**UX/UI Design Brief**

**25/01/202****2**

# PROJECT OVERVIEW: Design of an event management app

# Project Overview

We’re building a new event management app that will allow people to plan and organize their events from catering to DJ. We need also a complete dashboards and reports of the data events.

# Required Services

UX & Wireframing / UI Design / UX writing

# Main Project Features/Sections

* Dashboard
* Reports
* Create master plan
* Manage bookings
* Sell tickets
* Craft a budget

# Completion deadline

20/04/2022

# Budget

# 60000 MAD

# Development requirements and preferred software

We’re working with a development agency.

We are building our prototype with Figma.

# Current challenges

This is a new product that we want to launch. We’d like to optimize the onboarding process and make the product easy to understand, ready for the mass market.

# Target Audience

Our customers are the event planners that want to manage their events in smart way.

# With this project, we’re trying to achieve

The product should cover the hall process of the event management from conception to analyze datas.

# Prominent competitors

Eventbrite, Cvent, Eventzilla.

This will be in more details in our benchmark.

# Favourite products/websites

I like the look & feel of the wedding planner by the knot application

# Project Lead

Founder & Product Manager – Mrs flahrach@appname.com

# 