

Plan Plus SYSTEM PROPOSAL

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Systems Analysis & Design - 3020



LAST UPDATED : 12/10/2018

Date Created: 10/24/2018



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PROJECT ESTABLISHMENT



Our Team



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**”GIVE YOUR
EVENT
THE TOOL TO
SUCCEED,”**

What is Plan Plus?

Plan Plus is a desktop and mobile application geared towards everyday consumers who need to plan events. Our platform allows consumers to find the best services for their event, plan and manage the event, and pay for their event, all in one convenient application. What makes our team special? We have a diverse skill set and an analytical way of confronting issues. Using our collaborative and innovative problem-solving, we have created an application that enables users to plan fast and with financial assurance.



Team Collaboration Plan

COLLABORATION

A group Google Doc will be used to log all progress. After each document is finalized, a team member will export the document as a PDF and upload to Basecamp.

TEAM MEETINGS

When not in class, team meetings will be held at Langsam Library on Tuesdays or Thursdays from 10:00 AM - 11:00 AM. Out-of-class meetings will be planned only when needed. Other non-essential meetings will be virtual via Google Hangouts.

ASSIGNMENT EXPECTATIONS

Assignment expectations will be specified during in-class team-collaboration days. All members will be expected to complete their assigned portion by the specified due date.

ROLE EXPECTATIONS

Taking inspiration from the Valve Corporation, we have chosen not to have a specific project manager. Instead, each individual will take responsibility into their own hands, with pressure coming from all members to get work completed. This may need to be altered in the future with the need for more structure.



PROJECT CHARTER

Description of the Problem

Successful execution of event planning relies on extensive research, outreach, and time expenditure for the event to run smoothly. Planners need to account for catering, location, music, set-up, on-site help, and everything in between. While platforms exist that help you narrow down on these individual components, users in this day and age are left without a platform where they can compare and contrast vendors that cover all components of their event in a single platform. Consequently, they are left overwhelmed in their ultimate effort of putting together a successful event.

Value/Benefit of the System

Plan Plus saves consumers time, money, and copious amounts of stress. Plan Plus saves consumers time through its well developed search engine. Plan Plus saves consumers money as it compares the price-points of both established vendors and independent vendors in an easy-to-understand comparative table. Plan Plus also alleviates unwanted stress for event planners, as its price-comparisons, intelligent search tools that strategically point to vendors based on the event search engine, and transactional reliability ensure the user's planned event is as well-orchestrated and as cost-friendly as possible. For consumers, there's no more need to bookmark twelve different catering websites or build spreadsheets comparing different price points.

Primary Audience/Consumer

The Plan Plus audience includes virtually anyone planning an event. Our primary target audience are individuals aged 24-32, which is the age individuals will be planning weddings, birthday parties, businesses planning outings/retreats, banquets, engagement parties, and other sizable events. We also would like to introduce our platform to college-aged students in charge of planning events for their on-campus organizations, such as Greek life organizations or cultural organizations. Once this younger target audience is ready to get married or plan a similar expensive event, they will already have experience using our platform.

Key Assumptions

This project relies on consumers understanding that they are responsible for handling communications with vendors after Plan Plus narrows down their search criteria. This project also relies on the assumption that independently contracted businesses and established corporations are accepting of Plan Plus listing them on our vendor comparison portal. Plan Plus also assumes that companies will use our system as their primary booking agent, as well as have a staff member keeping their profile, messages, and events up to date. Each vendor will take the time to set up their profile with the required fields.

Anticipated Obstacles

An obstacle we will face will be retaining customers and driving on-platform conversions. We must ensure that the transactions between the users and vendors occur on our platform so that we can sustain the transactional fee that our revenue model relies on.



SCOPE STATEMENT

ENVISIONED END PRODUCTS:

Plan Plus is a streamlined event planning website and application geared towards supporting independent businesses and empowering consumers. Our platform allows consumers to research, hire, manage, communicate, and finance every facet of an event within our single application.

CUSTOMER DELIVERABLES:

- Web and mobile application
- Extensive list of different vendors and contractors from various industries
- Search-engine and filters to find the perfect vendor
- Calendar feature to select availability
- Chat feature to contact vendors
- "Store Cart" system with integrated payment methods (Credit, PayPal, etc.)
- Ability to send electronic invites via the application (Version 2.0)

VALUES/BENEFITS

Plan Plus wants to save customers time, money, and hassle by helping them find the perfect vendors for their events in an organized fashion.

TIME

Plan Plus reduces the run-around for planning and allows customers to focus on the event. Our tagging system allows customers to quickly find the type of service they require, with immediate review. Customers can skim reviews and view a digital portfolio from vendors to immediately find if they are a good fit. Portfolios can include photos, videos, audio files, or other media to help consumers make their decisions.

ORGANIZATION

Plan Plus allows customers to keep track of all vendors for the event, including status of the services and any event changes. All communications can be done within the application, so the consumer only needs to keep track of one communication channel.

FINANCE

With Plan Plus, financial records can be easily accessed and invoiced for personal and business needs. Customers pay Plan Plus directly and Plan Plus distributes the payment to the vendors, making a fast and secure process for customers. A record of each individual vendor can be exported for personal and organizational records. Plan Plus makes it easy for customers to pay directly on their phone or computer without the need to share financial information directly to vendors. Simply add a credit card or link a PayPal account.

QUALITY

Customers can view vendor portfolios quickly to see if they offer matching services. Our user-rating system also shows customers the quality of vendors at a quick glance and allows for more in-depth customer reviews.



SCOPE STATEMENT

FUNCTIONAL REQUIREMENTS

LOGIN / ACCOUNT

- System prompts user for User Login or Service Login
- System prompts user for username & password
- Systems allows user to login using Facebook/Google

SEARCHING / FILTERING

- Search-criteria platform to filter vendors by event type, location, and price
- Profiles pages for each business/vendor, including a "Portfolio" review system

PLANNING

- Display that shows vendors and their locations, booking information, photos, reviews, and pricing
- Calendar applet linking availability with vendors and customers

COMMUNICATION

- Messing system to connect consumers to vendors
- System allows users to message all vendors and services in real-time
- Button to request in-person meeting

PAYMENT / BUDGET

- Integrated finance system using PayPal, Apple Pay, Visa, and MasterCard
- Budget tool that allows user to filter vendors and services that fit within desired budget
- Prompt to enter in an estimated budget at beginning of searching
- System filters budget into categories (i.e. 40% of entered budget should be reserved for the venue-space rental)

LOCATION

- Stationary location-based system to show nearby vendors
- System asks users for permission to share location to find nearby vendors and services (manual location entry allowed)
- Filter location by distance range (i.e. five miles, ten miles, etc.)

NOTIFICATIONS

- System alerts users for booking confirmation
- System alerts users when they receive a new message
- System alerts users to suggest booking new services (i.e. it's recommended to book a photographer 8-10 months before a wedding date)
- System alerts Service Provider when users view their venue profile

NON-FUNCTIONAL REQUIREMENTS

OPERATIONAL

- System will be compatible with iOS, Android, and Desktop/Web users

AVAILABILITY

- Users will have access to system 24/7
- Users will be logged out of system after an hour of inactivity

SECURITY

- Payments submitted are encrypted and secured through our system
- Account passwords require at least 8 characters



SYSTEM REQUIREMENTS DOCUMENT



COMPETITION COMPARISON		Plan Plus	EventUp	TagVenue
	Book a Venue	✓	✓	✓
	Pay through website	✓	✓	✓
	Research competitors	✓	✗	✗
	View Company Specs	✓	✓	✓
	View Vendor Rating	✓	✗	✓
	Mobile App	✓	✗	✗
	Easy Communication	✓	✗	✗
	Local Business Options	✓	✓	✓
	Search by Availability	✓	✗	✗
	Serves American audiences	✓	✓	✗
	Search different services (other than event spaces)	✓	✗	✗

This feature comparison chart shows system differences between Plan Plus and its two prominent competitors. While our system covers all modern necessities, EVENTUp and TagVenue do not meet all expectations.

BENCHMARKING

Being that our website involves event planning and coordinating communication between users and businesses, there are already existing systems that have similar traits. One of these systems is TagVenue, a London-based venue booking website that prides themselves in streamlining the communication and booking process. Some similarities are their venue reviewing system, thorough search filter, and list of company specifications. However, where TagVenue lacks is their absence of a mobile application, connections to outside providers such as external catering, and access to the American market.

Another system with a similar overall feel to ours is EVENTUp, a more local competitor. Acting very similar to TagVenue, this program does not have a mobile application, quick outside connections, or a way to research competitors. Our system would make all the necessary improvements to better serve the customer.

One system feature that we will incorporate into our design is Amazon’s recommendation feature for “frequently bought together” items. This feature allows customers to view commonly grouped purchases, and this feature ultimately drives multiple-item purchases for organizations. When a customer books a venue using our system, they will have access to other recommended resources such as catering or photographers. These recommendations will differ based on event type, location, and price.

Another system that will be incorporated into our design is Uber’s rating system. After you book an Uber, you are able to see the Uber drivers rating. After the ride, you are able to give the driver a rating out of 5 stars which is based on the overall experience you had. The only thing you cannot do with this rating-system is book an Uber driver based on their rating, which is where our system will differ. Customers will be able to view vendor profiles and ratings before they book so that they can use the user-generated information to make informed decisions.

Yelp is another system that will be incorporated with our design. Yelp is a local-search service powered by a crowd-sourced review forum. In our design, customers will be able to upload reviews of their experience, as well as photos they took while at the event.



OUTCOME ANALYSIS

Planning a successful event is a considerably complex endeavor. Most everyday users do not have the free time available to navigate from one vendor's site to another's, and they struggle documenting all communications sent back and forth. Plan Plus offers consumers a plethora of benefits, ranging from ease of mind, saving time and money, help finding the perfect fit for their event, supporting independent companies, and most importantly, staying organized. For consumers, keeping track of the communications between different vendors is an exceedingly challenging task for individuals with no prior event planning experience.

Plan Plus saves consumers the stress, time, and money that comes with planning an event independently. Thanks to Plan Plus, users have the ability to compare and contrast all vendors with easy search-ability and intelligent filters. Having a reliable platform to coordinate all components that go into an event will allow individuals to spend less time stressing over planning the perfect event, and more time enjoying their event..

Best of all, Plan Plus allows small business owners to compete with more established companies. Not only does this give small businesses the opportunity to get a foot in the market, but it grants individuals the option to support local businesses. Ultimately, users will have all the information available to them in an unbiased, intelligent format, ensuring they book the vendor that best fits their requirements and price point. Not only will the technical layout result in users booking their big days in an efficient time-frame, but there exists a great level of personableness as users and vendors alike have the ability to view profiles and ratings, ensuring that they book from a reliable source.

From a vendor perspective, Plan Plus offers a clear and concise transactional history display that makes maintaining tabs on prior and active deals easy to navigate and understand.

Not only does Plan Plus allow users to strategically plan their big event, but Plan Plus also allows users the option to distribute invitations to all desired attendees. Drafting invitations can often prove to be a taxing ordeal. Thanks to Plan Plus's intelligent distribution service, consumers are able to quickly send event invitations to attendees via email, Facebook, and text message. Having to customize individual email invites, or worst, hand-crafted invitations, costs consumers valuable time and effort. Plan Plus saves the user the runaround and this results in a more relaxing and efficient broadcasting method. Ultimately, Plan Plus ensures that the final event is of the utmost of quality thanks to the strategically built platform.





SYSTEM REQUIREMENTS RESEARCH

INTERVIEW:

PROFILE:

Caucasian Woman, late-twenties, college degree, suburban location, recently married

Plan Plus interviewed a team member's past manager who recently got married. We asked general wedding planning questions, as well as platform functionality questions.

QUANTITATIVE FINDINGS:

- Cost of wedding: \$28,000
- Hours spent planning wedding: 390
- Over 15 separate services purchased
- 1 ½ years to plan wedding
- 150 people attended
- Subject requested an in-person meeting for 4 out of 15 services

QUALITATIVE FINDINGS:

Jenny detailed that she worried a lot about "day-of" payments for her wedding, noting that she had to manage a lot of physical money during her actual wedding day. Jenny also noted that if her services were not paid "day-of," then they were paid in installments throughout the year. Jenny said that an in-app messaging system would alleviate a lot of problems when planning. Jenny used a large excel spreadsheet, text messages, emails, phone calls, a physical calendar, and many scattered handwritten notes to keep track of her wedding details.

Jenny had a hard time figuring out the timing and schedule when planning her wedding (i.e. it is standard to book a photographer a 8-12 months in advance). She often relied on sources such as Pinterest for wedding planning infographics and other materials. Implementing guide-books and potentially a blog on our website would teach party planners important planning information, ultimately creating more value for our customers. Other ideas that Jenny felt would help her planning experience would be a "budgeting" system, where you would plug in your budget beforehand and the application could show your budget for each category.

Jenny noted that testimonials and reviews were crucial when booking vendors. Jenny also noted that she would only use the website if it was recommended to her by another user, or if she had used the site to plan a smaller event, such as a birthday party. For this reason, we plan to target younger audiences in college so that they are adapted to the platform by the time they get married.

REQUIREMENT ADDITIONS:

- "Request a meeting" feature
- Referral system for new users
- Installment-pay function
- Budget tracking system
- Blog/guides or Pinterest marketing



PROJECT PLAN



ECONOMIC FEASIBILITY

	2019	2020	2021	2022	2023	TOTAL			
<i>Sales via Booking Fee</i>	500,000	540,000	583,200	629,856	680,244				
<i>Adertisement Revenue</i>	50,000	51,000	52,020	53,060	54,122				
<i>Promotional Advertising Revenue</i>	50,000	50,000	50,000	50,000	50,000				
TOTAL BENEFITS:	600,000	641,000	685,220	732,916	784,366				
PV of BENEFITS	582,522	622,328	665,260	711,567	761,518	3,343,193			
PV OF ALL BENEFITS	582,522	1,204,850	1,870,109	2,581,676	3,343,193				
<i>2 servers @ 125,000</i>	250,000	0	0	0	0				
<i>Office Building Lease</i>	24,000	24,000	24,000	24,000	24,000				
<i>Software Licences</i>	34,825	0	0	0	0				
<i>Server Software</i>	10,945	0	0	0	0				
<i>Development Labor</i>	1,236,525	100,000	50,000	25,000	12,500				
TOTAL DEVELOPMENT COSTS:	1,556,295	0	0	0	0				
<i>Hardware</i>	54,000	81,261	81,261	81,261	81,261				
<i>Software</i>	25,000	25,000	25,000	25,000	25,000				
<i>Operational Labor</i>	120,000	123,600	127,308	131,127	135,061				
TOTAL OPERATIONAL COSTS	199,000	229,861	233,569	237,388	241,322				
TOTAL COSTS	1,755,295	229,861	233,569	237,388	241,322				
PV OF COSTS	1,704,163	223,165	226,765	230,473	234,292	2,618,859			
PV OF ALL COSTS	1,704,163	1,927,328	2,154,094	2,384,567	2,618,859				
TOTAL PROJECT BENEFITS COSTS	-1,155,295	411,139	451,651	495,528	543,044				
YEARLY NPV:	-1,121,641	399,163	438,494	481,093	527,225	724,334			
CUMULATIVE NPV:	-1,121,641	-722,479	-283,984	197,109	724,334				
RETURN ON INVESTMENT:	27.66%								
BREAK-EVEN POINT (years):	3.59								
INTANGIBLE BENEFITS:	Improved customer satisfaction and ease of use. Also, customers save copious amounts of time planning their events, compared to the status quo.								

SUMMARY: Plan Plus has a break-even point of 3.59 years. The return on investment is 27.66%.



TECHNICAL FEASIBILITY

Familiarity with the Business Functional Area (low risk)

- Team members are familiar with wireframing tools for developing applications
- Team members have hands on experience in photography, event, or independent contractor markets
- Development team has prior experience implementing applications and websites that include integrating requirements such as location service, search engine, messaging, and payment methods

Familiarity with Technology (low risk)

- The Plan Plus team does not have expertise in implementing a mobile application with these certain system requirements. Therefore, Plan Plus will hire and work with a third party contractor that specializes in application development that will be able to meet the system requirements within the project budget and timeframe.
- The assigned development team will have experience in designing a mobile application prior to developing our system
- Developers will have access to tools for application and website development such as PhoneGap and Sublime Text
- Other software development tools and products needed are available in the market
- Wireframing for the application will be completed using Adobe Creative Cloud products (Adobe XD)
- Website development will be developed and hosted on WordPress.org

Project Size (moderate risk)

- The project size for Plan Plus is relatively small
- The development team will consist of less than 10 members, therefore they can be easily managed
- As business grows, we plan for future expansion and that will result in further project variations along the way (Version 2.0, 3.0, etc.)

Compatibility (high risk)

- The project will be integrated with Google's location service "Google Maps"
- Our company does not have any existing systems and will need to integrate a new system

ORGANIZATIONAL FEASIBILITY

	Role	Techniques for Improvement
Organizational Management	Plan Plus Executive Team <ul style="list-style-type: none">• Train vendors on how to use• Respond to customer concerns	Maintain relations with vendors
System Users	Users <ul style="list-style-type: none">• Include both vendors and consumers• Ultimately determine whether the project is successful by using or not using the system• Provide primary revenue stream for company as they book events (booking fee)	Issue surveys out to both vendors and consumers seeking opinion on product

STRATEGIC ANALYSIS

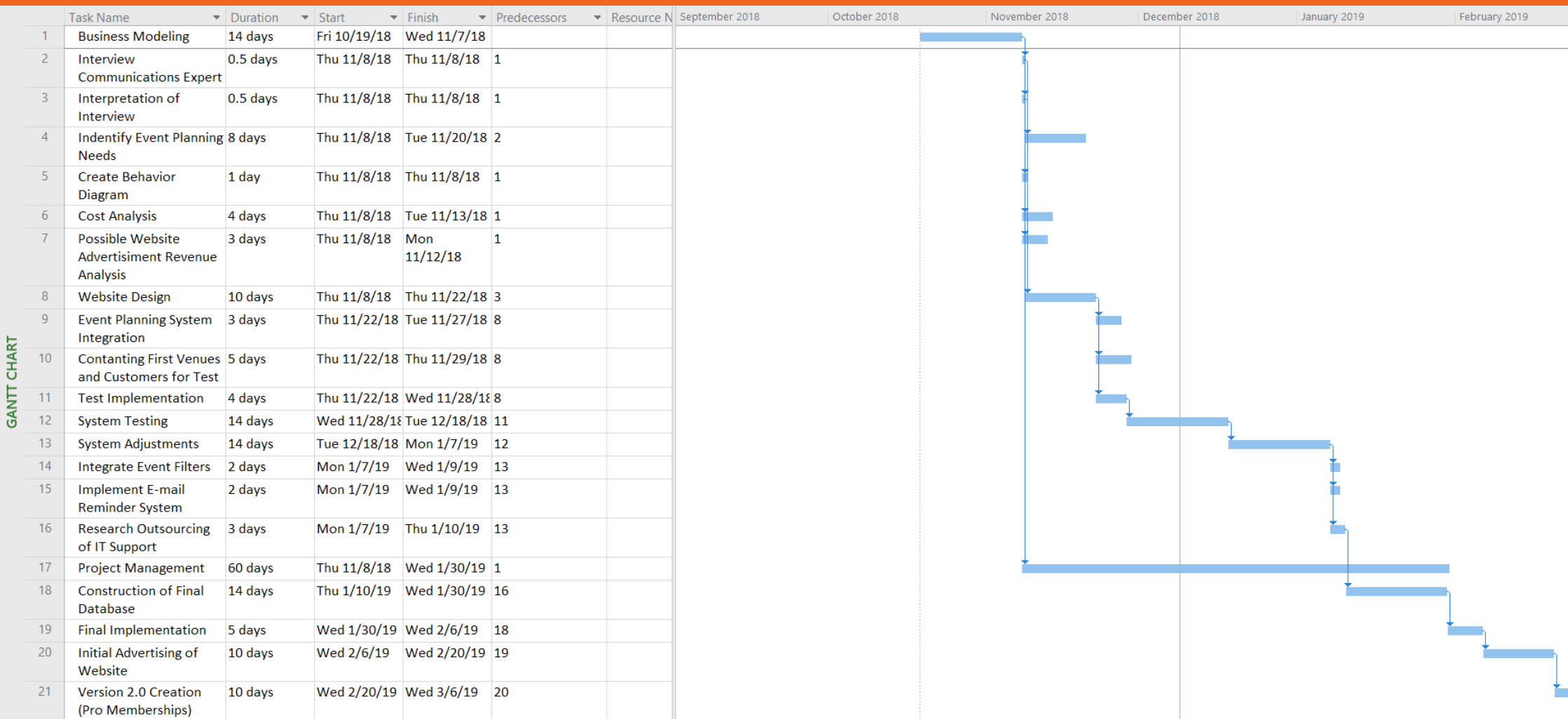
Goal of Project

Plan Plus will simplify the event planning process so that consumers have all the tools necessary to plan a successful event in one unified platform. Additionally, Plan Plus aims to make the event planning market place more competitive for vendors by providing price comparisons between both established vendors and small business owners.

Goal of Business Objective

- Consumers, within the "system users" stakeholder group, have a primary objective of spending less time and money orchestrating events.
- Vendors, within the "system users" stakeholder group, have a primary objective of increasing sales volume and gaining customer traction.
- These two respective groups, consumers and vendors, present an excellent opportunity for a system to satisfy both of their needs. By providing stakeholders a system that connects customers to vendors, and vice versa, the event planning market becomes much more approachable. The "organizational management" has a primary objective to ensure consumers have an enjoyable and stress-free event planning experience.

WORK BREAKDOWN STRUCTURE & SCHEDULING

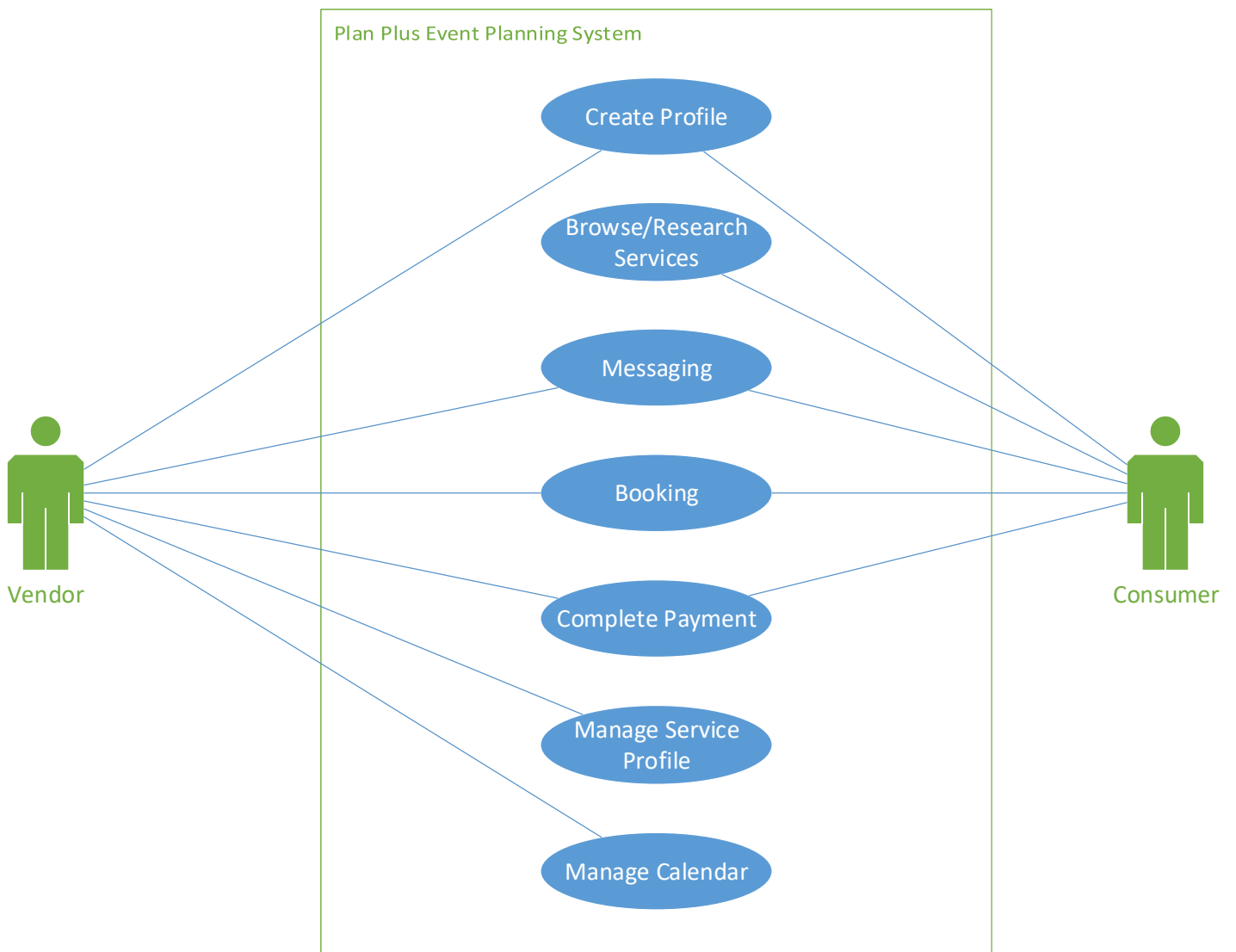




USE CASE DIAGRAM



USE CASE DIAGRAM





USE CASE DESCRIPTIONS



USE CASE DESCRIPTION

Use Case ID:	1		
Use Case Name:	Browsing		
Created By:	Zorro	Last Updated By:	Zorro
Date Created:	11/7/2018	Date Last Updated:	12/10/2018

Actor:	Consumer
Description:	This use case describes how consumers can browse through Plan Plus
Preconditions:	1. User must have internet access
Postconditions:	System provides customers with quality, accurate vendors
Priority:	High
Frequency of Use:	3 searches per visit
Normal Course of Events:	1. Enter site loading page 2. Enter location 3. Enter filter 4. Enter Service 5. Submit search query 6. View results
Alternative Courses:	6a. continue browsing 6b. favorite a vendor 6c. view profile
Exceptions:	No exceptions
Includes:	No inclusions
Special Requirements:	User must create an account before moving from "Browsing" to "Booking" use cases.
Assumptions:	Customer is browsing for potential bookings.
Notes and Issues:	Consumers ultimately must create an account for Plan Plus to generate revenue. Consumers may leave before creating an account, or may "bookmark" a space in their web-browser instead of creating an account.



USE CASE DESCRIPTION

Use Case ID:	2		
Use Case Name:	Booking - Vendor		
Created By:	Zorro	Last Updated By:	Zorro
Date Created:	11/11/2018	Date Last Updated:	12/10/2018

Actor:	Vendor
Description:	This use case describes how vendors can book their services for customer events
Preconditions:	1. Vendor must have an account 2. Vendor must be authenticated
Postconditions:	Vendor must perform service to consumer as advertised
Priority:	Medium
Frequency of Use:	Once a week, multiple times per event that is planned
Normal Course of Events:	1. Vendor receives booking inquiries from consumers 2. Vendor either confirms booking request or ignores 3. Vendor adds event and service details to his calendar
Alternative Courses:	No alternative courses
Exceptions:	No exceptions
Includes:	Event date, specific event service to be provided, event-specific details, and e-signature confirming agreement to the specified rates, times, and service to be tendered
Special Requirements:	No special requirements
Assumptions:	Vendor will provide the service he/she advertised
Notes and Issues:	Communication between vendor and consumer is probable before payment and final event confirmation



USE CASE DESCRIPTION

Use Case ID:	3		
Use Case Name:	Booking - Consumer		
Created By:	Zorro	Last Updated By:	Zorro
Date Created:	11/11/2018	Date Last Updated:	12/10/2018

Actor:	Consumer
Description:	This use case describes how customers can book an event with vendors through Plan Plus
Preconditions:	1. User must have an account 2. User must be authenticated
Post conditions:	User has a unified platform to view all booked vendors
Priority:	High
Frequency of Use:	As needed by consumer
Normal Course of Events:	1. Browse vendors by keyword search or filtered search 2. Compare offerings and price points 3. Communicate to vendor with any preliminary questions 4. Send booking request to vendor for specified date/rate 5. Upon vendor approval, add to personal vendor database 6. Submit payment via Plan Plus vendor payment portal
Alternative Courses:	No alternative courses
Exceptions:	No exceptions
Includes:	Contractual agreement between vendor and consumer for specified services
Special Requirements:	No special requirements
Assumptions:	Consumer has concrete event date and specifications
Notes and Issues:	Consumer has the ability to book with the vendor directly, opposed through Plan Plus after reviewing vendor offerings



USE CASE DESCRIPTION

Use Case ID:	4		
Use Case Name:	Manage Calendar		
Created By:	Zorro	Last Updated By:	Zorro
Date Created:	11/5/2018	Date Last Updated:	12/10/2018

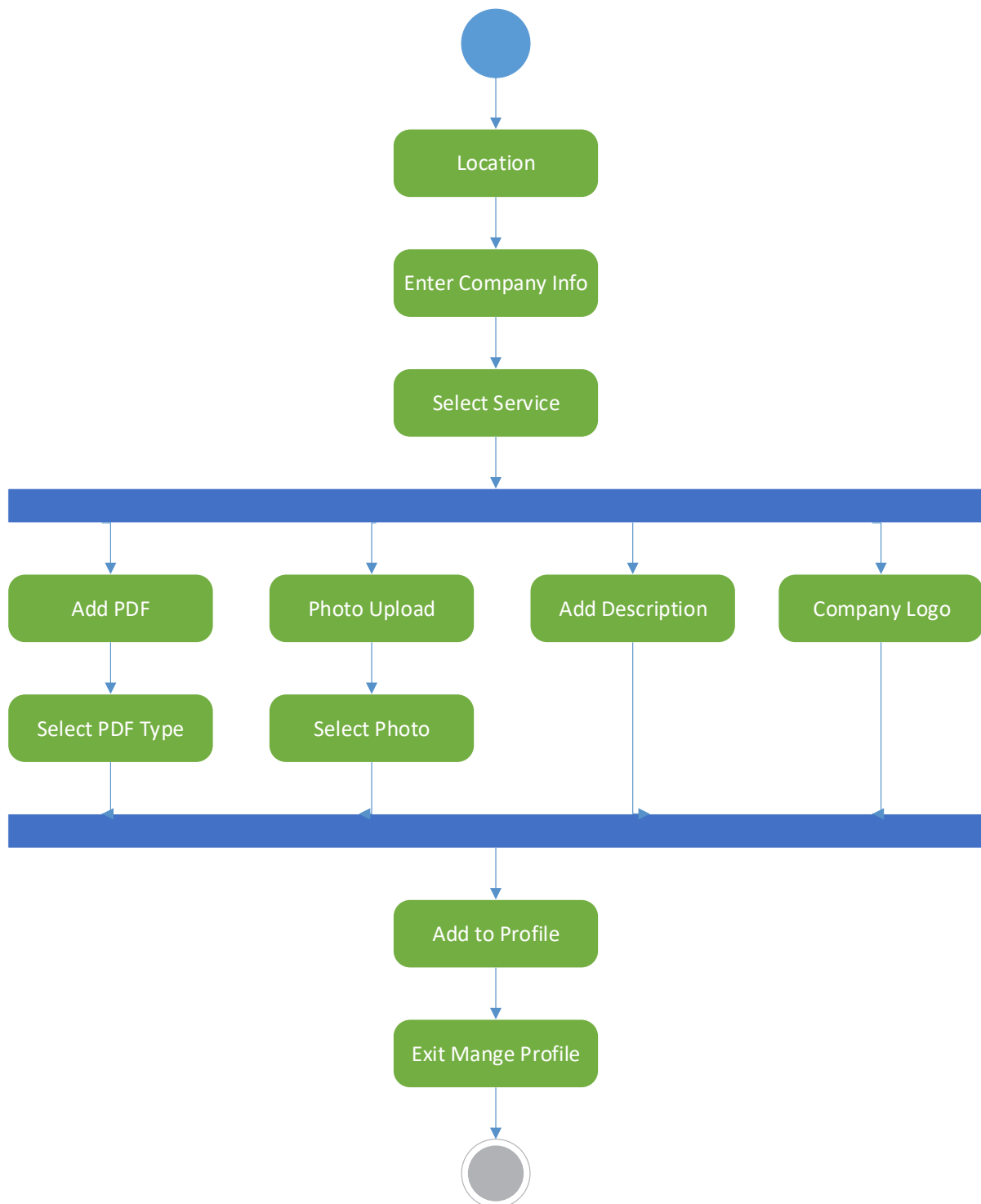
Actor:	Vendor
Description:	Users can save their booked events directly to our calendar application. This calendar will be used as a resource to track booking, and to plan schedules.
Preconditions:	<ol style="list-style-type: none"> 1. User is on home page, or is viewing an event. 2. User has an account 3. User must be authenticated
Postconditions:	Event is created, or added to calendar. User has shared the event with others, if applicable.
Priority:	Medium
Frequency of Use:	3-4 times a week
Normal Course of Events:	<ol style="list-style-type: none"> 1. View event that has been booked 2. Add event to calendar 3. View calendar 4. Share events 5. Sync calendar with other applications 6. Create a new event 7. Enter info from new event
Alternative Courses:	No alternative courses
Exceptions:	No exceptions. All events booked will be added to calendar.
Includes:	Contractual agreement between vendor and consumer for specified services
Special Requirements:	No special requirements
Assumptions:	User will use our calendar application to manage bookings.
Notes and Issues:	Consumers may elect to use their own external calendars, such as Google Calendars or iCalendar.



ACTIVITY DIAGRAMS

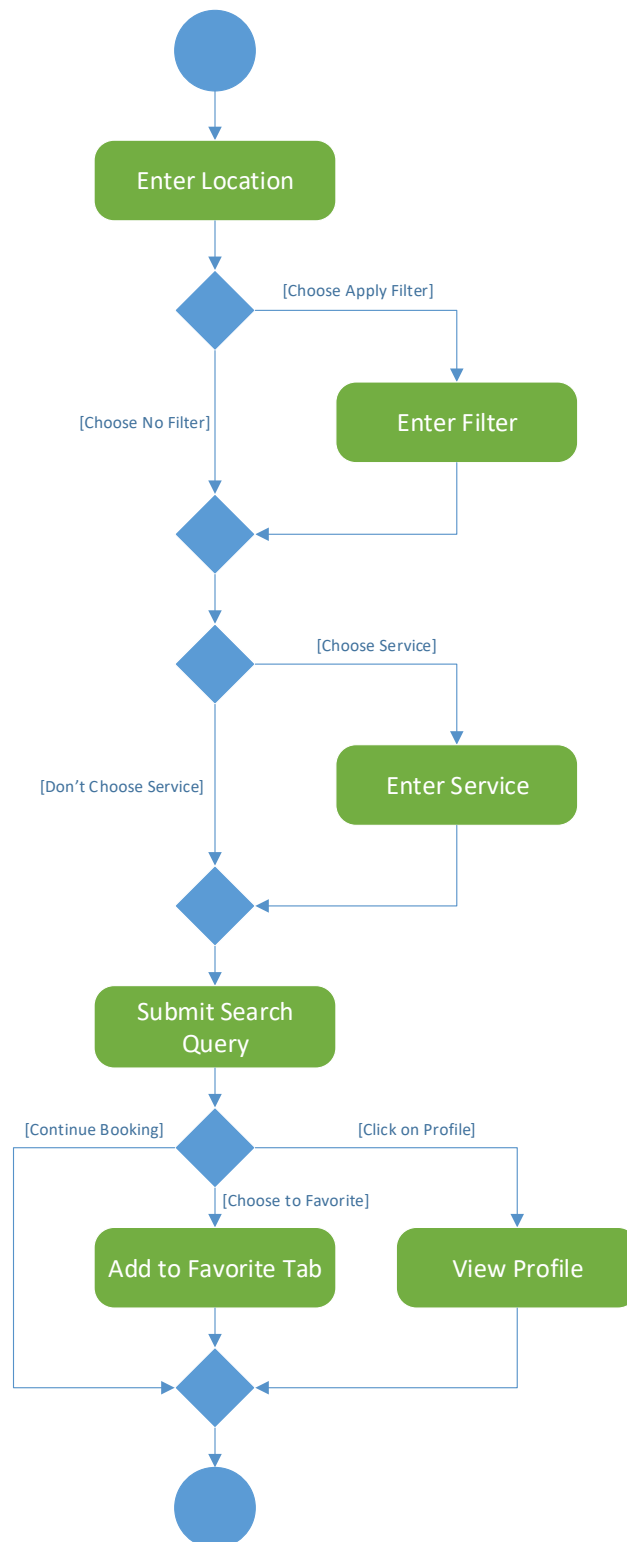


VENDOR PROFILE ACTIVITY DIAGRAM



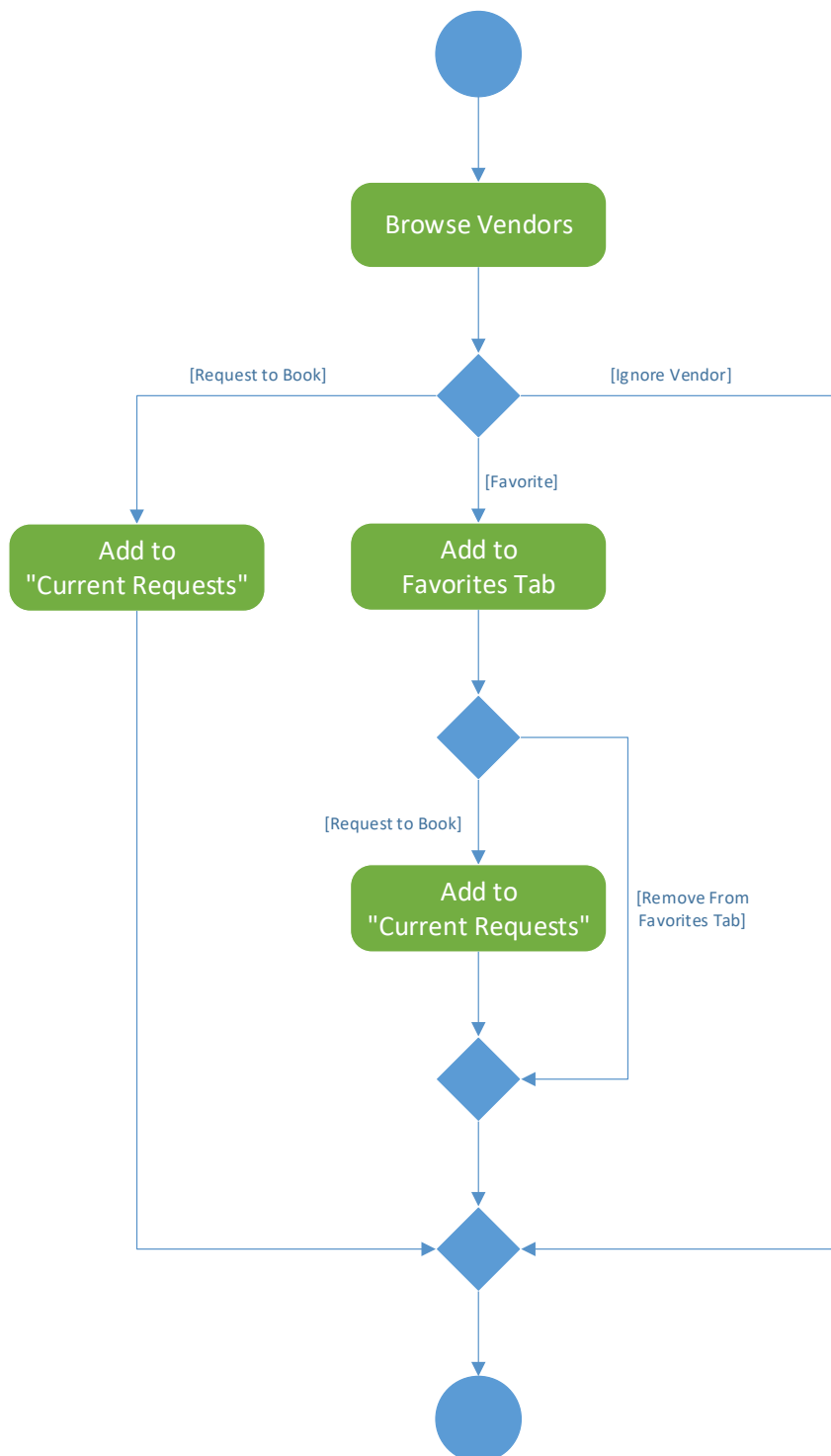


BROWSE/RESEARCH ACTIVITY DIAGRAM



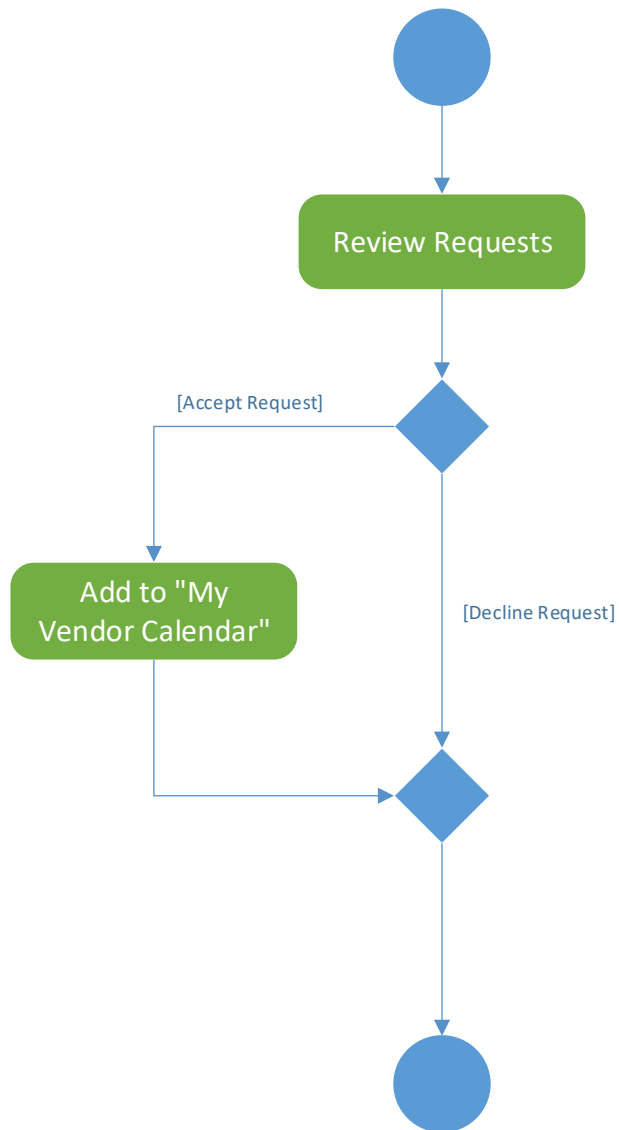


CONSUMER BOOKING ACTIVITY DIAGRAM



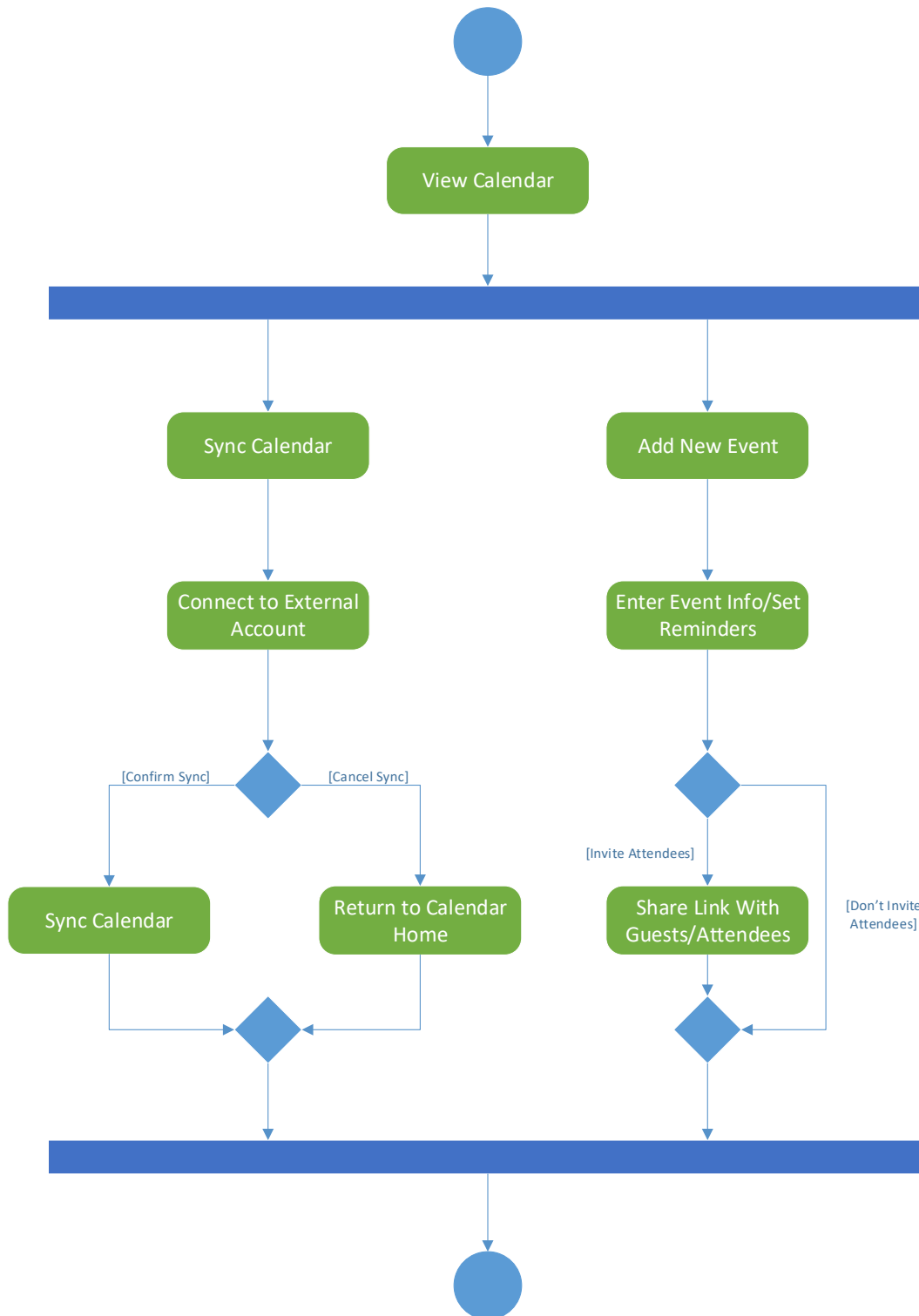


VENDOR BOOKING ACTIVITY DIAGRAM



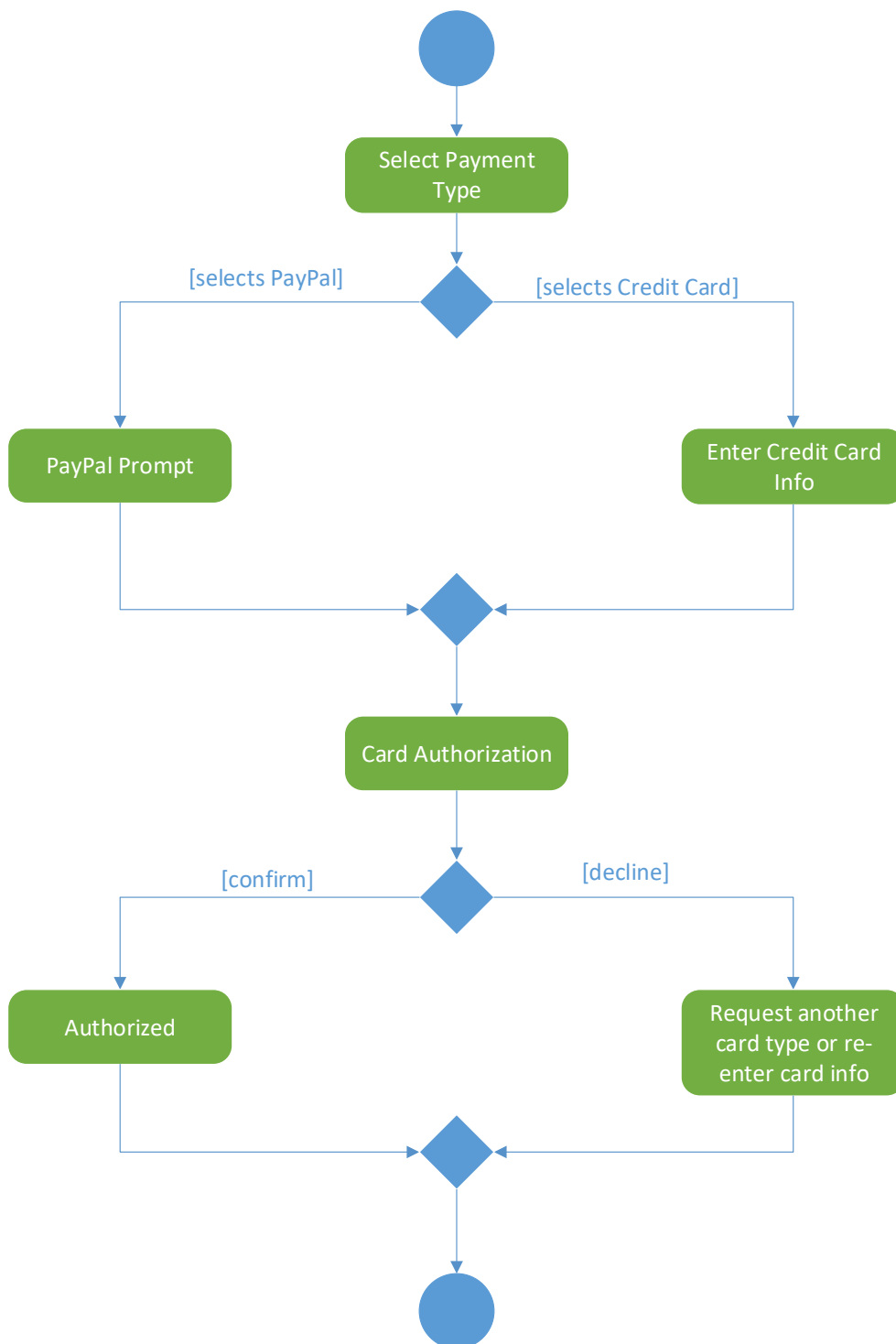


CALENDAR MANAGE ACTIVITY DIAGRAM





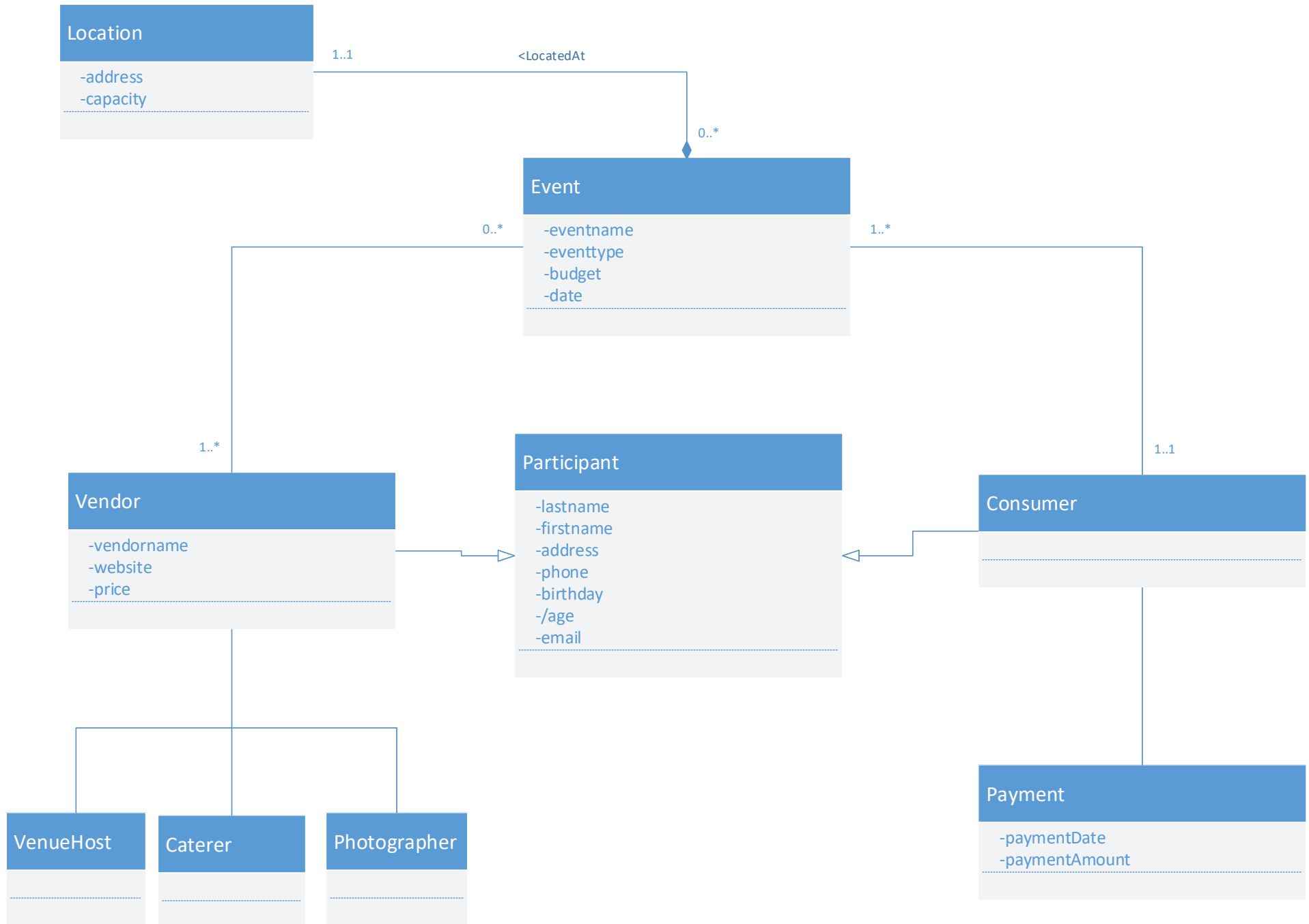
PAYMENT INFORMATION ACTIVITY DIAGRAM





CLASS DIAGRAM

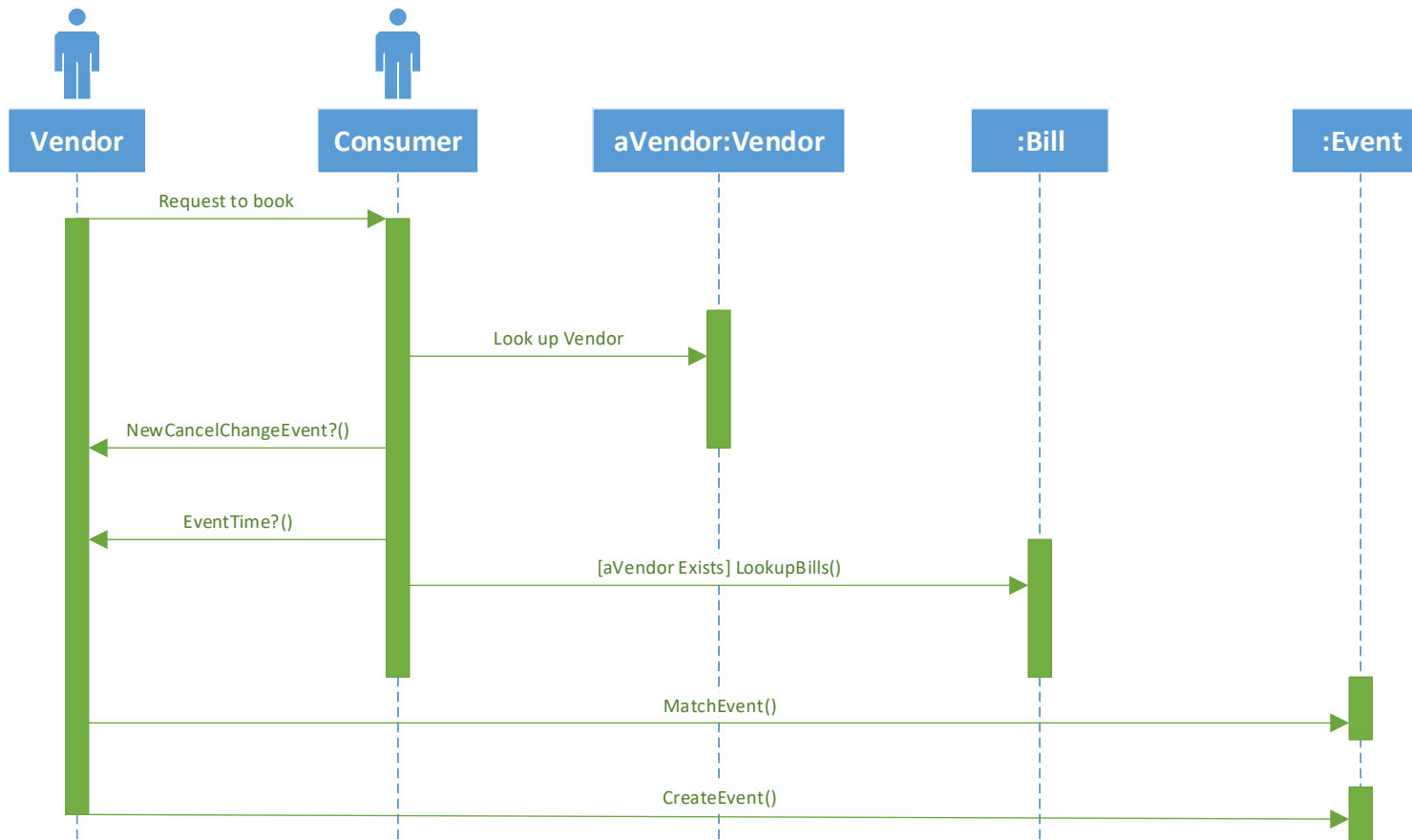
Plan Plus Class Diagram



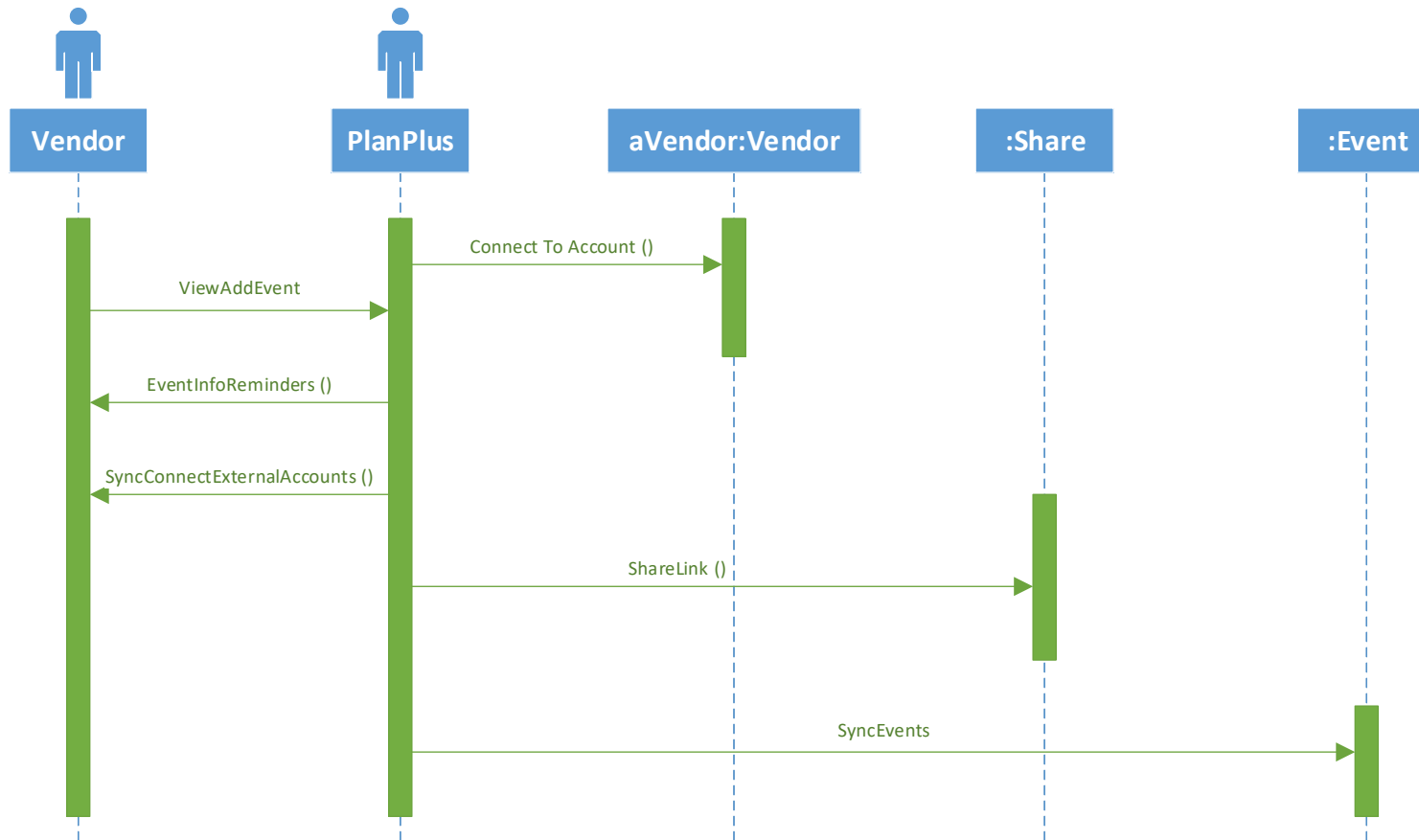


SEQUENCE DIAGRAMS

Booking Sequence Diagram



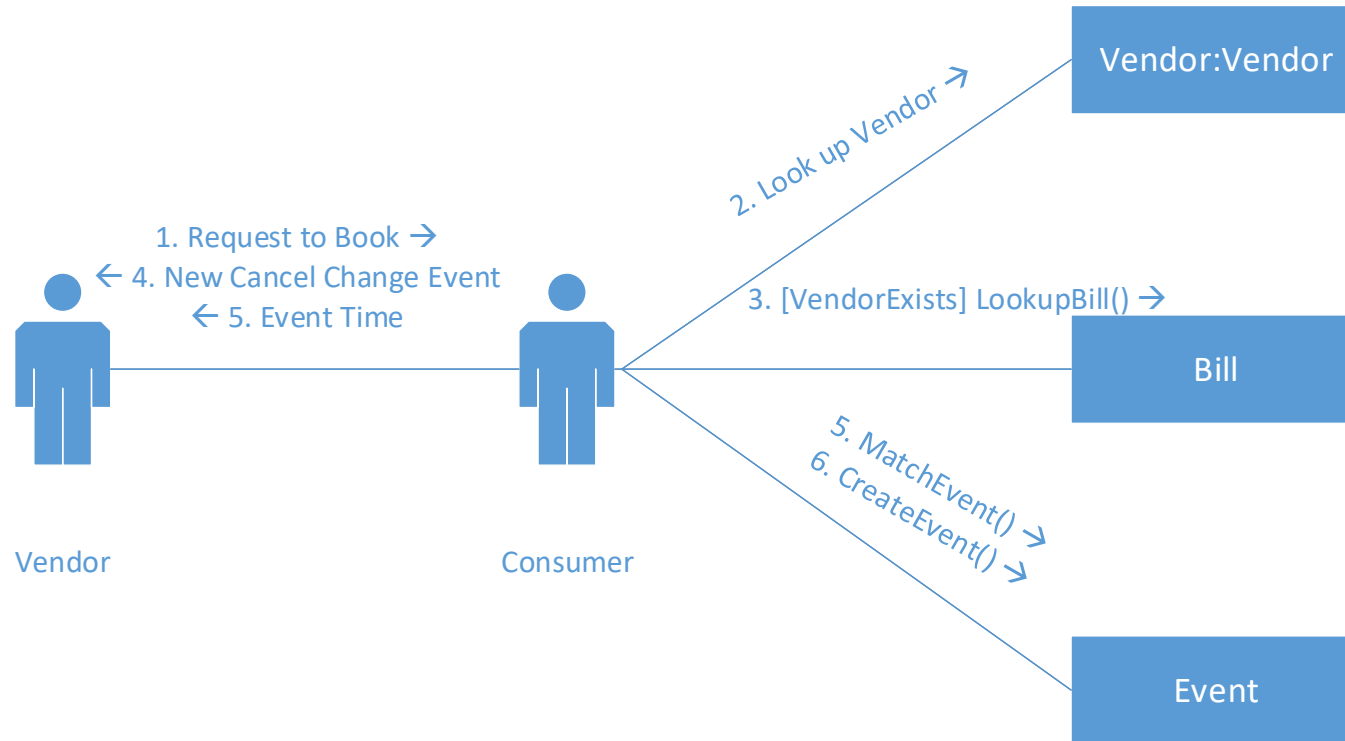
Manage Calendar Sequence Diagram



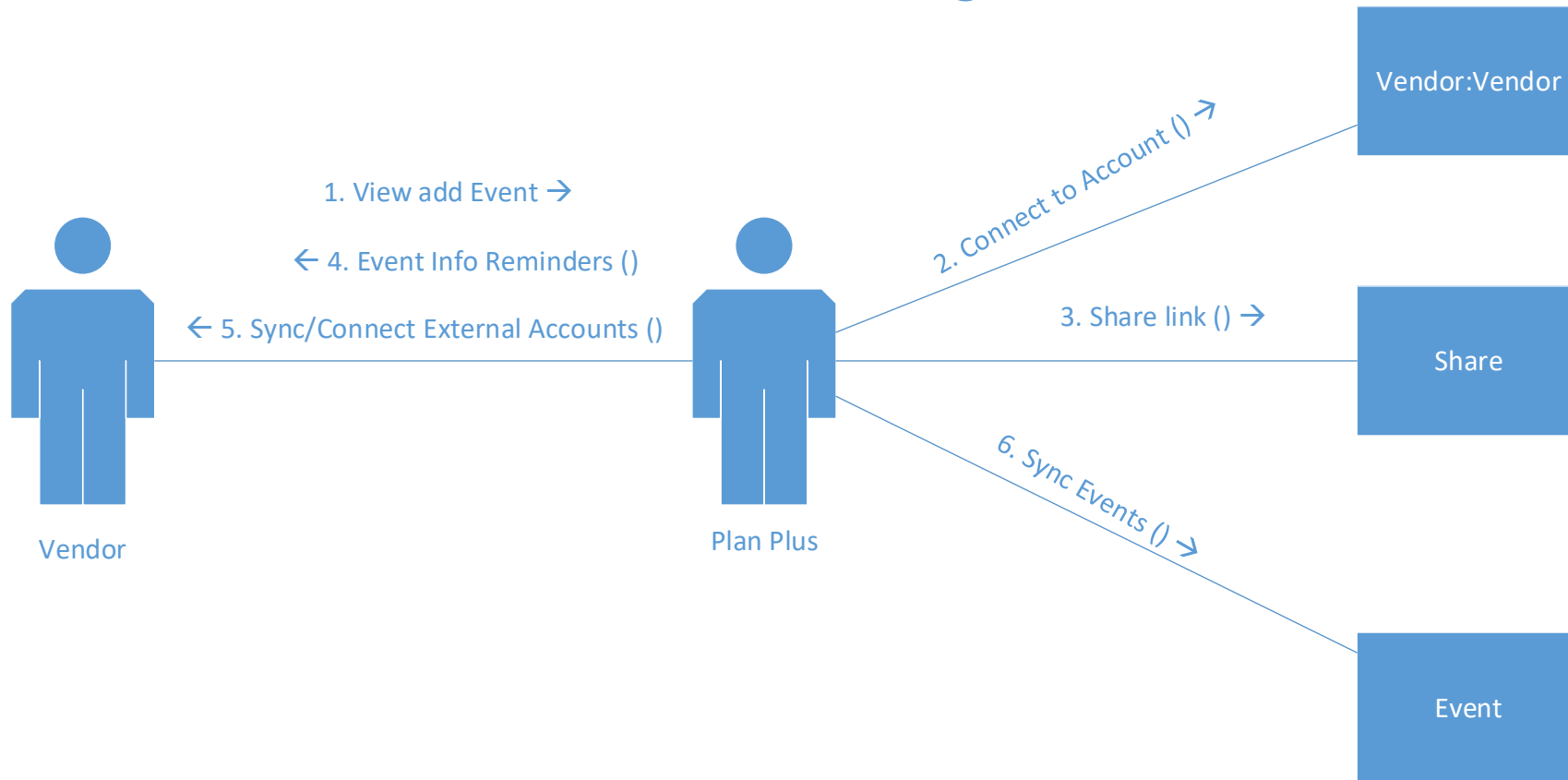


COMMUNICATION DIAGRAMS

Booking Communication Diagram



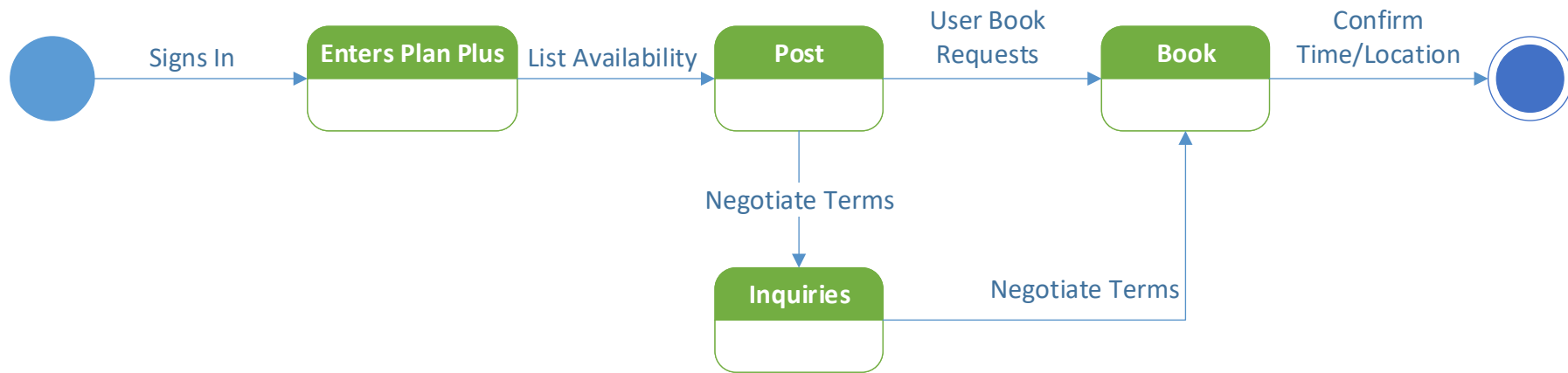
Manage Calendar Communication Diagram





BEHAVIORAL STATE DIAGRAM

Behavioral State Diagram



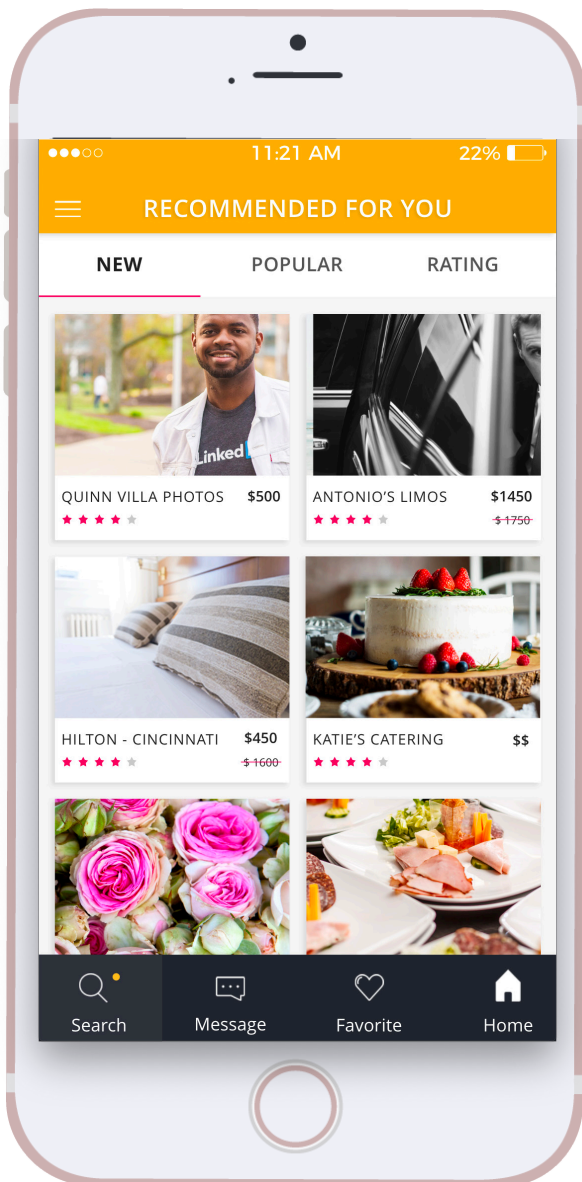


PROTOTYPE MOCKUP

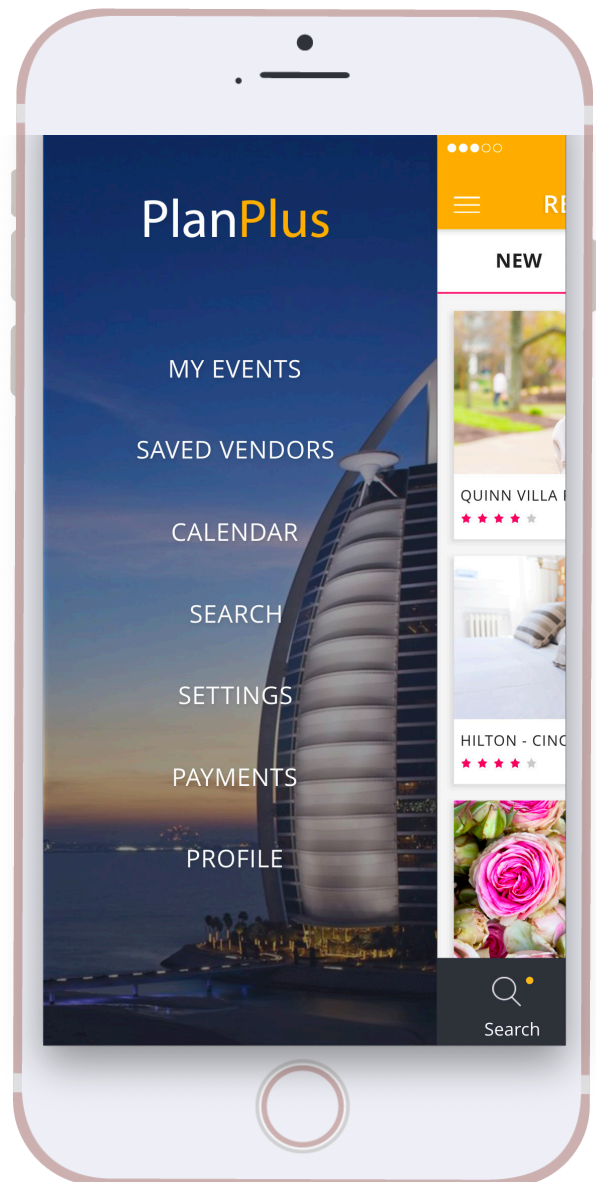


PROTOTYPE MOCKUP

LIVE DEMO: tinyurl.com/yapu3vl3



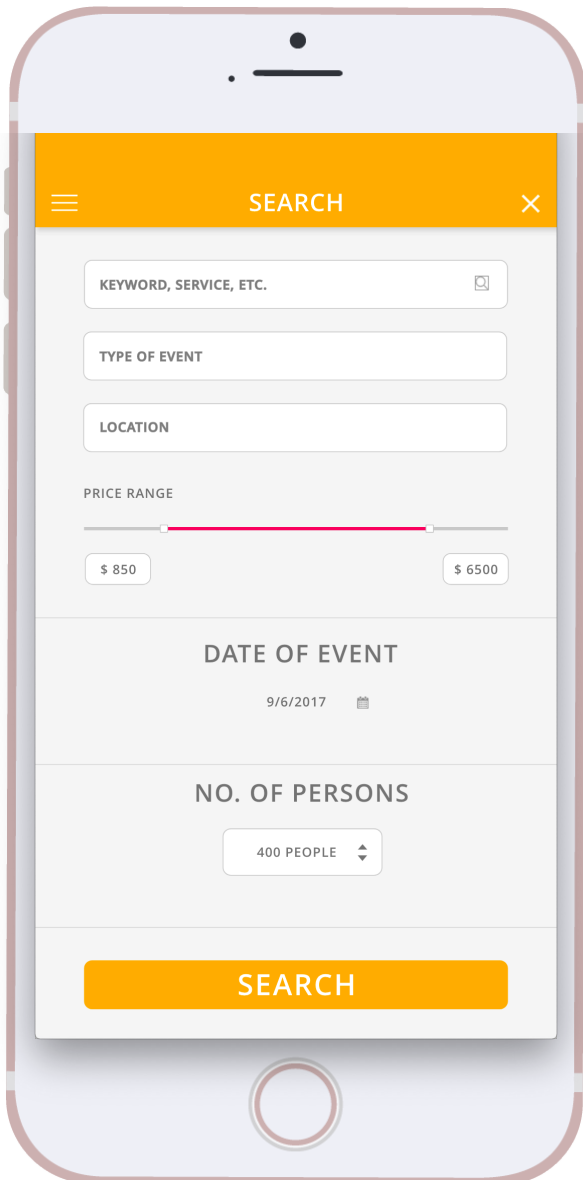
Home Screen



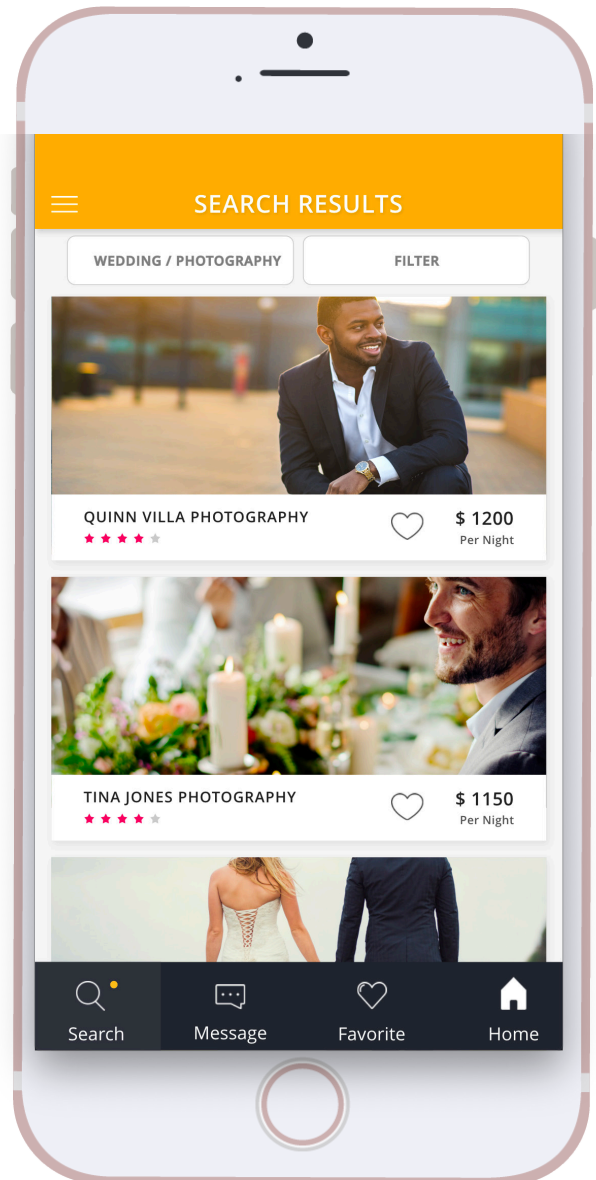
Sidebar



PROTOTYPE MOCKUP



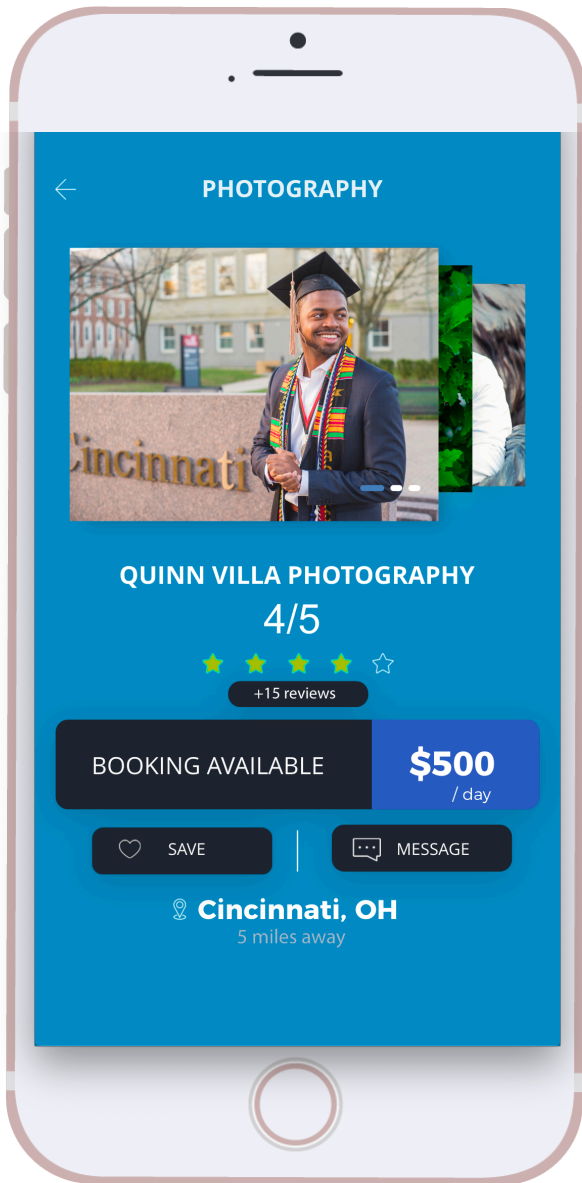
Search/Filter



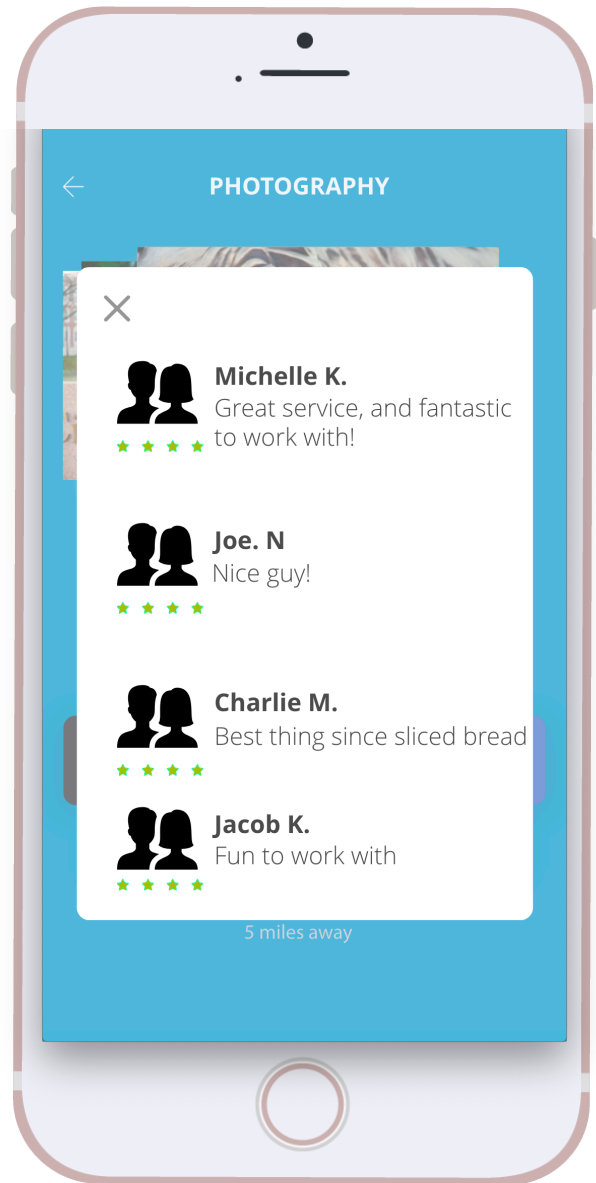
Search Results



PROTOTYPE MOCKUP



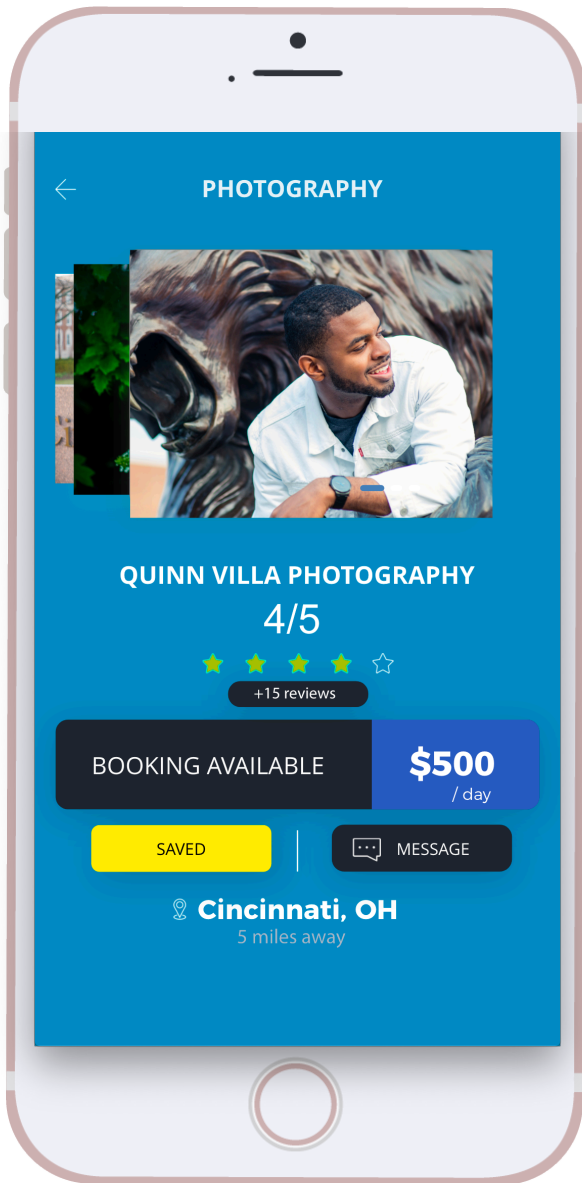
Vendor Profile Card



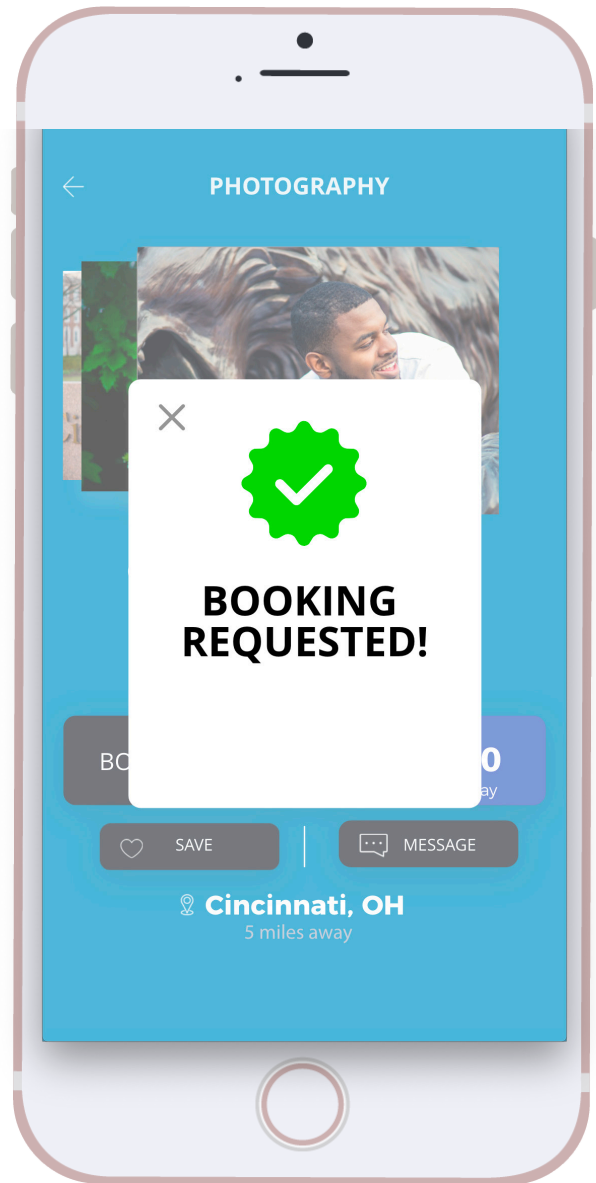
Vendor Reviews



PROTOTYPE MOCKUP



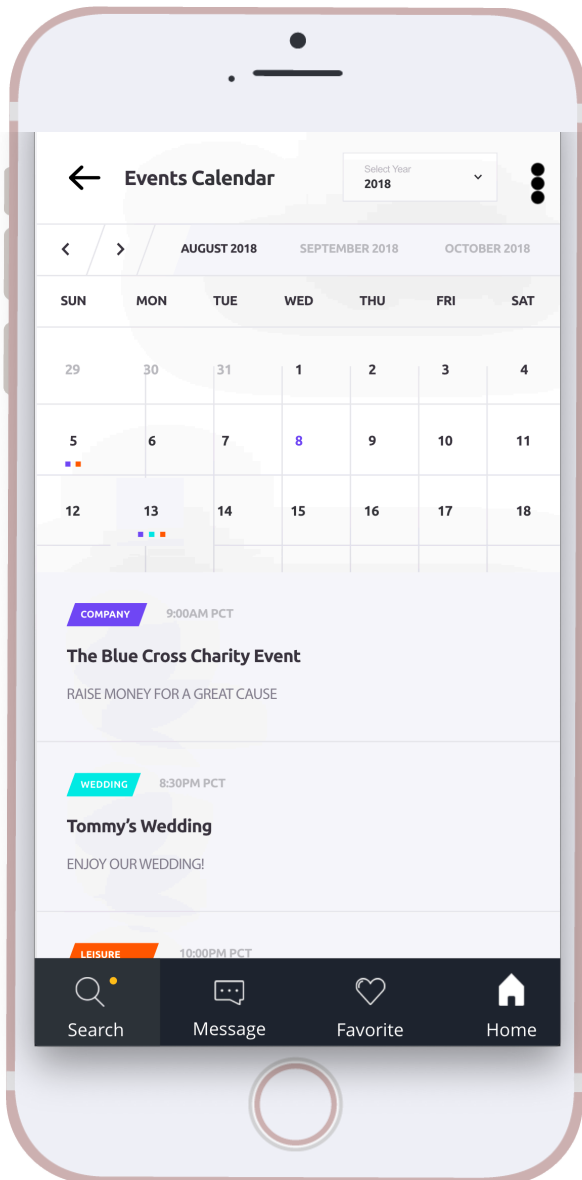
Vendor Saved



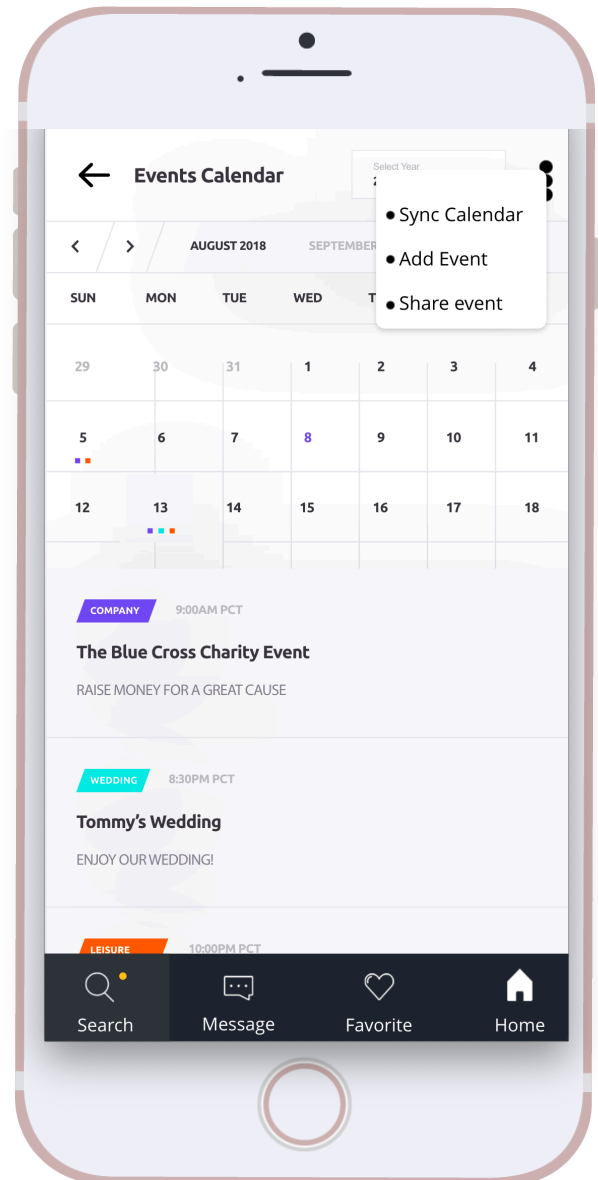
Booking Requested



PROTOTYPE MOCKUP



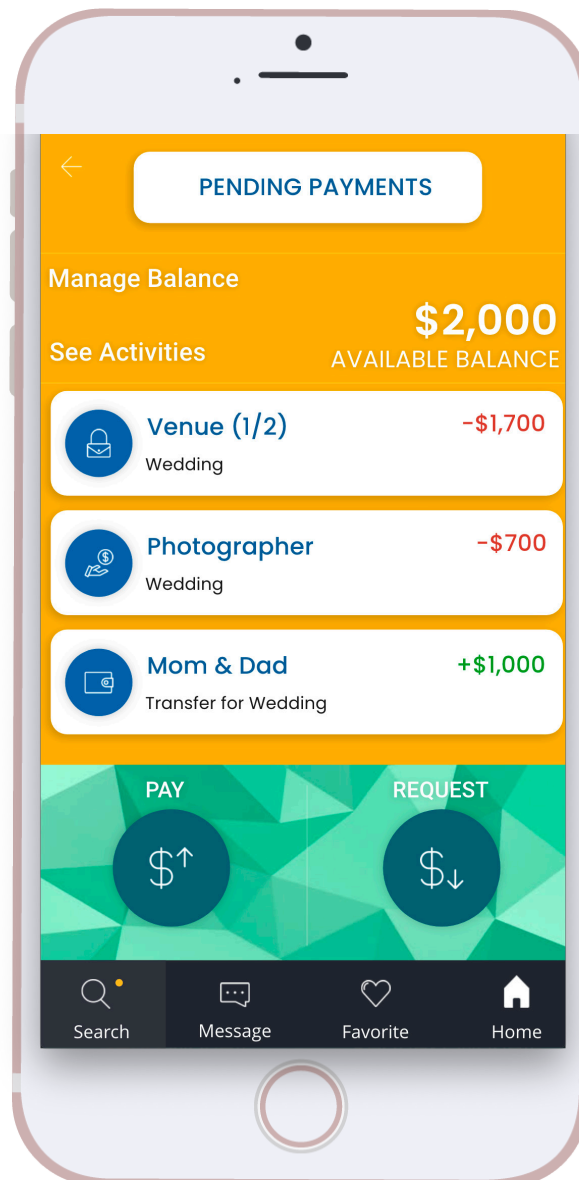
Manage Calendar



Calendar Actions



PROTOTYPE MOCKUP



Payments Dashboard



Plan Plus

Find. Plan. Pay.