Congressist Area

UI PROJECT

SUBJECTS

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Details
Colors
Closing

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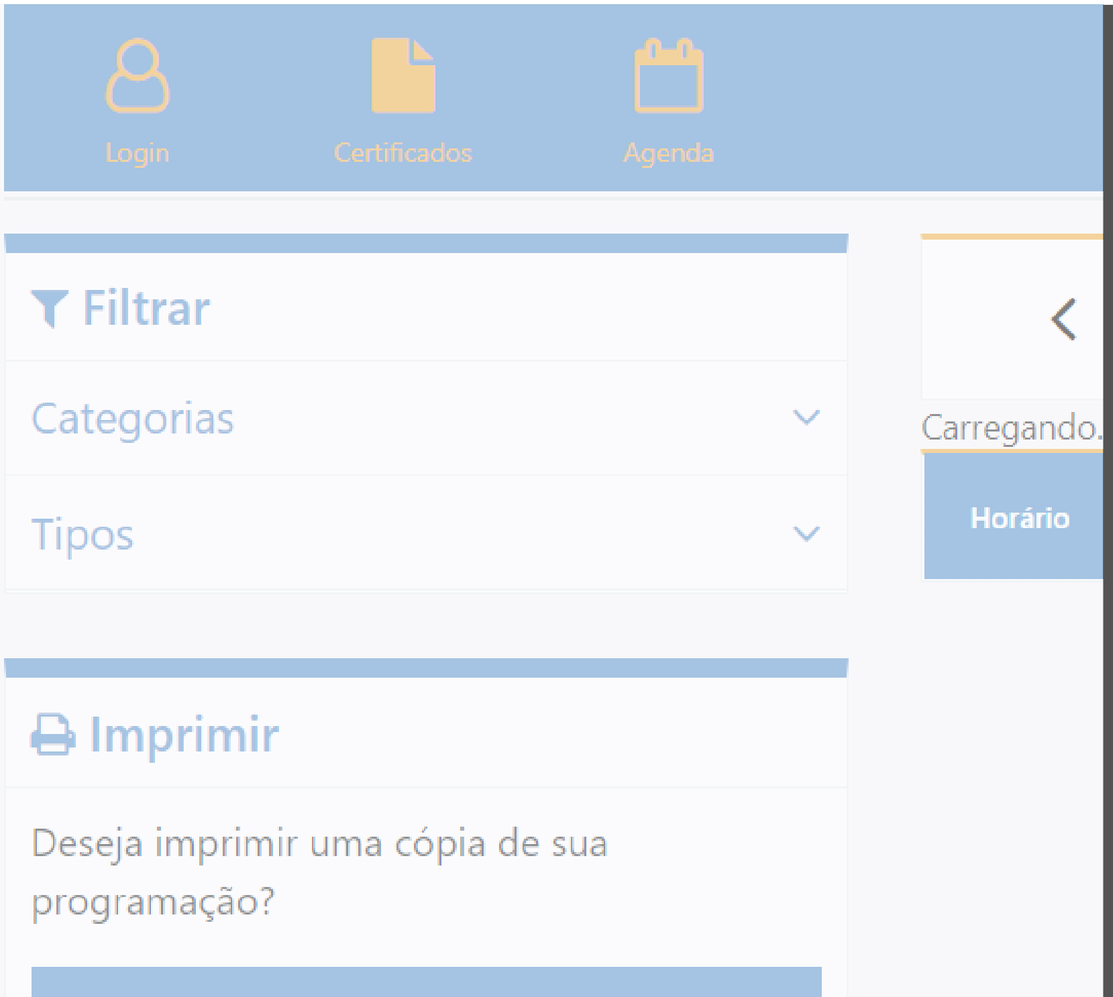
Context



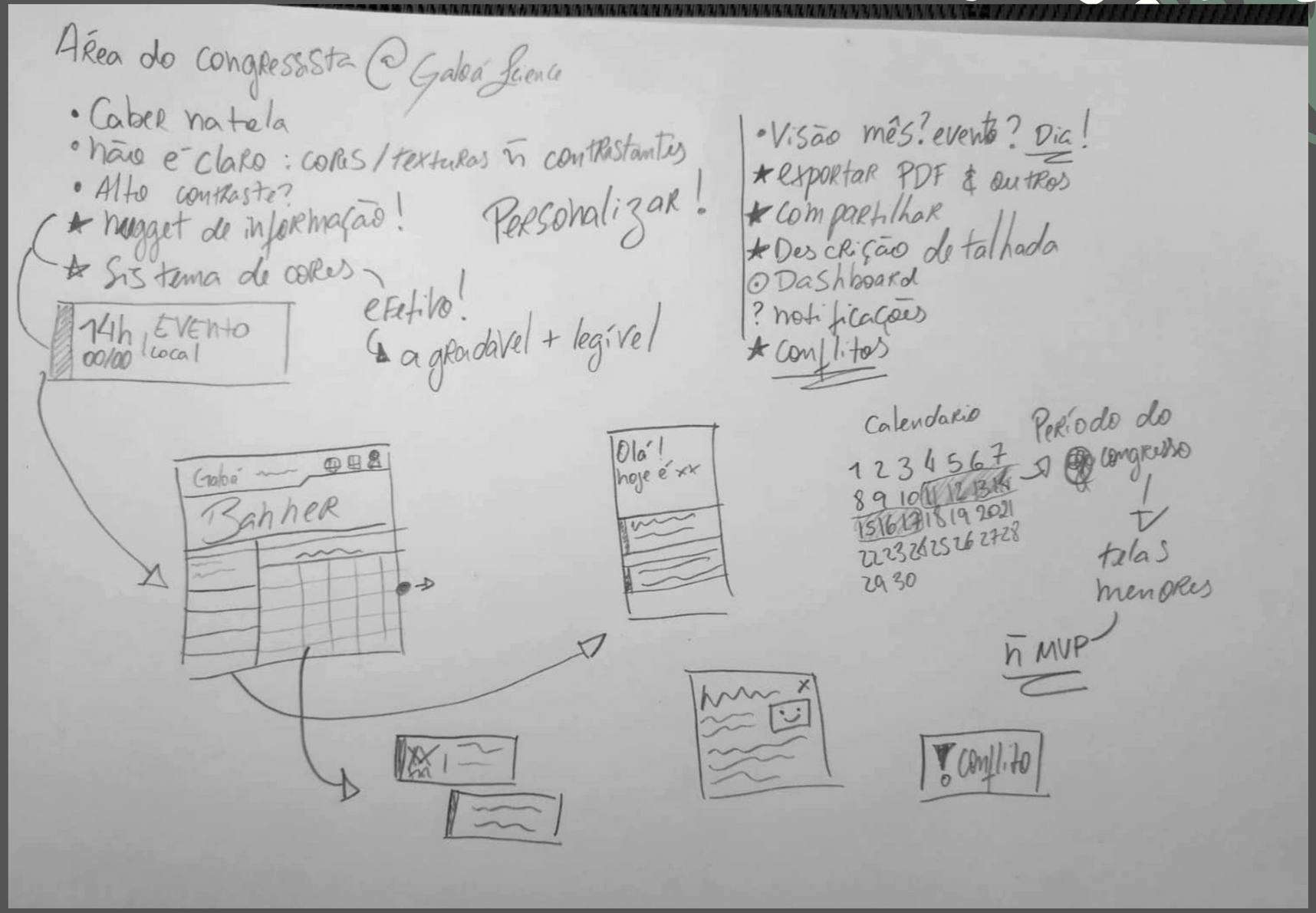
The Congressist Area and its agenda are central to the experience offered by Galoá.
In this section, users will find the necessary tools to stay informed about the congress and organize their schedule according to available events, selecting the ones they plan to attend.
One of the distinctive features that should be maintained is the customization capability: event organizers can choose colors and banners according to their preferences. Users, on the other hand, have the opportunity to add their favorite events to their unique list.

User

The users of this product, although highly capable of understanding and using new tools, have no time to waste. They need information at their fingertips, efficiently presented in a simple, clear, and organized manner, to optimize their day and focus solely on absorbing the experiences offered by the events.

They have colleagues attending the congress, while others are opinion leaders on platforms like LinkedIn. Therefore, tools for sharing events, although not essential, would be welcomed as a valuable addition.

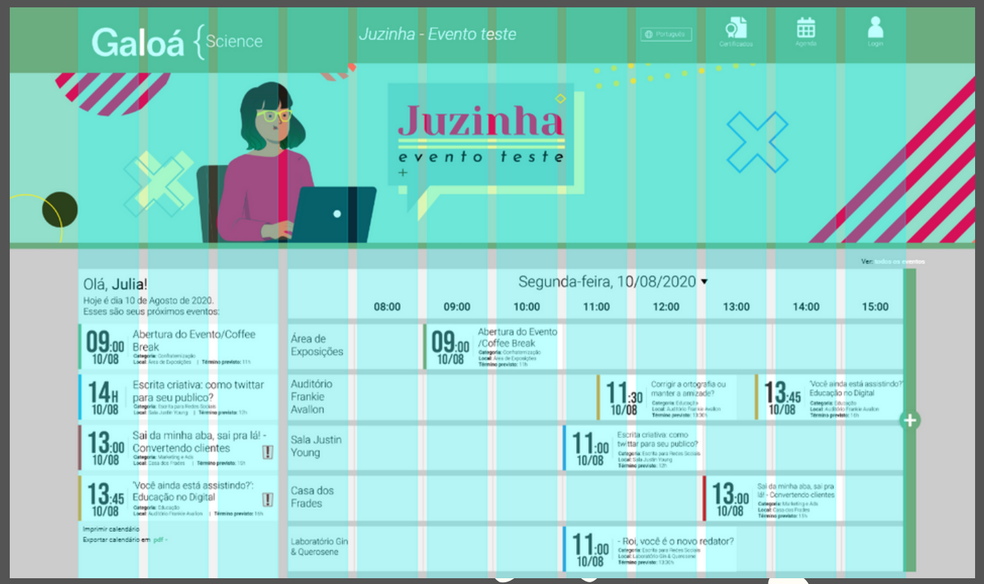
Ideas & Wireframes

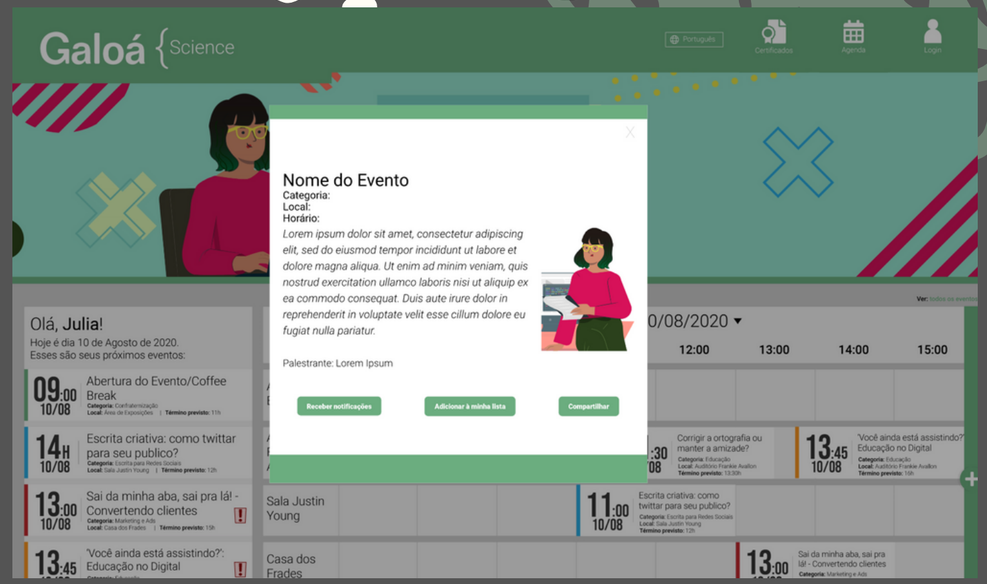


New interface

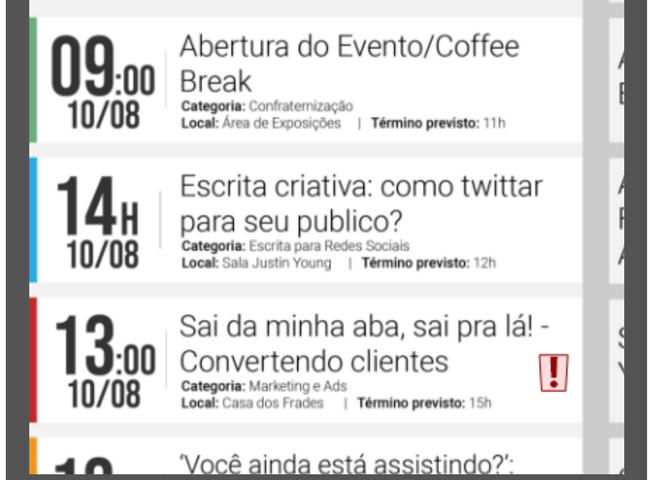
[Try the prototype]

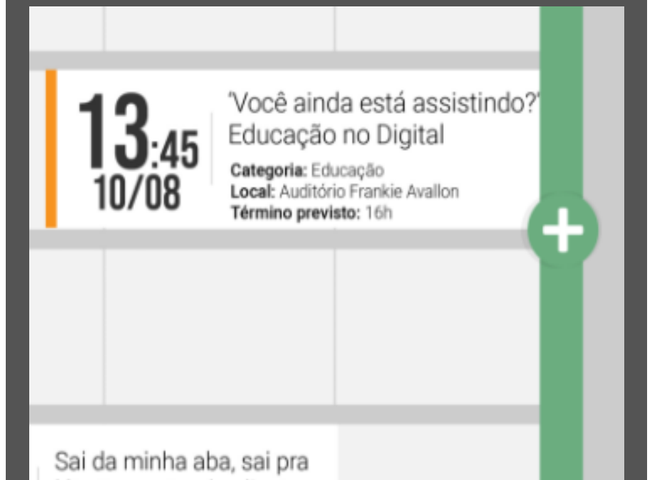
New interface





Details





INTRODUCING: NUGGETS

All essential information is displayed at a glance, repeated in a modular fashion, and presented with a color/category standard to facilitate visual memory construction.

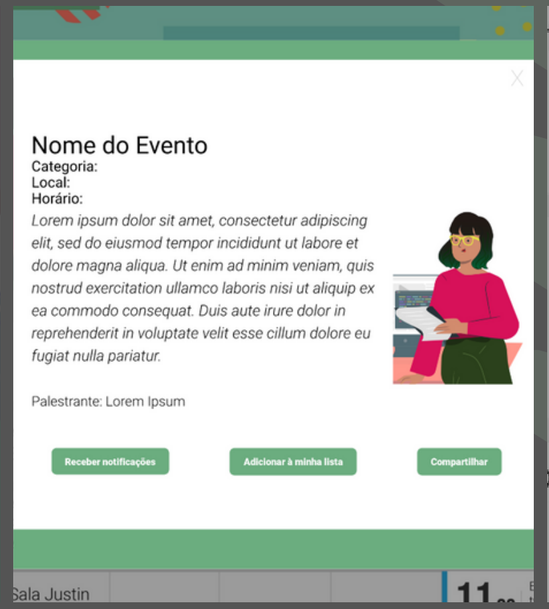
TONE

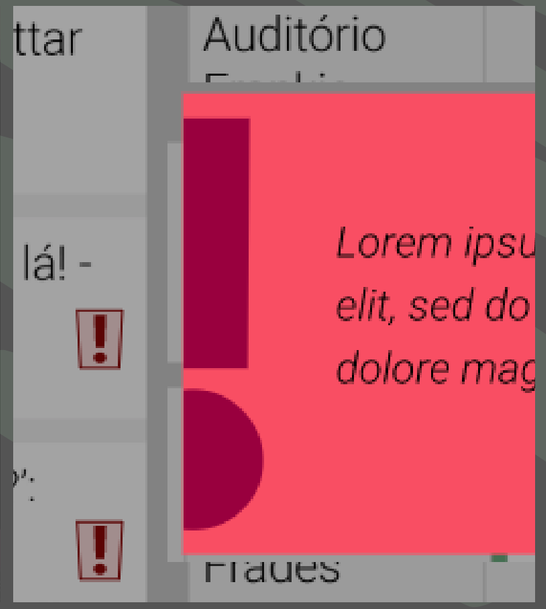
The approach is direct, like a virtual assistant, providing users with support and efficiency. All essential information is displayed clearly, fostering visual memory. They don't need to check the calendar; it's at their fingertips. A seamless and stress-free experience is ensured.

FITTED

The arrangement of location/time of day was designed to provide more visual context by displaying a significant portion of the day without the need to scroll through the page.

Details





HIGHLIGHT

It is important for the user to know who is providing the service that facilitates their daily life. Recognition is the first door to a lasting relationship of trust.

MORE INFO

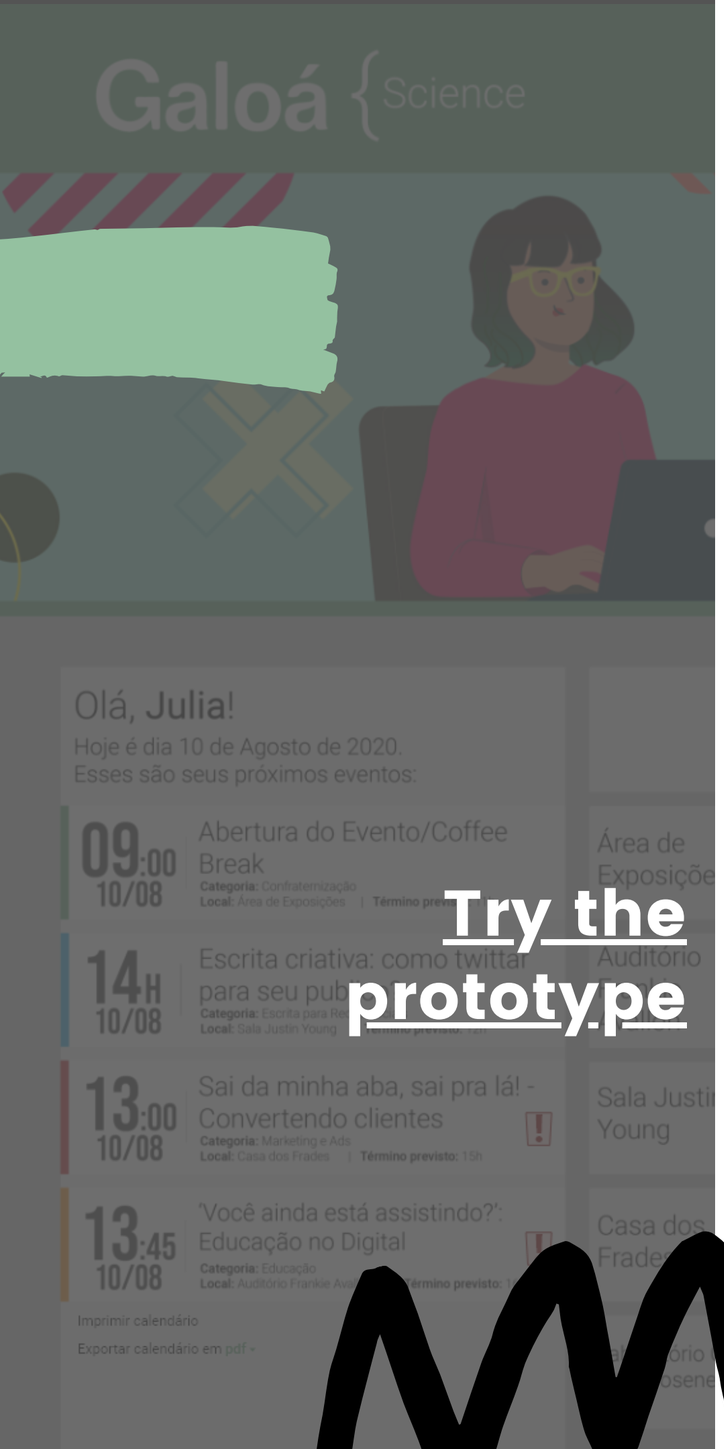
Click the nuggets to learn more about the event and explore other interaction options.

CONFLICT DETECTION

Who wouldn't want to be in two places at the same time? While that's not possible, we'll notify you when there's a conflict between events in your list.

Colors

The user is (almost) unpredictable; it's not always possible to ensure that the chosen colors will match the layout. Gray is versatile and serves to anchor and harmonize the color palette chosen by the event organizer, ensuring readability regardless of the chosen color.



Closing

Given the limited time available and the need for further testing and research, we chose a simple design that is functional at its core. We would consider the version presented in this project as a semi-high fidelity prototype, which, with some adjustments, would be successful in meeting the demand.

Try the prototype

TOOLS

- Paper & pencil
- Illustrator
- Adobe XD