Key Insights

Organisers:

The organizers consistently highlighted challenges in event management and communication. They face difficulties in tracking schedules, as students often don't know when events or matches are happening, and multiple events create overlaps, especially for participants involved in more than one sport or club activity. Current registration processes are fragmented—mostly through Google Forms—collecting only partial data and requiring manual consolidation. Attendance is handled manually, either by checking ID cards or printed lists, which is time-consuming and error-prone. Communication with participants primarily relies on WhatsApp groups, emails, or phone calls, which often leads to missed updates, buried notifications, or delayed information. Event-day issues, such as late arrivals, technical delays, or coordination gaps, further complicate smooth execution. Feedback collection is inconsistent, often via Google Forms, resulting in low response rates, and there is limited data or analytics to support future event planning.

In terms of what they want, all organizers consistently emphasized the need for a centralized, integrated system. They desire a shared event calendar that combines academic schedules with event timelines to prevent clashes, along with a unified registration system that collects complete participant data and reduces duplication. Real-time features such as QR-based attendance tracking, live schedule updates, and automated notifications (SMS, emails, in-app reminders) are considered essential to reduce confusion and delays. They also want post-event features, including feedback collection, analytics on turnout, registrations, and budget, and a showcase of photos, videos, and highlights to attract more participants and support sponsorship visibility. Overall, they are looking for a platform that streamlines planning, improves communication, resolves conflicts, and provides actionable insights to make event execution smooth and more effective.

Sponsors:

Sponsors highlighted several key challenges with current event sponsorship systems. They often face **unclear communication**, unsure of the visibility they will get, such as logo placement or mentions, and are not informed in real-time about delays or schedule changes, causing confusion for their staff. **Digital engagement is limited**, as physical banners alone do not reach students effectively, and there is no platform-based interaction with participants. Tracking the **ROI of sponsorships** is difficult beyond word-of-mouth or voucher redemptions, and analytics on attendance, impressions, and student demographics are lacking. Sponsors also find **paperwork and payment processes cumbersome**, with delays in agreements, approvals, and receipts creating uncertainty.

To address these issues, sponsors want a **platform with real-time communication** (notifications via app, SMS, or email), a **dedicated sponsor showcase** for logos, descriptions, and interactive links, and **enhanced digital visibility** through event page branding and push notifications. They also desire a **comprehensive analytics dashboard** to measure engagement, ROI, and student demographics. Additionally, sponsors want **direct engagement tools** to run promotions, offers, or interactive contests, and a **streamlined agreement and payment process** online. Interactive features, such as gamified challenges or leaderboards, would further allow sponsors to connect with students in a fun and memorable way.

Students:

Students face challenges in keeping up with college events due to scattered information across multiple WhatsApp groups, late notifications, and inconsistent updates on event schedules, delays, or venue details. They often miss smaller events, struggle with registration queries, and lack awareness of event logistics and who else is attending. Notifications are sometimes overwhelming or ignored, and there is little access to peer information or past event highlights.

To address these issues, students want a centralized platform for discovering, registering, and staying updated on events, with timely and targeted reminders through apps or calendars. They desire detailed event information including venue, facilities, organizers, sponsors, and participants, along with past highlights, reviews, and personalized event suggestions based on interests. Features like peer connectivity, live streaming or recorded highlights, and a simple, intuitive interface focused on core functionality are also important to enhance participation and engagement.