PROJECT REPORT

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

VERSION CONTROL

VERSION	CHANGES	DATE
Version 1.0	First draft	13.09.2023
Version 1.1	Changed the structure according to research questions	15.12.2023

CHAPTER 1

INTRODUCTION

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CONTEXT OF THE PROJECT

Beraria H is a well-known restaurant and brewery in Bucharest, Romania. It is also the largest restaurant in the country and is known for its vibrant atmosphere, wide selection of beers, and tasty menu. Beraria H has experienced significant changes in the last few years as a result of adopting digital innovations to improve its operational effectiveness and encourage more interaction with its customers. Understanding how important technology is to improving customer experiences and reaching a wider audience, Beraria H started to explore the world of web applications.

PURPOSE OF THE PROJECT

During my internship, I had the honour of leading a project at Beraria H that was focused on developing an innovative web application. This app acts as a central hub, combining different features in a seamless manner to provide users with an unmatched experience. The main goal is to make it simple for users to explore upcoming events. The planned web application has the potential to completely change how customers engage with Beraria H's event offerings. Not only will it make event browsing easier with its intuitive features and user-friendly interface, but it will also promote community building by giving users a place to interact and exchange stories. To further improve customers' overall convenience, the app will provide a simple way to purchase tickets.

Beraria H has demonstrated its dedication to keeping up with industry trends and adapting to the changing needs of its diverse audience by embracing mobile technology. This project demonstrates the brewery's commitment to giving customers a more complete and improved experience.

THE ASSIGNMENT

The project's objective is to develop an intuitive and feature-rich event scheduling application that combines ticket sales, handling events, and customised engagement elements all together.

SCOPE

Key components of the project's scope:

- Event Listing and Details: The application will have an easy-to-use interface that lets users browse an extensive list of forthcoming events. Every event will have comprehensive details, such as the date, time, location, performers, and summary of the event.
- Ticket purchase: By providing a more convenient option for users than having to navigate external websites for ticket operations, the application seeks to speed up the ticket purchasing process.
- Personalised notifications: Users of the app will receive notifications about the availability of tickets
- Customised Event Calendar: Within the app, users will be able to customise their event calendar. Users can personalise their event planning experience by saving their favourite shows and receiving reminders.

SCRUM

In collaboration with Beraria H, I have opted for the Scrum methodology to manage this project. This approach aligns with my solo work environment, allowing for the efficient allocation of tasks. Leveraging the Scrum framework, I maintain a CLICKUP BOARD accessible to all stakeholders, ensuring transparency and clarity regarding project expectations and milestones. However, our main way of communication was through WhatsApp. You can find out more here.

DOUBLE DIAMOND

In alignment with the Beraria H project, I have chosen to adopt the DOUBLE DIAMOND methodology to guide my solo endeavors. For more information about how a work day would look at the office, check this link.

RESEARCH QUESTIONS

Main research question:

"How can the development of an event scheduler app enhance event management, user engagement, and operational efficiency for Beraria H?"

This has been my main research question during my internship. This broad question, which has multiple subquestions, directs my work towards accomplishing the project's final goals by the end of my internship.

Sub-research questions:
· What are the key features and functionalities required for an effective event scheduler app?
· How can the app facilitate seamless event coordination and management processes?
· What strategies can be implemented to personalise user engagement and enhance user satisfaction?
· What are the best practices for integrating ticketing services into the app, ensuring secure and efficient ticket purchasing?
· How can the app leverage push notifications and personalized recommendations to increase user engagement and event attendance?
· What are the design principles and user experience considerations that should be applied to create an intuitive and user-friendly app interface?
· How can the app be optimised for performance, scalability, and compatibility across different mobile platforms?
· What are the potential challenges and considerations in terms of data privacy and security when handling user data and ticketing information within the app?

CHAPTER 2
PROCESS AND RESULTS

PROCESS AND RESULTS

! I have used the GitLab platform to document everything during my internship. As a result, this Project Report serves as a GitWiki guide. You can view it by clicking on this link, or for a more convenient navigation, continue reading this guide. !

What are the key features and functionalities required for an effective event scheduler app?

To ensure alignment with my client regarding the project's scope and objectives, I collaborated on a DEBRIEFING document. The debriefing confirmed that everyone understood the assignment well and that I was ready to start working on it.

The purpose of the BRAINSTORMING session was to investigate possible obstacles and customer needs related to finding events and buying tickets. I wanted to find important problem areas, acquire knowledge, and come up with creative solutions, so I started this process together with the marketing team. The project's research direction and user-centric design objectives were shaped by this early ideation and problem-exploration phase.

The goal of the LIBRARY RESEARCH was to investigate current issues and possible fixes related to apps for event scheduling. Through a thorough examination of existing literature and articles, my goal was to obtain significant understanding of the difficulties that users frequently face in this field. This research functioned as a basis for developing practical approaches and design ideas to deal with these problems in my project.

An essential part of my project was the COMPETITOR ANALYSES, which gave me important insights into the current state of event scheduler apps. My objective was to identify industry best practices, potential gaps, and innovative features through competitor analyses. In order to make sure that my event scheduler app not only fulfilled user expectations but also stood out in the market, this analyses helped guide my design and development process.

In order to ensure that my concept is well-understood by both my assessors and my client, I have created a CONCEPT DOCUMENT.

How can the app facilitate seamless event coordination and management processes?

The purpose of the DESIGN CHALLENGE was to methodically investigate innovative ideas and potential fixes for the problems with event discovery and ticket sales that were found. Generating creative concepts and laying the groundwork for the app's development was a crucial first step in the project. I wanted to use this challenge to spark my creativity, encourage user-centric thinking, and ultimately come to well-informed design decisions that could improve the usability and satisfaction of users with the app.

What strategies can be implemented to personalise user engagement and enhance user satisfaction?

An essential step in the research process was the development of EMPATHY MAPS, which provided an illustration of the needs, pain points, and perspectives of users. Through developing empathy for both event goers and ticket purchasers, I was able to acquire insightful knowledge about their motivations, feelings, and thoughts. This helped me to better understand the difficulties they encounter when looking for events and buying tickets. These empathy maps served as a basis for well-informed decision-making, influencing the event scheduler app's functionality and design to better meet user needs and improve the overall event experience.

A crucial part of the research methodology used in this project were the WRITTEN INTERVIEWS. They were carried out in order to obtain insightful feedback from a range of respondents, each of whom had a distinct viewpoint and experience with finding events and buying tickets. Using this technique, I hoped to get participants' open feedback and real stories, which would clarify their expectations, struggles, and reasons for using event-related platforms. Written interviews played an important

part in shaping the project's course, directing the creation of user-centric solutions, and guaranteeing that the final event scheduling app would meet the requirements and preferences of its target audience.

The necessity to understand the end users who would interact with the event scheduler application pushed the development of PERSONAS within the project. Personas are fictional yet incredibly accurate representations of potential users that capture their needs, desires, habits, and pain points. In order to ensure that decisions about design and development were grounded in user-centric principles, the project set out to humanise the user base through the creation of these personas.

What are the best practices for integrating ticketing services into the app, ensuring secure and efficient ticket purchasing?

I made a USER STORY to better understand the issues the user would face and the options Beraria H could offer me to address the situation in order to determine how to make the ticket purchasing process as seamless as possible for the users.

The MOSCOW METHOD enabled me to emphasise the Must points that the app would contain and to carry out additional research on ticket purchases. This gave me the idea for the ticket buying options because Beraria H wanted to stick with the external website rather than develop a fully functional app with a built-in ticket selling feature. For this reason, I have a YELLOW TICKETS PARTNER section where you can read more about the solutions I developed to facilitate user navigation.

How can the app leverage push notifications and personalized recommendations to increase user engagement and event attendance?

I used HOW MIGHT WE QUESTIONS as a tactical tool to frame and effectively address a variety of design challenges. HMW questions facilitate an organised investigation of

potential solutions by acting as strong stimulants for creativity, problem-solving, and ideation. I wanted to turn the complicated problems that I had discovered through a lot of research and brainstorming into manageable, practical questions. In addition to directing the ideation process, these questions promoted an imaginative and compassionate mindset that led to creative thinking and well-informed decision-making. Additionally, HMW questions ensured that the suggested solutions closely matched the actual needs and preferences of the end users by bridging the gap between problem identification and solution generation.

The project's usage of BRAINSTORMING TECHNIQUES is an essential tool for stimulating original thought, coming up with creative concepts, and investigating potential answers to the problems that have been identified. The goal of using organised brainstorming sessions is to encourage a variety of viewpoints and contributions while utilising the group creativity of the team. These brainstorming sessions offer an environment for experimenting with different ideas, functions, and methods linked to the creation of the event schedule application.

What are the design principles and user experience considerations that should be applied to create an intuitive and user-friendly app interface?

To guarantee a harmonious, user-centric, and brand-aligned digital experience, Beraria H web app's DESIGN PRINCIPLES are intended to be clear and concise. The design principles offer a set of fundamental guidelines that impact all aspects of the user interface, ranging from functional interactions to visual aesthetics.

I established precise standards throughout the project by creating the DEFINITION OF DONE document. It acts as a useful point of reference for me and the other stakeholders, enabling us to monitor development and make sure that each aspect of the project is in line with our objectives and expectations.

I conducted USERTESTS, which aimed to outline the features that I could improve in order to create a better web app, with the goal of improving the user experience through the design of an intuitive and user-friendly app interface.

As I wanted to hear the opinion of a more experienced person, I had multiple feedback sessions with my mentor that were further written in my FEEDPULSE. This helped me see some of the down sides of my research and design thinking, and allowed me to improve them.

How can the app be optimised for performance, scalability, and compatibility across different mobile platforms?

Being a web application gave me more creative freedom during the design phase. As a result, I established a STYLEGUIDE that follow design guidelines, giving users a comfortable and natural browsing experience. The entire navigation process can be made more efficient with the help of these guidelines.

I needed high resolution photos in order to create an app that works on various mobile platforms. As a result, my Photoshop posters enhance the design's adaptability to various smartphone screen sizes. You can review my experience working at BERARIA H HERE.

What are the potential challenges and considerations in terms of data privacy and security when handling user data and ticketing information within the app?

Since YellowTickets is an external website, searching for it online is risky because many fake websites exist these days. This is the focus of my design, which places a button right on the event page that users can click to be taken to the precise event on the official YellowTickets website. Please refer to the YELLOW TICKETS PARTNER document for further details.

CHAPTER 3
CONCLUSION

CONCLUSION

A significant amount of my time as an intern at Beraria H has been spent conducting in-depth research to answer the main question of my project: "How can the development of an event scheduler app enhance event management, user engagement, and operational efficiency for Beraria H?". In order to fully explore this question, I began my research by looking at the subquestions listed in Chapter 2.

My investigation into Beraria H's current website revealed that it lacks many features, a community environment, and a structure that would both increase customers and facilitate website navigation.

I'm going to break the main research question up into smaller sections so I can address each one separately.

How can the development of an event scheduler app:

Enhance event management

The events held at Beraria H served as the main inspiration for creating the web application, which is why building an organised structure for event presentation was crucial. In order to do this, I made a special page just for events. Users can find their desired shows more quickly and efficiently by using the extensive filter options on this page. In addition, the events page offers a sneak peek at forthcoming activities by displaying the poster of the artist along with their name, date, and brief description. The "Read more" button allows users to learn more about the event, and the "Reserve table" button makes it easy for them to reserve a table.

A heart icon is included to improve event management and provide a customised experience. By using this icon, users can add events to their list of favourites and be notified when the featured artist is scheduled to perform at Beraria H again. This feature makes users more engaged and guarantees that attendees have a customised, unforgettable experience.

Enhance user engagement

I've added a community section especially for people to share their personal experiences of seeing a certain artist perform live in an effort to increase user engagement. This section's design takes inspiration from the well-known Instagram post format, allowing users to like, comment, share, and view other people's thoughts about the ambiance at Beraria H. In addition to improving the web app's audience interaction, this well-thought-out design encourages a sense of authenticity by allowing users to interact and share experiences. The community section gives users a place to voice their opinions, which adds a real and vibrant element to the overall user experience.

Enhance operational efficiency

I spent an extensive amount of time conceptualising the ticket purchasing functionality because it was the main focus when the project was first started. As mentioned in Chapter 2, Beraria H partnered with YellowTickets, an online ticketing service that lets consumers purchase tickets for events of their choice. I had to come up with a way to improve the user experience, namely for people who wanted to book or buy tables, even though Beraria H decided not to have their own app fully independent for ticket sales but to continue working YellowTickets.

Their website is currently chaotic, with information spread throughout event pages and little structure. My goal was to promote intuitiveness and streamline the user journey in order to address this. I started implementing a prominent "Reserve Table" button in order to accomplish this. This is beneficial for customers who want to reserve a table without having to pay right away. A confirmation popup then appears and walks users through the steps required to purchase tickets. By creating a smooth connection with the YellowTickets website, I made it possible for users to navigate to the desired artist's page with only a single click. This strategy seeks to improve the user experience overall and streamline the procedure.

To sum up, I am happy with the results of my internship, especially the improvement I was able to make to the Beraria H web application. I've gained insightful knowledge

from the experience, and I'm excited to contribute to this project's continued development.

CHAPTER 4
REFLECTION

REFLECTION LEARNING OUTCOMES

PROFESSIONAL DUTIES

As part of my job, I was involved in the creation of the web application for Beraria H. I used the Moscow method and Double Diamond framework, created a thorough definition of done, and carefully developed user stories. By utilising collaborative tools like Clickup and Miro board, I was able to manage project tasks effectively. I took on a design challenge, shaping the Beraria H UI while following the style guide and communication guidelines that had been set forth. Working at Beraria H improved my comprehension of professional responsibilities, which include a broad range of tasks from conception to completion.

SITUATION ORIENTED

The debriefing procedure was essential to placing my work in the real-world setting of Beraria H. By methodically evaluating and comprehending the project environment, I made sure that my contributions were methodical, structured, and in line with the particular procedures of the company. I was able to deliver results using this approach that were highly relevant to the needs of different stakeholders.

FUTURE ORIENTED ORGANIZATION

I created a concept document, participated in debriefing sessions, and created a project plan in order to investigate the organisational context. These documents offered a roadmap for ethical and sustainable considerations in addition to identifying the company domain and stakeholders. I managed the project's execution, making sure that research activities, risks, and solution quality were all in line with Beraria H's overall goals.

INVESTIGATIVE PROBLEM SOLVING

I overcame obstacles by embracing investigative problem-solving and utilising a range of tactical techniques. I improved my problem-solving abilities through immersive experiences like the strategic application of brainstorming and user testing. My broad toolkit of research techniques, which included empathy maps, competitor analyses, and library research, enabled me to not only recognise issues but also develop workable solutions that were approved by stakeholders.

PERSONAL LEADERSHIP

My entrepreneurial approach to project planning and content development was reflected in the use of frameworks like Clickup and Double Diamond. As part of my commitment to personal development, I actively considered what I had done, asked for and considered feedback, and matched my improved skills with the expected growth of my IT career.

TARGETED INTERACTION

The Moscow method and the definition of done functioned as useful frameworks for communication as well as internal coherence tools. As a result of our consistent communication and teamwork, Ioana and I were able to ensure that my interactions had the desired effect and were carried out effectively, which ultimately helped the project succeed.

REFLECTION OVER THE PROJECT

The project gave me the opportunity to embrace flexibility and adapt my strategy to fit the project's changing requirements. This flexibility encouraged me to approach challenges with an attitude of growth and curiosity, which helped me to engage in a never-ending learning process.

One of the project's strengths was its strategic planning, which set the project's direction and offered a clear vision for the future. This contributed to a more comprehensive understanding of project dynamics by highlighting the significance of taking organisational context, issues, and sustainable practices into account.

The implementation of an iterative approach to problem-solving during the project promoted a culture of ongoing improvement. Every obstacle offered a chance for reflection, improvement, and the development of problem-solving abilities. My entire experience was greatly shaped by this iterative learning process.

BURDEN OF PROOF

LEARNING OUTCOMES	SELF-ASSESSMENT	CONTENT
Professional Duties	Advanced	User stories Definition of done Moscow method Double diamond Miro board Clickup managment Design challenge Beraria H UI Beraria H styleguide Beraria H communication Working at Beraria H
Situation Oriented	Advanced	Debriefing
Future Oriented Organisation	Advanced	Concept document Debriefing Project plan
Investigative Problem Solving	Advanced	A day at Beraria H Concept document Brainstorm (Discover Phase) Brainstorm (Develop Phase) Library research Empathy maps Competitor analyses Written interviews Personas HMW questions User stories Design challenge Beraria H UI Usertests Definition of done Moscow method Beraria H design principles

BURDEN OF PROOF

LEARNING OUTCOMES	SELF-ASSESSMENT	CONTENT
Personal Leadership	Proficient	Contact with Ioana Feedpulse Double diamond Clickup managment Beraria H UI
Targeted Interaction	Advanced	User stories YellowTickets partner Definition of done Moscow method Feedpulse Contact with Ioana

THE END