

COLLEGE FEST APP

POINT OF VIEW

GROUP 5

1. Attendees (College Students):

User	Need	Insight
A college student who enjoys attending cultural and technical fests.	Needs a platform that provides a centralized list of fests with details like dates, locations, and events.	Because scattered and unreliable sources like social media and word-of-mouth make it hard to find accurate and timely information, they often miss out on opportunities to participate.
A student who wants to participate in competitions at college fests.	Needs a way to explore and register for fests hosting competitions that match their skills and interests.	Because current platforms don't categorize events based on competition types, they struggle to find the right fit for their goals.
A student who prefers attending nearby fests.	Needs a way to filter fests by proximity and relevance to their interests.	Because traveling far for fests adds significant time and cost barriers, they often skip otherwise exciting opportunities.

2. Fest Organizing Committees:

User	Need	Insight
A college fest organizing committee responsible for PR and event promotion.	Needs an effective platform to promote their fest to students across the country.	Because relying solely on social media campaigns and word-of-mouth limits their reach, they struggle to attract diverse participants and build event credibility.
A fest PR manager who handles event registrations and ticket sales.	Needs a seamless system to manage registrations, ticket sales, and attendee details in one place.	Because fragmented platforms for promotions and ticketing create inefficiencies, leading to lower participation and attendee dissatisfaction.
An event organizer aiming to make their fest stand out from others.	Needs a platform that allows them to showcase their fest's highlights, like guest performances, competitions, and workshops.	Because most PR tools don't provide a space to differentiate their fest's unique offerings, they struggle to attract attention in a crowded market.