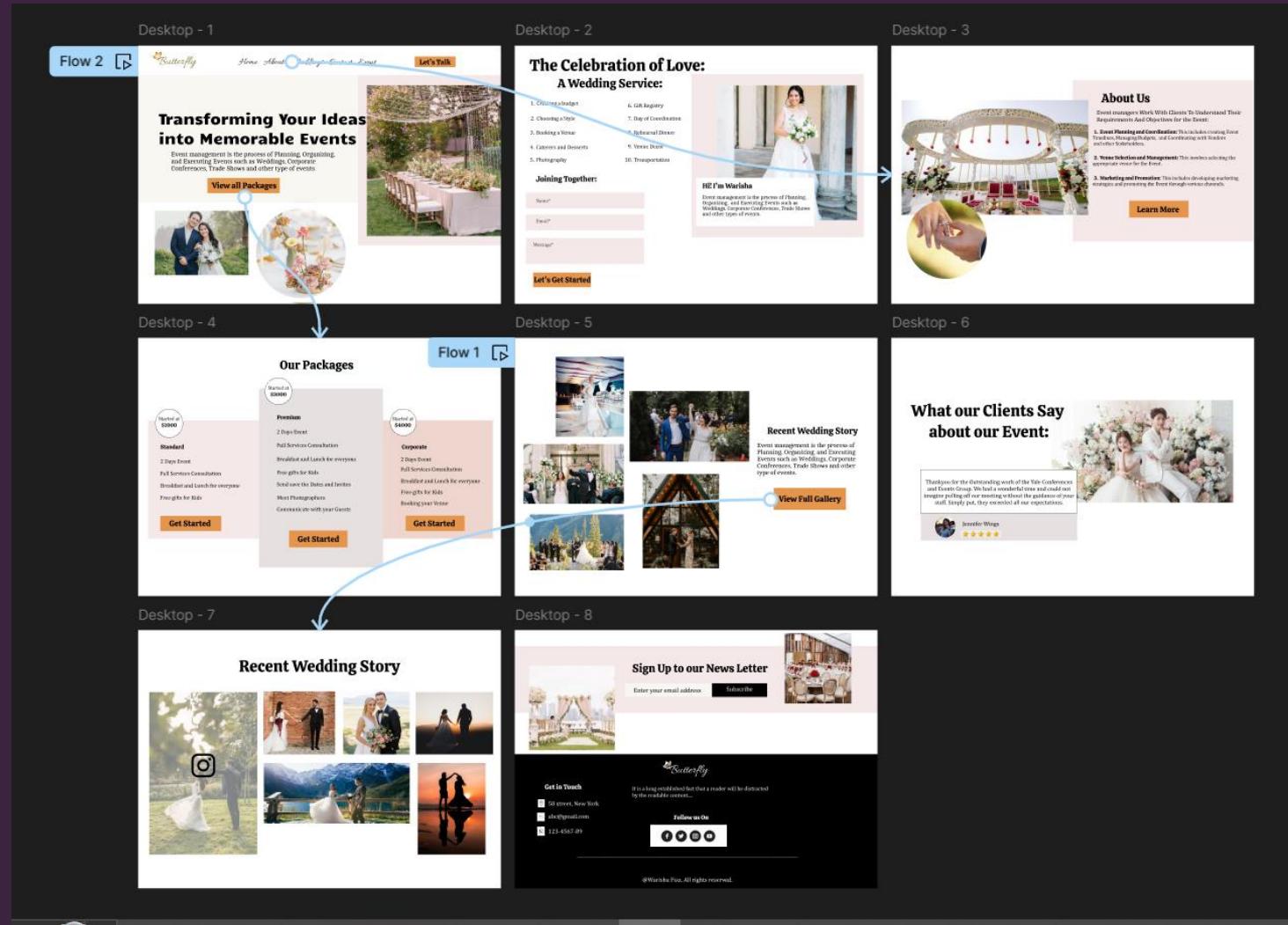


@Warisha Fiaz. All rights reserved.

# High-Fidelity Design 8:

- The design uses a minimalist approach, relying on a light gray color palette to create a clean and uncluttered interface. This promotes a user-friendly experience, as the focus is directed toward the content rather than being overwhelmed by excessive visual elements. The use of subtle spacing and alignment between the components creates visual hierarchy and makes the information easily scannable.

# Interactive Prototype:



# Usability Testing Feedback:

**Overall Impression:** The website appears visually appealing and well-organized. The content is clear and concise, and the navigation seems straightforward. However, there are a few areas that could be improved to enhance the user experience.

## Specific Feedback:

### Desktop-1:

- Consider adding a more prominent call to action button to encourage users to explore the website further.
- Ensure that the "View all Packages" link is easily visible and accessible.

### Desktop-2:

- The "About Us" section could benefit from a more concise and engaging introduction.
- Consider adding a testimonial or client review to build trust.

### Desktop-3:

- The "Joining Together" section could be more visually appealing, perhaps with a larger image or a video.
- Ensure that the "Learn More" link is clearly visible and accessible.

### Desktop-4:

- The "Our Packages" section could be more visually appealing, with clearer descriptions and more prominent pricing information.
- Consider adding a filter or search function to help users find the package that best suits their needs.

### Desktop-5:

- The "What our Clients Say" section could be more visually engaging, perhaps with larger testimonials or a carousel.
- Ensure that the "View Full Gallery" link is easily accessible.

### Desktop-6:

- The "Get Started" buttons could be more visually prominent and consistent.

### Desktop-7:

- The "Recent Wedding Story" section could be more visually appealing, with larger images or a slideshow.
- Consider adding more details about the wedding, such as the location, date, and couple's names.

### Desktop-8:

- The "Sign Up to our News Letter" section could be more visually engaging, perhaps with a more prominent signup form or a promotional offer.

Overall, the website has a solid foundation, but a few minor adjustments could significantly improve the user experience. By addressing these feedback points, you can create a more engaging and user-friendly website.

# Design Systems:

## **Typography:**

Font for heading: Candal & Colistoga

Font for content: Cambo

Font for nav bar: Allura

Font size in most headings: 64

## **Color Palette:**

Primary Colors: White & Black

Secondary Colors: Pink, Grey & Golden

# Figma Link:

<https://www.figma.com/design/H0x6V1PQUOpbBuTKuTpZfu/Untitled?node-id=0-1&t=BZybwb4oLHh1LpEK-1>

