***Template Design Information Gathering Form***

**Q1. Who is your target audience or community (age, locality, interest)?**

**EventMploy is a marketplace that links event organisers with event freelancers.**

**Events can be – weddings, festivals, sporting events, business events, conferences, conventions, theatre, dance parties, fun-runs, charity events, fashion shows, charity lunches/dinners.**

**Event Freelancers would be aged 20-65, (although more commonly aged between 25-35), they are generally free spirits, open to opportunities, great with attention to detail, resilient, hard working, hard playing, thrive on drama and pressure in their work, creative, multi-skilled, single, large social networks. Geographically they are located throughout the world in stable economies where people feel safe enough to come together to experience events. Initially EventMploy would target Australian markets but as soon as possible expand into other viable international markets.**

**Event organisers would be aged 40-70 they can be artisitic/creative, entrepreneurial, risk takers, time poor, resource poor, financially savvy and they often have very high expectations of the staff working for them expecting long hours for small wages. As with the event freelancers, event organisers are found all over the world.**

**Event freelancers can sometimes also be event organisers. For example, I am an event freelances but one job I recently took for a six month contract I was responsible for hiring freelancers for the event.**

**Q2. Who is your competition?**

**Competition is online recruitment agencies – seek.com, indeed.com, Sidekicker.com**

**Labour hire companies such as Adecco, Event Workforce Group**

### Q3. Image & Style

The visual metaphors, graphic design and color scheme of your apps and website will communicate volumes to the visitor about you and your business.

What IMAGE or feel do you want to project? (check as many as apply)

|  |  |
| --- | --- |
| *Traditional Contemporary Conservative Cutting edge Formal Casual Serious Friendly Corporate* | *Personal Expensive Affordable Professional Creative Low-Cost Exciting Elite Industry Leader Other:* |

Q4. List a few sample apps and websites which according to you are awesome.

Eventbrite (App)

Netflix (App/Webpage)

Sidekicker (App)

Melbourne Convention and Exhibition Centre [www.mcec.com.au](http://www.mcec.com.au)

Q5. List one or two sample apps and websites with a similar structure and layout for your site?

Sidekicker

EventMploy.com

Q6. Please fully describe any design preferences you have. You can type as much as you like.

In terms of design simplicity is key, this is a functional site where people want to get on, get done what they need to get done and go and do something more fun.

What I am selling is freedom and peace of mind. If I am an event freelancer I don’t look for jobs, jobs find me giving me peace of mind I have work in the pipeline and freedom to go and do other things that are more fun than looking for a job.

If I am an event organizer I have to run my event on the scheduled date, if I don’t have staff to help me deliver that event I will be full of anxiety. Once again we are selling peace of mind that the jobs are filled and freedom that I can work on the rest of my event rather than worrying if I have enough staff to help me deliver the event.

Q7. Please list a few apps and websites that have an image or style that you **DO NOT** like, and why.

I don’t like anything overly complicated or busy.

Q8. What colors you want for your apps and website? (Some popular colors are listed on next page for you to choose

from)

Colours I currently use are

Colour Hex # Orange #f68421 Blue #0551a3 Grey #58595d Purple #af31ba Pink #fce3e2

### Some Popular Colors

### *Neutral Colors*

Shiny silver [#EEEEEE]

Reddit white [#FFFFFF]

Magnolia Mag.nolia [#F9F7ED]

Interactive action yellow [#FFFF88]

Qoop Mint [#CDEB8B]

Gmail blue [#C3D9FF]

Shadows Grey [#36393D]

### *Bold Colors*

Mozilla Red [#FF1A00]

Rollyo Red [#CC0000]

RSS Orange [#FF7400]

Techcrunch green [#008C00]

Newsvine Green [#006E2E]

Flock Blue [#4096EE]

Flickr Pink [#FF0084]

### *Muted Colors*

Ruby on Rails Red [#B02B2C]

Etsy Vermillion [#D15600]

43 Things Gold [#C79810]

Writely Olive [#73880A]

Basecamp Green [#6BBA70]

Mozilla Blue [#3F4C6B]

Digg Blue [#356AA0]

Last.fm Crimson [#D01F3C]

Any Special comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_