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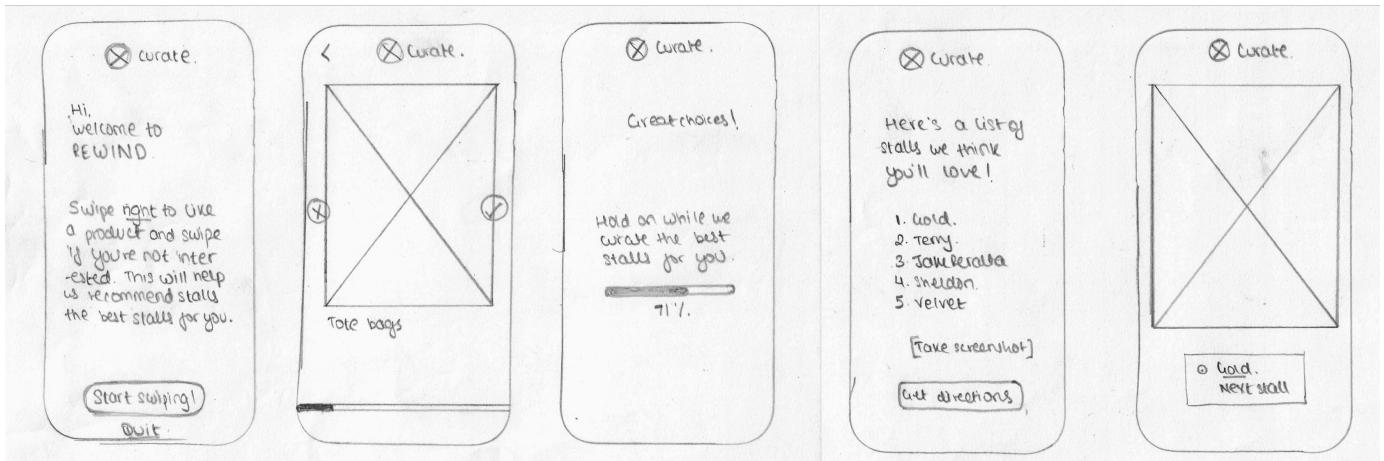
Syncin

Problem



Event experiences are broken. Attendees feel lost. Vendors don't get seen. Organizers can't keep up.

Process



We began with 22 stakeholder interviews — attendees, food vendors, organizers, and security. I created journey maps for each persona and identified pain points across the event lifecycle. We structured solutions around the most broken moments: entry, discovery, engagement, and resolution. Using systems thinking, I designed modular solutions that could flex across different event sizes and goals. Curate and Amplify were tested through journey flows and feature logic. Ops Dashboard was built with backend visibility and hierarchy control in mind.

Insights

- Lack of real-time parking data creates stress before the event even begins.
- Poor network access leads to delays in payments and long queues.
- Attendees browse without clear goals, making it hard for small vendors to stand out.
- Weak internet hampers live sharing and on-site engagement.
- Security teams can't monitor crowd hotspots in real-time, leading to unmanaged congestion.

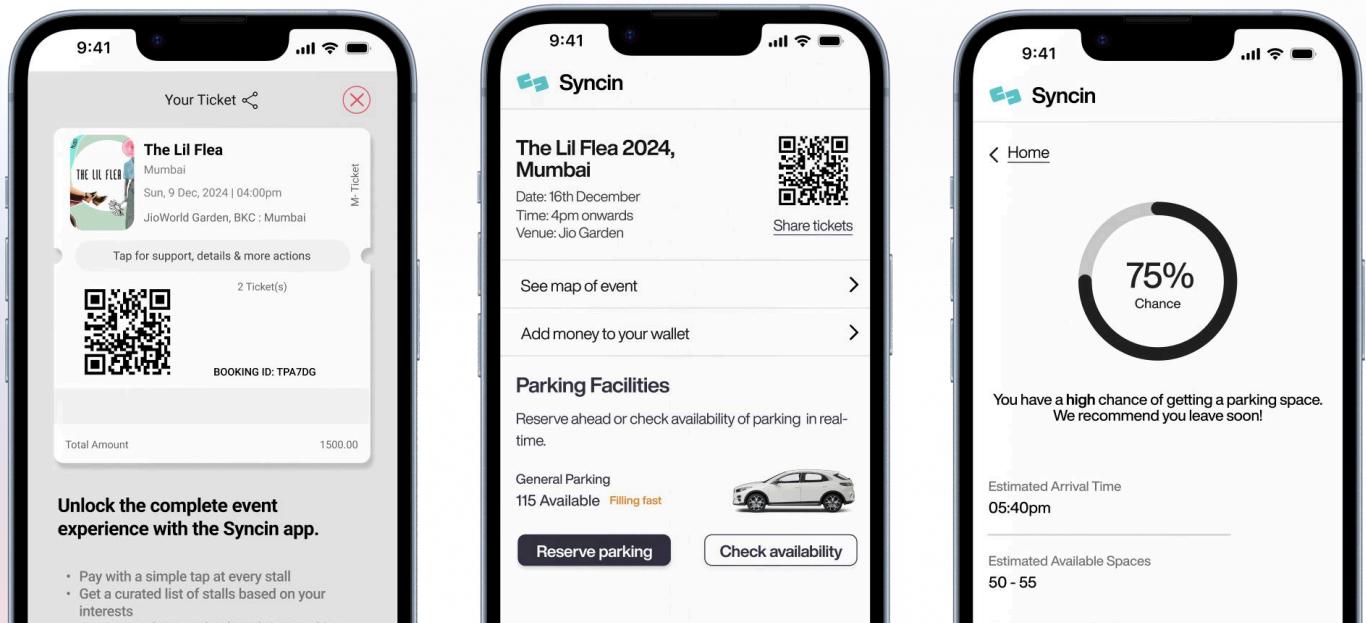
Events aren't just about what's happening. They're about how people move, find, and connect.

Solution

A modular system for better event flow:

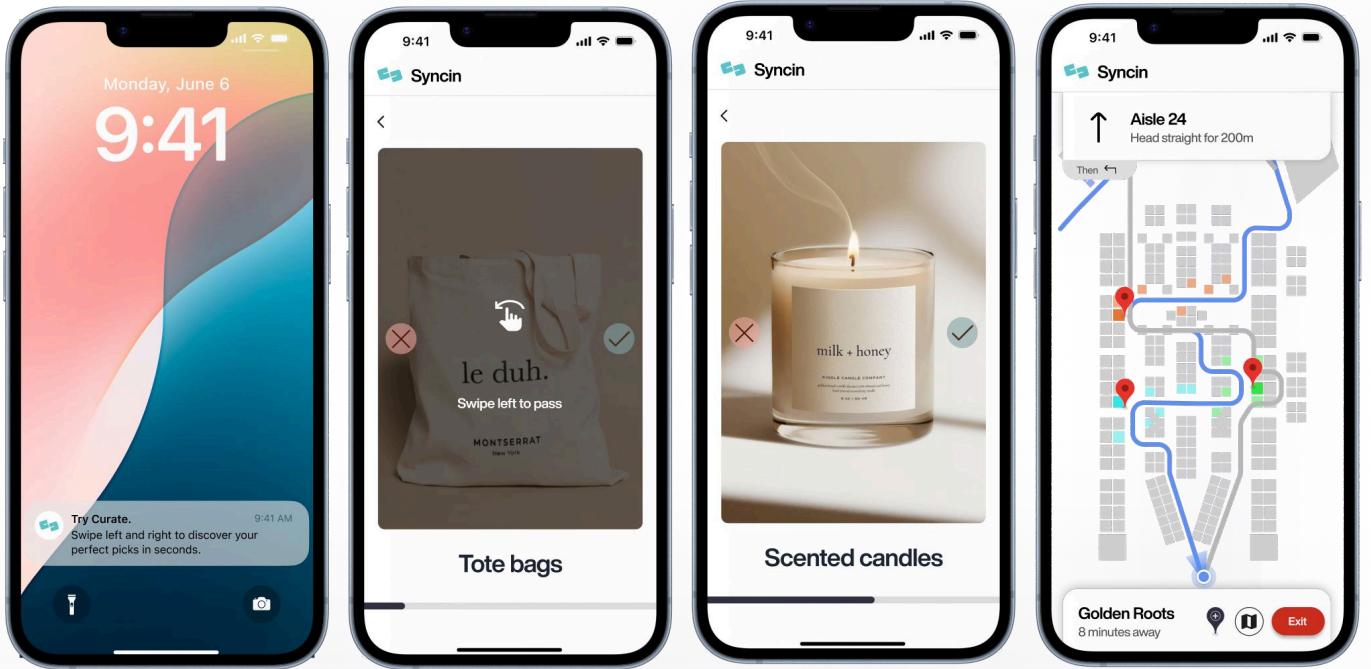
- Smart Parking – smoother entry
- Curate – swipe-based stall discovery
- Amplify – help small vendors get seen
- Ops Dashboard – real-time event tracking

Smart Parking



Reserve slots ahead, view real-time availability. Integrated with Google Maps and CCTV using YOLO object detection for live counts.

Curate



Swipe-based interface (like dating apps) personalizes stall discovery. Matches attendees with relevant vendors using machine learning.

Amplify

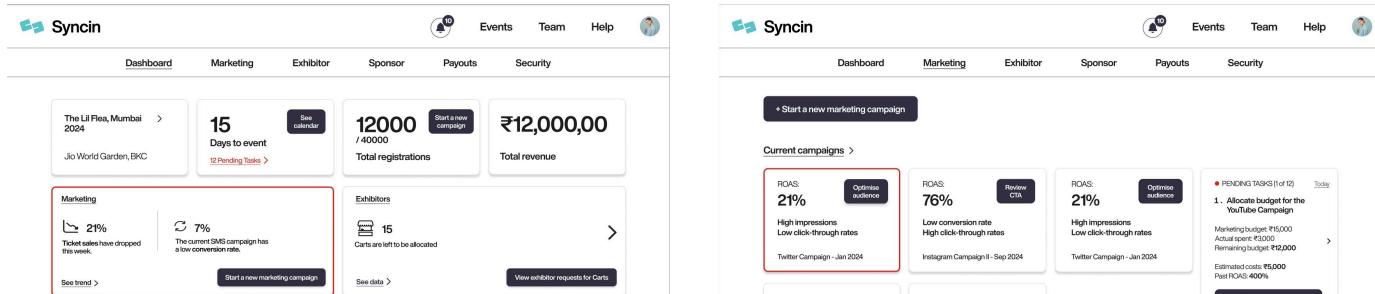


Uses RFID and purchase data to surface under-visited stalls with high engagement potential. Nudges attendees to explore hidden gems.

Seamless Payments

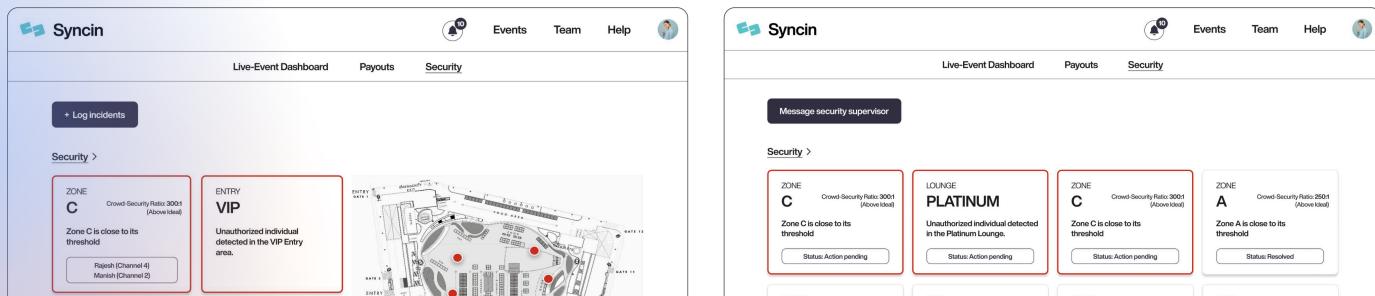
NFC enables instant payments; fallback USSD (*99#) top-ups work offline. Refunds managed easily.

Organizer Dashboard



Role-specific views for security, marketing, vendors. Tracks live footfall, sales heatmaps, and sends real-time alerts.

Security & Crowd Control



RFID bands + AI estimate crowd density. Hotspots flagged automatically. Supervisors get live dashboards and walkie sync.

Impact

- Reduced parking chaos and improved attendee experience before entry
- Boosted engagement through personalized stall discovery
- Empowered smaller brands by dynamically identifying and surfacing high-potential stalls
- Shortened payment wait times and enabled seamless transactions even in low-network areas
- Enabled real-time crowd insights for organizers, reducing incident response time and improving safety

Key Learning

Great design is not about reacting to problems — it's about pre-structuring systems so that the experience flows naturally, even in high-pressure, real-time environments.