

GENERAL QUESTIONNAIRE

EXPLORING ENTREPRENEURSHIP AT IITM:

E-Cell's main mission is to create and nurture an entrepreneurial spirit within the student body.

To achieve this

- They should have an excellent online and offline presence.
- Must conduct a lot of beginner friendly competitions and events.
- Be completely transparent and welcoming.

1. Corporate Relations:

They are in-charge of maintaining a good relationship with the corporate world. People under this vertical ideate on ways to sponsor corporates and generate PR.

2. Development and Association:

They are in-charge of collecting and analysing the data of all the verticals. They take in feedback and ideate on ways to improve the entire E-Cell body.

3. Entrepreneurship Club:

Their main goal is to make entrepreneurship seem easy fun and acquirable to the student body. They conduct events and competitions to create the entrepreneurial spirit among students.

4. Editorial and Research:

They bridge the gap between successful and aspiring entrepreneurs. Their goal is acquire and present insightful content about the entrepreneurial world. They interview, write blogs, research and release their flagship E-insider Magazine.

5. Events and Networking:

They are in-charge of guiding and nurturing the people interested in entrepreneurship. They teach students how to explore problems, ideate solutions ,create a product and finally market it.

6. Finance and Operations:

They are in charge of acquiring, accounting and spending money

7. Graphic Design and Media:

They make posters, posts and maintain social media accounts in order to create publicity for E-Cell.

8. Marketing and Public Relations:

They are in charge of PR and digital marketing. They conduct PR deals, stunts and campaigns.

9. StartUp Services:

Their task is to nurture and grow an actual startup. They've got access to incubators, investors, other startups and entrepreneurs.

10. Student Relations and Outreach:

They bridge the gap between E-Cell and the student body. They promote E-Cell to a broader audience and focus on creating a network that's accessible for students both inside and outside IIT

11. Web and MobOps:

They are in-charge of maintaining the website, and creating new pages and features to make E-Cell more efficient, accessible and user-friendly. All the users like students, professors and start-ups interact with E-cell via the website, making this vertical one of the most important ones.

Nirmaan is IITms incubation cell. It's makes transition from a startup to a business incredibly simpler.

CFI is all of IITMs Tech clubs together, all these clubs encourage students to come up with solutions to real world problems that ultimately become a startup

GETTING TO KNOW YOU:

I'm very impressed with E-Cell's WebOps team and wish to be a part of it , they have an immense responsibility as the face of the organisation, rightfully so, the product they deliver is top-notch. Personally, I'm hoping to learn the skills required to become a full stack Developer but more importantly I want to be part of a team and learn how a project is handled as a team. I'm good with the fundamentals of HTML CSS and JavaScript, I'm planning to learn React next. I'm also applying for CFI WebOps and Saarang Spons.

RESPONSIBILITY OF POSITION:

WebOPs is the face of ECell, it is the first thing that people check out when they get to know about ECell. It also has many features like the Team UP portal, competition registrations (even a CRM system is in the making) which collects valuable data that is used to run and analyse the working of E-Cell.

As a manager it is my role to

1. create and maintain the E-Cell website and all its other features
2. Increase the traffic of the website through SEO tactics.
3. Execute upcoming projects like
 - Revamping the Home Page
 - Applying SEO tactics
 - Implementing a CRM system
 - A mail based notification system

An extra initiative that I think we should take is to implement **Cross Browser Compatibility**. As of right now the website works fine with Chrome, FireFox and such but is very glitchy when it comes to Safari. This is because certain tags and css styles are not available in all the browsers. Browser compatibility can be checked using online resources like responsive.is and Opera mobile emulator, extra steps like adding something known as browser vendor specific tags, poly fillers (via respond.js), moderniser can ensure that all browsers get the intended experience.

TEAM SPECIFIC QUESTIONNAIRE

PROJECT:

Link for repository: https://github.com/DK-GitHub-DK/Ecell_DK

Link for project: (there was no github Pages option)

TECHNICAL QUESTIONNAIRE:

1. What is CRM?

A study conducted by a departmental store found that it took almost ten times the cost to get new customers than to maintain the current number of customers. This is an excellent example to show the need to invest in

customer relationships. CRM or Customer Relationship Management is a tool used by companies to compile and access all their customer data onto one place.

Pros of using CRM:

1. Data Organisation
2. Quick and efficient communication
3. Selective Data Sharing
4. Company's progress is easily trackable
5. Get insight into trends and other useful data

Do we need a CRM system?

YES, Ecell in more ways than one is like a company, it has

1. Multiple types of users (students, professors, start-ups, companies). This calls for the need of data organisation.
2. It has many subdivisions (verticals) that work independently but coherently with each other. This calls for efficient communication and selective data sharing.
3. It has an entire vertical dedicated for analysing the organisation's progress (DnA).

Other features like notification via mail, team-up portals, and future features will become a lot easier to execute with a proper CRM system in place.

2. UI/UX

Why Paradise Waters website sucks:

1. It does not have a landing page that clearly gives the user an idea about what the company is about.
2. Navigation Bar isn't sticky which makes traversing the website difficult
3. All the texts have the same font size and font style making everything seem insignificant
4. The CTA buttons are on the side, making it easy to miss.
5. The information presented isn't concise (nobody likes big paras).

Things wrong with ECell's website:

1. The first thing you see when you open the website are the words "Welcome to". Ideally the first thing we must see is "ECell IITM", (i.e) the focus of the landing page is shifted by using the same font size and colour for both the strings
2. The CTA buttons are small and seem insignificant (you barely notice them on first glance).

3. The video in the back makes it a bit difficult to read the texts, in my opinion it's because we used a light theme for both the vid and the texts.
4. The modal windows are poorly designed.
5. The website is glitchy in Safari (need to look into Cross Browser Compatibility).

(Every other webpage/website especially E-Summit is Jaw Dropping)

Search Engine Optimisation:

How to improve SEO ratings:

1. Identify Keywords:

We need to find keywords that are trending, current and relevant to our sites. Resources like Google Ads and SemRush can help with identifying these keywords. When our site has these key words, search engines will recommend it more, because people will be searching for these keywords.

2. Optimising the HTML code:

This is done by including meta tags, properly using alt tags, naming the header, images, anchor and so on.

3. Gaining Domain Authority:

In Layman's terms this means to gain the search engines trust, we can achieve this by

- Making a clean UX/UI design.
- Making the content more concise and valuable to our users
- Attaining backlinks from trustworthy sources (like a popular newspapers blog site).

These are all on-site methods which is mainly what the webOps team is involved in.

Other methods although Off-site must also be implemented

- Social Media Marketing
- Backlinks and mention in social media apps like twitter, instagram, reddit, etc.
- Linked and unlinked mentions from popular sites. (achievable through PR campaigns).