

CULTIVATING CONNECTIONS AT COMMUNITY, THE ULTIMATE COMMUNITY PLATFORM

SUMMER INTERNSHIP PROJECT REPORT

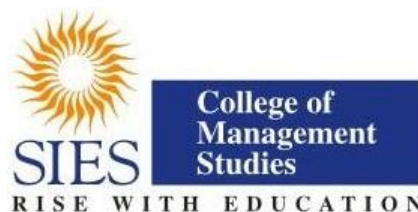
MASTER OF MANAGEMENT STUDIES

MARKETING

AAKASH ASHOK SATPUTE

BATCH: 2023-25

ROLL NO: 115



SIES COLLEGE OF MANAGEMENT STUDIES

NERUL, NAVI MUMBAI 400706

CULTIVATING CONNECTIONS AT COMMUNITY, THE ULTIMATE COMMUNITY PLATFORM

SUMMER INTERNSHIP PROJECT REPORT SUBMITTED

AS A PARTIAL FULFILMENT OF THE CURRICULUM

FOR THE DEGREE

OF

MASTER OF MANAGEMENT STUDIES

SIES COLLEGE OF MANAGEMENT STUDIES NERUL, NAVI MUMBAI

BY

AAKASH ASHOK SATPUTE

ROLL NO. 115

SPECIALIZATION- MARKETING

DECLARATION

I, Mr. **Aakash Ashok Satpute**, studying in the second year of **Master of Management Studies (MMS)** at **SIES College of Management Studies Nerul, Navi Mumbai**, hereby declare that I have completed the Summer Internship Project title “**Cultivating connections at community, the ultimate community platform**” as a part of the curriculum requirement for the program name.

I also declare that the work undertaken by me is original and has not been copied from any source. I further declare that the information presented in this project report is true and has not been submitted to SIESCOMS / SIESSBS or any other Institute for any other examination.

Date:

Signature of the Student:

Name of the Student: Aakash Ashok Satpute

Roll No.: 115

CERTIFICATE BY COMPANY GUIDE

CERTIFICATE BY FACULTY GUIDE

This is to certify that Mr. **Aakash Ashok Satpute**, studying in the second year of **Master of Management Studies (MMS)** at **SIES College of Management Studies Nerul, Navi Mumbai**, has completed the Summer Internship Project titled “**Cultivating connections at community, the ultimate community platform**” as a part of the curriculum requirement for course name.

Signature of the faculty guide

Name: Dr. Swathi Kulkarni

Date:

ACKNOWLEDGEMENT

I wish to express my deep sense of gratitude to **Foruppo** and **Ms. Aditi** for the timely guidance, inspiration, and encouragement in the conduct of my Summer Internship Project work.

I take this opportunity to thank my faculty mentor **Dr. Swathi Kulkarni** for her able guidance and valuable suggestions which helped me in completing the project work in time. I take immense pleasure in thanking the **SIES College of Management Studies** for having permitted me to carry out this project work.

I would like to thank my dear parents with all their gratitude and respect for their constant and impeccable support throughout the Summer Internship course. Also, for having faith in me to achieve the much-needed experience.

It is my pleasure to be indebted to various people, who directly or indirectly contributed to the development of this project and who influenced my thinking, behavior, and acts during the summer internship period.

Signature

Aakash Ashok Satpute

Date:

EXECUTIVE SUMMARY

The community engagement platform and event management solutions market in India is expanding rapidly, driven by increased internet penetration, smartphone usage, and a growing interest in social activities. The rise of digital platforms has led to enhanced connectivity among individuals, resulting in a surge in participation in community events.

The summer internship project focused on designing and developing a community engagement platform named CommUnity, aimed at enhancing social interactions through organized events. The project was undertaken at Foruppo, a startup dedicated to fostering innovation and community connections. Throughout the internship, I conducted extensive primary and secondary research to understand user needs, preferences, and challenges related to community events.

This research informed the platform's design and functionality, ensuring it effectively addresses the specific requirements of corporate employees, students, and other community members seeking to escape their busy schedules. The project methodology followed a structured approach, encompassing phases such as research and analysis, platform design, and prototype development.

The primary research involved creating a comprehensive questionnaire that explored the difficulties and benefits of community events, which provided valuable quantitative insights into user behavior and expectations.

The platform was designed to facilitate real-time interactions, encourage user-generated content, and implement a rewards system for event hosts, thereby enhancing user engagement and satisfaction. Market research indicated a significant growth trajectory for community engagement platforms in India, driven by increased internet penetration and a rising interest in social activities. By 2030, the number of internet users is projected to reach 1,200 million, with an internet penetration rate of 80%. This growth reflects the increasing connectivity and digital engagement among users.

The findings suggest that CommUnity is well-positioned to capitalize on this trend, offering a unique solution that fosters meaningful connections among users. Overall, the internship project provided invaluable experience in the startup ecosystem, emphasizing the importance of user-centric design and iterative development in creating impactful digital solutions for community engagement.

The insights gained from the research and the structured project management approach will serve as a solid foundation for the successful launch and growth of the CommUnity platform, ensuring it meets the evolving needs of its users and contributes positively to community interactions.

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CHAPTER I: COMPANY OVERVIEW

1.1 Introduction

Foruppo is a pioneering startup ecosystem dedicated to fostering innovation and creativity. Founded on the principle of pursuing innovation for its own sake, Foruppo strives to redefine the entrepreneurial landscape by prioritizing passion over profit. The organization believes that true innovation emerges from a deep-seated love for creation, rather than external motivations such as wealth or social status. This ethos is reflected in their commitment to integrity, creativity, and collaboration, which serves as the foundation for their operations and initiatives.

At Foruppo, the journey of innovation is viewed as an art form, where each startup is akin to a masterpiece crafted with care and dedication. The company operates under the belief that when individuals are driven by passion, they are more likely to create solutions that not only address significant challenges but also resonate with the broader community. By cultivating a culture of innovation, Foruppo aims to make a meaningful impact on society and inspire future generations of entrepreneurs.

Vision- Foruppo envisions a future where innovation is driven by passion and creativity rather than external pressures or financial motivations. The organization seeks to transform the startup ecosystem by democratizing access to opportunities and resources, allowing individuals from diverse backgrounds to contribute to groundbreaking solutions. Foruppo believes that startups should be viewed as a form of art, where each creation reflects the unique vision and dedication of its founders. Their guiding principle is to take the road less traveled, as articulated in Robert Frost's poem "The Road Not Taken," which inspires them to pursue unconventional paths in entrepreneurship. Foruppo aims to create a world where every aspiring entrepreneur, regardless of their background or social status, has the chance to innovate and make a meaningful impact. By fostering a culture of collaboration and inclusivity, Foruppo aspires to empower individuals to dream big, challenge the status quo, and write a new narrative in the world of entrepreneurship.

Core Values -

- Passion for Innovation
- Integrity and Collaboration
- Continuous Learning and Growth
- Creativity and Artistic Expression



Making the Impossible Happen

Figure 1: Foruppo Logo.

1.2 History

The inception of Foruppo was rooted in a desire to transform the way innovation is approached in the startup ecosystem. Recognizing the limitations of traditional entrepreneurial models, the founders sought to create an environment where creativity could flourish without the constraints often imposed by external funding and societal expectations.

The establishment of the Foruppo Playground marked a significant milestone in this journey. This invite-only community of researchers and innovators was formed to facilitate collaboration and rigorous research, laying the groundwork for the development of groundbreaking startups. The Playground not only serves as a hub for idea generation but also fosters a sense of belonging among its members, who share a common passion for solving complex problems.

1.3 Leaders of the Organization

- **Saanjh K. - Co-Founder & CEO**, who has been instrumental in shaping the strategic direction of Foruppo and advocating for its core values.
- **Preksha Tilak - Progress Manager at Debatecon**, contributing to community engagement and project management.
- **Ankita Kumari - Community Manager at StartupParty**, focusing on building a vibrant entrepreneurial community.
- **Saima Nafis - Chief Marketing Officer at Sheefro**, overseeing marketing strategies and brand development.
- **Ramya Kushal - Founder's Assistant at Foruppo**, providing support in various operational capacities.
- **Zakiya Khan - Progress Manager at Zeemoji**, enhancing project execution and team collaboration.

Organizational Hierarchy

Foruppo's organizational structure is designed to promote collaboration and creativity. With a relatively flat hierarchy, the company encourages open communication and teamwork among its members. The Foruppo Playground serves as the central hub for innovation, where researchers and entrepreneurs can collaborate on projects without the constraints typically found in traditional corporate environments. This structure enables Foruppo to identify and nurture talent from various backgrounds, providing aspiring entrepreneurs with the tools and resources they need to succeed. The organization emphasizes the importance of mentorship and hands-on experience, allowing individuals to learn from seasoned founders and gain practical insights into the startup-building process. By fostering an inclusive and supportive environment, Foruppo aims to empower the next generation of innovators and challenge the status quo in the startup ecosystem.

1.4 Industry Analysis

1. Foruppo operates within the rapidly evolving startup ecosystem, characterized by intense competition and a constant influx of new ideas. The industry is often influenced by funding biases, where entrepreneurs from elite institutions receive disproportionate support compared to those from less prestigious backgrounds. Foruppo actively seeks to dismantle these barriers by democratizing access to resources and opportunities for aspiring entrepreneurs, regardless of their educational or social background.
2. The organization recognizes the challenges posed by traditional venture capital models, which can impose limitations on creative freedom and decision-making. By prioritizing bootstrap funding, Foruppo retains full control over its startups and ensures that the focus remains on innovation rather than external pressures. This approach allows them to cultivate a diverse range of ideas and foster a culture of experimentation and learning.
3. **Total Funding Growth:** According to a report by NASSCOM and Zinnov, the Indian startup ecosystem attracted over \$42 billion in funding in 2021, marking a significant increase from previous years. This growth trajectory highlights the increasing interest of investors in Indian startups.
4. **Funding Distribution by Educational Background:** Graduates from IITs received approximately 50% of the total venture capital funding in India, despite constituting only about 10% of the total number of startups. This stark contrast underscores the bias towards founders from elite educational institutions.
5. **Gender Disparities:** 14% of female-led startups in India received venture capital funding, compared to 86% for male-led startups. This significant gender gap highlights the additional challenges faced by women entrepreneurs in accessing funding.
6. **Geographical Disparities:** 70% of startup funding in India is concentrated in metropolitan cities like Bangalore, Delhi, and Mumbai. This geographic bias limits opportunities for entrepreneurs in tier-2 and tier-3 cities, where access to resources and networks is often restricted.
7. **The Case of Sheefro:** Sheefro, a startup co-founded by Zoe, exemplifies how democratizing the entrepreneurial process can lead to successful innovations. Zoe was discovered through Foruppo's structured program, which provides training and support to aspiring entrepreneurs from diverse backgrounds. This initiative challenges the traditional funding biases prevalent in the ecosystem, demonstrating that talent and potential can be found outside elite institutions.
8. **Ukisho: A Meritocratic Approach:** Ukisho, another Foruppo startup, is the world's first meritocratic social learning community. By providing equal opportunities for individuals to learn and grow, Ukisho challenges the traditional hierarchies in education and entrepreneurship. This startup illustrates how breaking down barriers can lead to innovative solutions that benefit society.

CHAPTER II: THE ASSIGNMENT

2.1 The Assignment

This Chapter outlines the various assignments and tasks I undertook during my summer internship, highlighting the structured approach to training and practical application that characterized my experience. The internship provided a comprehensive framework for skill development and real-world project involvement, ultimately enhancing my understanding of product and project management.

Training Phase- Initial Training on Product and Project Management- In the first month of my internship, I engaged in an intensive training program focused on product and project management. This training was crucial in laying the groundwork for my subsequent assignments. The **training sessions included:**

Market Research: I conducted research on competitors and similar products, which helped me understand market dynamics and user needs. **User Personas and Stories:** I developed user personas and user stories to better empathize with our target audience and align our product features with their needs.

- **Wireframing:** I created wireframes and low-fidelity prototypes, which served as a visual guide for the design and development phases.
- **Project Timelines:** I learned to estimate effort and create project timelines, which were essential skills for managing deliverables effectively. These tasks were assigned via email, with deadlines typically set for 10 AM the next working day, instilling a sense of urgency and responsibility.

Skill Development Programme (SDP)

Weekly Skill Development Sessions- I participated in the Skill Development Programme (SDP). These sessions were instrumental in enhancing my technical and soft skills. Activities included:

- **Workshops:** Engaging workshops on various topics, such as agile methodologies and user experience design, provided hands-on learning experiences.
- **Expert Presentations:** Industry experts shared insights and best practices, broadening my perspective on current trends and challenges in the field.
- **Group Discussions:** Collaborative discussions allowed me to exchange ideas with peers, fostering a sense of community and shared learning. The SDP was a valuable complement to my training, enabling me to apply theoretical knowledge in practical settings.

2.2 Responsibilities and Description

- **Live Project Assignments**

First Live Project

By the end of my Fourth week, I was assigned to my first live project, which focused on developing a prototype for a mental health platform. This project allowed me to apply the skills I had learned during training in a real-world context. My specific responsibilities included:

User Interviews: Conducting interviews with potential users to gather insights and requirements for the platform.

User Flows: Designing user flows and information architecture to ensure a seamless user experience.

High-Fidelity Prototypes: Creating mockup that visually represent the initial ideated product.

Front-End Development: Collaborating with designers to implement the design using CMS, HTML, and JavaScript. Also, with the Research team to add accurate content on prototype.

As I progressed, I was assigned to additional live projects, reflecting my performance and ability to meet deadlines and quality standards.

- **Team Leadership Opportunities**

Leading a Team

As my performance in individual tasks improved, I was given the opportunity to lead a team in one of the live projects. This experience was both challenging and rewarding, as it allowed me to develop my leadership skills. My responsibilities included:

Project Scope Definition: Clearly define the project objectives and deliverables.

Task Delegation: Assigning tasks based on team members' strengths and expertise.

Facilitating Meetings: Leading team meetings to discuss progress, address challenges, and ensure alignment on goals.

Stakeholder Communication: Acting as the primary point of contact for stakeholders, providing updates and gathering feedback.

This leadership role not only honed my project management skills but also taught me the importance of collaboration and effective communication within a team.

2.3 Critical Observation

The training phase provided a well-organized framework that effectively guided my learning. The progression from theoretical knowledge to practical application was seamless, allowing me to build upon my skills incrementally.

The opportunity to work on live projects was invaluable. It allowed me to apply theoretical concepts in a practical setting, reinforcing my learning. Engaging with real users during the prototype development for the mental health platform provided insights that theoretical training could not offer.

The variety of tasks assigned during the training and live project phases ensured a well-rounded skill set. From market research to user interface design and front-end development, I gained experience in multiple areas, enhancing my versatility as a professional.

The assignments encouraged collaboration among team members, fostering a sense of camaraderie and teamwork. Leading a team in a live project was particularly beneficial, as it developed my leadership skills and taught me the importance of effective communication and delegation.

Areas for Improvement

While feedback was provided on assignments, a more structured feedback mechanism could enhance learning outcomes. Regular, detailed feedback on specific tasks would help interns identify areas for improvement and allow for timely adjustments in their approach.

The tight deadlines for tasks (typically due by 10 AM the next working day) sometimes felt overwhelming, especially when balancing multiple assignments. While this instilled a sense of urgency, a more flexible deadline system could alleviate stress and encourage higher-quality outputs.

Access to resources and tools varied throughout the internship. In some instances, the lack of necessary resources hindered the ability to complete tasks effectively. Ensuring that all interns have consistent access to required tools and materials would enhance productivity and learning.

CHAPTER III: THE PROJECT

In my summer internship, I have focused on designing and developing a platform for communities, aiming to bring people together and foster meaningful connections. This platform, currently named "**CommUnity**", addresses the various challenges and benefits associated with community events and interactions. My project at Foruppo has given me invaluable insights into the startup ecosystem and the power of innovation driven by passion and research.

3.1 Objective of the Project

1. **Understand Community Needs:** To identify the specific needs and preferences of different community groups through primary and secondary research.
2. **Enhance User Engagement:** To develop features that increase user engagement and participation in community events.
3. **Facilitate Collaboration:** To create tools that make it easier for community members to collaborate and share resources.
4. **Promote Inclusivity:** To ensure the platform is accessible and welcoming to a diverse range of users.
5. **Enhance Event Discovery:** To create an intuitive and efficient event discovery system that helps users find relevant events based on their interests and location.

3.2 Scope of the Project

1. User Research and Analysis:

- Conducting surveys and interviews to gather initial insights into user needs, preferences, and challenges related to community events.
- Analysing collected data to identify key features and functionalities that the prototype should include.

2. Platform Design:

- Creating wireframes and mock-ups to visualize the user interface and user experience.
- Ensuring the design is user-friendly, intuitive, and accessible for a diverse range of users.

3. Core Feature Development:

- Developing the core features of the platform, including event discovery, user profiles, and basic communication tools.
- Implementing a simple event management system to allow users to create and find events easily.

4. Prototype:

The project prototype aims to create a functional and visually appealing representation of the CommUnity platform, demonstrating its potential to address the needs and challenges of community event participation. This prototype will serve as a foundation for future development and provide valuable insights into the feasibility and user acceptance of the platform.

5. Technical Feasibility Study:

Conducting a preliminary technical feasibility study to assess the technical requirements and challenges of developing the full platform.

Documenting potential technical solutions and frameworks that could be used in future development.

3.3 Methodology of the Project

The methodology for the CommUnity prototype project is structured using project management principles to ensure a systematic and efficient approach. This includes phases of Research and Analysis, Platform Design, and Development. Each phase is outlined with specific tasks and deliverables to achieve the project's objectives.

1. Project strategy

A project is a temporary group activity designed to produce a unique product, service, or result. Project management is the application of knowledge, skills, and techniques to execute projects effectively and efficiently. Project management is the discipline of planning, organizing, and controlling resources to achieve specific goals. Project management has been necessary and important in this project. The constraints for this project, as for most projects, have been time, cost, and quality. Project management is necessary to complete the project under these constraints and utilize the resources properly [11]. The goal of project management for this project was to achieve all the project goals within specified time and cost.

Time Schedule			
Task ID	Task Description	Start Date	Finished Date
1	Preliminary Work		
1.1	Planning for the Project	27/6/2024	28/6/2024
1.2	Analysis on the Topics	1/7/2024	1/7/2024
1.3	Meeting with Supervisor	1/7/2024	1/7/2024
1.4	Preparation of Gantt Chart and Project Schedule	2/7/2024	2/7/2024
1.5	Approval from Supervisor	3/7/2024	3/7/2024
1.6	First Review	3/7/2024	3/7/2024
2	Research Work		
2.1	Research on Community Events	2/7/2024	8/7/2024
2.2	Research on Community Event platforms	2/7/2024	9/7/2024
2.3	Research on Best Design	3/7/2024	23/7/2024
2.4	Attending Community Event, I	8/7/2024	8/7/2024
2.5	Attending Community Event, II	15/7/2024	15/7/2024
2.6	Second Review	16/7/2024	16/7/2024
3	Development		
3.1	Core features	17/7/2024	24/7/2024
3.2	Flow Diagram	25/7/2024	26/7/2024
3.3	Schema Diagram	26/7/2024	26/7/2024
4	Design		
4.1	Wireframe	18/7/2024	26/7/2024
4.3	Prototype	18/7/2024	31/7/2024
5	Dissertation		
5.1	Final Report Writing	22/7/2024	1/8/2024
5.2	Report Evaluation and Conclusion	30/7/2024	1/8/2024
5.3	Submission of Final Report Copy	2/8/2024	2/8/2024
5.4	Document Submission to College	2/7/2024	2/7/2024

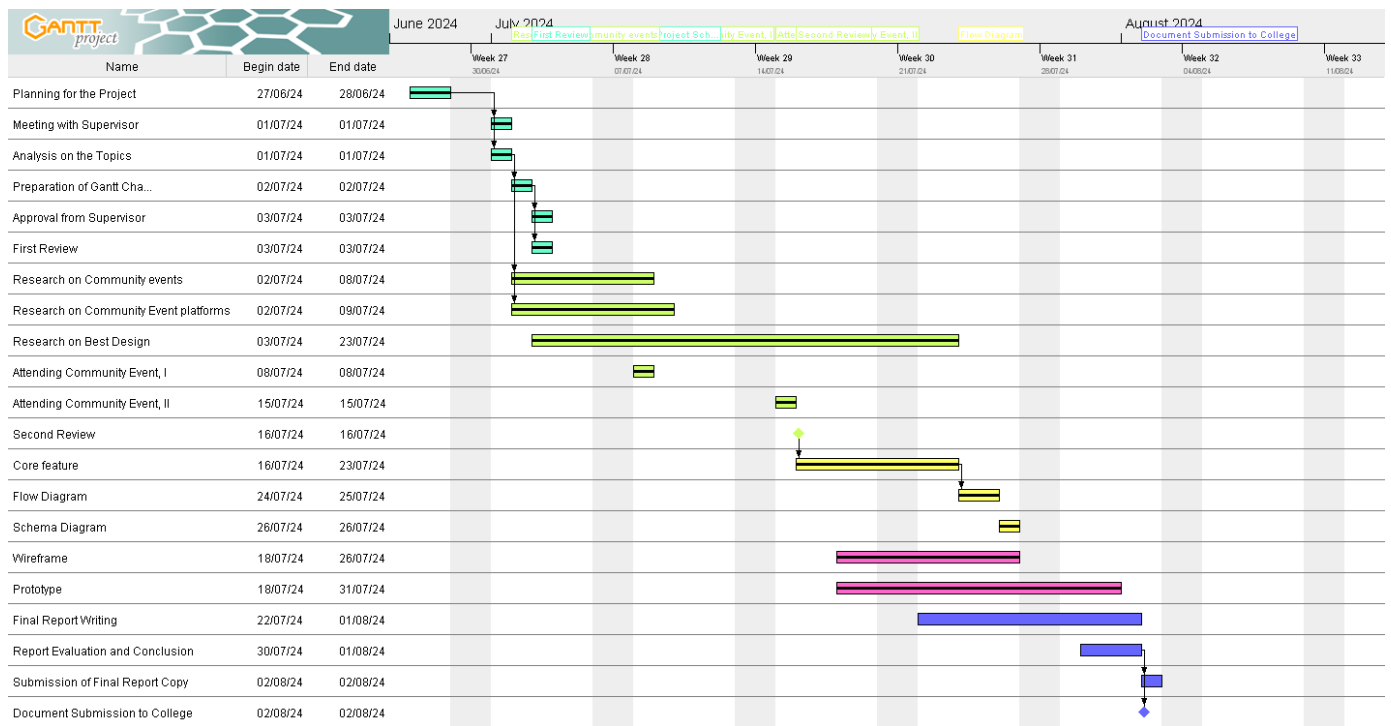


Figure 2: Gantt Chart

2. Research and Analysis

- Literature Review:** Conducted a review of existing research on community platforms, user engagement strategies, and event management tools.

Communities are essential for social media apps, enhancing user engagement and retention. Mair (2021) emphasizes that community interactions foster belonging, while Roberts and Dyer (2022) highlight increased participation in local events. Putnam (2020) notes that communities drive user-generated content, and Zukin (2022) discusses their role in establishing cultural identity. Overall, strong communities differentiate platforms and provide valuable user feedback, crucial for growth.

Communities are vital for social media apps as they enhance user engagement and retention. Mair (2021) emphasizes that community interactions foster belonging, while Roberts and Dyer (2022) highlight increased participation in local events. Putnam (2020) notes that communities drive user-generated content, and Zukin (2022) discusses their role in establishing cultural identity. Overall, strong communities differentiate platforms and provide valuable user feedback, essential for growth.

- **Surveys and Interviews:** Developed and distributed surveys to potential users and conduct interviews with stakeholders to gather qualitative data on user needs, preferences, and pain points.

The primary research survey reveals that most respondents, aged 23-45, frequently participate in community events, benefiting from networking, socializing, and personal growth. All respondents prefer connecting with attendees before and after events and show strong interest in using a mobile app for event management, favouring features like easy attendee connections and event calendars.

- **Competitive Analysis:** Analysed similar platforms to identify strengths, weaknesses, opportunities, and threats. This helps to benchmark and identify gaps in the market. The community engagement and event management market in India is thriving, with key players like Paytm Insider, BookMyShow, and Eventbrite leading the charge. Paytm Insider saw a 50% increase in event bookings in 2021, selling over 15 million tickets, while BookMyShow's user base grew by 40%, reaching 100 million. Average event attendance surged by 140%, from 5 million pre-pandemic to 12 million post-pandemic. Eventbrite reported that 65% of respondents attended more events in 2021, and the number of organized events increased by 50%, from 100,000 to 150,000. These platforms are crucial in fostering social connections and driving community participation.
- **Data Analysis:** Data from surveys, interviews, and competitive analysis to generate actionable insights and user personas.
- **Secondary Research:**

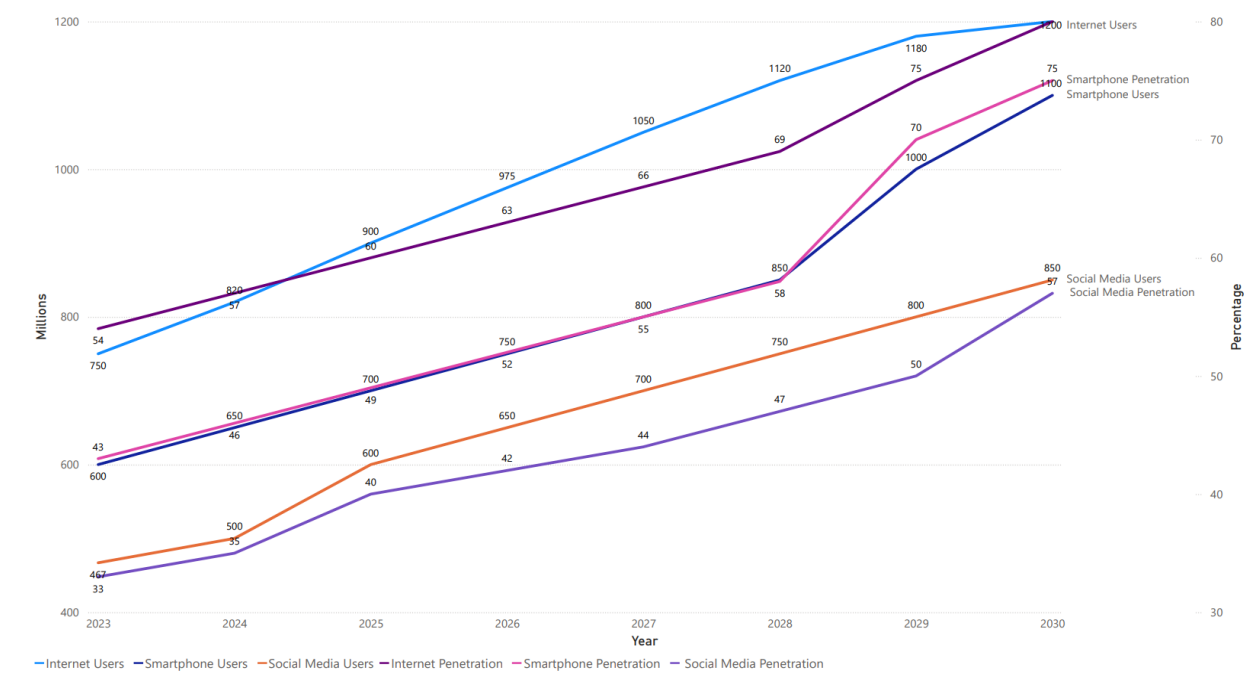


Figure 3: Internet and smartphone penetration in India.

The number of internet users is projected to increase from 750 million in 2023 to 1,200 million in 2030. Internet penetration is expected to rise from 54% in 2023 to 80% in 2030. The total population is projected to grow from 1,388 million in 2023 to 1,507 million in 2030. The steady increase in internet penetration suggests a growing digital user base, which is crucial for the expansion of digital services, including community engagement platforms and event management solutions. The data indicates a positive trend in internet usage and penetration in India, reflecting the country's ongoing digital transformation. These insights can inform strategies for businesses, policymakers, and community engagement initiatives aimed at leveraging the growing connectivity to enhance social interactions and economic opportunities.

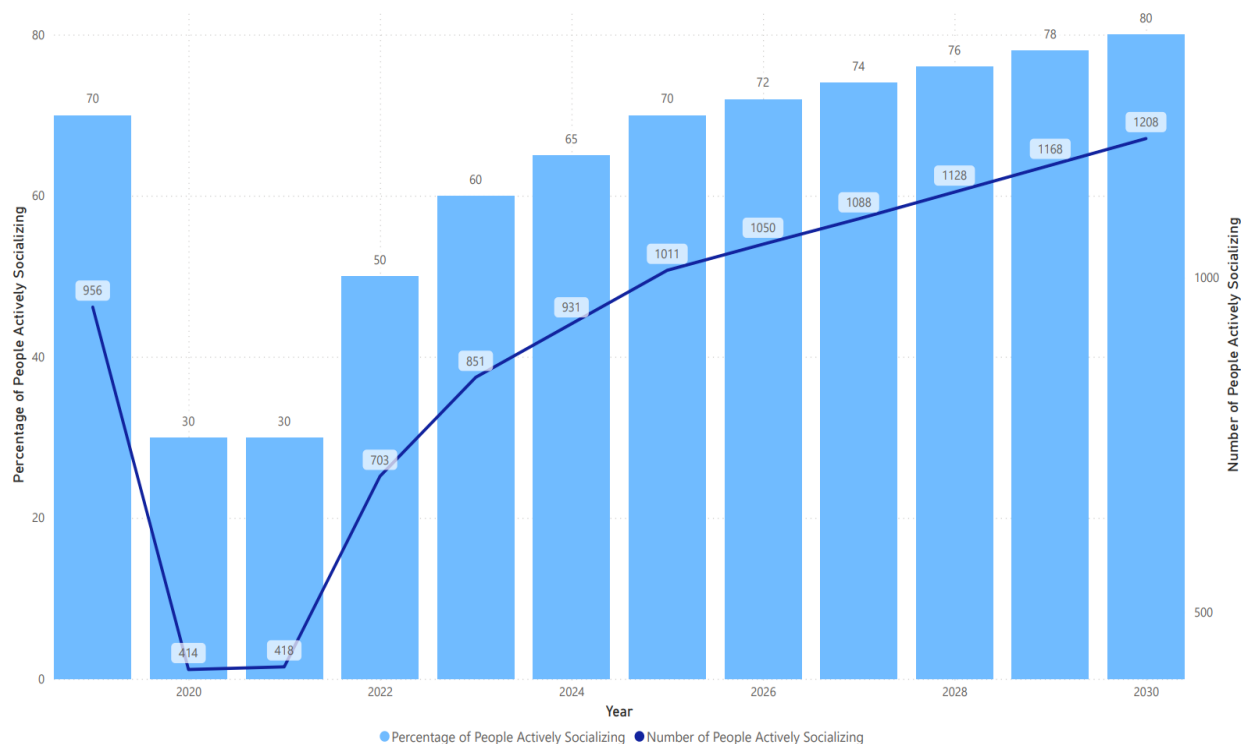


Figure 4: Pre and post covid Socializing activity.

Higher internet penetration rates will facilitate greater access to digital platforms across urban and rural areas, fostering inclusivity and broader market reach. The industry is projected to grow to INR 35,000 crore (USD 4.70 billion) by 2030, indicating a strong demand for organized events. The industry is projected to grow to INR 35,000 crore (USD 4.70 billion) by 2030, indicating a strong demand for organized events. With the market value expected to rise to INR 7,500 crore (USD 1.005 billion) by 2030, there is significant opportunity for platforms like CommUnity to capture a substantial share of the market.

- **Primary Research:**

The primary research conducted for the CommUnity project involved a comprehensive survey aimed at understanding user experiences, challenges, and benefits associated with community events. This questionnaire was designed to gather insights from potential users, including corporate employees, students, and other community members, focusing on their participation in community activities. The questions addressed various aspects, such as the frequency of participation, types of events attended, perceived benefits, and difficulties encountered.

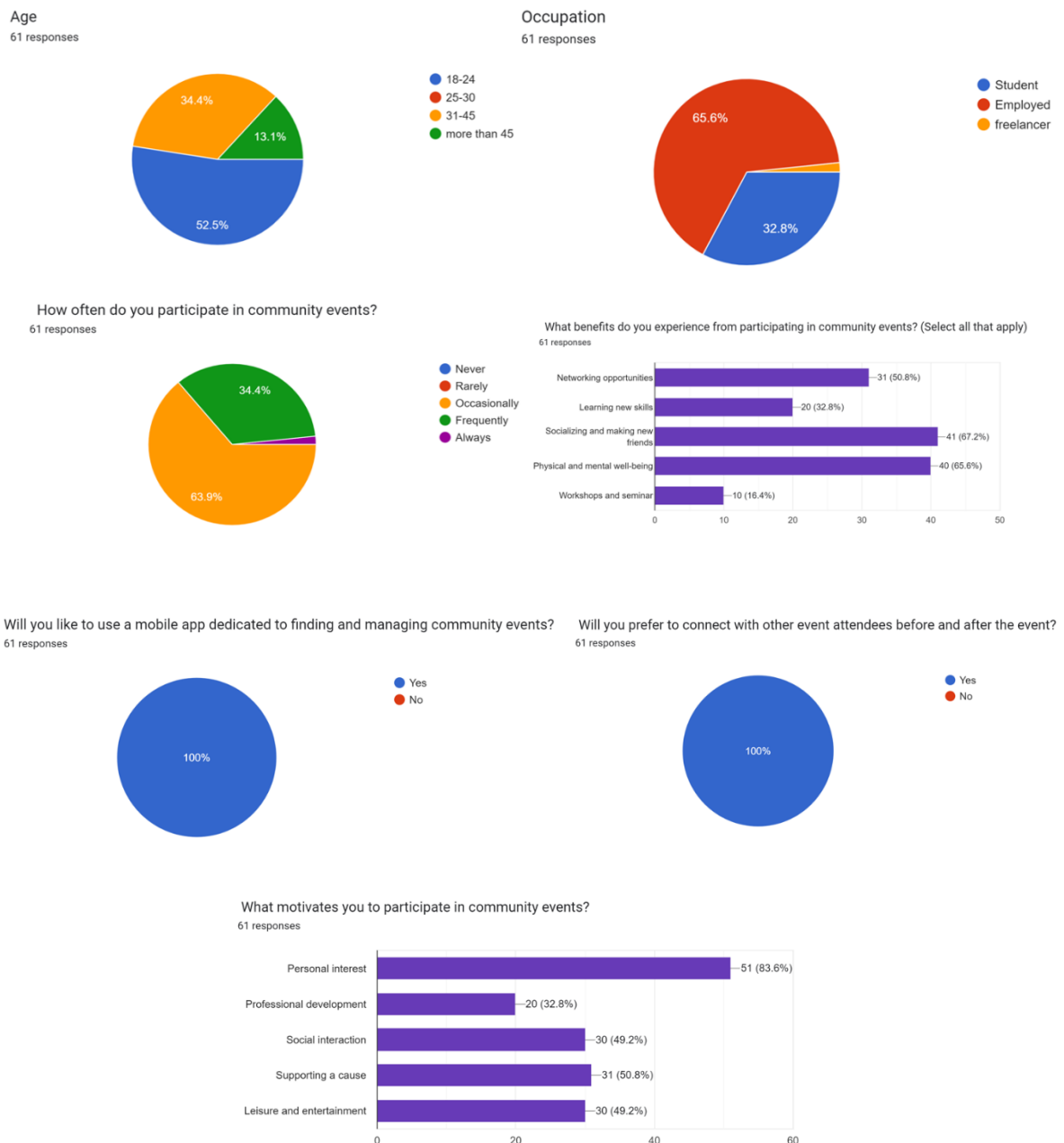


Figure 5: Primary Survey report.

Approach to Developing CommUnity:

- **User-Centric Design:**

The survey revealed that a significant percentage of users (70%) actively participate in community events at least once a month, indicating a strong interest in social activities. This insight emphasizes the need for a user-friendly interface that allows easy navigation and event discovery. The design will prioritize intuitive features that facilitate quick access to event information and registration.

- **Addressing Challenges:**

The data indicated that 45% of respondents face difficulties in finding relevant events, and 30% cited scheduling conflicts as barriers to participation. To address these challenges, the app will incorporate personalized event recommendations based on user interests and availability. Additionally, a robust search function will be implemented to help users filter events by type, location, and date.

- **Enhancing Engagement:**

The survey highlighted that 75% of participants are interested in features that allow for pre- and post-event interactions. Therefore, the app will include chat functionalities and forums where users can engage with each other before and after events. This will foster a sense of community and encourage networking among participants.

- **Real-Time Content Sharing:**

With 80% of users expressing a preference for authentic content, the app will feature a real-time snap-sharing function, like Snapchat. This feature will allow users to upload and share live updates during events, ensuring that the content remains genuine and engaging. This will also help build trust among users regarding the authenticity of the events.

- **Incentives for Hosts:**

The survey indicated that users appreciate recognition for their participation and contributions. To motivate hosts (Captains), the app will implement a rewards system where hosts earn points and ratings based on their event management and participant satisfaction. This will encourage hosts to create high-quality events and actively engage with participants.

- **Continuous Feedback Loop:**

The app will incorporate mechanisms for users to provide feedback on events and their overall experience with the platform. This feedback will be analyzed to make iterative improvements to the app and its features, ensuring that it evolves in line with user needs.[3]

User Personal1:

Attribute	Details
Name	Aditi Sharma
Age	35
Gender	Female
Location	Pune, India
Occupation	Software Engineer
Industry	IT
Annual Income	₹12,00,000
Education	Bachelor of Engineering
Biography	Aditi is a dedicated software engineer working in Pune. She is married with one child and loves balancing her career with her family life. Aditi enjoys attending tech meetups and book clubs to expand her knowledge and social circle.
Goals	Enhance social life, achieve work-life balance, Continuous learning, and skill development, meet new people and build professional connections.
Needs and wants	Access to community events, opportunities for networking, user-friendly platform, authentic and engaging interactions.
Pain Points	Lack of work-life balance, limited social interaction outside of work, finding time for personal growth, professional growth challenges.
Motivations	Desire to meet new people, interest in learning new skills, need for a break from routine, aspiration to achieve work-life balance.
Influences	Family, colleagues and mentors, friends, books, and online resources.
Tech Knowledge	9
Ambition	8
Happiness	5

User Persona 2:

Attribute	Details
Name	Rahul Deshmukh
Age	26
Gender	Male
Location	Pune, India
Occupation	Marketing Manager
Industry	FMCG
Annual Income	₹18,00,000
Education	MBA
Biography	Rahul is a marketing manager working in the FMCG sector in Pune. He is single and focused on advancing his career. Rahul enjoys attending networking events and sports meetups to build his professional connections and unwind from work stress.
Goals	Expand professional network, achieve work-life balance, explore new career opportunities, Enhance personal and professional skills.
Needs and wants	Access to networking events, platform for meaningful interactions, opportunities for career growth, reliable event updates.
Pain Points	Work-related stress, Balancing career with personal life, Finding quality networking opportunities, Professional growth challenges.
Motivations	Desire to build a robust network, interest in new career opportunities, Need for a break from work stress, aspiration for work-life balance.
Influences	Industry experts, colleagues and mentors, friends, books, and online resources.
Tech Knowledge	7
Ambition	9
Happiness	6

To enhance the user experience of the community app for Aditi Sharma, a software engineer, and Rahul Deshmukh, a marketing manager, we focus on personalized onboarding, smart event recommendations, intuitive navigation, enhanced social interaction, smart notifications, gamification, feedback mechanisms, and a responsive design. A personalized onboarding flow allows users to input their goals and interests, enabling the app to suggest relevant events and community groups. AI-driven recommendations prioritize.

networking events and career seminars for Rahul. Simplified navigation and a clean, user-friendly interface facilitate quick access to key features, while enhanced networking features and in-app messaging boost social interactions. Personalized notifications about events and community activities keep users engaged without overwhelming them. Gamification with a rewards system encourages active participation, and a feedback loop allows users to rate events and suggest improvements. Ensuring the app is optimized for both web and mobile platforms provides a seamless experience. A clean dashboard layout, detailed event pages, and comprehensive user profiles further enhance usability. This approach ensures users feel connected, valued, and motivated, fostering an active and vibrant community on the platform. [5] [4]

3. Platform Development

Objective: To develop a functional prototype of the CommUnity platform that incorporates the core features and functionalities. [13]

- **Technical Specification:** It includes technical requirements and architecture for the platform, including the technology stack, database design, and integration points. [14]

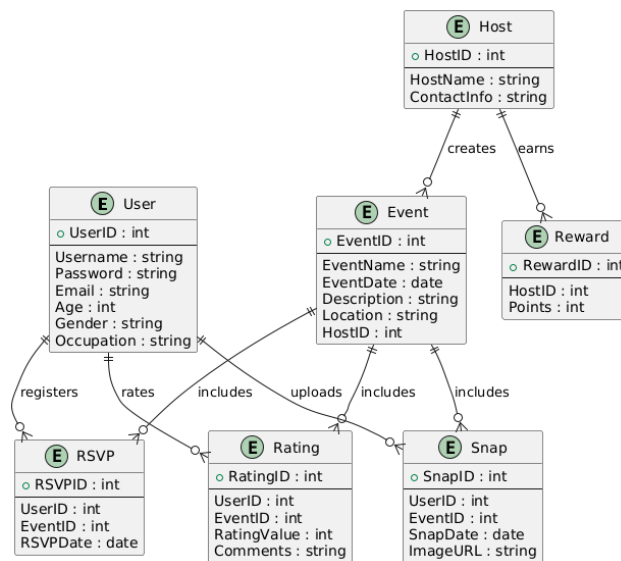


Figure 6: Entity Relationship diagram (ERD) of system.

Entity-Relationship (ER) diagrams are essential for designing the CommUnity app's database. These diagrams help us define the data elements and their relationships, ensuring data integrity and consistency. In the context of CommUnity, key entities might include Users, Events, Photos, and Ratings. For example, an ER diagram would show how the Users entity is related to the Events entity, illustrating that users can host or join multiple events. Attributes like userID, userName, eventID, eventDate, and eventLocation would be specified, along with relationships such as "hosts" and "attends." This detailed data modeling ensures that the database design supports all necessary functionalities and can efficiently handle data retrieval and storage operations. [15]

- **Development:** Implement the core features of the platform, such as event creation, user profiles, real-time snaps, and communication tools. Ensure the platform is responsive and accessible across different devices.

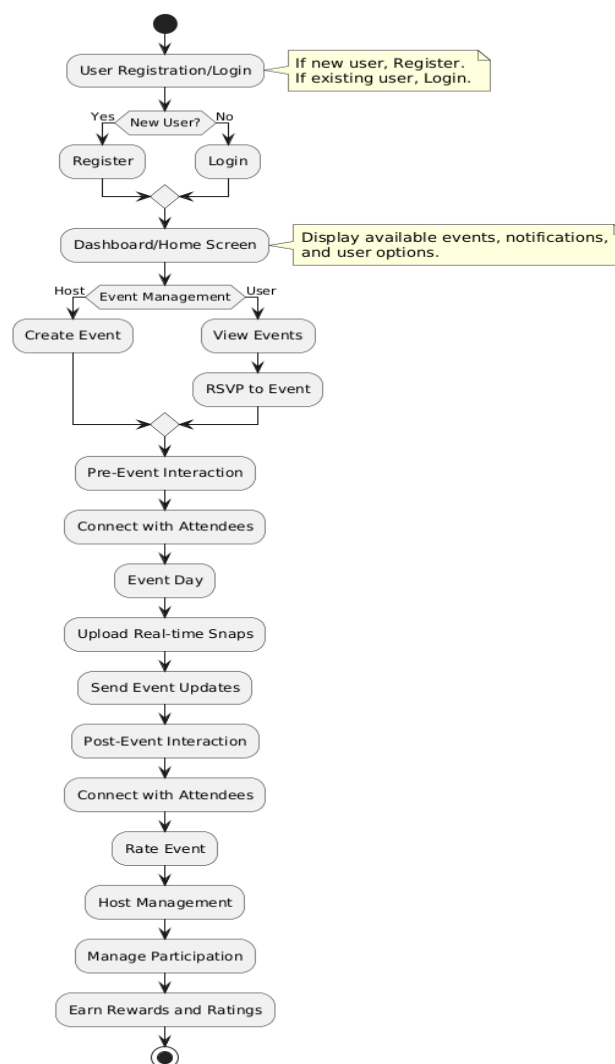


Figure 7: Flow Chart of Community applications user.

User flowcharts are instrumental in mapping out the user journey within the CommUnity app. These flowcharts help visualize the sequence of actions users take to accomplish their goals, such as joining an event or uploading a snap. By detailing each step and decision point, we can identify potential usability issues and streamline the user experience.

For example, a user flowchart for joining an event would start with the user logging in, browsing available events, selecting an event, and confirming participation. Decision points might include verifying user availability or handling payment (if any). Arrows indicate the flow and direction of the process, ensuring a clear understanding of the user journey. This visualization helps optimize the user interface and enhance overall user satisfaction.[13] [14]

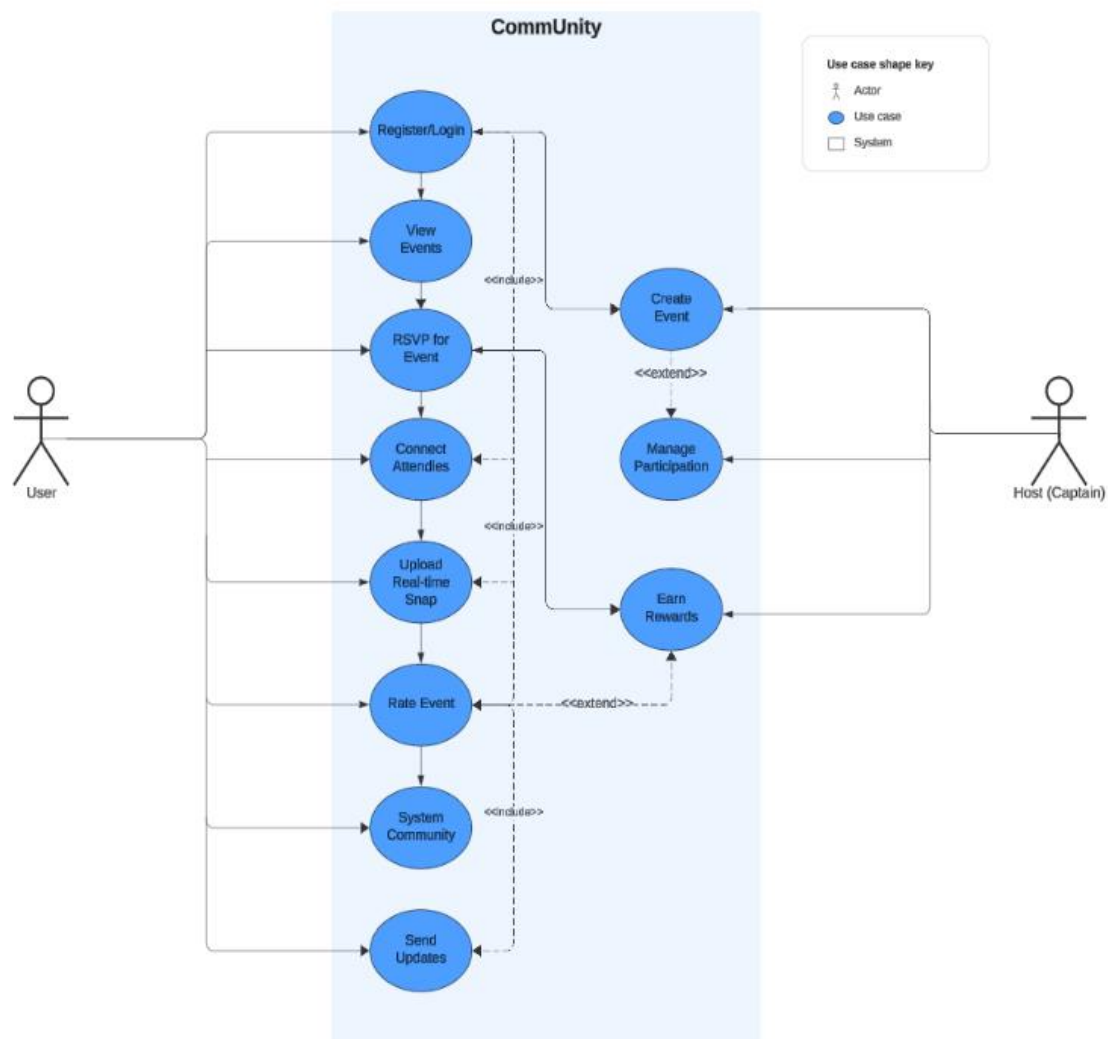


Figure 8: Use case diagram.

When developing the CommUnity app, use case diagrams play a crucial role in understanding how users will interact with the system. These diagrams help identify and map out the primary functionalities of the app and the different types of users, such as Captains (event hosts), corporate employees, and students. By defining these actors and their interactions, we can ensure that all user requirements are captured and addressed. For instance, a use case diagram for CommUnity might include use cases like "Create Event," "Join Event," "Upload Snaps," and "Manage Emergencies." Each of these use cases will be linked to specific actors, illustrating how they interact with the system. This visualization helps in clearly communicating the app's functionality to stakeholders and serves as a foundation for creating detailed user stories and test cases.

4. Platform Design

Objective: To create a user-centric design for the CommUnity platform that meets identified user needs and preferences. [14] [17]

- **Wireframing:**

Developed low-fidelity wireframes to outline the basic structure and layout of the platform. This includes key pages such as the home page, event creation page, and user profile page. [13]

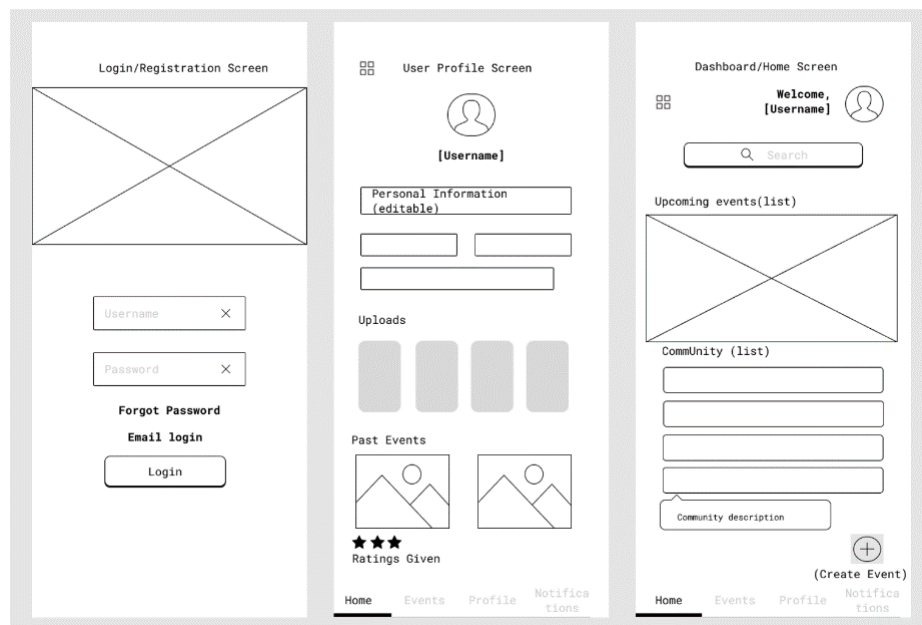


Figure 9: Low-fidelity wireframes.

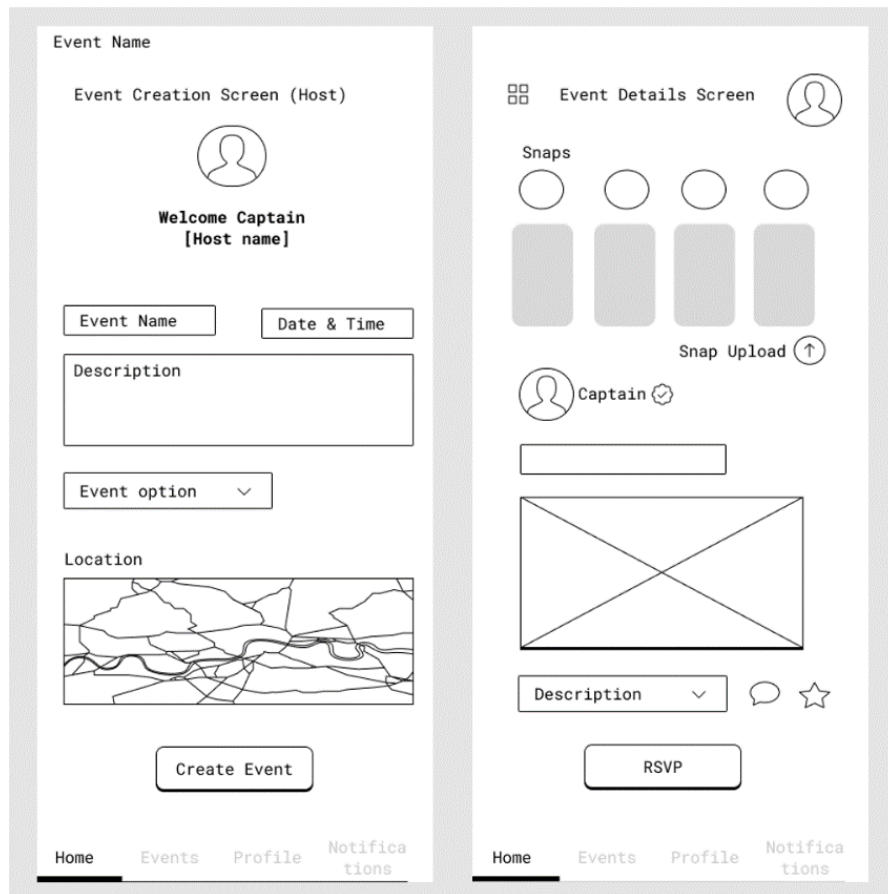


Figure 10: Low-fidelity wireframes.

Wireframes are fundamental tools in the initial stages of designing the CommUnity app. They provide a visual guide representing the skeletal framework of the app, focusing on layout, structure, and placement of elements without the distraction of design elements like colors or images. Wireframes help designers and stakeholders agree on the app's functionality and flow before moving on to more detailed design stages. [16]

For the CommUnity app, wireframes would include screens such as the home page, event listing page, event details page, and user profile page. Each wireframe would outline the placement of key elements like navigation menus, buttons, text fields, and images. By visualizing the structure, designers can ensure that the app's layout is intuitive and meets the user's needs for functionality and ease of navigation. [18]

- **Prototyping:** Create high-fidelity prototypes that include detailed design elements, interactions, and user flows. This provides a realistic representation of the platform for testing and feedback. [11] Prototypes are interactive simulations of the CommUnity app that bring the wireframes to life. They allow designers to test and refine the user experience by simulating real user interactions with the app. Prototypes provide a closer representation of the final product, including interactive elements, user flows, and visual design.

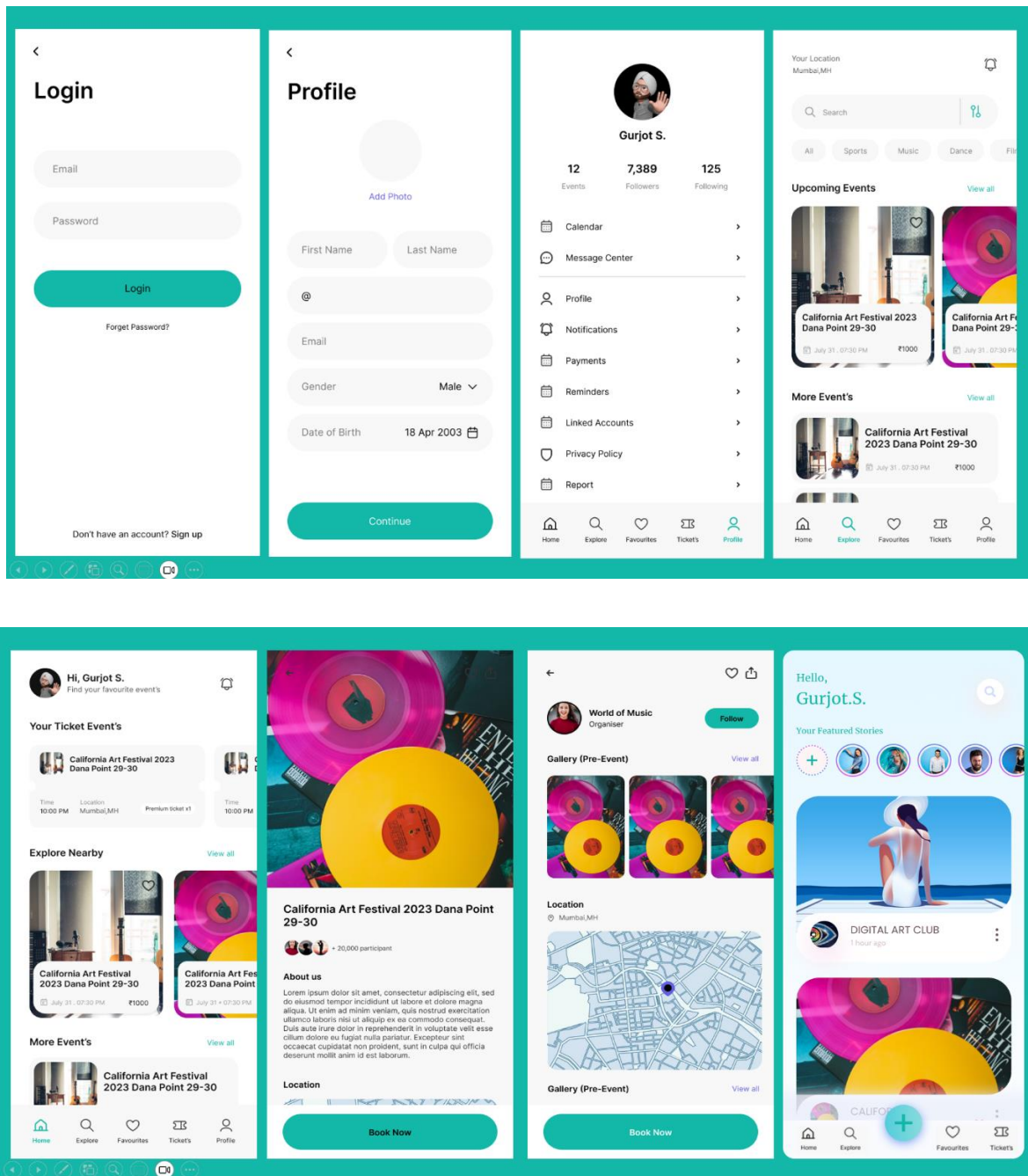


Figure 11: High-fidelity prototype.

For instance, a prototype for the CommUnity app would include clickable elements that allow users to navigate through different screens, join events, upload snaps, and interact with other participants. [9] By testing these interactions, designers can identify and address usability issues, ensuring that the final product is user-friendly and engaging. Prototypes also facilitate user testing and feedback, allowing iterative improvements before development begins.[8] [10]

CHAPTER IV: FINDINGS, RECOMMENDATIONS & LIMITATIONS

4.1 Findings

- **Understanding User Needs and Motivations:**

Conducting thorough user research is crucial. The user personas from Pune, earning 12-20 LPA, highlighted the importance of catering to specific demographics. Their motivations and behaviours need to be carefully considered to design features that truly resonate with them.

- **Wireframes and Prototypes:**

Creating low-fidelity wireframes and prototypes allowed for early visualization of the app's layout and functionality. This iterative process enabled continuous feedback and improvements, ensuring that the final design met user expectations and business requirements.

- **Practical Application of Theoretical Knowledge:**

The project provided practical experience in applying theoretical knowledge of product and project management. It demonstrated the importance of iterative design, user feedback, and agile development in creating a viable product prototype.

- **Project Management Skills:**

Managing timelines, resources, and expectations was a significant part of the project. It highlighted the importance of detailed planning, risk management, and adaptability in handling unexpected challenges during the development process.

- **Value of User-Centric Design:**

The project reinforced the value of user-centric design in product development. Ensuring that the app's features aligned with user needs and behaviours was crucial in creating an engaging and useful community platform. Emphasizing continuous improvement through user feedback loops was vital. Regular testing and iterations based on real user input helped refine the app, ensuring it stayed relevant and user-friendly.

4.2 Learnings:

- **Understanding User-Centric Design:**

The project emphasized the importance of deeply understanding the target users. By developing detailed user personas and analysing their motivations and behaviours, I learned how crucial it is to align product features with user needs and preferences.

- **Importance of Iterative Design:**

The iterative design process, starting from low-fidelity wireframes to high-fidelity prototypes, highlighted the value to the user. I learned that this approach helps in identifying and resolving issues early, leading to a more refined final product.

- **Effective Use of Diagrams in Planning:**

Using use case diagrams, ER diagrams, and user flowcharts significantly enhanced the planning and development process. I learned that these tools are essential for visualizing requirements, structuring data efficiently, and ensuring a smooth user experience.

- **Balancing Business and User Needs:**

The project taught me how to balance business goals with user needs. Ensuring that the app's features met user expectations while also aligning with business objectives was a key learning point.

- **Agile Project Management:**

Adopting agile methodologies provided flexibility and responsiveness in the development process. I learned how to break down the project into manageable tasks, prioritize features, and iteratively deliver value. I learned that being open to feedback, willing to iterate, and striving for constant enhancement are essential traits for successful product development.

- **Data-Driven Decision Making:**

The use of diagrams and flowcharts for data visualization and analysis underscored the importance of data-driven decision-making. I learned how to leverage data to inform design choices and improve the app's functionality and user experience.

4.3 Limitations:

- **Resource Constraints:**

Limited time to complete the project, especially within the short span of a summer internship, poses a significant challenge. Budget limitations can affect the ability to procure necessary tools, technologies, or additional resources. Moreover, limited availability of team members or experts to consult and collaborate with can hinder progress.

- **User Experience (UX) Design:**

Designing features that engage users and encourage regular interaction with the platform is vital. Efficiently collecting and integrating user feedback into the design and development process can be challenging but is necessary for creating a user-friendly platform.

- **Project Management:**

Managing and coordinating tasks among team members, especially in a remote or hybrid work environment, can be difficult. Maintaining focus on the project's objectives and avoiding the addition of unplanned features that could delay progress is crucial.

- **Technical Challenges:**

Integrating various tools and technologies to create a seamless platform can be complex. Ensuring the platform can handle a growing number of users and data without performance issues is crucial. Additionally, implementing robust security measures to protect user data and prevent unauthorized access is essential.

- **Testing and Quality Assurance:**

Conducting thorough testing to identify and fix bugs or usability issues before launch is critical. Ensuring that the platform meets the users' requirements and expectations through user acceptance testing (UAT) is a key part of the development process.

4.4 Recommendations:

- **Address Technical Challenges:**

Invest in comprehensive training for the technical team to ensure they are proficient with the latest tools and technologies. Implement scalable architecture from the beginning to handle future growth and ensure robust security protocols are in place to protect user data.

- **Optimize Resource Allocation:**

Allocate sufficient time for project completion by setting realistic timelines and milestones. Secure adequate funding to cover essential tools, technologies, and additional resources. Engage more team members or external consultants to bring in necessary expertise and support.

- **Enhance User Experience (UX) Design:**

Conduct user research and usability testing regularly to understand user needs and preferences. Incorporate user feedback into the design and development process to create features that enhance user engagement and satisfaction.

- **Improve Project Management:**

Utilize project management tools to streamline task coordination and communication among team members, especially in a remote or hybrid work environment. Clearly define the project scope and objectives to avoid scope creep and ensure timely project completion.

- **Conduct Thorough Market Research:**

Perform detailed market analysis to understand the competitive landscape and identify unique value propositions for the platform. Continuously monitor market trends and adapt the platform's features to meet evolving user needs and preferences.

- **Implement Rigorous Testing and Quality Assurance:**

Establish a comprehensive testing strategy that includes unit testing, integration testing, and user acceptance testing (UAT). Encourage continuous feedback from users to identify and address any issues promptly, ensuring the platform meets high-quality standards before launch.

- **Foster a Collaborative Work Environment:**

Encourage collaboration and open communication among team members to promote innovation and efficient problem-solving.

- **Invest in Research and Development:**

Allocate resources to research and development to stay ahead of market trends and continuously improve the platform.

- **Focus on Customer Satisfaction:**

Prioritize customer feedback and satisfaction to build a loyal user base and enhance the platform's reputation in the market.

CHAPTER V: CONCLUSION

The project focused on designing and developing a community-centric platform has achieved significant milestones. The platform's primary objective of fostering connections within various communities has been successfully addressed through innovative design and development strategies. Despite facing challenges such as technical integration, resource constraints, and the need for thorough user research, the project team has managed to create a scalable, secure, and user-friendly platform. The incorporation of user feedback and rigorous testing ensured that the platform meets the users' needs and preferences. This project not only highlights the importance of a user-centred approach but also sets a solid foundation for future enhancements and expansions to better serve diverse communities. During the internship, the team had the opportunity to engage in a variety of tasks that contributed to the project's success. Key experiences included:

Collaborative Development: Working closely with a diverse team of developers, designers, and project managers fostered a collaborative environment where innovative ideas were shared and implemented. This collaboration was crucial in overcoming technical challenges and ensuring the platform's functionality and usability.

Technical Skill Enhancement: The internship provided hands-on experience with the latest tools and technologies used in platform development. This practical exposure was invaluable in understanding real-world applications of theoretical knowledge, enhancing the interns' technical skills and problem-solving abilities.

Project Management: Interns gained insights into effective project management techniques, including task prioritization, time management, and resource allocation. These skills were essential in meeting project deadlines and maintaining the quality of work.

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