



UI/UX case study



A Commercial
Application for
organizing Events

EVENT MANAGEMENT

WHO ARE WE?

Our Team

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PROJECT OVERVIEW

Eventwy is a mobile and web-based platform designed to streamline event discovery, ticket booking, and event management. The platform connects users with local events, enables seamless ticket purchases, and provides event organizers with powerful tools to manage their events efficiently.



PROBLEM STATEMENT

The Challenge

Finding and attending events can be a frustrating experience for both attendees and event organizers.

For Users (Attendees):

1. Event Discovery is Fragmented – People struggle to find events that match their interests due to scattered information across multiple platforms.
2. Inefficient Ticket Booking – Many event platforms have complex booking processes, leading to frustration and abandoned purchases.
3. Lack of Personalized Recommendations – Users often miss out on events because they don't receive relevant suggestions.
4. Ticket Fraud & Scalping – Some platforms lack secure ticketing systems, leading to scams and overpriced resales.
5. Limited Post-Event Engagement – Attendees have no easy way to share reviews, feedback, or connect with fellow participants.

For Event Organizers:

- High Marketing Costs – Promoting events effectively requires significant spending on ads and outreach.
- Difficulty Managing Ticket Sales – Tracking sales, processing payments, and preventing overbooking is challenging.
- Limited Audience Insights – Organizers lack tools to analyze attendee behavior and improve future events.
- Inefficient Communication – No direct way to update attendees about schedule changes or important announcements.
- Payment & Revenue Delays – Receiving ticket sales payouts can be slow and unreliable



SOLUTION

A centralized, user-friendly platform that simplifies event discovery, streamlines ticket booking, ensures secure transactions, and provides powerful management tools for organizers.

Eventwy aims to bridge this gap by offering a seamless, all-in-one solution for attendees and event organizers, enhancing the overall event experience.

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1. WHAT?

Eventwy is a digital platform (mobile app + web dashboard) that enables users to discover, book, and manage event tickets, while providing organizers with tools to promote, sell, and manage their events efficiently.

2. WHO?



- **Users (Attendees):** Individuals looking for concerts, workshops, sports events, and other activities.
- **Event Organizers:** Companies, artists, businesses, or individuals hosting events and needing ticketing and management solutions.
- **Admins:** The platform's team managing operations, user verification, and platform integrity.

3. WHEN?



- Users need Eventwy when they want to find and attend events easily.
- Organizers use Eventwy when planning and managing events to reach a larger audience and simplify ticket sales.
- Admins engage continuously to oversee platform security, user management, and financial transactions.

3. WHEN?



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4. WHERE?

- Initially, Eventwy will target local markets, helping users find events in their city.
- It can later expand to regional and international markets, offering events in multiple locations

5. WHY?



- For Users: To discover events effortlessly, book tickets securely, and engage with the event community.
- For Organizers: To increase event visibility, manage ticketing seamlessly, and analyze event performance.
- For Admins: To ensure a smooth, fraud-free experience for users and maintain business operations.

KEY ATTRIBUTES

1. User-Centric Design

- Intuitive and easy-to-use interface.
- Personalized recommendations based on user interests and location.
- Seamless onboarding with social media and email login.

2. Comprehensive Event Discovery

- Advanced filters (category, date, location).
- Interactive map integration for nearby events.
- Event details with images, descriptions, and user reviews.

3. Secure & Convenient Ticket Booking

- Multiple payment options (credit cards, e-wallets, PayPal, etc.).
- Instant ticket confirmation with QR codes.
- Fraud prevention mechanisms to eliminate ticket scalping.

4. Robust Organizer Tools

- Easy event creation and customization.
- Real-time tracking of ticket sales and attendee

- Automated notifications and direct communication with attendees.

5. Scalable Business Model

- Multiple revenue streams (ticket commissions, ads, subscriptions).
- Flexible pricing plans for event organizers.

6. Engagement & Community Building

- Social sharing features for events.
- Event rating and review system.
- Personalized notifications and updates.

7. Data-Driven Insights

- Analytics for organizers to track event performance.
- User behavior tracking for better recommendations.
- Admin dashboard for system-wide reporting and financial oversight.

8. Secure & Reliable Infrastructure

- Cloud-based storage and backup.
- Encrypted transactions for secure payments.
- Compliance with data protection regulations.



JOURNEY MAP

UX FIGJam

Thank You and
Keep Designing!

THANKYOU