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( A U T O N O M O U S )

# EVOCOM

## 20INMCA509 - Mini Project 2

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# ABSTRACT

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The EvoCom-Community Event Management System is a versatile web-based platform designed to empower communities in organizing and managing various events, whether they are free or require registration fees. This platform provides a comprehensive suite of tools and features to facilitate seamless event planning, promotion, registration, and execution. Community members can easily discover events, register for them, and engage with fellow participants, while event organizers can efficiently manage event logistics, collect fees (if applicable), and ensure a smooth event experience. Community admins can create and manage communities, fostering a more organized and engaged environment. Administrators oversee the platform's operation, ensuring compliance with community guidelines and resolving any issues that arise.

## Users:

1. **Community Members:** Individuals interested in participating in community events.
2. **Event Organizers:** Users responsible for creating, managing, and coordinating community events.
3. **Community Admins:** Users responsible for creating and managing communities and overseeing community-specific events.
4. **Administrators:** Platform administrators responsible for overseeing user activities and maintaining system integrity.

## Modules for Mini Project:

### 1. Community Member Features:

- **Profile Management:** Users can create and update their profiles, providing information about their interests and preferences.
- **Event Discovery:** Browse and explore upcoming community events based on categories, dates, and locations.
- **Event Registration:** Register for events, whether they are free or require registration fees, and manage registrations.

- **Fee Management:** Pay registration fees securely online for events that require them.
- **Notification Centre:** Receive notifications about new events, event updates, and important announcements.
- **Event Reminders:** Set reminders for upcoming events to ensure timely participation and avoid missing out on events of interest.

## 2. Event Organizer Features:

- **Event Creation:** Organizers can create and publish new events, specifying details such as date, time, location, and agenda.
- **Attendee Management:** Manage event registrations, attendee lists, and communicate with registered participants.
- **Fee Collection:** Set up registration fees for events as needed, collect payments securely, and manage fee transactions.
- **Volunteer Management:** Recruit, assign tasks, and coordinate volunteers for event execution.
- **Analytics Dashboard:** Access analytics and reports on event attendance, feedback, and engagement metrics.

## 3. Community Admin Features:

- **Community Creation:** Admins can create new communities and manage existing ones.
- **Community Event Management:** Oversee community-specific events and ensure they cater to the needs of the community members.
- **Member Management:** Manage community memberships, including approving new members and maintaining member lists.

## 4. Administrator Features:

- **User Management:** Manage user accounts, including registration approvals, account activation, and deactivation.
- **Dispute Resolution:** Address user complaints, resolve disputes, and enforce community guidelines and policies.

- **Financial Management:** Monitor fee transactions, manage payment processing, and ensure financial transparency.
- **System Maintenance:** Ensure platform stability, security, and scalability through regular updates and maintenance tasks.

### Modules for Main Project:

1. **Enhanced Search and Filtering:** Implement advanced search filters and recommendation algorithms to help users discover relevant events based on their preferences and interests.
2. **AI Chatbot:** Integrate an AI-powered chatbot to provide instant assistance, answer common questions, and guide users through event registration and participation processes.
3. **Virtual Event Streaming:** Develop capabilities for hosting and streaming virtual events, allowing community members to participate remotely and engage with event content in real-time.
4. **Sponsorship and Donation Management:** Create features for managing sponsorships, donations, and fundraising campaigns to support community events financially.
5. **Mobile App Conversion:** Convert the platform into a mobile application using Flutter to enhance accessibility and user experience on smartphones and tablets.
6. **Event Promotion Tools:** Provide event organizers with promotional tools such as customizable event banners, posters, and flyers for download and sharing within their communities, boosting event visibility.
7. **Multi-Language Support:** Implement multi-language support to cater to users from diverse linguistic backgrounds, facilitating navigation and access to event information in their preferred language.
8. **Customizable Email Templates:** Customize email invitations, reminders, and follow-ups to registered participants using pre-designed templates, enhancing communication efficiency.

## Technologies Used:

- **Frontend:** HTML, CSS, JavaScript, jQuery, Ajax
- **Backend Framework:** Django
- **Database Management System:** MariaDB
- **Payment Processing:** Stripe, PayPal
- **Mobile Application Development:** React Native or Flutter

## Existing Systems

### 1.Eventbrite

#### Features

- **User-Friendly Interface:** Eventbrite is praised for its intuitive design, making it easy for both organizers and attendees to navigate the platform.
- **Wide Range of Features:** It offers a comprehensive suite of tools for event management, including ticket sales, registration, and marketing.
- **Integration Capabilities:** Eventbrite allows integration with various apps and websites, such as Mailchimp for email marketing and SurveyMonkey for gathering feedback.
- **In-House Email Invite Capability:** Organizers can send out event invitations directly through Eventbrite, although customization options are somewhat limited.
- **Ticket Sales Widget:** Enables attendees to purchase tickets directly from the organizer's website, potentially increasing traffic and convenience.
- **Customizable Checkout Forms:** Allows for the collection of additional information from attendees during the ticket purchase process.

#### Drawbacks

- **Limited Customization Options:** While Eventbrite offers customization, especially for email invites, the available templates might feel restrictive for those seeking a unique brand identity.
- **Search System Accuracy:** Some users have reported difficulties in finding specific events due to inaccuracies in Eventbrite's search system, indicating a reliance on external marketing efforts.

- **Third-Party Integration Challenges:** While Eventbrite supports integration with numerous apps, specialized software might not be supported, necessitating workarounds or manual data transfers.
- **Cost Considerations:** Although there's no upfront cost for events with fewer than 25 tickets, service fees apply per ticket sold. For larger events, additional costs are incurred, which could impact profitability.
- **Payment Processing System:** While Eventbrite's payment processing system simplifies refunds and integrates service fees into ticket prices, it requires attendees to either stay on Eventbrite or the organizer's website to complete purchases, which might not always be ideal for user experience.

## **2.Meetup**

### **Features**

- **Community Building:** At its core, Meetup is about connecting people with shared interests, making it easier for individuals to form and join groups centered around hobbies, professions, causes, and more.
- **Event Organization:** Organizers can create and manage events within their groups, making it simpler to plan and execute meetups, workshops, and other gatherings.
- **RSVP and Attendance Tracking:** Members can RSVP to events, and organizers can track who plans to attend, facilitating better event planning and management.
- **Group Pages:** Each group has its own page where members can discuss topics, share photos, and interact with each other outside of events.
- **Flexible Event Types:** Meetup supports a wide range of event types, from casual meetups to structured workshops and seminars, catering to various community needs.

### **Drawbacks**

- **Lack of Comprehensive Ticketing Features:** Compared to dedicated event management platforms like Eventbrite, Meetup lacks advanced ticketing features. It doesn't offer tiered pricing, discount codes, or sophisticated attendee management tools, which can be crucial for larger or more complex events.

- **Limited Integration Capabilities:** While Meetup allows for basic integrations, it doesn't offer the same level of third-party integration as some competitors. This means organizers may face limitations when trying to synchronize Meetup events with other tools or services.
- **Challenges in Contacting Customer Support:** Users have reported difficulty in reaching Meetup's customer support team, which can be problematic when encountering technical issues or needing guidance on how to use certain features.
- **Additional Layer for Payments:** When charging attendees directly or asking them to pay via PayPal on Meetup's website, there's an added step that could potentially cause drop-offs among attendees, affecting the overall success rate of event registrations.

### 3.Eventzilla

#### Features

- **High Ease of Use:** Eventzilla is designed to be user-friendly, making it accessible even for those without technical expertise.
- **All-in-One Event Management:** It covers everything from creating landing pages to managing registrations, forms, attendees, streaming, poll questions, surveys, payments, and event promotion.
- **Intuitive Drag-and-Drop Form & Site Builder:** This feature allows for quick and easy setup of event pages and forms.
- **Exclusive Event Hub and Mobile App:** Enhances attendee engagement through a dedicated hub and mobile app availability.
- **Custom Analytics Reports:** Provides in-depth insights into event performance and attendee behaviour.
- **24/7 Customer Support:** Offers assistance via chat, email, and phone.
- **Facebook & Website-Compatible Registration Widgets:** Facilitates easy integration with social media and websites for increased visibility.
- **Transparent Pricing Structure:** Clear pricing makes it easier for organizers to understand and budget for their event management needs.

## Drawbacks

- Pricing Doesn't Include Ticketing Fees: Organizers may incur additional costs for ticketing services.
- Very Few Native Integrations: Limited integration capabilities with other platforms and services.
- Limited Marketing Features: Compared to some competitors, Eventzilla offers fewer tools for promoting events.
- Low Margins for Low Ticket Events: For events with a small number of attendees, the cost per ticket can be high, potentially impacting profitability.
- Interface Needs Improvement: Some users have noted that the platform's interface could benefit from updates for a smoother user experience.
- Very Little Tracking Capabilities: Eventzilla has been criticized for lacking robust tracking features, which can limit the ability to analyse event performance in detail.

## 4.Bizzabo

### Features

- Intuitive User Interface: Bizzabo is praised for its user-friendly design, making it easy for organizers to manage various aspects of their events, from ticketing to website creation and agenda management.
- Event Website and App Integration: It allows for the creation of event-specific websites and apps, enhancing attendee engagement and providing a centralized hub for event-related information.
- Data Analysis and Reporting: Offers robust analytics and reporting capabilities, enabling organizers to gain insights into event performance and attendee behaviour.
- Networking Opportunities: Attendees can network before and after events using the platform's app or web interface, fostering a sense of community and collaboration.



- **Integration Capabilities:** Bizzabo integrates with various CRM and marketing automation platforms, streamlining workflows and enhancing event management efficiency.

### **Drawbacks**

- **Customization Limitations:** While Bizzabo allows for some degree of customization, especially for those with web development skills, it has been noted that achieving a highly customized look and feel can be challenging without technical expertise.
- **Integration Issues:** While Bizzabo offers integration capabilities, users have reported issues with certain integrations, such as those with Kaltura for virtual events and HubSpot, indicating potential compatibility challenges.
- **Social Media Integration:** There is a desire for improved social media integration capabilities, suggesting that while Bizzabo supports social media marketing, it may not offer as seamless an experience as some users would prefer.
- **Onsite Delivery and Support:** Some users have expressed dissatisfaction with the quality of onsite delivery and support, indicating areas where Bizzabo could improve its customer service offerings.

## **5.Cvent**

### **Features**

- **Robust and Comprehensive:** Cvent is praised for its extensive feature set, covering nearly all aspects of event management, including attendee management, event promotion, engagement tracking, and more.
- **Contact-Based Tracking:** Unlike many other event management tools, Cvent focuses more on contact-based tracking, allowing for easier tracking of individuals through a series of events, emails, and participation history.
- **Customizable Registration:** Offers customizable registration forms with various field options and supports the creation of unique workflows, adapting to different event requirements.

- **Integrated Solutions:** Provides a cohesive process for managing various aspects of event planning, ensuring smooth and successful event execution from start to finish.
- **Versatility:** Suitable for various types of events, including virtual, in-person, and hybrid formats, allowing event organizers to adapt to different scenarios and audience preferences seamlessly.

### **Drawbacks**

- **Complexity and Clunkiness:** Some users find Cvent to be difficult to use, with a steep learning curve and complex options that can make the system hard to navigate effectively.
- **Limited Customization in FLEX:** Despite attempts to simplify the process with "Express" and "Flex" registration, these products have been criticized for their lack of customization options and difficulty to use effectively.
- **Pricing and Additional Costs:** Everything wanted often comes at an additional cost, with the base package being quite expensive. This can make Cvent less accessible for smaller budgets or organizations looking for a more affordable solution.
- **Customer Service:** Some users have expressed dissatisfaction with the quality of customer service, noting that representatives may not speak English as their primary language and that the support team could be more responsive.
- **Website Templates and Design:** The options for website templates are limited, and the design capabilities are considered outdated, which can affect the visual appeal and professionalism of event webpages.

## **Feasibility Study for EvoCom: Community Event Management System**

The EvoCom Community Event Management System is a comprehensive web-based platform aimed at streamlining the organization and management of community events. This system caters to three main user groups: Community Members, Event Organizers, and Administrators, offering features such as profile management, event discovery, registration, fee management, notifications, event creation, attendee management, financial tracking, volunteer coordination, and analytics. The feasibility study aims to evaluate whether this project is practical and workable, considering resource availability, cost estimation, potential benefits, and maintenance costs. The study's outcome will recommend whether or not to proceed with the system's development.

### **Objectives of the Feasibility Study**

The primary objectives of this feasibility study are to analyse whether the software will meet organizational requirements, determine if the software can be implemented using current technology within the specified budget and schedule, and assess if the software can be integrated with existing systems. This involves addressing critical questions about the system's potential impact, technical requirements, and operational integration.

### **Technical Feasibility**

Technical feasibility assesses the current resources, including hardware and software, and the technology required to accomplish user requirements within the allocated time and budget. This feasibility includes analysing the technical skills and capabilities of the development team, determining whether the relevant technology is stable and established, and ensuring that the chosen technology has a large user base for support and consultation.

For EvoCom, the technical resources include existing servers and user devices, which are sufficient to support the new system. The system will utilize established technologies such as Django for the backend, SQLite for database management, HTML, CSS, and JavaScript for the frontend, and Stripe/PayPal for payment processing. The development team possesses the necessary expertise in these technologies, which are stable and widely used. Hence, the technical feasibility of EvoCom is assured as it does not introduce any untested technologies and leverages the team's existing skills.

### **Operational Feasibility**

Operational feasibility evaluates the extent to which the required software performs a series of steps to solve business problems and meet user requirements. This involves assessing human resources and visualizing whether the software will operate effectively after development and installation. It includes determining if the anticipated problems in user requirements are of high priority, evaluating whether the proposed solution is acceptable, analysing user adaptability, and ensuring organizational satisfaction with the proposed alternatives.

For EvoCom, the current processes for event management and community engagement are fragmented and inefficient. The proposed system addresses these issues by centralizing event management, automating notifications, and simplifying user interactions. Users, including community members and event organizers, are likely to adapt quickly to the new system due to its user-friendly design. The organization supports this solution as it aligns with their objectives of improving community engagement and operational efficiency, confirming the operational feasibility of EvoCom.

### **Economic Feasibility**

Economic feasibility determines whether the required software can generate financial gains for the organization. It involves assessing the costs incurred for software development, including the development team's salaries, software licenses, integration fees for payment processing, costs of conducting the feasibility study, and any additional costs for hardware and training.

For EvoCom, the development costs are within the organization's budget. The long-term financial gains from improved event management and enhanced community engagement justify the initial investment. Existing hardware and software resources minimize additional costs, and the intuitive nature of the platform reduces training expenses. Therefore, the economic feasibility of EvoCom is positive, as the expected benefits outweigh the costs.

### **Conclusion**

In conclusion, the feasibility study indicates that the EvoCom Community Event Management System is viable from technical, operational, and economic perspectives. The system meets organizational requirements, can be implemented using current technology within budget and schedule, and integrates well with existing systems. Based

on these assessments, it is recommended to proceed with the requirements engineering and system development process for EvoCom.

