

Event Detail Page Analysis and Revamp Plan

Analysis of the current design (<https://10times.com/iitf>):

Focusing on Mobile-first User Experience

Analysis:

- **Limited Information:** The current page primarily focuses on basic event details like dates and location. It lacks information on speaker details, agenda, exhibitor listings, or a map.
- **Low Engagement:** The page lacks interactive elements like photo galleries, videos, or user reviews.
- **Networking Challenges:** There's no dedicated feature to connect with other attendees before or after registration.
- **Unclear CTA:** The call-to-action (CTA) button simply says "Register" without highlighting any benefits or urgency to register.
- **Desktop-centric Design:** The page layout feels cluttered and overwhelming on smaller mobile screens.

Plan:

Revamped MVP Design:

We propose a mobile-first design with the following features:

- **Hero Section:** Visually appealing banner showcasing the event with key details (date, location, theme).
- **Detailed Information Accordion:** Comprehensive information expandable by section (agenda, exhibitors, speakers, venue map).
- **Interactive Gallery:** Photos and videos showcasing the event experience.
- **Networking Section:**
 - Option to connect with other attendees via interest-based groups or chat features.
 - Feature profiles of key speakers and exhibitors.

Clear CTA:

- Prominently placed "Register" button with clear benefits highlighted (e.g., "Limited Spots Available", "Early Bird Discount").
- Include options for different registration types (basic, premium).

Post-Signup Engagement:

Provide access to the agenda, speaker bios, and exhibitor information after registration.

Allow users to add the event to their calendar and share with colleagues.

Benefits:

- Improved User Experience: Provides a comprehensive and engaging experience for users, catering to their needs for information and networking.
- Increased Registration: Clear CTAs and highlighting benefits can encourage users to register for the event.
- Enhanced Networking: Connects business professionals and fosters relationship building before and after the event.
- Brand Building: Creates a professional platform for events, showcasing the company's expertise in organizing successful events.

Next Steps:

- Conduct further user research to gather specific feedback on pain points and preferences.
- Develop high-fidelity mockups and wireframes for the redesigned event detail page.
- Conduct usability testing with the target audience to refine the design and improve user experience.
- Integrate the revamped page into the existing platform, ensuring seamless user flow.

Conclusion:

By focusing on mobile-first design, providing comprehensive information, and incorporating networking features, the event detail page can become a key tool for attracting new users, boosting registrations, and fostering a thriving business community around the events.

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