

Case study Event App

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Project overview



The product: 3Evnet app

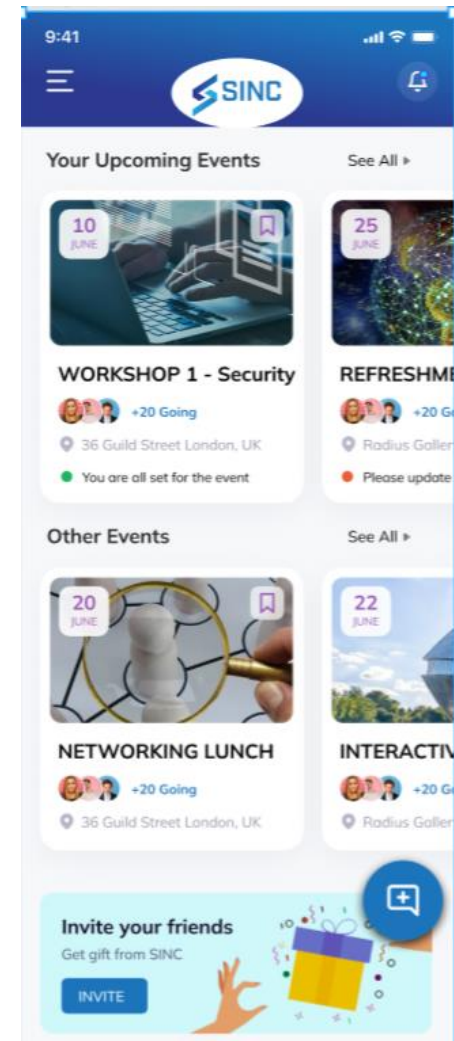
Manage and streamline, communication, and community for internal or external events. User will 'participate' in an event with a particular primary role (Attendee, Staff, Vendor) as a "Participant" on the "Event Roster"



Project duration:

The Project Start date May2021 To Decemeber 2021

Preview of App



Project overview



The problem:

User onboarding on internal and external events. Understaffing, no event management process, forgetting attendee engagement, too little time for setup and breakdown, not researching other events and laws, not capturing data, over-programming, and not confirming vendors(speakers).



The goal:

The goal is for the user can easily Join the events through this app and reach out on time and get start and end travel accommodation plan.
Users can check live session details in-app.
Easy to join the event community for discussion.

Project overview



My role:

UI & UX Lead



Responsibilities:

Undersand the client requirment, User research, Prototype design.

Understanding the user

- User research
- Personas
- Problem statements
-

User research: summary



At one conference I Did some Interviews with real users. Where I see most of the user facing challenges in the event manual onboarding process. The challenges like traveling from their destination to the event place.

And I did one survey for the Event Check-in problems, and challenges. In small survey questions answers, I empathize with the real users in order to gain quantitative insights. Customers help me to find new problems to solve and got some new ideas.

User research: pain points

1

User OnBoarding

The most of the event organizer not providing the travel and hotel facility for external confernece envets.

2

Understaffing

Because of the limited staff the event support is not proper

3

Event assets

Before and after the event user need event assest(Photo, Document, Speaker Sessions) in one place

4

Communication

User facing problem for event discussion and group Q/A .

Persona: Eric



“Its always seems impossible until it’s done”

Goals

- Join the events without any Problem
- Get important event notification
- Event start to end journey plan

Frustration

- Mostly he frustrated for the travel, agents and Hospitality
- Pressure of Travel and Join the Event on time.
- On event Q/A with speaker.

Problem statement:

Age: 52

Education: MBA

Hometown: Texas USA

Occupation: Business

Eric is a business man and he is travelling 70% for work and events. So he has big pain point is travel plan, Hospitality and discussion with speaker. And he need important notification of event sessions.

He is a very popular investor in information technology. He is a passionate for adventure and tennis game.

Persona: Nisha



“Great leader always listen and learn from others Experiences ”

Goals

- Collaborate with External events
- Collect all the Important information
- Participate in event discussion

Frustration

- He really frustrated for the travel facility
- All event documents gathering in one place

Problem statement:

Age: 30

Education: MBBS

Hometown: Pune India

Occupation: Doctor

Nisha recently moved to United States as a Doctor consultant. He need to travel in different country and state for external events but event travel timing is mostly wrong. Nisha is passionate about travel and listen new song. He mostly Travel abroad because he is a great consultant.

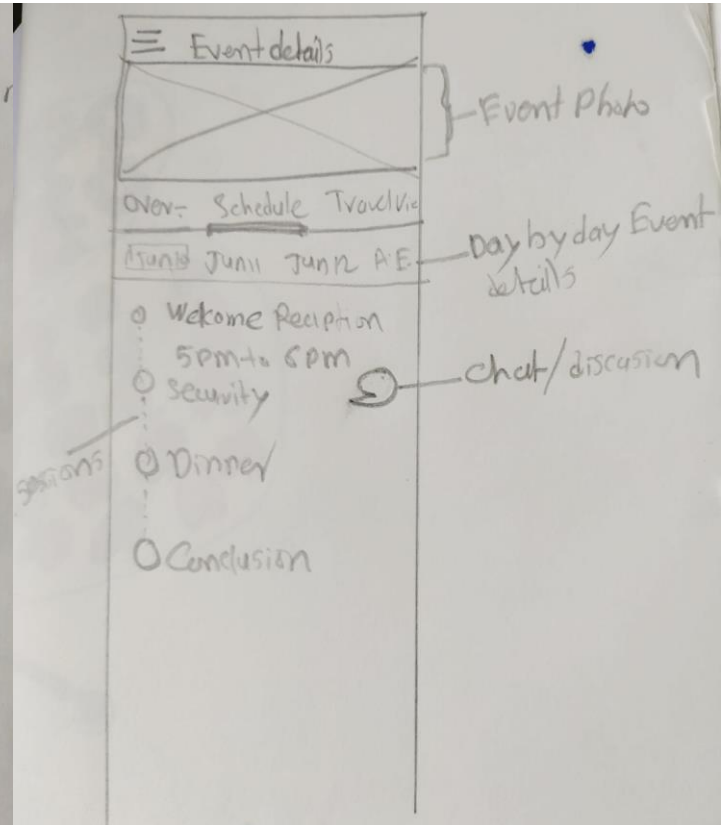
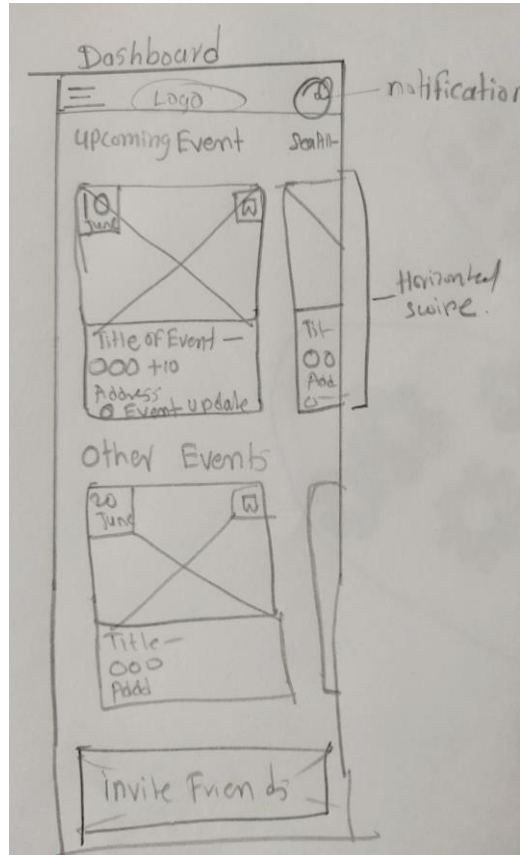
Persona: Eric

Goal: Join the event and Collect important information from speakers

ACTION	Register on Event app	Complete Profile	Find the Event Details	Event Travel	Join The Event
TASK LIST	Tasks A. Open Invite email B. Sign Up with Requested email C. Login event app	Tasks A. Enter name B. Enter email, Mobile C. Enter address	Tasks A. Find the event B. Find the Event location C. Find event schedule	Tasks A. Organizer not providing Travel facility B. Hotel booking C. Cab booking	Tasks A. Event discussion B. Attend the speaker session C. Collect the important notes and documents.
FEELING ADJECTIVE	User get here direct invitation on email by organizer	Excited to see event details	Here user get confused because information hierarchy is not properly defined	Here user get frustrated because his time waste in travel, hotel, cab booking.	User is Happy with Event discussion and Important notes.
IMPROVEMENT OPPORTUNITIES	Invite message need to send as well on WhatsApp chat, SMS.	before this details show event overview	In dashboard user can see upcoming event card with details.	Here organizer should provide travel facility.	Need to add feedback option after event done.

Paper wireframes

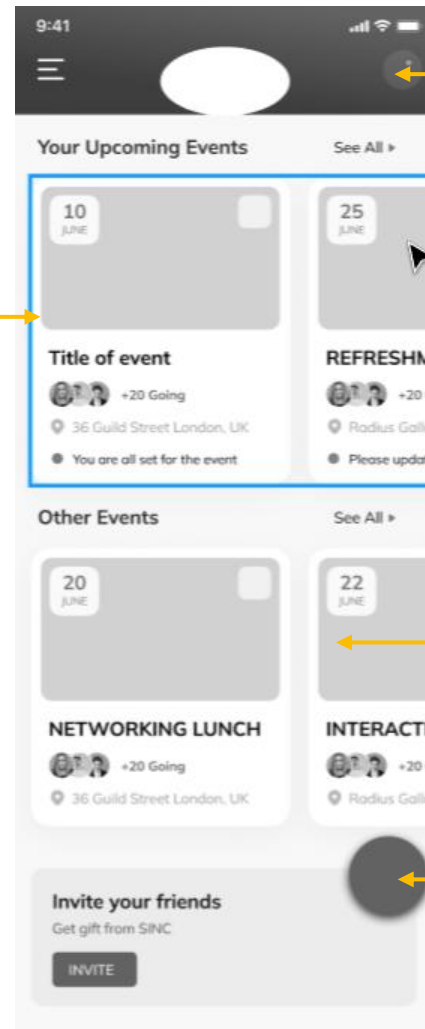
[Your notes about goals and thought process]



Digital wireframes

user can get the Upcoming event updates and Notification in app.

Here user will see the upcoming events on main page



All the event related notification.

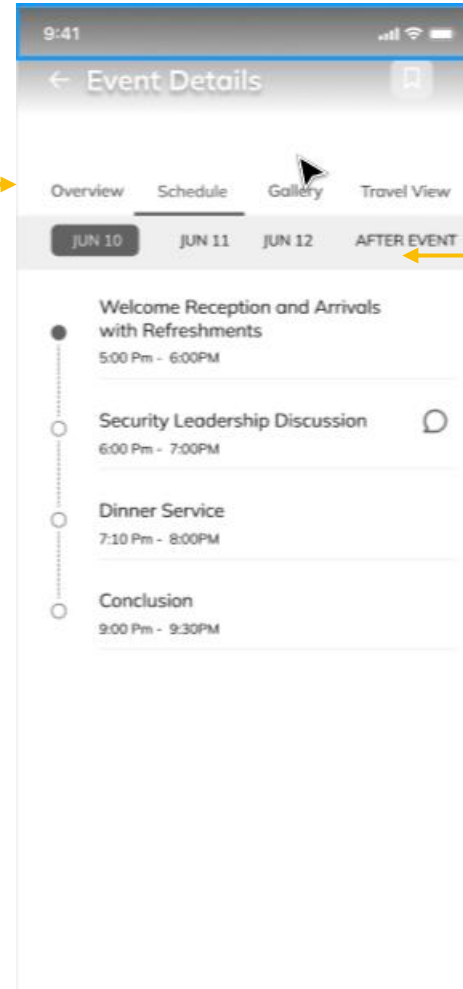
Here user can see the other events details

Here user can chat with support team

Digital wireframes

Event Details

In this screen user can see about event overview, schedule, Gallery, and detail of travel View.



Here user can see the day by day all session, speaker details.

Digital wireframes

Travel Journey from start to end travel view

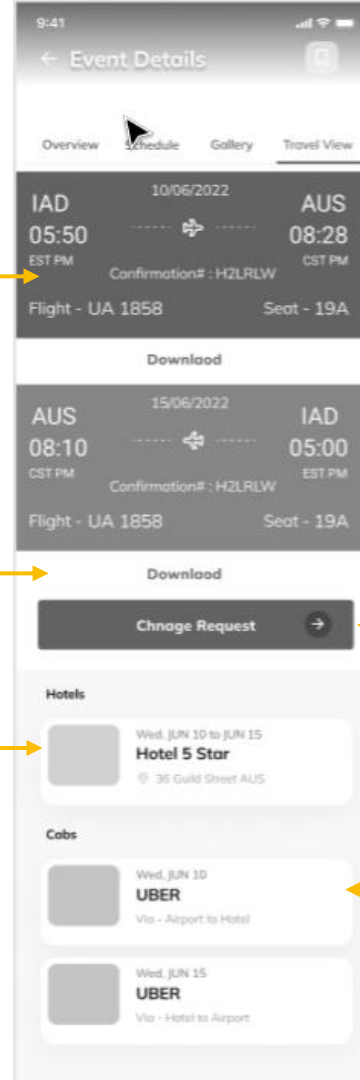
Here user can see Start and End Journey travel view

Download the Air Ticket option

Hotel Details

Change request - if user wants to update or edit the travel ticket.

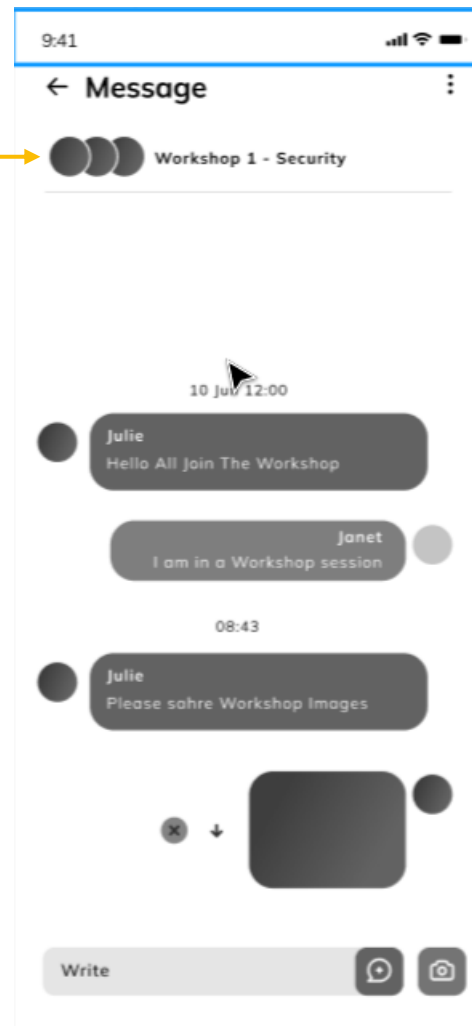
From airport to hotel cabs Booking details



Digital wireframes

Here goal is event members can discuss and share thoughts and photo.

All the event chat members list



Here user can chat with group of event members and share photos

Usability study: findings

In event check-in app wireframes findings – Event onboarding with travel plan

Round 1 findings

- 1 Information of event
- 2 Event Updates
- 3 Event discussion and Support chat

Round 2 findings

- 1 My Events plan updates need in color
- 2 Group Member Chat
- 3 Event travel details edit

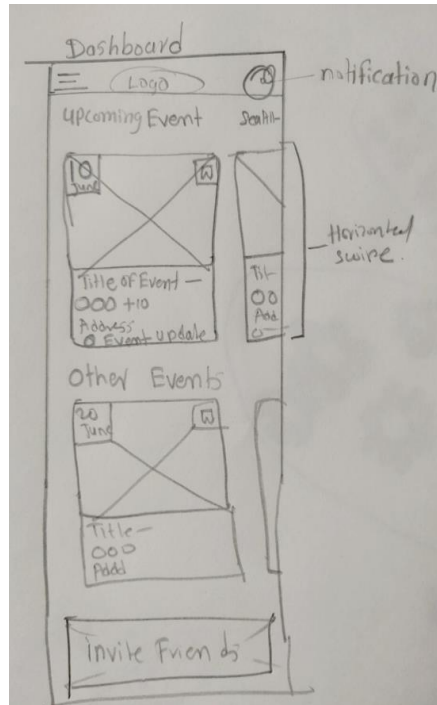
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

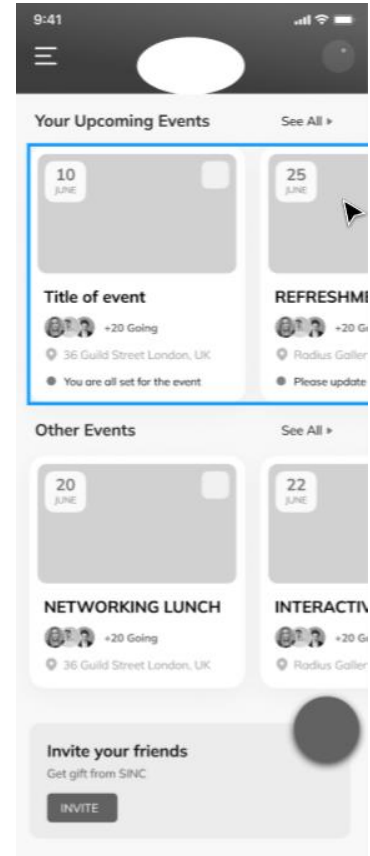
Mockups

Event Check-in

Before usability study



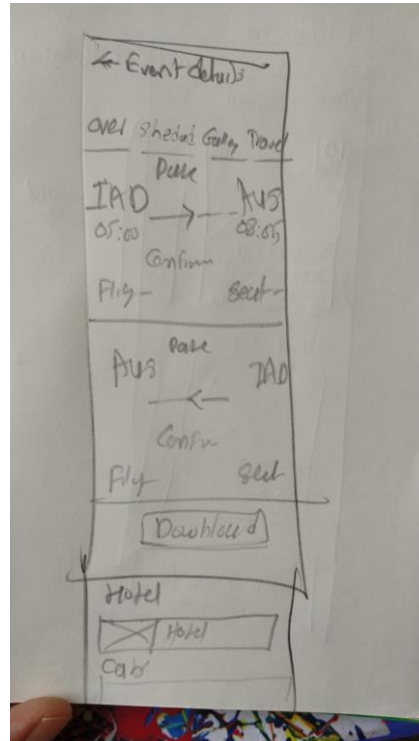
After usability study



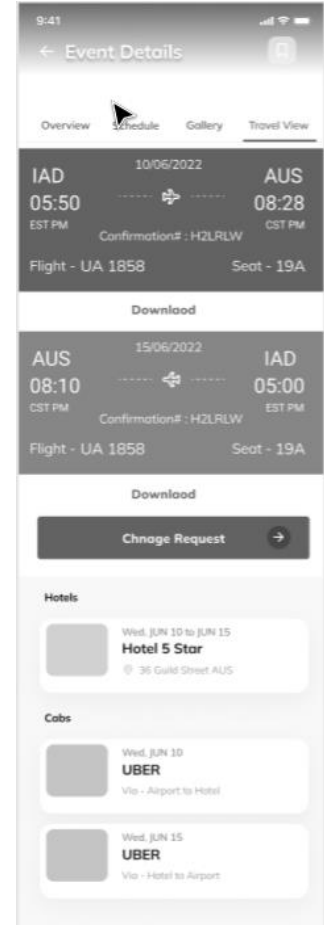
Mockups

Event Travel View

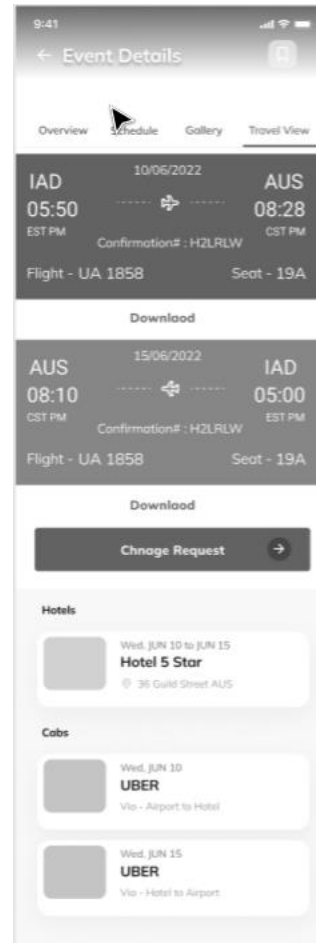
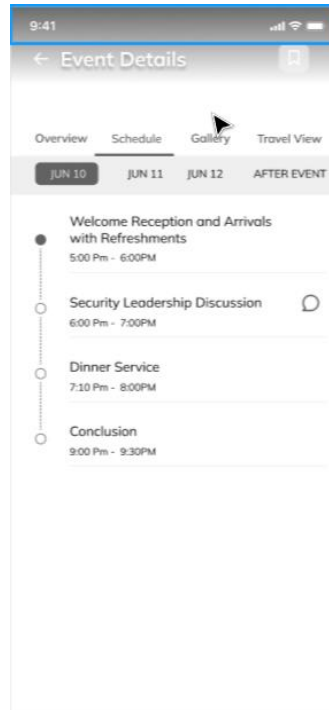
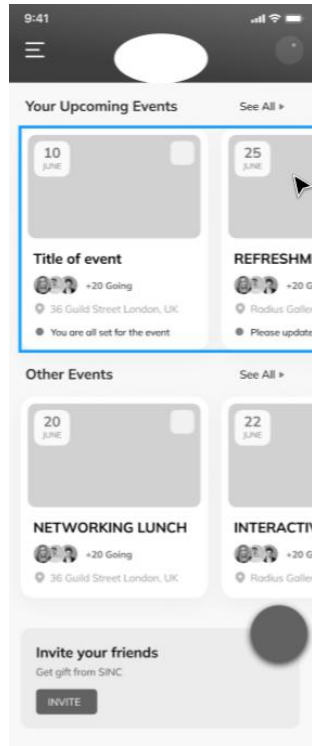
Before usability study



After usability study

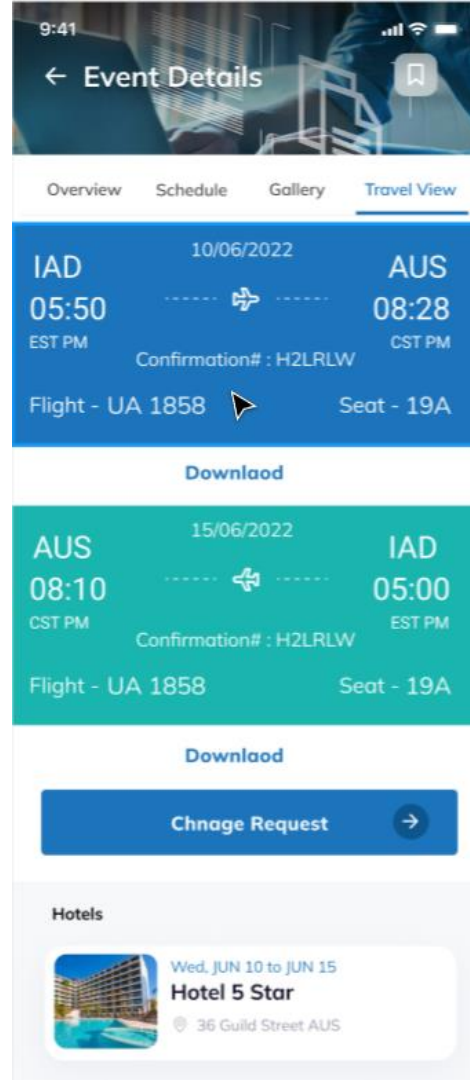
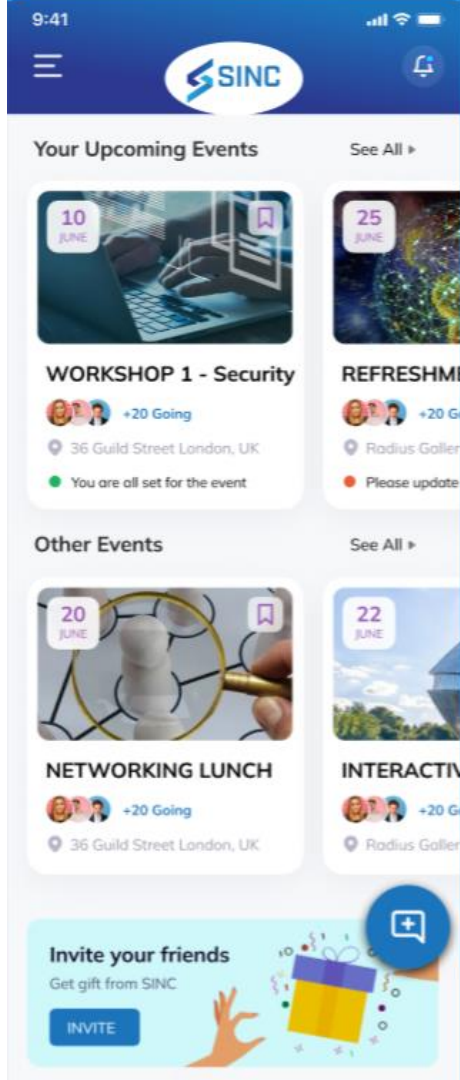


Mockups



High-fidelity prototype

Get Started



Accessibility considerations

1

Hierarchy and Layout Is
easy to use.
Notification we can access
in all the page

2

The event photos and
Overview details are very
clear understanding

3

Caht features is user
friedly and Easily
communicate with event
spekaers and members.

Thank you!