

ONE STOP (EVENT PLANNING) RESPONSIVE UI/UX

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ABSTRACT

PURPOSE AND GOAL: To use One Stop to simplify people's existence. giving participants greater tools for problem-solving.

PROBLEM IDENTIFICATION: The selection of a location takes a lot of time. It can be difficult to handle events when there is no established procedure. A preventable event issue is forgetting to monitor timetable or budget adjustments.

BACKGROUND

A celebration, ceremony, challenge, party, or conference may be planned through the event planning procedure. Budgeting, choosing and reserving the event location, deciding on days and backup dates, and obtaining permits are all parts of event preparation. Depending on the event, event planning may also involve some or all of the following: preparing informal and official parties, birthday celebrations, meetings, conferences, etc., creating a theme or motif for the event; and organizing all of the above.

EXISTING SYSTEM

The following is an evaluation of the infrastructure that the operator of WedMeGood to. Customers can employ wedding coordinators and search for photos, ideas, and inspiration for their wedding using the company's platform, which also includes a comprehensive vendor list, inspiration collection, and blog. The business, which has its headquarters in Gurugram, was established in 2014 by Mehak Sagar and Anand Shahani.

IDEATION AND CONCEPT

Contrary to common perception, it is challenging to oversee every aspect of an event. Planning an occasion like a party or engagement may take a long time. Clients can organize the gathering using the One Stop program. Depending on their available money, the customer can choose the décor, locations, and photographers. Time is saved as a result. With more choices to choose from for their special day, One Stop will be more relaxed and simpler.

IDEA DEVELOPMENT

The following programs or apps would be used to create the app:

Figma, Adobe XD, and designing plans and prototypes, By using Mind Meister the user flow can be created to create user routines.

Using Google Forms to create customer questionnaires.

For Interactive animation buttons, Animate CC, and Flash for dynamic animation.

DESIGN PROCESS FOR UI/UX

DISCOVER

- RESEARCH
- USER SURVEY
- SURVEYS
- CONTEXTUAL INQUIRY
- ETHNOGRAPHIC STUDY
- MARKET RESEARCH

DEFINE

- USER INSIGHT
- PERSONAS
- STORYBOARDS
- USER FLOW
- USERCASE SCENARIOS

IDEATE

- IDEATION
- SKETCHING
- WHITEBOARDING
- UX VISION

PROTOTYPE

- DESIGN

- WIREFRAMES
- DESIGN PATTERNS
- VISUAL DESIGN
- INFO ARCHITECTURE

TEST

- USABILITY
- WIREFRAMES
- DESIGN PATTERNS
- VISUAL DESIGN
- INFO ARCHITECTURE

UPDATE RESEARCH

They complement both qualitative and quantitative-evaluative methods and can be used in conjunction with ongoing listening continuous methods to keep up with changing customer needs and opinions over time. They are effective tools for locating new opportunities and generating ideas during discovery.

USER INTERVIEW

One of the most popular techniques in customer research is user questionnaires. They can be used, for instance, to collect data on users' emotions, goals, and everyday habits, as well as how they use different goods. They can cover nearly all user-related subjects. The interviews frequently use the same technique as qualitative interviews conducted in other disciplines, but they are conducted specifically to influence design projects. Because user interviews frequently need to be integrated into a design or development process, real considerations like time constraints or resource availability frequently come into play when determining how to conduct such interviews. For instance, if time is of the essence, user interviews can be done via audio or video contact. Due to this, I conducted the majority of my conversations via video chat.

SURVEY

Polls gave me quick input on what consumers thought of my goods and services, structured data that made it simple to use for making choices, details on my strengths and weaknesses, etc. They aided me in

determining whether or not it would be worthwhile to introduce the merchandise to the market. from the questionnaires I completed. Most people believe that assistance is required when organizing an occasion.

ETHNOGRAPHIC STUDY

Regarding my ethnographic study, I actually attended events and watched the rituals that go along with them, as well as how various cultures approach planning and organizing events. Additionally, I kept an eye on both the higher and lesser-budget activities to get a deeper perspective.

REPORT ON MARKET RESEARCH

I conducted market research to comprehend consumer tastes and behavior with regard to particular goods and messaging. In order to answer the issues of whether there is a market need for my product, who will purchase it, and how to best reach a target audience, I collected demographic and attitude data. In the end, it helped me understand my product's market plan and feasibility.

WOULD PEOPLE THINK OF USING THE PRODUCT?

Yes, when organizing an occasion, people frequently need assistance. When I distributed the questionnaires and customer interviews. Most users find event preparation independently frustrating. Many users agreed that using an event planning software would be beneficial and time-saving.

WHO ARE THE GROUP(S) THAT WILL PURCHASE FROM US?

I conducted a poll of people of all ages, but those over the age of 45 felt that applications were quite sophisticated technology, and they preferred organizing events on their own. So, the age range of my intended audience is 20 to 40.

HOW LARGE A MARKET EXISTS FOR THIS OPPORTUNITY? IN THE LONG TERM, WILL IT GROW OR DECREASE?

It is a mid-market that might grow in the future. There are a lot of occasions, such as weddings, birthdays, sporting events, gatherings, and conferences. The majority of people want to lead simpler, less stressful lives. As long as I have dependable suppliers and a running creative idea board, it will hold up over the long term.

HOW CAN WE TAKE ADVANTAGE OF CONSUMERS' PURCHASING PATTERNS OR ACTIONS IN THIS MARKET?

One aspect of having people use the merchandise is through inventive advertising. Customers who value variety in their purchases give new encounters priority. They believe there is little danger involved in experimenting with various brands or varieties, so they may attempt a new product out of curiosity rather than because they were dissatisfied with an earlier buy. So when organizing a new gathering, they might test out new suppliers. Once the product is released, I can name it and create a sales strategy that maximizes its usefulness and allure.

WHAT BUSINESS PRACTICES DO OUR IMMEDIATE AND SECONDARY RIVALS EMPLOY IN THIS INDUSTRY?

WedMeGood - Despite the indirect Covid-led disturbances, spending on wedding-related accessories, such as jewelry and clothing, did not significantly decline, and most individuals continued to make preparations for marriage despite the third wave. Because of vendor limits and venue limitations during that time, the business suffered. As destination wedding travel regulations are relaxed and covid becomes a way of life, the following year is probably going to be remembered as the year the industry finally makes a return.

WHAT ISSUES WILL THIS REMEDY FOR OUR INTENDED AUDIENCES?

With the help of my merchandise, to make their lives simpler. Most users struggle to remember how much money they expend while preparing and how much they have left over. Either user overspend on meals compared to décor or they become irritated while doing it. With my merchandise's aid, they can plan their spending and stay on budget.

USER FLOW

The user's initial point of contact with the product (for instance, registration) is where the flowchart starts, and their concluding activity is where it concludes. I am unable to modify countless displays as a result. Testing can be improved as well.

In contrast to testing on completely finished designs, I can save time by asking users at the low-fi wireframe stages.

WIREFRAMES

LAYOUT THE SITE ARCHITECTURE VIRTUALLY

Wireframes are simple visual maps that I use to suggest screen components and illustrate how my target users would interact with trial solutions. To investigate how concepts meet user and company requirements early in the interaction design process, wireframing is essential to me. Elements for navigation and greater depth than in sketches. Good wireframing is the ability to produce realistic-looking, lean drawings, which allows me to decide rapidly whether ideas are worthwhile for me to develop myself.

GOAL OF WIREFRAME

- Put an emphasis on usability, accessibility, structure, and navigation to make a design simpler to create and use.
- Establishing order with a summary of each page's most important components.
- Early information design determination to enable precise categorization of data.
- For information, the screen was divided into substantial sections.
- Blocks that have been fine-tuned with features, such as links and picture placeholders.
- Maintained a simple, grid-based display of all material - Applied best practice design concepts to maximize usability

VISUAL DESIGN

The visual design concentrates particularly on the aesthetics and visual display of the UI that is obvious to the user. Although, realistically speaking, you'll find many instances where components intersect and check more than one of these boxes, UI design elements can be broadly divided into four categories: input, informational, navigational, and container elements. To promote greater cohesion and uniformity from a branding perspective, for instance, almost all UI components have some visual appeal.

Input areas include text boxes, drop-down menus, and sign-up and log-in forms.

Informational elements include content blocks, info boxes, interactivity hints, symbols, modal windows, and notice popups.

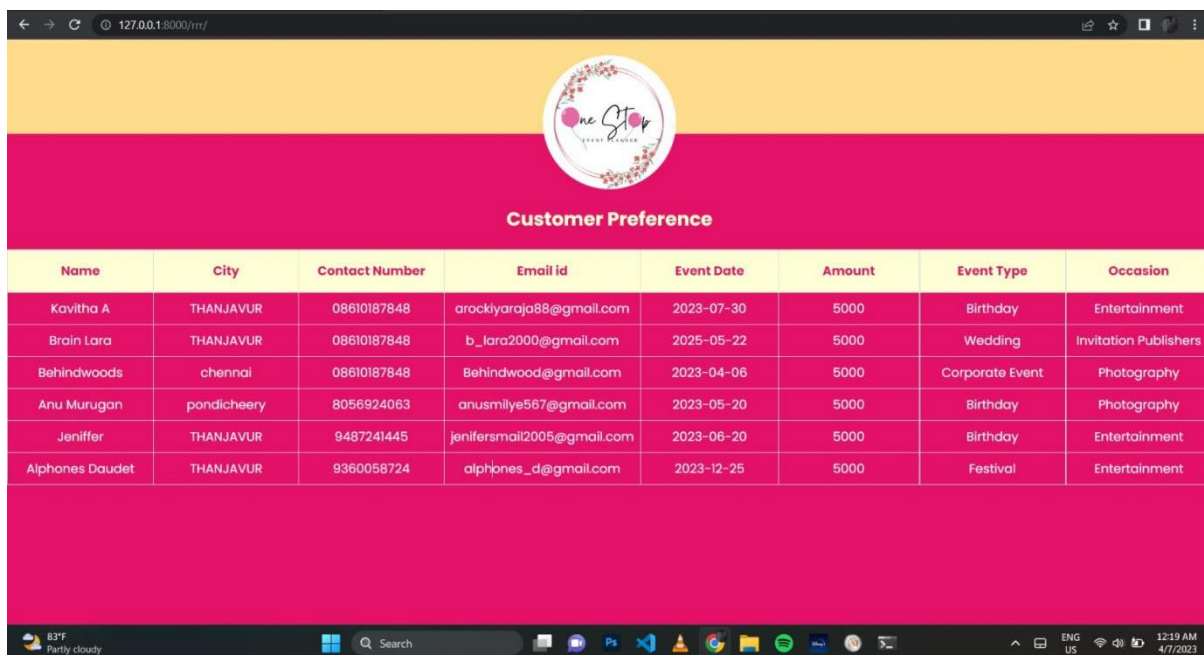
Main menu, search fields, and pagination.

Container components include accordion boxes, grids, menus, and data tables (or anything else that must respond appropriately based on the user device).

DJANGO CONNECTIVITY

We used Django to make connectivity to create the database for One Stop. To carry out certain basic activities, Django makes use of SQL, or Structured Query Language. The complicated query for adding, modifying, and removing data is often seen in SQL. We may utilise any database that Django supports, depending on our needs, including Oracle, MySQL, SQLite, PostgreSQL, and MariaDB. Django, on the other hand, enables a wide range of additional database functions. For instance, Django often comes with an ORM feature called an Object Relational Mapper, which enables developers to map data between the Django application model and database without the need of SQL queries. Instead, the ORM interacts with data via model classes.

FINAL DATABASE OUTPUT



Name	City	Contact Number	Email id	Event Date	Amount	Event Type	Occasion
Kavitha A	THANJAVUR	08610187848	arockiyaraja88@gmail.com	2023-07-30	5000	Birthday	Entertainment
Brain Lara	THANJAVUR	08610187848	b_lara2000@gmail.com	2025-05-22	5000	Wedding	Invitation Publishers
Behindwoods	chennai	08610187848	Behindwood@gmail.com	2023-04-06	5000	Corporate Event	Photography
Anu Murugan	pondicheery	8056924063	anusmilye567@gmail.com	2023-05-20	5000	Birthday	Photography
Jeniffer	THANJAVUR	9487241445	jenifersmail2005@gmail.com	2023-06-20	5000	Birthday	Entertainment
Alphones Daudet	THANJAVUR	9360058724	alphones_d@gmail.com	2023-12-25	5000	Festival	Entertainment

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