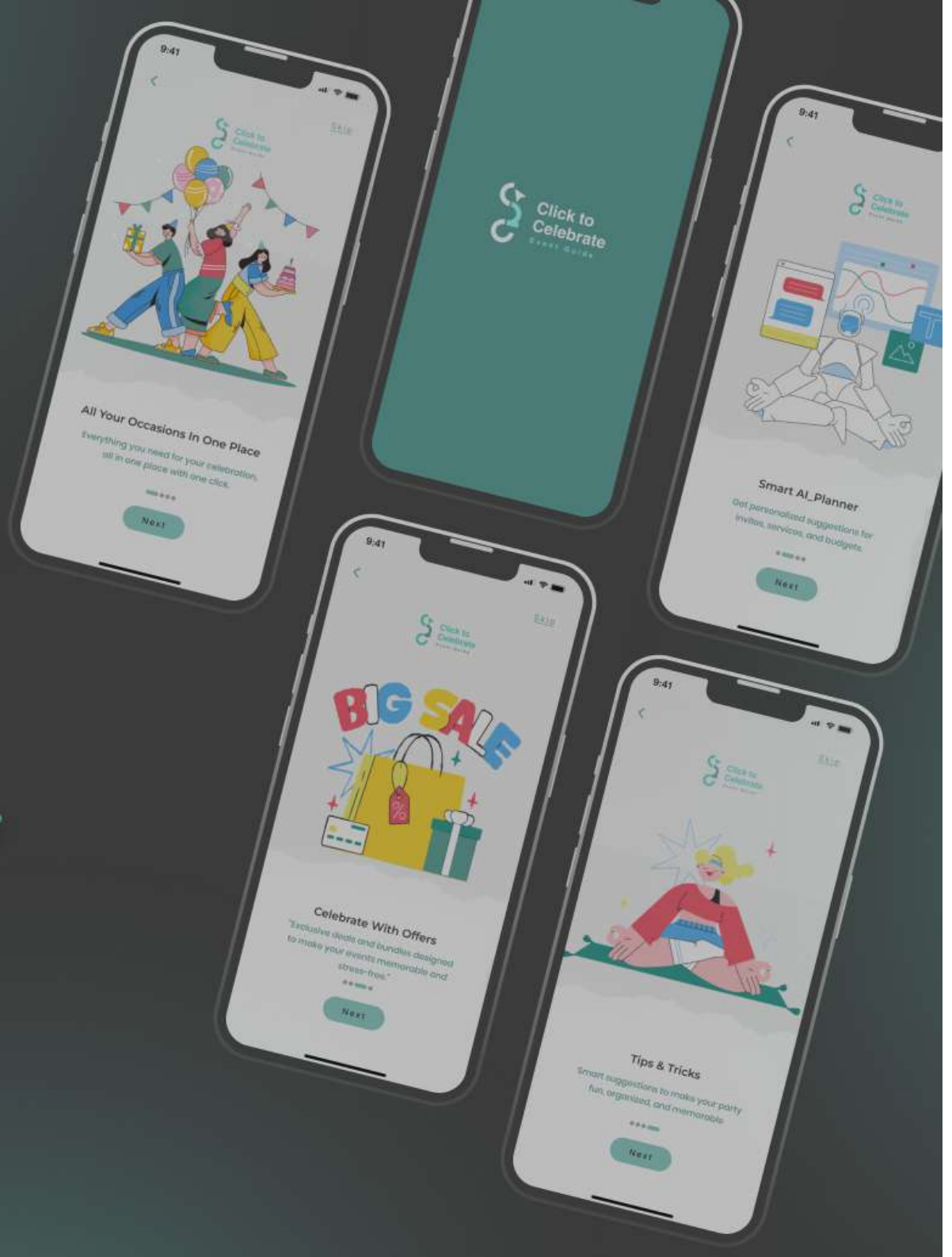
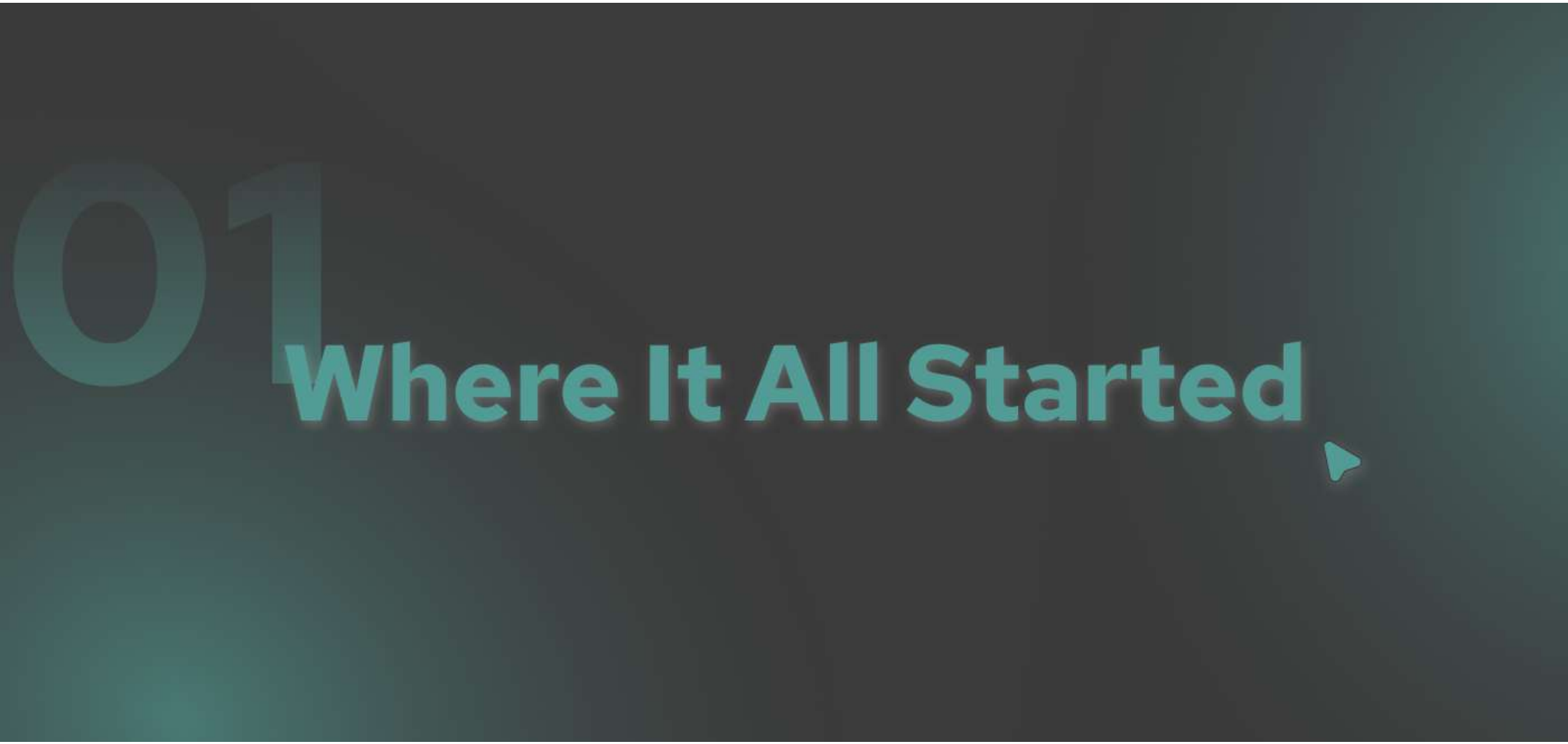
Click to Celebrate

Event Guide

The Story of Turning Chaos Into Celebration

60 + screens




01
Where It All Started

Every celebration begins with excitement, but the planning behind it can be stressful, messy, and overwhelming. Brides, mothers, and corporate event planners all face the same frustration: "I don't even know where to start."

This is where **C2C – Click2Celebrate** was born. Our vision was to create a smart digital platform that brings all event services, vendors, packages, budgets, and tools together in **ONE** place, transforming stressful planning into a joyful journey.

02

What Is The Problem / Solution

A World of Event Planning Woes

⚠ Scattered Information

Finding reliable vendors and comparing services is a fragmented, manual process.

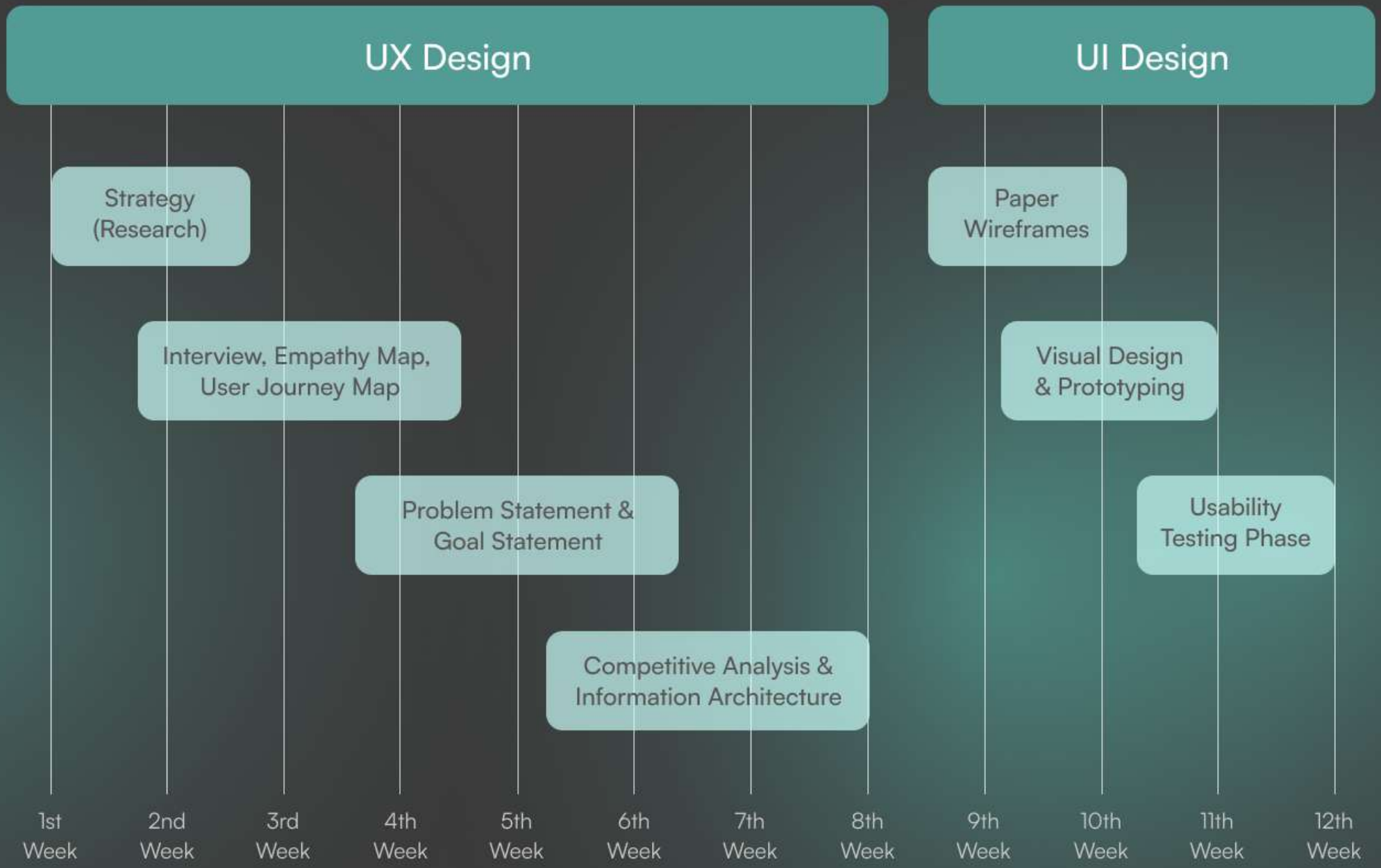
⚠ Confusion & Distrust

Inconsistent pricing and unverified vendors lead to uncertainty and a lack of trust.

⚠ Time-Consuming Stress

The current planning landscape overwhelms users, turning excitement into exhaustion.

03 Timeline


UX Design
UI Design
Strategy (Research)
Interview, Empathy Map, User Journey Map
Problem Statement & Goal Statement
Competitive Analysis & Information Architecture
Paper Wireframes
Visual Design & Prototyping
Usability Testing Phase
1st Week
2nd Week
3rd Week
4th Week
5th Week
6th Week
7th Week
8th Week
9th Week
10th Week
11th Week
12th Week

04 Competitors

Competitors	Primary Focus (services)	AI Assis	Ready bundles	Filtering system	Modern Interface
C2C	Smart platform for aggregating event vendors	YES	YES	Strong and Easy	YES
Zafaf.net	Wedding services (Catering, Decor, Photography)	NO	NO	Simple	NO
Eventtus	Organizing Events & Conferences	NO	NO	Medium	YES
Eventbrite	Organizing and booking events (Global platform)	NO	NO	Strong	YES
Picaluna	Organizing small and personal events	NO	NO	Medium	YES

05 Persona

Sarah

Entrepreneur

about

A 22-year-old Mass Communication student from Cairo who uses social media daily. She needs quick, simple, and affordable ways to manage event details and compare services.

AGE	22
NATIONALITY	Egyptian
OCCUPATION	Student
LOCATION	Cairo
STATUS	Single

goals

- Needs to organize small events like birthdays and graduations.
- Searching for a fast and easy way to manage all event details in one place.
- Comparing prices before making any decision within a specific budget.

Challenges

- Struggles with limited knowledge of available event service providers.
- Faces limited time for searching or coordinating across sources.
- Finds it difficult to manage time and stay within a limited budget.

personality

sanguine — gloomy

introvert — extrovert

adventurous — cautious

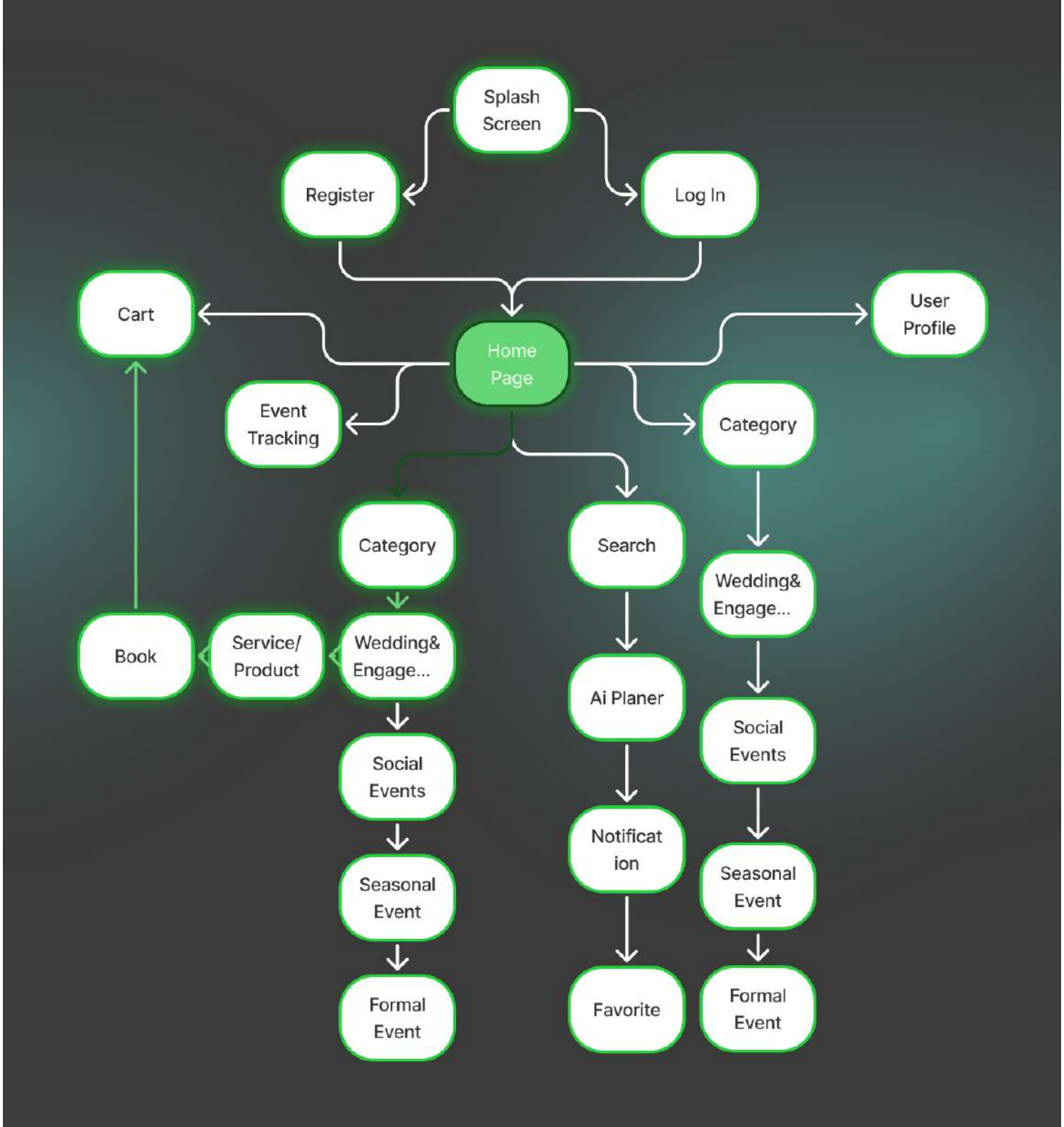
motivations

POSTERITY | SOCIAL MEDIA

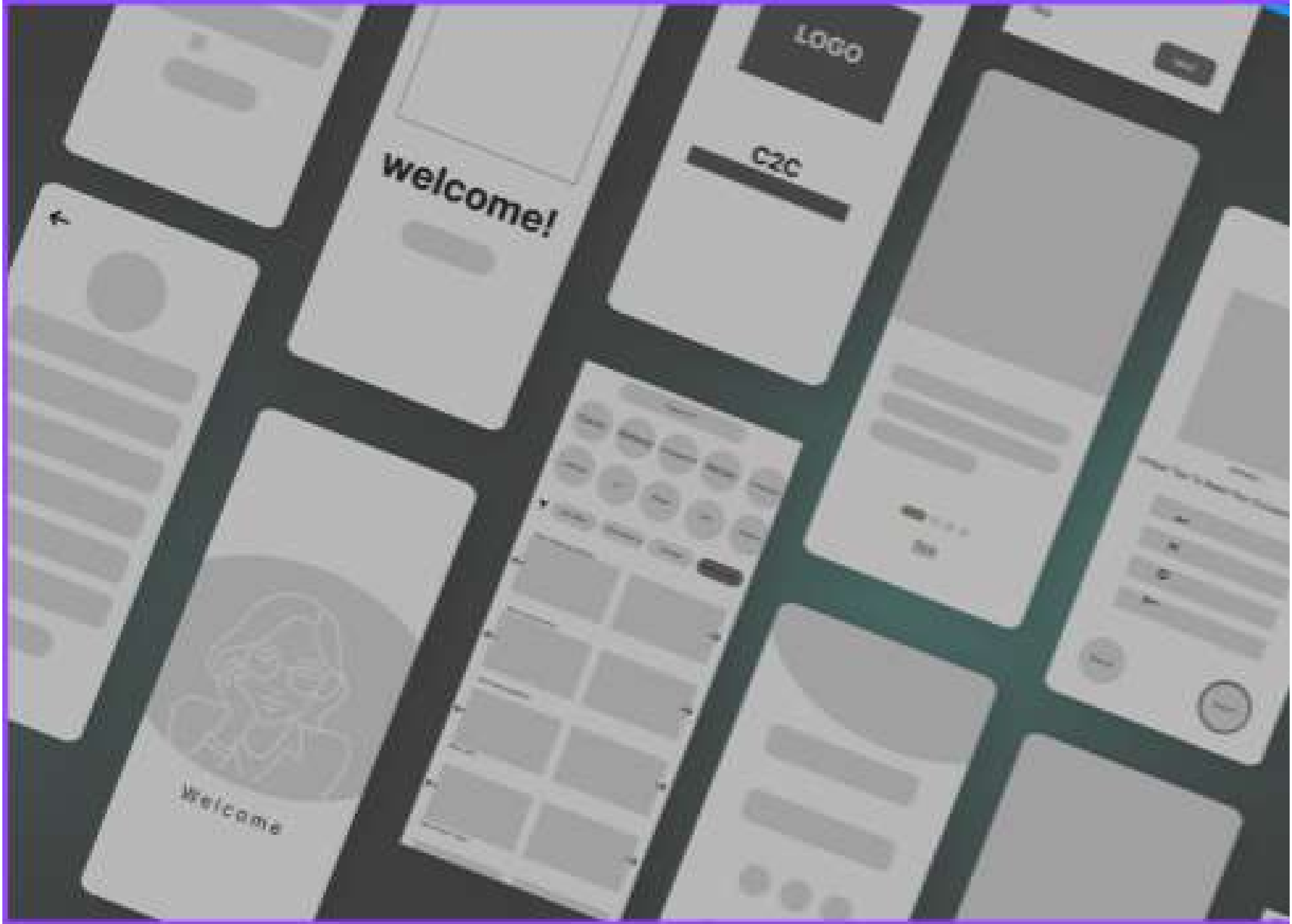
LOW SELF-ESTEEM | FRIENDS

ATTENTION | SUCCESS

07 User Flow


Splash Screen
Register
Log In
Cart
User Profile
Home Page
Event Tracking
Category
Category
Search
Wedding& Engage...
Book
Service/ Product
Wedding& Engage...
Ai Planer
Social Events
Social Events
Notificat ion
Seasonal Event
Seasonal Event
Formal Event
Favorite
Formal Event

08 Wireframes


welcome!
LOGO
CZC
Welcome

09
Logo_Slogan

Click to
Celebrate
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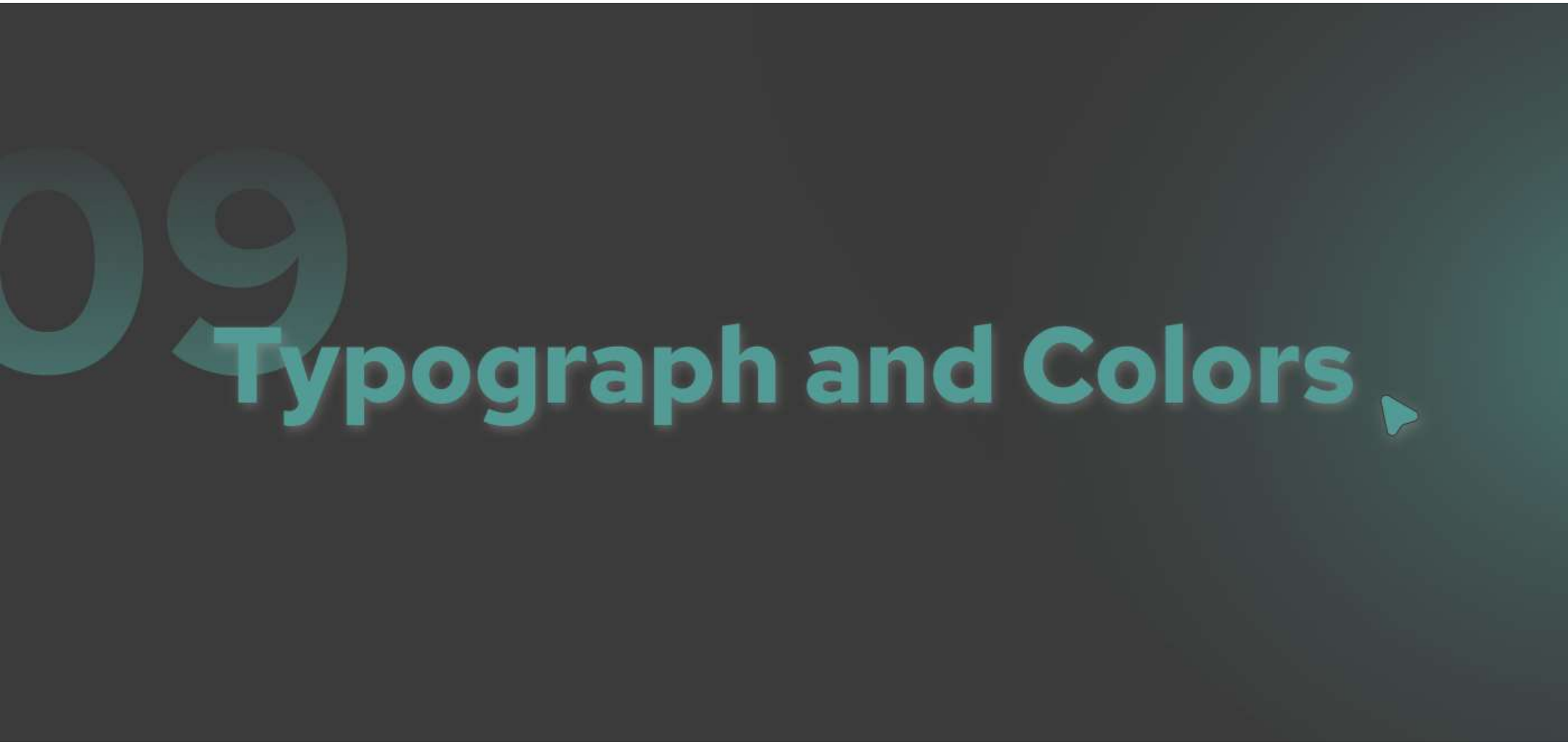
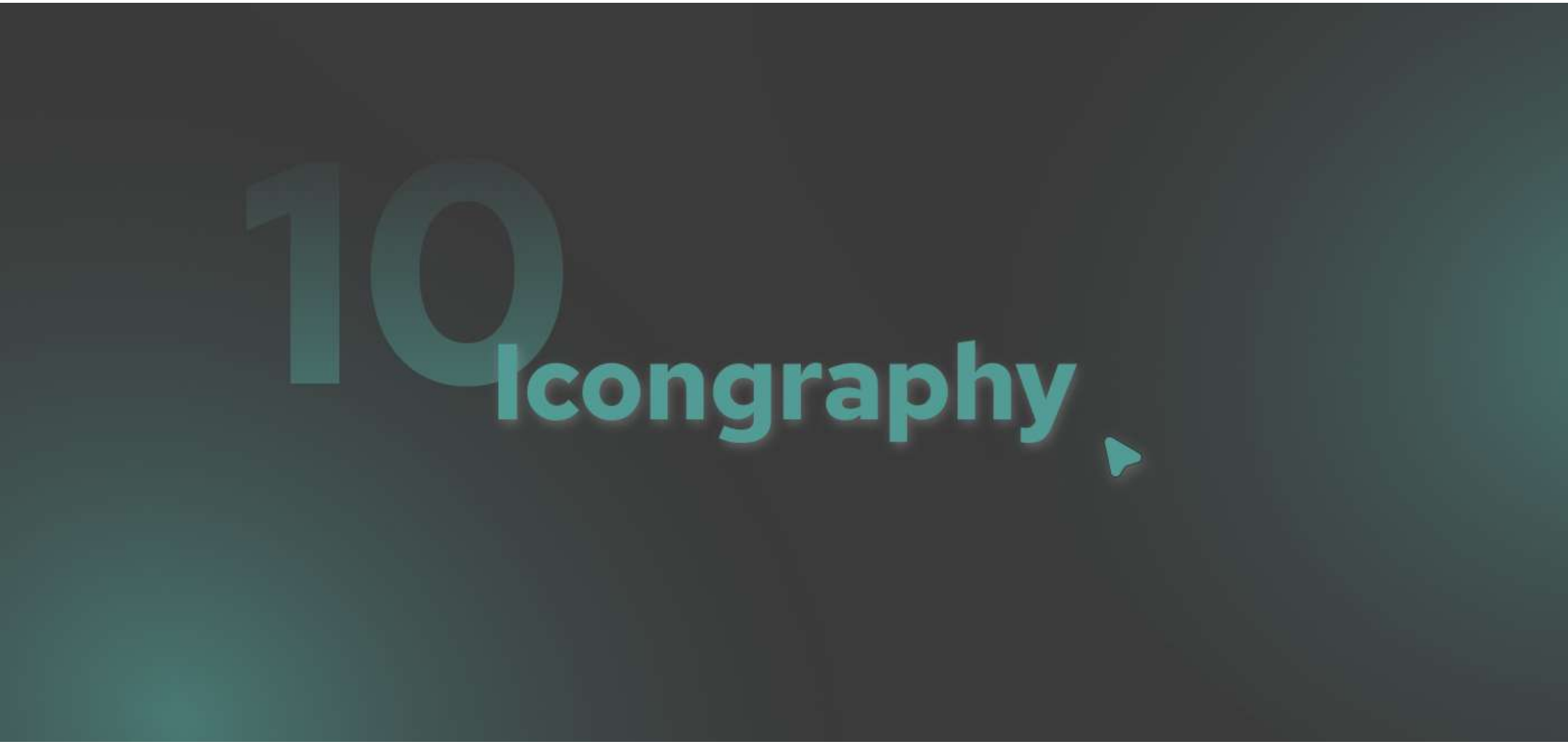

09
Typograph and Colors

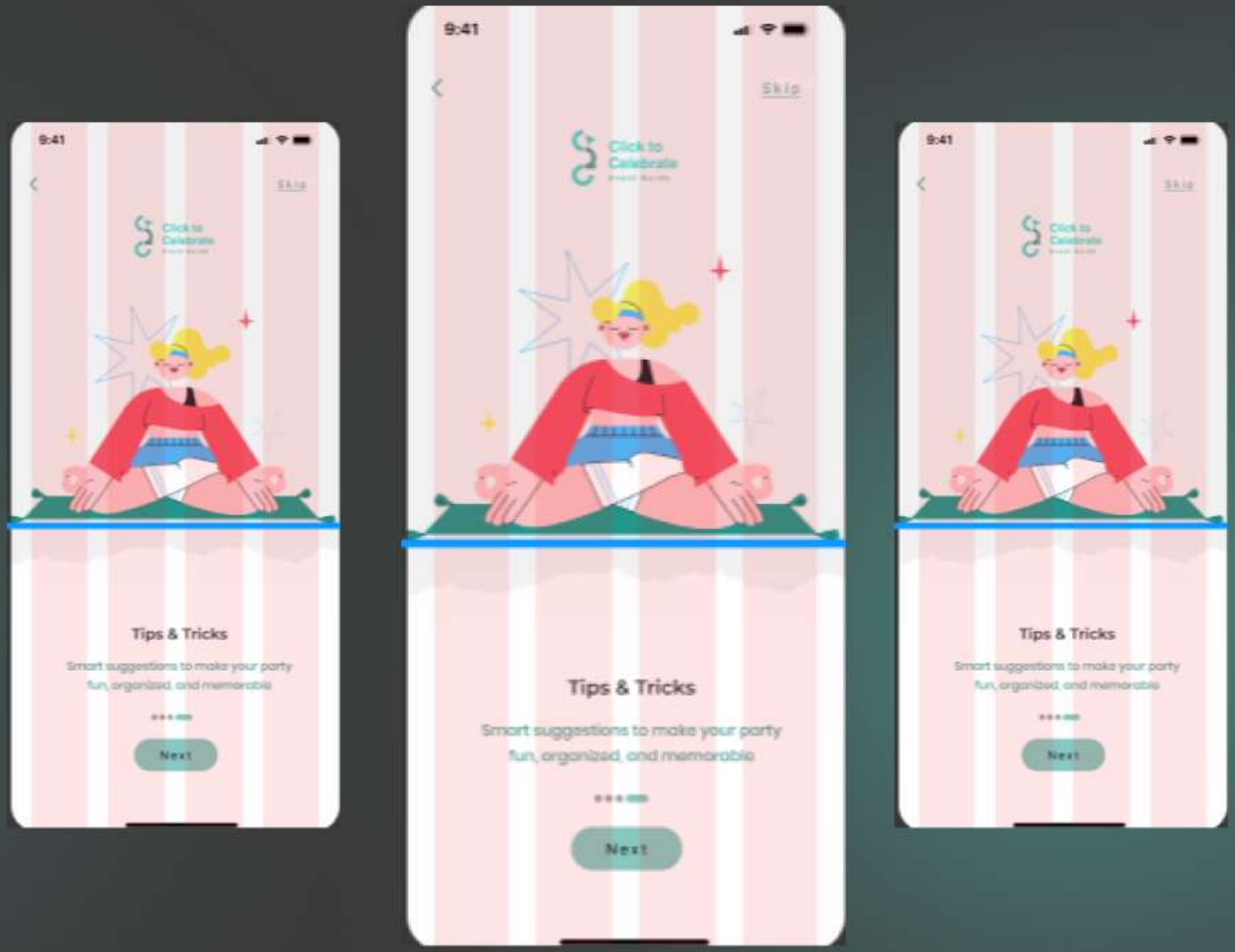
MONTSERRAT
Regular
Medium
Semi Bold
Bold


10
Icongraphy

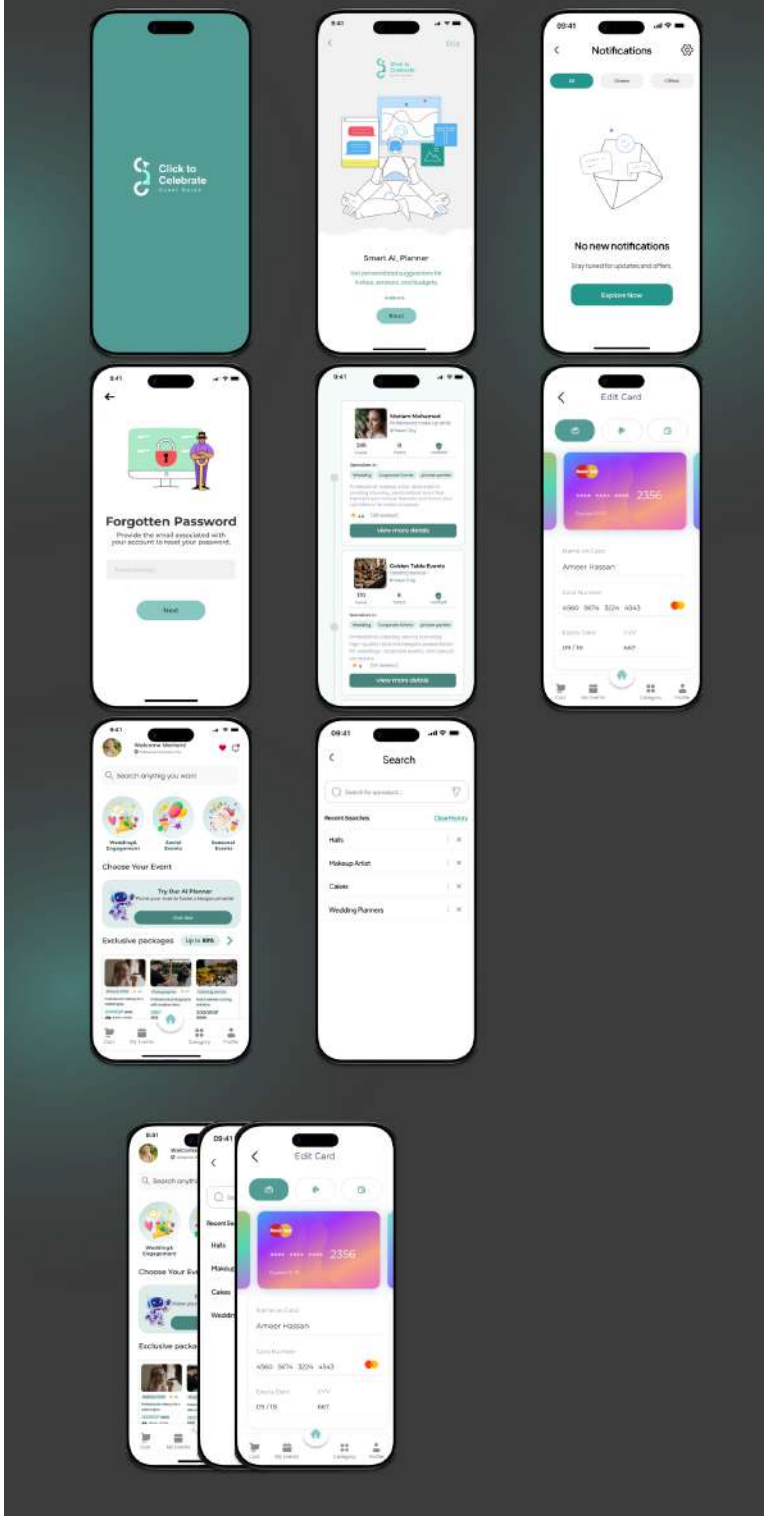
Outlines

Fill

11
Grid


9:41
Skip
Click to Celebrate
Tips & Tricks
Smart suggestions to make your party fun, organized, and memorable
Next

13
Sections


Click to Celebrate
Smart AI Planner
Notifications
No new notifications
Stay tuned for updates and offers
Explore Now
Forgotten Password
Provide the email associated with your account to reset your password.
Next
Edit Card
2356
Ameer Hassan
Search
Halls
Makeup Artist
Cakes
Wedding Planners
Choose Your Event
Exclusive packages