

Event Networking App

Introduction:

Professional occasions such as conferences and meetups represent excellent opportunities to advance one's career; nevertheless, networking is frequently done inefficiently and is a source of frustration for participants. In such a situation, attendees find themselves faced with the problem of identifying the ideal individuals with whom to establish a connection, but a contact information exchange, unfortunately, is often performed in a rather clumsy manner, and the follow-up after the event is another reason for the losing of valuable connections. Furthermore, we can add that current platforms like LinkedIn are out-of-date tools in the immediacy of a live event which leads to connection delays and recipients not reading the messages for months.

This project introduces the design of EventConnect, a mobile application that addresses these issues. Networking becomes less of a headache with EventConnect which is a go-to mobile app to look up professionals to meet before, during, and after an event. Powered with AI matchmaking, One-time digital contact delivery through snappy QR codes, full integration of read & reply capabilities, a user can flip an unsystematic, time-consuming, and unfruitful mingle into a streamlined and valued one.

Product Vision:

Our aim is to reinvent event networking from merely a lucky draw to an exact science of building relationships. Our goal is to empower attendees to find the right people to connect with and exchange contact information within seconds at an event. EventConnect is not intended to be a general-purpose professional platform but is meant to address real-time networking inefficiencies. The focus is on speed, relevance, and ease of use — quite simply the best solution for both attendees and organizers who seek to track the advancement of the event through networking.

User Personas:

Below are the characteristics of our primary users. In order to satisfy their needs and overcome their problems, we shall craft the app experience.

Persona 1: The Attendee

- Name: Priya Sharma
- Role: Senior Marketing Manager
- Bio: A startup tech company in the middle tier is where Priya, 32, does her job. She has no hesitation to go to 4-5 industry conferences annually, where she keeps herself abreast with new trends, gets sales leads, and builds her professional network. She is tech-savvy and quite active on LinkedIn, yet finds it less effective for offline events. Her aim is the best use of every conference she attends.

- Goals:
 - To meet up with 5 to 10 quality contacts who are relevant at each event.
 - To discover potential buyers or partners in her company.
 - To gather and systematize new contacts swiftly without losing business cards.
- Frustrations:
 - Spending a lot of time in discussions with people who are not your professional match of interest.
 - Feeling rude when you are trying to find people on LinkedIn during a session or break.
 - Not remembering the context of a connection a few weeks after the event.

Persona 2: The Organizer

- Name: Raj Kumar
- Role: Community & Events Lead
- Bio: He is 45 years of age and works for a major event management corporation. Raj assures through his work that the organization of events runs smoothly and that attendees as well as sponsors get their money's worth. He is always on the lookout for strategies to amplify the level of participant engagement and back up the worth of the event by means of figures.
- Goals:
 - To raise attendee delight and engagement scores.
 - To give event sponsors an outline of the investment return by making easy connections.
 - To collect opinions and information to advance later happenings.
- Frustrations:
 - Getting comments that attendees experienced networking difficulties during the event.
 - Not having substantial data regarding the number of significant relationships established at his events.
 - The task of arranging complex event schedules and sending reminders by hand.

MVP Feature Breakdown

The main functions for the original launch (MVP), are those core features, divided into their fundamental parts.

- Event Registration & Profile Setup
 - Social Login: Sign up with LinkedIn, Google, or Email.
 - Profile Creation: In the beginning, there will be the name, photo, position, and company fields.
 - Networking Goals: A place where users could select tags that describe what they are looking for and what they are able to offer. For example, "Seeking Investment," "Hiring," "Mentorship."
- Smart Matchmaking
 - Recommendation Algorithm: The MVP matchmaking algorithm will employ a scoring system to find and suggest the most suitable attendees.
 - Networking Goals Match (40%): For instance, both attendees looking for "Partnerships" or "Hiring" etc.
 - Industry/Role Overlap (35%): Matching or complementing industries/roles.
 - Mutual Interests Tags (25%): Such as keywords as "AI", "FinTech", "Marketing". Every recommended account will have a short description.
 - Matches List: A straightforward list of suggested profiles that is scrollable with each presenting a brief bio and the indication of a match reason (e.g., "You both work in FinTech").
- Digital Business Card Exchange
 - Personal QR Code: The unique and scannable QR code for each user is your app.
 - In-App Scanner: The camera to scan the QR codes of others.
 - Instant Add: Once you have scanned a code, that person is added immediately to a "My Connections" list within the app, so there is no need for connection requests during an event.
- Event Agenda
 - Session Timetable: A glance at all event sessions, speakers, and locations.
 - Personalized Schedule: A "Add to My Schedule" button for each session.
 - Reminders: Push notifications 15 minutes before a saved session is about to start.
- Post-Event Chat
 - Connections List: A list of all the people that a user has established connections with.
 - 1-on-1 Messaging: A quick, text-based chat interface to connect with new contacts after the event.

User Stories & Acceptance Criteria

This section specifies what the user should be able to do and how we can understand that the feature is functioning properly.

- Feature: Profile Setup
 - User Story: As an attendee (Priya), I want to easily set up my profile with my work-related goals so that the app could suggest the right people for me to interact with.
 - Acceptance Criteria:
 - Given a user who is new to the system, he/she MUST be allowed to register by using LinkedIn, Google, or their email.
 - Profile creation is so essential that the user MUST be allowed to upload a picture and to provide their name, title, and company.
 - The user MUST be allowed to choose a minimum of three interest/goal tags from an already prepared list.
 - If the information is saved there MUST be no time lag in storing the data and it should be outputted in the "My Profile" section which should be editable as well.
- Feature: Digital Business Card Exchange
 - User Story: As an attendee (Priya), I want to share my contact details with someone new just within a few seconds by using a QR code so I can avoid the inconvenience of physical business cards.
 - Acceptance Criteria:
 - Given a logged-in user, he/she MUST be allowed to see his/her personal QR code on a "My Card" screen.
 - When a user scans a genuine EventConnect QR code of another, the synopsis of the scanned user profile MUST be shown to the scanner.
 - By hitting a 'Save' button, the scanned profile MUST be the one to be connected as a part of the user's "My Connections" list.
 - The user MUST be allowed to export all saved contacts' information (Name, Title, Company, Email) as a CSV file.
- Feature: Event Agenda
 - User Story: As an attendee (Priya), I wish to have access to the event program and also be able to create reminders for those sessions that I would like to attend, in order that they will be not missed.
 - Acceptance Criteria:
 - In the case when user has joined an event, a chronological list of all event sessions should be displayed to the user. This list is a must-have feature.
 - Once a user clicks on a session, they need to be able to see the information like speaker, time, place.
 - The user should be able to click the "Add to My Schedule" button, thus allowing a session to be saved in a personal agenda view. This is a must feature

- The app should be able to send a notification to the users 15 minutes before the session they saved is started.

Future Considerations (Near-Term and Long-Term)

We can evaluate these potential improvements for MVP phase that will add more value after a successful MVP launch.

- Advanced Organizer Dashboard: A web-based dashboard for organizers (Raj) to view real-time analytics, such as the number of connections made, most popular sessions, and overall attendee engagement metrics.
- NFC / Tap-to-Connect: Besides QR codes, enable users to share contact details just by tapping their phones together, thus making the process even quicker.
- Integrated Meeting Scheduler: Within the app, users are allowed to create 15-minute meetings with new contacts and synchronize the meetings to calendar.
- Group Chats & Topic Channels: Design the chat channels that would be dedicated to specific event topics or sessions and thus enabling participants to communicate beyond one-on-one networking.
- Long-Term:
 - Location-Based Recommendations: In future big versions, we can implement Bluetooth or indoor GPS to show the people who are physically near and might be interesting to talk with. This idea is quite far-reaching and we would only be able to consider it after we have the stable core networking flows.

Success Metrics & Key Performance Indicators (KPIs)

To measure success, we need to define clear metrics that align with our goals for both attendees and organizers.

- North Star Metric: The number of the successful connections per event will be the main key indicator of success. A "successful connection" is considered to be the contact data sharing between two users and at least one message sent in the post-event chat.

Attendee-Facing KPIs (Measuring Engagement):

- Activation Rate: Percentage of event attendees who create a profile after registering for an event.
- Connection Rate: The average number of connections made per active user during an event.
- Session Engagement: The percentage of users who add at least one session to their personal agenda.
- Post-Event Chat Adoption: The percentage of users who send at least one message in the post-event chat.

Organizer-Facing KPIs (Measuring Value & Business Success):

- Adoption Rate: Percentage of event attendees who sign up for the app.
- Organizer Net Promoter Score (NPS): After an event, we will ask organizers how likely they are to recommend EventConnect for another event.
- Conversion Rate: The percentage of organizers who upgrade from a free/pilot version to a paid tier.

Go-To-Market (GTM) Strategy

Go-To-Market (MVP Focus):

- Pilot Launch: Partner with 3–5 small or medium-sized events to validate networking features and gather feedback.
- Early Adoption Channels: Leverage LinkedIn campaigns, student/community ambassadors, and direct partnerships with event organizers.
- Validation Metric: Average number of connections made per attendee.

GTM strategies for scaling (content marketing, platform partnerships, enterprise adoption) will be developed after validating the MVP in pilot events..

Monetization Strategy

We are planning to use a freemium model to keep the application free for the attendees and thereby maintain maximum adoption. However, organizers will be charged for additional features and control.

Monetization (Post-MVP):

- Attendees: The app will always be free to the attendees in order to maximize the number of users and ensure that there are no entry barriers.
- Organizers: We will use a subscription model for the organizers starting with branding options and analytics dashboards.
- Future Expansion: The tiered pricing and enterprise packages will be outlined after getting feedback from the first pilot events.

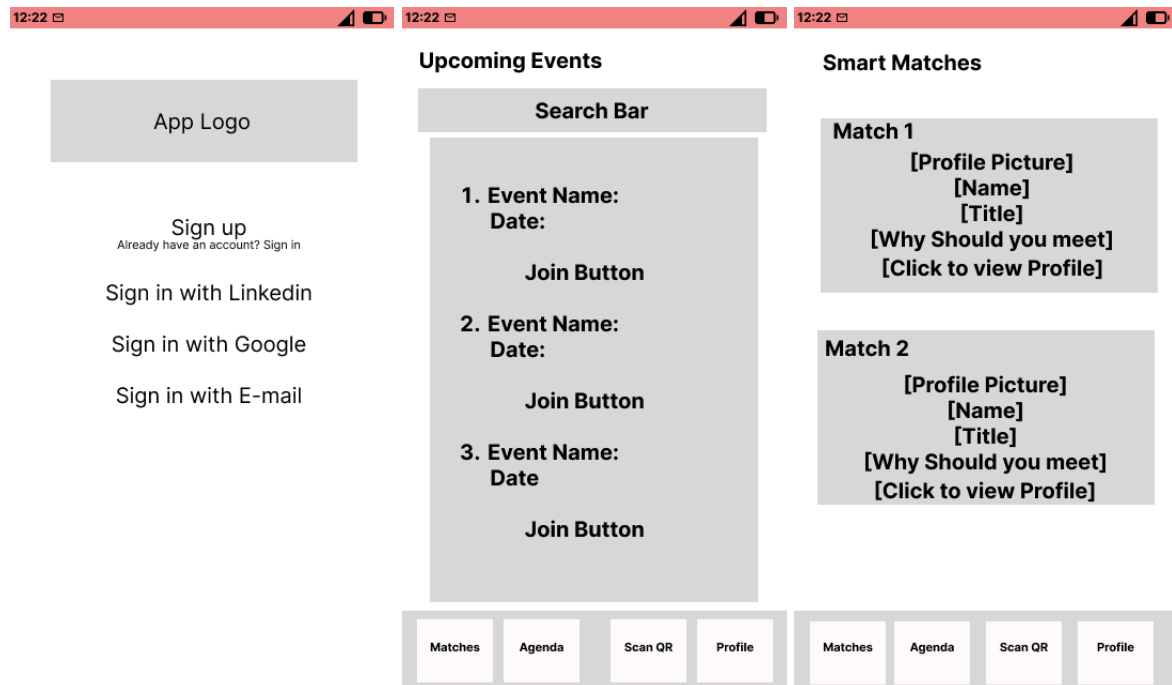
Wireframe & User Flow Blueprint

This is a plan for the main "happy path" of an attendee, Priya, which indicates the principal screens along with the required elements on each that can be used as a step-by-step instruction for your wireframe creation in Figma or Canva.

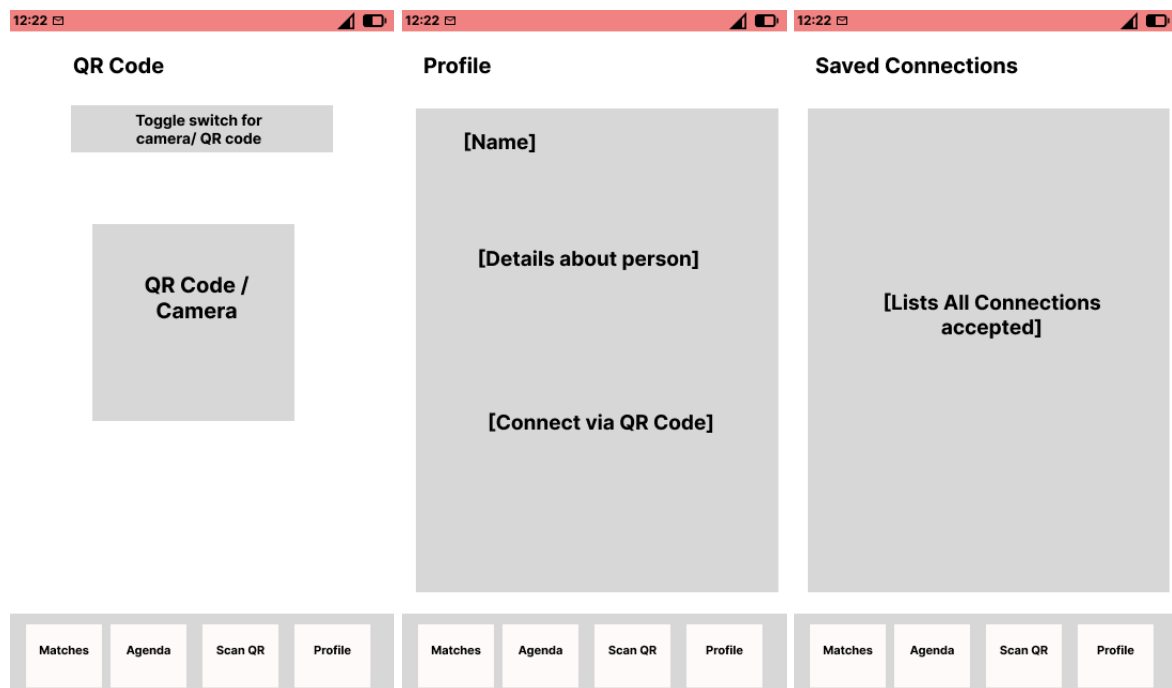
User Flow: Making a New Connection

This flow describes how Priya locates a relevant person, establishes a connection with them, and saves them for future reference.

- Screen 1: Onboarding / Login
 - Elements: App Logo, "Sign in with LinkedIn" button, "Sign in with Google" button, "Sign in with Email" option.
- Screen 2: Event Selection Page
 - Elements: "Upcoming Events" list, search bar. The events in the list are displayed with the event name, date, and a "Join" button.
- Screen 3: Smart Matches (Home Screen)
 - Elements: A navigation bar at the bottom with icons for "Matches," "Agenda," "Scan QR," and "Profile." The main view is a vertical list of profile cards. Each card includes a profile picture, the name, title, and a "Why you should meet" tag (e.g., "Shared interest in AI").



- Screen 4: Connection Exchange (QR Scanner)
 - Action: Priya taps the "Scan QR" button on the navigation bar.
 - Elements: A camera view with an overlay that instructs the user to place the QR code. At the top, there is a toggle button that allows the user to switch between "Scanner" and "My Code." When "My Code" is selected, it shows Priya's QR code by default.
- Screen 5: Profile Preview
 - Action: Priya scans the QR code of another attendee successfully.
 - Elements: A pop-up modal displaying the person who was scanned; profile photo, name, and title, are shown. There are two buttons - a large "Save to Connections" button and a "Cancel" button.
- Screen 6: Chat / Connections
 - Action: Priya taps "Save to Connections." The person is now saved."
 - Elements: This panel displays all the connections that have been stored. Every record provides the image and name of the person. By selecting a connection, a simple 1-on-1 communication interface will be presented to Priya to write her first message with the other party.



Competitive Analysis

EventConnect operates in a space with various direct and indirect competitors. Our unique value is our singular focus on making networking fast and simple for the end-user.

Feature / Attribute	EventConnect (Our App)	Whova (Direct Competitor)	Brella (Direct Competitor)	LinkedIn (Indirect Competitor)
Focus	Dedicated networking	All-in-one event app	AI-powered matchmaking & sponsor monetization	General professional networking
Speed of Connection	Instant (QR scan)	Slower (search + connect)	AI match scheduling (requires setup time)	Very slow (request → wait → accept)
Event Context	High (agenda + goals-based matchmaking)	High (event integration)	High (session & topic-based)	Low (not event-specific)
Key Weakness	Needs organizer adoption	Expensive and complex for small events	Best suited for large conferences, less useful for smaller events	Not real-time, not tailored for events

Our USP: Typically, all-in-one event applications simply add networking as one of the features. On the contrary, EventConnect is absolutely focused on networking as its core mission. Besides that, it is less bulky, quicker, and more straightforward than its rivals, while still being very event-contextual.

Feature Prioritization (RICE Framework)

To decide which features to build for the MVP and what to save for later, we use the RICE framework (Reach, Impact, Confidence, Effort). A high score indicates a high-priority feature.

Feature	Reach (Users/event)	Impact (1-3 scale)	Confidence (50-100%)	Effort (Person-Months)	RICE Score	Priority
Digital Business Card (QR)	100%	3 (Solves core problem)	100%	1	300	MVP
AI Smart Matchmaking	100%	3 (High value)	90%	2	135	MVP
Event Agenda	80%	2 (Useful for context)	100%	1.5	107	MVP
Integrated Meeting Scheduler	30%	2 (Nice to Have)	80%	3	16	Future
NFC/Tap-to-Connect	50%	3 (High impact)	80%	4	30	Future

Justification: The RICE scores provide clear evidence that QR code sharing, matchmaking, and agenda constitute the highest priority features for the MVP. These proposals, being quite close to the user problems, are efficient ways of exchanging contacts and making a trip to discover the right people easier. Although NFC technology can be significant, its contribution has lower reach due to the limitations of hardware, and it requires more work; thus, it is a "fast follow" feature rather than an MVP priority.

Risks and Mitigations

A successful product plan anticipates potential challenges and prepares for them.

Risk	Impact	Mitigation Strategy
Low Attendee Adoption (The "Empty Room" Problem)	High	Partner closely with event organizers to heavily promote the app pre-event. Create a frictionless onboarding flow (e.g., social logins) to get users set up in under 60 seconds.
Data Privacy Concerns	High	All data storage will follow GDPR and Indian Data Protection Bill compliance. Users will have control over their discoverability at each event (opt-in per event). Contact sharing will only occur after explicit user action (QR scan or accept).
Poor Matchmaking Recommendations	Medium	For the MVP, the matchmaking algorithm will use a weighted scoring system (goals, industry/role, and interests). While this will provide more relevant matches than a simple tag-based system, there is still a risk of irrelevant suggestions. To mitigate this, a basic feedback mechanism ("Was this match relevant?") will be included, allowing the algorithm to improve over time.