**User Persona: Admin**

**Name**: Mr.Sukesh Rakshit  
**Age**: 40  
**Role**: Chief Coordinator Students Affairs at MEc  
**Experience**: 5 years managing campus events  
**Location**: Student Affairs  
**Tech Savviness**: Intermediate (Comfortable with administrative software, but not highly technical)

**Bio:**

Sukesh Rakshit is responsible for overseeing all university events, ensuring they are properly approved, managed, and tracked. He handles the logistical aspects of events, including allocating venues, managing budgets, and monitoring event progress. His role requires him to act as a liaison between event organizers, university staff, and students.

**Goals:**

* **Efficient Event Management**: Quickly approve or reject event proposals from organizers, ensuring they meet university standards.
* **Budget Oversight**: Track and manage event expenses to ensure that all events are within the allocated budget.
* **Report Generation**: Generate reports on event performance, including registration data, expenses, and student participation, for review and analysis.
* **Communication & Coordination**: Facilitate smooth communication between organizers, students, and other departments.

**Challenges:**

* **Manual Tracking**: Often struggles with manually tracking multiple event details, approvals, and budgets across different spreadsheets and systems.
* **Communication Overload**: Finds it difficult to manage constant communication with multiple organizers and students, leading to delayed responses or miscommunication.
* **Event Monitoring**: Lacks real-time visibility into event status and registrations, which leads to inefficiencies in decision-making.

**Frustrations:**

* **Time-Consuming Processes**: The manual event approval process takes too long, causing delays in event planning.
* **Fragmented Data**: Event data is often scattered across different papers and mail, making it hard to get a full picture of event details and performance.
* **Inconsistent Reporting**: Generating reports from multiple sources is cumbersome and often not aligned with the university’s reporting standards.

**Technological Proficiency:**

* Comfortable using desktop software like Microsoft Excel and Google Sheets for organizing data but prefers a **centralized platform** that can automate data handling and generate real-time reports.

**Behavioral Patterns:**

* Sukesh spends a significant amount of time reviewing event proposals and coordinating with organizers.
* He checks event budgets frequently and approves event schedules in collaboration with venue managers.
* Often communicates with student organizers via email to ensure event details are confirmed and executed on time.

**Needs from the Event Management System:**

* **Streamlined Event Approval Process**: A simple interface that allows Priya to quickly review and approve or reject events, with automated workflows.
* **Centralized Data Management**: A single system where all event data (including proposals, registrations, expenses, and venues) is stored and easily accessible.
* **Budget Tracking**: An integrated budget management system that tracks and updates expenses in real-time.
* **Customizable Reports**: The ability to generate detailed reports on events, including participation data, financial summaries, and feedback, with export options.
* **Real-time Event Tracking**: Real-time visibility into event progress, including participant registration status, venue allocation, and logistical details.

**User Persona: Organizer**

**Name**: **Merajuddin**  
**Age**: 20  
**Role**: Vice President of Erudite Club (Organizer)  
**Experience**: 2 years organizing university events  
**Location**: Mahindra University  
**Tech Savviness**: Advanced (Comfortable with web-based tools and event management platforms)

**Bio:**

Merajuddin is the Vice President of **Erudite Club**, a prominent student club at Mahindra University. As an organizer, he is responsible for creating, managing, and overseeing various academic and extracurricular events, including workshops, guest lectures, and competitions. He manages the event lifecycle, from proposal to execution, while coordinating with faculty, students, and external partners.

**Goals:**

* **Easy Event Creation**: Create and manage events seamlessly, ensuring that all event details are submitted and tracked.
* **Track Registration & Participation**: Monitor how many students have registered for each event and manage the registration process efficiently.
* **Manage Budgets & Expenses**: Keep track of event expenses, ensuring that the event stays within the planned budget.
* **Efficient Communication**: Communicate easily with event participants and the admin team to ensure smooth event planning and execution.

**Challenges:**

* **Event Approval Delays**: Waiting for event approval from the admin often takes longer than expected, causing delays in planning.
* **Tracking Registrations Manually**: Currently uses spreadsheets to track event registrations, which is prone to errors and inefficient.
* **Budget Management**: Struggles to track and manage event expenses accurately, often relying on manual tracking or informal tools.

**Frustrations:**

* **Cumbersome Event Creation**: The process of submitting and managing event details can be tedious, especially when multiple edits or updates are required.
* **Manual Tracking**: The need to manually track registrations and expenses often leads to confusion and lost data.
* **Limited Insights**: Lack of real-time insights into event status, registration numbers, and expenses makes it difficult to make timely decisions.

**Technological Proficiency:**

* Merajuddin is familiar with using **Google Sheets**, **Trello**, and other productivity tools. He is comfortable using web-based platforms for managing events and is eager to adopt an efficient and centralized system that reduces manual work.

**Behavioral Patterns:**

* Merajuddin is proactive in organizing events, but often struggles with managing and tracking event details manually.
* He frequently communicates with club members and faculty members via email or WhatsApp, but would prefer a system that centralizes all communication and coordination.
* He spends significant time liaising with the university’s admin team to ensure that event proposals are approved on time.

**Needs from the Event Management System:**

* **Intuitive Event Creation and Management**: A streamlined system for easily creating, editing, and managing events.
* **Real-Time Registration Tracking**: A simple way to monitor event registrations, check participation, and manage waitlists.
* **Budget Tracking**: A built-in feature for managing and tracking expenses associated with the event, including venue costs, food, and supplies.
* **Communication Tools**: Built-in messaging or notification features to quickly communicate with students and the admin team.
* **Visibility on Event Approval**: A clear and transparent event approval process, with updates on the approval status in real time.

**User Persona: Student**

**Name**: **Ishayu**  
**Age**: 20  
**Role**: Student  
**Experience**: Actively participates in university events  
**Location**: Mahindra University, Dormitory or Campus  
**Tech Savviness**: Beginner (Comfortable with social media apps and smartphones, but less familiar with complex platforms)

**Bio:**

Ishayu is a student at Mahindra University who is passionate about participating in extracurricular activities. He enjoys attending academic seminars, workshops, and cultural events organized on campus. However, he finds it challenging to stay updated on events, register for them, and keep track of his participation.

**Goals:**

* **Easy Event Registration**: Quickly find and register for events that interest him.
* **Track Event Participation**: View and manage the events he has registered for in one place.
* **Get Timely Updates**: Receive notifications and reminders about event schedules, cancellations, and updates.
* **Cancel Event Registration**: Have the option to cancel event registrations easily if needed.

**Challenges:**

* **Finding Relevant Events**: Sometimes struggles to find events that match his interests or that are open for registration.
* **Tracking Multiple Registrations**: Finding it difficult to track multiple event registrations and keep track of upcoming events.
* **Lack of Notifications**: Misses out on important event updates because notifications aren't centralized.

**Frustrations:**

* **Manual Registration**: The process of signing up for events is often confusing or hard to navigate.
* **Unclear Event Information**: Events often lack detailed information or clarity about the schedule or location.
* **No Reminder System**: Often forgets about events he’s registered for due to lack of timely reminders or updates.

**Technological Proficiency:**

* Ishayu is very familiar with social media apps like Instagram, Snapchat, and WhatsApp, but prefers simple and intuitive platforms for academic purposes.
* He is comfortable with mobile-based apps and responsive websites but prefers a straightforward, easy-to-navigate system.

**Behavioral Patterns:**

* Ishayu checks for event registrations on social media, email, or other informal platforms but struggles to keep everything organized.
* He is active on campus and attends a wide range of events but sometimes forgets about them due to lack of reminders.
* When registering for events, he looks for a quick and easy process with no unnecessary steps.

**Needs from the Event Management System:**

* **Simplified Event Discovery**: An easy way to browse and register for events based on interests and schedules.
* **Event Dashboard**: A personal dashboard to see all upcoming events he’s registered for and track attendance.
* **Timely Reminders**: Automated notifications and reminders to keep him updated on his registered events and their changes.
* **Easy Registration and Cancellation**: An intuitive, hassle-free event registration and cancellation process.