

UX Case Study

Eventflow

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Project Overview

Eventflow is a comprehensive event discovery and management platform designed for students and developers. It simplifies the process of finding, joining, and keeping track of events such as hackathons, meetups, and conferences.



The problem:

Many students and developers struggle to find accurate and timely information about events happening around them.



The goal:

Design an app that allows users to find events easily that match their interest and location.

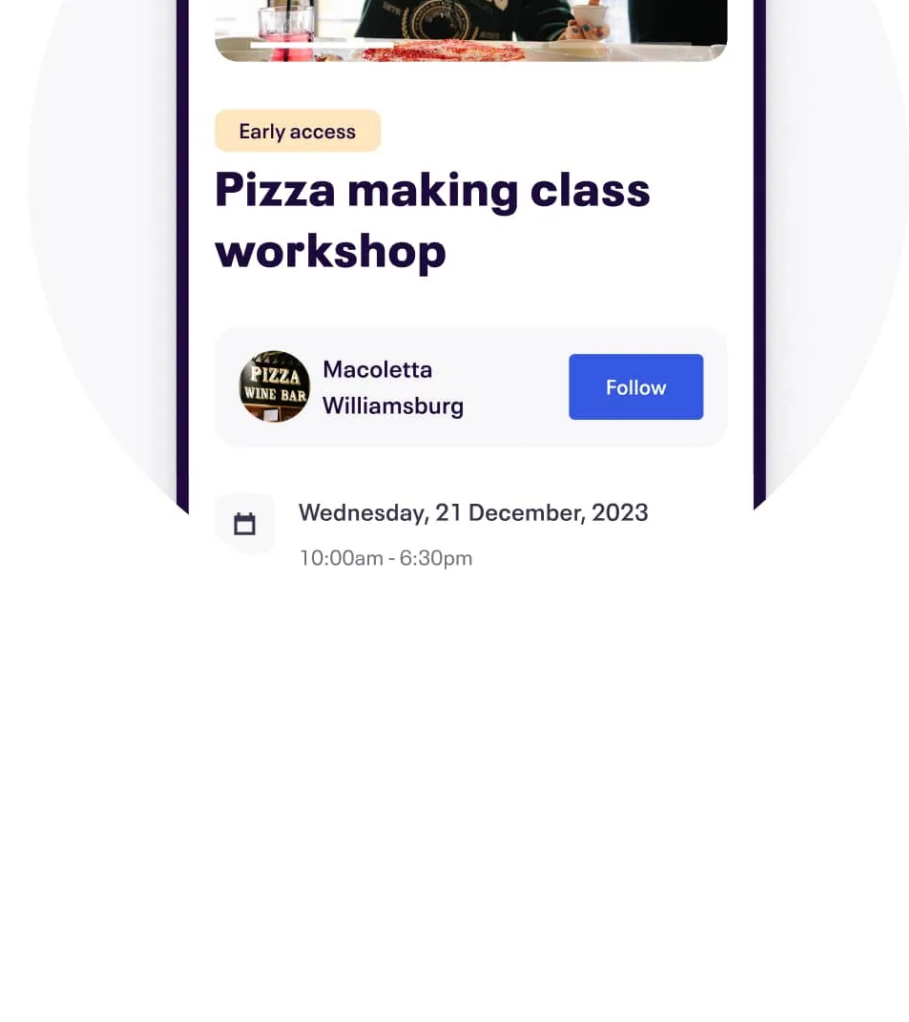


The audience

Students & developers seeking to find and engage with tech-events.

Competitive Analysis

Briefly list the main competitors in the event discovery space, such as Eventbrite, Meetup, AllEvents etc.



Eventbrite

Good

- ✓ Discover upcoming events near you.
- ✓ User-friendly design.
- ✓ Email notification system.

Bad

- ✗ Charges additional fee.
- ✗ Ticket System needs improvement.

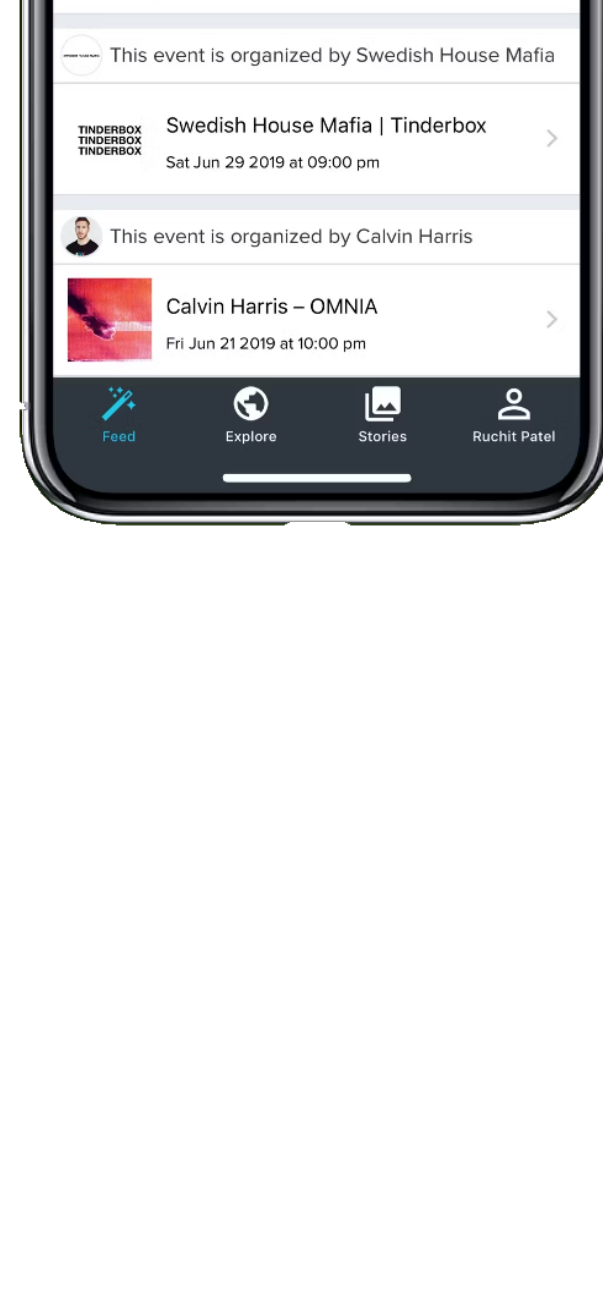
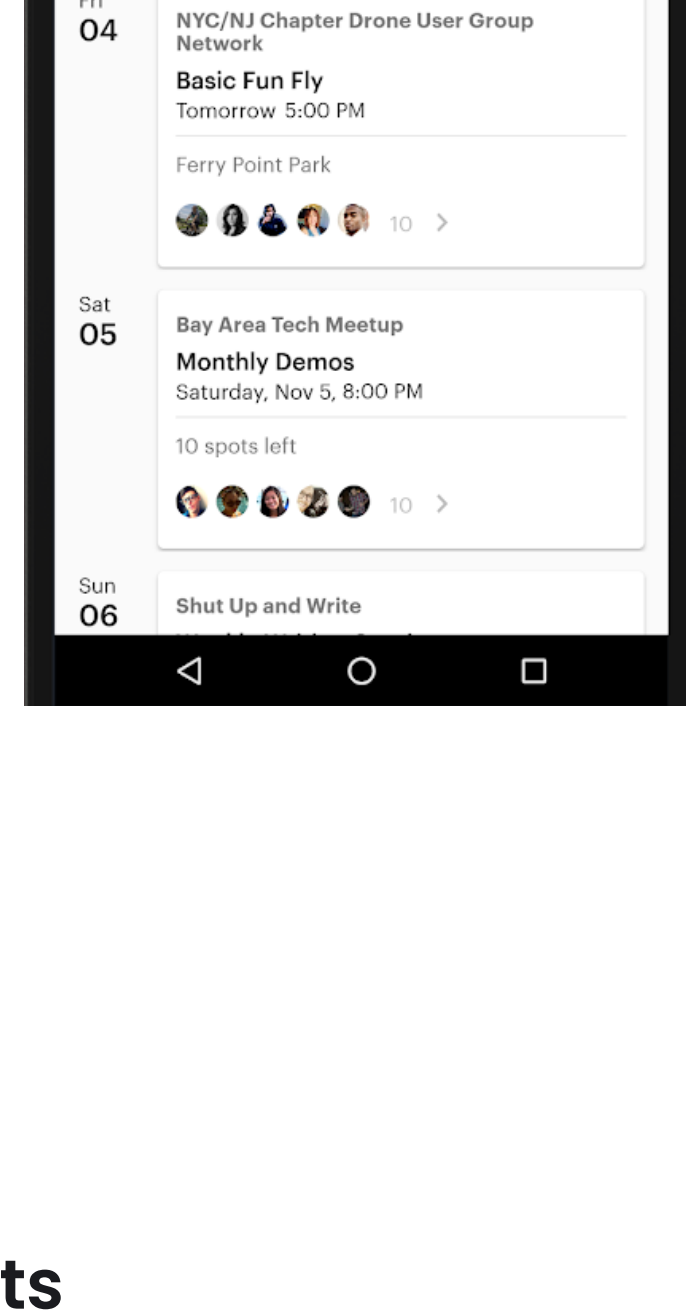
Meetup

Good

- ✓ Platform to get-in-touch with community.
- ✓ Easy to find opportunities.

Bad

- ✗ Difficult to keep track of info.
- ✗ Constant technical problems.



AllEvents

Good

- ✓ Not only helps you find events in your area, but it also allows you to register and track your progress.

Bad

- ✗ Search functionality works poorly.
- ✗ It's limited and needs more choices.

User Research: Conclusion

The primary user group identified consists of students who seek a user-friendly platform to discover events. Through research, it was revealed that users require a more robust filtering system to search for events based on specific interests and location.

Additionally, the app needs to provide timely notifications and personalized recommendations, addressing the gap left by other event platforms.

Persona: Aditya Verma

Aditya is a passionate web developer. He works as a software developer to build software based solution on his own. At the same time looking for projects and tech-related events.

Goals

- Explore event like meetups and hackathons.
- Host tech-related events to encourage fellow developers.
- Easy to find events with up-to-date information.

Pains

- Many events related app lack user-friendliness.
- No options to check progress of events.
- Check-in and filter system not there.

User Journey Map

Created user journey map to identify experience and pain points of user

	Open App	Explore	Search	Event	Register
Happy					
Neutral					
Unhappy					
Experience	<ul style="list-style-type: none">Launch Appand register with personal details	<ul style="list-style-type: none">Sometimes recommendation are good	<ul style="list-style-type: none">Easy to find exact matchWe can add filters	<ul style="list-style-type: none">Events details are up-to-dateProvide necessary details	<ul style="list-style-type: none">Easy registration processCheck-in and track event progress
Pain Points	<ul style="list-style-type: none">Need to register even if you search for events	<ul style="list-style-type: none">recommends based on past events	<ul style="list-style-type: none">limited filters	<ul style="list-style-type: none">none specified	<ul style="list-style-type: none">none specified

Design: Prototype & Wireframes

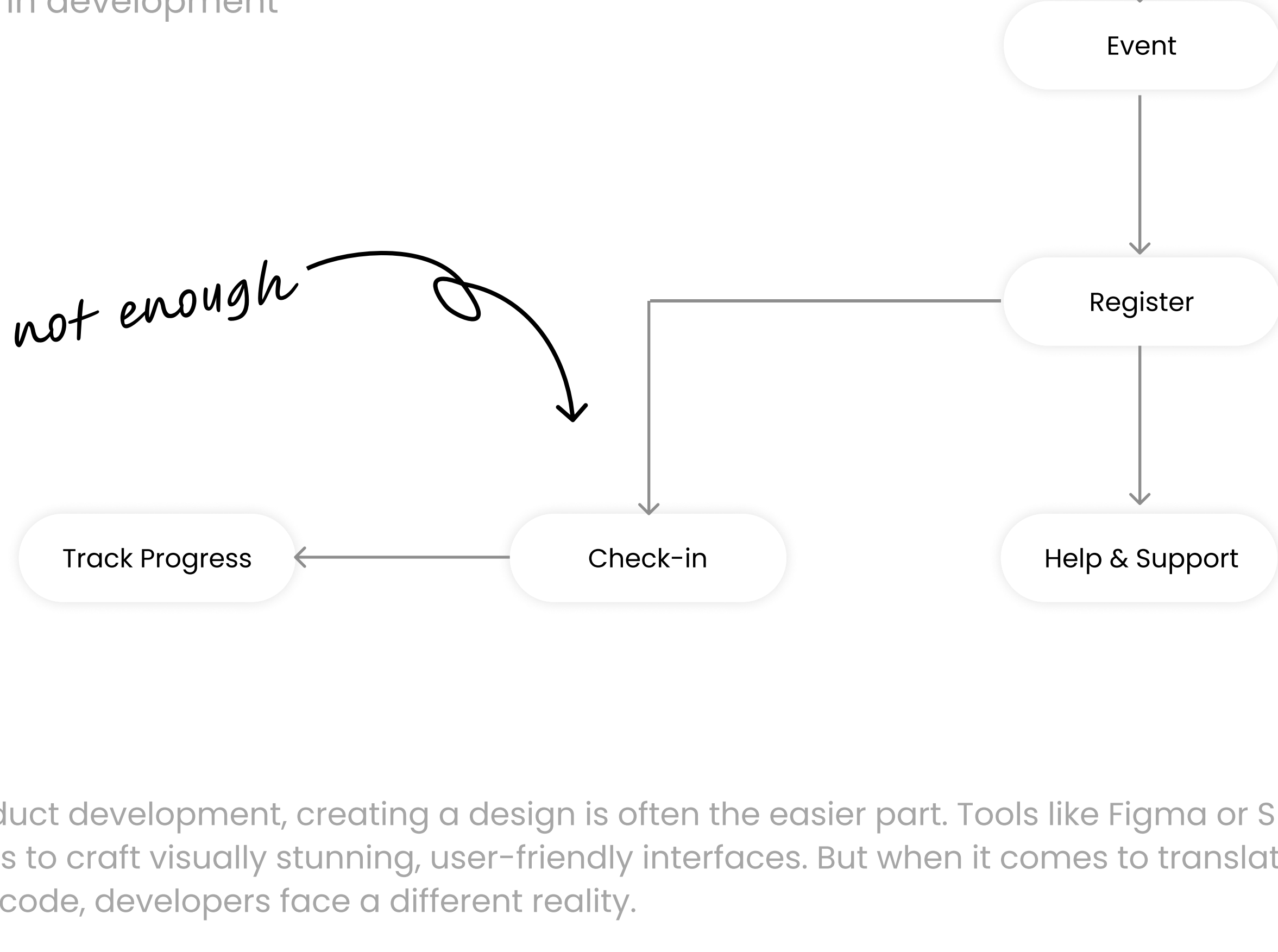
The design phase of EventFlow began with the creation of low-fidelity wireframes to map out the core user flows, ensuring that the app's structure is intuitive and easy to navigate.

Once the wireframes were validated through feedback, high-fidelity prototypes were developed, showcasing the final design elements, color schemes, and interactive features.

User Flow

To outline functionalities, we have userflow the help in development phase of our app

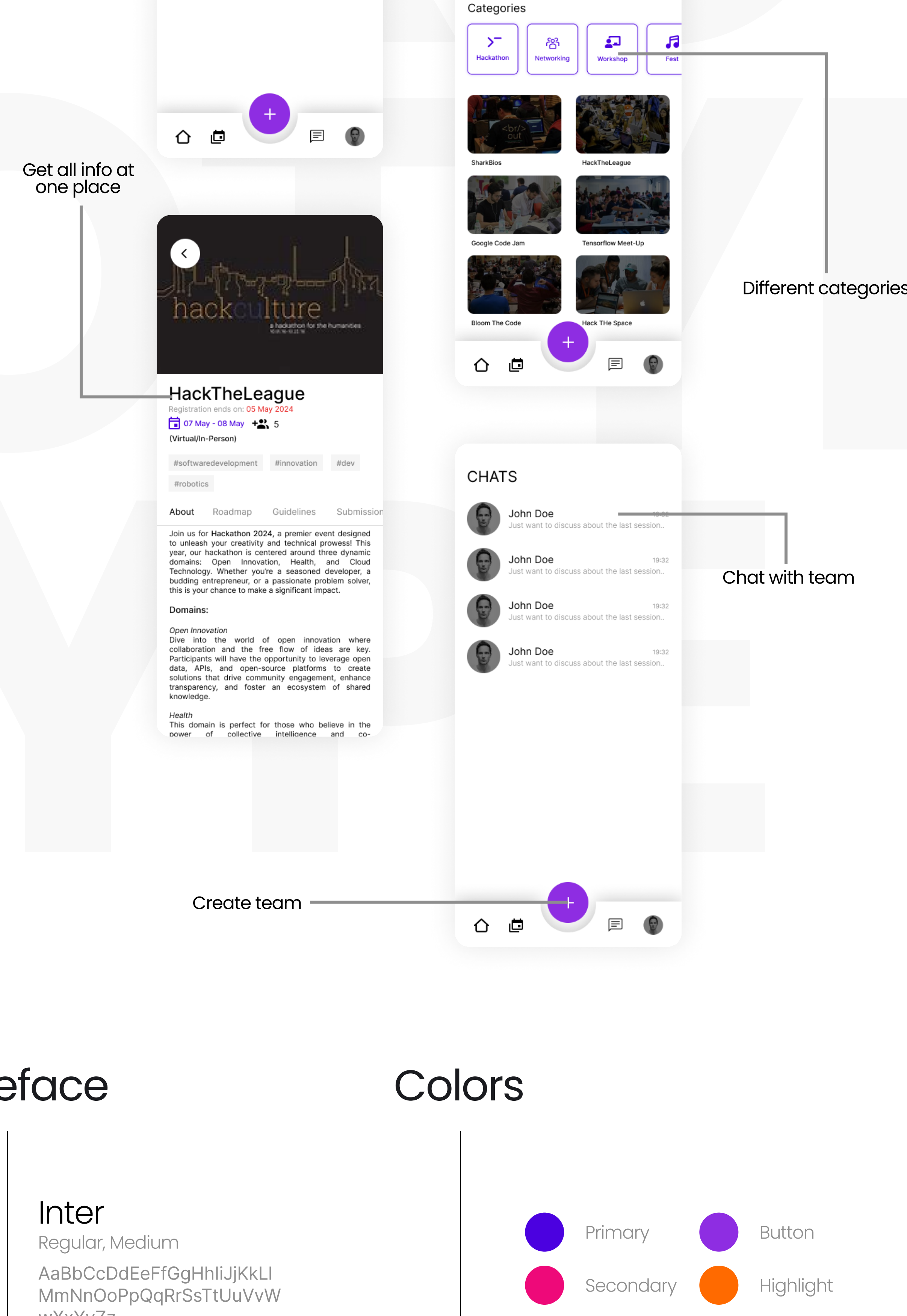
But that's not enough



In the world of product development, creating a designer is often the easier part. Tools like Figma or Sketch empower designers to craft visually stunning, user-friendly interfaces. But when it comes to translating these designs into code, developers face a different reality.

During the UX design phase, we often focus on how the user interacts with the product. However, implementing these interactions in code requires not just replicating the visuals but also building the logic that makes the system work. Developers must balance performance, security, and usability, all while working under time constraints.

Wireframes



Typeface

Inter
Regular, Medium
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz

Colors

- Primary
- Secondary
- Button
- Highlight

Thank you for your time reviewing my work.