EventLab User Stories

How Different Users Experience the Platform

EventLab connects attendees, gate officers, organizers, and administrators to deliver a seamless event experience from registration to post-event engagement. This presentation explores the unique journeys and responsibilities of each user role within the EventLab ecosystem.

EventLab User Roles

EventLab supports four key user roles, each designed to streamline specific aspects of event management and participation. Every role plays a crucial part in creating a smooth, efficient event experience.

Attendee

Registers for events, receives tickets, participates in engagement activities, and submits feedback. The primary event participant who experiences the platform from discovery to post-event engagement.

Gate Officer

Verifies attendee tickets and confirms event check-ins using WhatsApp. Ensures fast and accurate entry without requiring additional applications or hardware.

Organization Admin

Manages event operations, messaging, engagement activities, and analytics. Oversees the entire event lifecycle with complete visibility and control.

EventLab Superadmin

Manages organizations, events, and platform configuration. Maintains platform standards and ensures controlled, secure operations across all events.

Attendee User Story

> *"As an attendee, I want to discover an event through a QR code or link, register through WhatsApp, receive my ticket, and get event updates, so that I can participate in the event easily."*

The attendee experience is designed with simplicity and convenience at its core. By leveraging WhatsApp—the most widely used messaging platform—EventLab eliminates the need for attendees to download additional applications or navigate complex registration processes.
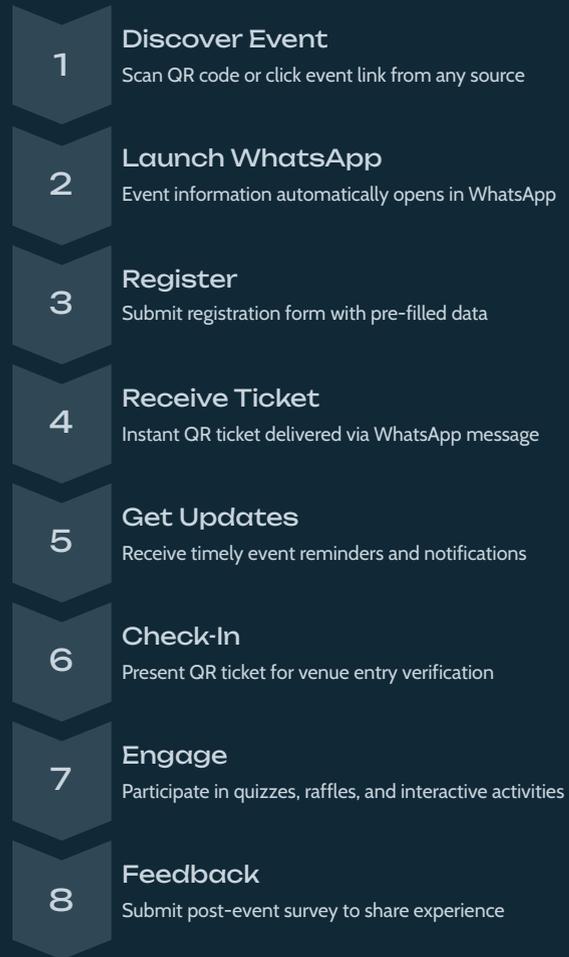
This user story reflects the modern attendee's expectation for seamless, mobile-first experiences. From initial discovery to post-event feedback, every touchpoint is optimized for speed, clarity, and engagement.

Attendee Goals

- **Easy registration** through familiar messaging platforms
- **Instant ticket access** with scannable QR codes
- **Event reminders** delivered at optimal times
- **Interactive engagement** through quizzes and raffles
- **Smooth event entry** with verified check-in processes

Attendee Journey

The attendee experience in EventLab is intentionally streamlined to minimize friction and maximize engagement. Every step is designed to be intuitive, fast, and accessible on any mobile device.

1 **Discover Event**
Scan QR code or click event link from any source

2 **Launch WhatsApp**
Event information automatically opens in WhatsApp

3 **Register**
Submit registration form with pre-filled data

4 **Receive Ticket**
Instant QR ticket delivered via WhatsApp message

5 **Get Updates**
Receive timely event reminders and notifications

6 **Check-In**
Present QR ticket for venue entry verification

7 **Engage**
Participate in quizzes, raffles, and interactive activities

8 **Feedback**
Submit post-event survey to share experience

This simple and convenient event journey transforms what could be a complex multi-step process into an intuitive experience that works with the tools attendees already use daily. The entire journey from discovery to feedback happens within minutes, with no app downloads, password resets, or complicated navigation required.

Gate Officer User Story

"As a Gate Officer, I want to quickly verify attendee tickets and confirm check-ins using WhatsApp, so that event entry is fast and accurate without needing a separate application."

The gate officer role eliminates the need for specialized hardware, dedicated applications, or extensive training. By leveraging WhatsApp—which gate officers already use daily—the verification process becomes intuitive and efficient.

This approach reduces equipment costs, simplifies onboarding for temporary staff, and ensures reliability even in areas with limited connectivity or technical infrastructure.

Quick Attendee Verification

Scan any attendee's QR ticket using WhatsApp camera to instantly retrieve registration details and validate ticket authenticity in seconds

Fast Check-In Process

Single tap confirmation sends check-in message through WhatsApp, automatically updating attendance records and sending confirmation to the attendee
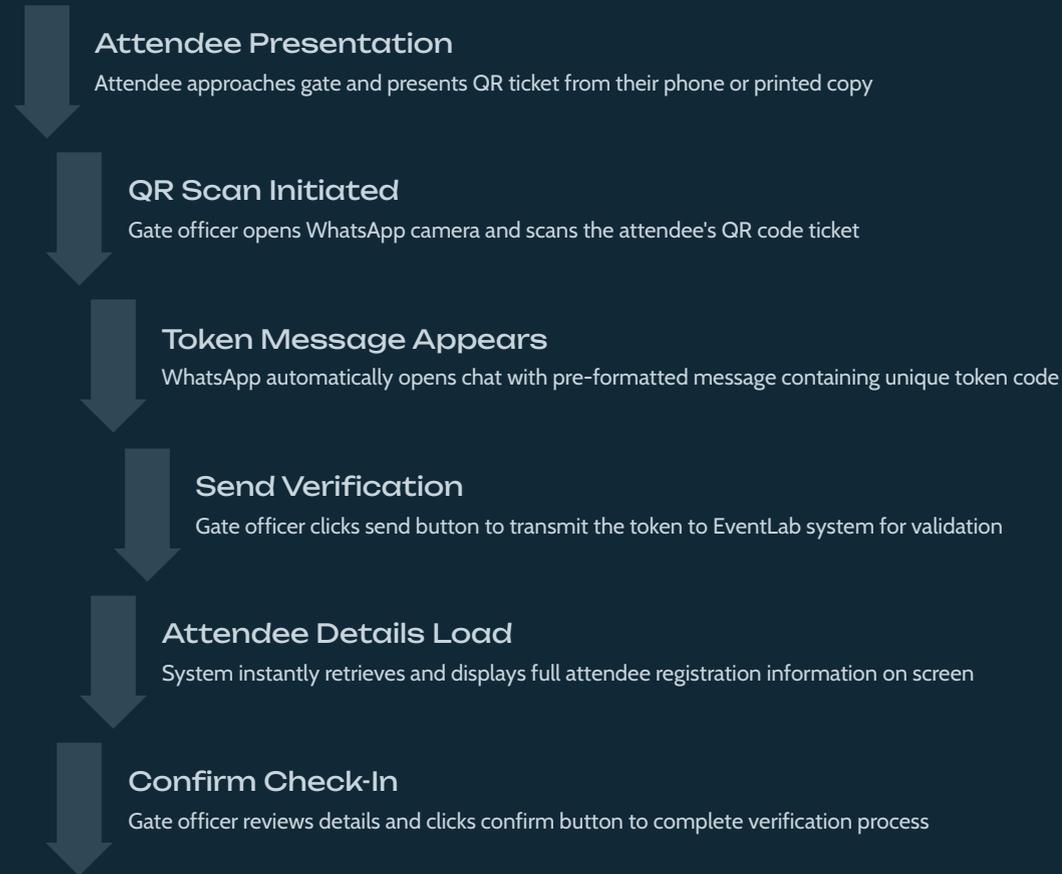
Prevent Duplicate Entries

System automatically flags already-checked-in tickets and displays clear warnings, eliminating double entries and ensuring accurate attendance tracking

Real-Time Attendance Tracking

Live updates sync across all gate officers and admin dashboards, providing organizers with instant visibility into venue capacity and entry patterns

Gate Officer Journey

On event day, gate officers execute a streamlined verification process that balances speed with accuracy. The WhatsApp-based workflow ensures consistency across all entry points while remaining accessible to temporary or volunteer staff.

Attendee Presentation

Attendee approaches gate and presents QR ticket from their phone or printed copy

QR Scan Initiated

Gate officer opens WhatsApp camera and scans the attendee's QR code ticket

Token Message Appears

WhatsApp automatically opens chat with pre-formatted message containing unique token code

Send Verification

Gate officer clicks send button to transmit the token to EventLab system for validation

Attendee Details Load

System instantly retrieves and displays full attendee registration information on screen

Confirm Check-In

Gate officer reviews details and clicks confirm button to complete verification process

Attendee Confirmation: Once check-in is confirmed, the attendee automatically receives a WhatsApp message confirming successful venue entry with any relevant directions or next steps.

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Organization Admin User Story

> *"As an Organization Admin, I want to manage registration, messaging, engagement, and event operations, so that I can run a successful event with full visibility."*

The organization admin role serves as the operational nerve center of EventLab. Admins have comprehensive control over every aspect of event execution, from initial configuration to post-event analytics. This centralized visibility ensures consistent messaging, accurate tracking, and data-driven decision-making throughout the event lifecycle.

Monitor Registrations

Track real-time registration progress, view attendee demographics, and identify registration bottlenecks or drop-off points

Configure Gate Officers

Add, remove, or update gate officer contact information and permissions through the admin portal interface

Send Event Reminders

Schedule automated WhatsApp messages to attendees at strategic intervals before and during the event

Run Engagement Activities

Launch quizzes, raffles, and interactive polls that participants can join directly through WhatsApp

View Event Analytics

Access real-time dashboards showing registration trends, check-in rates, engagement metrics, and feedback scores

Manage Event Settings

Configure event parameters including capacity limits, check-in windows, and messaging templates

Organization Admin Workflow

Event operations from the admin portal provide complete control over the event lifecycle. Organization admins navigate a comprehensive web interface that consolidates all event management functions into a single, intuitive dashboard.

01

Create or Access Event

Start by creating a new event or accessing existing event configuration through the admin portal

02

Monitor Registrations

Track real-time registration data including total attendees, demographic breakdown, and registration source tracking

03

Configure Gate Officers

Add gate officer phone numbers, assign entry points, and set permissions through the gate management interface

04

Schedule Reminder Messages

Design and schedule WhatsApp messages to send automatically at specified times before and during the event

05

Run Quizzes or Raffles

Launch engagement activities that attendees can participate in directly through WhatsApp chat

06

Monitor Check-In Statistics

View real-time check-in dashboards showing entry rates, gate officer performance, and venue capacity utilization

07

View Engagement Insights

Analyze post-event data including participation rates, feedback scores, and engagement metrics for continuous improvement

This comprehensive workflow provides complete event control while minimizing manual intervention. Automation rules, template libraries, and bulk operations enable admins to manage large-scale events efficiently without requiring technical expertise or extensive training.

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EventLab Superadmin User Story

"As an EventLab Superadmin, I want to manage organizations, configure events, and approve templates, so that the platform operates in a controlled and standardized way."

The superadmin role represents the highest level of platform control, ensuring consistent standards, security compliance, and operational integrity across all organizations and events using EventLab.

Superadmins serve as the platform guardians, maintaining the infrastructure that enables thousands of events while enforcing quality standards and regulatory requirements.

Create Organizations

Establish new organization accounts with unique configurations, user permissions, and event capacities. Set default settings and branding elements that apply across all events for that organization.

Configure Event Parameters

Set global event configuration options including registration limits, messaging rates, and integration settings. Ensure compliance with platform policies and technical constraints.

Monitor Platform Activity

Track system-wide metrics including event volume, message throughput, and user engagement. Identify performance issues, security threats, or operational anomalies.

Manage Users and Roles

Control user access across the entire platform, assigning appropriate roles and permissions. Handle account recovery, password resets, and access revocation when necessary.

Approve Templates

Review and approve WhatsApp message templates and engagement activities before organizations can deploy them. Ensure content meets quality standards and regulatory requirements.
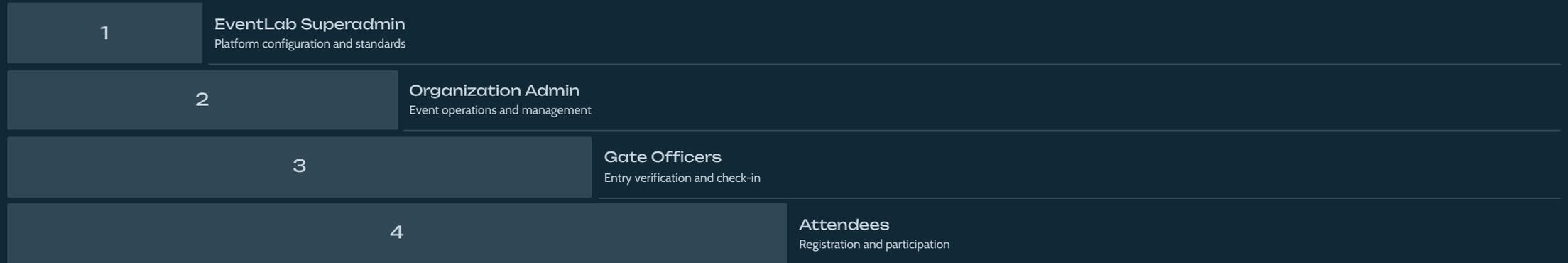
Enforce Security Standards

Maintain platform security through regular audits, vulnerability assessments, and compliance verification. Implement and update security protocols as needed.

Bringing It All Together

EventLab connects all users in one cohesive ecosystem, where each role complements the others to create seamless event experiences. This interconnected architecture ensures consistency, reliability, and efficiency from event planning through post-event analysis.

1	**EventLab Superadmin** Platform configuration and standards

2	**Organization Admin** Event operations and management

3	**Gate Officers** Entry verification and check-in

4	**Attendees** Registration and participation

The Complete Event Experience

Registration — 1
Attendees discover and register for events through QR codes or links

2 — **Ticket**
Instant QR tickets delivered via WhatsApp with all event details

Check-In — 3
Gate officers verify tickets and confirm attendance in seconds

4 — **Engagement**
Interactive activities keep attendees involved throughout the event

Feedback — 5
Post-event surveys capture attendee experience and satisfaction

6 — **Insights**
Analytics dashboards reveal actionable data for future improvements

Together, these interconnected roles and workflows create a complete event experience that EventLab helps organizers deliver smarter, more engaging events. The platform's WhatsApp-based architecture ensures accessibility for all users while providing organizers with enterprise-grade control and visibility.

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