Usefulness of Project:-

This document describes the usefulness of the project.

The two most useful feature of our website are that, first the website would help the organizers of the event TedxNIITUniversity in publicizing the event to general public. And second it would help in sales of the tickets for the event.

So publicizing of the event is the major part of the publicity campaign, and whenever a person receives some information regarding something, they want to know more. And so the first thing that comes to mind is the website of the event. So the person will go to Google and search for TedxNIITUniversity. Generally our website wouldn’t have been on the first page of the search but, due to our website being optimized according to the crawler of a search engine (SEO), our website is generally shown in the top three choices. The person then would click on the website to know about the details, where a countdown showing the rime remaining would greet him. The user friendly website which doesn’t require much time and data to load will help in making a positive impression regarding the event on the visitor. The ‘About’ section after the countdown timer contains details regarding the event as in whole and also of the organization Ted, which is responsible for these events. The user would probably fill the signup form so as to get more specific details regarding the event. The data which the user filled will be then sent to the organizers and hence there will be a chance that a person who just came to learn more about the event will eventually become a customer of the event.

The details of all the speakers, the location, feedback form and many other facilities will be provided to the user so that, the user may learn more about the event and get more interested in the event. The blog which is another useful feature of the project will help the customer in learning about the intricate details of the event and which will also possibly increase his interest in the event. There are also links available to the social media accounts of the TedxNIITUniversity through which the user may follow the page of the event to get updates in real time. Also on the blog page, live twitter feed is available.

All of the above features will help the organizers in creating awareness regarding the event to the mass public.

The second major feature on the website is the option to Buy Tickets. This option highlighted in red would always be available at top rightmost corner of the page. The major aim of this website is to earn a revenue of approx. rupees 2 lakhs from the sale of the tickets. This kind of earnings would require major publicity of the campaign as well as hassle free website. The features shown above will help in facilitating a smooth transaction for the user or visitor of the website. If the website takes too much time to load or redirects to too many pages, the user who has decided to buy a ticket may change his mind. But this website which opens seamlessly will not give any chance to the customer to rethink his decision.

Last major feature of our project is the blog on which the organizers of the event can post stuff regarding the event. The organizers in their feedback said that the blog was one of the best things they liked about the project. With very less loading time and a completely smooth transition on the rest of the page, this blog page is totally different from the rest. There is also a search option available on the blog page which will help the user in searching a specific keyword in the whole of the blog. This will reduce the time spent to find a specific blog you were interested in. There is also an option to leave a comment on blogs, which is generally very much appreciated by the author of the blog. Lastly the user can also like or share the blog on facebook or twitter.

<https://www.ted.com/tedx/events/24360> (Tedx official site showing organizers)