# Phase 1: Problem Understanding & Industry Analysis

## 1. Industry Overview – Event Management & Registration

The event management industry has evolved rapidly with the rise of digital tools. Organizing events — from conferences and workshops to concerts and webinars — requires efficient registration and attendee management. Traditional methods involving paper forms or manual spreadsheets are prone to errors, inefficiencies, and delays in processing attendee information.  
Modern event registration apps offer streamlined digital solutions to capture registrations, process payments, manage event schedules, and provide real-time insights, improving overall attendee experience and event organizer efficiency.

## 2. Business Problem Statement

Many event organizers face challenges in managing the event registration process:  
- Registrations are collected via emails, phone calls, or paper forms leading to fragmented and inconsistent data  
- No centralized system to track attendee information, registration status, and payments  
- Manual follow-ups for incomplete registrations or missing payments cause delays  
- No automated way to generate tickets or send confirmations  
- Difficulty in tracking event attendance and generating reports post-event  
  
These problems result in inefficiencies, lost leads, poor attendee experience, and increased administrative workload.

## 3. Objectives of the Event Registration App

The project aims to implement an Event Registration App to:  
- Centralize attendee registrations from web forms and mobile apps  
- Automate registration confirmation and ticket generation  
- Track registration status and payment status in real time  
- Send automated reminders for incomplete registrations or pending payments  
- Provide an easy-to-use dashboard for event organizers to manage registrations and monitor attendee lists  
- Generate attendance and event reports with metrics like total registrations, no-shows, and payment status

## 4. Why an Event Registration App is Essential?

An automated Event Registration App offers key benefits:  
- Centralized Data Management – All attendee data is collected in one platform for easy access  
- Automation – Streamlined ticket generation, confirmation emails, and reminders reduce manual work  
- User Experience – Seamless registration process improves attendee satisfaction  
- Real-Time Updates – Instant visibility into payment status and registration progress  
- Reporting & Insights – Custom reports on registrations, attendance, and revenue provide actionable insights  
- Scalability – Easily handles events of any size from small workshops to large conferences

## 5. Expected Impact

With the Event Registration App, event organizers can expect:  
- Faster and error-free registration processing  
- Increased number of completed registrations due to automated reminders and confirmations  
- Efficient management of attendee information and payment tracking  
- Better communication with attendees through automated workflows  
- Real-time monitoring of registrations and event performance  
- Improved overall operational efficiency and higher attendee satisfaction