CHICAGO ATHLETIC ASSOCIATION

Events Website and Calendar

Design Recommendations and Strategy

Johnathan Crawford/ Domowit

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The Goal

Create an events calendar website that allows Chicago Athletic Association to promote upcoming events.

TONE

• Clean

• User friendly

• Functional

THEME

Content is king! The site will mainly use imagery from events but will incorporate the current CAA aesthetic.
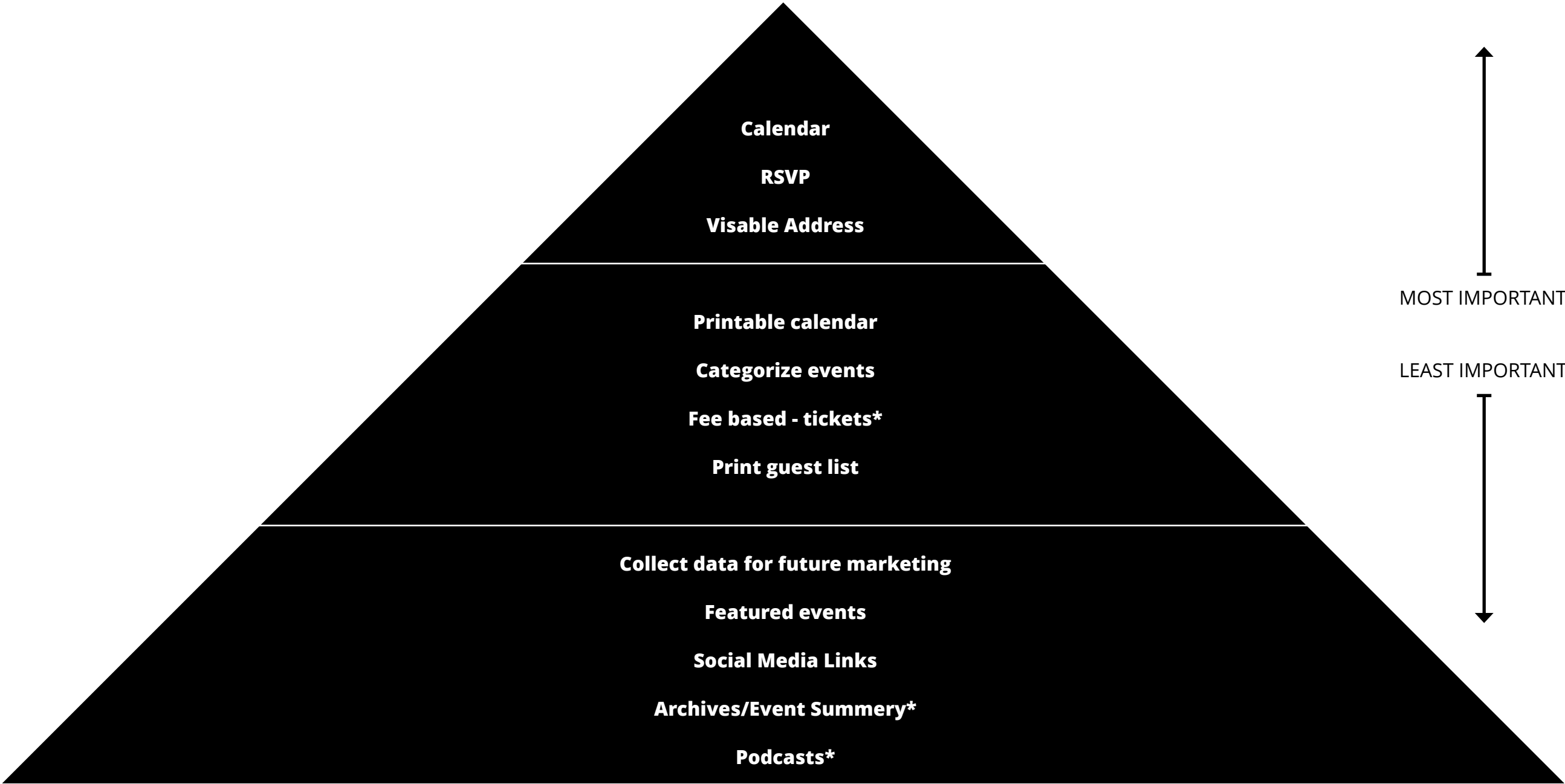
STAKEHOLDERS

The site will allow Administrators to post events and other content. Users to easily find information and allow the CAA to in general, promote itself.

Features

HERE'S WHAT WE DISCUSSED (IN NO PARTICULAR ORDER)

- Featured events - top of home page
- Printable calendar
- Ability to categorize events
- Link to social media
- RSVP for events
- Buy tickets for events
- Possible user proposed events
- Collect user data
- Podcasts
- Event summary
- Address easily visible (I added this)

Site Priorities
Pyramid of Goals and Features

Calendar

RSVP

Visable Address

Printable calendar

Categorize events

Fee based - tickets*

Print guest list

Collect data for future marketing

Featured events

Social Media Links

Archives/Event Summery*

Podcasts*

MOST IMPORTANT

LEAST IMPORTANT

* for future iteration

Now we know *what* we want.
How are we going to do it.

Feasibility

After looking into methods for developing the site I came up with four possible solutions.

I'm going to suggest the site be built in Wordpress, more on that later but here (in a nutshell) are options I looked into.

1. EVENTBRITE

Would have most of what is required but have little control over branding. We may want to use a component of Eventbrite for payment processing?

2. SPLASH THAT

A website that seems to offer everything we need, But cost could be as high as $999 per month. Yes that's correct $999!

3. COMPLETELY CUSTOM CMS

Would get exactly what is needed, but cost and timeline would be out of the scope.

WINNER $\longrightarrow$ **4. WORDPRESS**

Open source CMS. Many "out of the box" plugins should be able to accommodate all of our requirements. Modular design allows for modifications. Open source allows for different developers to easily modify the site over time.

Wireframe
Main Pages Layout

HOME PAGE

Address   F/T/I

Featured Events   **Date**
                         Time
                         RSVP/BUY

Option (list view - calendar view)

Image   Image   Image

Date   Date   Date
Title   Title   Title
Info   Info   Info
RSVP/BUY   RSVP/BUY   RSVP/BUY

Image   Image   Image

Date   Date   Date
Title   Title   Title
Info   Info   Info
RSVP/BUY   RSVP/BUY   RSVP/BUY

PODCASTS   **PAST EVENTS**

SINGLE EVENT PAGE

Address   F/T/I

Events Title   **Date**
                         Time
                         RSVP/BUY

Description Nessitia volorios deritate ditionsequos autempo rrumet fuga. Itat molloribus doluptat.

Ed quo voloratatqui omnit fugia pores molenesserum veniet facerspiet, sequia dolo dolut ut ari adis ad qui beatur maionem fuga. Natatque voles sequaspedis dolorrum veliquo blanimp oratinim nimoloreped etum fugite volupturit inctium dis solupisimi. quis maxim

Related Events

Image   Image   Image

Date   Date   Date
Title   Title   Title
Info   Info   Info
RSVP/BUY   RSVP/BUY   RSVP/BUY

PODCASTS   **PAST EVENTS**

CALENDAR PAGE

Address   F/T/I

                         Print

PODCASTS   **PAST EVENTS**

Event Title

Start date/time

End date/time

RSVP

Description

Image

Category

Post to social media

Tickets/Cost

Number of available participants

Booking cut-off date