dvt design

DVT Events App & Website

DVT is quite an interactive company, and has numerous events happening at any given time. These range from insightful technical talks for staff, to social events (online or in-person, Covid-dependant), to company-wide staff announcements. This app aims to be the go-to place for DVT employees to know what's next on the calendar.

Design Approach

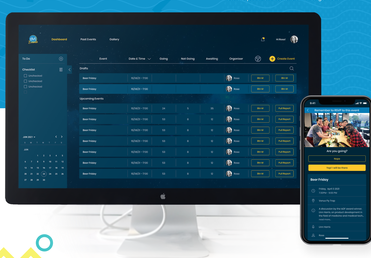
The design process started with in-depth research in the form of interviews to understand the mindset of both attendees and organisers of events. From there, insights were used to design UX flows, wireframes, and then the UI.

Project Summary

We created a platform for DVT to invite employees to company events, and where employees can RSVP to these events. The aim was to increase engagement and attendance at events.

Deliverables

Native iOS and Android app design for event attendees, as well as a responsive website for event organisers



Project Breakdown

We were tasked with creating a platform for DVT to invite their employees to company events. This platform should also be designed in a way to encourage and increase engagement.

What did the client need? (AKA The Challenge)

DVT is an (amazing!) tech company who contracts out their staff to other companies. Due to the nature of this type of work, DVT employees may sometimes feel disconnected from DVT. One way to combat this is the regular hosting of events and functions. However stakeholders were concerned about the lack of engagement, and wanted a solution to increase RSVPs and interactions.

We were tasked with the following:

- Create a **native app** which will be a repertoire of all DVT events. This app should host records of past and upcoming events
- Within each event, users should be able to **post comments, photos and feedback** about the event
- Users can **RSVP** to an event invite through the app
- Create a **web portal** which would serve as an administrator's platform. The admin would be able to create and publish events on this site, pull reports of guest lists and gather feedback about events.

What route did we take?

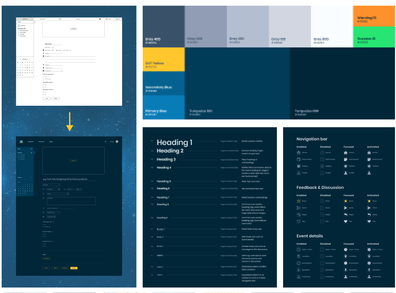
Following the Design Thinking approach, we started off with research. We did some serious investigation into what already existed in the market, and also performed in-depth interviews with a variety of users. The analysis of this research resulted in a beautiful wall of sticky notes, and a much greater understanding into the challenges faced by users.

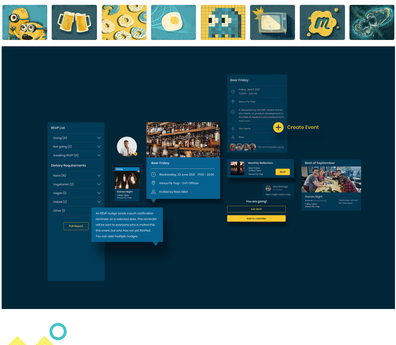
Research done, we moved onto fully defining the problem. We did this through user stories, user flows, user personas, journey mapping and empathy mapping.

Having understood the current situation, who the users were and what they were experiencing, we were ready to start thinking outside the box for a creative solution.

Pencils in hand, we got to work. Once the sketches were done, we moved onto digital wireframing. Then came the fun part: turning black and white screens into works of art (aka applying visual design).

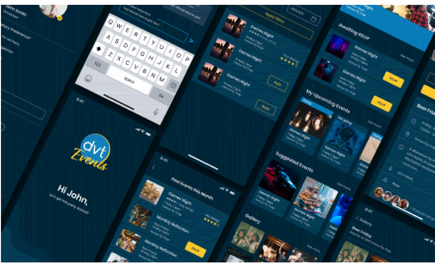
We created a design system for the 5 designers working on the project to use – which ensured consistency in design – and also created custom illustrations for each event type.





The Solution

The **DVT Events app** brings out the "fun" in "functional". It's a one-stop-shop for employees to remain connected to DVT, and to engage with the events.



The **web portal** allows the administrators to easily create and publish events, as well as pull reports detailing important information. Some tasks have also been automated, to simplify the process for the busy Culture Managers who manage these events.