Final Project Proposal

GuestList – an application to facilitate the planning and execution of private parties and events such as weddings and conferences.

**What is GuestList bringing to the table? (That sites like EventBrite do not)**

1) Focus on private events where the host knows exactly who should attend.

- Not for like searching for parties or concerts

- Allow host to invite specific people

weddings

big private events

concerts

graduation parties

- Where the host "knows" everyone but does not have an efficient way of keeping track of who is in and who is out

- We are NOT selling tickets, we are facilitating the organization of events

2) Monetization: data is the key.

- Users will be required to provide a lot of personal information in order to register

- Events that user's attend will give a huge insight as to their preferences

political rallies, fundraising events for a candidate, birthday parties (do they have children, what age are the children, etc.),

- What better way to gain insight on a person than by analyzing how they spend their free time?

- This app gets to what people actually want,

- Location based

- Sell this data to whoever wants to buy it, Google Ads, politcal campaigns, retailers, whoever

- Selling their emails and identifying information as a backup plan and then gtfo

- By doing this, we keep the service free. This is key to building and maintaining a user base. What you see is what you get, no freemium content

- The ultimate goal is to build a platform attractive enough to get bought by facebook, could easily integrate event planning into their current

**Game Plan:**

Home Page

- Background Image

- Can have a slideshow style scrolling of images of parties, conferences, etc.

- Display info about what lyst does

- Allows you to create guests lists with customizable options

- Can create groups for fast invites of people to recurring events

- Create a secure profile -> verify your guests -> request specific identifying information

- Display events near the current location, provide a search bar immediately accessible from the home page

- Links to Sign-Up page, Login page, etc.

Sign-Up Page

- Request relevant information

- Verify correctness of information

- Display a thank-you for signing up message and then redirect to user page.

Login Page

- Display username and password boxes

- Maybe some cool pictures or something

User Page

- Display user's previous events

- Display create event link

- Display edit profile information link

- Display groups the user is a part of

- Display create invite group link

Create Event Page

- Request location info

- Request event description

- Request date and time

- Any additional info required of guests?

- Request additional info

Create Group

- Allow user to search for users based on username, profile name, email

- If multiple users match name, display users in order of location

- Don't allow same user to be added twice