

Convene Creative brief

Our Audience

Busy business customers whose time is a finite resource

Work from their mobile phone most of the time (they're on-the-go people)

Meetings tend to include 3 or more people

Meetings tend to include people outside their company

Our Product

Convene is an iOS app and website that helps people find a common time to meet. Meeting organizers can suggest 3-5 meeting time options, track attendee votes, and schedule a final day/time on attendees' calendars. Attendees are able to view who else is coming, what others are voting for, and respond to the poll—even if they don't have the app.

Convene is a meeting scheduling app.

Our Objective

We make it simple and quick for people to schedule time together.

Our Proposition

People who are trying to plan a meeting with a group should install and use Convene because it's the quickest way to agree on a time.

Proof of our Proposition

Free/busy time in Outlook isn't always an indicator that someone is available to meet. No guarantee that they'll accept.

Not everyone uses the same emailing service where free/busy time is available for all to see.

Voice

Lively, encouraging, casual

Style

Smart, playful, clean