User Stories – Multicultural NT Events Platform

Event Organizer Stories:

User story : 01 – (Event Submission:)
Description: *As an* event organizer,*I want to* create and submit event details (title, description, date, venue, cultural tags, images).*So that* my community's events can reach a wide audience.

User Stories-02 – (Manage Events)
Description : *As an* event organizer, *I want to* edit or delete my submitted events (before approval)*So that* I can correct mistakes or update event details.

User Stories-03 – (Organizer Profile)
Description: *As an* event organize.*I want to* maintain a verified organizer profile (logo, website, contact info).*So that* attendees trust my event listings.

Attendee Stories:

User stories -04 – Browse Events
Description: *As an* attendee.*I want to* browse and filter events by category, location, date, and language.*So that* I can easily find events that match my interests.

User stories -05 – Event Details
Description: *As an* attendee,*I want to* view full event information (date, time, location on map, images, contact).*So that* I can plan to attend.

User stories -06 – Save & Share
Description: *As an* attendee,*I want to* save events to my calendar and share them with friends.*So that* I don't forget and can invite others.

Admin Stories:

User Stories-07 – Review Submissions
Description: *As an* admin,*I want to* review, approve, or reject submitted events with notes. *So that* only accurate and safe events are published.

User Stories-08 – Content Moderation
Description: *As an* admin,*I want to* remove or flag inappropriate events.*So that* the platform maintains community standards.

User stories -09 – Organizer Verification
Description: *As an* admin,*I want to* verify legitimate event organizers (ABN, community group checks).*So that* platform integrity is maintained.

Data Analyst Stories

User stories -10 – Track Engagement
Description: *As a* data analyst,*I want to* measure event performance (views, clicks, shares, add-to-calendar).*So that* we can assess community engagement.

User stories -11 – Diversity Insights
Description: *As a* data analyst,*I want to* analyze events by culture, category, and region. *So that* we can ensure multicultural representation.

User stories -12 – Quality Metric
Description: *As a* data analyst,*I want to* track event approval/rejection rates and issue reports. *So that* we can identify submission quality trends.

Figma Design:

https://www.figma.com/make/AtNhOjaj7hPUFVBdsIUQe8/Event-Management-Platform?node-id=0-1&p=f&t=4Yd5gN7v0Uzl8nsj-0&fullscreen=1

USer Personas:

1. Event Organizer Persona

Name: Maria Chen
Age: 28
Role: Volunteer coordinator at Darwin Cultural Association
Goals:

1. Easily post event details and images
2. Reach a larger multicultural audience

Pain Points:

- Struggles with event promotion on scattered Facebook groups
- Wants a simple, trusted platform

Quote: *"I just want my events to reach the right people without extra hassle."*

2. Attendee Persona

Name: Ahmed Khan
Age: 24
Role: International student at CDU
Goals:
1. Discover multicultural festivals, food fairs, and music events
2. Save events to Google Calendar, get reminders
Pain Points:
- Event info is often outdated or hard to find
Quote: *"I don't want to miss out on events because I didn't know about them in time."*

3. Admin Persona

Name: Lisa Robertson
Age: 32
Role: NT Community Engagement Officer
Goals:

- Maintain quality and accuracy of event listings
- Track engagement and multicultural coverage across NT

Pain Points:

- High volume of low-quality event submissions

Quote: *"Our events should be inclusive, accurate, and reflect NT's diversity."*

4.Tourist Persona:

Name: Sarah Müller
Age: 36
Nationality: German (visiting NT for 3 weeks)
Occupation: Marketing professional on holiday
Location: Darwin (short-term visitor)

Goals:

- Discover authentic local cultural events and festivals.

- Explore Indigenous arts, food, and music.

- Easily check event times in her own timezone and add to Google Calendar.

Pain Points:

- Struggles to find accurate event information online (many outdated websites).
- Doesn't know which events are truly community-led vs. commercial tourist traps.

Quote:
"I want to immerse myself in the culture without wasting time searching everywhere.

5. Socially ActivePersona:

Name: Jason Brown
Age: 27
Role : Local Darwin resident, born and raised

Goals:

● Stay updated with **multicultural and social events** (music, sports, festivals, networking).

● Meet new people, grow his social circle, and support NT's diverse communities.

● Bookmark events, get reminders, and share them with friends.

Pain Points:

● Finds event details scattered across Facebook, Eventbrite, and word-of-mouth.

● Often hears about great events *after* they've already passed.

Quote:
 "I don't want to miss out on the great multicultural vibe in Darwin — I want everything in one place."