

Pain points and Needs

Possible Solutions

Users want to be responsive about environment and not printing out invitations

- The App will give a perfect experience of sending online invitation cards

Users do not want to send invitation cards through mail because it is waste of time and money

- The application will allow users to easily invite their guests through different messaging platforms such as WhatsApp, Telegram, etc.

Users want to find well designed free cards

- The application will have many well-designed free cards to be chosen from.

Users need special and customized cards for their events.

- The application will have "Do it Yourself" option and users can design their card from scratch.

Users want to effortlessly do RSVPs

- The application will allow hosts and guests to easily get and do RSVPs.

Users as a guest want to have access to the wish list of the host to buy the proper gift.

- The application will allow users to add their Wishlist and sending it to their guests.

Users want to be able to reschedule or cancel their event

- The application will allow users to reschedule or cancel their event and sending notification to their guests.

Users want to effortlessly communicate between the host and the guests

- The application will allow the host and the guests to chat and communicate before and after the event.

Users want to add the theme of the party to their invitation cards

- The application will reveal the theme of the event on the invitation card for the guests.

Users don't want to sign up for an online application on the landing page

- Encouraging the users to sign up by giving information about the app on the boarding page.

Users want to spend less time on browsing cards

The application:

- will suggest a professional questionnaire about user preferences and style.
- Will automatically filter the most popular and free cards, based on the users' preferences.
- Will have filter options according to event types, free, premium, and customized cards.