1. Story Telling:

The persona, Samira Frost is an event manager.
Her task is to manage the Event requests send by her customers , check the feasibility of conducting the event on the proposed time frame , and plan the event according to the requirements of the customer.

For Conducting an event , she has to keep track of various factors like ,venue, food catering services, venue decorators, transporters etc.
Hence, most of the time she find it challenging to keep track of all the factors for each and every event she plans.
And this also hinders her capability to take decision regarding the feasibility of conducting an event faster.
Thus, she is in search of an app that keeps track of all the activities she does while planning each and every event.
Segmentation : This app mainly aims to the Event Organizing Industries , or the industries that have event organizing departments.
Targeting : This app will server specifically to event organizers.
Positioning : This app will help in keeping track of all the activities that is done during planning an event , it will also show real time status of each activity.

2. Create a Persona using a template

Name:

 Samira Frost

Job Responsibilities (Main tasks and frequency):
- Communicating, maintaining and developing client relationships
- Managing supplier relationships
- Being responsible for all project budgets from start to finish.
- Ensuring excellent customer service and quality delivery
- Manage staff responsible for event coordination activities.

Name: Samira Frost

Background: 37 years old. Married. Good Communication Skills .

Job Title / Role: Event Manager

Picture

"For me, I would like to …"

Plan and organize all events successfully and effectively.

JOB RESPONSIBILITIES

Main tasks and frequency:

Delivering events on time, within budget, that meet (and hopefully exceed)expectations,
Setting, communicating and maintaining timelines and priorities…

MAIN GOALS

- Promptly Decide on the feasibility of an event request.
- Manage the entire event.

PAIN POINTS

- Late insight into important customer requests.
- Unavailable status , or late availability of status for important event factors.

NEEDS

Real time status of different factors planned for an event.

COMPETENCIES

Casual User	Power User
Proactive	Reactive
Work in team	Lone Fighter
Global focus	Local focus
Innovative	Conservative

STAKEHOLDERS

Main persons in contact during work:

Organizations who are willing to conduct an

Introduction to Design Thinking
User Experience Journey

Current User Experience Journey

Duration of the Journey:

Mindset

What is on the Persona's mind while taking the actions of their journey? How do they feel each step of the journey?

Let me see all the new event requests I got.

I have to plan the events according to criticality.

Ahh, let me check the status of factors planned.

I have to reply to the customers ASAP.

Let me check which event would be more profitable.

Actions

What actions and activities does the Persona take while going thru the journey to achieve their goal?

Open the Event Management App

Decide the event for planning

Accept /Reject the event based on feasibility

Click on event planner to plan the budget

See the status of the vendor reply

Go to the respective tabs and select appropriate vendors

Touch points

What touch points does the Persona have?
(Tools, channels, devices, conversations, and so on.)

Event Management App on computer or tablet or mobile

4. Mock Ups :