



# CONCEPT DOCUMENT

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For: **BERARIA H**  
ROMANIA, BUCHAREST  
<https://berariah.ro/en>

## VERSION CONTROL

VERSION	CHANGES	DATE
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## **ABOUT**

### **ABOUT**

I am developing a mobile web application for Beraria H, a popular entertainment venue. The app aims to enhance the overall user experience by providing a convenient and user-friendly platform for event discovery, ticket purchasing, and event-related information.

### **PROBLEM**

Beraria H hosts a wide range of events, from live music performances to sports screenings. However, users often encounter challenges when attempting to discover events, access complete event information, and purchase tickets. The existing methods for event promotion and ticket sales lack efficiency and fail to meet user expectations.

### **SOLUTION**

My mobile app addresses these challenges by offering a comprehensive solution. Users can effortlessly explore a diverse range of events, access detailed event information, and seamlessly purchase tickets—all within a single, intuitive platform. By prioritizing user-friendly navigation, comprehensive event details, and a streamlined ticket purchasing process, I aim to transform event discovery and attendance into a more engaging and enjoyable experience.

## TARGET AUDIENCE

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The Beraria H Event Scheduler App is designed to cater to a diverse audience, primarily focusing on individuals who enjoy attending events and are seeking a convenient and engaging way to discover, access information, and participate in a variety of events. The primary target audience includes:

- **Event Enthusiasts:** Individuals who actively seek out and attend various events, such as concerts, festivals, sports matches, cultural exhibitions, and more.
- **Local Explorers:** Residents and tourists interested in exploring events within their local area, discovering new experiences, and connecting with their community.
- **Tech-Savvy Users:** Those who are comfortable with mobile technology, smartphone apps, and online platforms for planning and organizing their leisure activities.

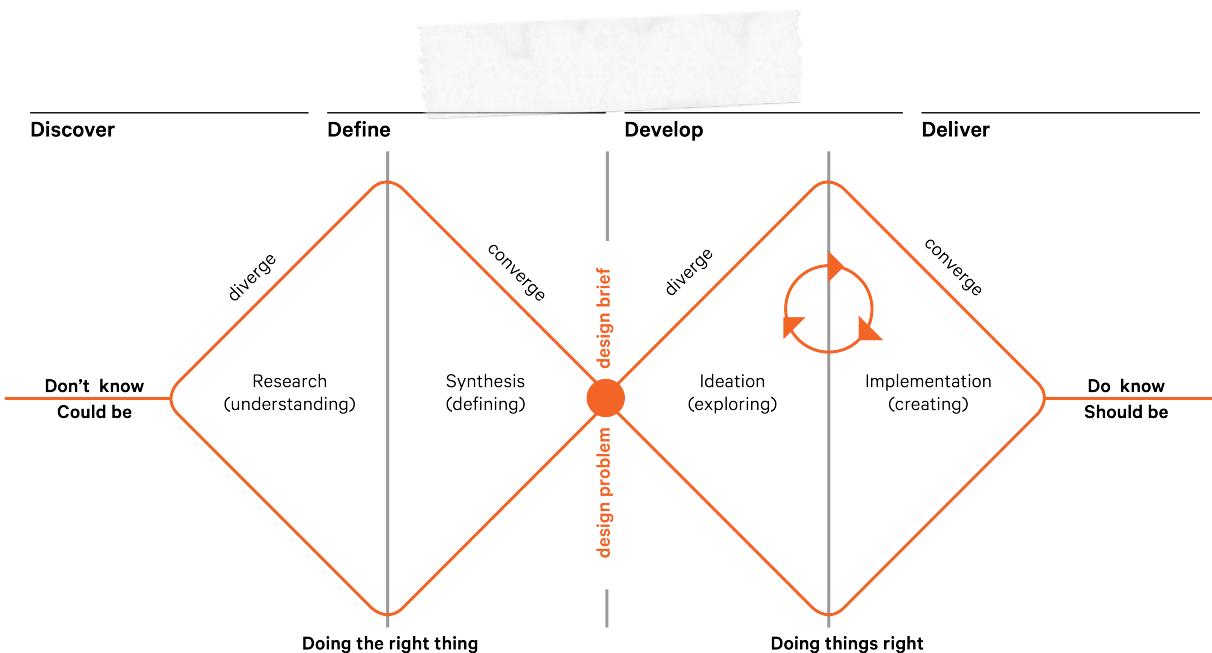
### OVERVIEW

The Beraria H Event Scheduler App is a user-friendly mobile application designed to enhance the event discovery and participation experience for our diverse user base. With a clean and intuitive interface, the app provides users with easy access to a wide range of events, offering detailed information, user-friendly scheduling features, and secure ticketing options. Key features include:

# DESIGN METHOD

## DOUBLE DIAMOND

In the development of the Beraria H Event Scheduler App, I adopted the Double Diamond design method to ensure a user-centric and thoroughly explored approach to problem-solving. This method, renowned for its adaptability and effectiveness, aligned perfectly with the project's goal of enhancing event discoverability, improving the user experience, and streamlining the ticket purchasing process.



Based on the 'Double Diamond' by the Design Council (UK)  
<https://www.designcouncil.org.uk/news-opinion/design-process-what-double-diamond>

### Discover Phase:

In the first diamond, I embarked on a journey of discovery, emphasizing empathy and a deep understanding of users' needs and challenges. Through brainstorming sessions, library research, and empathy mapping, I meticulously dissected potential issues related to event discoverability, incomplete event information, and complex ticket purchasing. This phase enabled me to uncover critical insights that formed the foundation for the app's design.

### **Define Phase:**

Building on the discoveries made in the previous phase, I moved to the definition phase, where I refined the problem statement by crafting How Might We (HMW) questions. This step allowed me to frame the challenges more precisely, focusing on areas like user frustrations, information gaps, and ticketing complexities specific to the Beraria H context.

### **Develop Phase:**

With a well-defined problem in sight, I transitioned into the development phase, where I ideated and conceptualized potential solutions. Brainstorming techniques, user stories, and the MoSCoW method guided me in prioritizing features and functionalities. This phase laid the groundwork for designing an event scheduler app that would effectively address the identified issues, placing an emphasis on user-friendly navigation, comprehensive event details, and a streamlined ticket purchasing process.

### **Deliver Phase:**

The final diamond saw the transformation of concepts into concrete deliverables. I established the "Definition of Done" criteria, ensuring that each aspect of the app met the requirements set during the earlier phases.



# DISCOVER PHASE

[Link to the brainstorming \(discover phase\)](#)

## BRAINSTORMING

During the initial stages of developing the Beraria H Event Scheduler App, the Discover Phase played a crucial role in shaping the project's direction. The goal was to identify the specific challenges and opportunities associated with event discovery and ticket purchasing. To achieve this, I conducted a series of focused brainstorming sessions tailored to the app's unique context.



## Understanding User Needs and Pain Points

The brainstorming sessions revolved around comprehending the needs and pain points of potential users. This included considerations like the frustrations users encounter when searching for events, the essential information required before attending an event, and the obstacles they might face during the ticket purchasing process.

## **Generating Innovative Solutions**

A significant achievement stemming from these sessions was the generation of innovative solutions aimed at tackling the identified challenges. For instance, the brainstorming process enabled me to delve into the core issues users often face across various platforms. In my pursuit of gaining deeper insights into real-life scenarios, I supplemented this brainstorming phase with comprehensive library research and the creation of empathy maps. This multi-faceted approach allowed for a more in-depth examination of the prevalent issues encountered by users, paving the way for a more refined and informed project direction.



# DISCOVER PHASE

[Link to the empathy map](#)

## EMPATHY MAP

The insights gleaned from the empathy maps serve as a cornerstone for guiding the project's research and design efforts. Armed with this knowledge, the project's focus will be to create an app that caters to users' specific pain points, needs, and expectations.



- **User Priorities:** Users prioritize convenience, entertainment value, and the relevance of events when deciding to participate.
- **Digital Engagement:** They actively engage with online platforms to seek event information, reflecting their digital savviness.
- **Mobile Ticketing:** Users prefer mobile ticketing options for their ease and convenience.
- **Excitement and Influence:** Attendees express enthusiasm and anticipation about Beraria H events. Their decisions can be influenced by recommendations from friends and official event announcements.
- **Key Concerns:** Users show concern about pricing, ticket availability, and the credibility of sellers.
- **Comparative Approach:** They tend to compare ticket prices, actively search for discounts, and verify seller legitimacy before making a purchase.
- **Common Expressions:** Phrases such as "affordable tickets," "secure purchase," and "best deal" resonate with their thoughts and actions.
- **Hesitancy and Relief:** It's important to acknowledge that buyers may experience initial hesitancy and trust concerns, which are often alleviated after making a purchase.



## DISCOVER PHASE

*[Link to the competitor analysis](#)*

### COMPETITOR ANALYSIS

In my pursuit to create an exceptional event scheduler app for Beraria H, I meticulously evaluated key competitors in the event management industry: City Winery, Bardenay, and Cashio's Catering. This analysis aimed to unearth valuable insights, inspirations, and opportunities to ensure my app's distinctiveness and effectiveness.

In this competitive landscape, my event scheduler app for Beraria H aims to stand out by offering the perfect balance of accessibility, convenience, and versatility. It will prioritize user-friendly navigation, comprehensive event details, seamless ticket purchasing, and a platform that caters to the diverse range of events Beraria H hosts. My objective is to create an app that resonates with Beraria H's ethos and enhances the overall event experience for both organizers and attendees.

Through this competitor analysis, I have gained valuable insights to refine my approach and ensure that my app aligns seamlessly with Beraria H's unique requirements and audience expectations.



## DEFINE PHASE

[Link to the interview analysis & questions](#)

## WRITTEN INTERVIEWS

In the pursuit of creating an exceptional event app for Beraria H, I believe in the power of user insights. To gather valuable and authentic feedback, I conducted 5 written interviews, tailored to the specific needs and expectations of my target audience.

### Why Written Interviews?

Written interviews offer a unique advantage for my project. By allowing users to contemplate their responses and express their thoughts in writing, I encourage them to provide more in-depth and honest insights. This approach aligns perfectly with my commitment to creating a user-centric event app that caters to the preferences and requirements of Beraria H stakeholders.

### Customized Questions for Precision

My written interviews are carefully crafted with Beraria H in mind. I delve into the intricacies of event discovery, ticket purchasing, and overall event experiences. By asking tailored questions, I ensure that the gathered feedback directly contributes to enhancing the app's functionalities, such as improving event discoverability, providing comprehensive event details, and streamlining ticket transactions.

### User-Centric Design at Its Core

With the insights garnered from these written interviews, I am dedicated to shaping the Beraria H event app to be the ultimate companion for event enthusiasts. By focusing on the user's perspective, I aim to create an app that not only meets but exceeds their expectations.

# DEFINE PHASE

*Link to the personas*

## PERSONAS

In the process of developing the Beraria H Event Scheduler App, I have meticulously crafted personas that embody the diverse range of potential users for my application. These personas provide me with a deeper understanding of my audience, allowing me to tailor my app's features and user experience to meet their specific needs.

The first persona is Sarah, a marketing professional of 28 years old that loves to attend events, but needs an app that provides enough details and clear prices for the tickets.

**SARAH**  
MARKETING PROFESSIONAL

**BIO**

Sarah is a marketing professional who loves attending various events, from concerts to art exhibitions. She's tech-savvy, often using mobile apps for event discovery and ticket booking.

**MOTIVATION**

Sarah is motivated by the opportunity to discover unique and exciting events, as well as the convenience of mobile ticketing.

**ABOUT ME**

- 28 year old
- female

**TECHNOLOGICAL PROFICIENCY:**

Mobile Apps [progress bar]

**GOALS AND OBJECTIVES:**

Sarah's primary goal is to discover exciting events happening in her city and secure tickets hassle-free. She wants to make the most of her weekends and cultural experiences.

**NEEDS AND PAIN POINTS:**

She needs an app that provides comprehensive event details, including artists, schedules, and venues. She's frustrated by hidden ticketing fees and prefers a simple, quick booking process.

**BERARIA H**

The second persona is Alex, a college student of 22 years old that wants to find interesting events, but cannot find an app that can personalise according to his interests.

**ALEX**  
COLLEGE STUDENT

**BIO**

Alex is a college student who occasionally attends social events and concerts with friends. They have limited experience with event discovery apps.

**MOTIVATION**

Alex is motivated by the prospect of spontaneous social experiences and affordable event options.

**GOALS AND OBJECTIVES:**

Alex's goal is to find fun events to attend with friends, make last-minute plans, and save on ticket costs.

**ABOUT ME**

- 22 years old
- Non-binary.

**TECHNOLOGICAL PROFICIENCY:**

Mobile Apps

**NEEDS AND PAIN POINTS:**

They need an app that suggests events based on their interests and allows for group planning. Alex dislikes complex interfaces and prefers affordable event options.

**BERÁRIA**  
**H**

The third persona is James, a sales representative of 35 years old that needs an app to find events when traveling, but wants recommendations for the best events and personalisation.

**JAMES**  
SALES  
REPRESENTATIVE

**BIO**

James travels frequently for work and occasionally extends his trips for leisure. He uses event apps to discover cultural events and entertainment while on the road.

**MOTIVATION**

James is motivated by the opportunity to experience local culture and entertainment during his business travels with ease.

**GOALS AND OBJECTIVES:**

James aims to find interesting events during his business travels and conveniently purchase tickets. He values efficient planning to make the most of his limited free time.

**ABOUT ME**

- 35 years old
- Male

**TECHNOLOGICAL PROFICIENCY:**

Mobile Apps

**NEEDS AND PAIN POINTS:**

He needs an app that provides event recommendations, reliable ticket booking, and seamless integration with his travel itinerary.

**BERÁRIA**  
**H**

## DEVELOP PHASE

[Link to the HMW questions](#)

[Link to the brainstorming](#)

## HMW QUESTIONS

The 'How might we' questions played a pivotal role in shaping my brainstorming session. They were instrumental in pinpointing critical obstacles and prospects within the research domain. Harnessing these queries, I adeptly defined the boundaries of the problem landscape and kickstarted the quest for inventive remedies. This deliberate utilization of 'How might we' questions harmonizes seamlessly with the adopted research methodology, contributing significantly to the formulation of practical insights.

### Questions

1. How might we make event discovery more personalized and engaging?
2. How might we simplify the event ticket purchasing process for users?
3. How might we improve event information accuracy to eliminate user confusion?
4. How might we enhance event discoverability for users with diverse interests?
5. How might we boost motivation for users to explore and attend more events?
6. How might we address privacy and security concerns related to personal information sharing in event apps?
7. How might we design an event scheduler app that bridges the gap between event discovery and ticket purchase seamlessly?
8. How might we incorporate user feedback and reviews to enhance the event discovery experience?
9. How might we make event recommendations more reliable and trustworthy for users?
10. How might we create an event app that fosters a sense of community among event-goers?

# DEVELOP PHASE

*Link to the user stories*

## USER STORIES

In my quest to align with user expectations, I embarked on a user story journey, aiming to unveil their specific needs. Following this, I harnessed the power of the MoSCoW method to sort these requirements into distinct priorities. This method allowed me to identify the indispensable features categorized as "MUSTs" and the more adaptable ones, labeled as "COULDs." The primary objective behind this categorization is to optimize the distribution of my workload efficiently. The overarching goal is to establish a series of clear-cut "definitions of done" derived directly from the user story. This strategic approach serves as a compass, guiding me to set tangible objectives, refine my planning, and bolster my organizational prowess.



# DEVELOP PHASE

[Link to the Moscow method](#)

## MOSCOW METHOD

I've adopted the MoSCoW method as a valuable tool in my project to methodically define and manage feature requirements. Through this framework, which segments features into four distinct categories – Must-haves, Should-haves, Could-haves, and Won't-haves – I establish a precise hierarchy of feature importance for the event scheduler app. This method serves as a crucial compass in navigating the development journey, enabling me to make well-informed decisions regarding vital features for the initial release and those reserved for future iterations.

