

A Project Report

on

EventAffair -

An Event Management App

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Class: BE – IT

Academic Year: 2022-23

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Table of Contents

Table of Contents	2
System Concept Statement	3
System complexity	3
Question and Interview Answers	4
Analysis of the answers	8
Analysis of the competitors	8
List of functionalities they provide	8
What we are doing differently	9
Requirements Gathering	9
Design Informing Model	12
Social model	12
Flow model	13
Artifact model	13
User Persona	14
Wireframes	17
Storyboard	18
UI Screenshots	20
Usability Testing	34
First Click Test	34
5 Second Test	35
Design Test	36
Navigation Test 1	37
Navigation Test 2	38
Navigation Test 3	39
Navigation Test 4	40
UX Target Table	41
Conclusion	42
UX Team Members' experience in doing the complete project	43
All Client Testimony	44

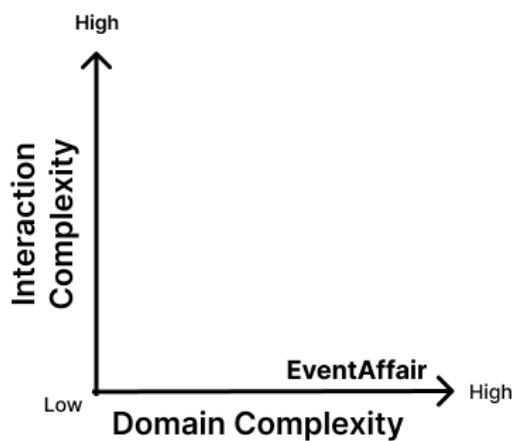
System Concept Statement

EventAffair is an all-in-one platform providing service to potential customers seeking to organize events or purchase event tickets. This system in the form of a mobile application will provide easy and rapid booking of events such as concerts, movies, performing arts, school, college, and company events along with comprehensive information about the events. This system will allow users to organize and manage all aspects of an event, including catering, decor, venue, rentals and more. Compared to conventional event management systems which are manual, EventAffair will save users time to search caterers, decorators and managers individually by providing all the event aspects at one place according to their budget and theme. The goal of the application is to provide enough features to offer full control over booking and planning capabilities to users while also ensuring that it is intuitive to use for people from different technological backgrounds. **(146 words)**

System complexity

Simple Interaction, Complex Work Domain

- The interaction complexity of the EventAffair system is low since individual tasks are easy to perform and special skills or training are not necessary to use the application.
- The Work Domain complexity is high because the underlying domain involves catering to multiple stakeholders, providing extensive information, and ensuring a smooth flow of the planning of an event for booking a ticket for any event.



Questionnaire and Interview Answers

Questionnaire:

1. Do you require a web-based or mobile-based application?

Mobile-based application is required.

2. What are the major features of the system and how do they work?

The major features of the system would be being able to ticket booking of the events and making online organizing of events easy by providing all the information related to things required in the event. Users can look for venues, caterers and decorators in the application and book them according to their needs and budget to plan the event.

3. What is the main goal of the application?

The main goal of the application is that people can easily understand about the events and can manage it online by planning every part of it without the need of contacting an event management company and having an exclusive event organizer. And also allow people to reserve tickets for

4. How would you describe the usability of the product and the most important tasks the users need to perform using this application?

The application should be user friendly, should be easy to navigate and user friendly, because only then the people would be willing to use it. The application should be aesthetically pleasing to the user, and at the same time should provide sufficient information and options so that it catches the interest of the users and motivates them to act upon.

5. Which type of events does the application provide for booking?

School events, college events, company events, etc.

Examples: film events, oculus, spacex, sports events, musical events, etc.

6. What are the different types of users?

There should be two types of users: event managers (organizers), customers (the ones buying tickets). All users should be able to perform both functions, separate login is not required.

7. Does any existing application for this purpose exist?

There was no such application that actually allowed both booking tickets and planning events on the same platform.

8. What details can the host provide for the event?

The following are the details of the event the host can provide : Name of event, timings, venue, key points of event, center of attraction, venue, tickets details,etc.

9. Which payment mode do you prefer while making payments?

Online payments via UPI or net banking or debit/credit card

All payment modes can be available for payment.

10. What are the different kinds of authentication services that need to be integrated into the application?

After registration, users need to verify their email address and contact number through OTP verification before they can post any event for booking tickets on the application or book tickets for any events. No other verification is required.

11. Is a messaging interface required for potential customers/users to connect with event hosts/ managers?

Yes a messaging interface will make communication easier

12. Do event reviews impact your ticket booking experience?

Yes, if there is an event like garba nights then customers will check its reviews of last year.

13. Do you want a preview of the event before buying it?

Yes, a preview is required.

14. Are there any special needs of the user we should be aware of when designing?

Yes, you can save a history of users and according to that you can recommend the events to the user. Also you can show the most popular events on your website/app.

15. What are the new features that you are planning to explore in addition to those existing systems?

In the existing systems you cannot book tickets to the event from the same application and there was no way a person could track the guest list and look for multiple options of venue, decorators and caterers. We would like to explore these features and make planning of events easier without the need of an event planner.

16. How would you describe your past and current experience with existing systems?

There were not many options available for decorators and it is very tedious to go through all the content. It is not very user friendly. I would rather go to an event planner to help me plan the event than use that application.

17. What differentiates this business from its competitors?

Providing both options of event creation and event booking in the same application.

18. What have you attempted in the past that has worked /has not worked for the company?

Not attempted

19. What are the filters (parameters) the customers can apply to look for events?

The customers can look for the event by searching its name and should be able to filter the events based on price, locations, ratings and popularity.

20. Would you like to have an anonymous review collection system as a part of this new system and will it be up and running 24 hours a day?

Yes, we would like to have an anonymous review collection system, This would help us the customers to make better and informed choices.

21. What type of event notifications and recommendations would you like to receive ?

The event notifications and recommendations should be based on the events I have previously booked, their previous ratings by people and popularity.

22. How often do you like to receive these notifications?

I don't like to receive notifications very frequently. Receiving notifications twice or thrice a month would be more than enough.

23. How important is colour and aesthetic in your booking experience?

Aesthetically pleasing designs can provide memorable experiences and reinforce the brand identity. The colour and aesthetics influence the perception of the customer and so is very crucial for the booking experience inorder to engage more audience.

24. Do you prefer booking individual tickets or for groups? Would you like to have a collaboration option to book tickets with your colleagues?

We prefer booking individual tickets as well as groups. Yes, we would like to collaborate with our colleagues to book tickets.

25. Do you buy tickets for multiple events together or a single event at a time?

I like to buy tickets to a single event at a time.

Analysis of the Answers

The following features are expected to be integrated into the mobile application:

- Users should be able to book events on their desired dates based on room availability of seats.
- Users should be able to sort the events based on price, ratings, and reviews.
- Users should get event recommendations based on their previous bookings and should receive notifications for events
- Users should be able to collaborate with their friends to book tickets.
- The application should be user friendly and color and aesthetics is very crucial for the booking experience
- An in-built payment system to pay the bills.
- Features should be easy to use and understand so that people from all age groups can effectively use the system without any trouble.
- The application should make the event planning online easily by providing options and information related to caterers, decorators, and venues.
- There should be a messaging interface that will make communication easier between the person organizing the event and the one booking.

Analysis of the Competitors

WedMeGood - Wedding Planner

- WedMeGood is an Indian-Wedding Planning Website and app where you can find the best wedding vendors, with prices and reviews at the click of a button.
- Users can hire wedding planners in India, or look for the top photographers, or just some ideas and inspiration for their wedding.
- It provides a checklist, detailed vendor list, inspirational gallery and blog so that users won't need to spend hours planning a wedding anymore

List of things we do differently in our proposed system

- It caters to all aspects of event and not just the weddings

- It provides a single platform for ticket booking and event planning
- It allows the event organizers to track their guest list and send out invites
- It removes the middlemen and allows the user to plan every aspect of the event by providing multiple cost effective options

Plans : Event Planner & Meetup

- It is a free social event planner app. Plans makes it simple to be an event organizer, party planner
- It allows users to send invitations, create a guest list and meetup with friends or guests at local events
- It acts as an event calendar to keep track of your social life

List of things we do differently in our proposed system

- It provides a single platform for ticket booking and event planning
- It allows event organizers to look for photographers, venue, caterers and decorators at one place
- It caters to all aspects of event and not just the parties

Requirement Gathering:

The services required in the mobile application are:

1. All Users

- a. All users should be able to sign up and login to the system using their email address or social accounts.
- b. After successful verification, registered users should be able to login and use the system for their respective purpose.
- c. All users should also be able to edit their profiles and change their passwords.

2. Event Organizer

- a. The event organizer should be able to host and organize private and public events.
- b. The event organizer should be able to provide detailed information about the event, its location, timings, cost.

- c. The event organizer should be able to modify and manage all the information that is provided by it.
- d. The event organizer should be able to plan the event in a cost effective way.
- e. The event organizer should have options to hire professionals like anchors, DJs, makeup artists etc.
- f. The event organizer should be able to search for decorators, photographers, caterers, venues etc.
- g. The event organizer should be able keep a track of the guests list and make a to-do-list
- h. The event organizer should be able to track the progress of the event

3. Customer

- a. The customer should be able to book tickets and make reservations for events online.
- b. The customer should have the option to search, filter and sort of based on their preferences, desired dates and budget with ease.
- c. The customers should get event recommendations based on their previous ratings or reviews by viewers.
- d. The customer should be able to view the ratings, review, seats availability, timings of event, venue, discounts, and prices of tickets.
- e. The customers should be able to pay for the tickets in any following ways : UPI, debit cards, credit cards, **cash** and net banking.
- f. The customer should be able to message event hosts /managers.
- g. The customer should be able to receive notifications from time to time about upcoming, popular, favorite events and get reminders for the event they booked.
- h. The customer should be able to cancel tickets, have a refund and reschedule policy.
- i. The customers should be able to post comments, reviews and ratings for events.
- j. The customer can collaborate with others to book tickets.

Standard Format

1. Sign Up

Registering with email id or social media

Users should be able to sign up/register into the system using their email id or by using their social accounts.

2. Authentication

Log In

Registered users should be able to log into the system using their email id and password.

3. Finding events

Direct keyword search by event description

Users shall be able to search and find by content to identify relevant current and upcoming events

Browse events by parameters

Users shall be able to browse by category, description, venue, time, rating, and price.

4. Event Booking

Reservation for selected dates

Users should be able to make event reservations for their desired dates based on Availability of seats.

5. Shopping cart

Existence of feature

Users shall have a shopping cart concept with which they can book multiple items and pay only once

Accessibility of shopping cart

Users shall be able to view and modify shopping cart at all times

6. Service Feedback

Rate user experience

The users should be able to rate their experience by giving stars and reviews. This rating will be visible to all other customers using this application in the form of an average rating.

7. Payment

Buy the tickets

Users should be able to purchase the tickets using their desired modes of payment from the options available such as - credit card, UPI, etc

8. Event Information

Upload event information

The event organizer should be able to upload and manage all the information related to the event including time, date, venue.

9. Planning event

Searching and creating event

The event organizer should be able to search and book decorators, caterers, venues, photographers etc for the event.

Filter searches

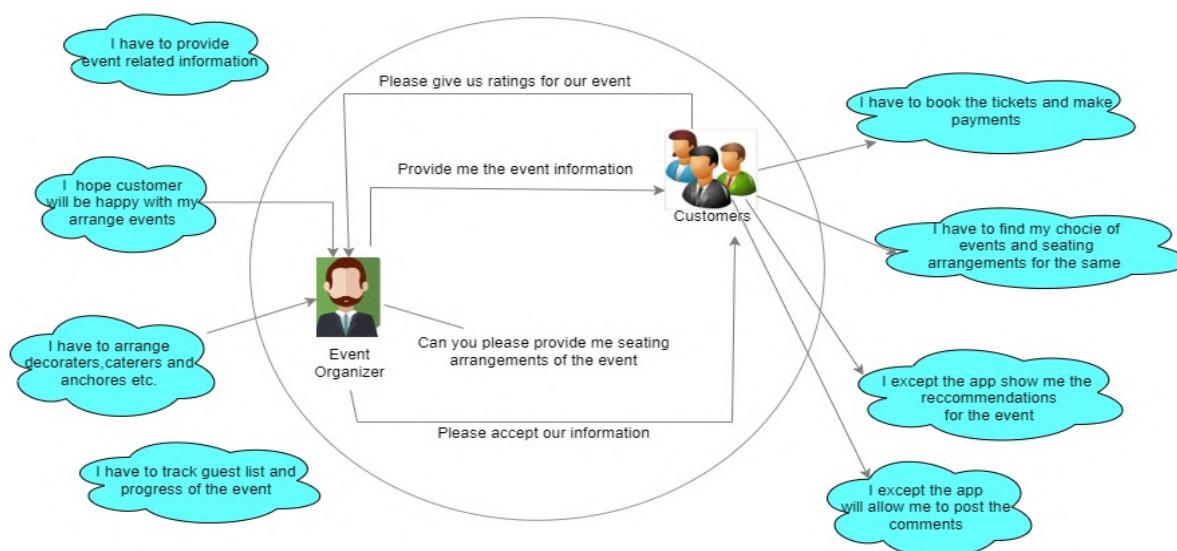
The event organizer should be able to filter the option through price, reviews, ratings.

Sending and tracking invites

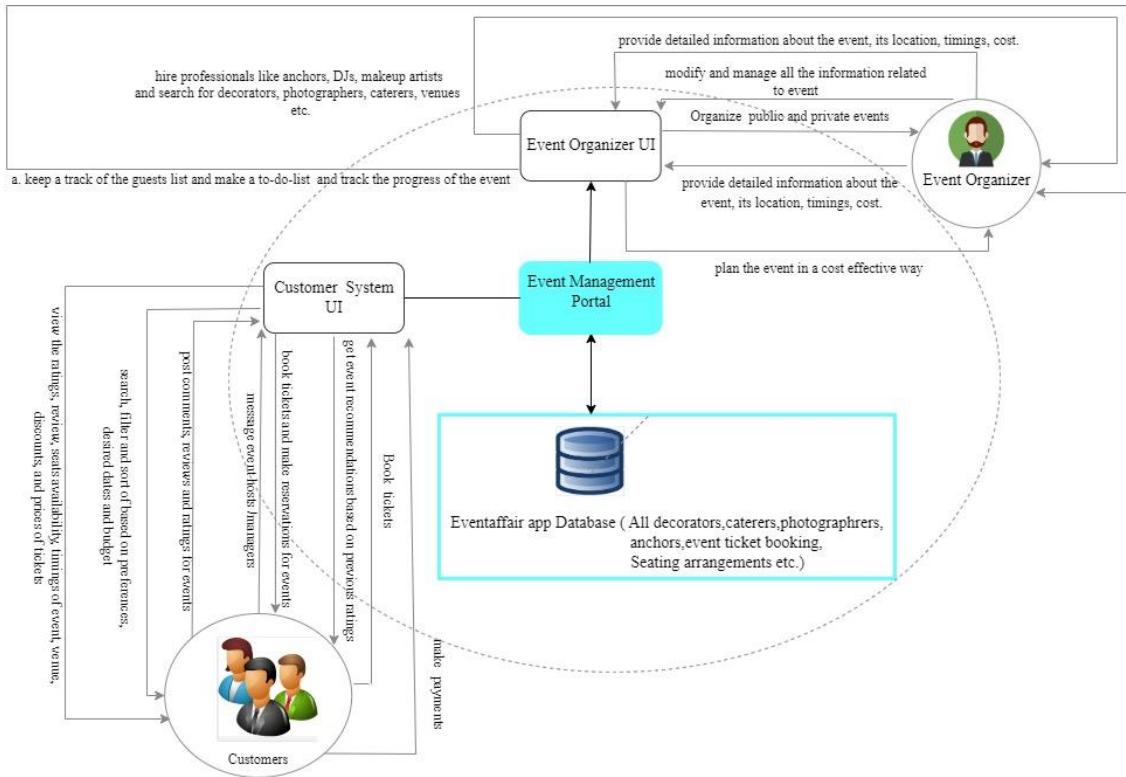
The event organizer should be able to send invites to the people and track the guest list.

Design Informing Models

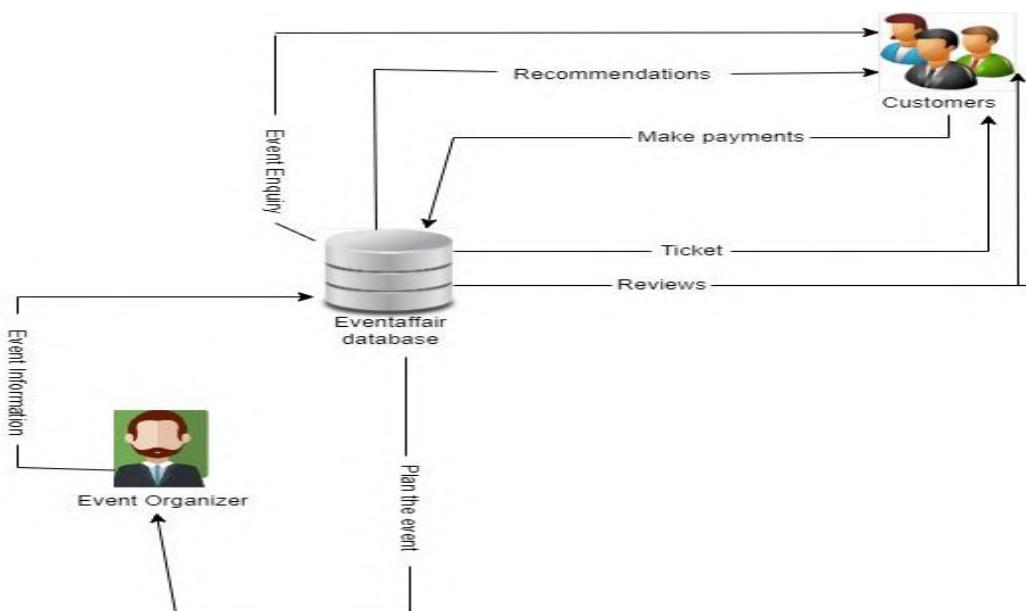
Social Model



Flow Model



Artifact Model



User Persona

Aayushi Masurekhar



AGE 23
EDUCATION B. Tech
STATUS Dating
OCCUPATION Software Engineer
LOCATION Delhi
INCOME 15LPA

“ I want one solution for planning and make the event memorable

Interests
loves travelling, foodie, shopping

Bio
Aayushi is 23 year old living in Delhi currently pursuing Masters in Mass communication. She likes to explore new places, listen to music and driving. She likes to meet her friends often and enjoys going to restaurants, cafes, bars or just hanging out in malls.

Goals

- Wants to plan surprises for loves ones on special days
- Plan an event without exceeding budget
- Find new locations to celebrate

Frustrations

- Not able to plan on time
- Compromise on arrangement for an occasion due to last moment preparation
- Lack of suggestions based on budget
- Fails to prepare a proper guest list and leave some people to invite

Personality

Social Goal Oriented Family Centric

Kushal Shah



AGE 25
EDUCATION B. Tech
STATUS Single
OCCUPATION Software Engineer
LOCATION Bangalore

“ Too lazy to research for long, I want to buy tickets at last minute

Tech Savvy

Bio

Kushal is a Software Engineer in Barclays since the past 3 years. He is a very techno-savvy person, enjoys helping others. He has a very busy schedule and faces a lot of work pressure on weekdays. He loves listening to music and being a Bollywood geek; he often spends his weekends by going to concerts and movies by himself or with his friends.

Goals

- Finding concertst that are nearby
- Budget friendly shows
- To get event recommendations based on interest.

Frustrations

- Pressure from boss
- Tickets are expensive
- Unable to find tickets to concerts on weekends.
- Unable to spend quality time.

Personality

Introvert Logical Good Leader Helpful

**Treesha Shetty**

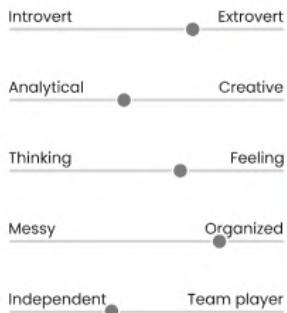
40 years
Chartered Accountant
Married
Mumbai

Treesha is a chartered accountant, living with her husband and 9yr old daughter. She looks after the households and take care of her family. She likes to travel and enjoy every moment and also wish to celebrate time with her family and friends. Social gathering plays an important role in her life as it is a stress buster for her. She is looking for a complete planner to organize events.

GOALS

Reasons to use our service

- keep a track of important occasions and dates
- to get variety of options for decorators, caterers, DJ and venue
- to plan a date with her husband
- birthday planning for 9 year old
- plan a party in a systematic manner
- wants an all in one party planner application

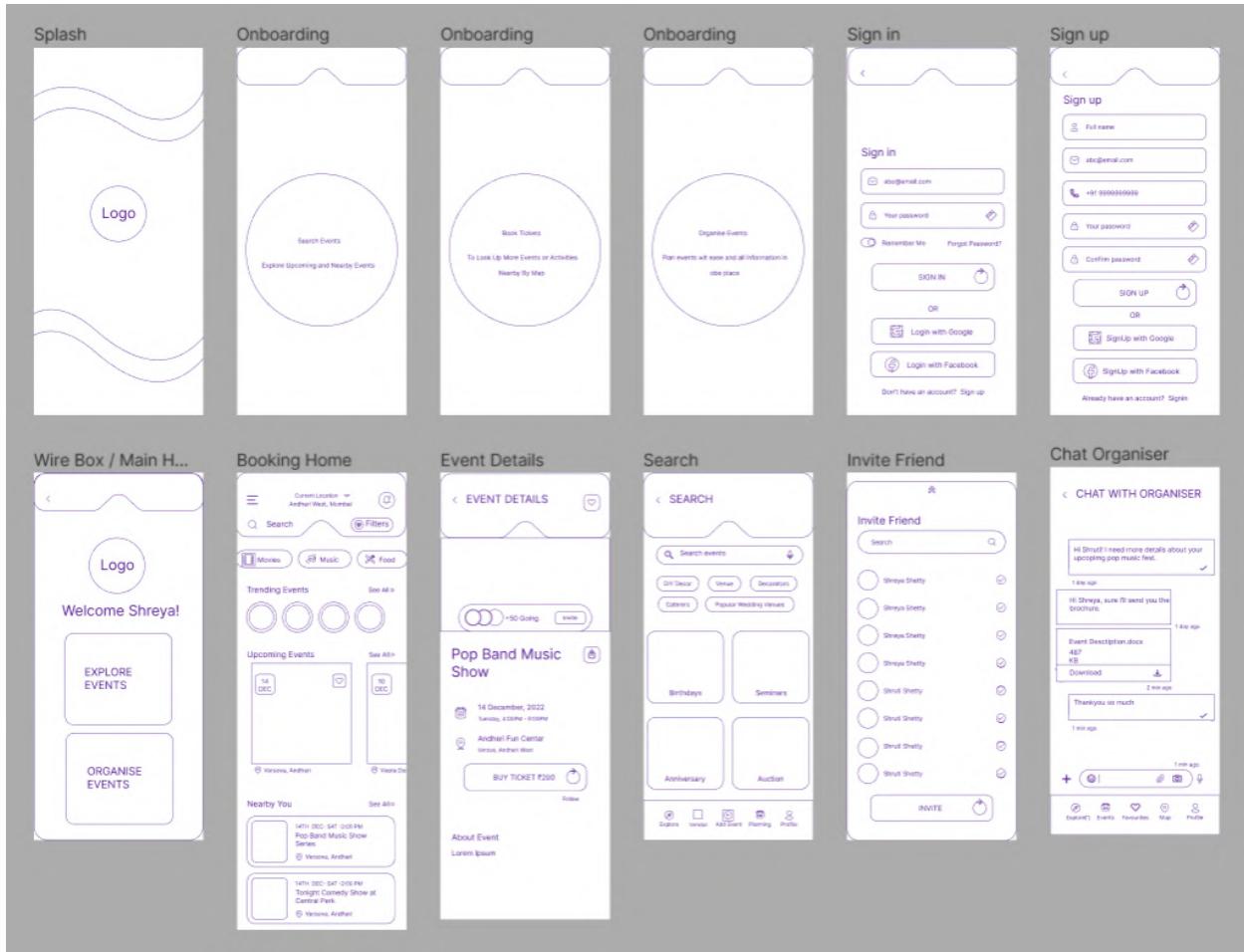
PERSONALITY**BRANDS****INTERESTS**

WRITING **SHOPPING**
READING **COOKING**

FRUSTRATION

- Forgets important dates
- Cannot keep a track on guests
- Difficulty in deciding menu for the party
- Inaccessible venue, time

Wireframes



Storyboard

Before using the application:

CURRENT SITUATION

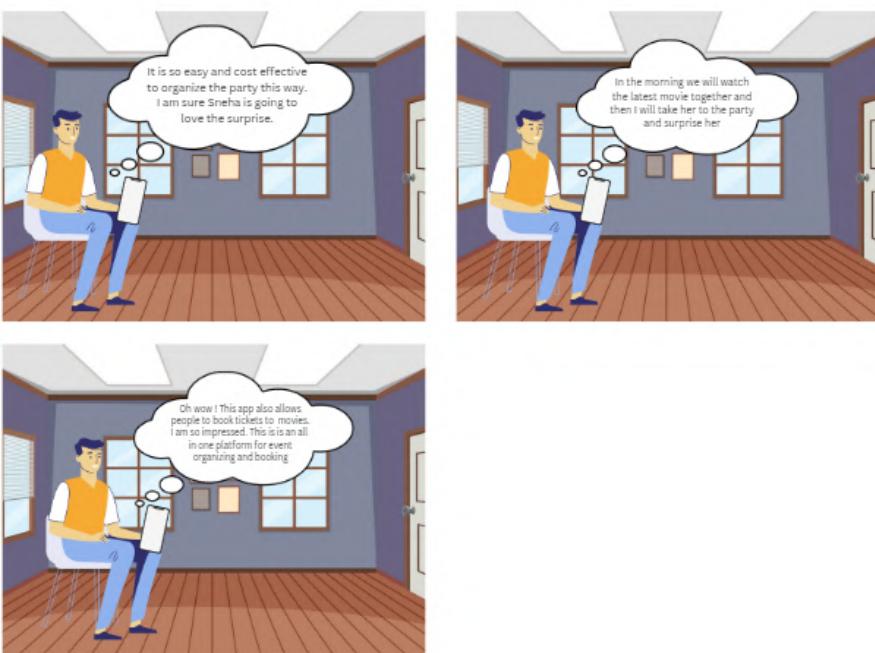


After using the application:

ENVISIONED SYSTEM



ENVISIONED SYSTEM



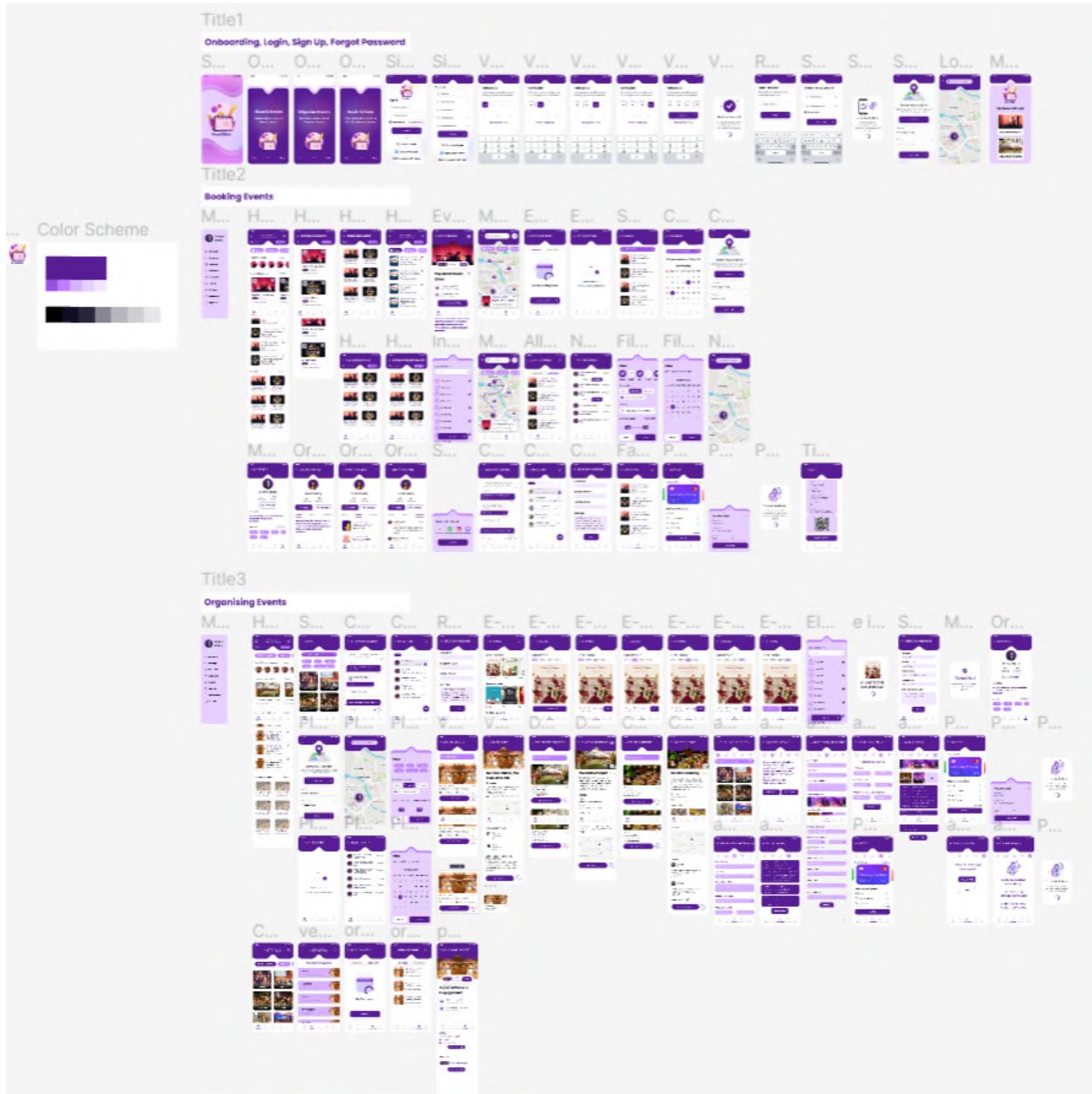
UI Screenshots

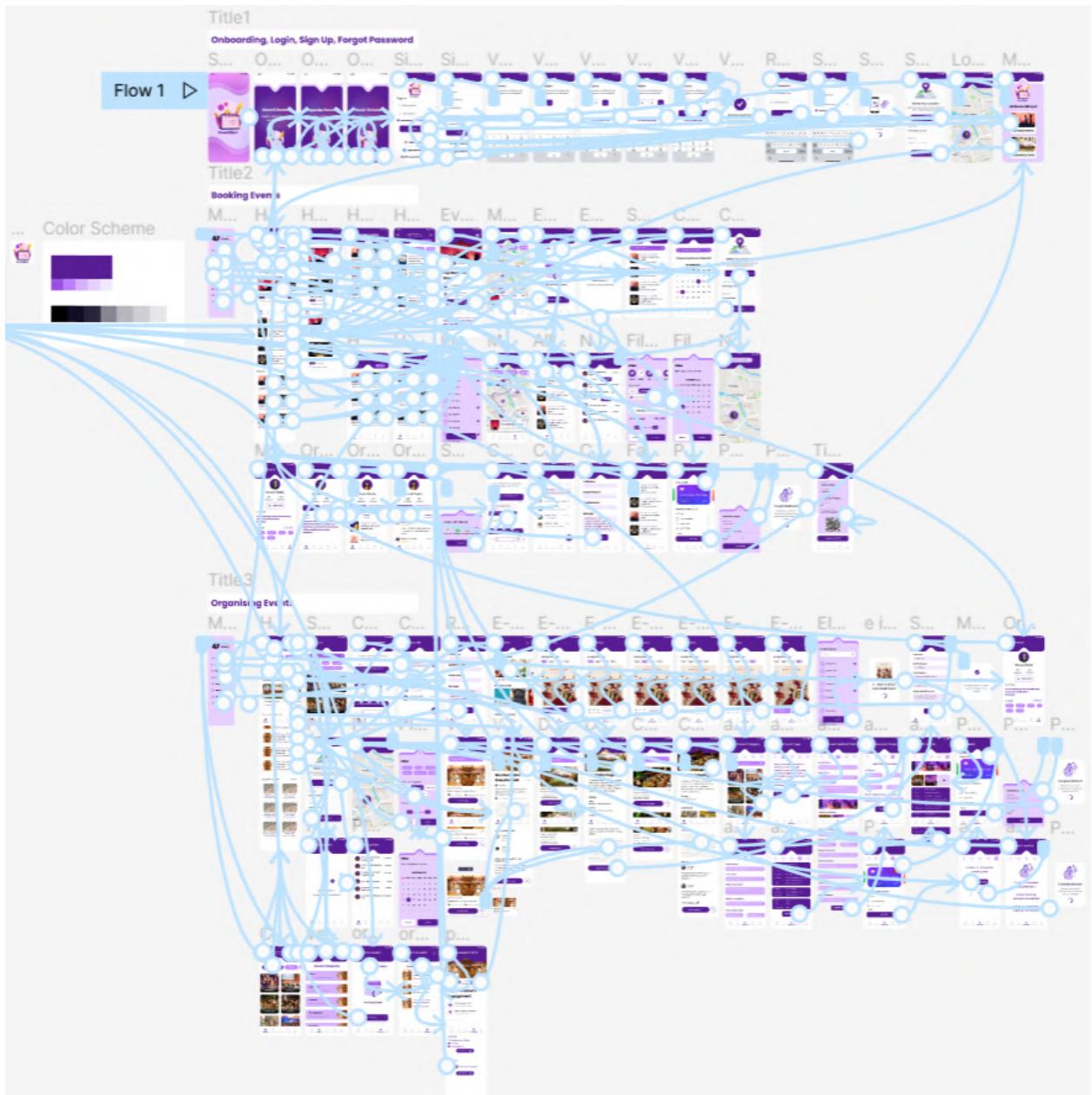
Prototype Link:

<https://www.figma.com/proto/D2alScReHRqWBOFQh6j2Iv/EventAffair?page-id=0%3A1&node-id=1%3A3557&starting-point-node-id=1%3A710&scaling=scale-down>

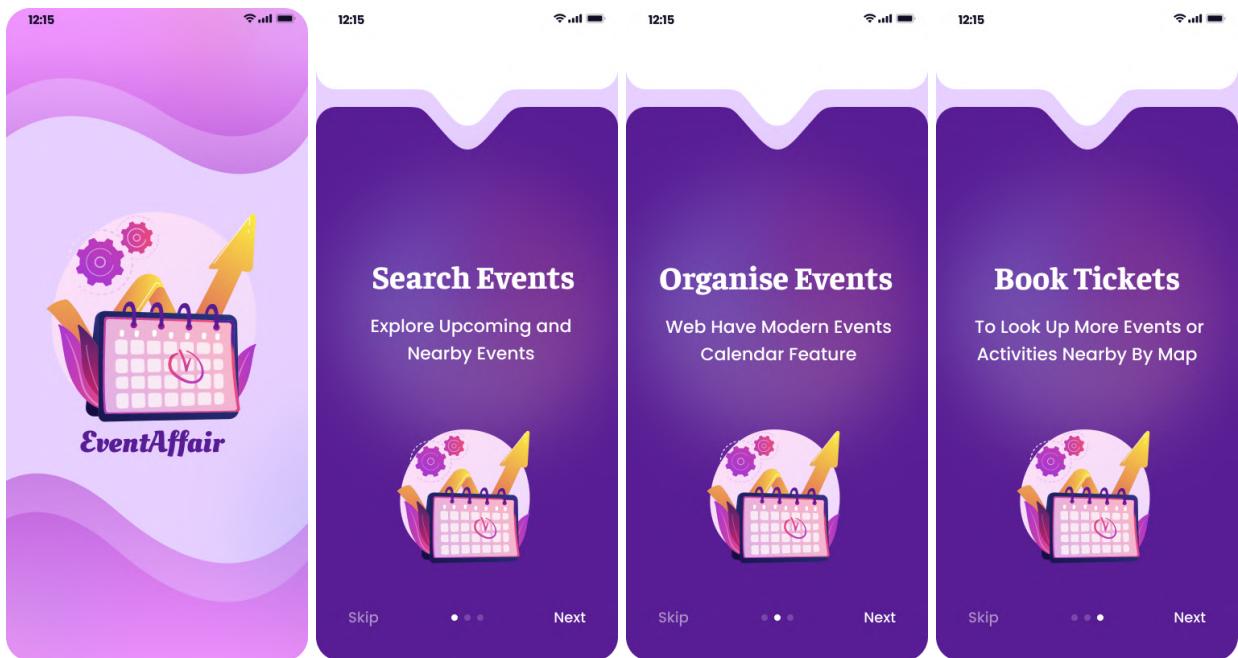
Figma UI Link:

<https://www.figma.com/file/D2alScReHRqWBOFQh6j2Iv/EventAffair?node-id=0%3A1&t=R9srfwsXIY0Nbrkn-1>

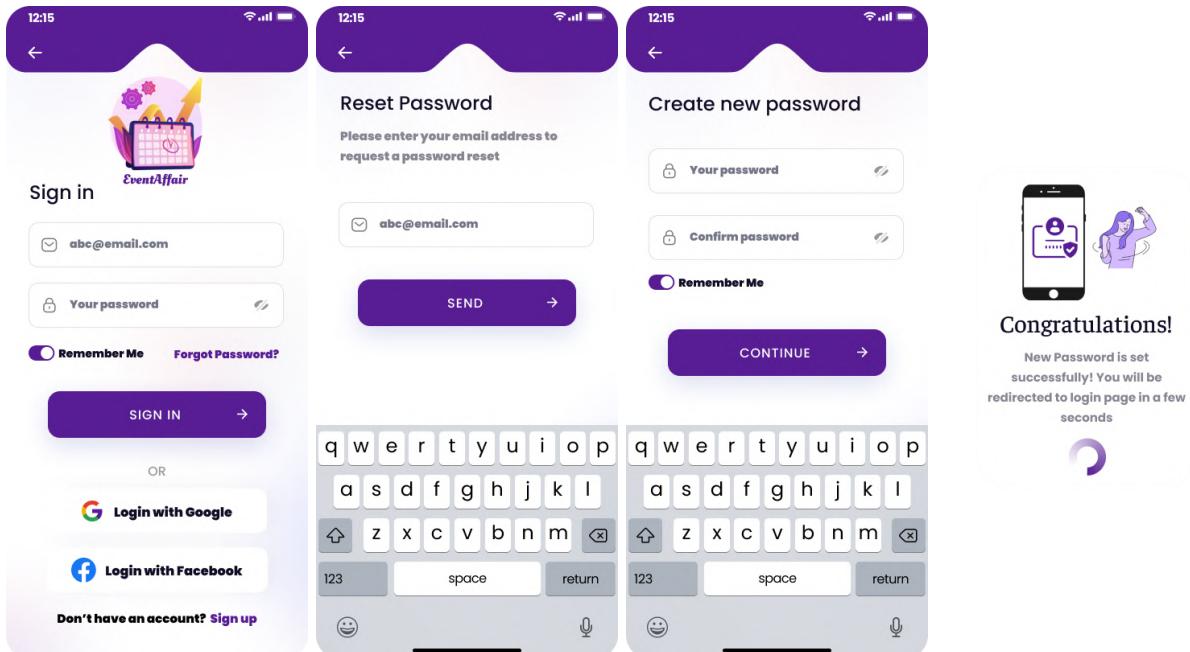




Onboarding:



Login, Forget Password, Sign Up, Location Setting and Home Screen:



Sign up

Full name: abc@gmail.com
Email: abc@gmail.com
Phone: +91 9999999999
Password: Your password
Confirm password: Confirm password

SIGN UP →

OR

SignUp with Google

SignUp with Facebook

Already have an account? [Signin](#)

Verification

We've send you the verification code on shreya@gmail.com & 9999999999

Verification

We've send you the verification code on shreya@gmail.com & 9999999999

Verification

We've send you the verification code on shreya@gmail.com & 9999999999

Re-send code in 0:20

Re-send code in 0:20

Re-send code in 0:20

1 2 3
4 5 6
7 8 9
0

1 2 3
4 5 6
7 8 9
0

1 2 3
4 5 6
7 8 9
0

Congratulations!

Your account is ready to use!
You will be redirected to the Home Page in a few seconds

Select Your Location

Switch on your location to stay in tune with what's happening in your area

USE MAP →

Your Zone: Veera Desai Road

Your Area: Types of your area

CONTINUE →

Search Location

Yamuna Nagar, Milat Nagar, OSHW, KHANDWALA COMPLEX, LOKHAN, NEW MHADA, SAB TV Lane, National Institute, Dr Eye, Raheja Classique Club, Dr. M.I. Dongerwala - andheri, Shreeji's, Vital Care Centre, Ameya Maternity and Nursing Home.

Welcome Shreya!

EventAffair

EXPLORE EVENTS

ORGANISE EVENTS

Event Booking System:

Top Row Screenshots:

- My Profile:** Shows a profile picture of Shreya Shetty and a sidebar with links: My Profile, Messenger, Calender, Favourites, Contact Us, Help Me, Settings, Plan Event, and Sign Out.
- Upcoming Events:** Displays a grid of event thumbnails for 'Pop Band Music Show' and 'Comedy Show'.
- Featured Events:** Shows a grid of featured events including 'Pop Band Music Show' and 'Comedy Show'.
- Event Details:** Provides details for a 'Pop Band Music Show' on 14 December, 2022, at Andheri Fun Center. It includes a 'Buy Ticket ₹200' button and a summary: "Enjoy your favorite music and dance with your friends and family and have a great time. Food from local food trucks will be available for purchase." with a 'Read More...' link.

Bottom Row Screenshots:

- Invite Friend:** A search interface showing results for 'Shreya Shetty' and 'Shruti Shetty' with an 'INVITE' button.
- Search:** A search interface showing results for 'Search events'.
- Popular Nearby Events:** Shows a grid of nearby events including 'Pop Band Music Show' and 'Comedy Show'.

CHAT WITH SHRUTI

Hi Shruti! I need more details about your upcoming pop music fest.

1 day ago

Hi Shreya, sure I'll send you the brochure.

1 day ago

Event Description.docx 487 KB

Download

Thankyou so much

1 min ago

Looking forward to see you there.

1 min ago

+ (add contact)

FAVOURITES

14TH DEC - SAT -2:00 PM
Pop Band Music Show Series
Versova, Andheri

14TH DEC - SAT -2:00 PM
Tonight Comedy Show at Central Park
Versova, Andheri

14TH DEC - SAT -2:00 PM
Pop Band Music Show Series
Versova, Andheri

14TH DEC - SAT -2:00 PM
Tonight Comedy Show at Central Park
Versova, Andheri

EVENTS BOOKED

UPCOMING **PAST EVENTS**

No Upcoming Event

EXPLORE EVENTS

UPCOMING **PAST EVENTS**

14TH DEC - SAT -2:00 PM
Pop Band Music Show Series
Versova, Andheri

14TH DEC - SAT -2:00 PM
Tonight Comedy Show at Central Park
Versova, Andheri

14TH DEC - SAT -2:00 PM
Pop Band Music Show Series
Versova, Andheri

14TH DEC - SAT -2:00 PM
Tonight Comedy Show at Central Park
Versova, Andheri

NOTIFICATIONS

Sneha Invite Comedy Show Just now

Sneha Started following you 5 min ago

Kushal Invite Pop Music Show 20 min ago

Kushal Like your events 1 hr ago

Shruti Join your Event Music Festival 9 hr ago

Kushal Started following you Tue, 5:10 pm

No Notifications!

You have no new notifications

NOTIFICATIONS

Sneha Invite Comedy Show Just now

Sneha Started following you 5 min ago

Kushal Invite Pop Music Show 20 min ago

Kushal Like your events 1 hr ago

Shruti Join your Event Music Festival 9 hr ago

Kushal Started following you Tue, 5:10 pm

0

Filter

Filter

Select Date from calendar

DECEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

Explore Events Favourites Map Profile

MY PROFILE

SHRUTI'S PROFILE

SHRUTI'S PROFILE

SHRUTI'S PROFILE

PAYMENT

ADD NEW CARD

TICKET

Shreya Shetty
500 Following | 500 Followers
Edit Profile

Shruti Shetty
500 Following | 600 Followers
Follow **Message**

Shruti Shetty
500 Following | 600 Followers
Follow **Message**

Shruti Shetty
500 Following | 600 Followers
Follow **Message**

About Me
Love watching movies and attending music and food festivals
Read More

Interest
Movies, Concert, Music, Art, Movie, Others
CHANGE

Explore Events Favourites Map Profile

ABOUT EVENT REVIEWS

Enjoy your favorite dishes and a lovely time with your friends and family and have a great time. Food from local food trucks will be available for purchase.
Read More

IST MAY - SAT - 2:00 PM
A virtual evening of smooth jazz

IST MAY - SAT - 2:00 PM
Pop musical show

Explore Events Favourites Map Profile

ABOUT EVENT REVIEWS

Kushal Shah
★★★★★
Cinemas is the ultimate experience to see new movies in Gold Class or Vmax.

Treesha Shetty
★★★★★
10 Feb

Explore Events Favourites Map Profile

Saved Cards
+ Add New Card

5282 3456 7890 1289
Card Holder: Shreya Shetty
09/25

Other Payment Options

- UPI
- Cash on Delivery
- Google Pay
- Net Banking

Total ₹ 200.00
PAY NOW

Explore Events Favourites Map Profile

Name: Shreya Shetty
ID Proof: PAN Card
Date & Time: 31/12/2022, 9:00pm
Seat No.: E1
Event Location: Mumbai, Maharashtra

Congratulations!
Payment is successful!
Tickets will be mailed to your registered Email ID and Phone Number

ADD CARD

QR Code
DOWNLOAD TICKET

Share with friends

Copy Link WhatsApp Instagram Messenger
CANCEL

Event Organising System:

MY PROFILE

Shreya Shetty

500 Following 500 Followers

About Me

Love watching movies and attending music and food festivals

Interest

Movies Concert Music Art Movie Others

Birthdays Seminars Anniversary Auction

Vendor Categories

CATERERS

VENUES

Pavitra Catering

A terrace and high-end catering service for the discerning customers. Pavitra, an exclusive vegetarian catering service unveils a variety of cuisines and flavours.

Pricing Starting Price (Veg Menu) Rs.2,295 onwards

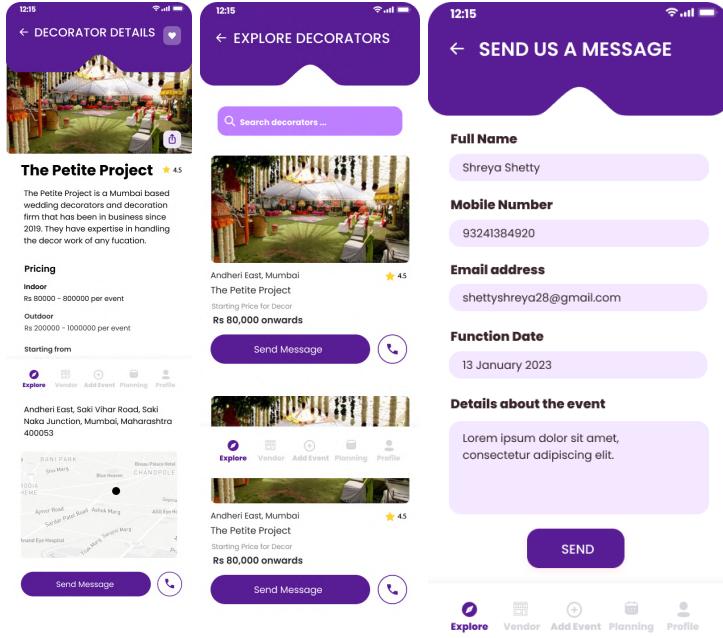
Send Message

Mumbai Metro, The Executive Hall

Neelkanth Udyog Bhawan, Saki Vihar Road, Saki Naka Junction, Mumbai, Maharashtra 400072

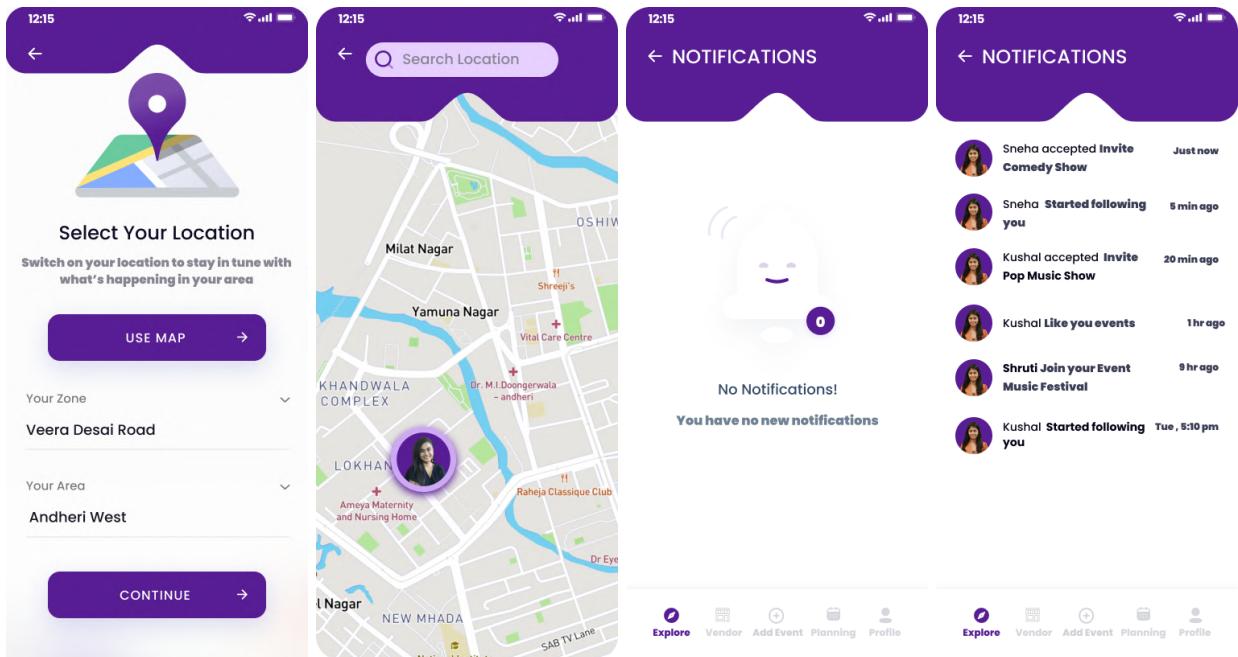
60 - 300 pax Banquet Halls, Lawns

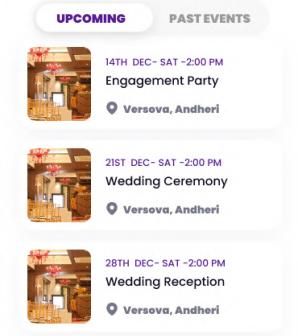
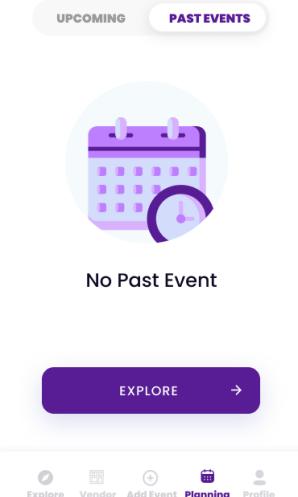
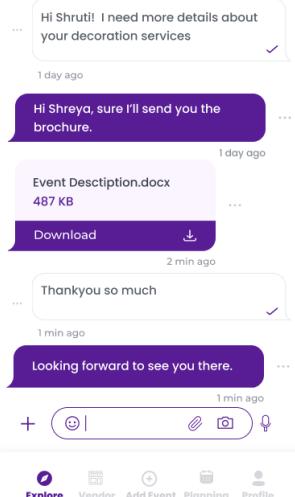
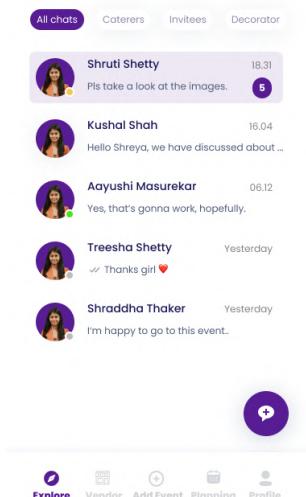
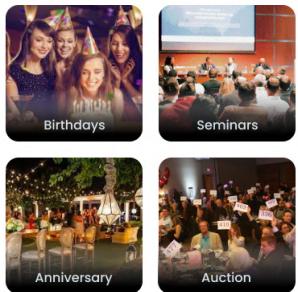
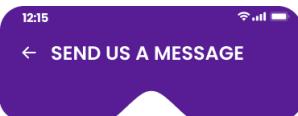
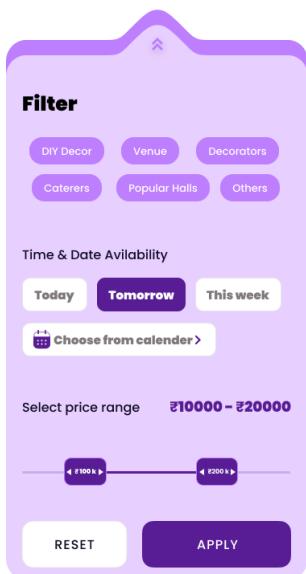
Send Message



The response from the vendor
will be available on your

The response from the vendor
will be available on your
chatbox





Engagement Party Overview:

Anjali & Rahul's Engagement

14 December, 2022, Andheri Sports Complex, Mumbai, Maharashtra, India.

Select Event Category:

Whar event are you looking for....

Birthdays, Seminars, Anniversary, Auction

Select Event Type:

Do you want general public to attend your event (Public event) or is your event a private ceremony requiring caterers, decorators, venue etc. (Private Event)?

Please select one of the following to continue :

Public Event, Private Event

Create Event Tickets:

Add Ticket Details

VIP Ticket, Economy Ticket

Select Ticket Purchase Deadline

Continue

Confirm & Pay:

Cover Photo, Photos

Event: Music Concert, Date: 19 November 2022, Time: Fri, 7:00pm - 11:30pm, Location: Mumbai, Maharashtra, India, Address: Jio World Garden, P/H 123 G, Block 17 P, Bandra East, Organiser: Musical World, Konik

Name: Shreya Shetty, Email Id: shreya22@gmail.com

Tax: ₹200, Total Amt: ₹1423

Continue to Pay

PAYMENT:

Saved Cards

Mastercard, 5282 3456 7890 1289, Card Holder: Shreya Shetty, Expiry: 09/25

Other Payment Options

UPI, Cash on Delivery, Google Pay, Net Banking

Total: ₹ 200.00, PAY NOW

Add New Card:

Name on card: Shreya Shetty, Card number: 1234 4567 7890 1234, Expiry date: 02/24, CVV: ***

ADD CARD

Congratulations!

Payment is successful!
Event planned is confirmed!!
Event Id : APP102967

Add Event Details (Private)

Event Name: Type your Organiser Name

Event Type: Enter your Event Type

Event Description: Enter more details about Event

Select Host Name: Enter your Host Name

Select Event Date: Start Date, End Date

Confirm & Pay

Event: Music Concert
Date: 19 November 2022
Time: Fri, 7:00pm - 11:30pm
Location: Mumbai, Maharashtra, India
Venue: Jio World Garden, P/H 123 G, Block 17 P, Bandra East
Host: Musical World, Kohik

Name: Shreya Shetty
Email Id: shrey2@gmail.com
Number: +91 8083871655

Cost: ₹1223
Tax: ₹200
Total Amt: ₹1423

PAYMENT

Saved Cards: + Add New Card

Card Holder: Shreya Shetty, Expiry: 09/25

Other Payment Options: UPI, Cash on Delivery, GPay, Google Pay

Total: ₹ 200.00 PAY NOW

Create E-Invites

Create E- invites for event guest

E-Invites

E- Invites created successfully!!

Event Planning process completed

Order is confirmed
Event Id : APP102967

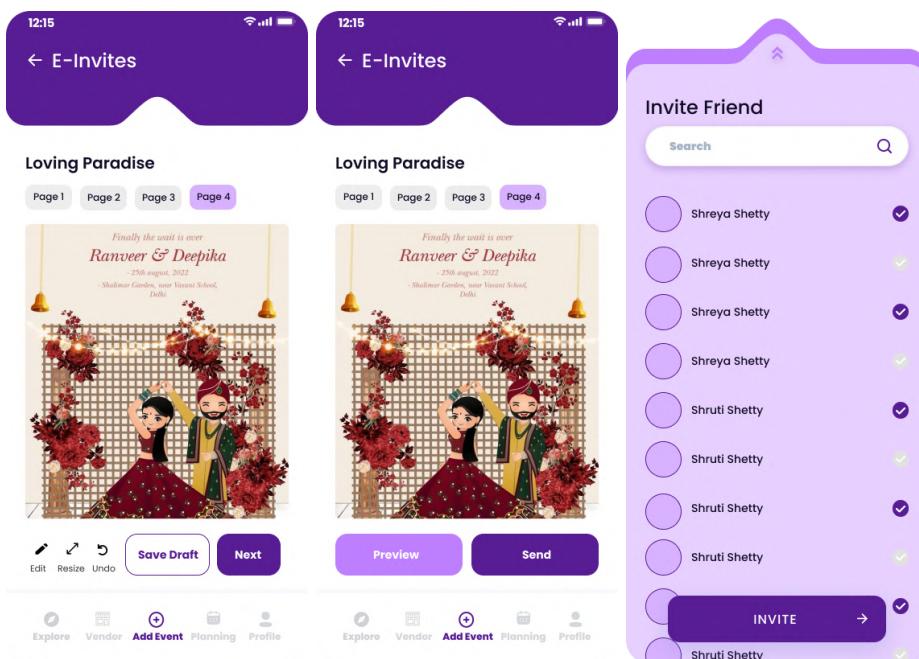
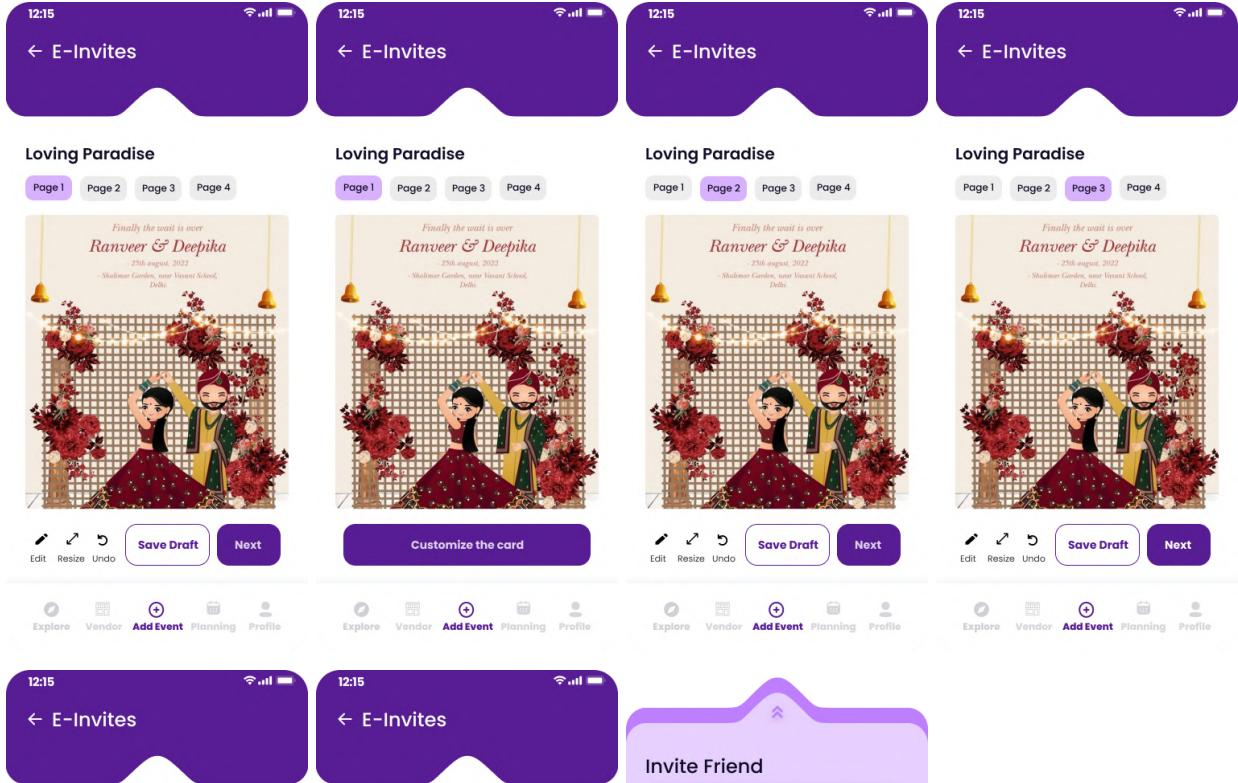
Wedding Cards

Loving Paradise, Full Bloom, Serenity

Birthday Cards

Sweet 18, Dark mode, Kids

Anniversary Cards



E - INVITE SENT
SUCCESSFULLY!

Usability Testing

First Click Test : <https://app.usabilityhub.com/do/f78dfbdb8e6/a029> (Test 1)

25 Total participants 25 Responses shown

Share Export 25 results as CSV

CSV exports are [available on paid plans](#)

1. First click

Where would you click to look for events to book tickets ?

Image Heat map Click map Export heat map as image

The heatmap displays a mobile application screen titled "EventAffair". The screen shows a "Welcome Shreyal" message and two main sections: "EXPLORE EVENTS" and "ORGANISE EVENTS". The "EXPLORE EVENTS" section features a grid of event thumbnails. The heatmap shows numerous green and yellow dots concentrated over the "EXPLORE EVENTS" section, indicating where most users clicked to look for events.

Other 3s 100% Ø 25 ▾

1a. Linear scale question

How easy was the task ?

Extremely Difficult Extremely Easy

Rating	Percentage	Count
1	0%	0
2	0%	0
3	12%	3
4	48%	12
5	40%	10

Mean: 4.28

Observation: Most of the users were easily able to click on the desired page and found the task very easy. The average rating is 4.28

5 Second Test : <https://app.usabilityhub.com/do/8b2dbb3830c2/49fb> (Test 2)

23 Total participants 23 Responses shown Share Export 23 results as CSV

1. Five second test (design shown for 5s)

The screenshot shows a mobile application interface for an event. At the top, it displays 'Event Details' with a timestamp of 12:15. Below this, there's a photo of a concert crowd with hands raised. A navigation bar at the bottom includes icons for profile, invite, and share. The main content area features the text 'International Band Music Concert' in bold. Below the title, it says '14 December, 2021' and 'Tuesday, 4:00PM - 9:00PM'. Underneath that, it lists the venue as 'Gala Convention Center'. There's also a link to 'Expand image'.

1a. Single Choice question

What was the venue of the concert ?

Totals Answers 23

Venue	Percentage	Count
Gala Convention Center	83%	19
The Executive Hall	13%	3
Central Perk	4%	1
Jio World Garden	0%	0

Observation: Most of the users got the answer right.

Design Test : <https://app.usabilityhub.com/do/b79eb1454fc1/aff1> (Test 3)

22 Total participants 22 Responses shown Share Export 22 results as CSV

1. Design survey

The screenshot shows a mobile application interface titled "E-Invites". At the top, there's a purple header bar with the time "12:15" and signal strength indicators. Below it, the main screen is divided into three sections: "Wedding Cards", "Birthday Cards", and "Anniversary Cards". Each section displays several card designs with small preview images. The "Wedding Cards" section includes "Living Paradise", "Full Bloom", and "Serenity". The "Birthday Cards" section includes "Sweet 16", "Dark mode", and "Kids". The "Anniversary Cards" section has a navigation bar with icons for "Explore", "Vendor", "Add Event", "Planning", and "Profile".

▲ Collapse image

1a. Single Choice question
Do you think that the wedding cards section is horizontally scrollable?

	Totals	Answers 22
Yes	91%	20
No	9%	2

1b. Single Choice question
Are the bottom bar icons and text understandable?

	Totals	Answers 22
Yes	82%	18
No	18%	4

Observation: Almost all users were easily able to understand the text and icons

Navigation Test 1 for booking tickets :

<https://app.usabilityhub.com/do/87a4b3f18472/2be5> (Test 4)

The screenshot shows the results of a navigation test for booking tickets. At the top, it displays '18 Total participants' and '18 Responses shown'. There are buttons for 'Share' and 'Export 18 results as CSV'. Below this, a section titled '1. Navigation test' asks 'Where would you navigate to book to the Pop Band Music Show ?'. It shows four steps: Step 1 (4s), Step 2 (3s), Step 3 (2s), and Step 4 (2s), all completed by 100% of participants in an average of 11 seconds. A note below states: 'A total 100% of participants completed all steps in an average of 11 seconds.' Below this, a section asks 'How confident are you that you found the right location ?' with a 5-point Likert scale from 'Not Confident' to 'Extremely Confident'. The distribution is as follows:

Confidence Level	Percentage	Count
Not Confident	0%	0
1	0%	0
2	0%	0
3	0%	0
4	33%	6
5	67%	12

Mean: 4.67

A link '← 1b. Linear scale question' is visible above the next section. This section asks 'How easy was it to book the ticket ?' with a 5-point Likert scale from 'Extremely Difficult' to 'Extremely Easy'. The distribution is as follows:

Difficulty Level	Percentage	Count
Extremely Difficult	0%	0
1	0%	0
2	0%	0
3	0%	0
4	39%	7
5	61%	11

Mean: 4.61

Observation: Almost all users were easily able to navigate and book the tickets. They found the task easy and were quite confident that they found the right location. The average rating is 4.61 and it took an average of 11s for the users to complete the task.

Navigation Test 2 for messaging decorator :

<https://app.usabilityhub.com/do/1137a5d7440c/64c6> (Test 5)

21 Total participants 21 Responses shown Share Export 21 results as CSV

1. Navigation test

Where would you navigate to message details to the The Petite Project decorator ?

Step	Avg Time	100%	0%
Step 1	4s	100%	0%
Step 2	4s	95%	5%
Step 3	3s	100%	0%
Step 4	2s	100%	0%

A total 95% of participants completed all steps in an average of 13 seconds.

← 1a. Linear scale question

How easy was it to find the right location ?

Extremely Difficult Extremely Easy

Score	Percentage	Count
0	0%	0
1	5%	1
2	0%	0
3	62%	13
4	33%	7
5	0%	0

Mean: 4.29

Observation: The security personnel is easily able to add the details of the visitors. The average time taken for the whole process is 9 seconds with a score of 4.75 which indicates seamless navigation.

Navigation Test 3 for sending e-invites :

21 Total participants 21 Responses shown Share Export 21 results as CSV

1. Navigation test

Send e-invite of Loving Paradise wedding card after customizing it

Step 1 3s 100% 0% Show details

Step 2 3s 100% 0% Show details

Step 3 2s 100% 0% Show details

Step 4 2s 100% 0% Show details

A total 100% of participants completed all steps in an average of 10 seconds.

1a. Linear scale question

How easy was sending the e-invites ?

Extremely Difficult Extremely Easy

0%	0%	0%	24%	76%
0	0	0	5	16
1	2	3	4	5

Mean: 4.76

Observation: The average time taken for the whole process is 10 seconds with a score of 4.76 which indicates seamless navigation.

Navigation Test 4 to Create Event :

<https://app.usabilityhub.com/do/ed989c3e667e/9706>

16 Total participants 16 Responses shown Share Export 16 results as CSV

1. Navigation test

Carry out the steps to organize a private birthday party

	Step 1	1s	100%	0%	Show details
	Step 2	2s	94%	6%	Show details
	Step 3	3s	87%	13%	Show details
	Step 4	2s	100%	0%	Show details
	Step 5	4s	62%	38%	Show details

A total 50% of participants completed all steps in an average of 9 seconds.

← 1a. Linear scale question

Rate the difficulty level of the assigned task

Extremely Difficult Extremely Easy

0%	0%	6%	63%	31%
0	0	1	10	5
1	2	3	4	5
<input type="button" value="▼"/>				

Mean: 4.25

UX Target Table

Work Role: User Class	UX Goal	UX Measure	Measuring Instrument	UX Metric	Baseline Level	Target Level	Observed Results
Ticket Buyer	Ease of use	Initial User Experience	BT1: Book the special event tickets	Average rating	3/5	4/5	4.28
Ticket Buyer	Accuracy	Retainability & Learnability	BT2: Work role selection	Average % of correct answers	80%	90%	83%
Ticket Buyer	Accuracy	Retainability & Learnability	Question 1a,1b in Test 3	Average % of correct answers	85%	91%	88%
Ticket Buyer	Ease of use	Initial User Experience	BT3: Book the show	Average time on task	< 10 min	15 seconds	11 seconds
Ticket Buyer	User Satisfaction	First Experience	Question 1a,1b in Test 4	Average Rating	4/5	5/5	4.61
Event Organizer: new user	Ease of Use	Initial User Experience	BT4: Message the decorator	Average time on task	< 5min	30 seconds	11 seconds
Event Organizer: new user	User Satisfaction	First experience	Question 1a in test 5	Average Rating	4/5	5/5	4.76
Event Organizer: new user	Ease of Use	Initial User Experience	BT 4: Sending E-invites	Average Time on task	< 3 minutes	20 seconds	10 seconds

Event Organizer: new user	User Satisfaction	First Experience	Question 1a in Test 6	Average Rating	4/5	5/5	4.76
Event Organizer: new user	Ease of Use	Initial User Experience	BT 5: Create Event	Average Time on task	< 6 min	15 seconds	10 seconds
Event organizer: new user	User Satisfaction	First experience	Question 1a in Test 7	Average Rating	4/5	5/5	4.25

Conclusion

EventAffair was designed according to the requirements and needs of the clients while simultaneously keeping other user roles in consideration and hence was well received by the clients. The results of the usability testing and surveys lead to the conclusion that the UI is easy to use, well designed and attractive and meets all the requirements of the clients.

UX team members' experience in doing the complete project

		
<p>Shruti Shetty (Researcher)</p> <p>As the researcher of the project, I had a thoroughly engaging experience during the research analysis and interactions with the clients. Although I was a researcher, I participated in both the designing and evaluation process, both the processes were very insightful and I enjoyed designing with Shreya and performing evaluation of the prototype with both my team members. The whole experience was rewarding and invaluable.</p>	<p>Shreya Shetty (Designer)</p> <p>As the designer of the project, I kept the design creative yet minimalistic and adhered to the usability heuristics so that the user experience is enhanced while making sure that all the user needs are taken care of, which was a challenging but satisfying task. I carefully navigated through the various tabs of the application and made sure that there was no ambiguity in navigation. Although I was the designer, I also participated in both research and evaluation processes, both of which were very insightful and it was great working with Shruti and Pooja.</p>	<p>Pooja Sable (Evaluator)</p> <p>Evaluating the application on the basis of the usability heuristics helped me in understanding how a user would perceive a certain feature. Although I was the evaluator, I was involved in making the design models as well as the research process. It was an amazing experience working with my team members Shreya and Shruti.</p>

All Client Testimony

		
Sumit Thakare <p>The UI is clean and clutter-free. The event organizing section is very nicely designed and implemented.</p>	Vishal Tonde <p>All requirements were fulfilled. The UI looks great.</p>	Reeshav Guha <p>I am very happy with the design. The navigation is seamless and all the functionalities are implemented. The application looks amazing.</p>