

Eventify

A unified platform for discovering and hosting events.

Eventify brings people and events together through a simple, intuitive, and engaging experience. It helps attendees discover relevant local events while empowering organizers to create and manage events with ease.

ROLE	Product Designer
SCOPE	Research, User Flows, System Design, Wireframes
TYPE	Concept Project
TOOLS	Figma, FigJam



Turn Moments Into Connections

PROBLEM

Event discovery is fragmented and event creation is overly complex.

People want to experience more of what's happening around them, but finding relevant events is difficult. At the same time, organizing an event is a time-consuming process, especially for small and independent organizers.



Fragmented Discovery

Events are spread across multiple platforms, making it difficult for users to find relevant, local events in one place."



Complex Event Creation

Existing tools often require long forms and technical steps, creating friction for small and independent organizers.



Limited Visibility

Many high-quality local events go unnoticed due to poor discoverability and lack of targeted audience reach.



OPPORTUNITY

Create a unified platform that simplifies event discovery and makes it easy for anyone to create, manage, and promote events.



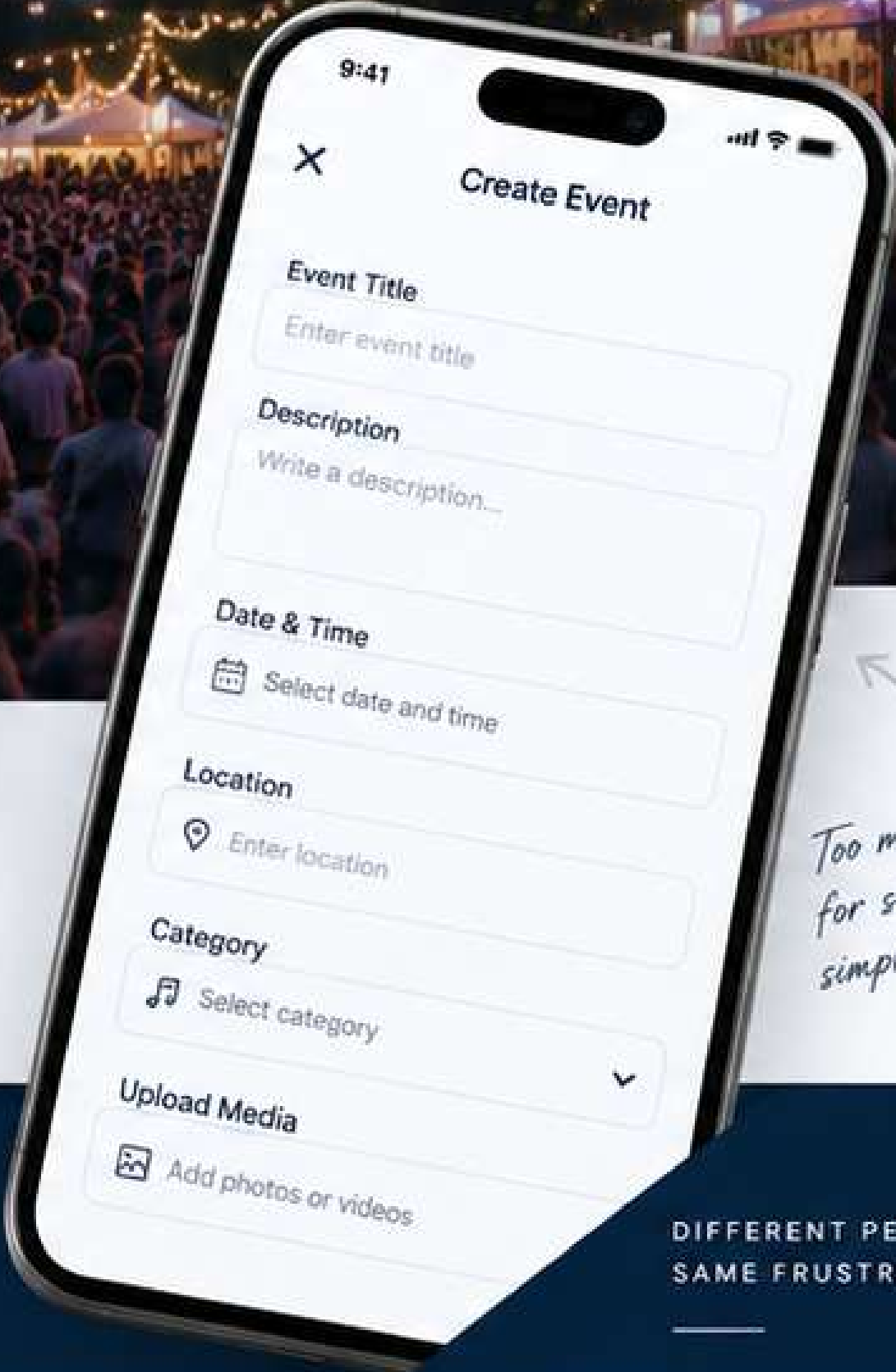
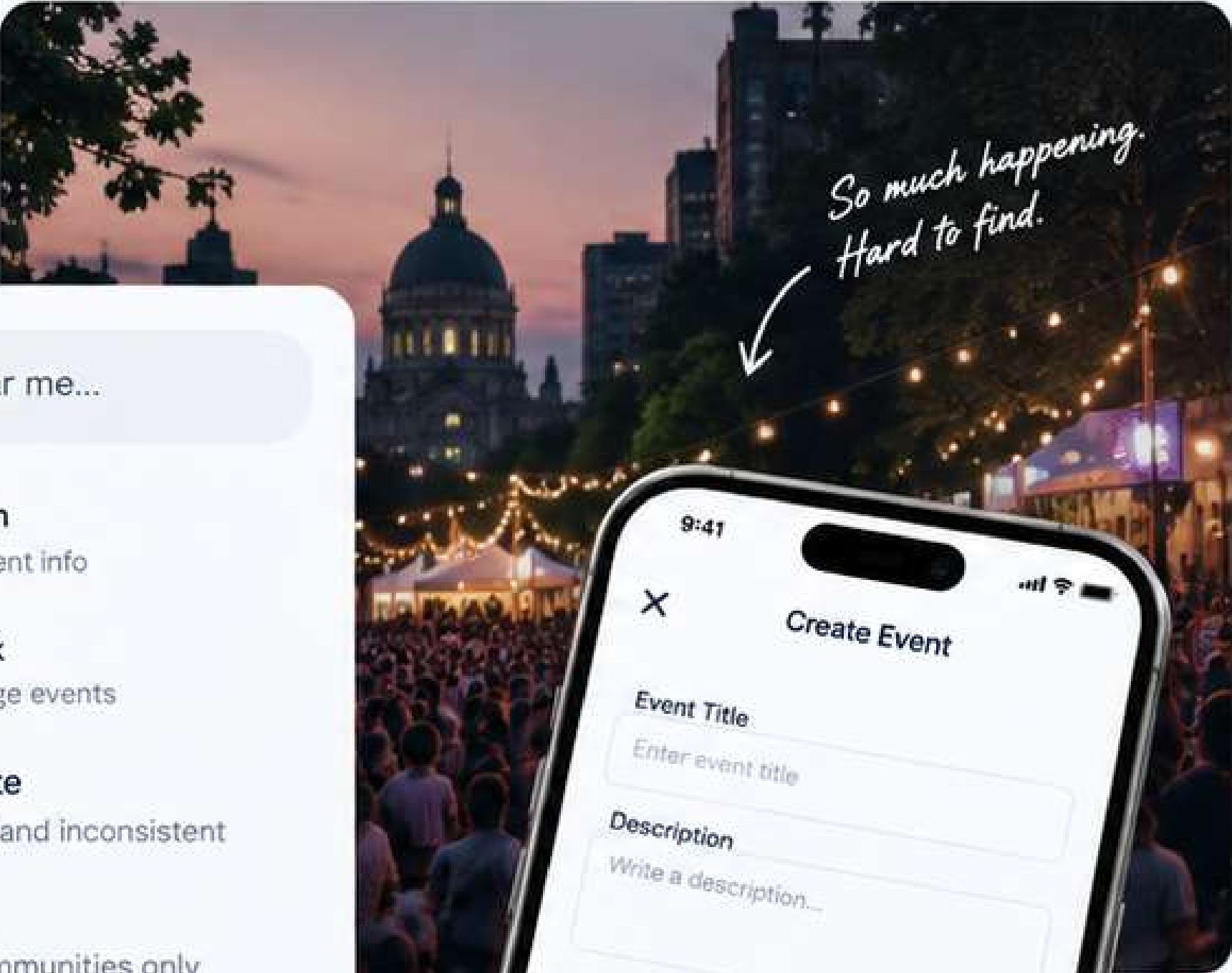
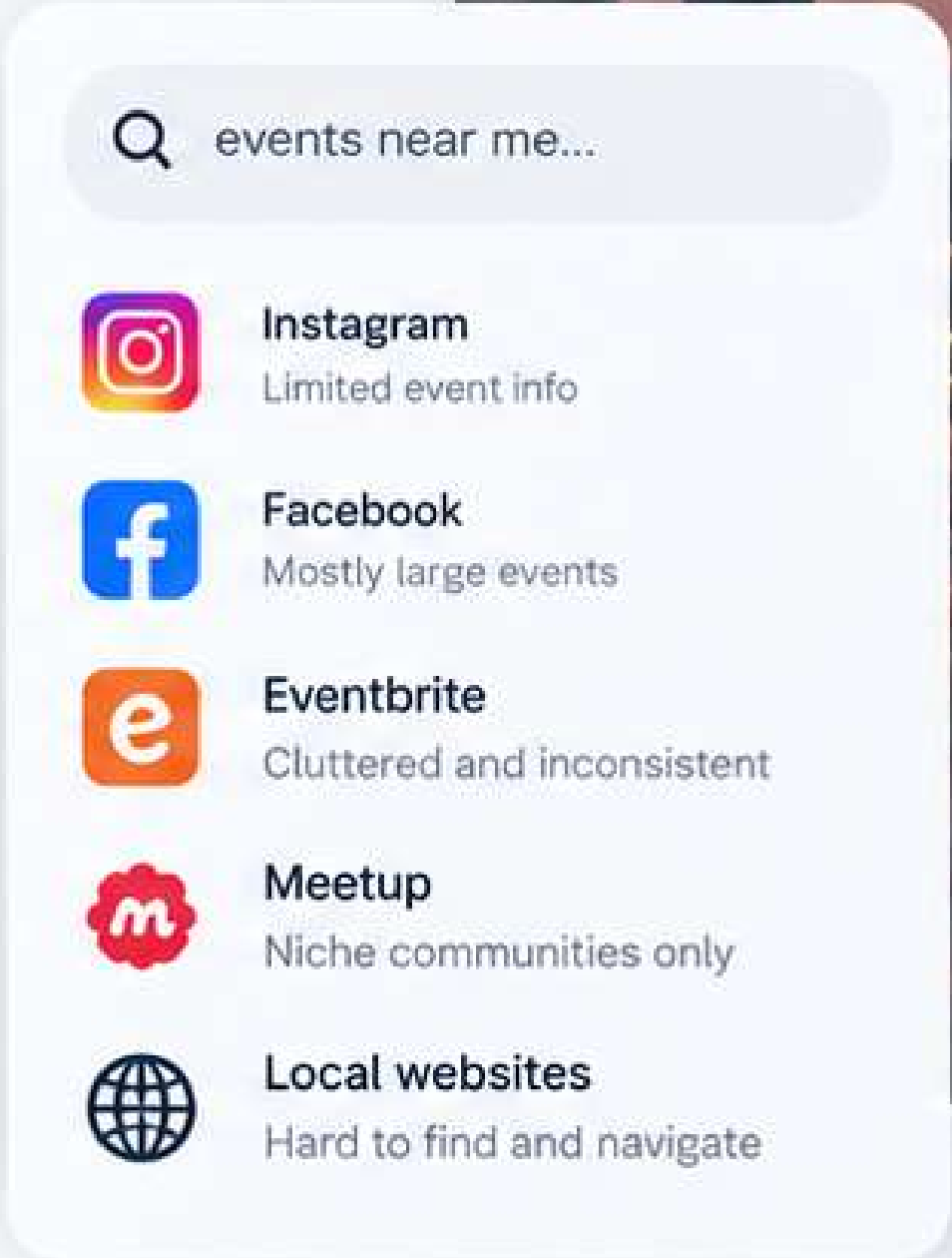
"I know there are great events happening in my city, but they're scattered everywhere and hard to find."

- INTERVIEW PARTICIPANT

"I wanted to organize a small community event, but the existing tools felt complicated and built for large organizations."

- INTERVIEW PARTICIPANT

Great events should be easier to find.



Too many steps for something simple.

DIFFERENT PEOPLE. SAME FRUSTRATION.

USERS & INSIGHTS

Two sides of the platform, two different needs.

We spoke with event attendees and organizers to understand their behaviours, goals, and pain points. Our research revealed that while both sides want meaningful events, they face very different challenges.

"I just want to find interesting things to do near me, without scrolling through 10 different apps."

ATTENDEE INTERVIEW

"Creating an event feels like a lot of work. The tools are either too complicated or not taken seriously."

ORGANIZER INTERVIEW

12

User interviews

8

Attendees

4

Organizers

Additional research:



Competitor analysis



Survey responses (23 participants)



Industry research

Attendees

Looking for relevant, local events.

"I want to discover events that match my interests, near me, and with people like me."

Goals

- Find relevant and interesting events
- Discover local and niche experiences
- Get essential details quickly
- Feel confident and safe

Organizers

Creating events for their communities.

"I want to create and promote events easily, without dealing with complicated tools or high fees."

Goals

- Create events quickly and easily
- Reach the right local audience
- Manage event details in one place
- Build trust and credibility

Key Insights



Relevance over volume

Users don't want more events — they want the right events.



Simplicity drives participation

Both attendees and organizers abandon platforms that feel complicated.



Trust matters

Clear event details, real organizers, and visible social proof increase confidence.

MAIN INSIGHT

The problem isn't a lack of events — it's a lack of structure and intent in how events are created and surfaced.

Users don't need another event listing. They need a more focused, intuitive, and trustworthy experience that connects the right people to the right events.

Better Events
Stronger Communities

PEOPLE BRING PLACES TO LIFE.

STRATEGY

Unify discovery and hosting through a simple, scalable system.

Our strategy was to reduce friction for both attendees and organizers by creating a unified platform with a focused, discovery-first experience. We prioritized clarity, relevance, and ease of use to drive engagement on both sides of the marketplace.

*Less friction.
More real
connections.*

*Local events.
Real people.
Stronger communities.*



01

Unified Platform

Bring event discovery and event creation into one cohesive experience — no need to juggle multiple tools or platforms.



02

Reduce Friction

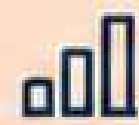
Simplify key flows with guided steps, smart defaults, and a clean interface for both attendees and organizers.



03

Prioritize Relevance

Use location, interests, and behaviour to surface the most relevant events and eliminate noise.



04

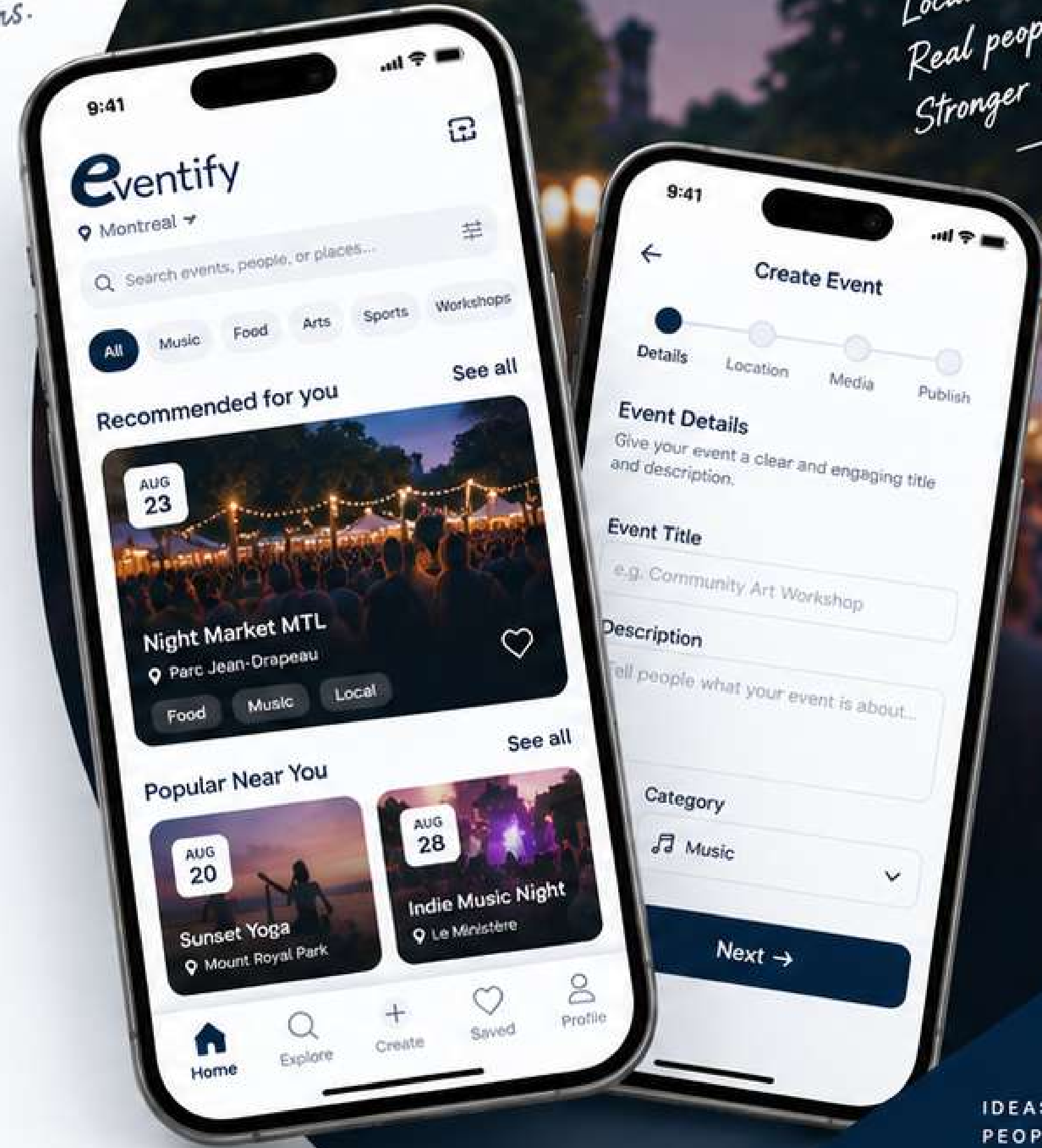
Design for Growth

Build a flexible system that can scale across event types, locations, and communities without compromising simplicity.



STRATEGIC GOAL

Create a trusted, easy-to-use platform that helps people find and host meaningful events, starting local and scaling globally.



IDEAS BRING
PEOPLE TOGETHER.

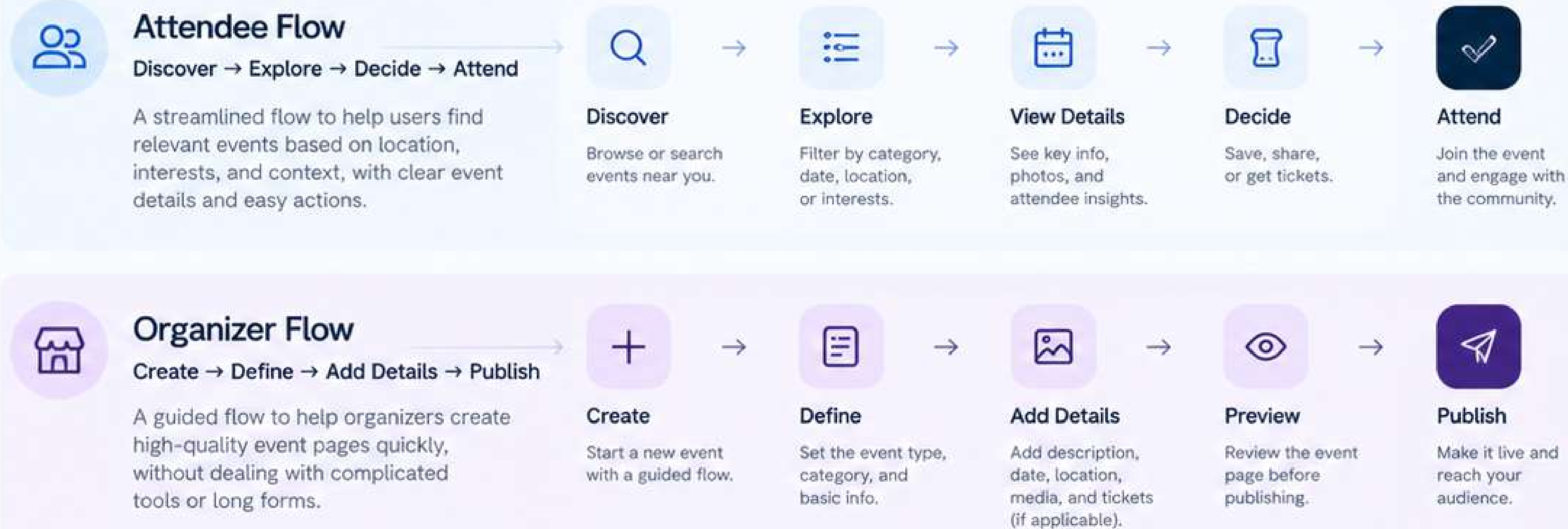
USER FLOW

Short, guided flows for both sides of the marketplace.

We designed simple, focused flows for attendees and organizers to reduce friction and help users reach value quickly, whether they're discovering an event or creating one.

From discovery to real-world experiences.

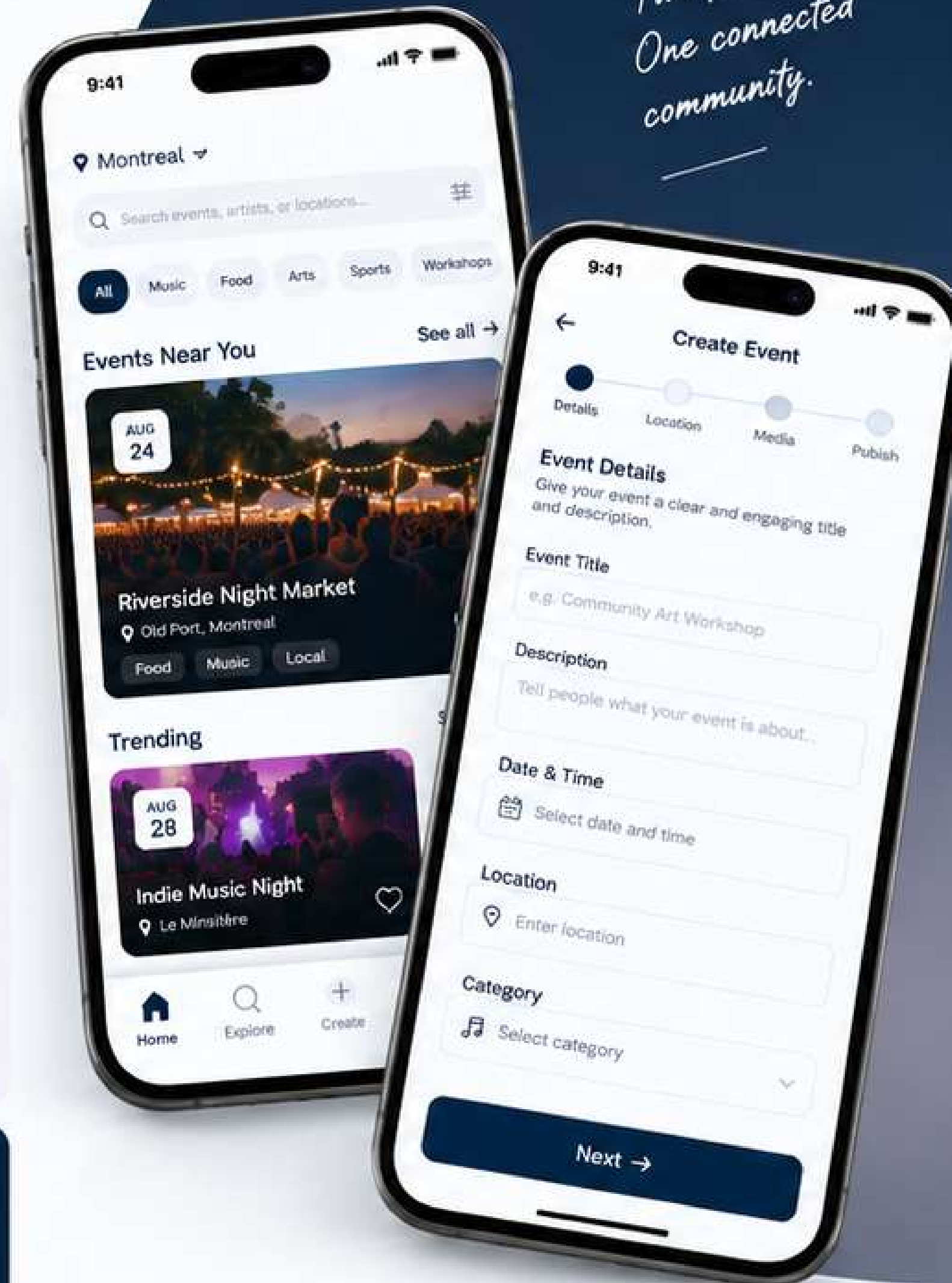
Two flows. One connected community.



DESIGN PRINCIPLE

Get users to value as quickly as possible, with minimal friction and maximum clarity.

"A good user flow doesn't just move people forward — it removes the reasons to drop off."



KEY DECISIONS

Designing for clarity, trust, and progressive commitment.

Each key decision was made to reduce friction, solve a core user pain point, and create a more intuitive and trustworthy experience for both attendees and organizers.

Small decisions create big differences in how people feel.

“

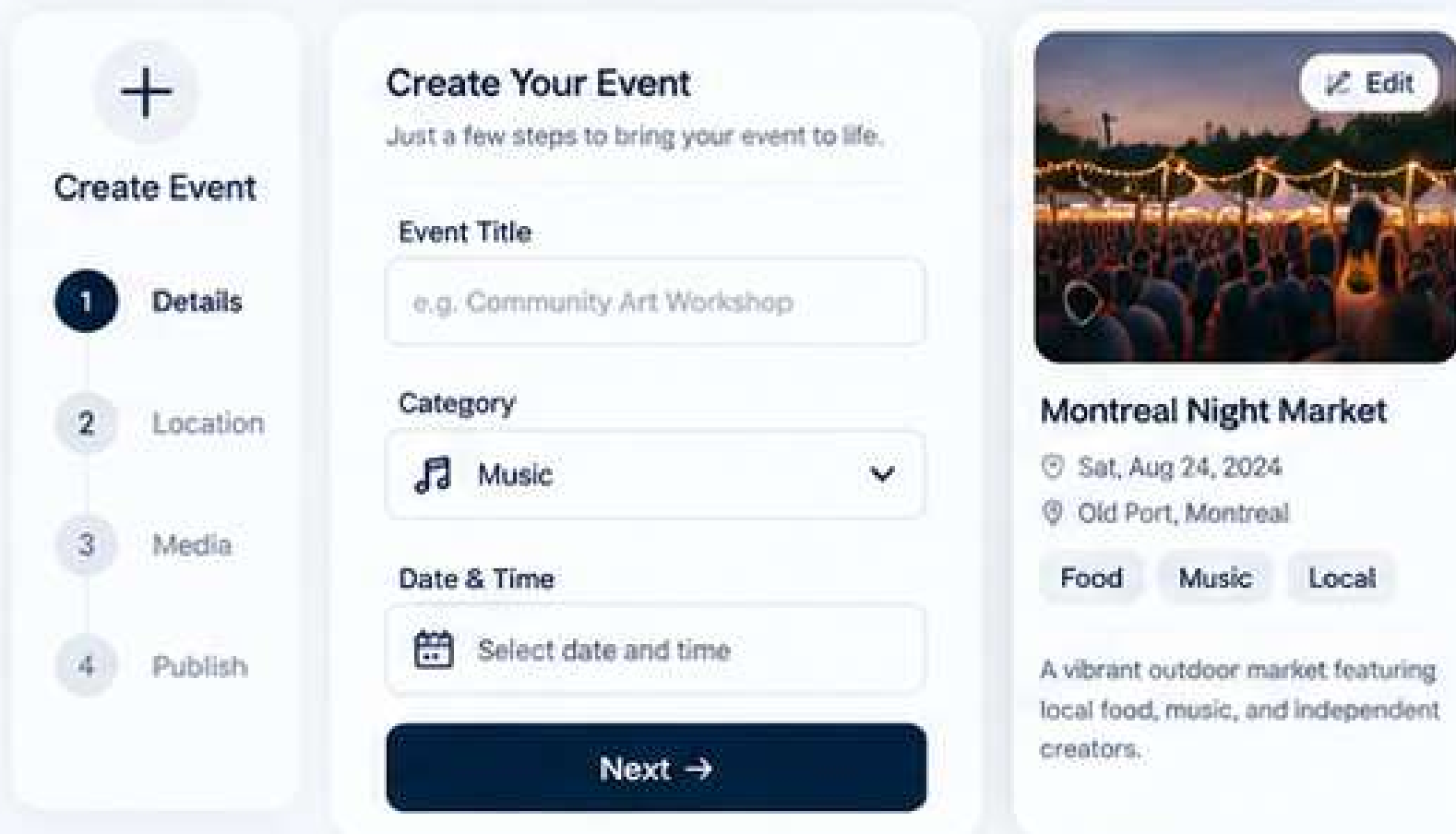
“We focused on removing unnecessary friction at every step, so users can go from interest to action with confidence.”

”

01

Guided event creation instead of long forms

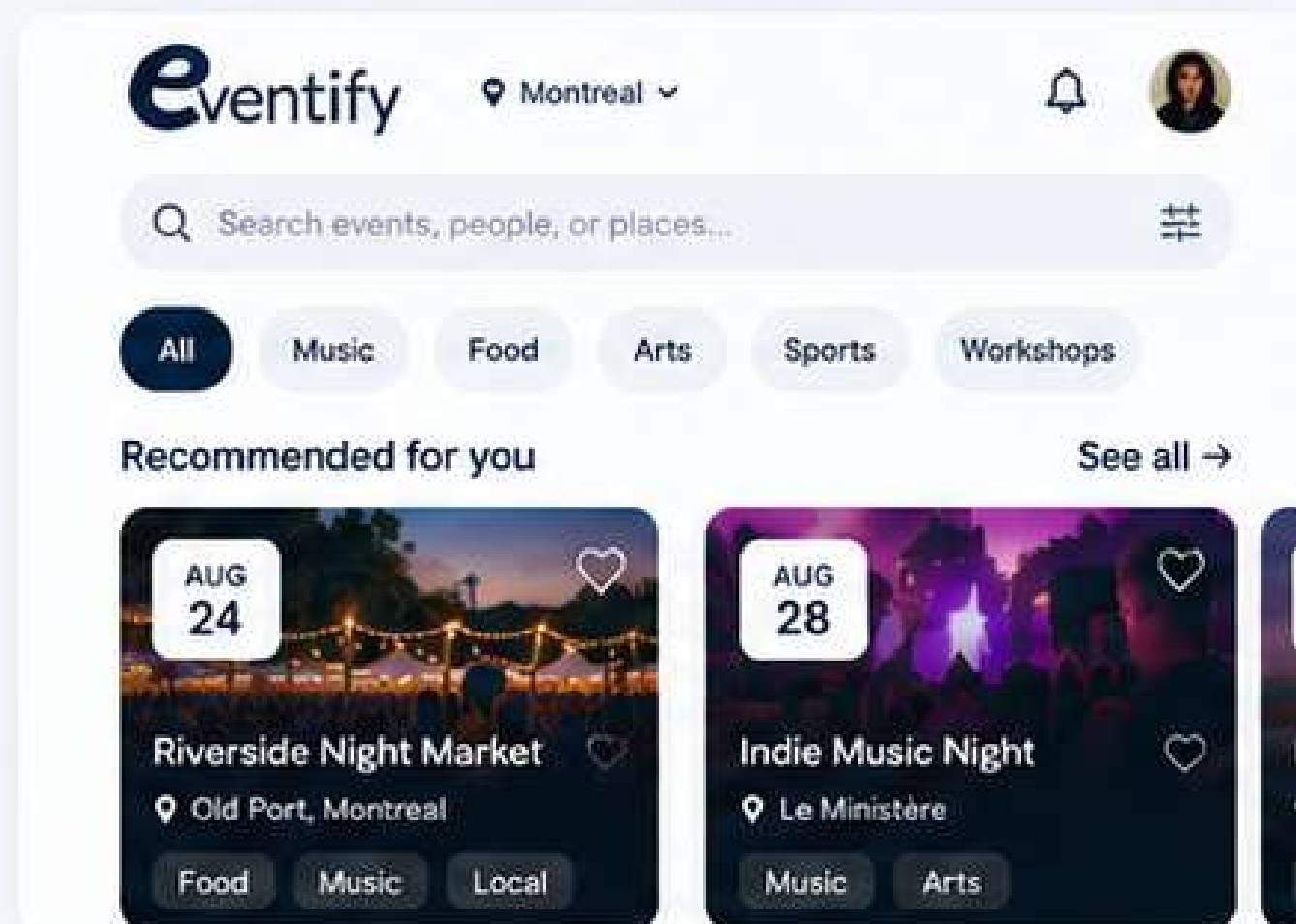
Organizers can create high-quality events through a simple, step-by-step flow, reducing drop-off and making the process less intimidating.



02

Discovery-first experience over search dependency

We prioritized visual discovery through curated recommendations, categories, and a map, helping users find relevant events even without a specific search in mind.



03

Event pages optimized for clarity and trust

Event pages surface the most important information upfront and include social proof, clear details, and organizer information to build trust and drive attendance.



IMPACT

These decisions result in a simpler, more intuitive experience that increases both event creation and attendance.



LESSON LEARNED

Reducing friction doesn't mean removing depth — it means revealing the right complexity at the right time.

BETTER
EVENTS.
STRONGER
COMMUNITIES.

SYSTEMS THINKING

A connected system that grows with its community.

Eventify is more than an event listing tool — it’s an ecosystem that connects people, places, and events. Each component supports the others, creating a scalable and predictable experience for users as the platform grows.

*Different parts.
One connected community.*

SYSTEM PRINCIPLES



User-centred
Designed around real needs and behaviours



Modular
Flexible structure to support growth



Interconnected
Each component strengthens the others



Data-informed
Insights improve relevance and recommendations



ATTENDEES
Discover events, connect with communities, and participate in experiences.

- ✓ Browse & search events
- ✓ View personalized recommendations
- ✓ Save and share events
- ✓ Interact with organizers and other attendees



ORGANIZERS
Create and promote events, reach the right audience, and build communities.

- ✓ Create and manage events
- ✓ Access audience insights
- ✓ Promote through platform tools
- ✓ Engage with attendees
- ✓ Track performance

PLATFORM ECOSYSTEM



INFORMATION STRUCTURE

EVENT CATEGORIES

 Music

 Arts & Culture

 Sports

 Workshops

 Community

 Food & Drink

 Business

 More

KEY DATA ENTITIES

	Event	Title, date, location, category, description, media, organizer
	Location	Name, address, type, amenities, photos, events
	User	Profile, interests, activity, saved events, connections
	Organizer	Profile, past events, analytics, verification status



SCALABLE BY DESIGN
A structured system enables new features, cities, and event types to be added easily without disrupting the core experience.

OUTCOME & REFLECTION

Turning an ambiguous problem into a structured product vision.

Eventify demonstrates how thoughtful UX can simplify a complex two-sided marketplace. By focusing on user needs, reducing friction, and designing a scalable system, the project evolved from a concept into a clear, testable product vision.



2-sided

platform designed for attendees and organizers



Simplified

event creation flow (from long forms to guided steps)



Improved

discovery through personalized recommendations



Scalable

system structure ready for future growth and features

KEY TAKEAWAYS



User-centred design creates real value

Understanding the needs of both attendees and organizers led to more focused and effective solutions.



Simplicity drives adoption

Reducing friction and guiding users through key flows makes the platform more approachable and usable.



Systems thinking is essential

Thinking beyond individual features and designing the ecosystem helped ensure consistency, scalability, and long-term potential.



Trust is a core part of the experience

Clear information, social proof, and verified organizers are crucial for user confidence and engagement.

NEXT STEPS



Validate with real users

Conduct usability testing with both attendees and organizers to refine key flows and features.



Introduce trust signals

Explore organizer verification, user reviews, and community features.



Explore monetization

Test premium features for organizers and partnership opportunities with venues and local businesses.

"Events bring people together.
Good design helps them find each other."

*Same events.
Stronger communities.*

FINAL THOUGHT

A more connected tomorrow, one event at a time.

Eventify started as a simple idea — to make it easier to find and host events. Through research, strategy, and thoughtful design, it became a structured solution with real potential to bring people, places, and communities closer together.



PEOPLE BRING
PLACES TO LIFE.