- **Overview:**
  I have chosen to do a brand refresh of the UI for KC Firestone Events. They have a very bare boned website. With little to no color or character representing their brand or who they are. It sort of gives a sketchy vibe which makes you ask yourself if they are legit. I know of this event space because they are the venue that my fiancé and I have chosen quite recently for our wedding reception. During my research into this event space I recognized many things that I wish I would have seen in the user interface on their website that would have helped give me a better experience.

- **Problem statement:**
  With the recognition of the difficulties the main problems that I wish to attack are with their specific sections/pages such as their Title Page, Welcome, About, Contact and Connect section, and most of all their Navigation and Direct Messaging system.

- **Scope and constraints:**
  I see an opportunity here to add what I wish I would have seen visually during my venue search. Overall, I want to make this site visually tell a story of who they are, what they do and what they offer and visually explain why I should select them as a venue choice. I would like it to represent consistency in the UI design in relation to other event venues in the industry. I would like to stick to an aesthetic and minimalist design, flexibility and efficiency of use, recognition rather than recall, consistency and standards, user control and freedom, and match between system and the real world which I have seen as a common trend with other event spaces.

- **Users and audience:**
  The users and audience are those who wish to hold an event with a capacity of upwards to 150-500 people. It could be those who want to host a Galla, a Wedding and or even a reception.

- **Process:**
  Research - I have researched not only the event space I selected but others like the Kansas City Club where I took some inspiration from. I researched different and common components that competitors might have and analyzed whether they would deviate from attracting more hosts for events or not.

  Design Ideation - I started with research before design. Created components and used those components to shape my framework and design of my desktop website mobile website and native mobile app.

  Refinement - I noticed some issues during my designing process with my components and where I originally put more emphasis on design than using the components for design. In turn I refined my project with the proper changes.

  Build presentation and present - gathered materials and put together a slide show showing my ideation and deliverables and present a story of the outcome.

  Outcomes - I learned how not to get ahead of myself in design and to take advantage of using components to frame my design. I learned how to better organize and stay organized for my project in a structured way. I learned that also sometimes less is more.