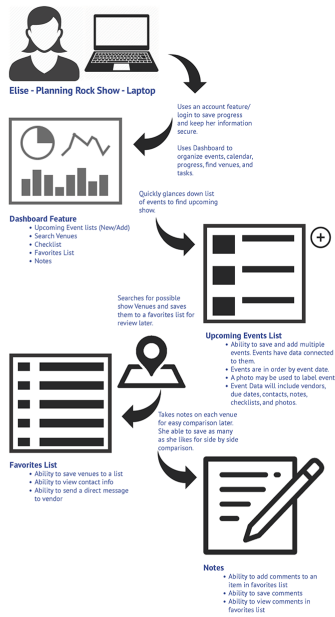
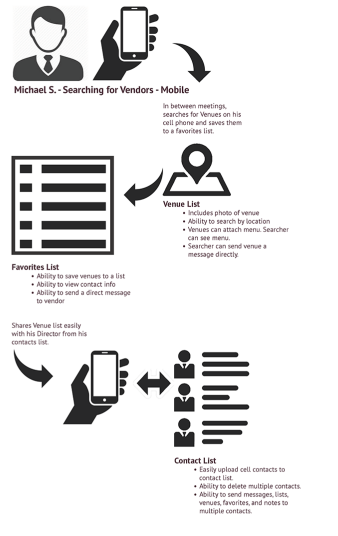


Team 1 - Event Planner - Task Map

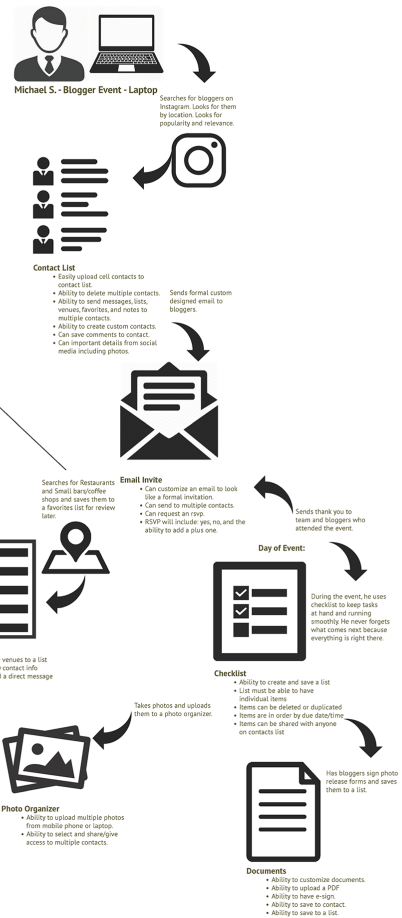
Scenario 1



Scenario 2 (mobile)



Scenario 2



Requirements for Event Planner Application

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Introduction

Event Planning can be a tedious and cumbersome task for everyone including those who do it frequently. Event planners struggle to keep up with running lists with multiple deadlines, vendors, and tasks. People want to have an event because it's special and meaningful. Events enrich their lives and bring them closer to the people and things they love. This application will help them organize their ideas, make better more informed decisions, and they will be able to delegate tasks to anyone with the touch of a button. Everyone can enjoy planning and multi-tasking without worrying about due dates or missing something that would have made a difference. This application will make lives less stressful by helping people stay organized and on task.

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Executive Summary

This application will focus on organization and data pulls. It will allow the user to quickly access lists, dates, notes, comments, and contacts. The application should work on any device and run smoothly. Main functionality should not need wifi and each page should load within 2 seconds. The main features of the app are:

1. To allow the user to make lists and keep information organized.
2. To allow the user to quickly access information and help them to make better decisions.
3. To allow the user to quickly share information with contacts.

In developing the Event Planner app, the following should be considered:

- Usability: The user should have a fast loading application. Everything should be accessible from a Dashboard that features content/lists the user has organized.

- **Accessibility:** The user should not have to struggle or search for things. Everything should be accessible within 2 clicks. Navigation shouldn't be complicated or more than 2 features deep.
- **Devices:** User should be able to access the application from mobile and desktop.
- **Large Database or data-pull:** The user will need to pull data based on location. The applications will either need a custom database or will need to pull from Google Maps API.

Target Audience

The target audience for the application is for amateur and professional event planners. Most people planning an event range from mid-twenties to mid-thirties. There are some users that will be an exception to this age range but make-up less than 10% of users. Majority of events planned are for music shows or related to DIY band events, Professional Events for small companies, weddings, and large private parties.

Functional Requirements

- **1.0 User Login/Account Generation Function;**
 - 1.01 User will login to account on homepage via username/password form. User is then taken to planning dashboard.
 - 1.02 If user does not have an account, user will submit name and email address for account generation. Verification email is dispatched to user.
 - 1.03 Once verified, user is taken to planning dashboard.
- **2.0 Planning Dashboard**
 - 2.01 User can view application elements as well as a log of recent activity.
 - 2.02 User can view and edit an upcoming events list, the items in which are ordered by event date (soonest event at top, not most recently created). Events include basic info (name, date, time, photo). Can be accessed on a deeper level for editing.
 - 2.03 User can create a new event via a CTA.

- 2.04 User then names new event, selects a date and time via a calendar feature, and sees a high-level checklist that includes venue, vendors, etc. Items in checklist are indicated as being incomplete.
- 2.05 User can access a favorites list that is event specific (see 4.0).
- 3.0 Search Venues/Vendors/etc
 - 3.01 User accesses venues/vendors/etc. from larger checklist and is presented with a search field that pulls Google data as he/she enters a query.
 - 3.02 User can view location, contact information, reviews on returned venue results.
 - 3.03 User can send a direct message to venue, pending email availability.
 - 3.04 User can favorite a returned results via a “favorite” CTA.
 - User can add additional notes/comments to selected favorite.
 - 3.05 User can indicate venue as confirmed via button.
- 4.0 Favorites List
 - 4.01 User can view items that have been favorited from relevant search results.
 - 4.02 Similar to returned results, user can contact as well as confirm items.
 - 4.03 User can unfavorite any items in favorites list.
 - 4.04 User can edit/update notes to associated objects.
 - 4.05 User can share favorites list to contacts/contact lists.
- 5.0 Contact List(s)
 - 5.01 User can create various contact lists as needed (ie. internal versus external).
 - 5.02 User can input contacts manually.
 - 5.03 User can import and add contacts from social media.
 - 5.04 User can import personal contacts from email or telephone.
 - 5.05 User can draft, save and send messages to individual contacts or entire contact lists.
 - 5.06 User can invite individual contacts or contact lists to collaborate on event planning.
 - 5.06 User can delete individual contacts or entire contact lists.

- 6.0 Email Invite
 - 6.01 User can compose custom invitation that is delivered to contacts via email.
 - 6.02 User can send to multiple contacts or entire contact lists.
 - 6.03 User can indicate whether an RSVP is required or not.
 - RSVP will include: yes, no, and the ability to add a plus one.
 - 6.04 User can push invitation to social media.

- 7.0 Photo Organizer:
 - 7.01 User can upload multiple photos from mobile phone or laptop.
 - 7.02 User can select and share/give access to multiple contacts.
 - 7.03 User can push photos to social media.

- 8.0 Checklist:
 - 8.01 User can create and save custom checklists. Items are input manually.
 - List must be able to have individual items
 - 8.02 Items can be deleted or duplicated
 - 8.03 Items are in order by due date/time, which are designated by user.
 - 8.04 Items/list can be shared with anyone on contacts list(s).

- 9.0 Documents:
 - 9.01 User can create customize documents that can be printed or distributed digitally.
 - Documents can be completed and signed digitally by recipients and returned.
 - 9.02 User can upload PDF documents and associate them with event.
 - 9.03 User can save documents to individual contacts or lists.

Miscellaneous Functionality

- 10.0 User Interface
 - 10.01 User can navigate between object and functions seamlessly and directly

- 10.02 Object and elements share visual properties and affordances throughout the app (consistency)
- 10.03 Users can interact with objects, elements and function intuitively using device-native inputs

Platform Requirements

App should maintain consistent UX and familiar UI across platforms. These include mobile/tablet (iOS, Android, in-browser web app) and on desktop (web-based app). Majority of users are on iPhone or Android devices and also desktop intermittently. Architecture and data states must be consistent across devices. Architecture and back end must plan for future scaling and expansion with minimal restructuring. UX and UI must account for new unknown devices and future device specs.

Application Qualities

- User-friendly
 - Must be familiar and intuitive to use on the go and during extended sessions.
- Accurate
 - Accurate information is paramount to success in event planning and in driving user loyalty and engagement.
- Engaging
 - App should meet users' needs to the point where they turn to it again for future or prospective projects. Elements/lists should encourage reuse of saved data/preferences and allow for copying/reuse.
- Future-proof
 - Architecture and UI design should allow for future expansion of functionality and scope, as well as for adoption of new platforms.
- Accessible
 - App should be easy to use for beginners and experts, both technical and non-technical.
 - App should surpass accessibility guidelines (Sec 508, W3C guidelines, etc) and work with non-screen devices as much as possible.

Potential Risks

- Difficult to use.
- Confusing and/or intimidating.
- Disorientation with number of lists.
- Slow load times - photo organizer, relying on outside APIs
- Usefulness - may not be useful for some users

Future Changes

- Will need to expand database and attract venues, etc.
- Consider adding venues and vendor accounts.