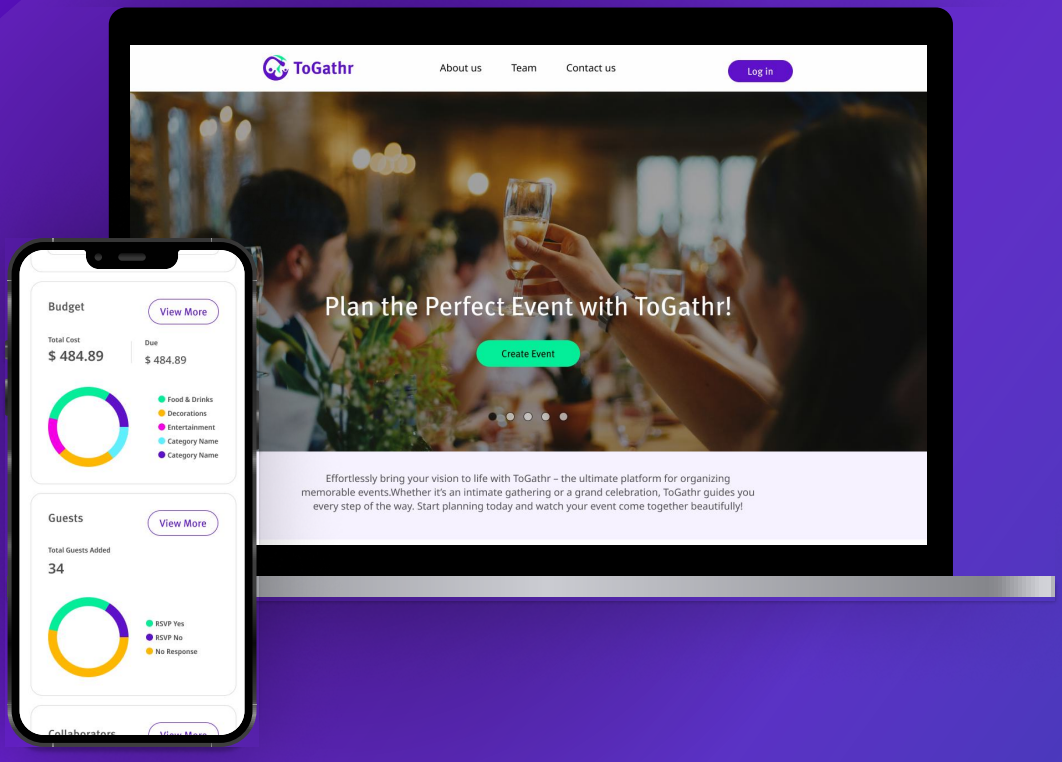
ToGathr

Event Planning Simplified



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01 Project Overview

The Problem

Planning an event is often a complex, time-consuming process for both event planners and individuals. Finding reliable vendors across various platforms, tracking expenses, and managing the guest list each require separate tools, making event organization fragmented and challenging. This lack of a unified solution complicates the experience, adding unnecessary hassle to what should be a seamless process.

Pain Point

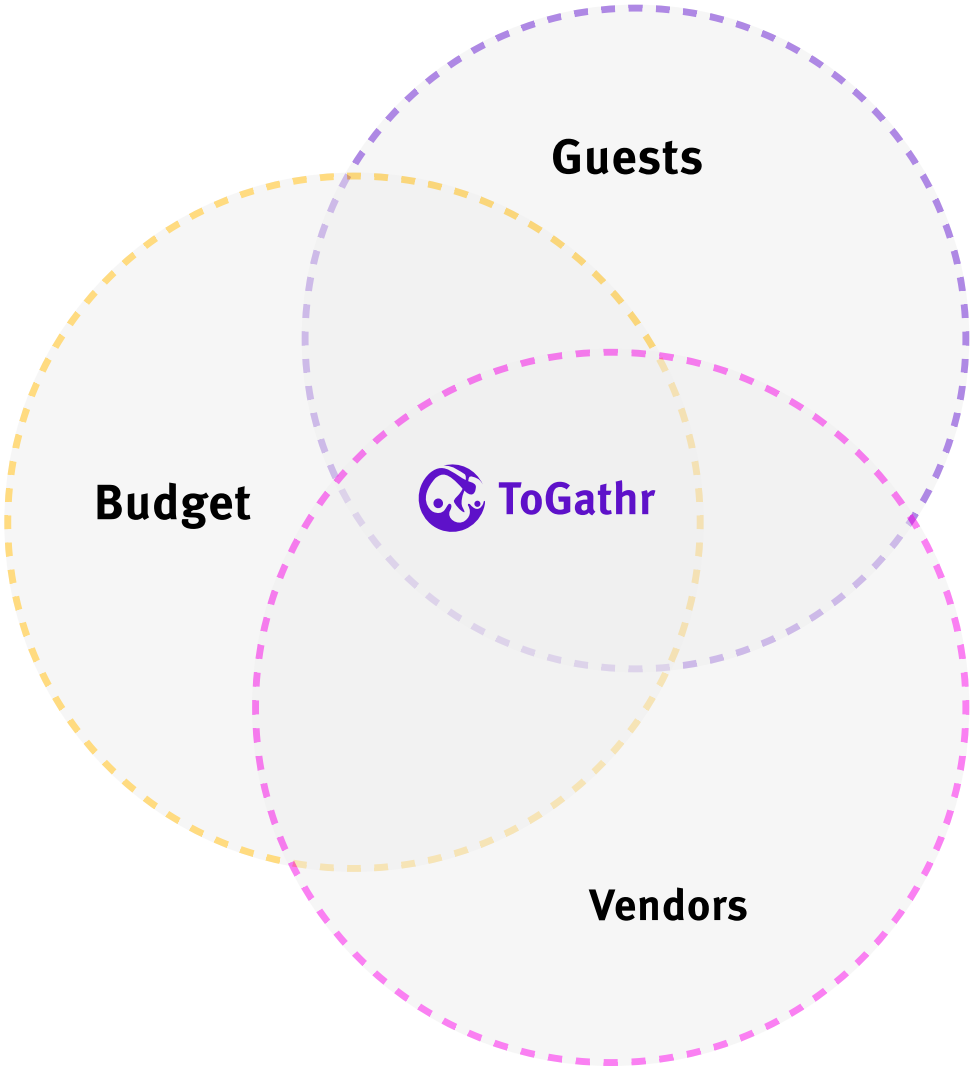
Planning an event involves multitasking and is generally a rather fragmented process. Anyone planning an event often has to use multiple apps to keep track of budgets, guest lists, venues, and vendors. This makes event planning a frustrating experience. Additionally, finding the right vendors is a difficult task with many people still relying on word of mouth and unreliable reviews from random online sources.

User Motivation

Anyone planning a big or small event would benefit from using ToGather because it would be a one-stop solution to all the hassles of event planning. They would be able to manage their guests and find vendors, and venues, and manage their budget all under one roof. The vendors/venues listed would be verified and have reviews from other users on the app and they would be able to compare different options before making their choice.

The Solution

ToGathr is a web platform that helps individuals and event planners easily plan personal or professional events. This platform aims to generate all your event tasks with an AI assistant for each event type and combine event planning, such as tracking budgets, finding vendors/venues, managing guests through RSVPs, and collaborating with a team —all within one platform.



02 Main Features

Main Features

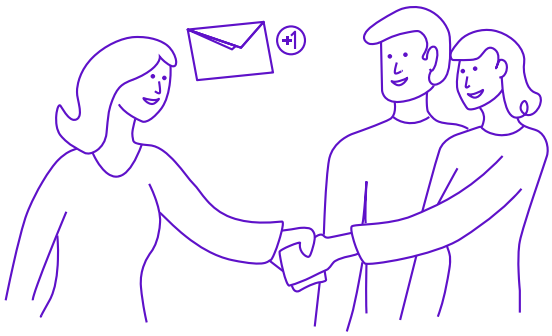
Budget Tracking

Users who are planning an event have to ensure their decisions fit into the budget they have set for the event. When tracking this manually on a spreadsheet they don't have the right means to compare and consider their choices because all the data is disjointed.

On ToGather, the users' budget and its allocations are visualized making it easy to make decisions. Users set their desired budget and the platform shows them the choice of vendors and venues accordingly.

This feature will allow users to define an overall budget for the event and help them track and allocate it to different aspects of the plan. Users are notified when something goes over their predefined budget and they receive helpful suggestions to reduce costs.

Effortless Guest Management with Easy RSVPs



Guests are a major part of the puzzle when it comes to planning events. How many guests are arriving, who has confirmed, guest details and contact information, etc tends to be a lot to be able to keep track of. The guest list management feature automates this process by having separate lists for confirmed and unconfirmed guests and organizing their contact details.

Sending bulk emails and recording RSVPs would also be a part of this feature. Invites can be sent in bulk using email IDs and the user can see the number of people who confirm their attendance.

On the day of the event, this feature also allows the user to check guests in to keep track of how many guests arrived

Main Features

Find Verified Vendors/Venues

Users who are planning an event have to ensure their decisions fit into the budget they have set for the event. When tracking this manually on a spreadsheet they don't have the right means to compare and consider their choices because all the data is disjointed.

On ToGather, the users' budget and its allocations are visualized making it easy to make decisions. Users set their desired budget and the platform shows them the choice of vendors and venues accordingly.

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Collaborative Workspace

Planning personal events often involves coordinating with family and friends, and our app is designed to make this collaboration effortless. With our collaborative workspace feature, users can invite loved ones into a shared planning space where everyone can access event details, view progress, and participate actively.

Users can assign specific tasks to each collaborator—whether it's arranging decorations, managing RSVPs, or handling logistics—so responsibilities are clear and no details are missed.

This streamlined approach keeps everyone in sync, reduces last-minute stress, and allows users to enjoy the planning experience together. From small gatherings to larger celebrations, our app turns event planning into a shared journey, where each person can bring their skills and ideas to the table for a truly memorable event.

03 Data Driven Features

Data Driven Features

Utilizing Data in the Project

Guest lists and details will be securely stored on the platform, along with a repository of vendor and venue information. Additionally, budget data provided by users will be used to generate relevant, personalized suggestions.

Dataset for Visualization

- User budgets and their allocations will be visualized clearly for easy tracking.
- Price comparisons will be available for different vendors and venues.
- Guest list data will display confirmed vs. unconfirmed guests through RSVPs.

Dynamic Data Through User Interaction

Data that can be modified by user interaction includes budget constraints and the guest list, which users can update at any time.

Source of the Data

Some data, like the budget and guest lists, is provided by the user, while vendor-related information is added by us to the platform.

User Interaction with Data Visualizations

Budget Overview: Users can easily see how their money is allocated for the event and adjust their budget or vendor choices as needed.

Vendor Comparisons: Users can make informed decisions with clear, visualized price comparisons.

Relevance to the User

Visualized data acts as a “second brain,” giving users a quick snapshot of all event-related decisions. This makes it easy to stay organized and manage every detail with ease.

Type of Data Source

Guest Lists, Budget: User-provided data.
Vendor/Venue: Placeholder (fake) data.

04 Competitor Analysis

Competitor Analysis

Company Name	Description	Logo	Missing Feature	Link
Event Brite	Eventbrite is a leading platform for creating, promoting, and selling tickets for events, from small gatherings to large concerts and conferences.	eventbrite	• No vendor management features • Basic budgeting tools • No Collaborator tools	**https://www.eventbrite.ca/**
Zola	Zola is a popular wedding planning platform designed to simplify the wedding planning process and enhance the overall experience for couples	ZOLA	• Only limited to weddings • Event Size: Platforms designed for personal events might not scale well for larger or more complex events, such as corporate, conferences or large-scale festivals. • No collaboration tools	**https://www.zola.com/**
Cvent	Cvent is a popular event management platform used by businesses of all sizes. It provides tools for event planning, registration, and engagement, making it ideal for corporate events, conferences, and large meetings.	cvent	• Limited customization for smaller events • High pricing • Cvent is more focused on business events and lacks a more personal touch for general users.	**https://www.cvent.com/**

Competitor Analysis

FEATURES	ToGathr	eventbrite	cvent	ZOLA
Budget Tracking	✓	✓	✓	✓
RSVPs & Invites	✓	✗	✗	✗
Event Vendors	✓	✓	✗	✗
Collaboration Hub	✓	✗	✗	✗

ToGathr stands out from its competitors by offering a comprehensive solution for event planning. Unlike others that provide only partial features, such as budget tracking without vendor options or RSVP management without budget tracking, ToGathr integrates all essential tools in one platform. Additionally, it includes a collaborative workspace—a unique feature that enhances teamwork and coordination during event planning. Furthermore, ToGathr distinguishes itself with AI integration, a capability that none of its competitors currently offer.

05 Project Milestones

Design Plan

Week 1	Analyzing the project idea / Gathering data / Analyzing solutions.
Week 2	Refine the project idea / Conduct user research / Identifying features.
Week 3	User personas / Competitor analysis / Rough userflow / Basic branding.
Week 4	Refine User flow / Wireframes / Branding / Research on UI components.
Week 5	Features locked / Planning for Mockups / Start UI kit
Week 6	Mockup screens for all features
Week 7	Design Iteration / Refine mockup screens
Week 8	Functional Prototype / Testing
Week 9	Mockups Locked / Proposal documents / Promotional Materials
Week 10	Presentation Plan / Refine Proposal and Promotional materials
Week 11	Proposal Finalization / Presentation Finalization
Week 12	Final Presentation

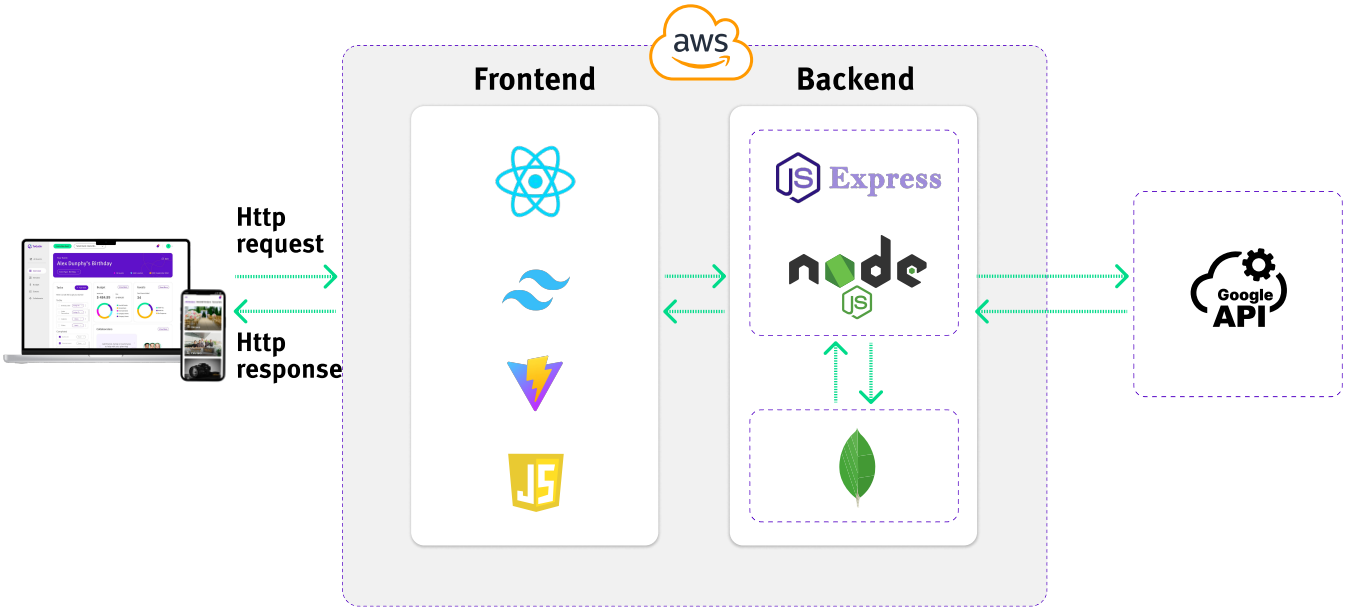
Development Plan

Week 1	Analyzing the project idea / Gathering data / Analyzing solutions.
Week 2	Refine the project idea / Conduct user research / Identifying features.
Week 3	Project and Git setup / Landing page / Signup page (without styling)
Week 4	User authentication (registration, login, and logout)
Week 5	Homepage with aside section containing routes to various pages
Week 6	Finding API's for Vendor listing / API to create guest invites
Week 7	POC for main features: Invite / vendor listing / collaboration / budgeting
Week 8	Budget tracking feature / Collaborator feature / Overview page
Week 9	Styling throughout the application
Week 10	Beta Building Finalization / Code Freeze / Live site URL
Week 11	Presentation plan / Final design files
Week 12	Final Presentation

06 Technical Overview

System Architecture

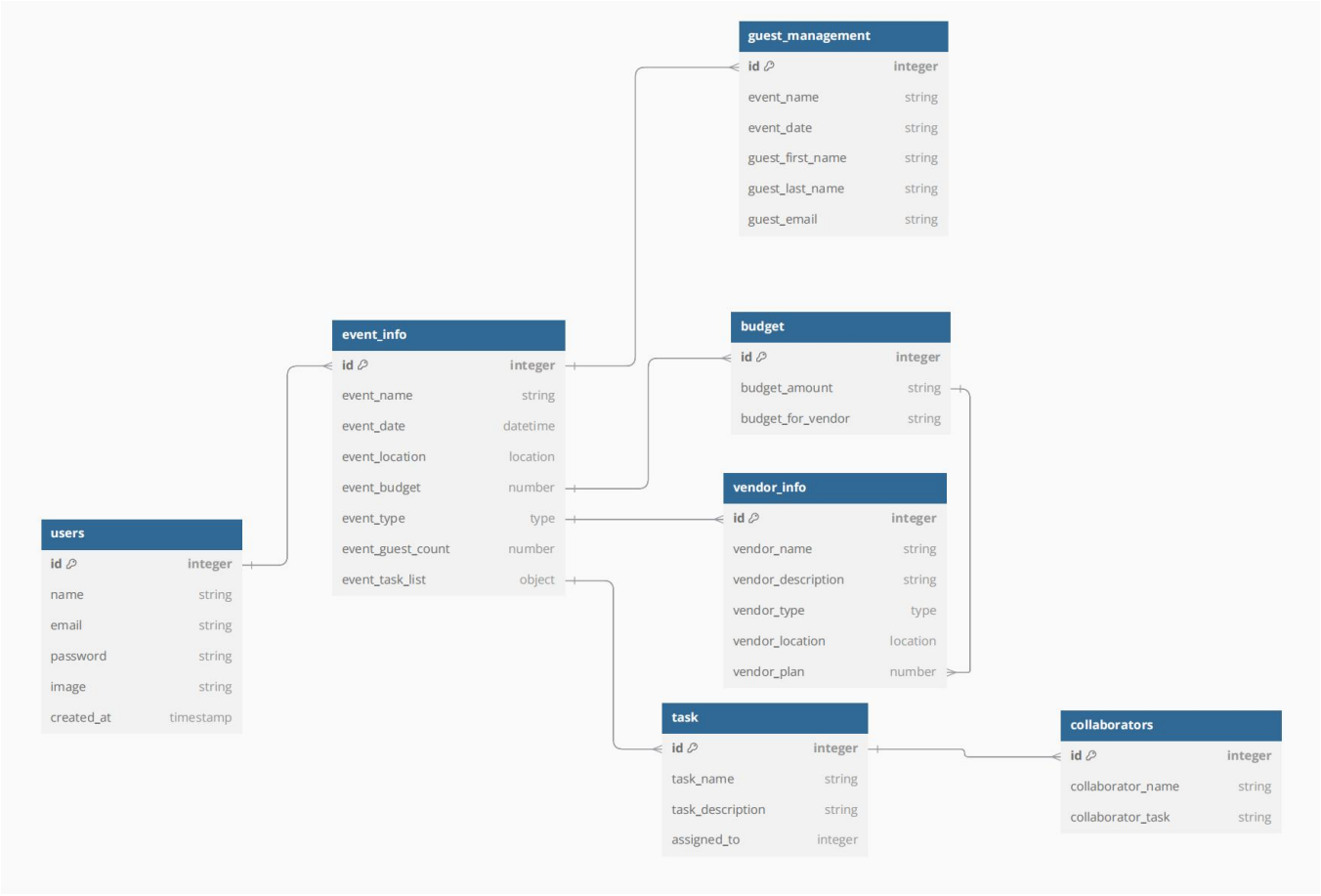
Our frontend is used advanced tools such as ReactJS, Vite, Javascript. The backend infrastructure is built with Node.js and Express JS, which communicates with MongoDB, while ExpressJS serves to expose endpoints for various datasets. Both frontend and backend components are hosted on AWS for reliable performance. CSS, tailwind and bootstrap are used for the responsiveness of the UI. Additionally, a Google API's are used to render vendor data, which is then processed by Node and sent to the React module for display on the frontend.



Design Software

Our design team primarily uses Figma for the wireframes/mockups/presentation. Adobe Illustrator and Photoshop to create Icons and Illustrations. Our proposals and documents were also created using figma.

Database Diagram



We setup the database in such a way, so that it optimizes the query performance as we have different collections for each of the feature and sub-features. Each collection is linked to each other with help of reference key so that it is easy to access any of the document inside any collection uses the query,
Moreover with this way data is structured and organized for example, if we have to read data from collection “booked-vendors”, we can show its data easily to user as well as vendors because the document inside it has both of the key-value pair for both user and vendors.
Retrievel and storage of data would be pretty easy this way. Indexes were added to improve the query and schema was very flexible for any data to create, read , update or delete.

07 User Persona

Event Organizer

Sarah Thompson

Age	32
Education	Diploma in Event Management and Marketing
Status	Married
Occupation	Event Manager
Location	Vancouver
Tech Literate	High

About

Sarah has over 10 years of experience in event management, working as a senior planner in a well-known event planning firm. She holds a Diploma in Event Management and Marketing and started her career planning small corporate events, large conferences, weddings, and high-profile events.

Goals

- To create memorable event that meet or exceeds client requirements.
- To stay updated on the latest trends in event organizing and sustainability process.
- To expand her team and take more high profile events
- To increase attendee engagement and satisfaction through out the event.

Frustrations

- Managing multiple vendors and dealing with unexpected changes or cancellations.
- Keeping up with budget constrains while still delivering exceptional event.
- Balancing multiple events with limited resource under tight deadlines.

Tech

Personality

Detail-Oriented | Tech-Savvy | Calm Under Pressure | Adaptable

Platform

Website | Mobile

Payment

Cash / Cheque | Card | Digital

ToGathr

Professional

Sophia Williams

Age	26
Education	Bachelor's in Computer Science
Single	Status
Occupation	Software Engg
Location	Vancouver
Tech Literate	High

Personality

Outgoing | Tech-Savvy | Curious | Multitasking | Sociable | Innovative | Organized

About

Sophia is a senior software engineer at a tech company and has recently been given the additional responsibility of managing office events, such as team-building activities, hackathons, office parties, and corporate meetups. She doesn't have formal event management training. She enjoys organizing events as a break from technical job and likes to bring her problem solving mindset into the planning process.

Goals

- To organize fun and engaging events that promote team bonding and employee satisfaction.
- To explore tech-driven solutions for hybrid events, bringing virtual and in-person employees together seamlessly.
- To receive positive feedback regarding the quality of the event.

Frustrations

- Managing time for her primary job and office planning events.
- Keeping track of all logistics for small and large events, from budget managment to attendee tracking, especially during busy work weeks.
- Coordinating with vendors and internal teams, negotiate contracts, which is outside her typical expertise.

Tech

Platform

Website | Mobile

Payment

Digital | Card

08 UI Components

UI Kit

Color Palette

The colors in this palette were chosen to have a sense of excitement and also have enough variety to accommodate the vast spectrum of events.

The primary purple with the secondary green create enough contrast in the palette while the additional accent colors, which are at the same level of vibrancy, give us enough options to keep the brand dynamic.

Primary Vivid violet
#5E11C9

Primary Sup Lavender
#F7F2FF

Secondary Mint Green
#04ED98

Electric Pink
#F500E5

Amber
#FFB700

Cyan
#60EFFF

White
#FEFEFE

Grey
#EEEEEE

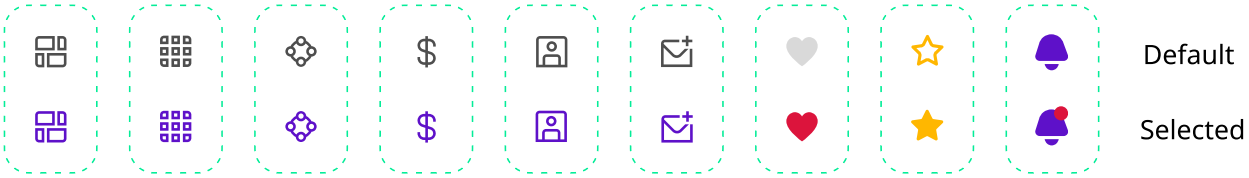
Black
#1C1C1C

UI Kit

Iconography

The app utilizes flat icons to maintain a modern and minimalist aesthetic, ensuring clarity and ease of recognition. This design choice enhances user experience by providing intuitive navigation and visual consistency throughout the interface. Flat icons also contribute to a clean layout, allowing users to focus on functionality without unnecessary distractions.

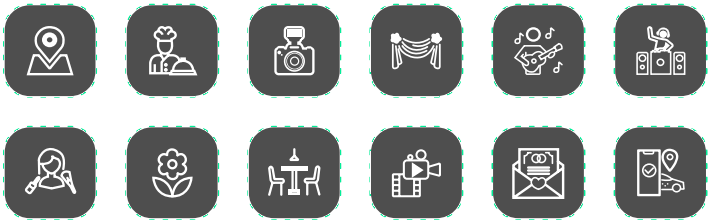
Interactive Icons



Action Icons

Navigations Icons

Icons used in vendor cards



UI Kit

Typography

These typography choices not only improve readability but also contribute to a cohesive and polished design, ensuring that users can navigate the app easily while engaging with the brand effectively.

Header Font: Meta Pro – A professional and structured typeface for headers, giving a clear hierarchy and enhancing the modern and polished look to the app.

Body Font: Noto Sans – A clean, modern sans-serif that ensures readability and a smooth user experience across all content.

Type Scale - Desktop Screen

Heading 1	48 px	Book	Meta Pro
Heading 2	36 px	Book	Meta Pro
Body 1	18 px	Regular	Noto Sans
Caption	14 px	Regular	Noto Sans

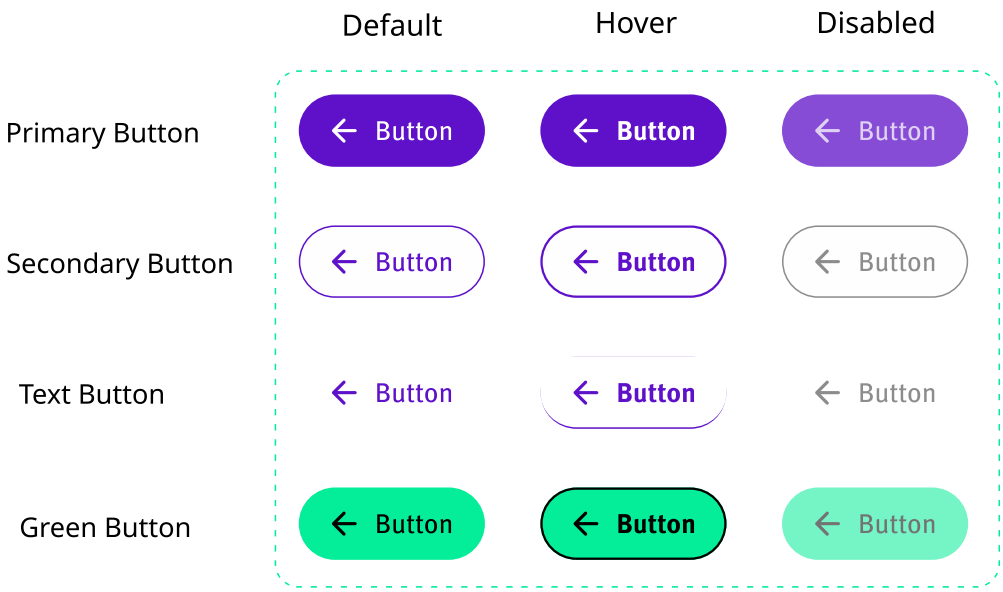
Type Scale - Mobile Screen

Heading 1	32 px	Book	Meta Pro
Heading 2	28 px	Book	Meta Pro
Body 1	16 px	Regular	Noto Sans
Caption	12 px	Regular	Noto Sans

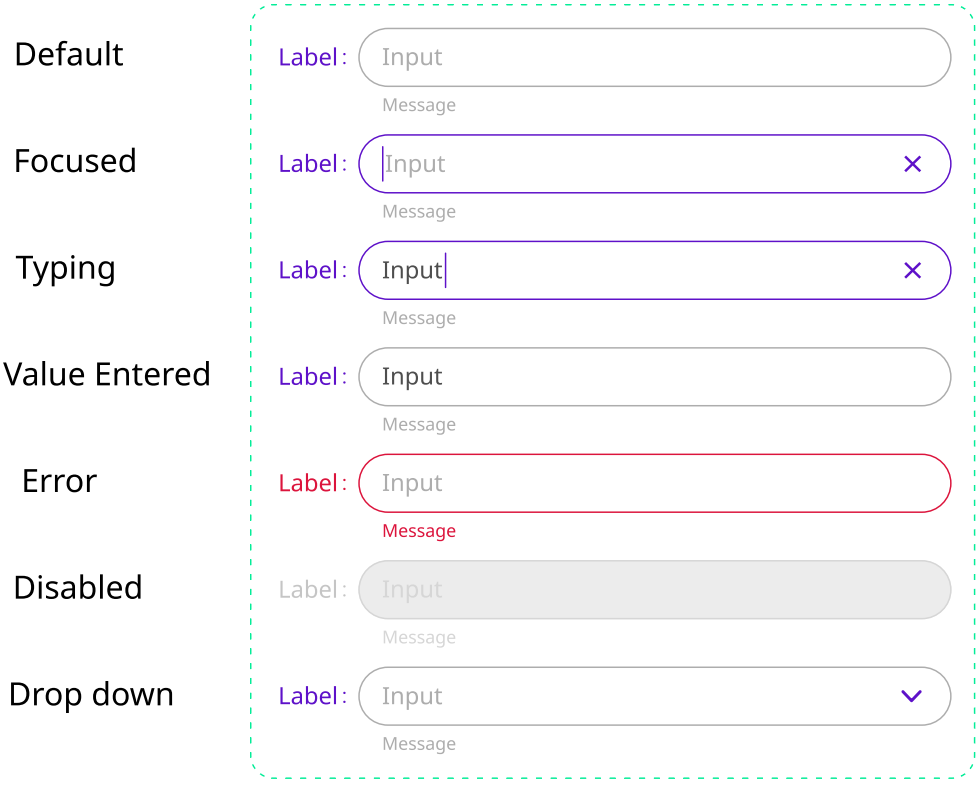
UI Kit

Buttons

The button UI components have been designed to enhance user interaction and provide clear, consistent actions within the application.



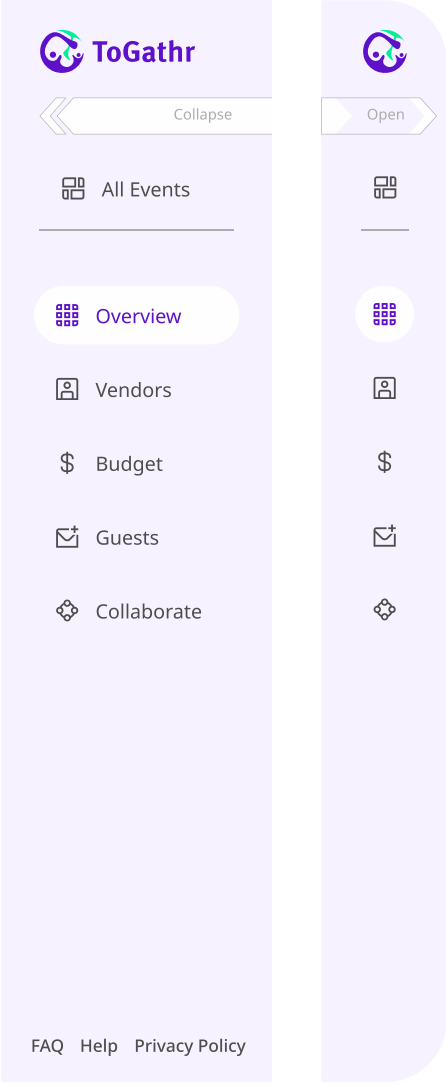
Input Fields



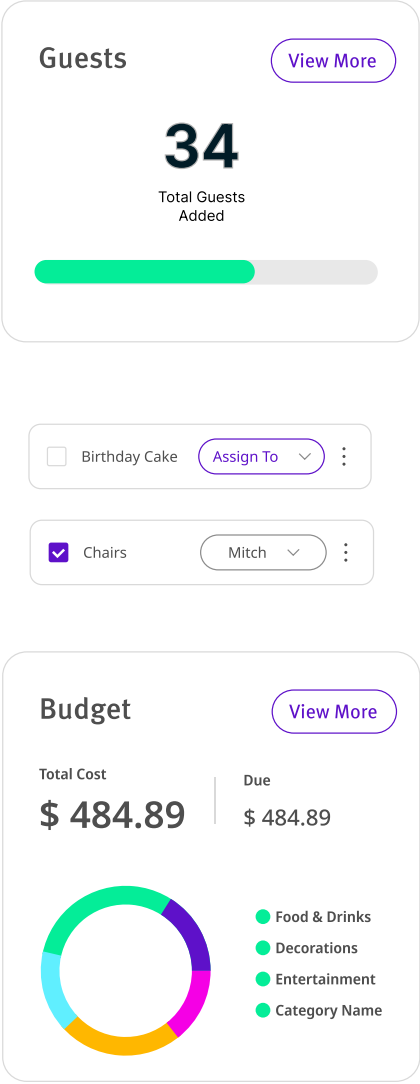
UI Kit

Components

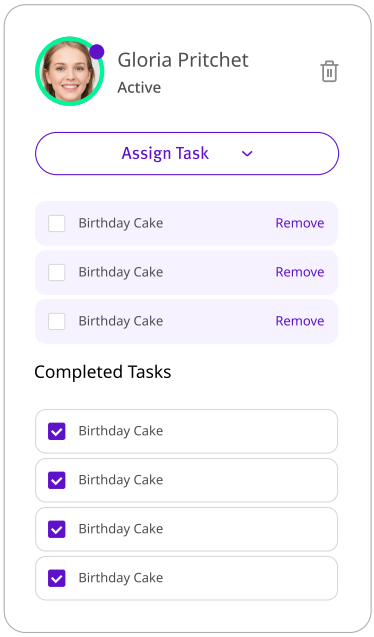
Side-bar Navigation



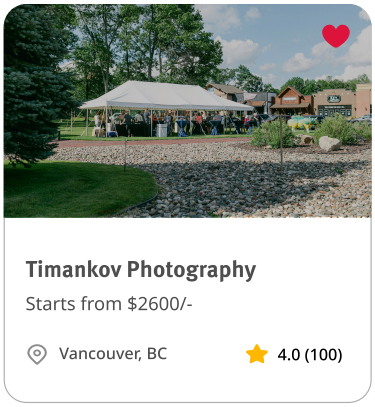
Informative Cards



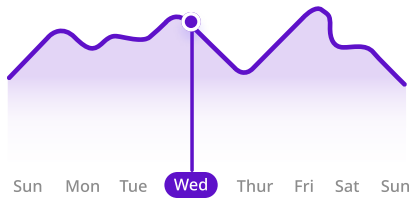
Collaboration Card

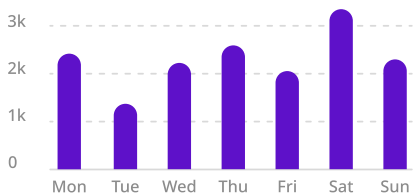


Vendor Cards



Charts and Graphs

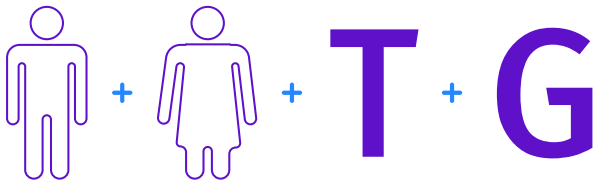




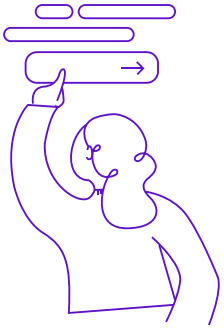
UI Kit

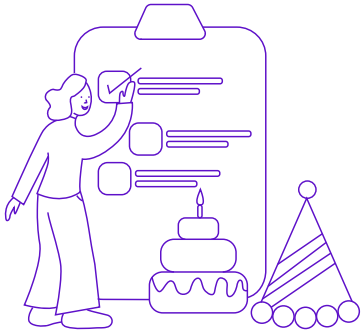
Logo

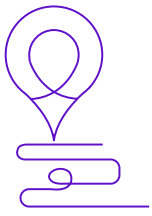
Our Logo should convey simplicity, collaboration, and trust. we managed to use a modern, clean font combined with an abstract or event-related symbol. Ensure it's easily recognizable and works well in both full-color and monochrome formats. The logo design combines the concepts of people, celebration, and the letters T and G, encapsulating the essence of the platform.



Illustrations

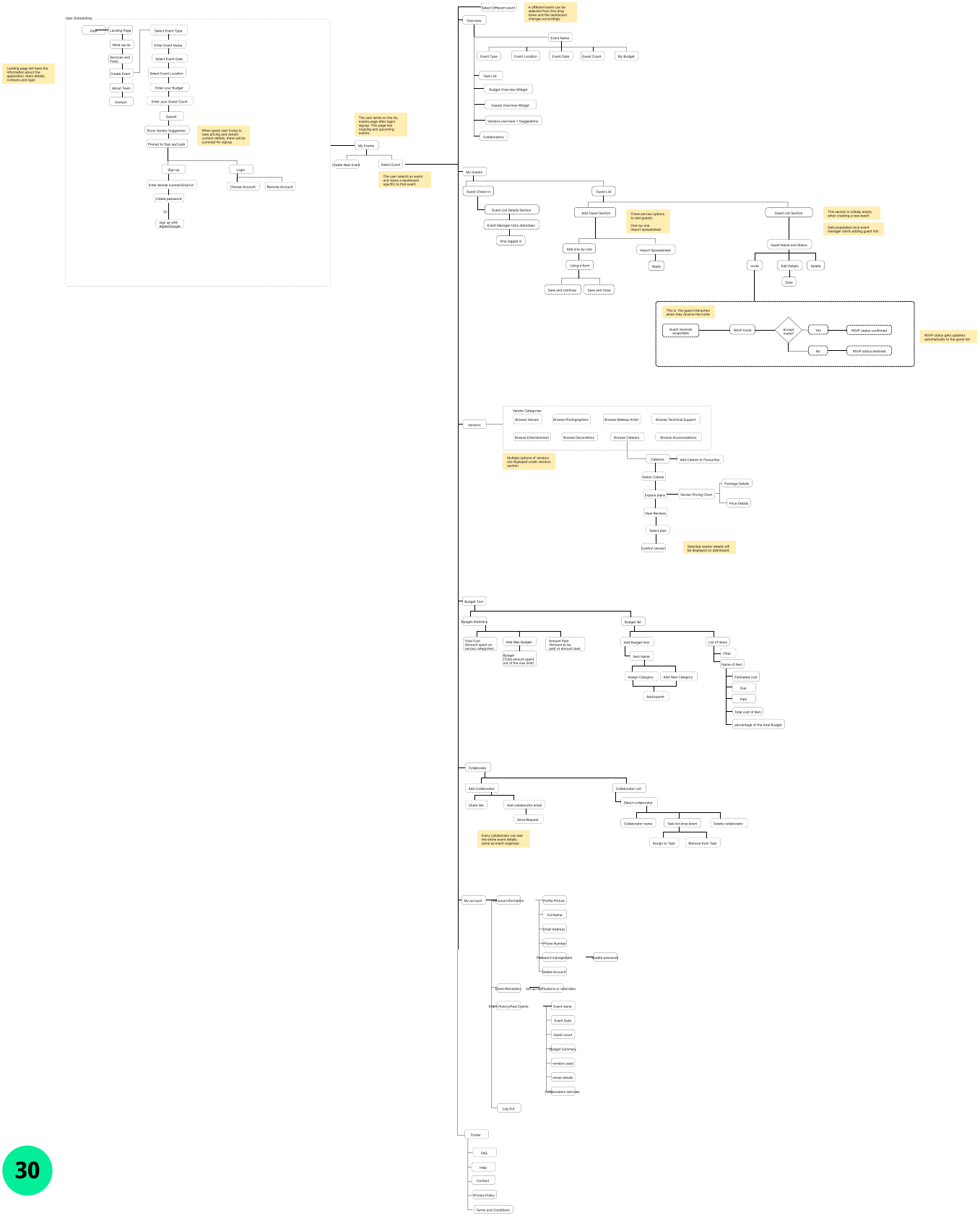




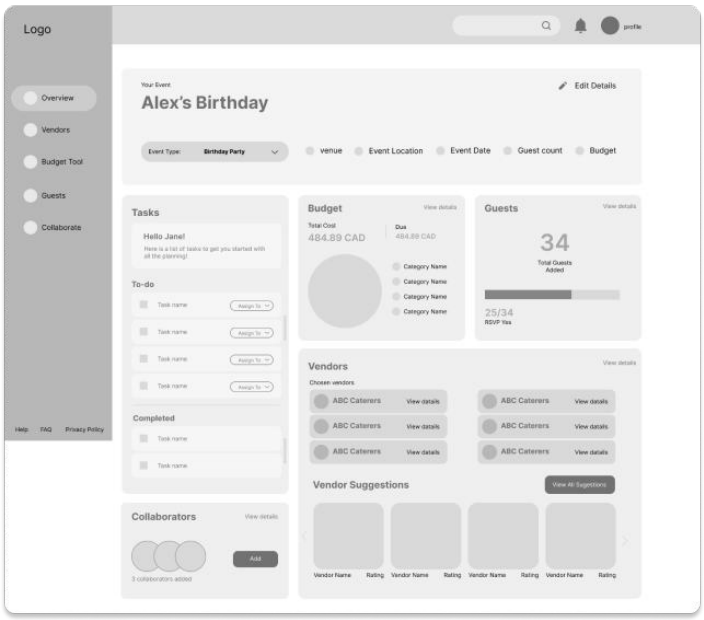


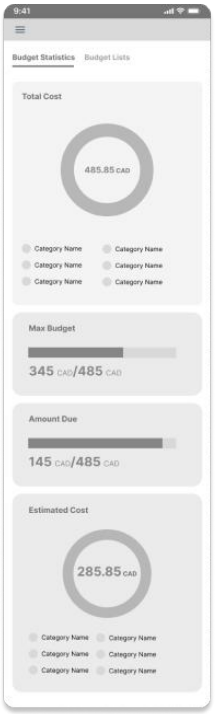
09 Wireframes, Mockups

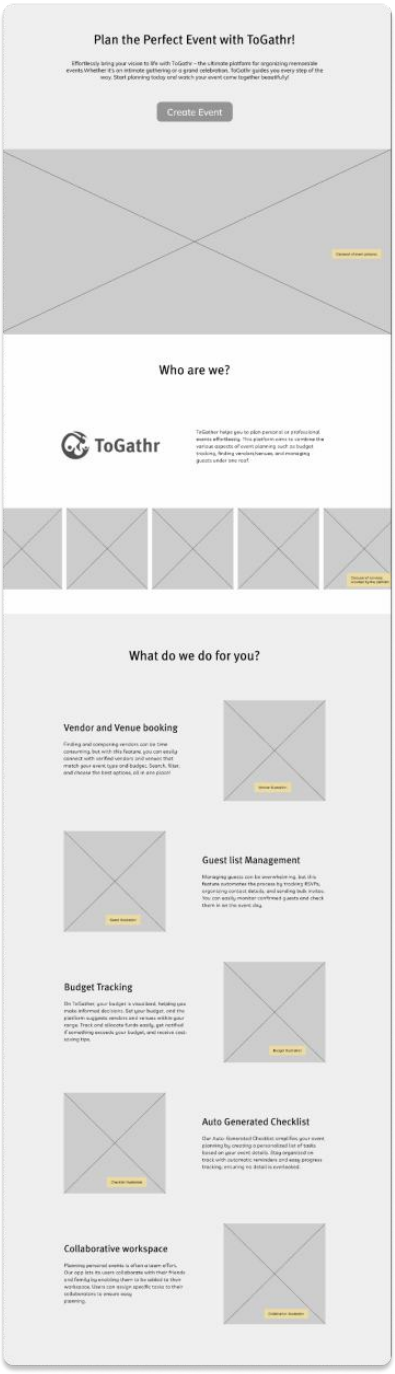
Userflow

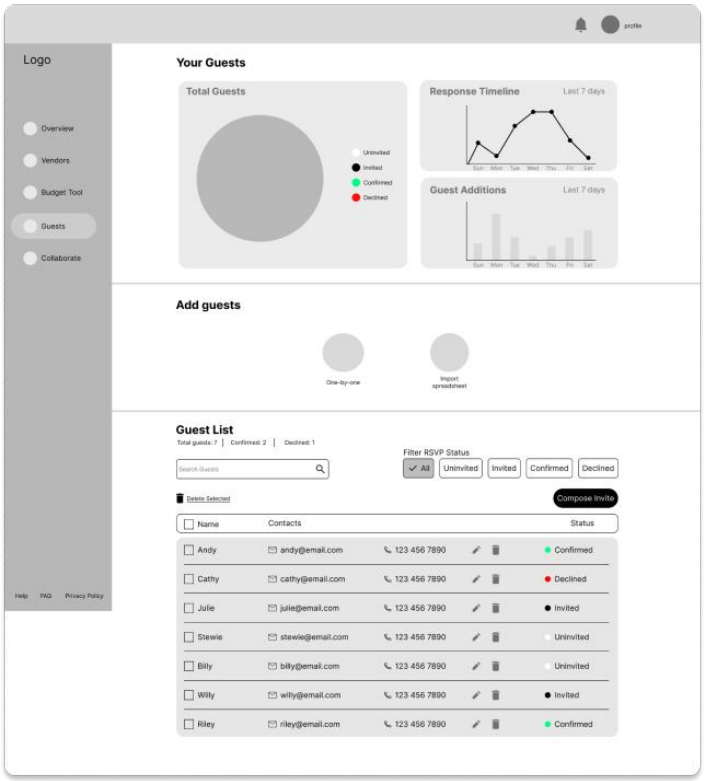

User Onboarding
Landing page will have the information about the application, team details, contacts and login
User
Landing Page
What we do
Services and Tools
Create Event
About Team
Contact
Select Event Type
Enter Event Name
Select Event Date
Select Event Location
Enter your Budget
Enter your Guest Count
Submit
Show Vendor Suggestion
Prompt to Sign up/Login
When guest user trying to view pricing and vendor contact details, there will be a prompt for signup
Sign up
Enter Mobile number/Email id
Create password
Or
sign up with Apple/Google
Login
Choose Account
Remove Account
The user lands on the my events page after sign up signup. This page has ongoing and upcoming events.
My Events
Create New Event
Select Event
The user selects an event and views a dashboard specific to that event.
Select Different event
A different event can be selected from the drop down and the dashboard changes accordingly
Overview
Event Name
Event Type
Event Location
Event Date
Guest Count
My Budget
Task List
Budget Overview Widget
Guests Overview Widget
Vendors overview + Suggestions
Collaborators
My Guests
Guest Check-in
Guest List Details Section
Event Manager ticks attendees
time logged in
Guest List
Add Guest Section
There are two options to add guests:
One-by-one
Import spreadsheet
Add one-by-one
Using a form
Save and continue
Save and close
Import Spreadsheet
Apply
Guest List Section
This section is initially empty when creating a new event
Gets populated once event manager starts adding guest info
Guest Name and Status
Invite
Edit Details
Delete
Save
This is the guest interaction when they receive the invite
Guest receives invitation
RSVP invite
Accept invite?
Yes
RSVP status confirmed
No
RSVP status declined
RSVP status gets updated automatically to the guest list
Vendors
Vendor Categories
Browse Venues
Browse Photographers
Browse Makeup Artist
Browse Technical Support
Browse Entertainment
Browse Decorations
Browse Caterers
Browse Accomodations
Multiple options of vendors are displayed under vendors section
Caterers
Add Caterer to Favourites
Select Caterer
Explore plans
Vendor Pricing Chart
Package Details
Price Details
View Reviews
Select plan
Confirm Vendor
Selected vendor details will be displayed on dashboard.
Budget Tool
Budget Statistics
Total Cost (Amount spent on various categories)
Add Max Budget
Budget (Total amount spent out of the max limit)
Amount Paid (Amount to be paid in amount due)
Budget list
Add Budget Item
Item Name
Assign Category
Add New Category
Add/Submit
List of Items
Filter
Name of item
Estimated cost
Due
Paid
Total cost of item
percentage of the total Budget
Collaborate
Add Collaborator
Share link
Add collaborator email
Send Request
Every collaborator can see the entire event details same as event organizer.
Collaborator List
Select collaborator
Collaborator name
Task list drop down
Delete collaborator
Assign to Task
Remove from Task
My account
Personal information
Profile Picture
Full Name
Email Address
Phone Number
Password management
Delete Account
Create password
Event Reminders
Set reminders/Notations or reminders
Event History/Past Events
Event name
Event Date
Guest count
Budget Summary
vendors used
venue details
Collaborators list/roles
Log Out
Footer
FAQ
Help
Contact
Privacy Policy
Terms and Conditions

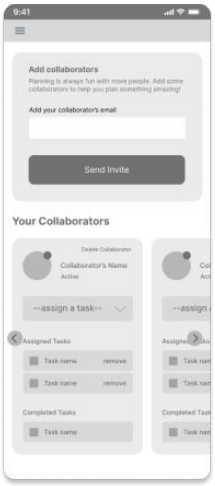
Wireframes


Logo
Overview
Vendors
Budget Tool
Guests
Collaborate
Alex's Birthday
Edit Details
Tasks
Budget
Guests
34
Vendors
Vendor Suggestions
Collaborators
Completed


Budget Statistics
Budget Lists
Total Cost
485.85 CAD
Max Budget
345 CAD/485 CAD
Amount Due
145 CAD/485 CAD
Estimated Cost
285.85 CAD


Plan the Perfect Event with ToGathr!
Create Event
Who are we?
ToGathr
What do we do for you?
Vendor and Venue booking
Guest list Management
Budget Tracking
Auto Generated Checklist
Collaborative workspace


Logo
Your Guests
Total Guests
Response Timeline
Guest Additions
Add guests
Guest List


Add collaborators
Send Invite
Your Collaborators

Design Process

Design Process and Workflow Development

Our design process began with competitor analysis and user research, which informed the creation of an Information Architecture (IA) that served as the foundation for our user flows and wireframes. The platform’s structure includes a landing page and login, leading to a dashboard that organizes tabs for core features, along with an overview page summarizing all sections.
With the IA and user flows in place, we developed mid-fidelity wireframes to fully visualize and detail the platform's features. These wireframes evolved into high-fidelity mock-ups, incorporating branding, UI components, and supporting design elements such as custom illustrations.

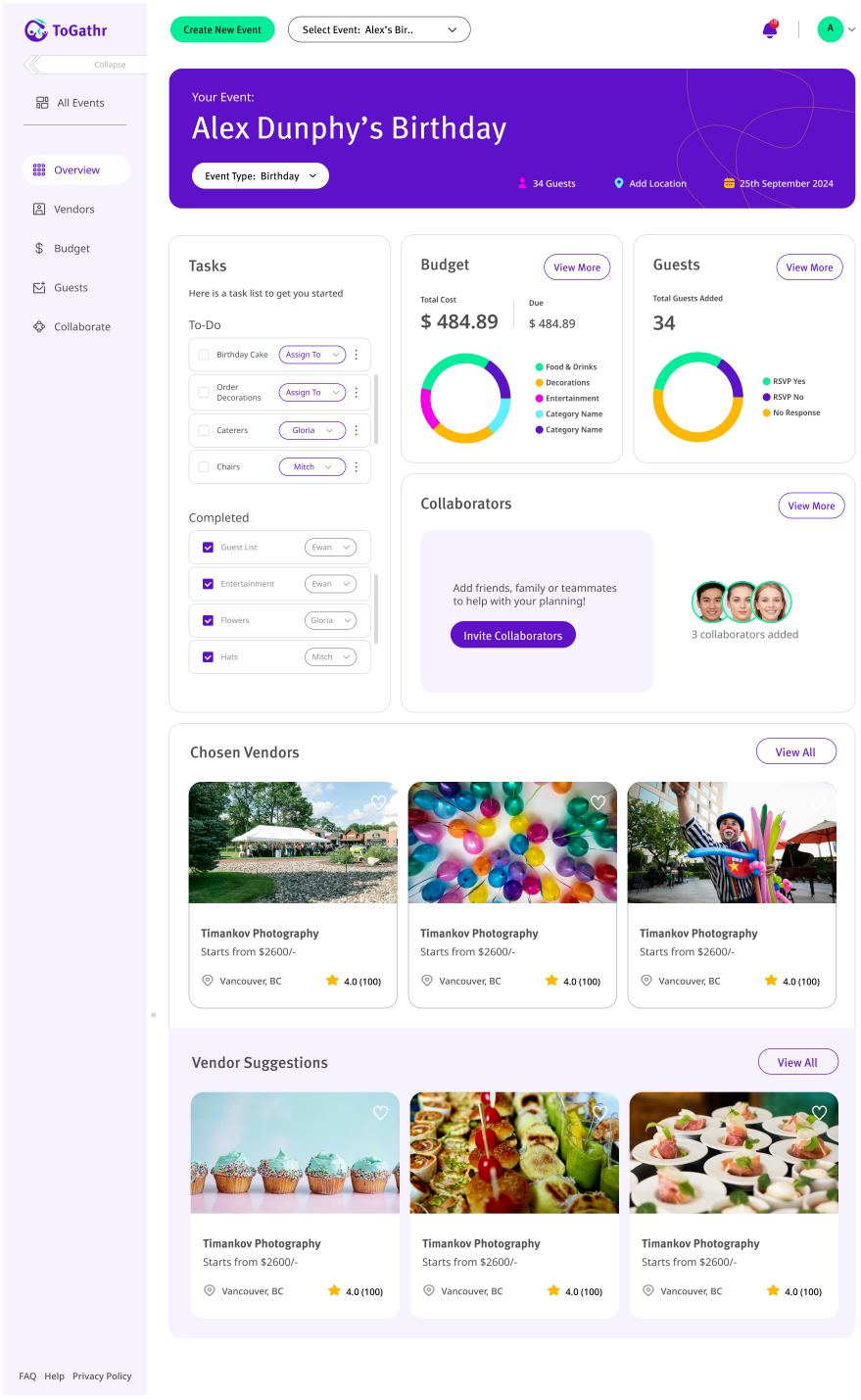
Branding and Visual Design

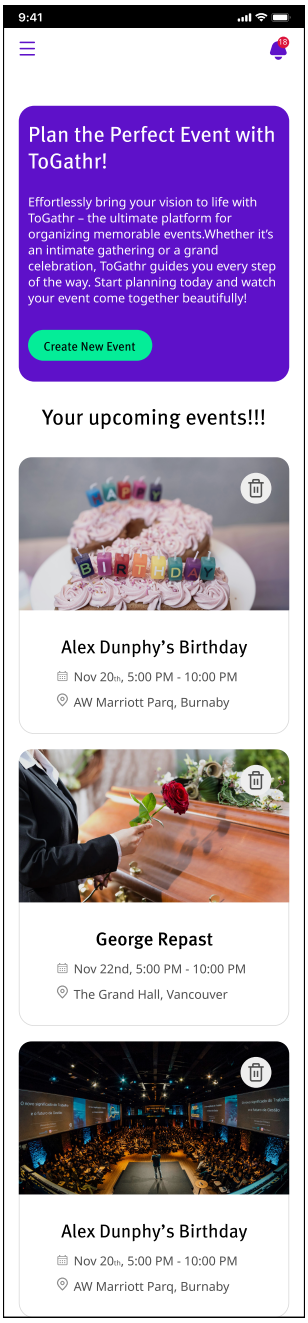
For branding, we identified key adjectives—seamless, boisterous, and memorable to reflect the excitement and energy of event planning. These guided the creation of a vibrant and versatile color palette suitable for various event types.
For typography, we chose Meta Pro for headings due to its character and flexibility, paired with Noto Sans for body text for its versatility.

Component Library and Design Patterns

The component library emphasizes rounded edges to maintain a clean and approachable aesthetic. Bold colors are balanced with ample white space and subtle lines. Custom illustrations, created in a line-drawing style with curves and no fills, complement the overall design and add a unique visual identity to the platform.
This comprehensive design process brought our vision to life, creating a product that is functional, visually appealing, and user-centric.

Mockups


ToGathr
Collapse
All Events
Overview
Vendors
Budget
Guests
Collaborate
FAQ Help Privacy Policy
Create New Event
Select Event: Alex's Bir..
Your Event:
Alex Dunphy's Birthday
Event Type: Birthday
34 Guests
Add Location
25th September 2024
Tasks
Here is a task list to get you started
To-Do
Birthday Cake
Assign To
Order Decorations
Caterers
Gloria
Chairs
Mitch
Completed
Guest List
Ewan
Entertainment
Flowers
Hats
Budget
View More
Total Cost
$ 484.89
Due
$ 484.89
Food & Drinks
Decorations
Entertainment
Category Name
Guests
Total Guests Added
34
RSVP Yes
RSVP No
No Response
Collaborators
Add friends, family or teammates to help with your planning!
Invite Collaborators
3 collaborators added
Chosen Vendors
View All
Timankov Photography
Starts from $2600/-
Vancouver, BC
4.0 (100)
Vendor Suggestions

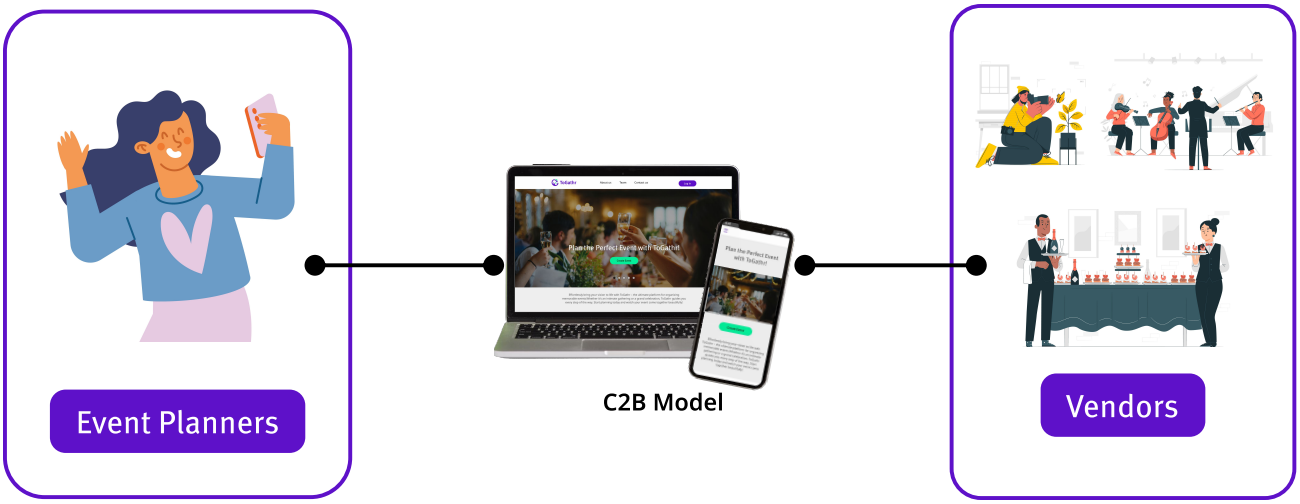

9:41
Plan the Perfect Event with ToGathr!
Effortlessly bring your vision to life with ToGathr – the ultimate platform for organizing memorable events.Whether it's an intimate gathering or a grand celebration, ToGathr guides you every step of the way. Start planning today and watch your event come together beautifully!
Create New Event
Your upcoming events!!!
Alex Dunphy's Birthday
Nov 20th, 5:00 PM - 10:00 PM
AW Marriott Parq, Burnaby
George Repast
Nov 22nd, 5:00 PM - 10:00 PM
The Grand Hall, Vancouver
Alex Dunphy's Birthday
Nov 20th, 5:00 PM - 10:00 PM
AW Marriott Parq, Burnaby

10 Business Strategy

Business Strategy

Vendor Partnerships

Charge vendors for premium placements or feature recommendations to increase their visibility within the app.



Boosting Vendor Visibility and Business

Our platform directly connects vendors with potential customers by showcasing their services within the app. By offering a streamlined way for vendors to reach a large and targeted audience, we create a valuable business channel for them to increase bookings, visibility, and engagement with customers who are actively planning events.

Building Customer Trust with Verified Vendors

Our platform enhances the trusr by featuring verified vendors only. Customers can feel confident in their choices, knowing that every vendor has been checked for quality and reliability. This trust factor encourages users to make bookings through our platform, leading to repeat usage and positive word-of-mouth.

Providing a Complete Event Planning Experience

We aim to be a one-stop solution by offering all necessary resources for event planning within the app, from vendor and venue selection to budget tracking and guest management. This comprehensive approach ensures that customers can handle every detail of their event in one place, reducing the need to use multiple platforms or tools. As a result, users stay engaged with the app from the start of planning through to the event day, maximizing convenience and satisfaction.

11 Future Features

Future Features

In App Chat for Collaborators

Planning events with a team can get chaotic with multiple communication channels. The in-app chat feature will allow collaborators to communicate directly within Togathr, keeping all event-related discussions in one place. This ensures better coordination, faster decision-making, and no missed updates.

Payment Gateways for Vendor Booking

Managing payments during event planning can be tedious. With integrated payment gateways, users will be able to book vendors and venues securely without leaving the platform. This streamlines the process, eliminates the need for external tools, and adds convenience for both planners and vendors.

Food Waste Reduction Initiative:

Togathr aims to promote social responsibility by enabling users to donate leftover food from their events to local food distribution charities. This feature ensures that surplus food is put to good use, helping communities in need while reducing food waste.

12 Meet the Team

Designers

Andrei Gallardo

UI/UX Designer

With a strong foundation in UI design and an educational background in object-oriented programming, 3D modeling, texturing, and rendering, he brings a skill set to the table. His expertise includes wireframing, prototyping, and crafting interactive designs.

Mehul Sharma

UI/UX Designer

A passionate UI/UX designer with a background in graphic design. With his experience in visual aesthetics and user-centric design, he strive to create seamless digital experiences that are both functional and visually compelling

Sangeetha Ravi

UI/UX Designer

She is a backend developer with 8 years of experience in Java and Spring Boot, specializing in APIs and microservices. Now, she's expanding into UX and UI design to bridge backend solutions with user-friendly interfaces.

Shashank Panjeti

UI/UX Designer

He is a UX/UI Designer with a background in graphic design and 3D visualization, blending artistry with user-centered design to create intuitive, visually appealing experiences. Collaborative and detail-oriented, he’s committed to delivering innovative, engaging designs across platforms.

Sudiksha Suresh Kumar

UI/UX Designer

She is a UX designer with 4 years of industry experience and a background in visual design. Being a research enthusiast, she is currently exploring the areas of user research and behavioral psychology.

Developers

Amneesh Pal Singh

Full Stack Developer

He is a full-stack software developer with over 3 years of experience in high-performance software solutions, specializing in AngularJS, .NET, and ServiceNow for dynamic front-end and scalable back-end development, all within an Agile framework.

Namrata Kanda

Full Stack Developer

She is a tech enthusiast skilled in front-end development with a strong foundation in back-end tech. Proficient in JavaScript, Angular, React, Node.js, Java, and MongoDB, she creates solutions that are user-friendly and technically robust, ensuring seamless functionality across platforms.

Kapil P

Full Stack Developer

He is a software developer specialized in android application development with Kotlin. Nowadays, trying to get a bit more web-sational to create smooth user experiences.

Vishnu Vardhan Singh

Full Stack Developer

A front-end developer specializing in user-friendly, visually appealing websites and apps. Skilled in HTML, CSS, JavaScript, and React, he creates clean, responsive designs that perform seamlessly across all devices and browsers.

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