

SoftLyf – Event Planning App

About the client

Systax Industries Limited is a services, trading, and distribution company, founded in South Africa. A conglomerate with many unrelated businesses, ranging from mining, information technology, powerlines, plant hire and civil engineering. Its services spread throughout South Africa and expand well into the African continent.

The problem

Event planning is a majorly popular activity in South Africa. People who want to plan their own events to give it a touch of customization and to make things perfect in their own way for their special moments. However, this is a time intensive task to arrange an event, especially in tasks such as finding a good service provider, talking with multiple service providers to find a good deal, and making sure things go as planned until the execution of the event.

For service providers, they have no platform to provide their services and have to resort to local marketing techniques, that never always reach their target audiences.

What we did

We partnered with Systax Industries to create an event planning eco-system called Systax. Systax is a multi-platform set of mobile and web apps that provide an event planning platform to event planners and service providers. It connects the event planners with service providers. Event planners can create a list of required services, look for available service providers, have a chat with these service providers and ultimately hire them through the app.

Event planners can also invite their guests through the app. The guests have an app where they answer any questions put by the host, have a seating arrangement for the event allocated to them, and invite other people that will accompany them to the event.

The service providers can list their services, market their profiles, and apply on different events posted by the event planners.

The app is planned to be launched in South Africa where it is expected to take over the market of event planning and bring a revolution in that.



Figure 1 SoftLyf ScreenShots