

Virtual Event Platform

Problem Statement

A virtual event platform that allows users to host and attend virtual conferences, webinars, and networking events.

To make sure the platform can support the required features, like video and audio streaming, interactive aspects, and networking capabilities, this would entail reviewing the available technology and resources.

The platform would need to be able to support a sizable user base as well as the technological requirements of hosting virtual events, such as bandwidth needs, security concerns, and scalability.

The platform would also need to be user-friendly for hosts and guests, as well as compatible with a range of gadgets and operating systems. Prior to launch, the technical viability of such a platform would need to be assessed and tested.

Executive summary

1. Stakeholders

This project is a collaborative effort and it relies on all the team members.

Project Internal Stakeholders constitutes of all the members which can influence the course of direction for the project and influence the decision making process, whether to add or remove any feature or update a given set of features

The External Stakeholders constitute the End-Users and Organizations where the Application will be Implemented, and keeping them in loop regarding the progres as well as their needs .

Business Profile

Sparks, is a group of enthusiastic young minds focussed on providing better and reliable service in the digital event hosting space founded and based here in India with primary target as the Indian Demographic such as Organizations, Schools and Universities.

The project mission is to :

It should identify the purpose and direction of the event. In order to make it engaging it has to be daring but also persuasive and credible.

It should be understandable for everyone.

- ❖ It should reflect the capabilities and competencies of those organizing the event.
- ❖ Achieve complete user satisfaction.
- ❖ Respond immediately to the changing needs of our users.
- ❖ Provide the best security to the user and keep the data of the user secure.

Problems

Security

Online video conferencing solutions can be used for text, audio and video comms, as well as for file sharing – all of which are highly sensitive operations and can be a security concern for many businesses

Using the internet for video conferences allows hackers to look into the meet.

Audio Quality

If users can't see or hear each other when using a video conferencing solution, productivity levels decrease substantially.

Delays and echoing audio can render many audio and video solutions unusable and leave participants frustrated and unable to communicate.

Employees may even completely neglect the system in the future, which can lead to a wasted investment.

Network Issues

A good internet connection is vital in order to avoid technical glitches in video conferences. Typically, lower upload speeds negatively impact the quality of virtual meetings. Some of the main signs of internet issues include broken audio, frozen video, the inability to conduct screen sharing and delays.

Project scope

The project scope for a virtual event platform would include the following elements:

Objectives: The main goals and objectives of the project, such as developing a platform that allows users to host and attend virtual events.

Deliverables: The specific features and functionality that will be included in the platform, such as video conferencing, live streaming, interactive polls, and networking capabilities and the ability to generate reports on event attendance, engagement, and other metrics.

Milestones: Key dates and milestones for the project, including the expected launch date for the platform and any intermediate deadlines for development and testing.

Constraints: Limitations on the project, such as budget and time constraints, as well as any technical or security requirements.

Support: The level of support that will be provided to users, including technical support, customer service, and ongoing maintenance and updates.

Integration: Integration with other external platforms such as social media, CRM, registration systems, webinars, etc.

Accessibility: Measures taken to ensure that the platform is accessible to users with disabilities and complies with accessibility standards.

Scalability: The ability of the platform to handle a large number of users and events.

Security: Measures to ensure the security and privacy of user data, including encryption and secure data storage.

Methodology and tools used for feasibility study

MARKET STUDY

Our main target audience are the organizations and Businesses that require the least hassle free and easy to use interface where not much user interactions are required, and provide our services with a competitive pricing.

TECHNICAL FEASIBILITY

Our Application is a Web-Application that will run on your user's browser. It will also integrate platforms which allow users to host virtual meetings, webinars, and conferences with features such as video conferencing, screen sharing, and recording. Custom development of a virtual event hosting platform would require a team with expertise in web development, video streaming, and user experience design. It would also require server infrastructure and resources to handle the expected number of users and concurrent events.

COST FEASIBILITY

The cost feasibility for a virtual event hosting platform depends on a variety of factors, such as the scale and complexity of the platform, the resources required for development and maintenance, and the cost of hosting and streaming the virtual events.

SERVER COSTS:

The cost of hosting the platform on a web server, as well as the cost of any additional resources required to handle the expected number of users and concurrent events. That would be the major part of the budget allocated to from the total pool of investments.

For a more complex platform with additional features such as analytics, virtual exhibit halls, and on-demand video, costs could increase.

Though there are some open-source platforms available for free, like Jitsi Meet, BigBlueButton, and OpenVidu with varying API and features suited for different Applications.

Observations or findings from the feasibility study

1. Based on the study and analysis conducted by our team we had reached a consensus that our product is feasible and will cater to the major demographic of our country which does not have powerful hardware or stable network connectivity.
2. The current existing platform charges a premium for advanced features which might be too high for the general population, whereas our product promises to deliver features at par or even better to those offered by the competitors
3. Based on the projection for the developed period, it is seen that the whole project should not go over the budget and no deadlines extension will be required if there are not any major hurdles on the way. Budgeting will be tight but will be manageable considering the server running cost and any third-party services required to develop the project.

Challenges and assumptions considered for the project

Challenges:

1. Technical complexity: Building a virtual event platform requires significant technical expertise, including experience with live streaming, video conferencing, and virtual reality technologies.
2. Scalability: Virtual event platforms must be able to handle a large number of concurrent users and handle the traffic of live events.
3. Security and privacy: Virtual event platforms must ensure the security and privacy of users' personal and financial information, as well as the security of live event content.
4. User experience: Creating an intuitive and engaging user experience that mimics the experience of in-person events can be challenging.
5. Integration with other platforms: The platform might need to integrate with other platforms such as payment gateways, video conferencing tools, and social media.

Assumptions:

1. There is a demand for virtual events: The project assumes that there is a demand for virtual events, and that users are willing to pay to attend and host virtual events.
2. Users have access to reliable internet: The platform assumes that users have access to reliable internet and the necessary hardware to attend and host virtual events.
3. Users are familiar with virtual event technology: The project assumes that users are familiar with the technology required to attend and host virtual events, such as video conferencing and live streaming tools.
4. Adequate budget and resources are available: The project assumes that adequate budget and resources are available to develop and maintain the virtual event platform.

5. Legal and regulatory compliance: The project assumes that the platform will comply with all relevant laws and regulations regarding data protection and privacy.

Recommendations

The users suggest that the future research may improve the current project. More features may also be added to the system through future research to improve and enhance the capabilities of the system.

Future researchers may also create a mobile application on iOS or Android due to which the system will be more easily accessible and may accommodate and support more users that use different mobile platforms.

Also with more advancements and innovations in the field of themes and decorations there should be some samples that should be present on managers portal so that clients can select it based on their budget and thinking.

Also a new feature to keep in touch with the vendors and facilitators should be inculcated and a vendor directory should be maintained region wise.

Glossary

A glossary for a virtual event platform project could include the following terms:

Virtual event platform: A software application or website that allows users to plan, host, and attend virtual events, such as webinars, conferences, and meetups.

Webinar: A live, online event where one or more presenters give a presentation and interact with the audience in real-time.

Conference: A virtual event where multiple speakers give presentations and participate in panel discussions, typically with a specific theme or focus.

Meetup: A virtual event where a group of people with a shared interest come together to network and discuss a specific topic.

Live streaming: The ability to broadcast an event in real-time over the internet, allowing attendees to watch and participate in the event remotely.

On-demand content: Pre-recorded event sessions that can be accessed at any time after the event has ended.

Breakout rooms: Virtual rooms where attendees can participate in smaller, more intimate discussions or activities during an event.

Chat feature: A real-time messaging feature that allows attendees to communicate with each other and the event organizers during an event.

Networking opportunities: Features of a virtual event platform that allow attendees to connect with each other, such as a virtual business card exchange or 1-on-1 video meetings.

About Us

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