Syncin

Innovating event management and engagement

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The problem?

Our journey began with a broad ambition:
"How might we create a symbiotic relationship in shopping areas?"

But as we dug deeper, the driver diversity within this space became clear.

We hosted an lifestyle events— **Cultural fairs, artisan markets, music festivals and pop-up experiences.** These spaces stood out for their:

- Temporary nature
- Unpredictable, diverse audiences
- High emphasis on engagement and experience

To clarify the challenge, we used **mind mapping** to break down **shopping environments, audiences, and experiences.** This revealed a promising niche: **transient shopping areas**—short-term spaces like trade shows, concerts, and lifestyle events.

How did we learn more?

30	25	4
Research Papers	Empathy & Expert Interviews	Site Observations

How did we go about it?

Mapped Stakeholders

- Framed Secondary Findings
  Our secondary findings revealed the need for **adaptable solutions** due to diverse event setups, challenges in crowd management from limited data insights, natural crowd congestion points, and the critical role of clear signage in guiding and informing attendees.
- Framed Primary Findings
  Primary findings revealed issues in parking, theft, and payment systems—driven by **poor real time** data, overcrowding, and infrastructure gaps. These factors led to attendee frustration, financial losses, safety concerns, and inefficient operations, especially in high-traffic zones and transaction-heavy areas.

Thread Mapping : Put our data points and findings and made connections to find insights

Framed Insights

- **The lack of real-time parking updates** leads to disorganized traffic, loss, **causing attendee frustration,** congestion, and operational challenges that impact both event experience and local surroundings.

Many attendees arrive at lifestyle events without **the intent to buy,** seeking **entertainment experiences** and **lost sales for exhibitors.** Purchases are often **spontaneous** triggered by products catching attendees attention.

- **Unreliable internet at events limits attendees ability to engage with brands online,** resulting in lost opportunities for exhibitors to **build connections, drive conversions,** and foster brand loyalty

Smaller brands face challenges due to **low recognition** at lifestyle events, resulting in limited visibility among attendees and lost sales opportunities **despite offering unique products** that align with their interests

Network disruptions force caterers and organizers to rely on **prepaid cards** for easier accounting and analytics. However, **leftover balances on these cards are non refundable,** contributing to attendee **dissatisfaction.**

Framed How Might We Statement

How might we design an integrated event management system to ensure an engaging and seamless attendee experience while boosting exhibitor sales and optimizing operational efficiency, all while ensuring swift safety?

Mapped Core Values

Identified the core stakeholders and what values do we want to provide them through our solution

ATTENDEE	ORGANIZER	EXHIBITOR & CATERER
Adventure Safety Ease of Access Entertainment	Relaxation Retention Experience/Efficiency	Recognition Growth

SOVLE	SECURITY SUPERVISOR
Reputation	Safety Efficiency

Framed Product/solution Statement

Creating an integrated event management system that offers a seamless experience by delivering convenience to attendees, actionable lead generation for exhibitors and streamlined operations for organizers.By combining real time insights, we need to maximise satisfaction for each stakeholder

The Skeleton

Attendee Side
Organizer Side
Vendor Side
Attendee
Organizer
Vendor
Other Info
Ticket Purchase
Ticket Scanning
Ticket Validation
Ticket Generation