



Business case

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Proposed Project	Eventeer
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Background	<p>In many educational institutions, students are eager to participate in events, but often they're unaware of the opportunities available. Similarly, student organizations and clubs find it challenging to attract participants for their events. While there are platforms for various academic and social connections, a gap remains for dedicated student event engagement platforms. Existing solutions might not cater specifically to the unique needs of the student community. "Eventeer" is designed to address this specific student-centric challenge, leveraging technology to enhance campus engagement.</p>
Business Need/ Opportunity	<p>The student community is vibrant and always on the lookout for enriching experiences outside the classroom. However, there's a clear challenge: efficiently connecting student event organizers with potential participants. This presents a significant opportunity. "Eventeer" steps in as a tailored solution for educational institutions, offering a platform where student organizations can list their events, and students can easily discover and join them. Beyond just event discovery, "Eventeer" can also introduce features like event badges or recognitions for active participation, ensuring every event attended or organized adds to a student's college experience. In essence, "Eventeer" turns these challenges into opportunities, fostering a lively campus atmosphere.</p>
Options	<ol style="list-style-type: none">1. Postpone the project launch2. Develop a progressive web application (using the MERN stack)3. Create a dedicated mobile application (for both iOS and Android)
Cost-Benefit Analysis	

- Option 1. Postpone the project launch
- a. Costs: Postponing the launch risks losing an initial market advantage and results in delayed returns on investment.
 - b. Benefits: However, this delay provides valuable time for refining the project, ensuring a better alignment with market needs upon its eventual release.
- Option 2. Develop a progressive web application (using the MERN stack)
- a. Costs: Developing a web application incurs initial expenses for development and hosting, and there might be challenges in optimizing for all web browsers.
 - b. Benefits: On the upside, the application offers accessibility across multiple devices and allows for faster, more streamlined updates.



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- Option 3. Create a dedicated mobile application (for both iOS and Android)
- a. Costs: Creating dedicated apps results in higher development costs, especially for two platforms, and there are associated app store fees.
 - b. Benefits: However, this approach promises a tailored user experience and the potential for better integration with device-specific features, enhancing overall user engagement.

Recommendation

After a thorough analysis of the options available, it is recommended to proceed with the development of a progressive web application (using the MERN stack). This approach strikes a balance between cost-effectiveness and broad accessibility. Additionally, the MERN stack offers a robust and scalable solution, ensuring that as the platform grows, it remains efficient and user-friendly.
