**Q1: Why will we conceive this? What is the problem we want to solve?**

Whether you’re planning large professional conferences or small speaking events, event planning is a fast-paced, stressful business.

Our company want to launch a new product on the market that gives the customer the possiblity to organize their events. From conception to analyzing post-event data, the product must help the customer to plan, organize and host any event.

**Q2: What does success look like?**

*For our users, success can be a clear and friendly digital experience that highlights our main features; which allows users to use to organize their events*

*For our team, success is an effective collaboration between them to respect the dead lines:*

* *3 weeks to define a design and build a functional prototype*
* *4 weeks for the launch of the beta version.*

*For the business, the KPIs that indicate success are:*

* *% of customers who regularly use our app .*
* *Number of new users landed and registered on the app .*
* *% of user satisfaction through a review mechanism.*

**Q3: Who is it for? What are they using this product / service for?**

We want to reach all the events planners.

Tasks :

* define the target audience
* define the event goals and objectives
* craft a budget
* choose a date and find a venue
* manage bookings
* create a brand
* create a master plan that help the customer to coordinate volunteers and staff, track marketing efforts, and collect data on event goals.
* Manage your sponsors / speakers
* Manage calendar…

**Q4: When using this feature, what does a customer expect, need and want in return?**

***Expectations & needs:***  
*The experience had to closely align with the expectations of existing users regarding the management of their events*

***Functionality:***

* *Event management and planning*
* *Sell tickets*
* *Online event registration*
* *Pricing…*

**Q5: What is the scope of this project? What will it affect?**

*Overall, these will be new features within the application.*

***The existing flows that it will affect:***

* *Calendar confirmation flow*
* *Booking modification / cancellation flow*
* *User application integration flow for the first time*
* *Account creation flow.*

***Existing user states to consider:***

* *logged in user, logged-back user account*
* *New user without account confirming a reservation*