Why will people come to your site?

The value proposition presented on the platform through convenience, simplicity, and accessibility. People are typically overwhelmed or underinformed jumping between platforms and calendars to keep up with that’s happening around them. Events and activities can be readily found through a tailored experience based on users’ interests.

What questions will your visitors expect your site to answer for them?

The site can answer questions like what types of events the platform covers, how events can be searched, how can visitors sign up for RSVP’ing for events, and how can visitors track or manage events they are interested in. Ultimately, the list of questions can be broken down categorically as follows: finding events, creating events, and personalizing the experience.

What types of activities will visitors want to complete on your site?

What information is necessary to complete any actions your site offers?

Why will your visitors come to your site instead of another to get this information or complete the actions?

The primary reason is it behaves as a one-stop platform for a wide variety of events and provides a streamlined user-friendly interface. Events and activities can be found through personalized recommendations or location-based discovery. This allows the platform to completely cater to the desires of the user. It provides a seamless event management and registration process as well as social features for group coordination. It encourages and emphasizes community engagement and curation. This site offers comprehensive search and filter options as well as real-time event updates.