Topic: Eventr

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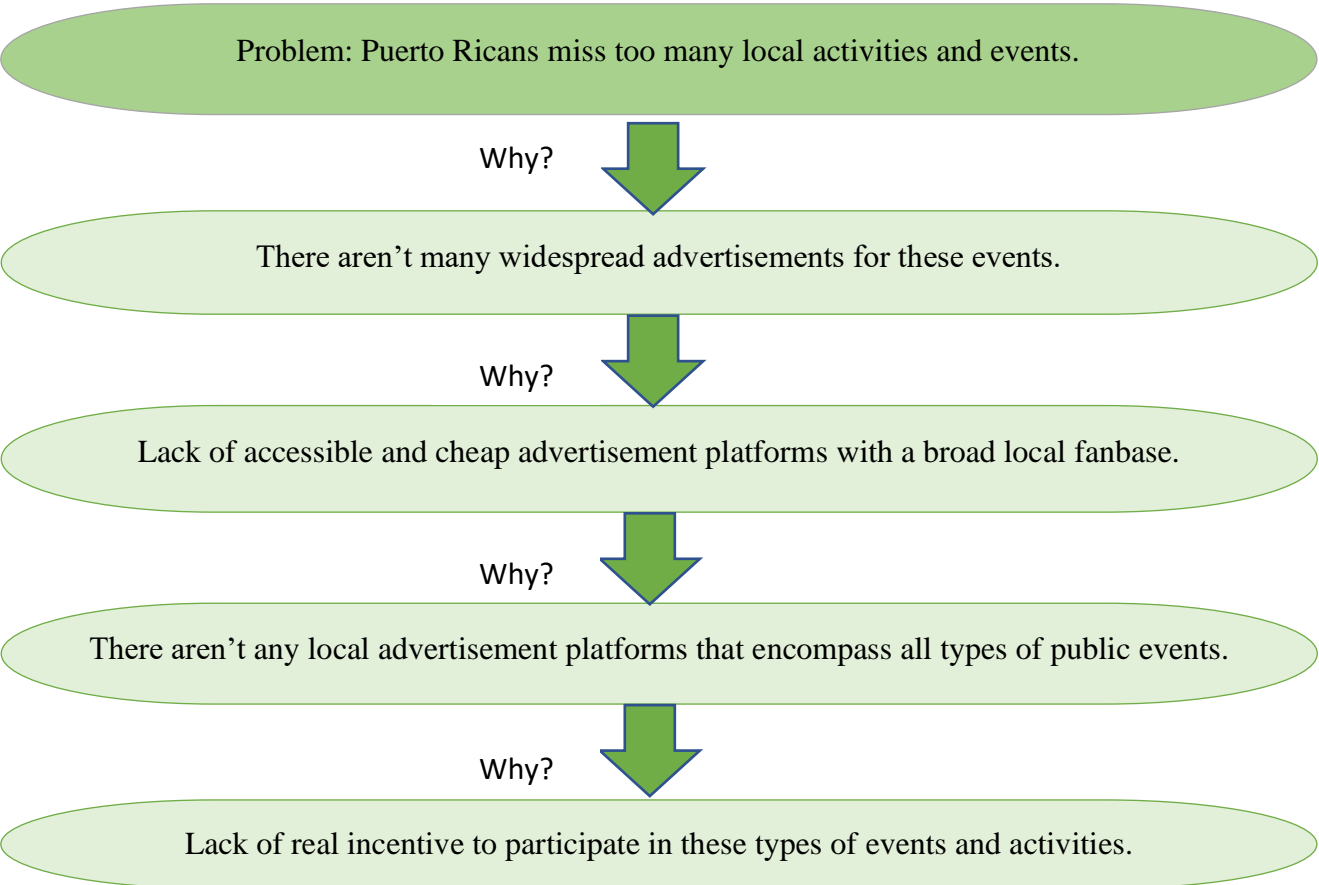
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1. Problem Background

- Many Puerto Ricans miss public local events due to a lack of effective, accessible, and widespread advertisements.
- Due to these limitations, business, municipalities, and other organizations conduct events with a lacking turnout rate.
- This, paired with the expensive ineffective advertisements, results in a substantial monetary loss for many of the hosts of these events.

2. Target

Create a web-based application where people from all over the island could log-in and find events, entertainment businesses, festivals, and more. Recommended events and other activities could also be provided to the users if they so decide. The app should be completed by April 28, 2023.

3. Causes

Problem: Puerto Ricans miss too many local activities and events.

Why?

There aren't many widespread advertisements for these events.

Why?

Lack of accessible and cheap advertisement platforms with a broad local fanbase.

Why?

There aren't any local advertisement platforms that encompass all types of public events.

Why?

Lack of real incentive to participate in these types of events and activities.

4. Countermeasures

1. Let users log-in to the site and fill the information containing their general location and interests.
2. Recommend events and activities based on the user's selected interests.
3. Allow users to "subscribe" to certain events of their choosing to receive notifications and updates about them.
4. Provide links and information to where they can buy tickets to enter if they're needed.
5. Provide users with a detailed calendar containing all the names, date, and time of their registered events spread out over the month.
6. An event schedule will also be available with in-depth details, such as date and time, location, general description, and other important details of the upcoming events or activities.

5. Check/Evaluate

- The project's success will be determined by factors such as: continued growth of the platform in terms of active registered users, as well as an increase in the event's turnout rate.
- Project failure will be determined by a poor user retention rate and if there isn't a noticeable increase in the event's turnout rate.
- Since the root cause was Puerto Ricans lack of knowledge about events and activities, it is safe to assume that the root cause will be eliminated.

6. Act/Standardize

- Further success will be ensured by further developing the app's features and capabilities.
- The user's feedback will also be taken into consideration and will be implemented if necessary.
- With this project, the team will have gained invaluable programming and framework usage skills, as well as designing, developing, and launching a "product" of one's own.
- These skills could also be used and applied in future courses and projects that are either personal or professional in nature.