



CONNECTIFY

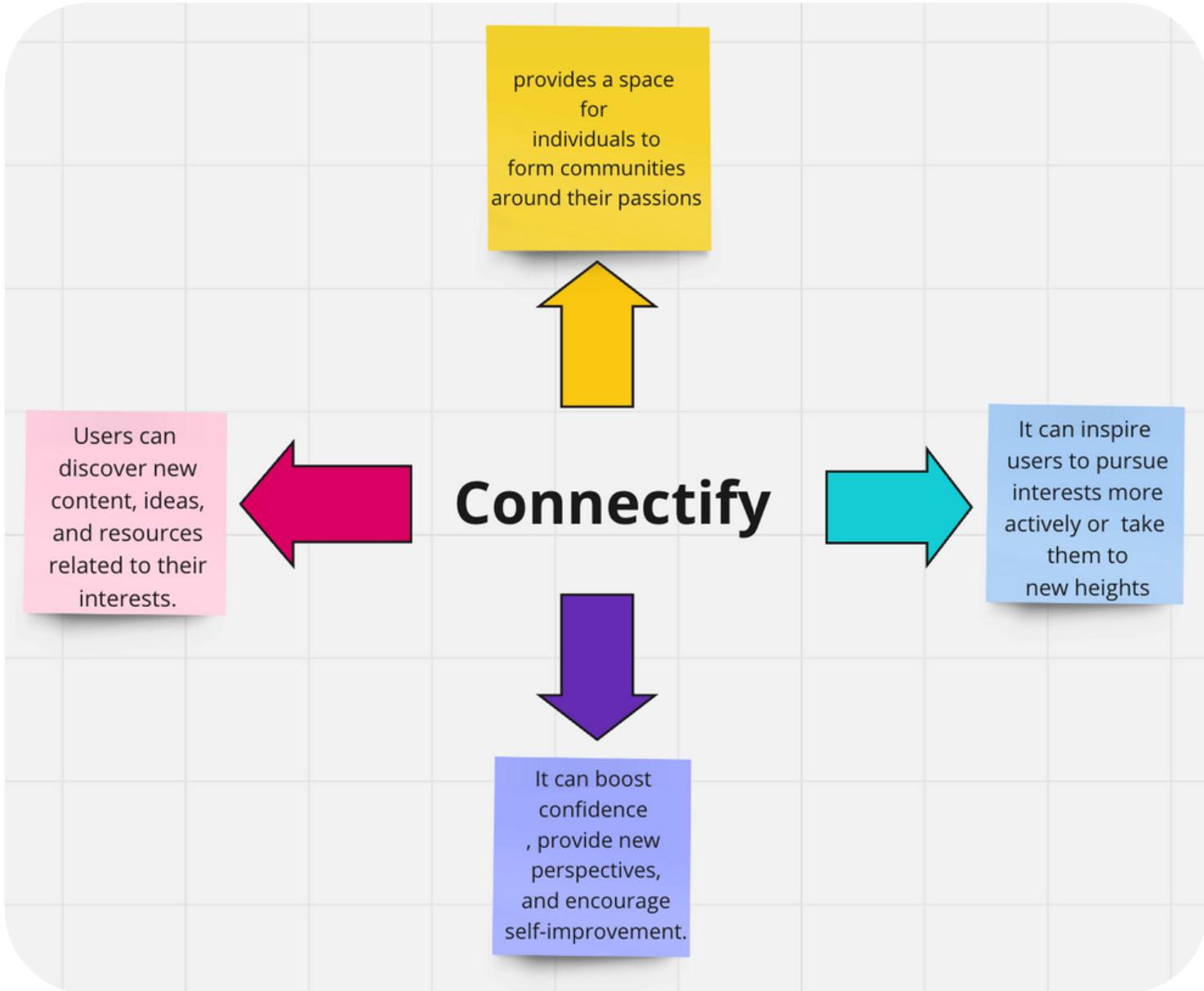
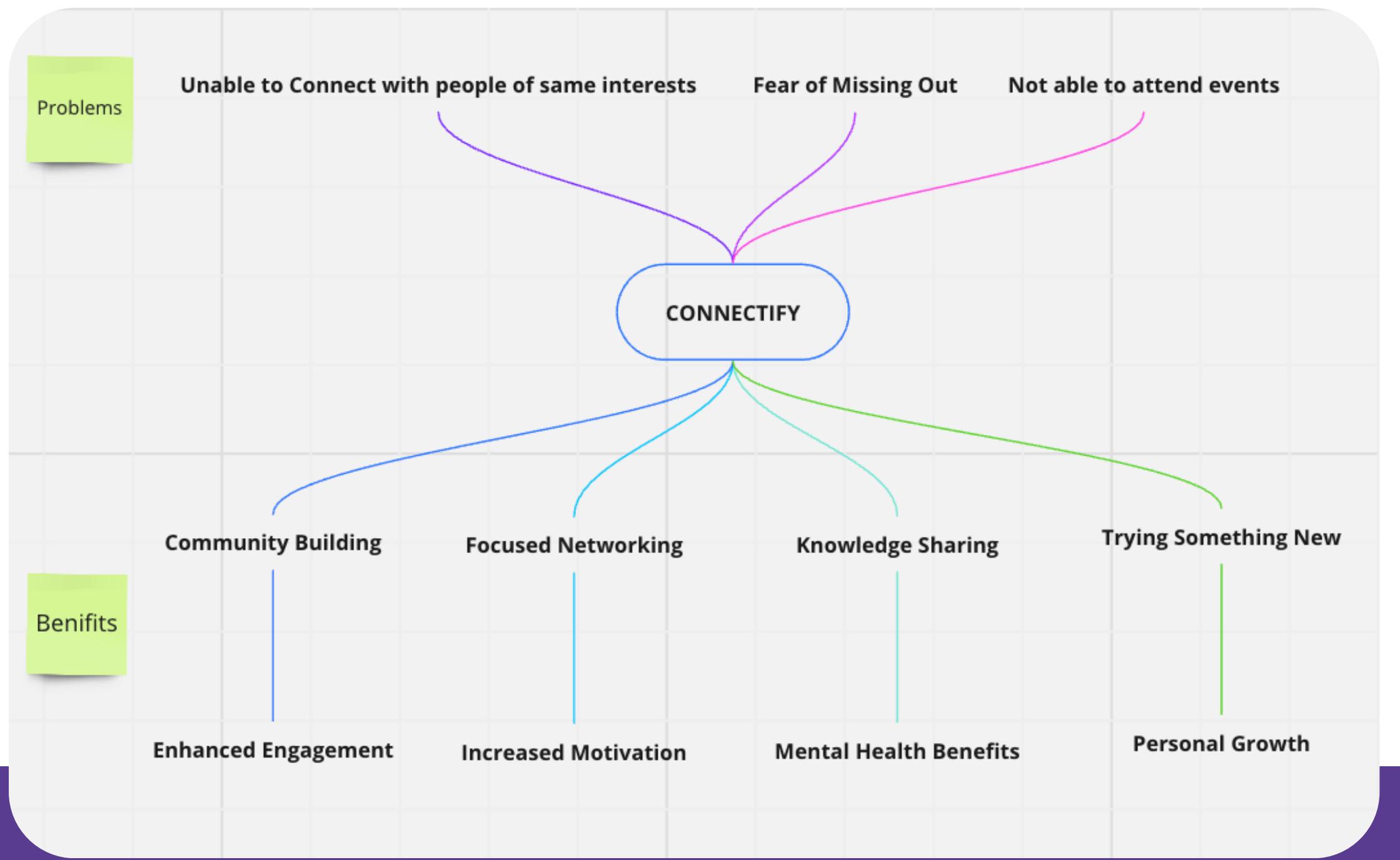
“Embracing the little moments that make life big!“

PROBLEM STATEMENT

Concerts and events bring joy and lasting memories, but often, adults find themselves lonely when sharing such experiences. Adults often go alone to these events because some need help finding a partner. They need a way to connect with people with shared interests and exact schedules who can accompany them to the live events.

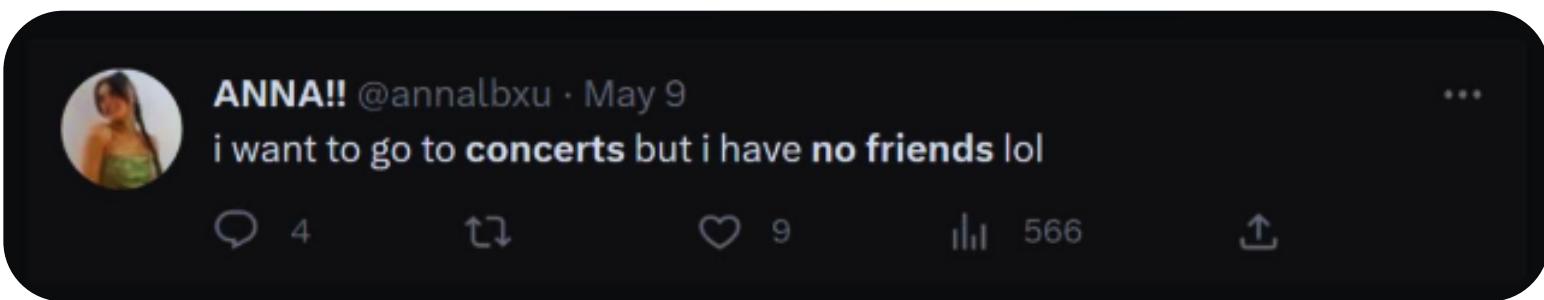
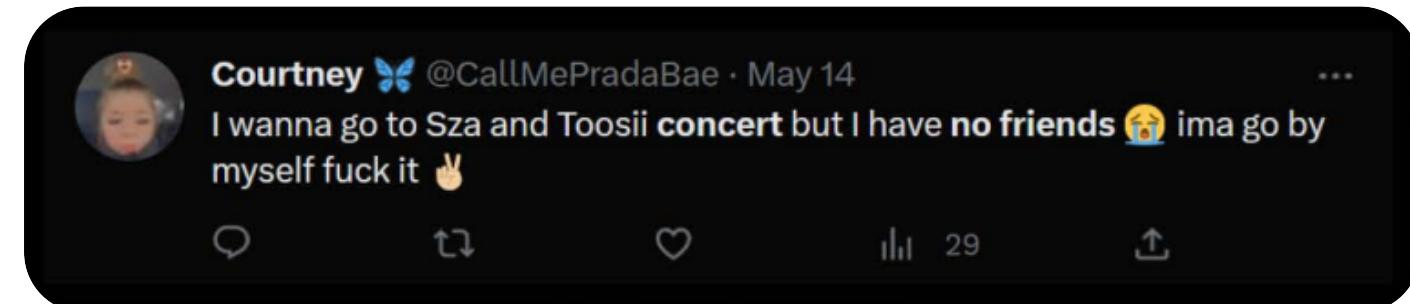
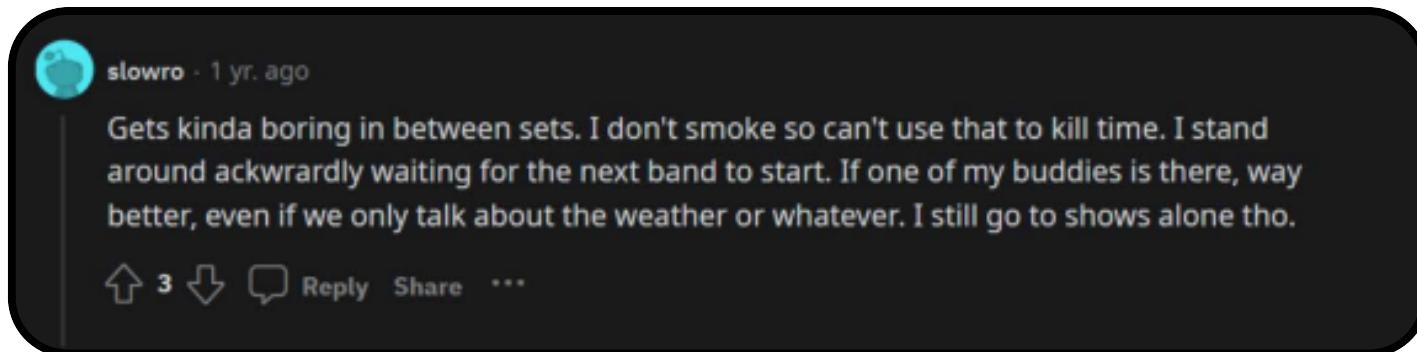
SOLUTION STATEMENT

Our application will allow event attendees to connect with and message each other, providing an opportunity to accompany one another during the live event. Additionally, our platform offers users the ability to purchase tickets, making it a convenient one-stop solution for event planning.



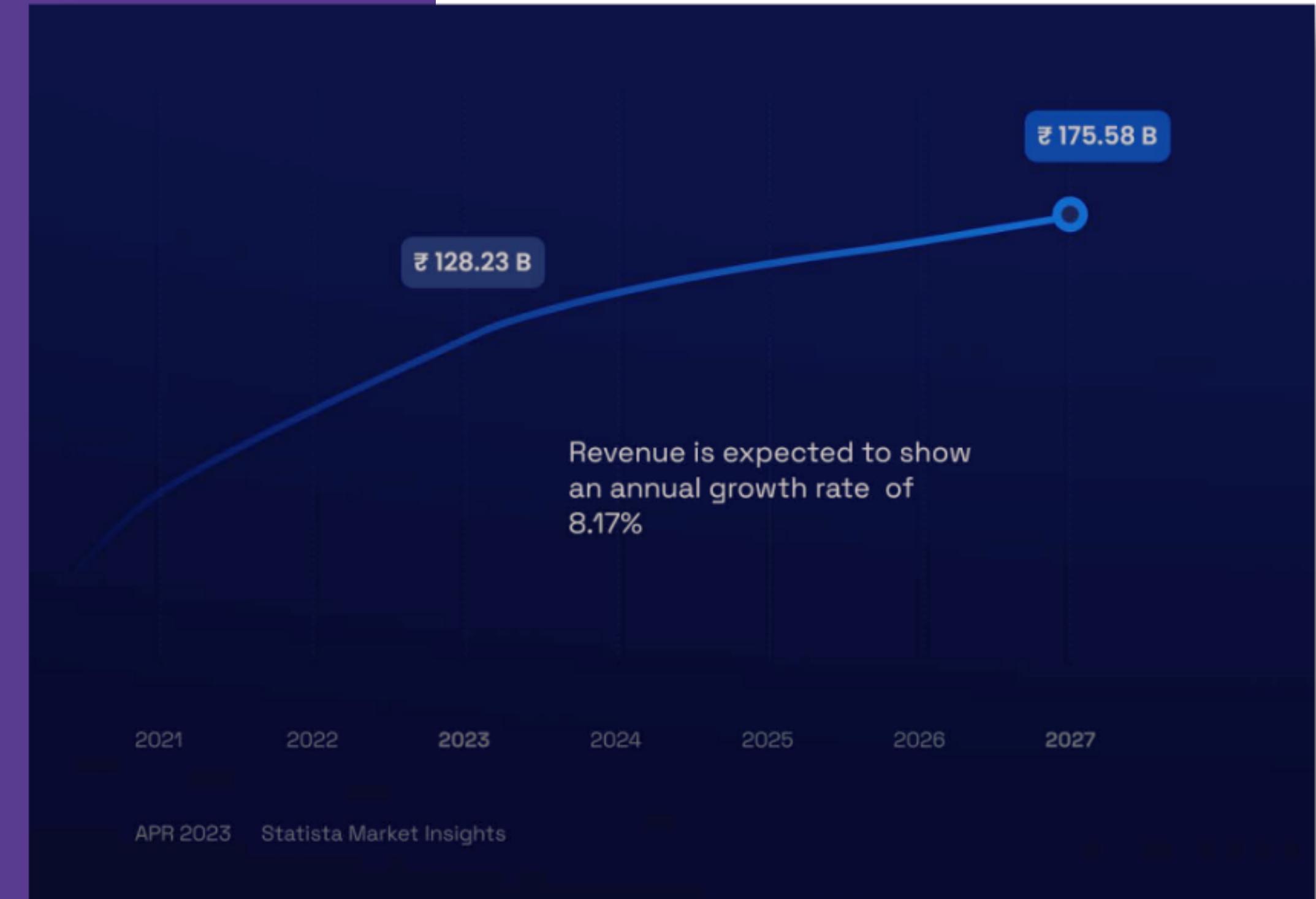
OUR MOTIVATION

Planning an event with friends can sometimes result in disappointment. This may happen due to a lack of common interest. Sometimes, they might cancel the event because of their partner's busy schedule or emergency. Some people feel shy to attend events alone and are unaware of others willing to go with him/her. This application would help those people who might need new friends to go out. Users can find other people who share the same interests and chat with them, so they cannot attend the event.



MARKET ANALYSIS

- Revenue in the Event Tickets market is projected to reach **₹128.20bn** in 2023.
- Revenue is expected to show an annual growth rate (CAGR 2023-2027) of **8.17%**, resulting in a projected market volume of **\$175.50bn** by 2027.
- In the Event Tickets market, the number of users is expected to amount to **98.31m** by 2027.





- Only Community-based events.
- Formed and setup by groups that you can join and attend together.
- Limited number of events.
- In-app messaging is available.

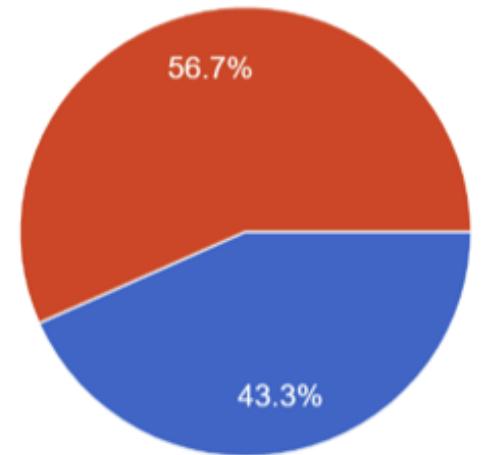


- Event organizer based or community based.
- Music, movies, sports, theatre, comedy and more.
- Large Collection.
- In-app messaging is not available.

SURVEYS

Age Group?

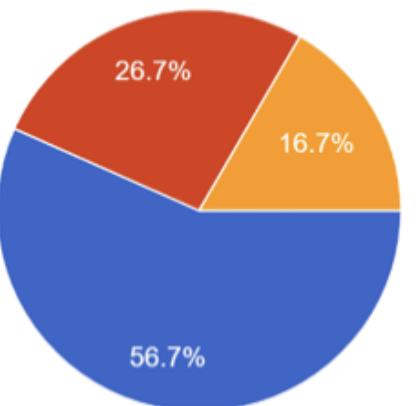
30 responses



● 17-21
● 22-25
● 26-30
● 30+

3. Have you connected with people with same interest as you and want to go to concert with them?

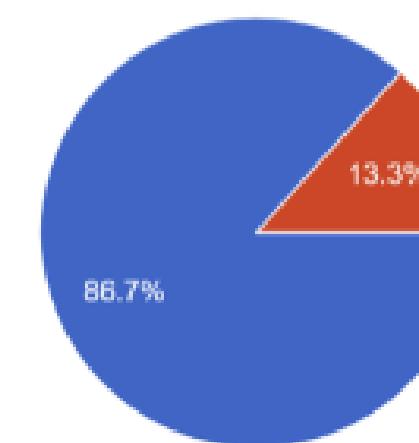
30 responses



● Yes
● No
● Planned to try It

4. Would you be interested to connect with people of same interest before the event and go with them ?

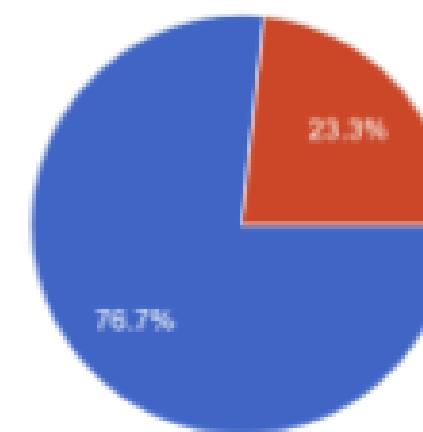
30 responses



● Yes
● No

1. Have ever skipped a Concert just because your friends or family cancel the plans on the last minute?

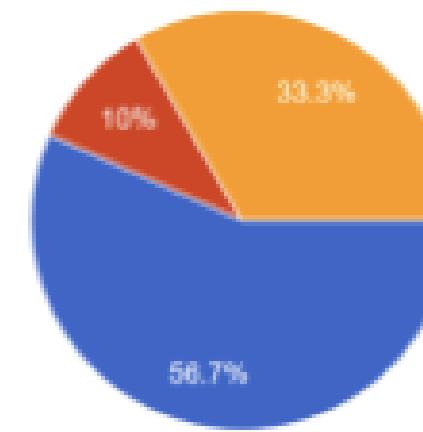
30 responses



● Yes
● No

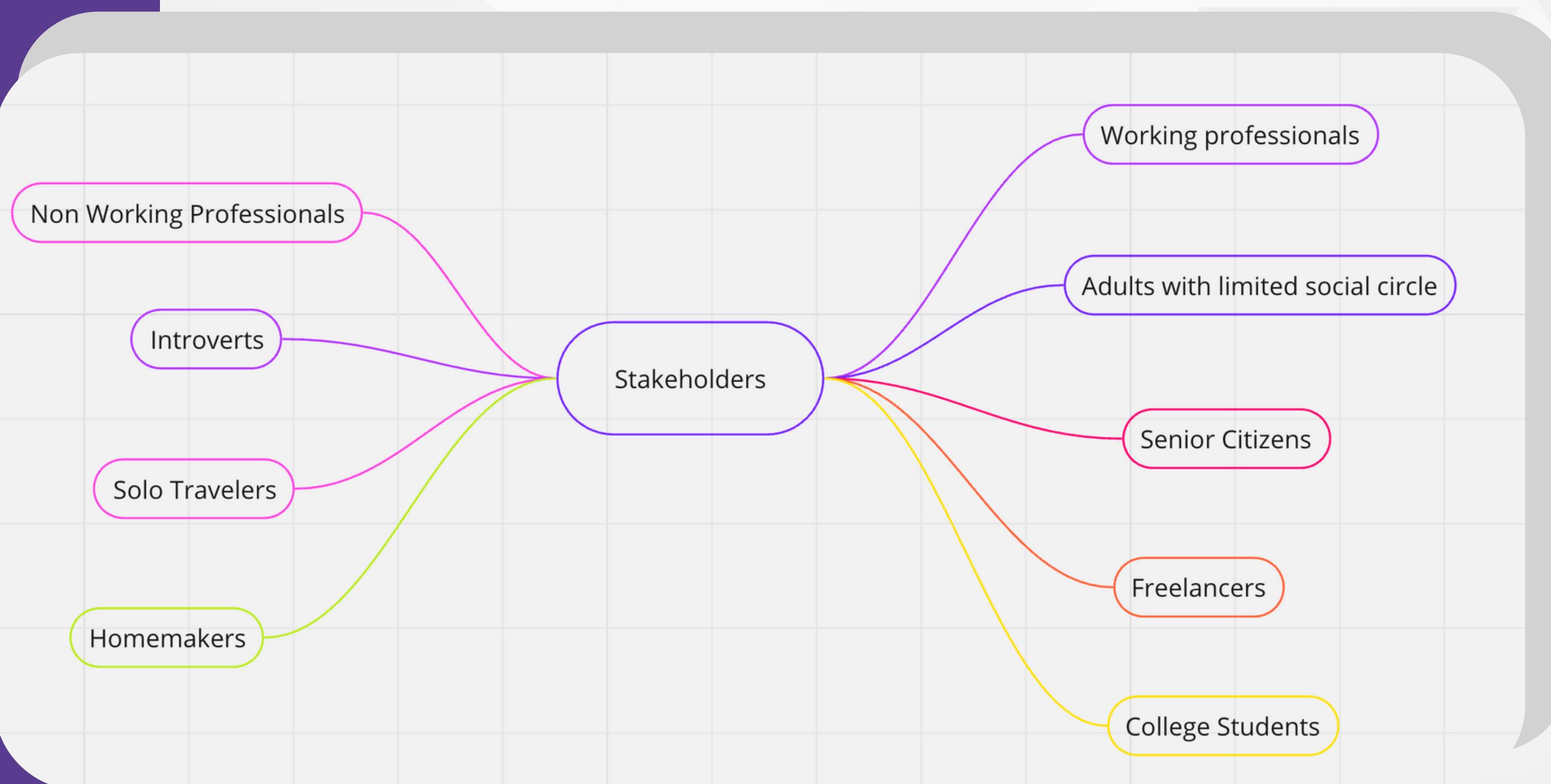
2. Does your interests sometime clash with your friends?

30 responses



● Yes
● No
● Sometimes

STAKEHOLDERS



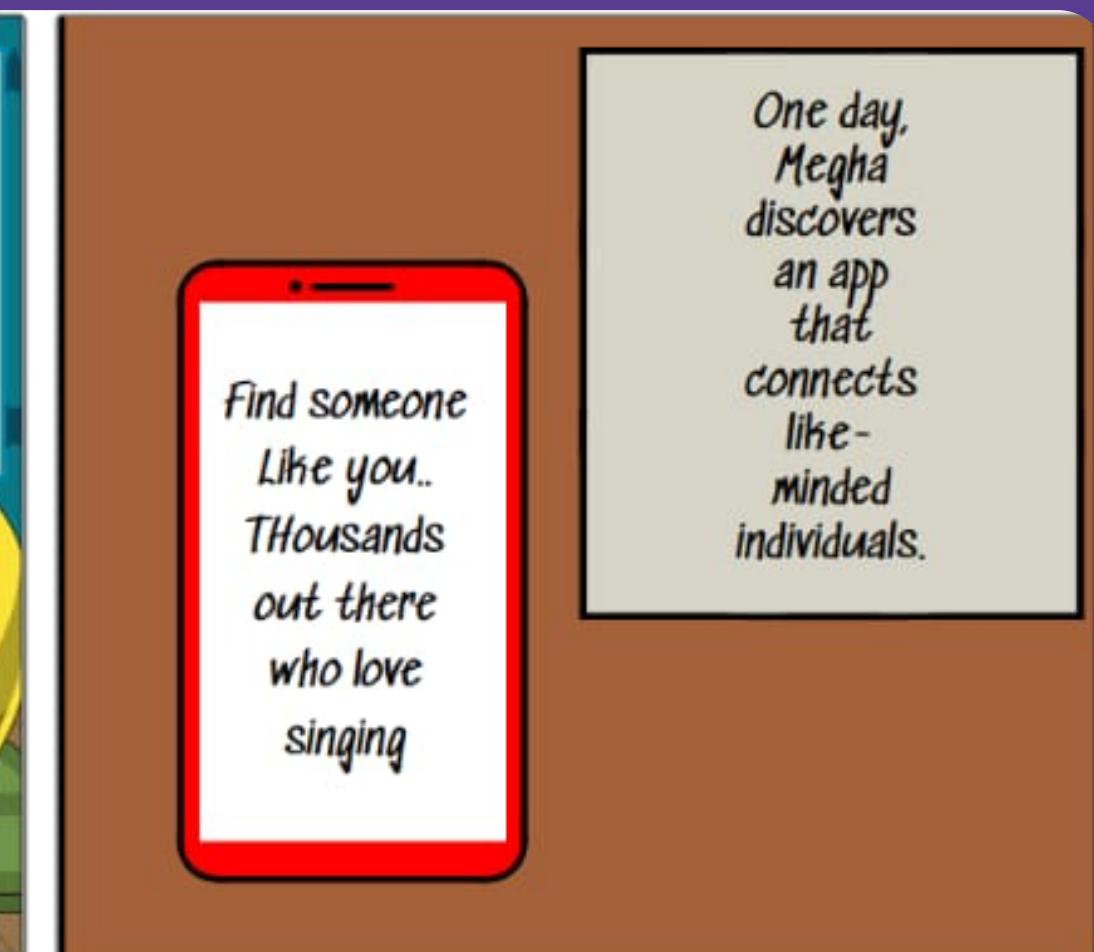
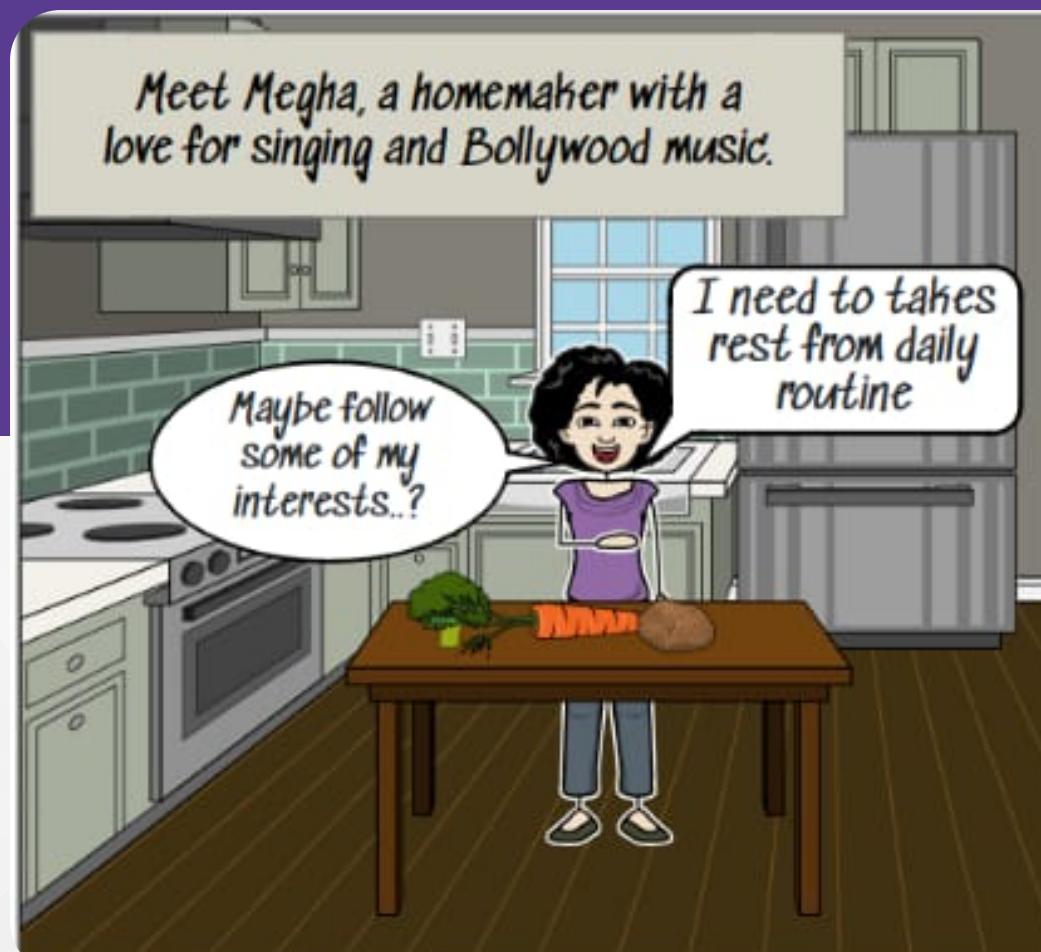
PERSONA-1



Megha Verma



Age : 31
Homemaker



Bio:

Megha is a homemaker and remains free during evenings on weekends. Her interests include singing and listening Bollywood music.

Needs:

Megha may want opportunities to develop new skills and interests, to de-stress and relax, providing a break from her daily routine.

Frustations:

Megha likely desires companionship but due her limited social circle she is unable to attend her favourite shows.

PERSONA-2



Navankur Shah



Age:19
College Student

Bio:

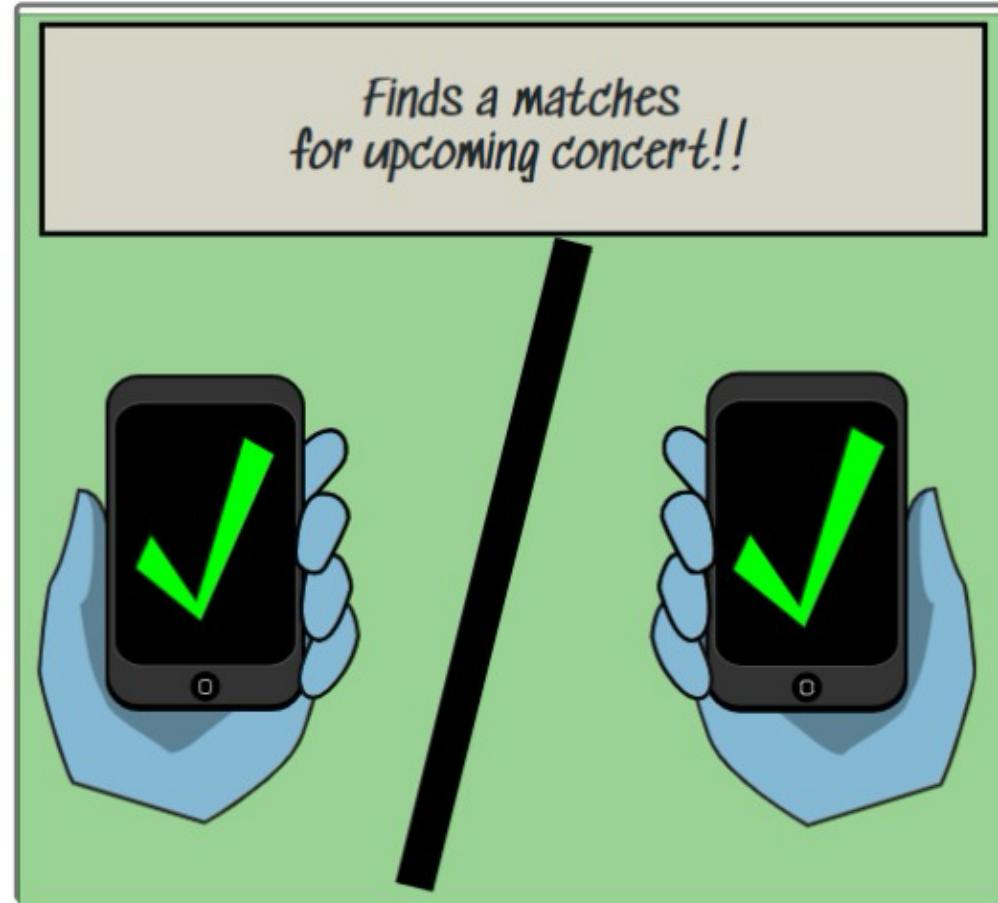
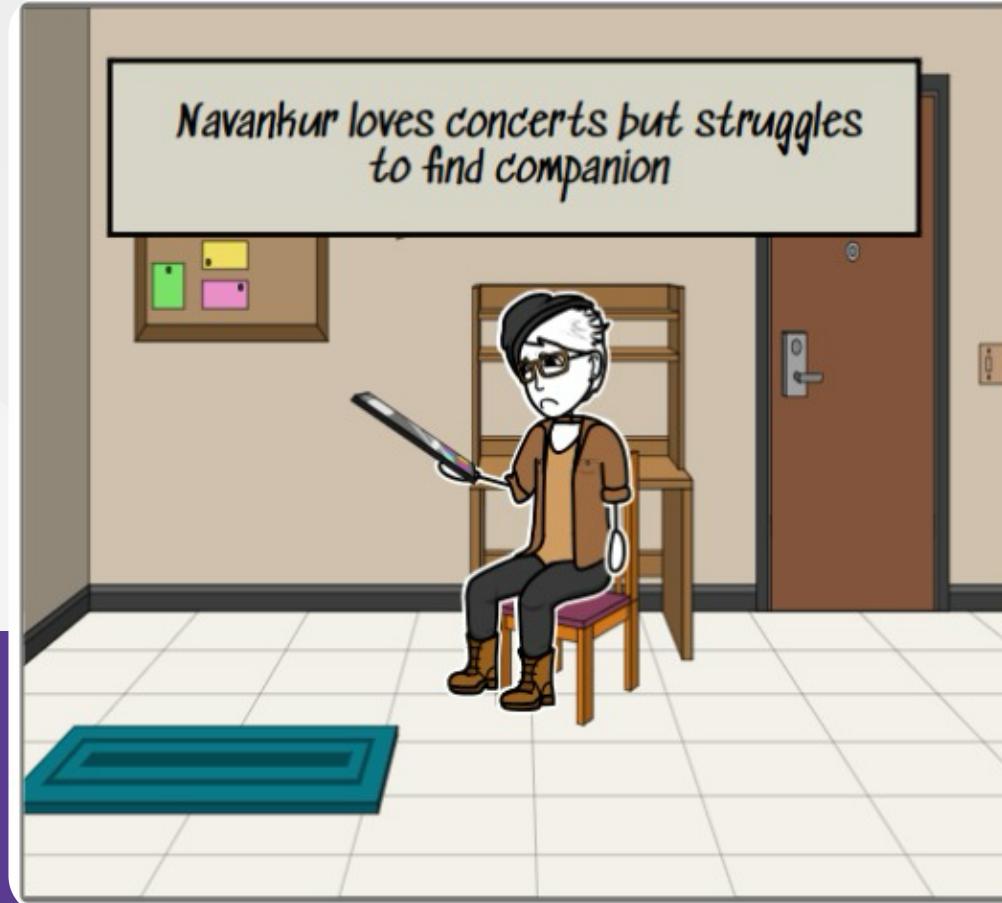
Navankur studies economics in Delhi University. He is an introvert.

Needs:

He enjoys the most in a group of people with the same interests. He finds it challenging to find new people attending the same concert beforehand.

Frustations:

He does not like attending concerts alone, so he often has to skip them because he can not find a partner to accompany him.



PERSONA-3



Riva Kumar



Age : 25
Office Worker

Bio:

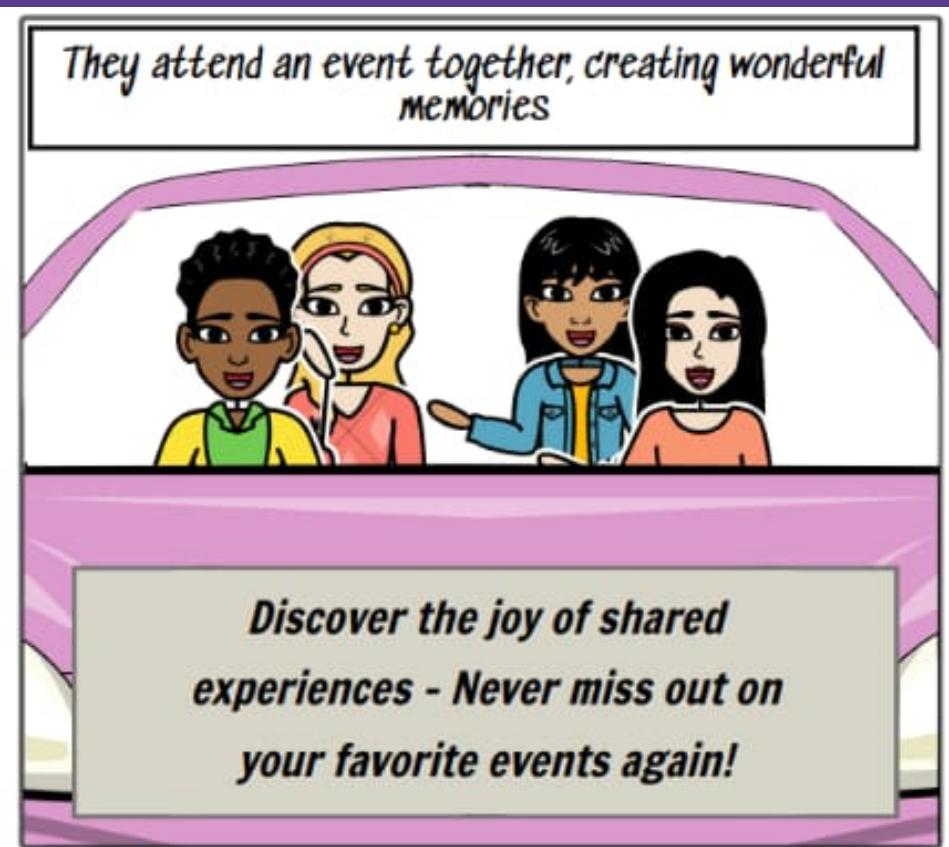
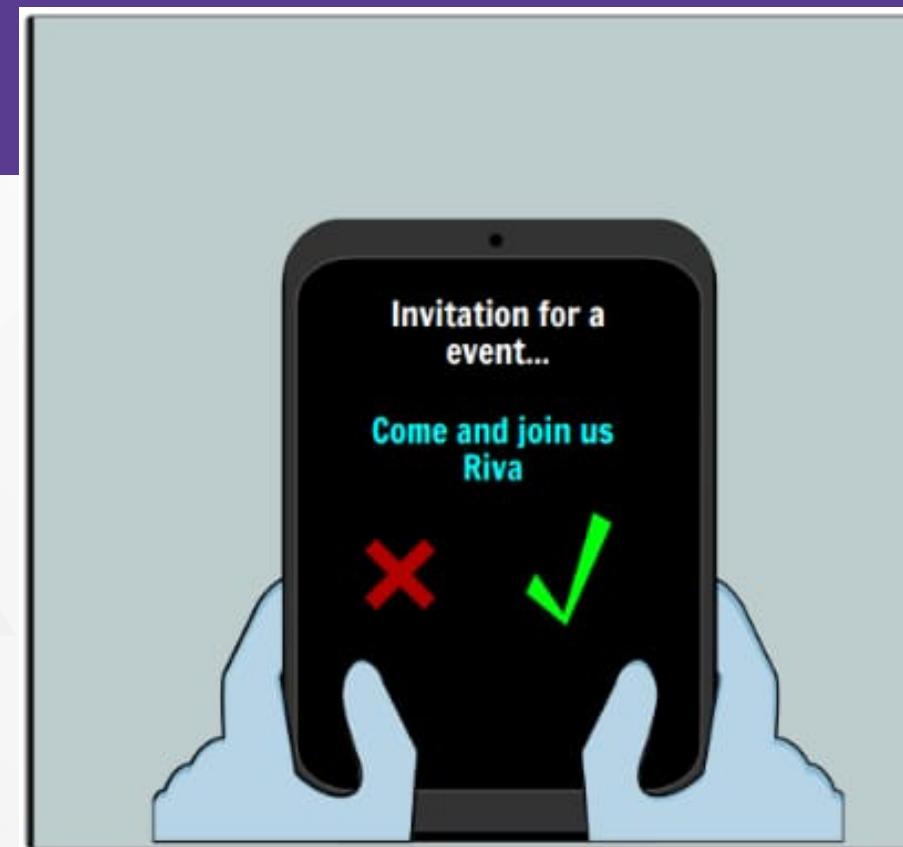
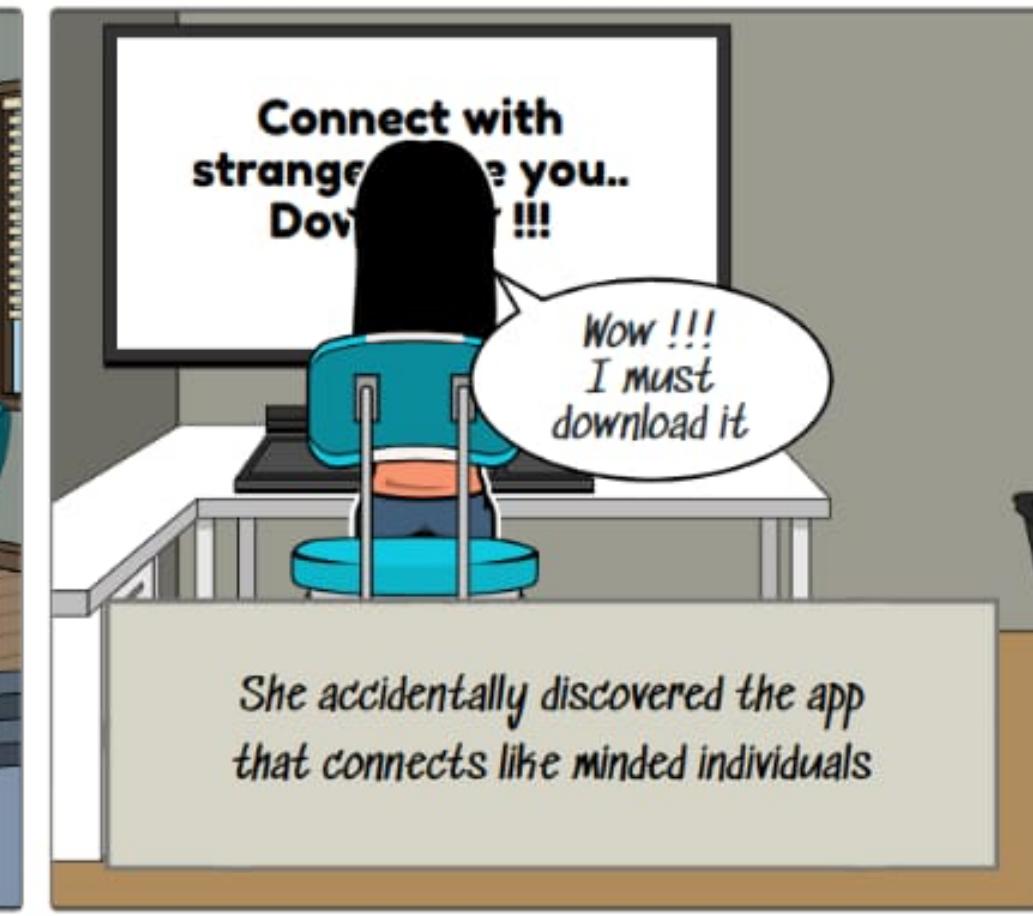
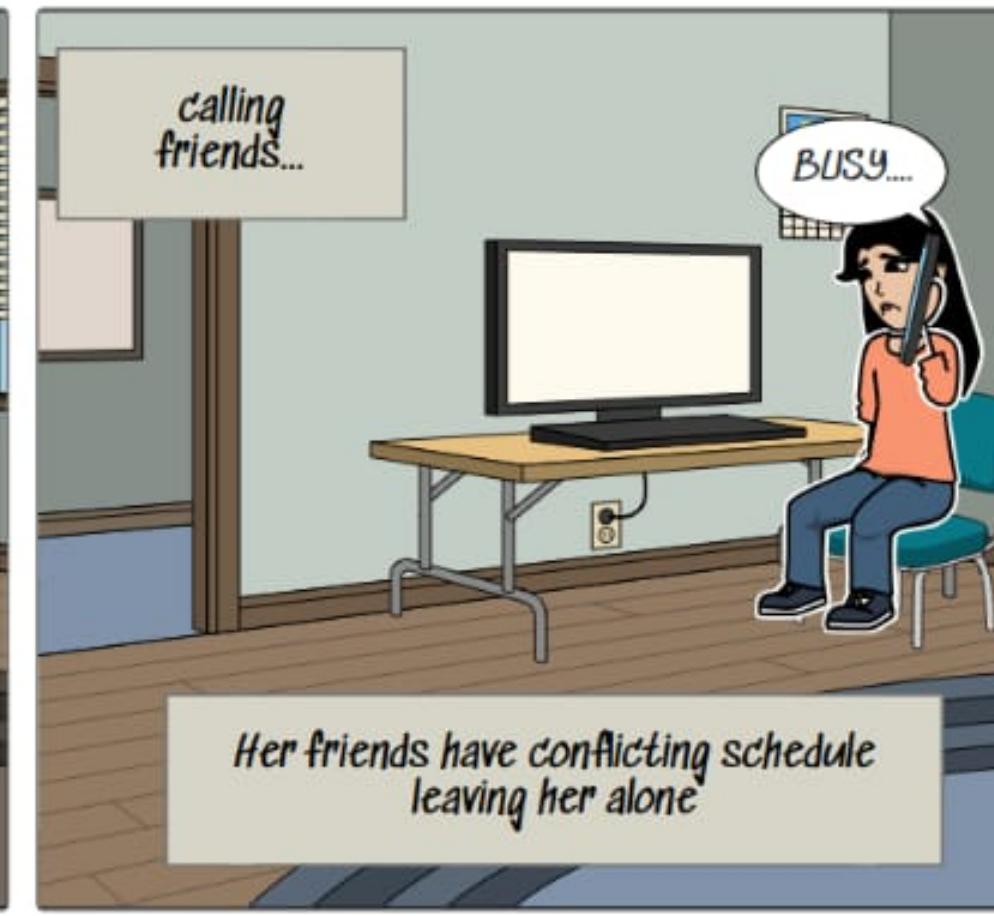
Riva is a software developer engineer at Microsoft. She likes to attend live events like shows and stand-up comedy. She does not have a larger friend group as she finds it challenging to make friends.

Needs:

It is often the time that her plan does not match with her friends' schedules. She finds it boring and sad to attend events alone as it makes her uncomfortable.

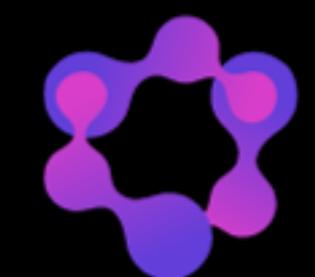
Frustations:

If her friends are not going, she finds it impossible to find new people who are not only attending the event but also sharing the same interests. As a result, she has to miss out on her favorite events.



LOGO AND BRAND IDENTITY

"**Connectify**" embodies the idea of connectivity and unity, emphasizing the power of shared experiences. Whether it's attending a live concert or catching a movie, we believe that these moments are best enjoyed in the company of like-minded individuals. Our platform is designed to connect people with similar tastes seamlessly, creating a vibrant community where friendships can flourish and memorable experiences are shared.



CONNECTIFY



Build a safe and
Trusted platform



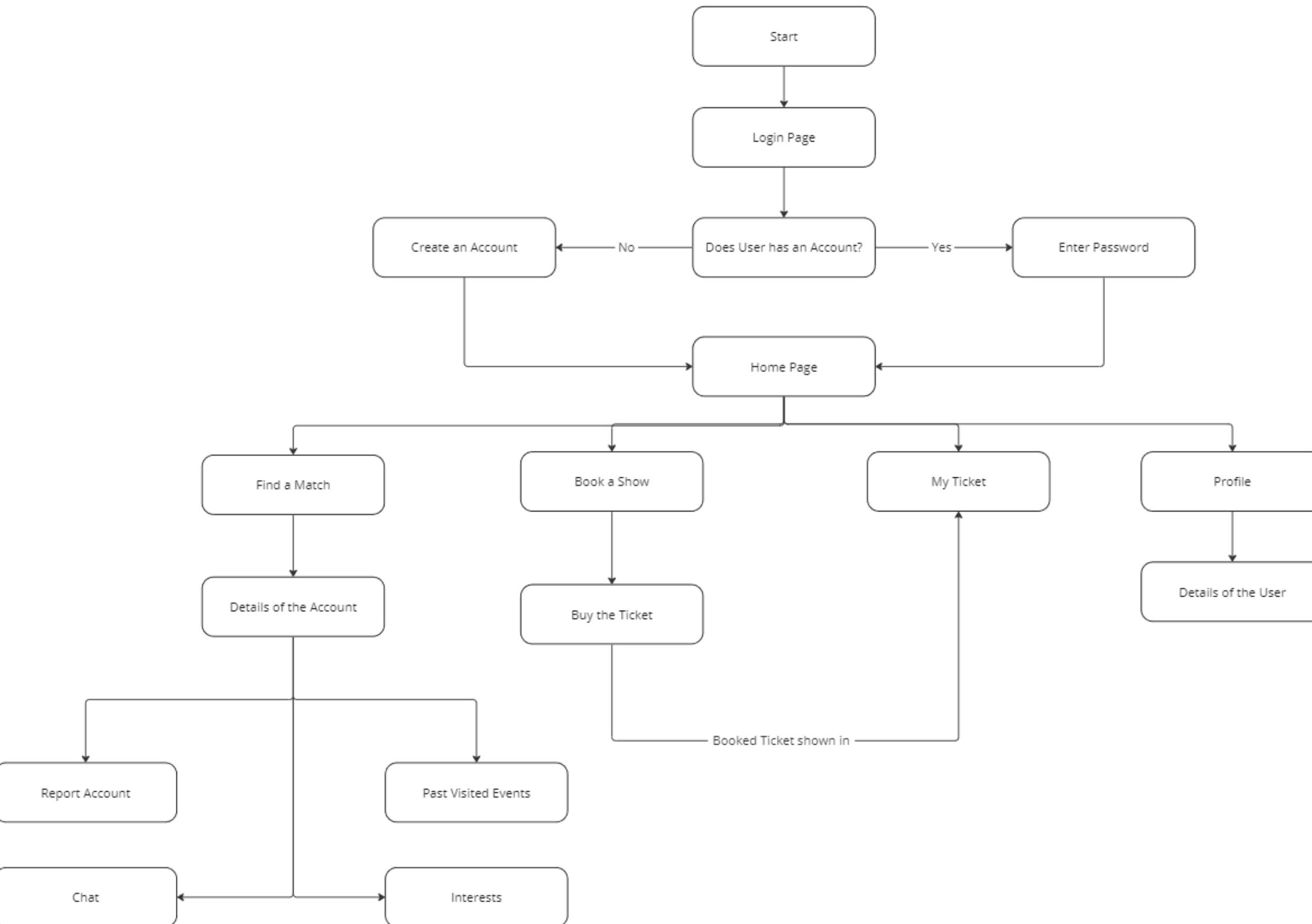
Chat and Build
connections



Buying Tickets
made easy

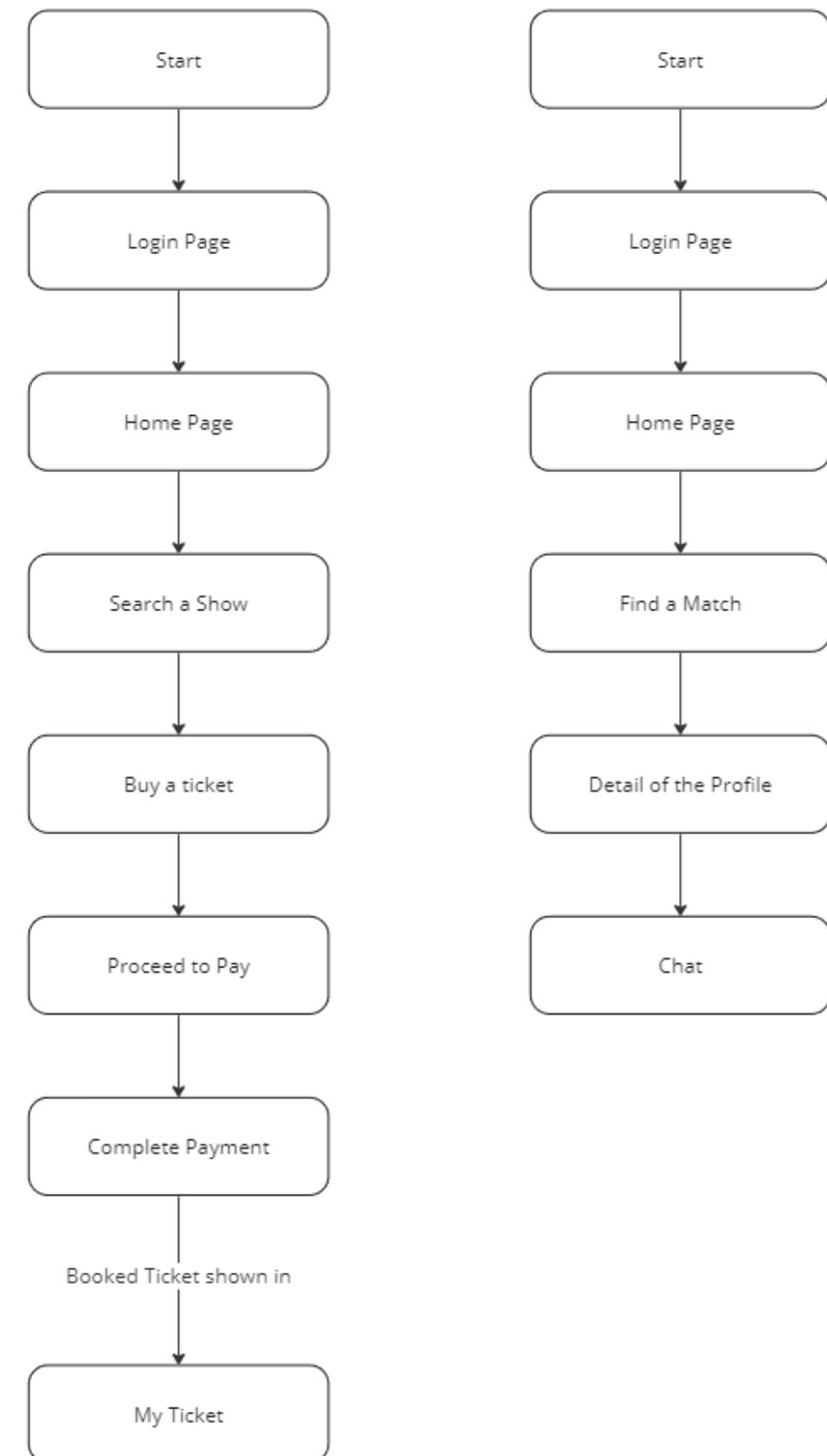
USER FLOW DIAGRAM

User Flow
Diagram



TASK FLOW DIAGRAM

Task Flow



SCENARIO MAPPING



Paul - College Student

Task: Paul wants to Book a ticket for an event

Paul Opens Connectify Application

Has Paul Already installed the Application?

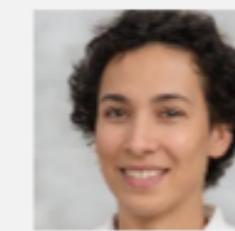
Will Paul Already have an Account or has to Create an Account for the Application?

Paul wants to Book ticket for an event

Will it add Cognitive load to him by providing so many Choices for events at once?

We will provide a handful of choices according to the interest the User has Chosen before Sign up/Log in

We will provide the details of the event near to the User and the amount of the Ticket



Megha - House Worker

Task: Megha wants to find a Group that she could hang out with

Megha wants to Find a Companion that has the same interest as him

We will provide the User with the List of other users that has the same interest as the User

Megha opens the Find Match Option to look for a Companion

Will Megha know which Icon to click on?

Megha Chats with a Member but has a suspicion on him

By providing Report button User will be able to report to spams or others

Key: Idea

Questions

Steps

LO-FI PROTOTYPE

The image displays a grid of eight wireframe prototypes for a mobile application named "Connectify". The prototypes are arranged in two columns and four rows.

- Row 1:**
 - Home Screen:** Features a tagline "Cause Memories are sweeter when shared with others.", a "Sign up with Google" button, a "Continue with Apple" button, and a "Login" link.
 - Discover Screen:** Shows a circular profile placeholder, a "Discover" header, a "For you" section, a "Trending" section, and a "Hot" section. Below these are two large cards with a large 'X' and a downward arrow, followed by a "Top Categories" section with five placeholder circles.
- Row 2:**
 - User Profile (Sreyansh Mehta):** Displays a circular profile placeholder, the user's name, connection count (34), event attendance count (15), interests, and a "Report Account" button.
 - My Tickets Screen:** Shows a list of two tickets for "IPL 2023 CSK v SRH" with placeholder names and dates.
- Row 3:**
 - Chats Screen:** Shows a list of messages from users like "Rahul verma", "Aditya srivastav", "Kangan Batra", "Kashish Das", "Dhruv Chaddha", and "Mridul Sethi".
 - Search Screen:** Features a search bar with placeholder text "Search for events, concerts...", a "Trending" section with placeholder names, and a "Recent" section with placeholder names.
- Row 4:**
 - Event Detail Screen (The Kapil Sharma Show):** Shows a placeholder image, the event name, a "Match with Others" section (1388 interested), a "Kapil Sharma and team" artist section, a price of ₹ 1500, a "Buy" button, and a row of five placeholder circles.
 - Chat Screen (Sreyansh Mehta):** Shows a placeholder message "Hey! I am up for this" and a row of five placeholder circles.

LINK TO THE FINAL HI-FI PROTOTYPE

[Click Here](#)

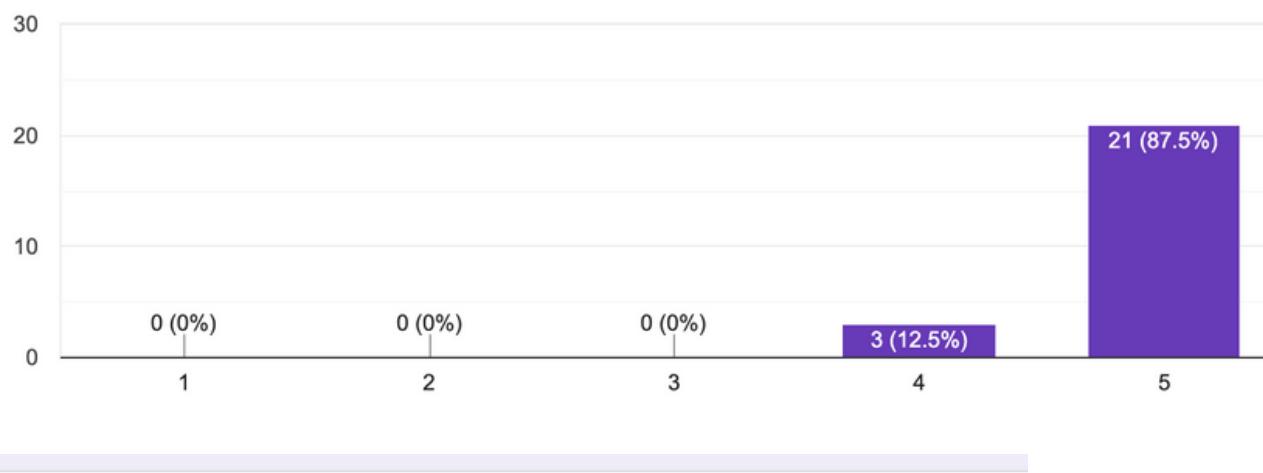


USER TESTING AND EVALUATION

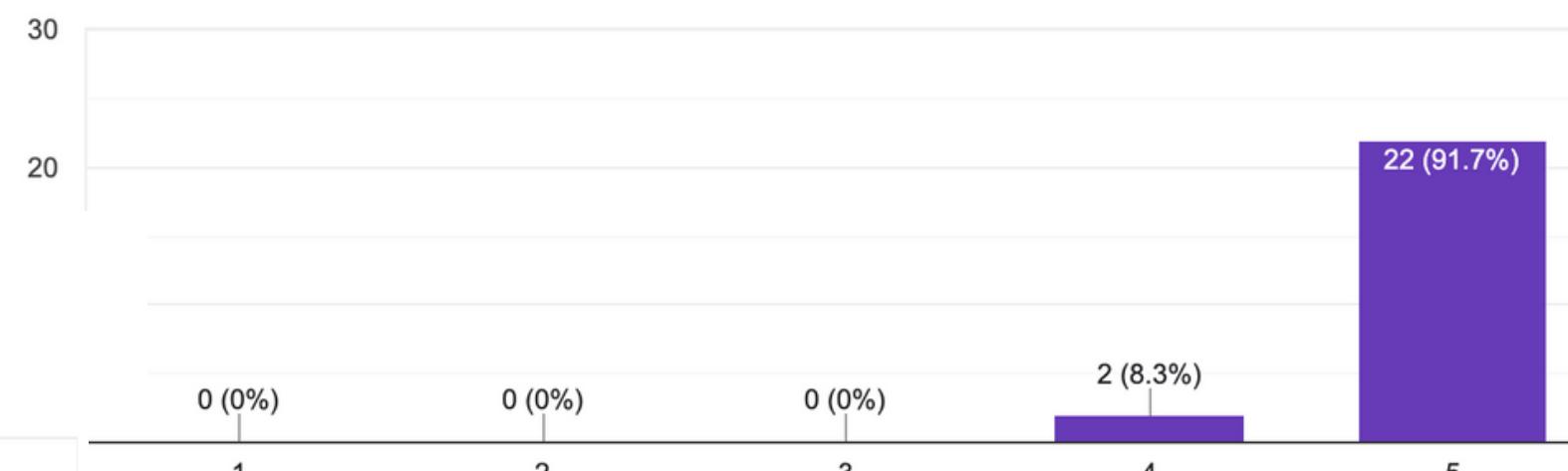
Try to do the following task through prototype:

Sign up/Login to the app and book tickets for an event.

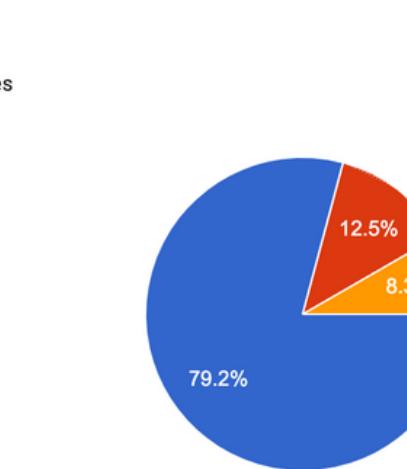
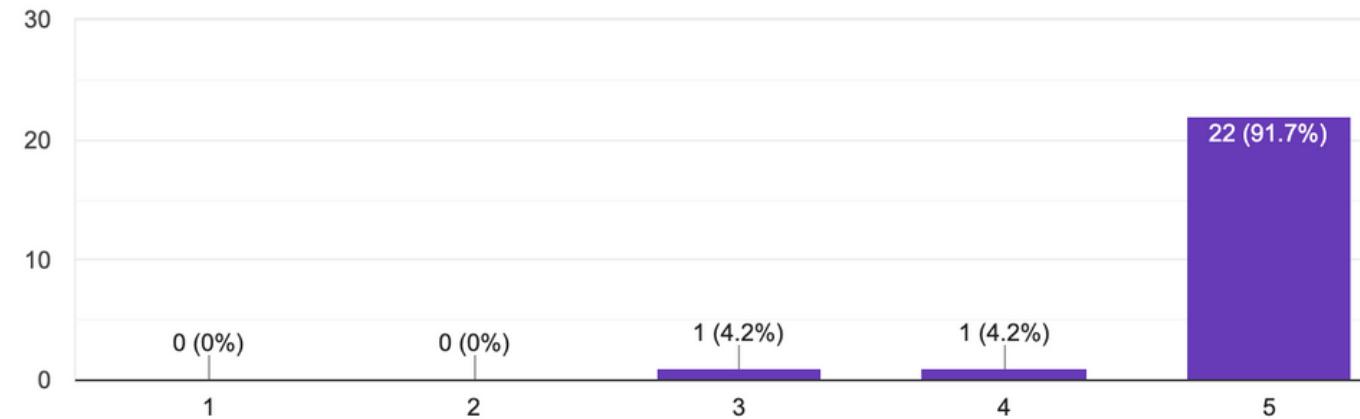
Rate your experience based on how efficient and fast it was.



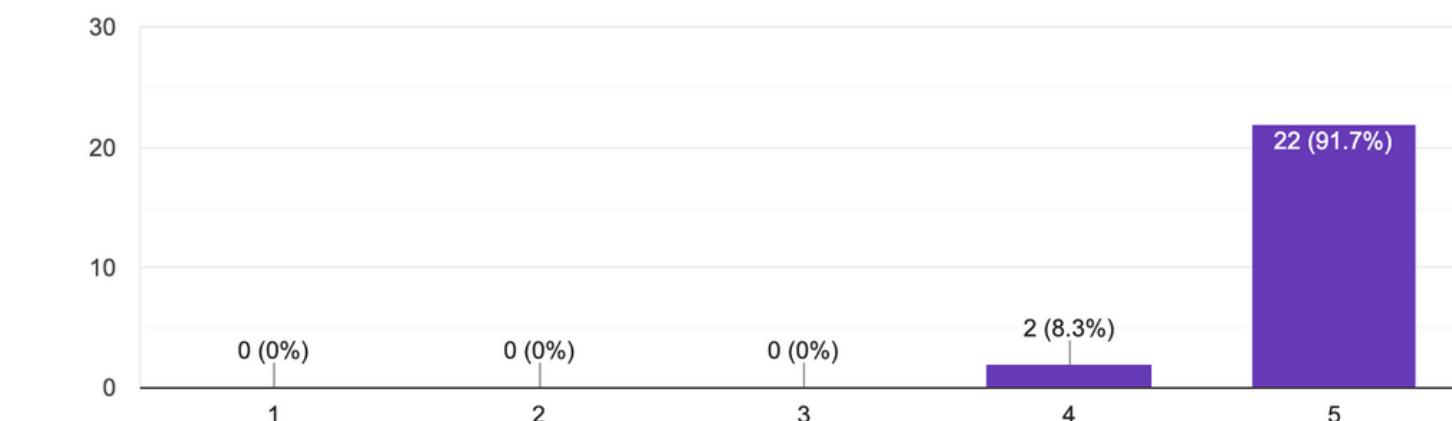
How would you rate the aesthetics and feel of our app?



Explore the app. Did you feel cognitive load while using the app?



Try to do the following task through prototype:
Sign up/Login to the app and try to find a match for attending the event using the filter option.
Rate your experience based on how efficient and fast it was.



Lastly, please suggest any improvements that we can carry out to make our app more

Most people replied that no change was needed.

LEARNING AND REFLECTION

Engaging in this group project taught us the invaluable skill of collaboration. The exchange of ideas, perspectives, and expertise within the team fostered a dynamic learning environment.

Taking time to reflect our individual contributions within the group highlighted areas of personal growth. Recognising strengths and areas for improvement will undoubtedly inform our approach to collaborative endeavours.

In conclusion, It was not just about completing a task but about the journey of growth and development as a collaborative, adaptable, and effective team member.

THANK YOU

Aditi Aryan (2023037)

Aishwary Singh Panwar (2023055)

Aman Bansal (2023074)

Anirudh Singhmaar (2023092)

Anuraag (2023110)

Abhijaya (2023019)

(link to miro:

https://miro.com/welcomeonboard/v0VEQ0pSRTJ2cINFOFRYZ2dnVjJha3IDV0d5bIVWYIUbVZvTEh5cm95Rmx2V0INQjV4a2JxWjViM1hrbGRpUHwzNDU4NzY0NTYyNTY5NDEzMTEzfDI=?share_link_id=803903282904)



CONNECTIFY