

**USER CENTRIC DESIGN**

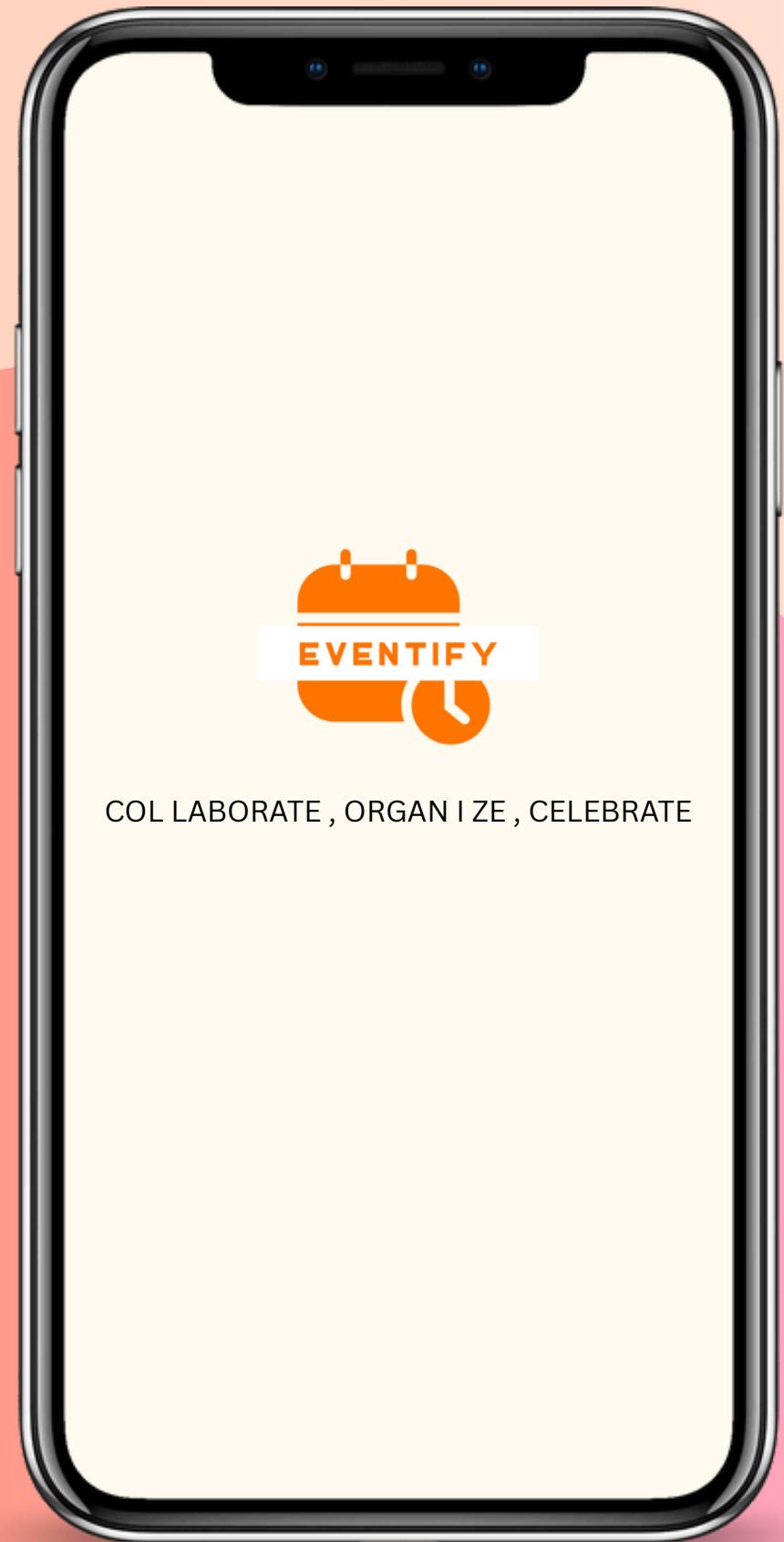
# **EVENTIFY**

Event Organizer App

**Group : 22**



# PROJECT OVERVIEW



Our mobile app simplifies event management by offering a centralized platform for tracking tasks, deadlines, budgets, and communication.

It is designed for :

- **Event Planners** : Professionals managing multiple events.
- **Busy Individuals** : Those balancing personal and professional schedules.
- **Teams & Groups** : People collaborating on projects or events.

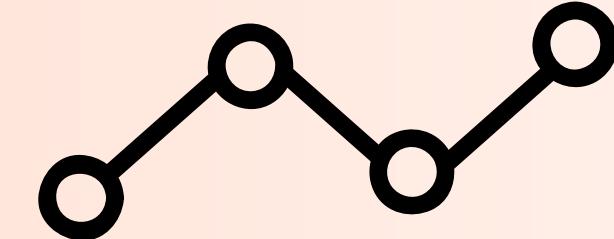
Our goal is reduce stress, enhance communication, and streamline workflows for successful event execution.

## RESEARCH

Event planning is stressful due to miscommunication, missed deadlines, and manual tracking. Planners need a centralized tool for task management, collaboration, and scheduling. Busy professionals seek quick, efficient planning with calendar integration, while teams need real-time updates and clear task distribution. Early client feedback and automated alerts prevent last-minute issues. Our app streamlines event management, enhancing efficiency and reducing stress.



# THE UX DESIGN PROCESS



## Empathize

Competitive  
benchmark  
Surveys and user  
interviews

## Define

Problem-  
statement User  
persona Pain-  
points and  
solutions  
Conclusion

## Ideate

User flow  
Wireframing

## Prototype

Low fidelity  
wireframe High  
fidelity wireframe

# COMPETITOR ANALYSIS



TO DO LIST APP

- Simple UI
- User-friendly interface with a dashboard for easy navigation
- Limited customization for different event types
- Basic collaboration features



ORGANIZER APP

- Designed for special occasions.
- Allows scheduling, reminders, and event categorization
- Lacks advanced budget management
- Minimal integration with external vendors and services

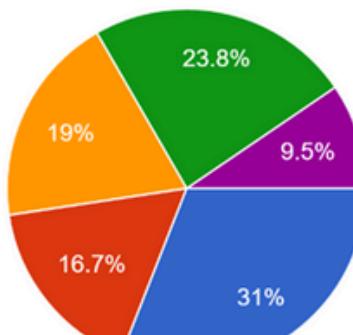
# USER SURVEY

## Questionaries

- How often do you expect to use the app for managing an event?
- What type of event you want to organize the most?
- What is the most important feature you would want in a to-do list for event planning?
- How do you prefer to view tasks in a to-do list app?
- How do you prefer to track progress on tasks?
- How would you like to collaborate with team members within the app?
- How important is offline functionality for you in a to-do list app?
- Do you know about any application that is similar to Event management app?  
If yes, then which is the missing feature you want to add?

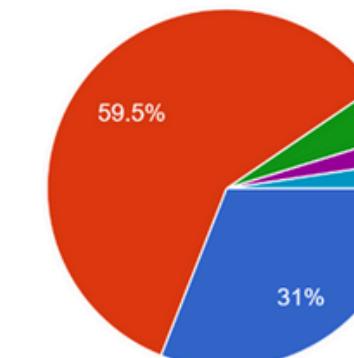
# SURVEY RESULT

How often do you expect to use the app for managing an event?  
42 responses



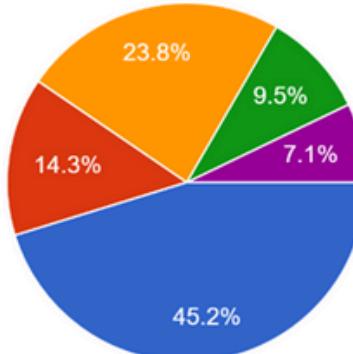
- Multiple times a day (during peak planning)
- Daily, but only for quick updates
- Weekly, to review and adjust the plan
- Only when major tasks or deadlines approach
- Occasionally, when there are updates or changes

What type of event you want to organize the most ?  
42 responses



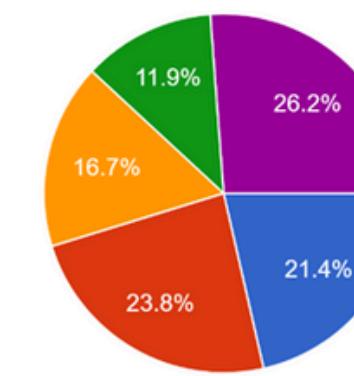
- Marriage Event
- Birthday Party
- Anniversary
- College event
- Navratri Garba
- Other

What is the most important feature you would want in a to-do list for event planning?  
42 responses



- Task prioritization (e.g., high, medium, low priority)
- Task deadlines and reminders
- Team collaboration and task assignments
- Visual organization (e.g., color coding or labels)
- Integrating with other apps (calendar, email, etc.)

How do you prefer to view tasks in a to-do list app?  
42 responses



- List view with checkboxes
- Calendar or timeline view
- Kanban-style board with columns (To Do, In Progress, Done)
- Grid view with task cards
- A combination of the above views

- Around 65% of respondents struggle with managing multiple tasks and deadlines.

- while 60% value real-time team collaboration to avoid miscommunication.

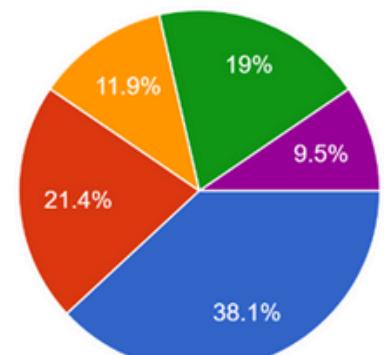
- Over 55% of respondents already use calendar apps.

- Nearly 70% of users prioritize task tracking and deadline reminders.

# SURVEY RESULT

How do you prefer to track progress on tasks?

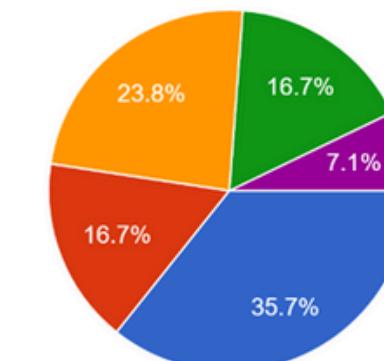
42 responses



- Visual progress bars for each task
- Checkboxes to mark off completed tasks
- Task completion percentages or goals
- Progress indicators (e.g., green for completed, yellow for in-progress)
- No specific tracking; I prefer to just complete tasks

How would you like to collaborate with team members within the app?

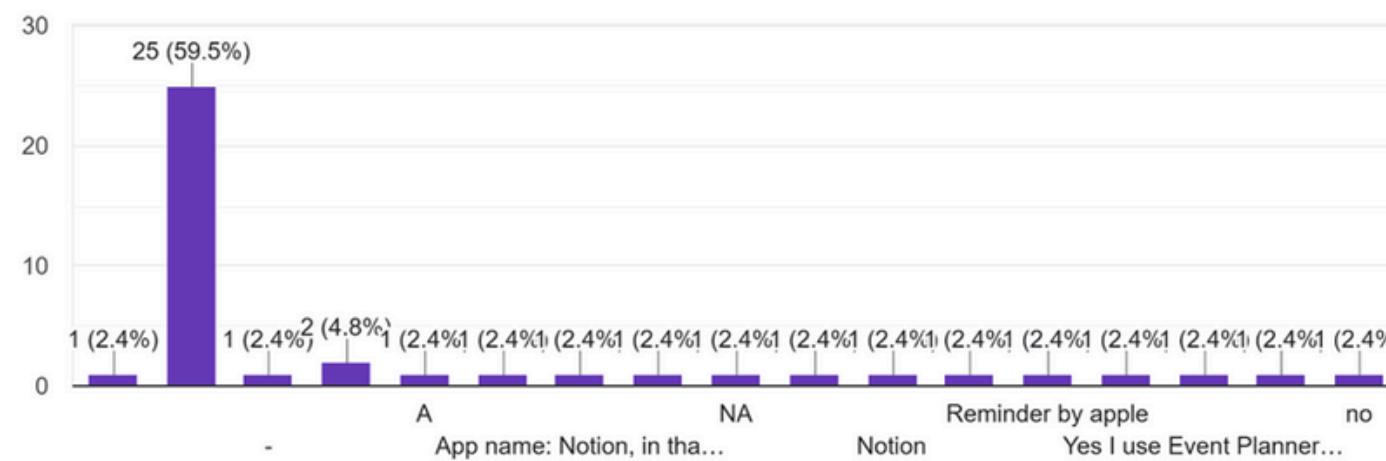
42 responses



- Task assignments and individual responsibility tracking
- Commenting and messaging on tasks or projects
- Shared task lists with real-time updates
- Task progress sharing or status reporting
- I prefer to manage tasks alone without collaboration

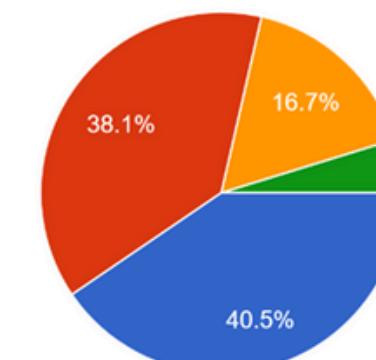
Do you know about any application that is similar to Event management app? If yes, then which is the missing feature you want to add?

42 responses



How important is offline functionality for you in a to-do list app?

42 responses



- Very important—I need to access and update my tasks without internet
- Somewhat important—I need to view tasks offline but can update when online
- Not important—I always have internet access when planning
- Not sure—I haven't thought about it

- Around 75% of respondents expressed interest in trying a new event management app.

- Over 60% of participants emphasized the need for customizable features.

- Nearly 68% of users prefer a mobile-friendly interface.

# POINT OF VIEW

User	Need	Insight
<b>Event planners/organizers</b> (professionals managing multiple events)	To coordinate tasks, deadlines, and team collaboration seamlessly across events.	Event planners face stress from overlapping deadlines and fragmented communication. They need centralized tools to prevent errors, reduce manual tracking, and ensure events align with client expectations.
<b>Busy professionals</b> (individuals balancing work and personal life)	To manage personal and professional tasks/events quickly and intuitively.	Busy professionals prioritize efficiency to avoid cognitive overload. They seek apps that integrate with existing tools (e.g., calendars) and offer "quick-add" features to minimize time spent organizing.
<b>Teams/groups</b> (collaborating on projects or events)	To track shared responsibilities, communicate updates, and ensure accountability.	Teams struggle with miscommunication and unequal task distribution. They value real-time collaboration, clear task ownership, and visual progress tracking to maintain trust and meet deadlines.

# DESIGN STATEMENT

- Event planning can be overwhelming due to scattered communication, missed deadlines, and unstructured task management. Our Event Planning & Management App is designed to provide a centralized platform where users—event planners, teams, and individuals—can efficiently coordinate tasks, track progress, manage budgets, and collaborate in real-time.
- By integrating features like task tracking, automated reminders, seamless calendar integration, and team communication tools, our app aims to reduce stress, improve efficiency, and ensure successful event execution. The intuitive user interface will prioritize simplicity, accessibility, and real-time collaboration, making event management a smooth and hassle-free experience.

# USER PERSONA

PRIYA SHARMA

## PROFILE

Gender	:	Female
Age	:	28
Education	:	Bachelor's degree
Occupation	:	Event Coordinator
Location	:	Mumbai



## INTERESTS

- 🌐 Networking vendors
- 🎓 Event workshops
- ✈ Destination weddings

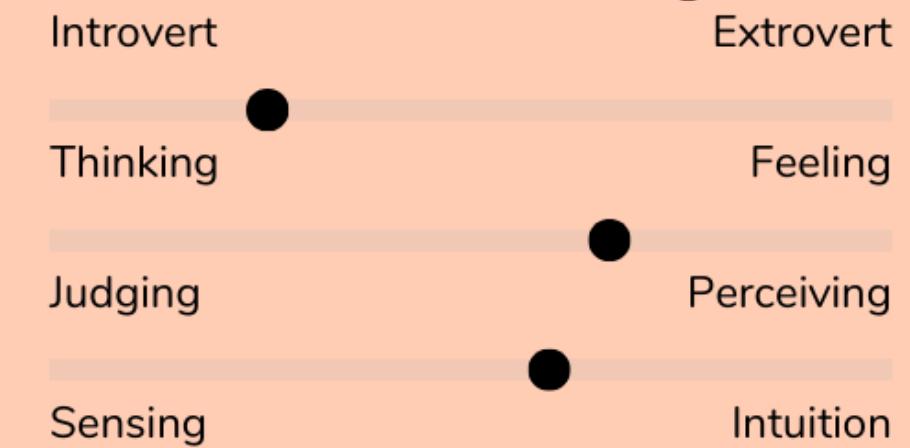
## GOALS

- Collaborate with vendors
- Prioritize tasks
- Offline access

## FRUSTRATIONS

- Team members missing updates
- Last-minute chaos
- Apps crashing offline

## PERSONALITY



## MOTIVATIONS

Professional reputation

Meet Deadlines

Reduce Stress

“

“I need an app that keeps my team on track and handles last-minute changes seamlessly during events.”

# USER PERSONA

RAVI MEHTA

## PROFILE

Gender	:	Male
Age	:	29
Education	:	Bachelor's degree
Occupation	:	Corporate Manager
Location	:	Bangalore



## INTERESTS

- 📚 Leadership books
- 🏏 Playing cricket
- 💻 Tech conferences

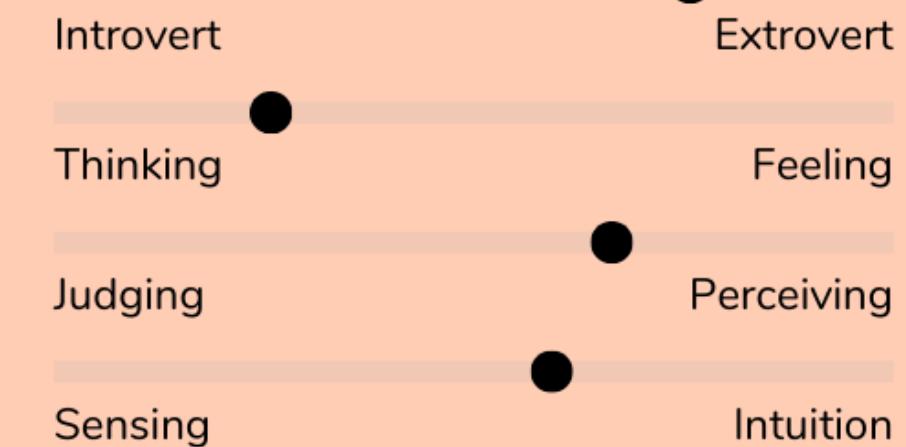
## GOALS

- Assign tasks without constant follow-ups
- Track progress via visual indicators
- Sync timelines with calendar

## FRUSTRATIONS

- Overcomplicated apps with bloat
- Poor email/calendar integration
- Team members missing deadlines

## PERSONALITY



## MOTIVATIONS

Balance event planning with primary job

Avoid last-minute surprises

Ensure team accountability

“

I want a simple tool to plan office events without micromanaging every task.”

# HOW MIGHT WE QUESTIONS

- **Task Overload & Communication Stress**

- 1 .How might we create one place for event planners to track tasks, deadlines, and team chats?
2. How might we make deadlines easier to manage so planners don't miss them or get confused?
3. How might we make sure clients' needs are clearly included in every step of planning?

- **Time-Saving & Simplicity for Busy Users**

- 4.How might we connect work and personal tasks to apps like Google Calendar or Outlook?
5. How might we let users add tasks in just a few clicks without slowing them down?
6. How might we design the app to feel simple and not add extra stress?

# HOW MIGHT WE QUESTIONS

- **Team Miscommunication & Unbalanced Workloads**

7. How might we help teams share updates instantly so everyone stays on the same page?
8. How might we divide tasks fairly so no one feels overworked?
9. How might we show progress (like charts or checklists) to keep everyone accountable?

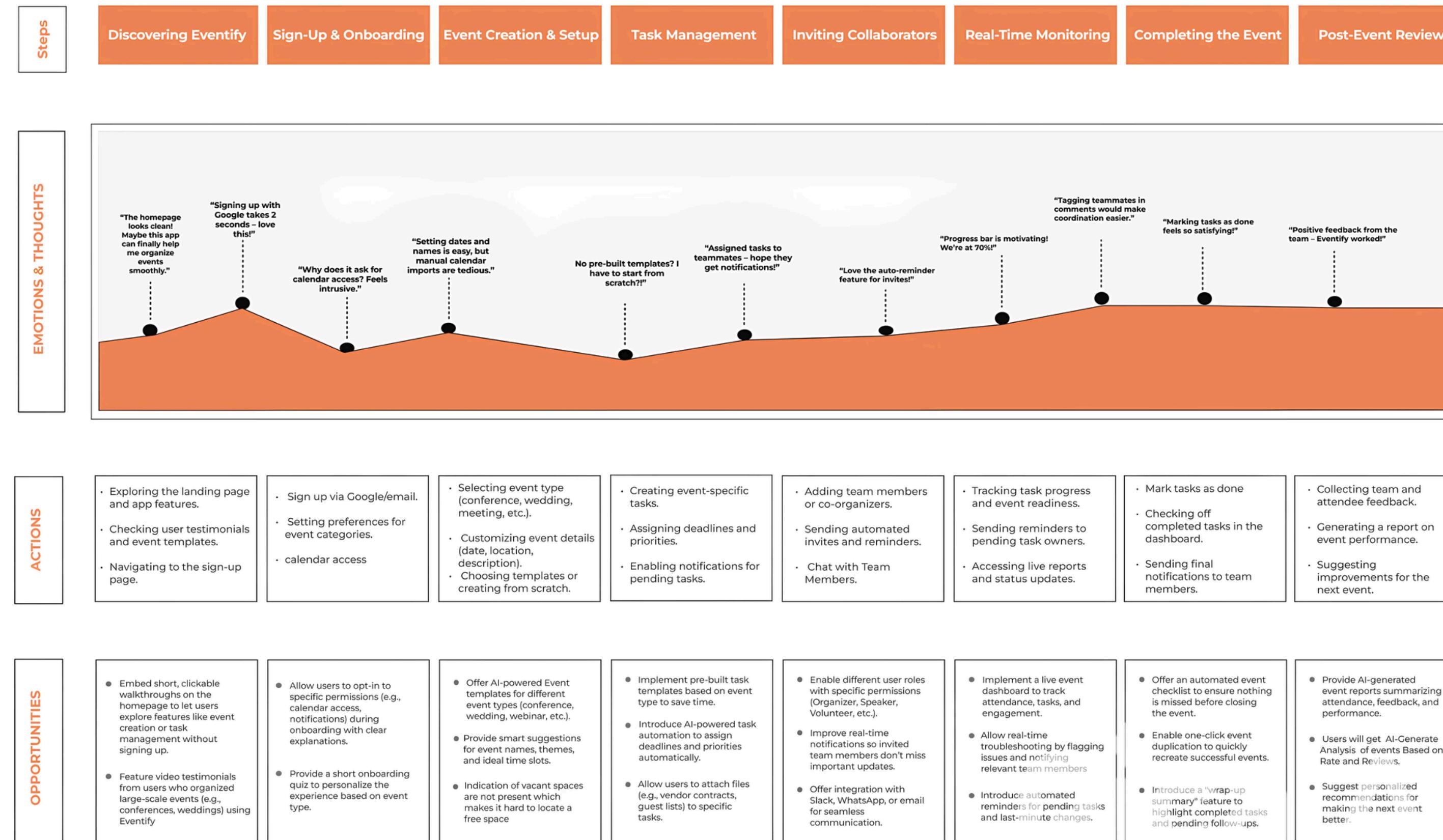
- **Client Expectations & Last-Minute Issues**

10. How might we get client feedback early and use it to improve plans?
11. How might we warn planners about scheduling conflicts before they become problems?
12. How might we create easy-to-follow checklists to avoid missing small details?

# JOURNEY MAP

## User Journey Map

## Event Management App

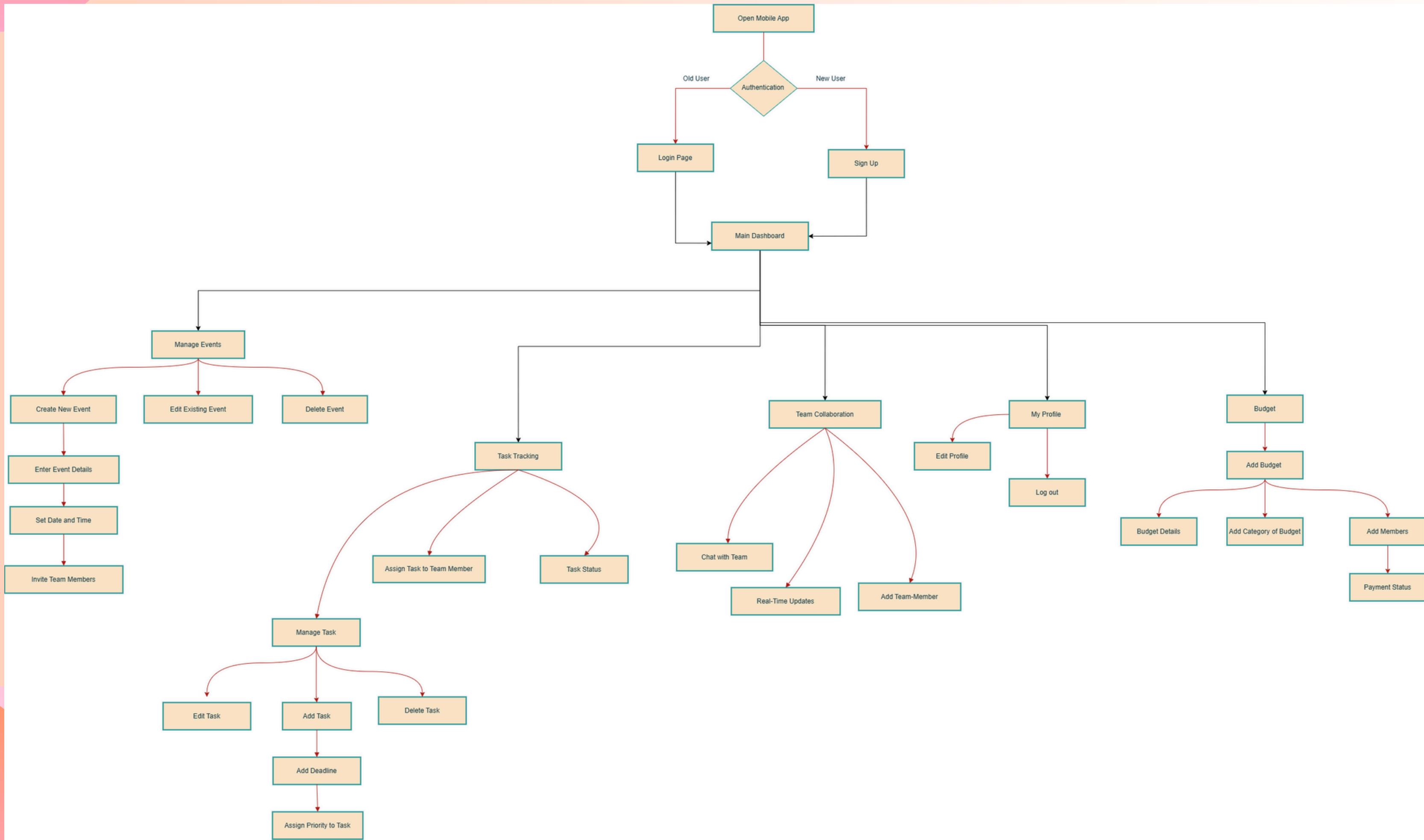


# Clarifying the challenge

## LIST OF QUESTIONS TO CLARIFY THE DESIGN BRIEF

- Who are the primary users of the app?
- Why would users prefer this app over traditional event planning methods?
- What key functionalities does Eventify offer?
- How does the app ensure smooth communication among event planners?
- How does the app handle last-minute changes and updates?
- Is there a need for budgeting and expense tracking within the app?

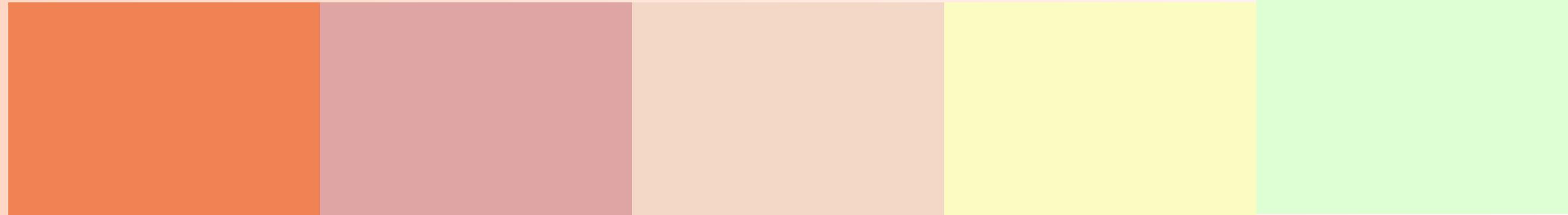
# Information Architecture



# MOOD BOARD



# Color Palette



#EF8354

#DFA4A4

#F3D7C7

#FBFCC2

#DDFFD3

# Typography

Montserrat

**Montserrat Bold**

Montserrat Medium

Montserrat Light

Roboto

**Roboto Bold**

# UI

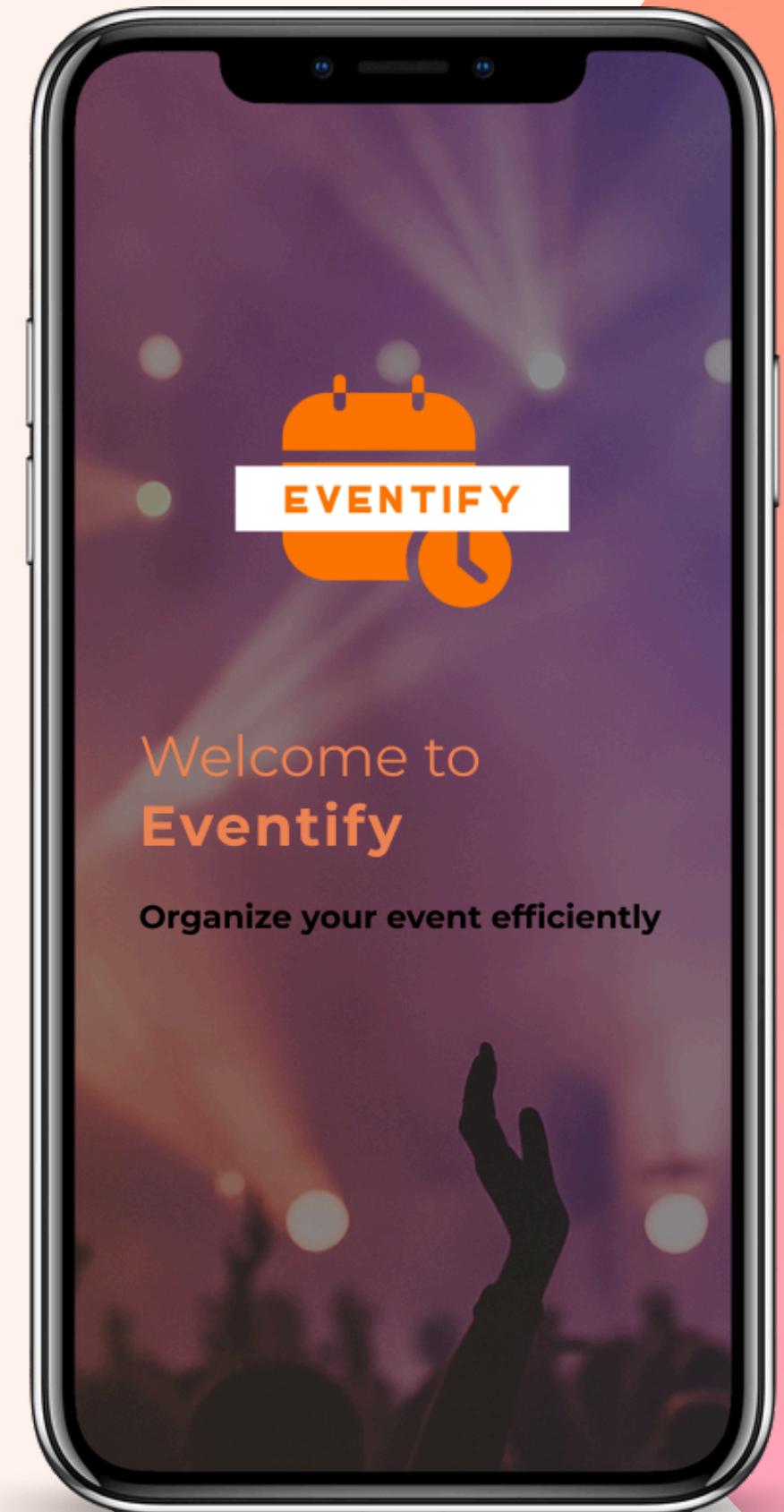
## EVENTIFY

### Name

- Eventify, as the name suggests, is derived from "Event" + "ify," meaning to simplify and streamline event planning. It transforms chaotic planning into a smooth, organized process, making every event stress-free and efficient.

### Logo

- The calendar logo represents structured planning, time management, and seamless scheduling, which are core to event management. It symbolizes efficiency, ensuring users never miss an important date or deadline.



# **LOW FIDELITY WIREFRAME**

# LOGIN - REGISTER



**Eventify**



**Login**

[Forgot Password?](#)

Or login in with

[Facebook](#)

[Don't have an account? Register](#)

Need help? Visit our [help center](#)



**Register**

Enter your details to register

I agree with the terms and conditions



**Register**



Take photo  
with camera



Upload Photo  
from your phone

Need help? Visit our [help center](#)



**LOGO**

**Forgot Password**

Reset using phone or email

OR

Need help? Visit our [help center](#)



**LOGO**

**Reset Password**

Thank you!

Please check your email for further instructions.

Didn't get the reset email?

Need help? Visit our [help center](#)

# DASHBOARD - SIDEBAR - PROFILE

 LOGO

**Enter OTP**

An OTP has been sent to +91 9235342785

Need help? Visit our [help center](#)

 LOGO

Need help? Visit our [help center](#)

 Dashboard

 **User Name**

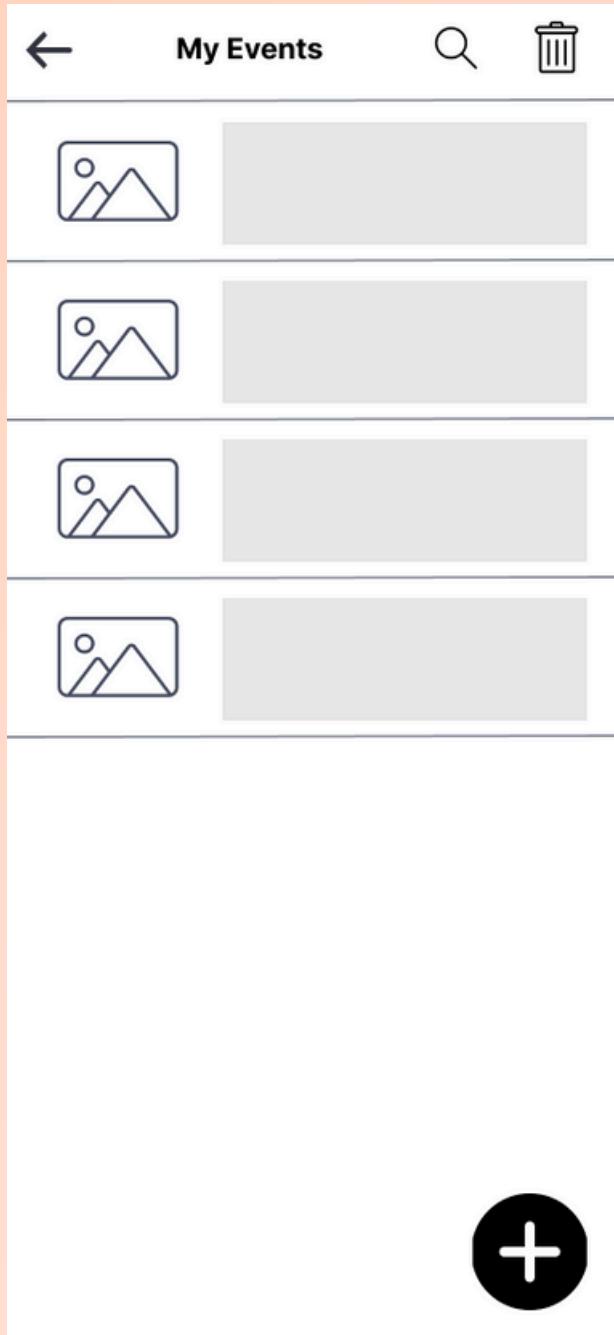
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[My Profile](#)  
[Alerts](#)  
[Share With Friends](#)  
[Rate Us](#)  
[Privacy Policy](#)  
[Log Out](#)

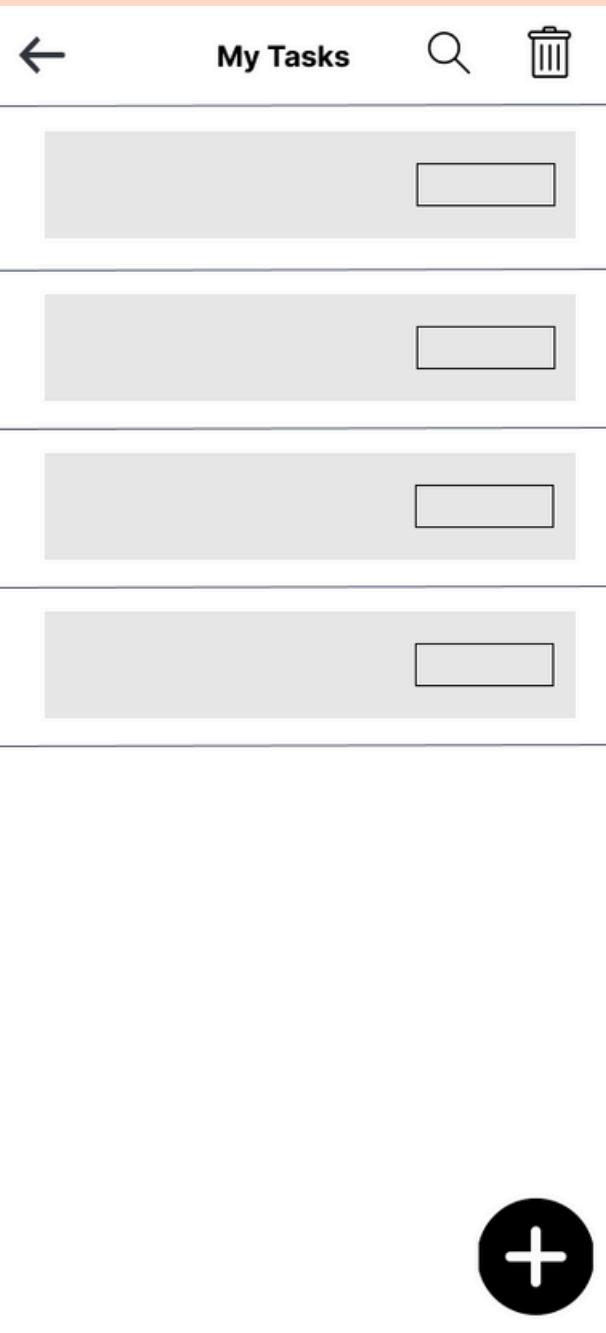
 ←

Name   
 Username   
 Password   
 Email Address   
 Mobile Number 

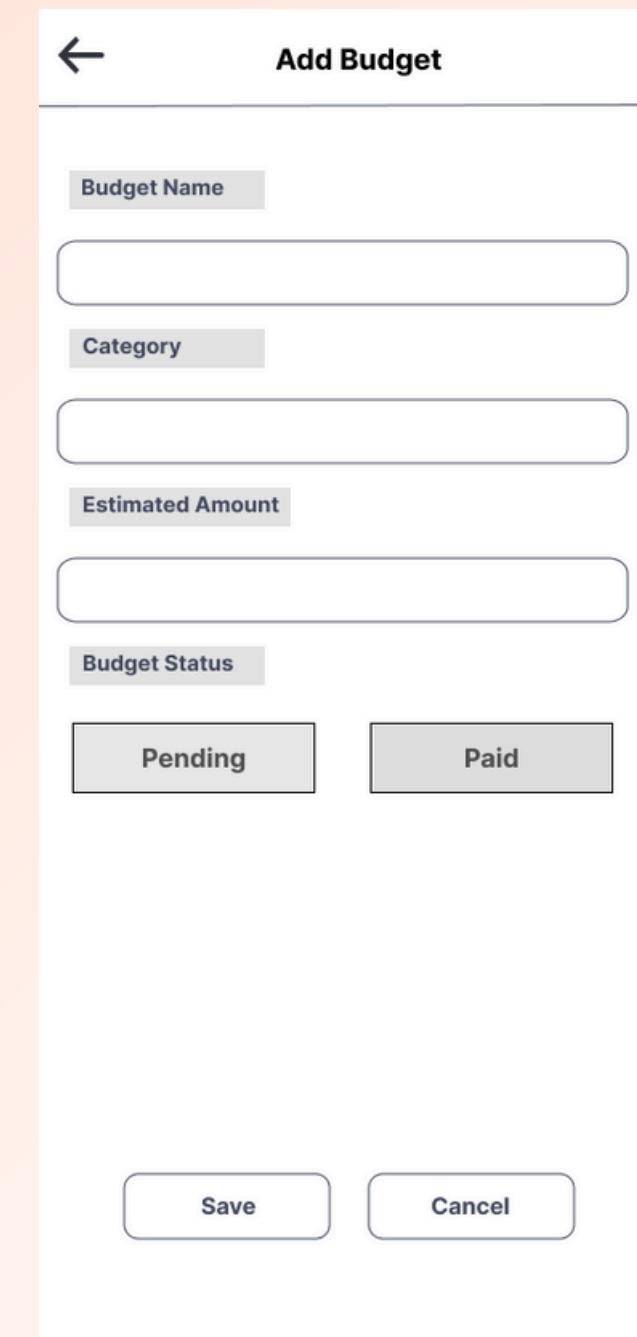
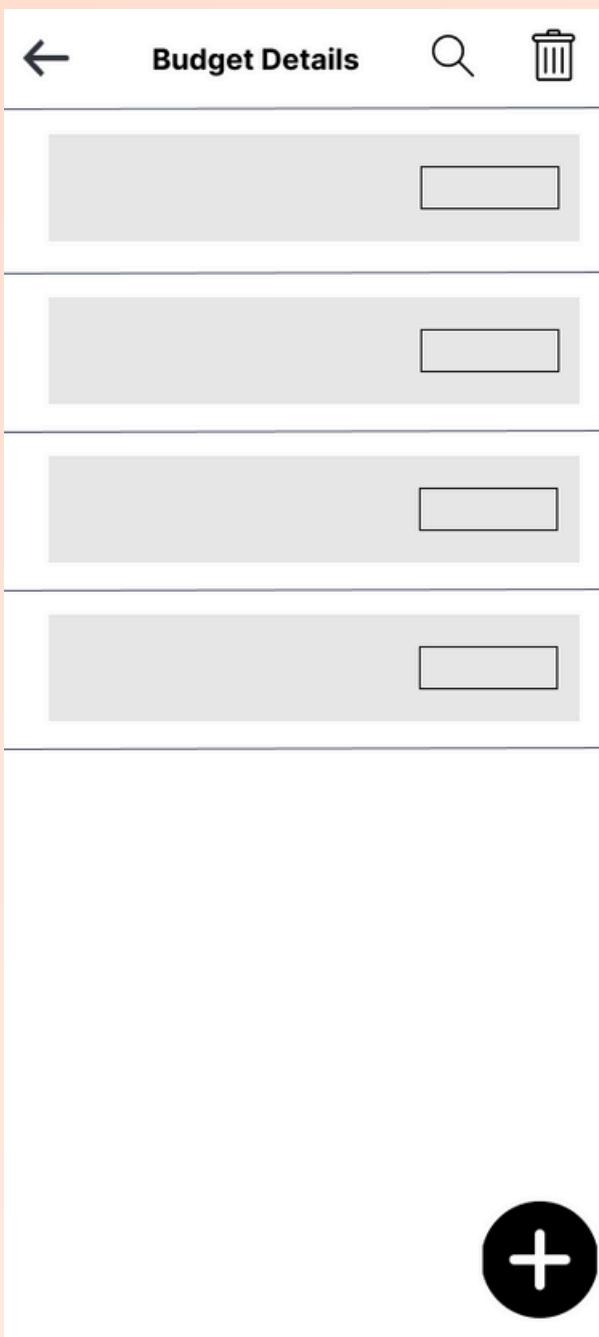
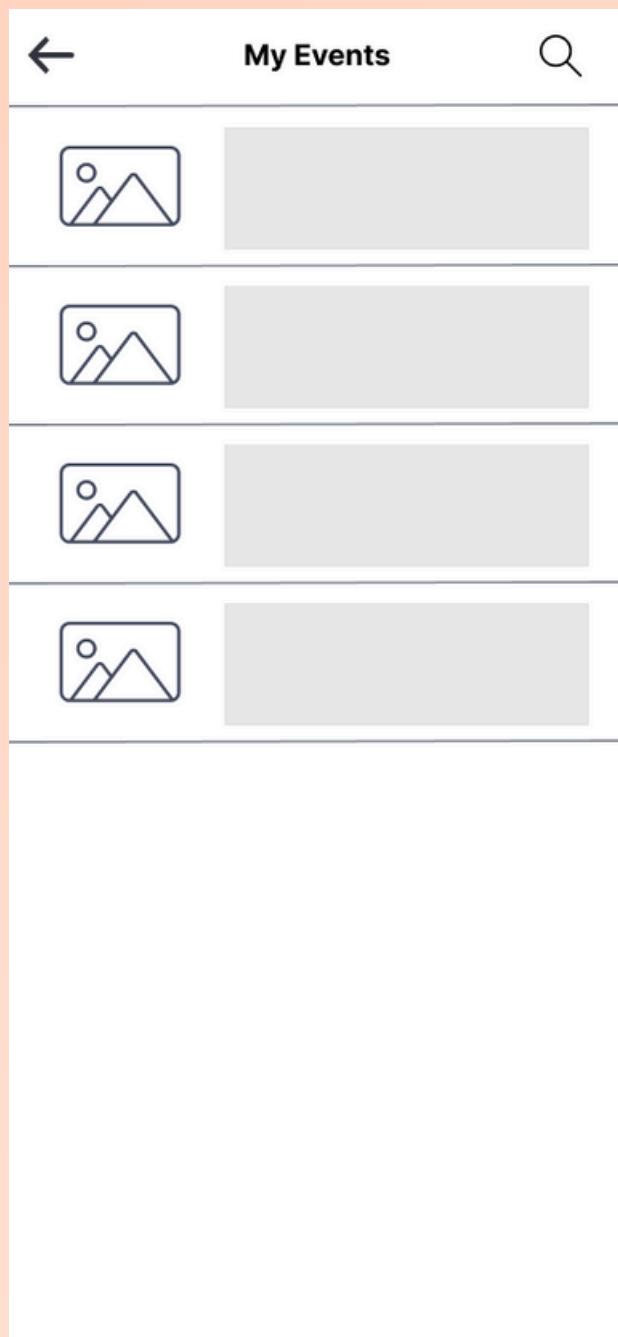
# EVENT MANAGEMENT

The 'Create Event' screen displays a series of input fields for event details. The fields are labeled: 'Event Name', 'Type', 'Description', 'Date & Time', 'Address', and 'Cost'. Each field has a corresponding input box below it. At the bottom are 'Save' and 'Cancel' buttons.The second 'Create Event' screen shows a large gray circular placeholder at the top. Below it is a text box containing the placeholder text 'If you want to add more...'. There are three smaller gray rectangular placeholders arranged in a grid below the text box. A 'Skip' button is located at the bottom right.

# TASK MANAGEMENT

A screenshot of a mobile application interface titled "Add Task". At the top left is a back arrow. Below the title are several input fields: "Task Name" (with an empty text input), "Category" (with an empty text input), "Priority Order" (with an empty text input), "Note" (with an empty text input), and "Task Status" (with two buttons: "Pending" and "Completed"). At the bottom are "Save" and "Cancel" buttons.

# BUDGET MANAGEMENT



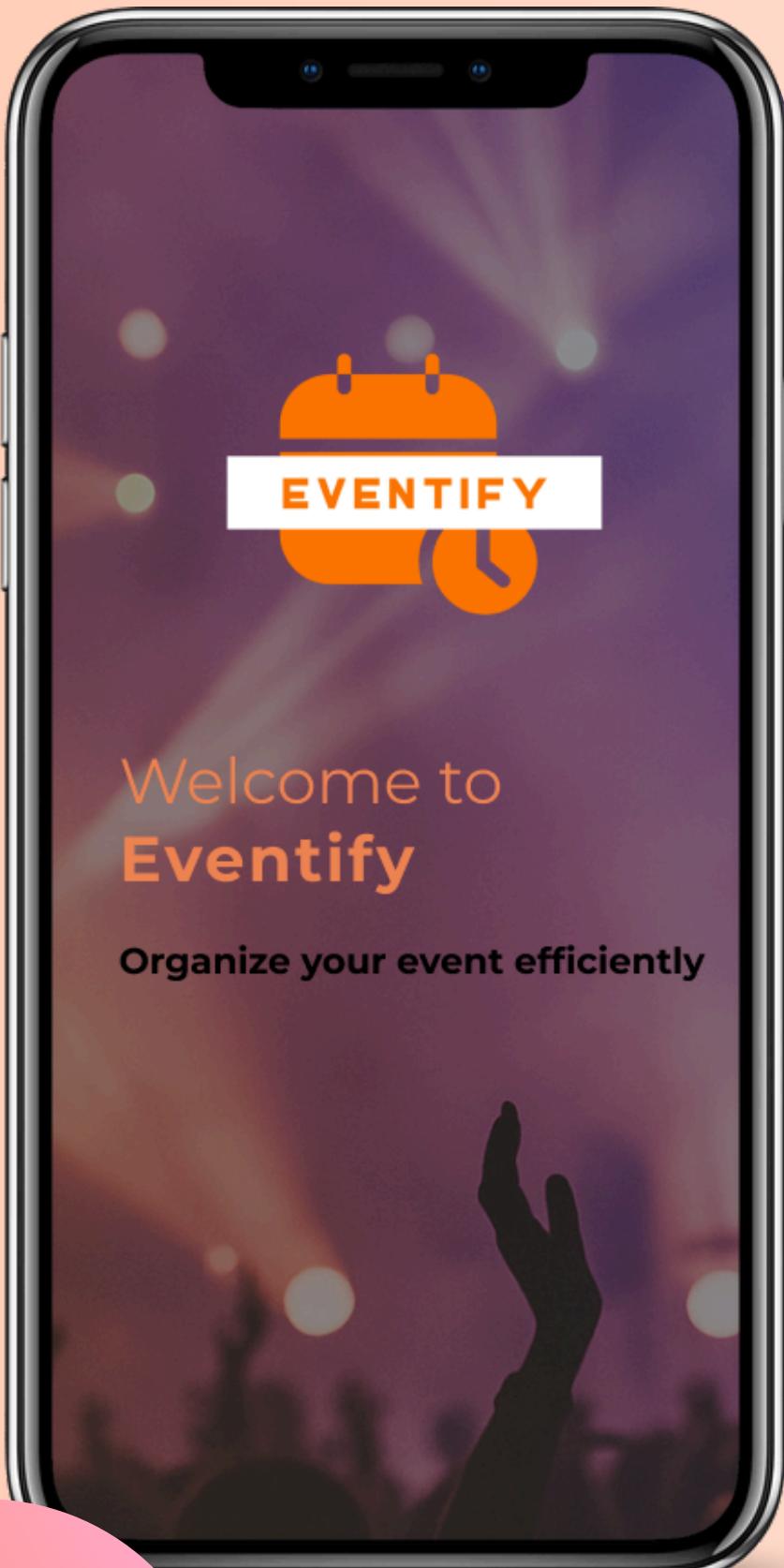
# TEAM MANAGEMENT

The image displays five mobile application screens arranged horizontally, representing different features of a team management system. The background is a light orange color with abstract circular graphics.

- My Events**: Shows a list of four events, each with a small icon and a placeholder gray area for details. Includes a search icon and a back arrow.
- Team Members**: Shows a list of four team members, each with a user icon and a placeholder gray area. Includes a search icon, a delete icon, and a large black plus button at the bottom.
- Add Member**: A form for adding a new member, containing fields for Name, Contact no, Email, Gender, and Address. Includes a back arrow, a search icon, and two buttons at the bottom: "Add" and "Cancel".
- Team Collaboration**: A screen showing collaboration features, represented by two large gray rectangular areas with diagonal stripes.
- Team Align**: A screen for aligning team members, showing a list of four members with icons and placeholder gray areas. Includes a search icon, a back arrow, and navigation buttons at the bottom: a left arrow, a "Make" button, and a right arrow.

# **HIGH FIDELITY WIREFRAME**

# Login and Register Process



Register to organize events and keep everything under control.

Log in to Eventify and plan all events in one place.

10:45 AM

EVENTIFY

Login

Username

Password

Forgot Password?

Login

Or login in with

G Google

f Facebook

Don't have an account? [Register](#)

Need help? Visit our [help center](#)

10:45 AM

EVENTIFY

Register

Name

Email Address

Mobile Number

Password

Confirm Password

I agree with the terms and conditions

Next

Need help? Visit our [help center](#)

10:45 AM

EVENTIFY

Register

Take photo with camera

OR

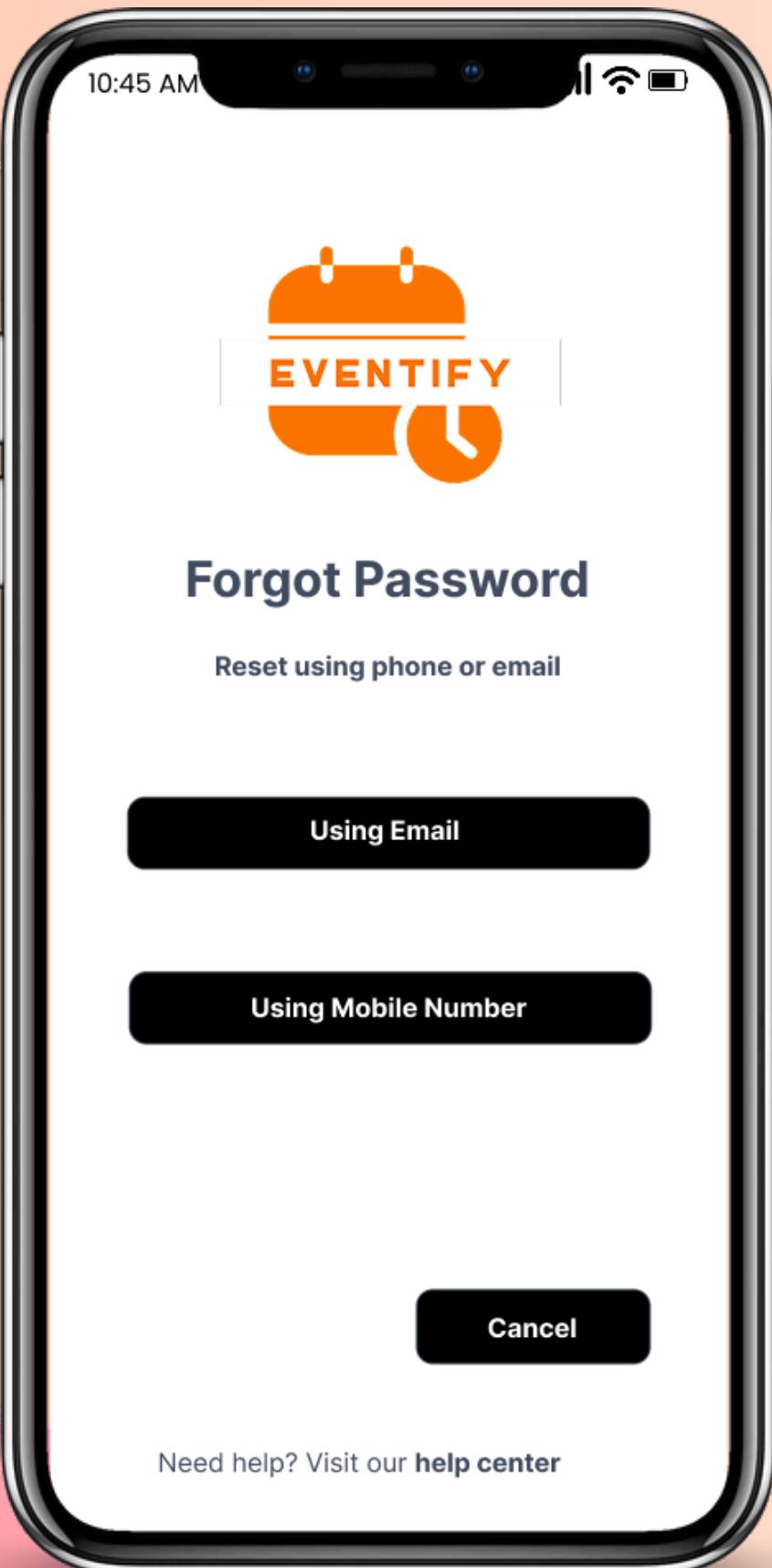
Upload Photo from your phone

Upload

Skip

Need help? Visit our [help center](#)

# Password Recovery Onboarding



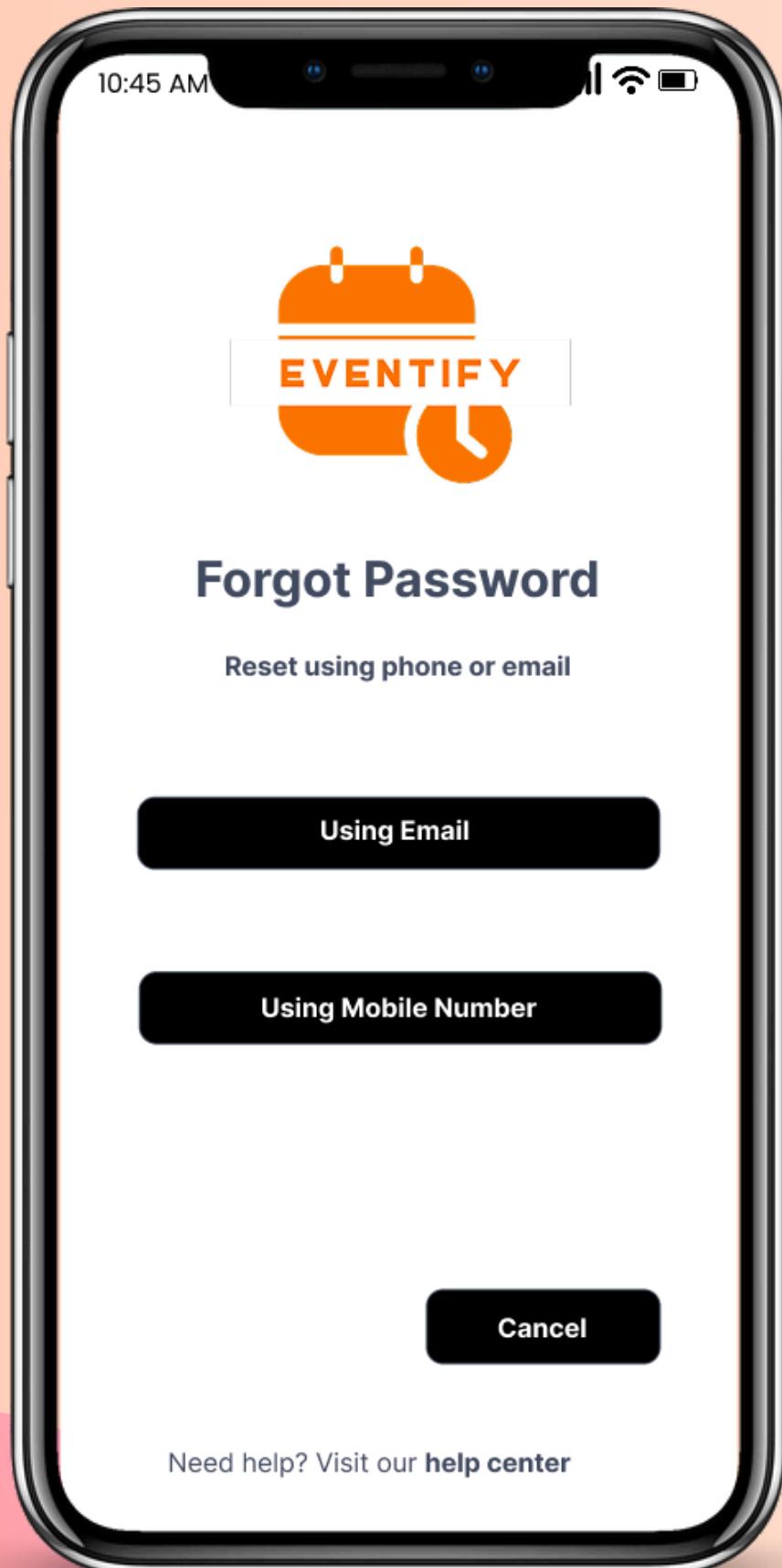
Reset Password easily via email or mobile OTP and quickly regain access to your Eventify account .

The second step in the password recovery process. The screen title is 'Forgot Password' and the sub-instruction is 'Reset using Email'. It features a text input field labeled 'Email Address' and two buttons: 'Submit' and 'Cancel'. The bottom of the screen includes the standard help link: 'Need help? Visit our [help center](#)'.

The third step, showing a success message. The title is 'Reset Password' and the message 'Thank you!' is displayed with a green checkmark icon. It instructs the user to 'Please check your email for further instructions.' Below this are three input fields for 'Enter Email-code', 'New Password', and 'Confirm Password', each with its own 'Submit' and 'Resend' buttons. The bottom of the screen includes the standard help link: 'Need help? Visit our [help center](#)'.

The fourth step, showing another success message. The title is 'Reset Password' and the message 'Thank you!' is displayed with a green checkmark icon. It also states 'E-mail Resend Successfully.' Below are three input fields for 'Enter Email-code', 'New Password', and 'Confirm Password', each with its own 'Submit' and 'Cancel' buttons. The bottom of the screen includes the standard help link: 'Need help? Visit our [help center](#)'.

# Password Recovery Onboarding

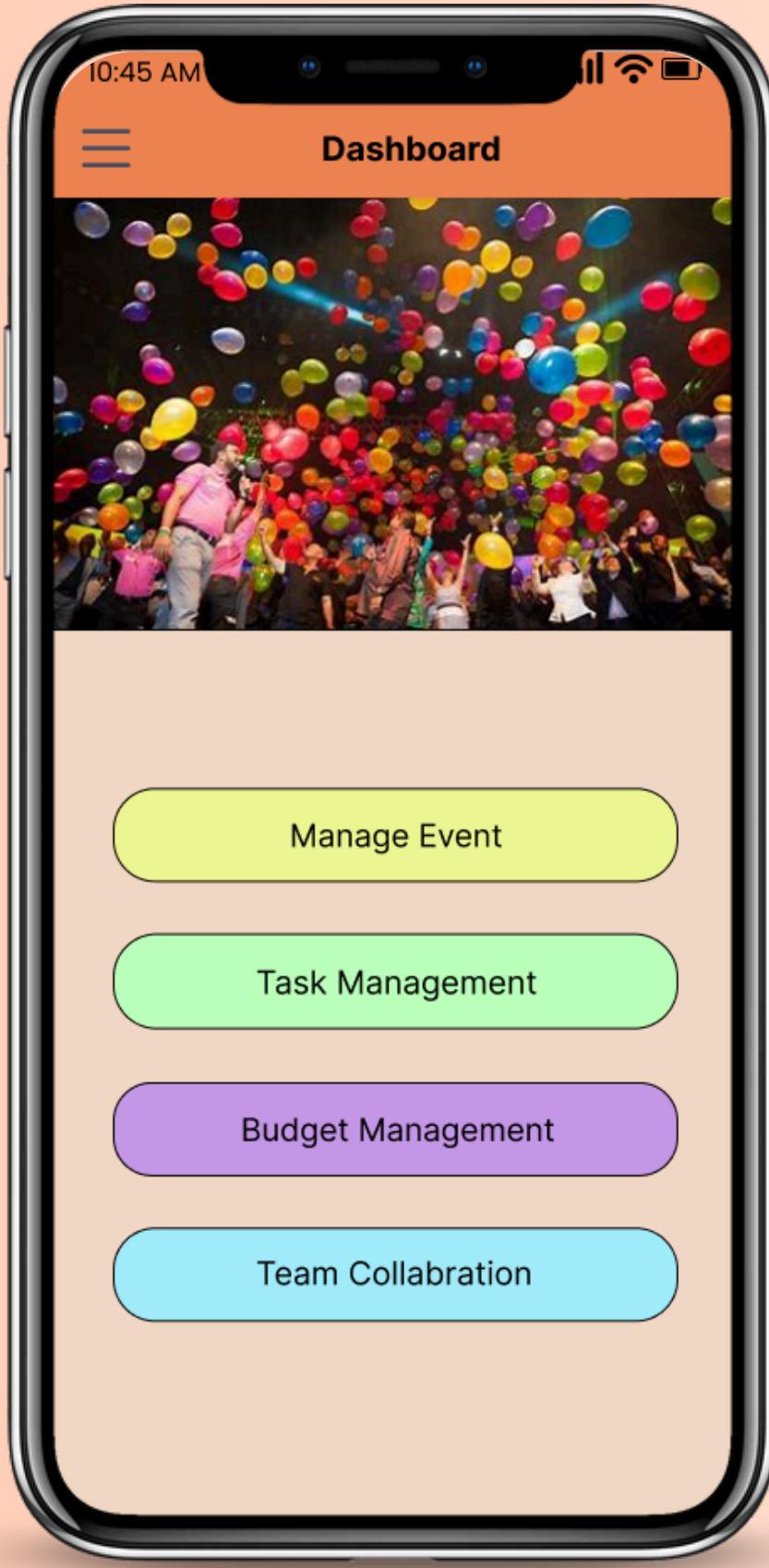


The second step in the password recovery process. The screen shows the 'Forgot Password' heading and the 'Reset using Phone or Email' option. It includes a 'Mobile number' input field, a 'Submit' button, and a 'Cancel' button. A link at the bottom says 'Need help? Visit our [help center](#)'.

The third step, 'Enter OTP'. It displays the message 'An OTP has been sent to +91 9235342785' above four input fields containing the digits 3, 1, 7, and 3 respectively. Below these is a 'Submit' button. A link at the bottom says 'Need help? Visit our [help center](#)'.

The final step, 'Change Password'. It has two input fields for 'Enter New Password' and 'Confirm Password', followed by a 'Submit' button. A link at the bottom says 'Need help? Visit our [help center](#)'.

# Main Dashboard with Sidebar and Profile

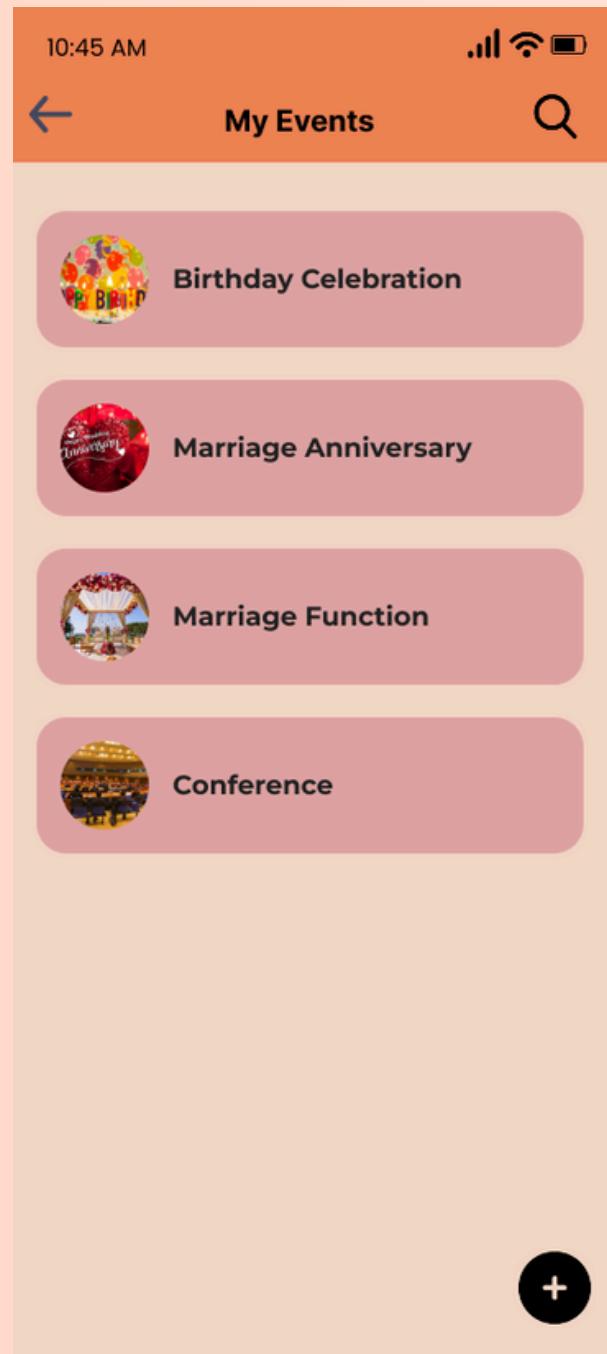
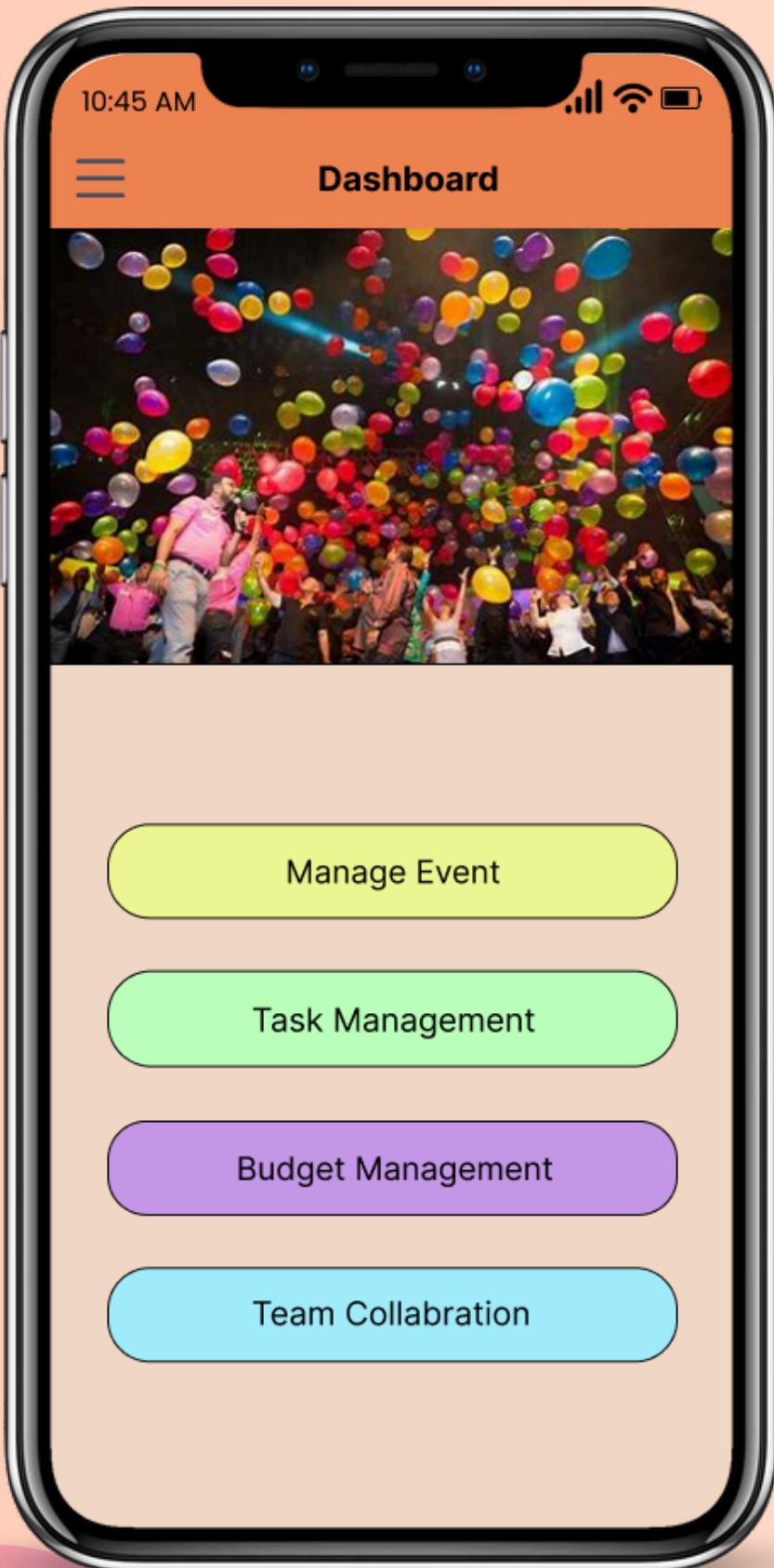


Two screenshots of the Eventify app. The left screenshot shows the "My Profile" screen for a user named "Jinay Mehta". It includes a circular profile picture, the name "Jinay Mehta", and five menu options: "My Profile", "Alerts", "Share With Friends", "Rate Us", and "Privacy Policy". At the bottom is a "Log Out" button. The right screenshot shows the "My Profile" edit screen. It has a large circular profile picture at the top, followed by five input fields with edit icons: "Name", "Username", "Password", "Email Address", and "Mobile Number". At the bottom are "Save" and "Cancel" buttons.

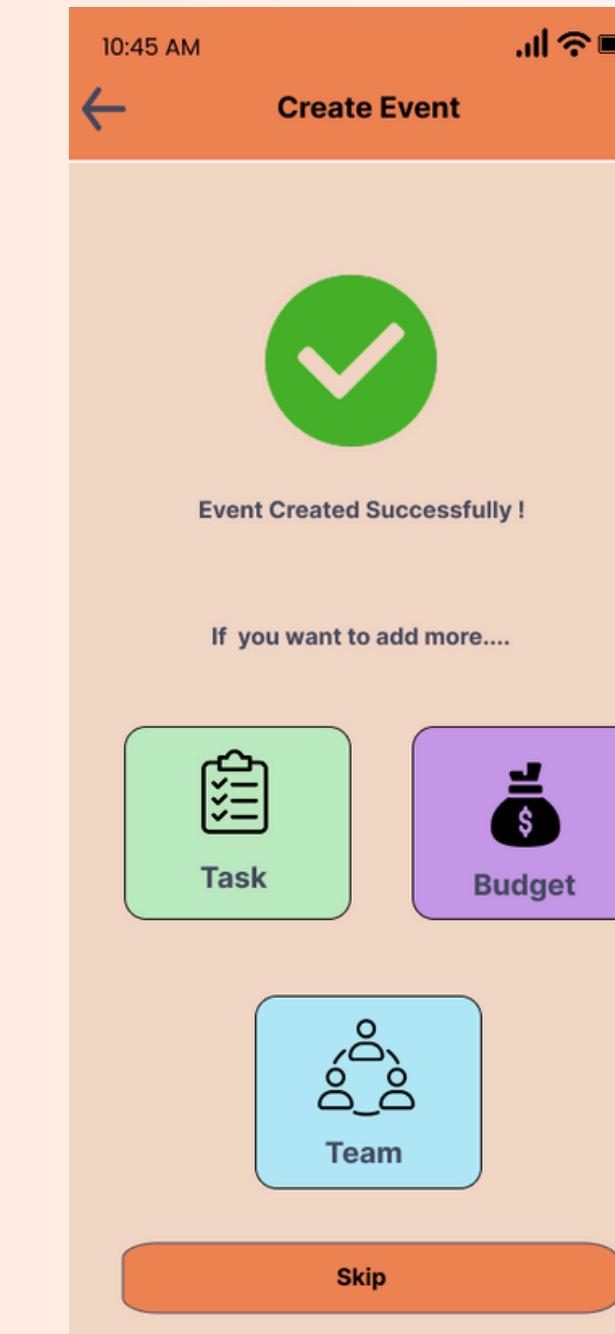
Eventify simplifies event planning with task management, budget tracking, and team collaboration.

Manage your profile, receive alerts, and organize events seamlessly—all in one place!

# Manage Events Process

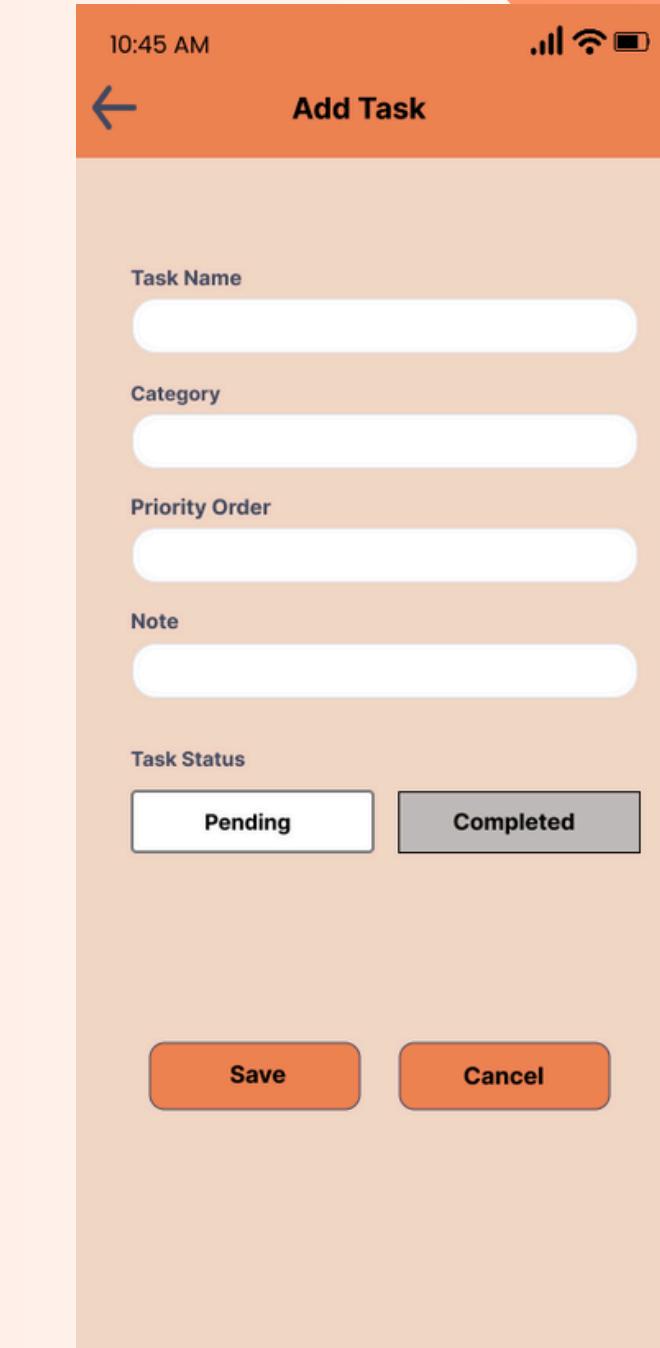
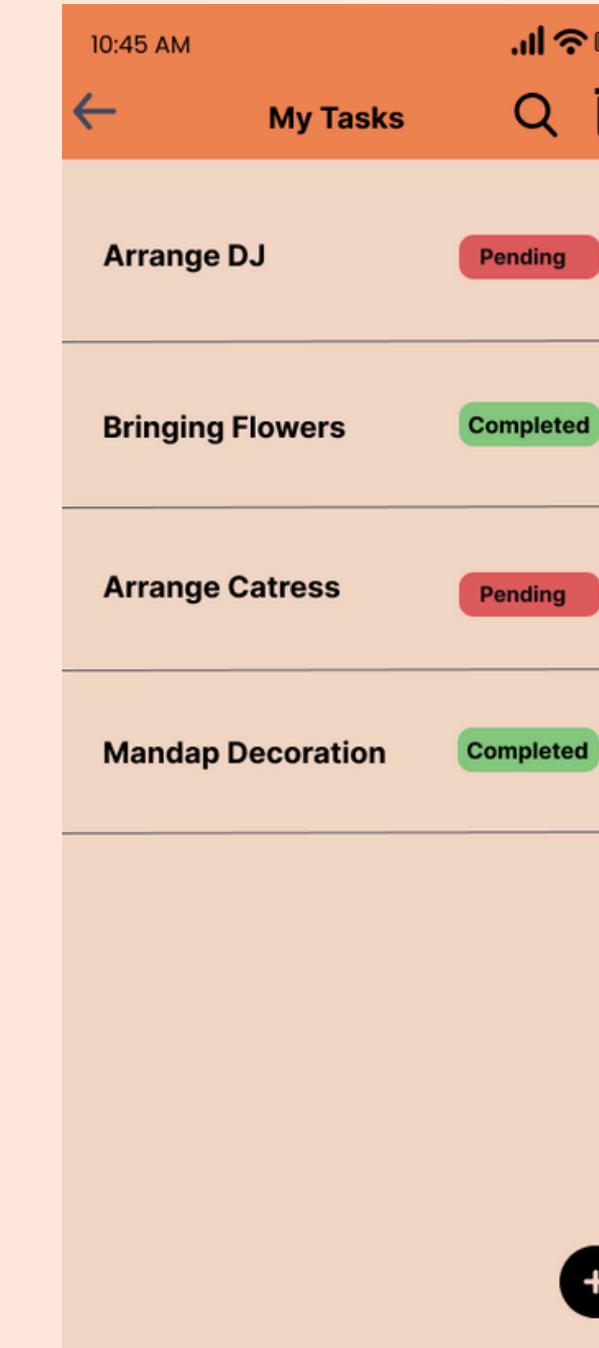
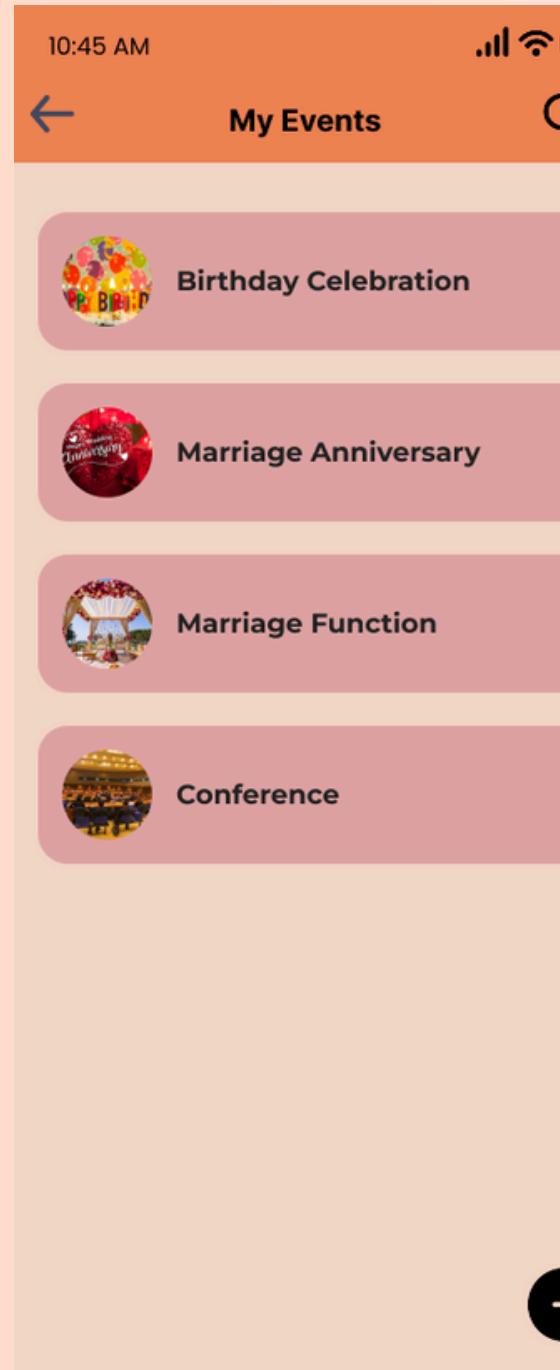
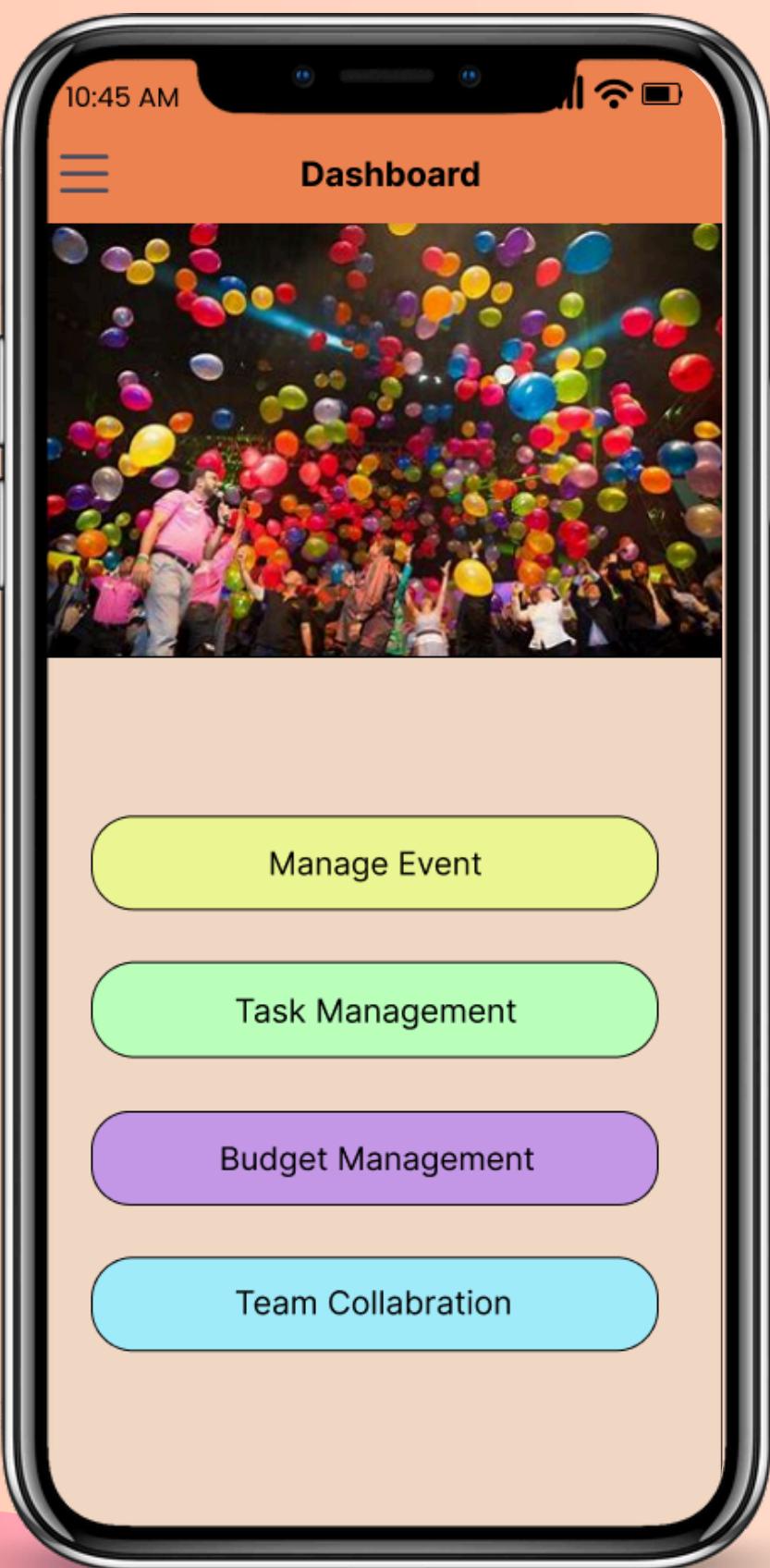


This screen is titled 'Create Event'. It contains fields for 'Event Name', 'Type', 'Description', 'Date & Time', 'Address', 'Cost', and 'Add Photo' with an 'Upload' button. At the bottom are 'Save' and 'Cancel' buttons.



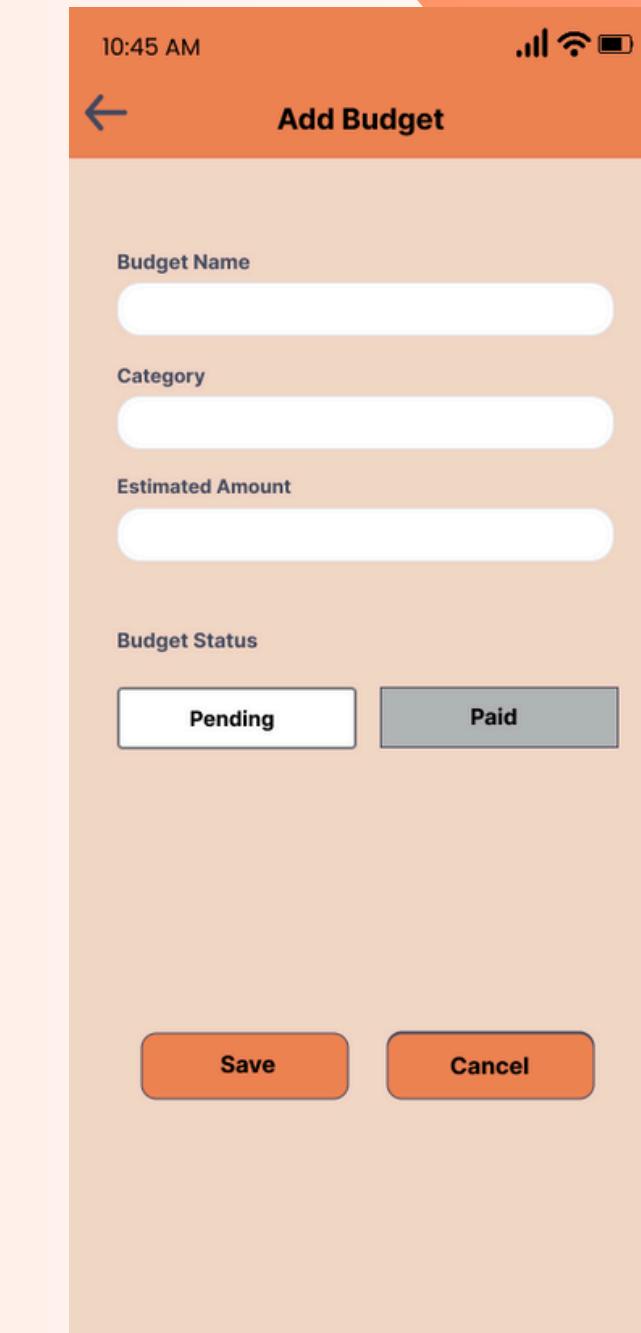
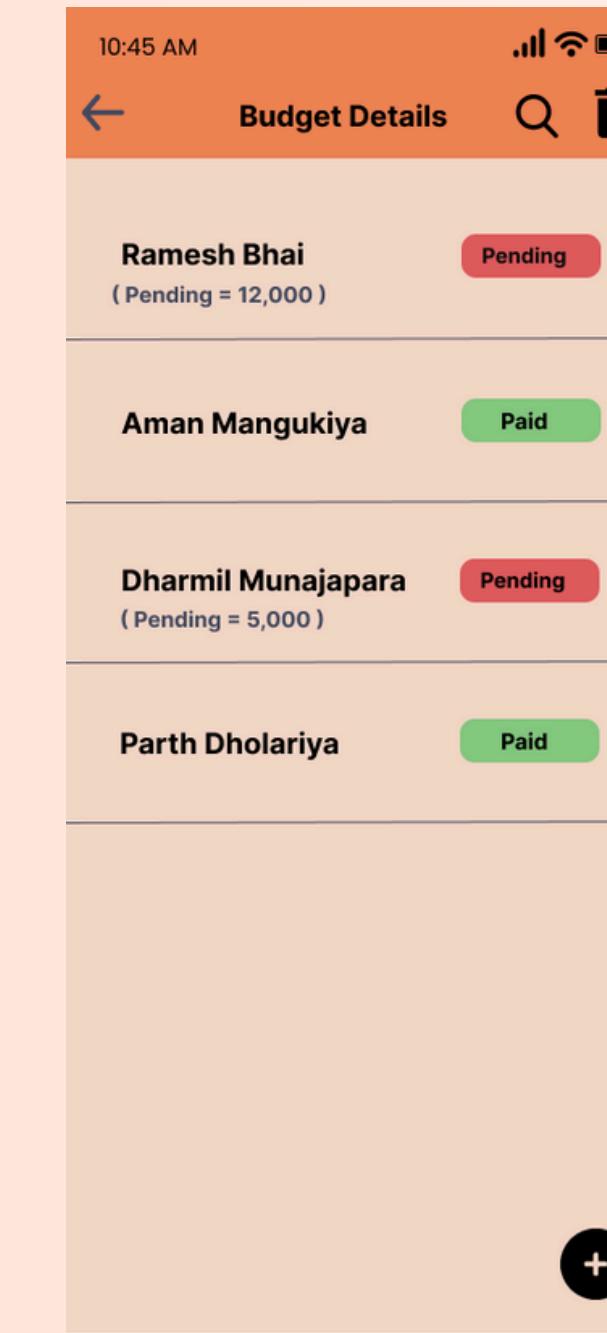
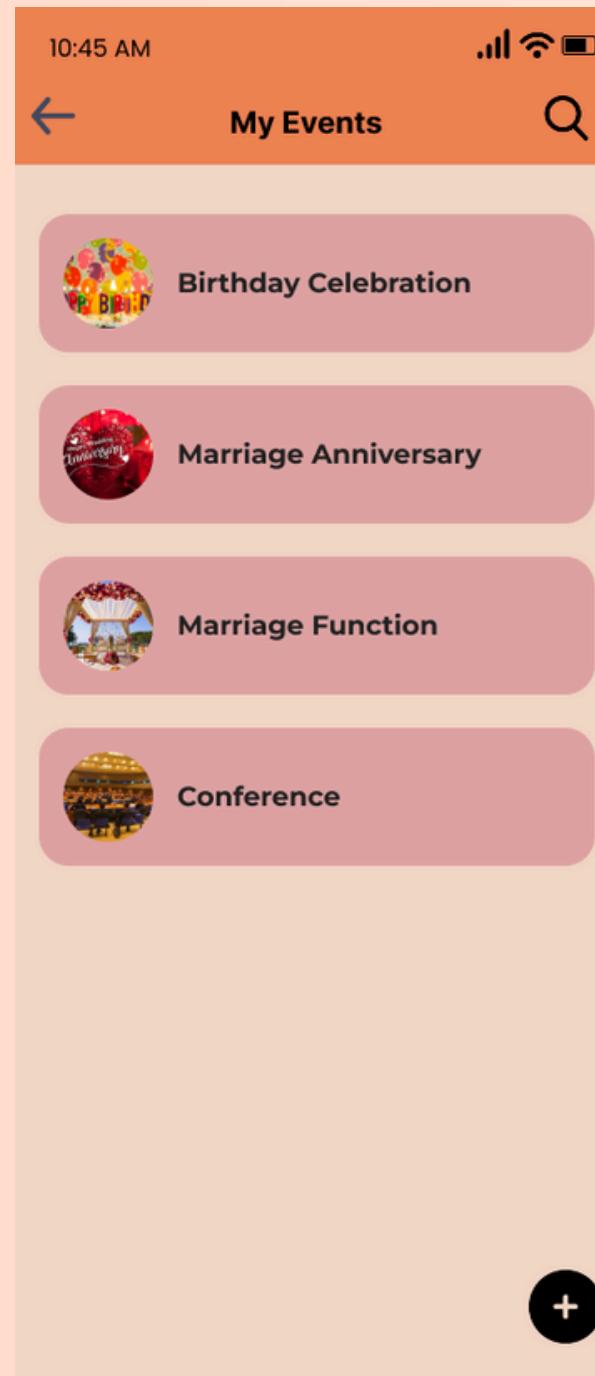
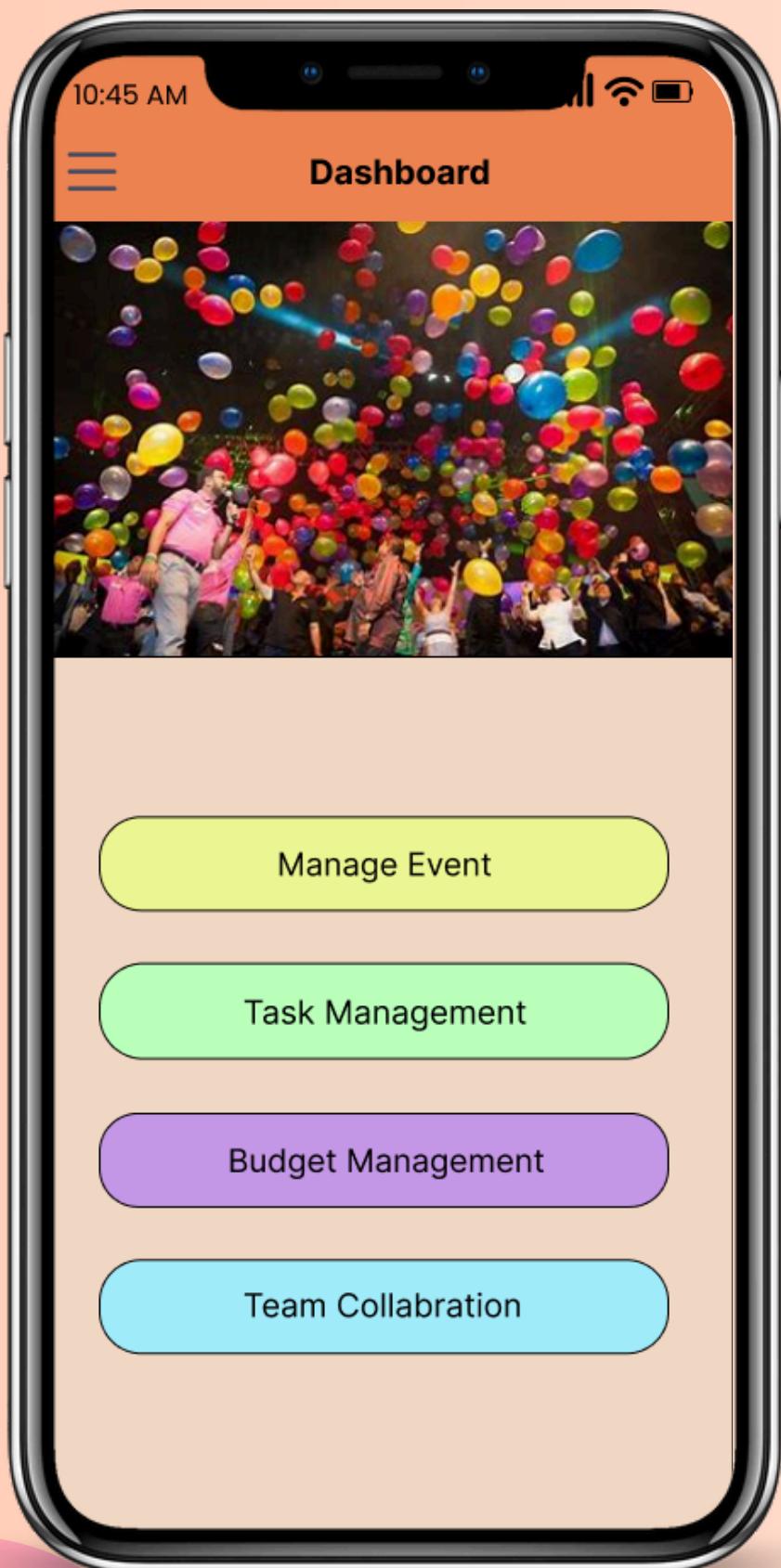
Eventify makes event management effortless! Create, customize, and organize events seamlessly

# Task Management Process



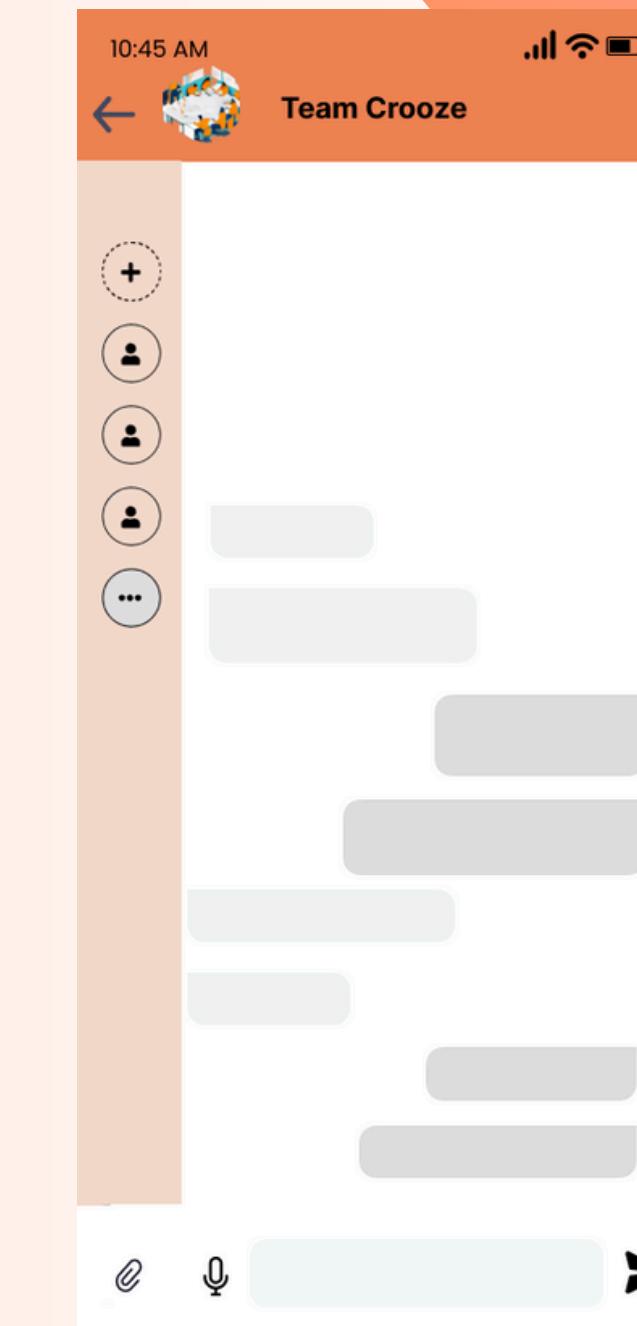
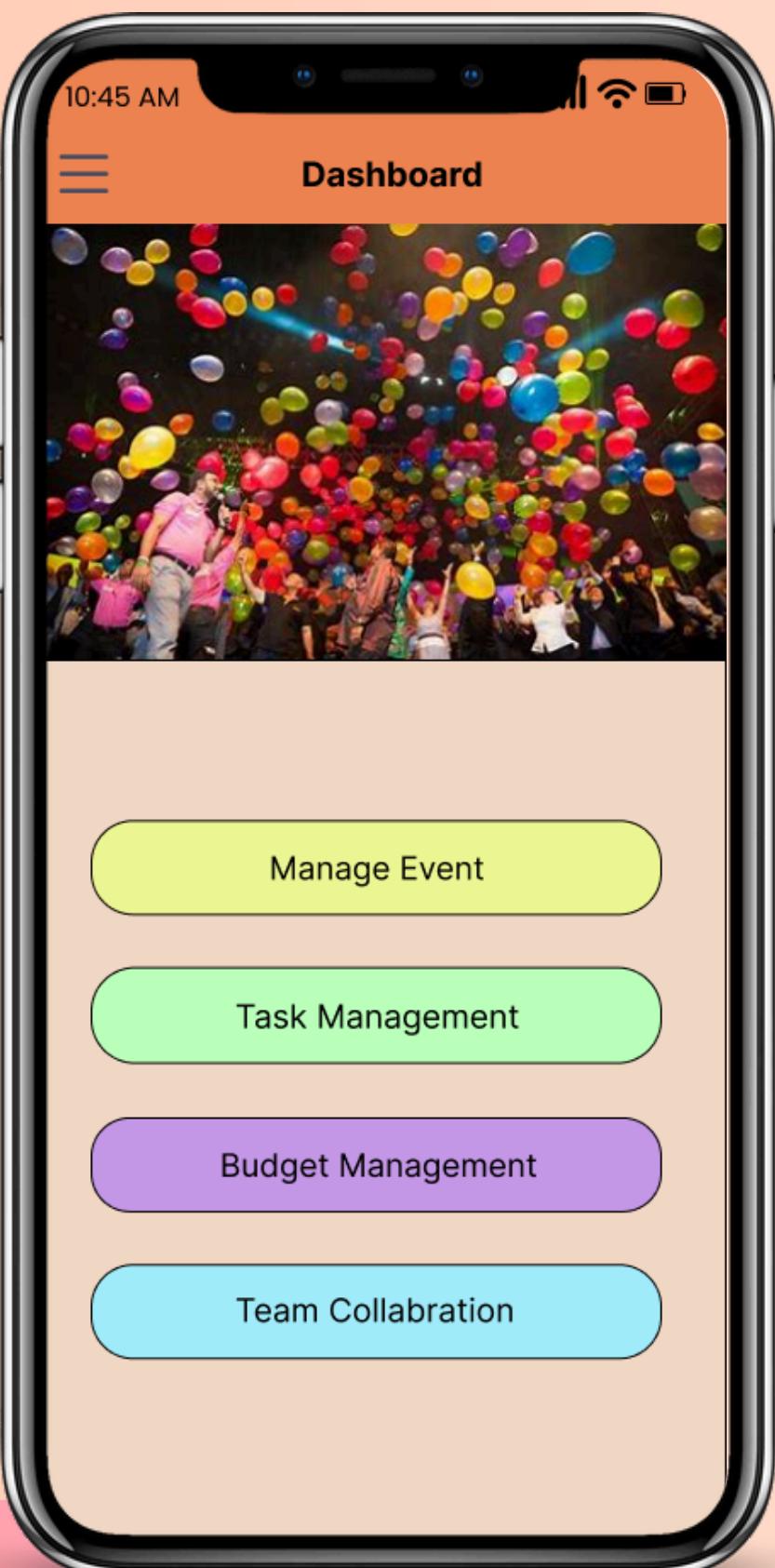
Eventify create, track, and update tasks with status indicators to keep everything on schedule.

# Budget Management Process



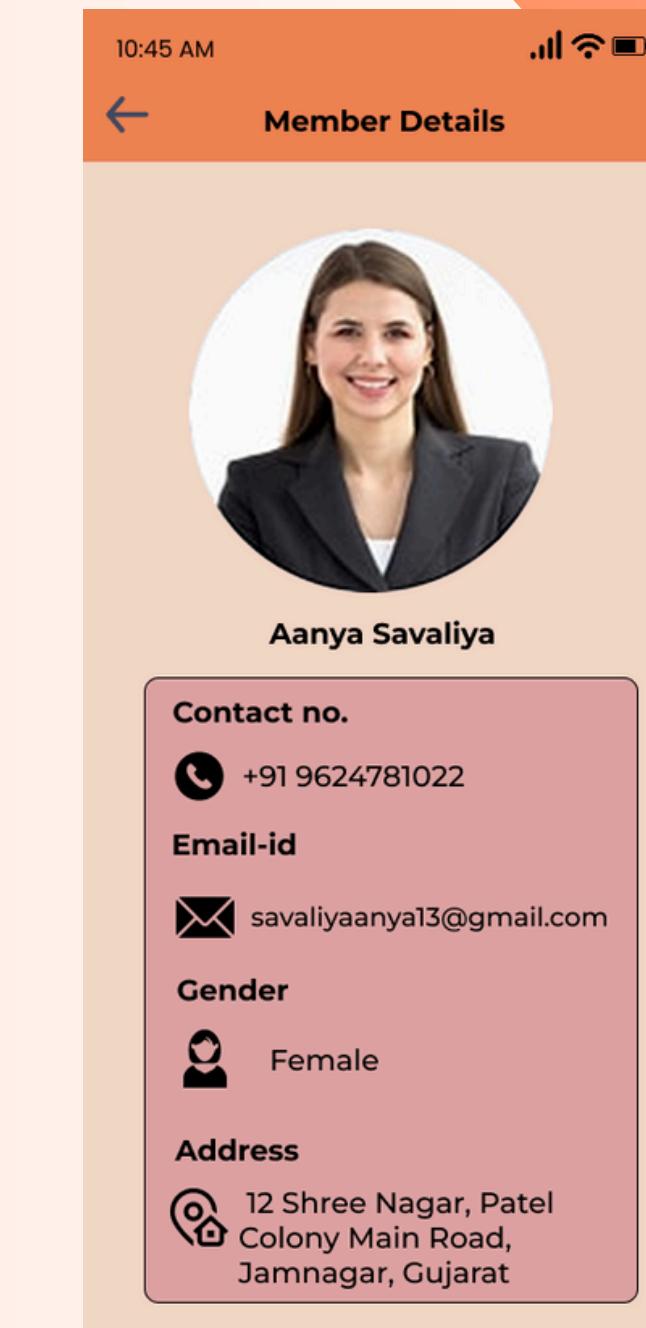
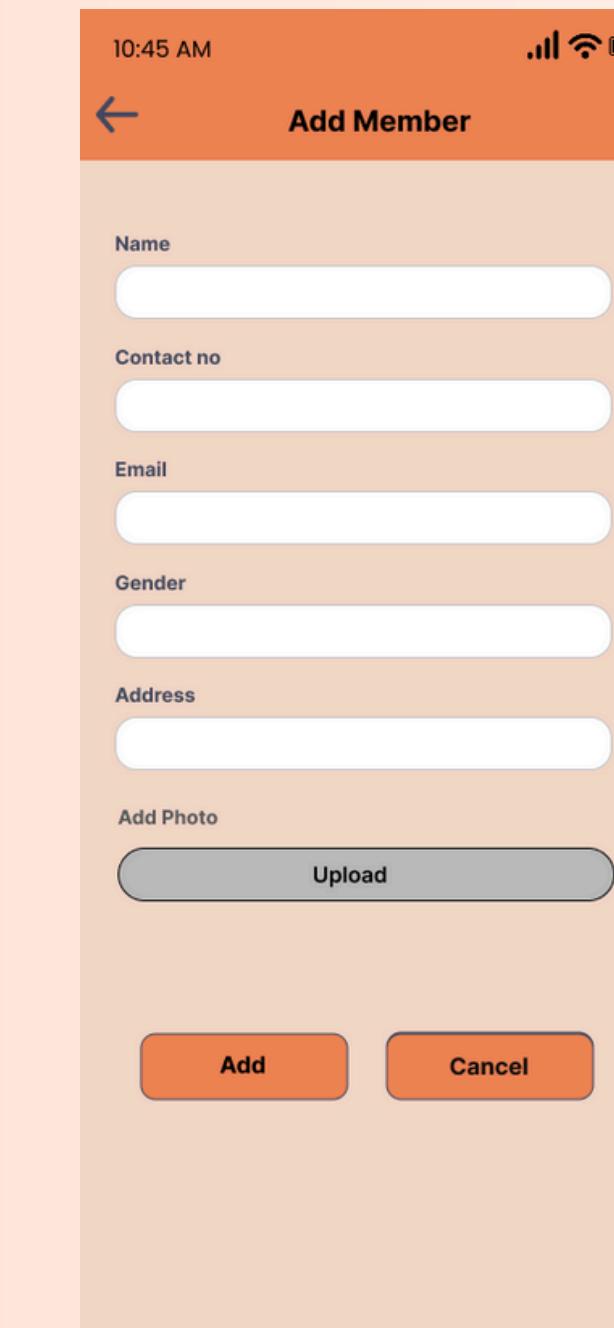
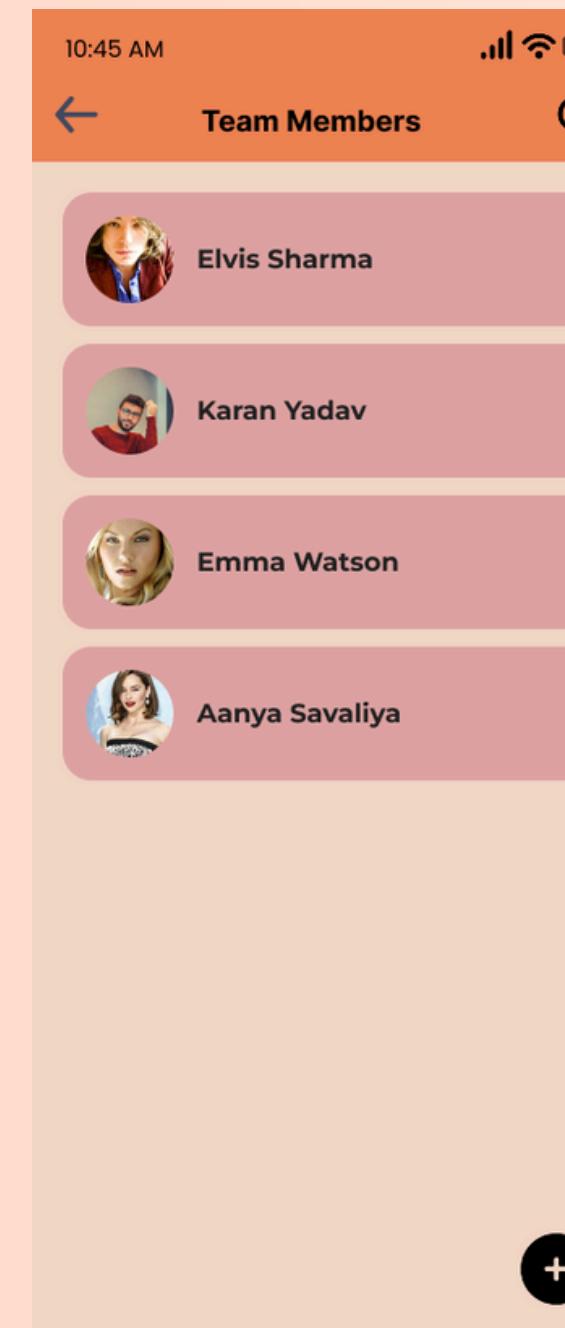
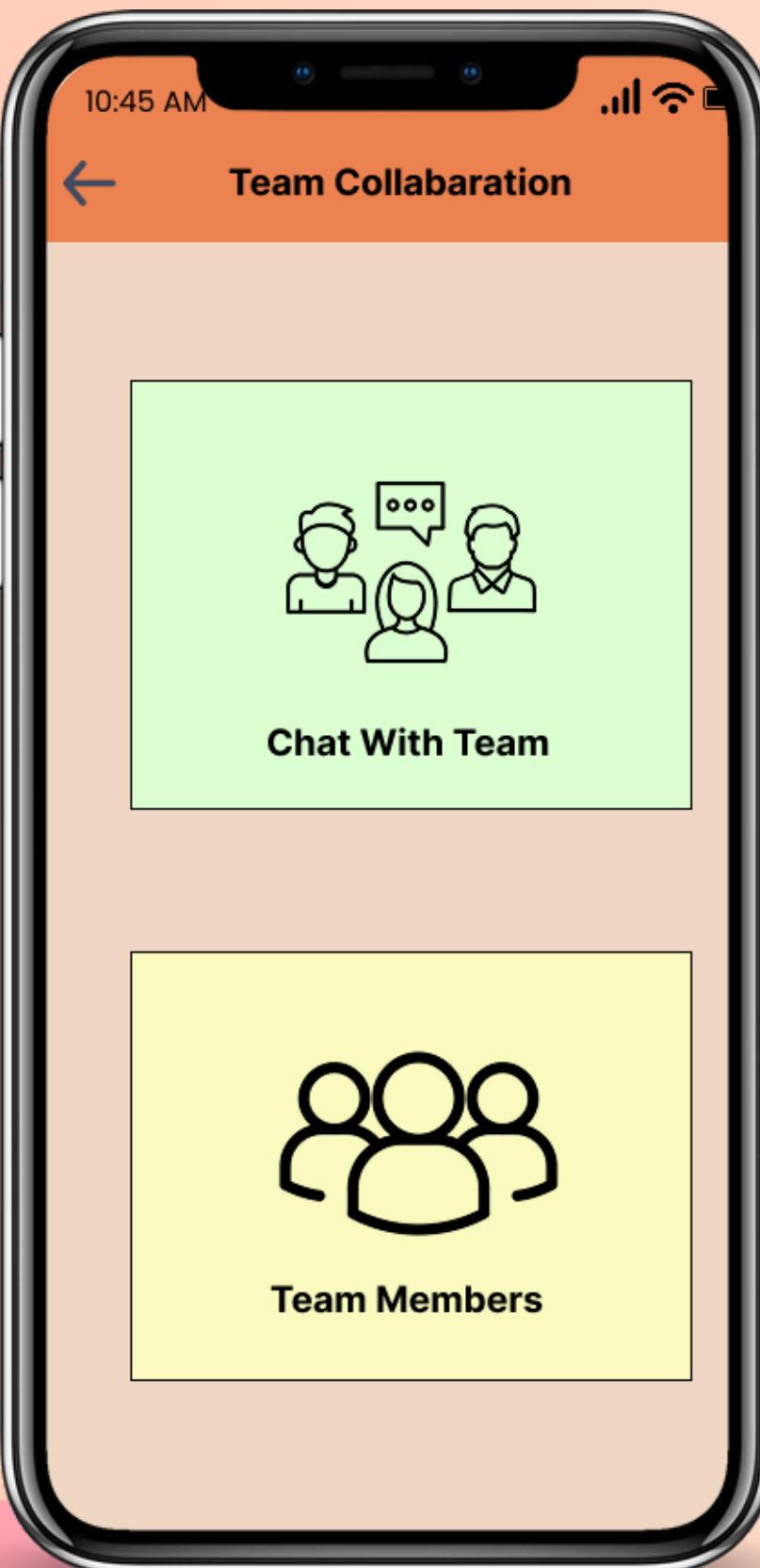
Eventify track expenses, manage payments, and stay on budget effortlessly for a stress-free celebration.

# Team Collaboration



Enhance teamwork with Eventify! Chat with your team, manage members, and collaborate seamlessly.

# Team Member Process



Eventify add, view, and organize team members to ensure smooth collaboration and seamless event execution.

**SET THE DATE**

**EVENTIFY**

**MAKE IT GREAT**

# Team Member

## MENTOR - PROF. ANUPAM RANA



**Meet Zalavadiya**  
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**Thank You**