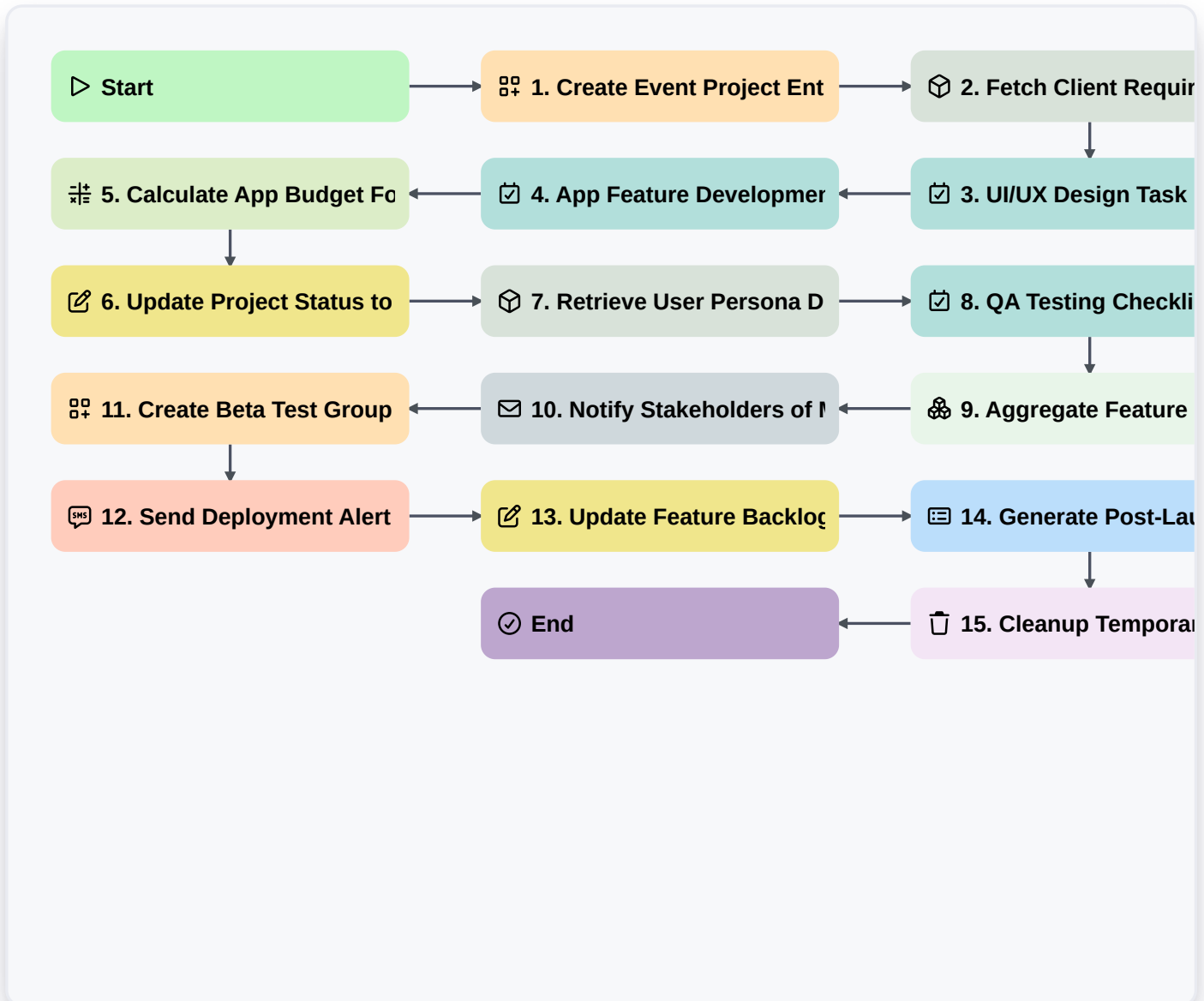


# Event Mobile App And Digital Experience Workflow



## ▷ Start

Start of the Workflow/Process.

## ☰ 1. Create Event Project Entry

Initialize a new event record in the Event Master Data Model when a new mobile app experience is requested.

## 📦 2. Fetch Client Requirements

Retrieve specific configuration details and branding guidelines from the Client Profile data model.

## ☑ 3. UI/UX Design Task

Assign a task to the design team to create high-fidelity wireframes for the mobile app interface.

## ☑ 4. App Feature Development

Create a development task for implementing interactive features like push notifications and live polling.

## ☰ 5. Calculate App Budget Forecast

Execute a formula summing development hours, API costs, and design fees to determine total project cost.



## **6. Update Project Status to 'In Development'**

Update the main Event Entry status once the design phase is approved.

## **7. Retrieve User Persona Data**

Get attendee demographic data to tailor the digital experience content.

## **8. QA Testing Checklist**

Create a task for the QA Engineer including a checklist for mobile responsiveness and performance testing.

## **9. Aggregate Feature Complexity Score**

Sum the complexity weights of all individual feature tasks to assess overall project risk.

## **10. Notify Stakeholders of Milestone**

Send an automated email to the event organizer once the prototype is ready for review.

## **11. Create Beta Test Group Entry**

Create a new entry in the 'Beta Testers' data model for the selected user group.

## **12. Send Deployment Alert**

Send an SMS to the technical lead when the app goes live on the App/Play Store.

## **13. Update Feature Backlog**

Update the 'Post-Event Enhancements' data model with feedback captured during the beta phase.

## **14. Generate Post-Launch Performance Report**

Generate a report summarizing app engagement metrics, crashes, and user feedback for the final project wrap-up.

## **15. Cleanup Temporary Assets**

Delete temporary staging entries from the development data model after the live event concludes.

## **End**

End of the Workflow/Process.