



POCKET PLANNER

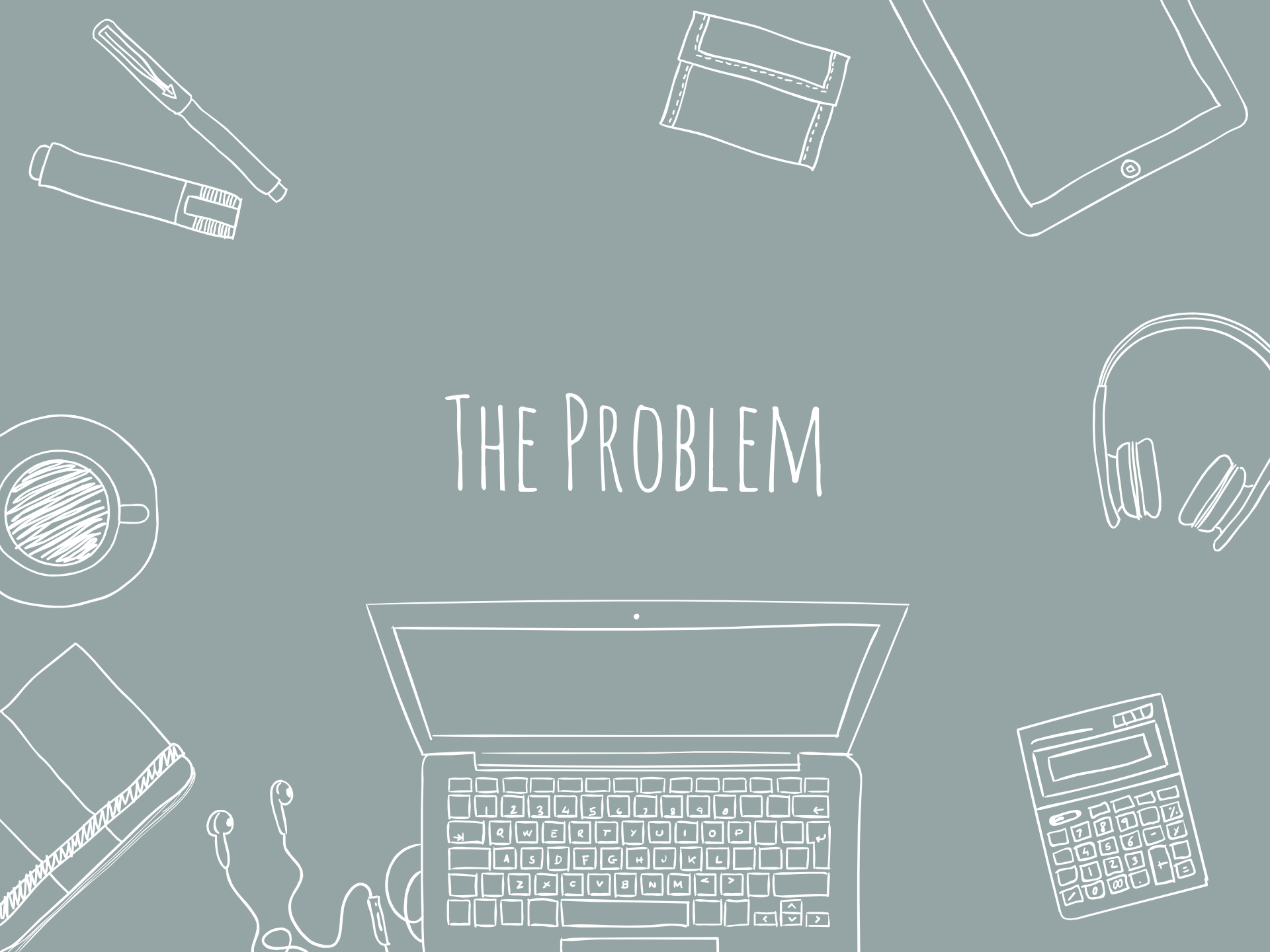
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THE PROBLEM

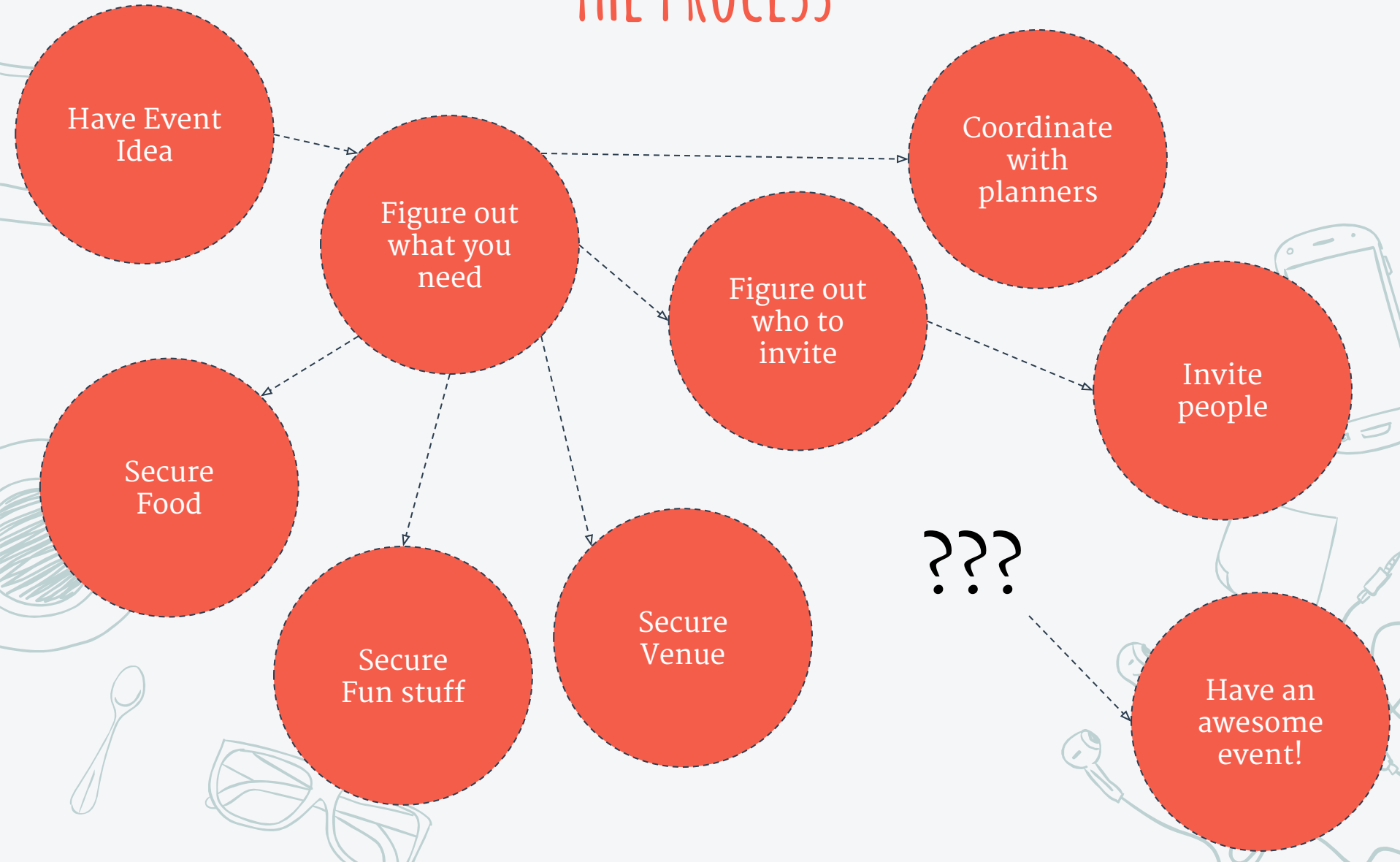


EVENT PLANNING IS HARD

Bob wants to plan a fundraising event for a local charity. He has a lot of factors to consider...



THE PROCESS



THE SOLUTION





THE SOLUTION

- ✖ A centralized system for planning and organizing events
- ✖ Provides a checklist of essential logistics to address for event-planning
- ✖ Provides a way to track attendees and keep them updated with the latest developments about your event

POCKET PLANNER

your savior





KEY CONCEPTS





KEY CONCEPTS

EVENT

- ✖ Operational Principle
 - If a person wants to organize a gathering of people, then they create an Event.
- ✖ Purpose
 - Puts together all the information associated with the event.

To-Do

- ✖ Operational Principle
 - If the organizer wants to keep track of event logistics, then they create To-Dos that need to be accomplished.
- ✖ Purpose
 - To keep track of something that needs to be done.



KEY CONCEPTS, CONT.

ATTENDANCE

- ✖ Operational Principle
 - If the organizer of an event needs to know how big of a venue they need to book, they can have the potential attendees mark their attendance.

- ✖ Purpose
 - Tracks whether a specific attendee will attend the event.
 - Gives the event organizer an idea of how many people will attend.

CHALLENGES





CHALLENGES

Spamming

Using Pocket Planner to send “forced” and unsolicited reminders.

Over-attendance

Getting an incorrect count on the number of attendees due to users using the same invite link multiple times.

Invite-only

Invited guests may informally invite their friends to a supposedly invite-only event.



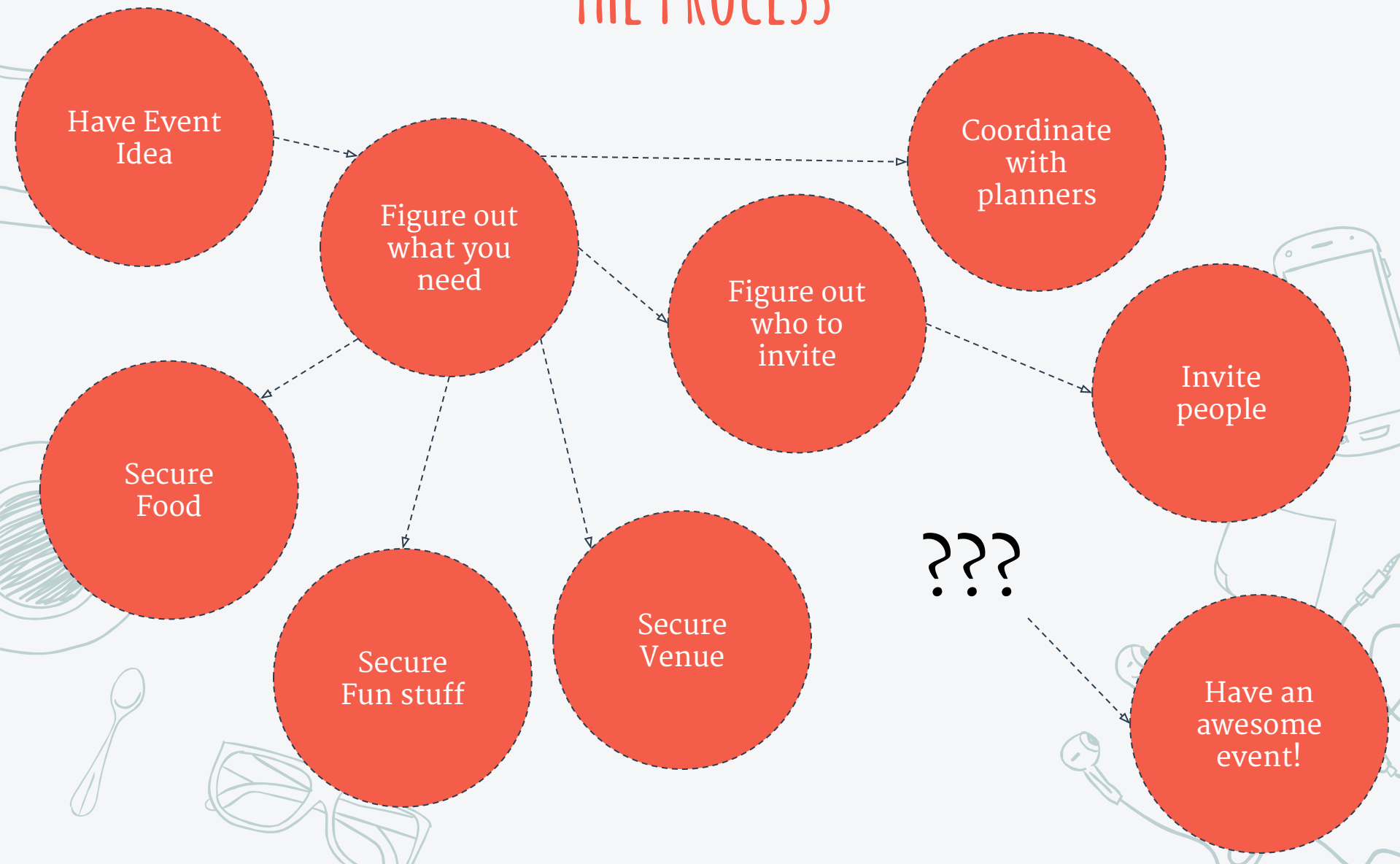
CHALLENGES

Misfit	Potential Solution
Spamming	Must provide some identification information, such as email. Or, create a spam reporting system.
Over-attendance	Send out unique, one-time use URLs with the invite.
Invite-only events	Unique, one-time URLs. Guests must enter information (like a name) upon accepting the invite to be added to the guest list.

IN CONCLUSION...



THE PROCESS





THE PROCESS... WITH POCKET PLANNER!

Want to
plan an
event

Use Pocket
Planner

Have an
awesome
event!



THANKS!
Any questions?

