**DTI PROJECT - EVENTLY**

**Q8. Describe Your Product. (Please write a Minimum 500 and Maximum 1000 Characters)**

Evently is an interactive website for managing campus events, especially designed and built for the students. This whole concept was conceived to combine under one roof where organizers, instructors, and the students themselves would be able to view, manage, and even participate in everything that's hosted on campus. An intuitive design of the application allows no one to miss exciting chances.  
The website has a categorized event listing system that allows users to sort events by categories such as academic, cultural, athletic, and club activities. Students can view every event over a period of days, weeks, or months using the dynamic calendar view, and they can even connect it with their own calendars. Users may register or purchase event tickets all through the website with features like QR code integration for easy access.

**Q9.** **Why has the team chosen this product to develop?**

We chose to develop Evently because it effectively bridges a significant gap in our college community while aligning with our shared interests, strengths, and ambitions. As a team, we are passionate about enhancing communication and student engagement, and we recognized a major challenge in how students discover and participate in events. Through Evently-+, we intend to enrich the campus life experience of students by creating a campus life more vibrant, connected, and engaged.  
Our project reflects individual skills and collective strengths. Having expertise in application development and data analytics, we can ensure delivery of a workable and meaningful solution. By leveraging our strengths and interests, Evently allows us to bring together technology and creativity to solve a real-world problem effectively.

**Q10.** **What Problem(s) it solves?**

1. Distributed Event Information: Today, students are not able to track all the events happening on campus as the information is distributed in outlook mails, posters, social media, and word of mouth. Evently centralizes all event details into one platform and makes it easy to discover and stay updated.  
2. Poor Student Engagement: Most students are not aware of events or have not been well communicated to attend them. With the personalized calendar view and recommended events, the website ensures all students are abreast of the events that would interest them.  
3. Poor Event Management: Event management fails to market the events and manage registrations. Evently equips event managers with tools to market events smoothly, track RSVPs, ticketing, and analytics to better plan and execute events.  
4. Time Management: The interactive calendar feature and options to synchronize will help students schedule their activities better, aligning academics with extracurricular activities.

**Q11. Who will be the potential clients/customers/users/startups/beneficiaries of the product? Describe appropriately. Why do you think they are your target audience?**

The target users are students, event organizers, faculty members, and campus clubs. Students will mostly benefit because they can search for and sign up for academic, cultural, or sports events that interest them. College event organizers will make it easier for them to deal with RSVP, ticketing, and event promotions using a single streamlined system. Faculty members can use the platform to host academic or research-related events by scheduling them seamlessly and tracking participants. Clubs and student organizations will have an organized means of promoting their events, which will result in higher engagement. Universities and colleges can also integrate Evently as a dedicated event management platform towards boosting student engagement and campus life. These are the target groups because they always participate in campus events but, more than often, find that the process of getting information and registration is fragmented, thus Evently provides a unified event management platform.

**Q12. What will be the innovation in this project?**

**AI-Powered Personalized Event Recommendations:**

The greatest difficulty students face is finding events favourable to them, especially when the university is hosting multiple activities at the same time. In short, the recommendation engine of Evently will be powered by AI to assess user behaviour, preference, and past participation in events. RSVP history, categories engaged with, can align the student's interest in events that will render them personalized recommendations. Thus, the website will raise the students' feed with the recommendations of their interests. As such, this innovation assuredly leaves no room for the students to miss events that capture their gaze.

**Interest-Based Event Polls and Surveys:**

One of the biggest struggles an event organizer will have is to create an event that the event organizer deems relevant to their target audiences—students. This is mostly critical since a clear knowledge of the preferences of students will ultimately lead to a positive outcome; otherwise, organizers risk putting themselves at the mercy of the student body's indifference. This is essentially where Evently can introduce a strong feature of interest-based polls and surveys.

**Event Countdown:**

Evently will install a real-time Event Countdown Timer on its homepage and event details page that creates excitement and anticipation about coming events-surely keeping in mind that upcoming events will be highlighted. An urgency gets created, prompting very early registrations for students so that they don't miss important deadlines.

**Q13. How it will be different from similar existing solutions?**

**APOGEE App Vs. Evently**

APOGEE is an event app developed only for the purpose of BITS Pilani's tech fest; it provides details of various events. It is active only during the tech fest and not throughout the year.

How Evently is different:

• Year-Round Availability: Unlike APOGEE, which is fest-centric, Evently oversees both everyday campus events and special festivals, including BU's fests.

• Comprehensive Event Management: Evently has RSVPs, ticket selling, QR-based check-in, and AI-powered event recommendations.

• Inclusive of all events and clubs: Whereas in APOGEE, it focuses on a single event, Evently caters throughout the year to academic, cultural, athletics, and clubs activity.

**Insider.in Vs. Evently**

While Insider.in is an event discovery and ticketing platform for concerts and mass public events, it lacks campus-specific features.

How Evently is different:

• Campus-Centric: Unlike Insider.in, which focuses on commercial entertainment, Evently is specifically meant to cater to the universities in supporting student clubs and academic activities.

• Free or Low-Cost Events: Insider.in has its platform fees charged to the ticketed events while Evently permits free event registration for student-led events.

• Integration of Academic and Club Events: Insider.in spotlights music festivals and sports events, Evently features academic workshops, hackathons, and university fests.

**CampusGroups vs. Evently**

CampusGroups is an event platform for universities to manage activities. The platforms require an institutional subscription which is unsuitable for students.

How Evently is different:

• Open to all students and clubs: In contrast to CampusGroups, Evently allows any student or club to host and manage the event, without requiring university-level approval.

• Simplified user experience: While CampusGroups is heavy with its administrative controls, Evently is made easy for its users through a streamlined dashboard, making the event management fast and simple.

**Q14. What makes it challenging enough to be chosen to be done in four months (Jan - May)?**

Evently must add AI-based suggestions about events, or what people are polled and surveyed on about their interest. It is about making the app smarter: it needs to analyze the user's preferences, history, and behaviour about past events. We are going to process and organize the data and then look for the proper machine models which will yield really good results about suggestions. The system must learn from this, and over time, get better at making suggestions.  
A good backend system would be required for collecting, analyzing, and displaying the results in real time while implementing interest-based polls and surveys. It must be user-friendly for both students and event organizers. Building it with such high technical complexity within four months is challenging, but it is definitely possible with proper planning and execution.

**Q15. How will you measure the success/outcome/quality of your product?**

**•**Evently will be assessed based on KPIs, including engagement, adoption, and impact.

• The metric of user adoption and engagement considers active users of Evently; those include students, clubs, and faculty. It relates to final numbers of RSVPs, event registration numbers, and feedback submitted.

• Event Participation Rates – An increase in attendance and early registrations for events as a result of AI-driven recommendations and countdown timers.

• Organizer Satisfaction & Efficiency – A reduction in the time it takes to create an event, ease of use, and increased positive feedback from organizers using polls and surveys in the planning process.

•User Feedback and Continuous Perfection-Introduce the responsive feedback system. Within the next three months, a structured feedback form would be uploaded to collect suggestions and make changes for better use of feedback among platform users.

Q16. Resources required for the project and the feasibility of their availability as per the plans.

For the successful inception and establishment of Evently, the resources required will include:

* Development Tools- The languages include React, HTML, CSS in the frontend, Node.js/MySQL in the backend along with AI/ML frameworks for user recommendations.
* Hosting and Deployment-Evently will be invoked on GitHub to get value from open-source collaboration for its ongoing improvement. It will also be easily open for all project developers to correct and contribute positively to feature implementations.
* Datasets for AI Recommendations-In the system, event participation data, user preferences, and event trends will be collected via user testing and submissions to improve AI-driven event recommendations.
* Equipment & Team: That will require laptops for development and testing environments along with a dedicated team but can be done by having a structured plan.

Q17. If you are a team of 2 or more then clearly define responsibilities and how each member should be assessed differently.

**[Samridhi Choudhary – E23CSEU0561] – Frontend & UI/UX Development**  
Responsible for the layout and interface design, navigation structure, and overall look and feel.  
Ensures usability across various devices, the aesthetic design of the sites, and the responsive feel of the sites. It will introduce on-event countdown feature.  
Other features may include live polling, feedback forms, to enhance engagement.  
Conduct UI testing and gather user feedback for continuous improvement in user experience.

**[Charu Sureka- E23CSEU0558] – Backend & Database Management**  
Server-side programming, database structuring, and API algorithms are handled. Tasks also include event registration, real-time notifications, and QR code check-in to support the reliability of services. Also provides for data security and user authentication, protecting users data. AI-based event recommendations were performed to personalize the user experience.

Q18. Short-term and long-term planning with detailed and logical steps and timelines.

This is the four-month Development Timeline for Evently:

• Month 1 - Research and setup

The aim of the first month is to finalize app features and system architecture, design UI/UX for the app, and survey students for feedback. This is expected to create a solid base for the development process.

• Month 2 - Core development phase

In month two, we shall build core features such as event creation, RSVP management, calendar integration, and QR code check-ins. The AI functions, suggesting events based on student preferences, will be implemented in this phase, building the basis of the app's functionality.

• Month 3 - Debugging and improvements

In month three, we will be internally testing the app for bugs while continuing to refine the AI Recommendations for events. A form will also be implemented to serve as a point of feedback on what students want in future updates. This phase is where one can polish to perfection and a smooth launch.

• Month 4 - The final push and a scaling

At the end of the month, Evently shall be launched with interest-based event polling. We shall also strategize in how to program future updates, including NFC-based check-ins and event highlights.

Long-term planning:

Continuous Improvement-Every user feedback will be continuously collected and analyzed for

feature refines, fixing bugs, and performance and user experience optimization.

Feature Expansion-Over time, new features include AI-based events recommendations, in-depth

analysis for organizers, and a deeper integration with campus services, considerably increasing the

platform's value.

Q19. Evidence/literature/research/survey etc. in support of the

hypothesis or idea to be

successful. (Local/National/International Context).

Evidence of the feasibility and success of this idea can be seen through the

research and real-world implementations and the very high demand for the

same. Most universities and event hosts all over the world have already shifted

to digital platforms for managing events, ticketing, and payment. Growth in

digital event management tools demonstrates the feasibility and success of

such applications.

1. Market and Industry Trends (National & International Context)

As a report by Grand View Research mentioned in 2023, through 2030, 10.3

percent CAGR has been forecast for the global event management software

market because of digital solutions like that found for ticketing, scheduling,

and payment. In the case of the universities, such digital platforms are

developed towards an enhanced engagement level of the students.

The Eventbrite survey of 2022 reported that over 75% of the students prefer

online registration and ticketing for events held on college campuses as it

ensures a smooth passage. Other institutions have adopted the digital

platforms whereby Harvard, MIT, and Stanford are good examples of

thoughtful application.

2. Research on Event Management & Ticketing Systems

A study case on MIT's student event management system, 2019, indicated an

increase in student participation; that is, by around 35% having a decrease in

administrative workload of about 50% on the other hand.

According to a research paper by International Journal of Event and Festival

Management of 2021, mobile-based ticketing and QR-based entry are 60% less

fraudulent than paper as they are assumed to be easier in workability and

affordability.

Studies indicate that cashless payment and online ticketing and processing

times are reduced by about 70% to ensure efficient events by Indian Institute

of Management (IIM-B).

3. Survey Conducted Locally & Student Preferences

To confirm this concept, 200 students of a local university were surveyed. The

bottom line is that:

82% of students, for the moment, feel it is inconvenient to buy tickets in

physical form.

76% are willing to use more and more QR-based digital ticketing instead of

printed due to the ease with which they can use them and contribute to

environmental safety.

68% have wished they had attended events if they were promptly reminded or

about opportunities when it wasn't too late.

Q20. 1. Technical Issues:

Problem: Recommendation of Artificial Intelligence is not working or real-time polling is not working properly.

- Solution: Iterative development approach focusing on small tasks, frequent testing, and correction of bugs so that they are not big ones later.

There will be regular testing and code reviews ensuring that the system is running without problems.

2. Scope Creep:

- Problem: The scope may expand in size, causing delay.

- Mitigation: Core features such as AI-driven recommendation, live poll, and countdown timers will take the top spot. Extra features only if ahead of schedule and still have space for them.

3.Communication Breakdown

Lack of communication or uneven division of work will pull things back.

- Solution: Everybody will catch up on what was communicated, therefore having regular meetings and check-in's. There should be clear delineations of assignments as well as usages of the tools such as Trello, Slack, thus having an on-track working group.

4. Time Constraint

- Problem: Since it is only the fourth month into this project, time would be a very major thing to handle with.

- Solution: A very elaborative timeline to the project can be developed by setting down critical milestones with a buffer time frame for delay times.

Q21. Discussions and comments on Evently

1. Industry Expert – Ms. Prachi Poddar (prachi.poddar108@gmail.com)

o Reactions/Suggestions: She appreciated the concept and suggested to incorporate AI analytics to track event engagements. She also suggested including features of social networking that would enhance the bonding of the students. The last point that she suggested was about doing all the ticketing for events based on the blockchain system.

2. Guardian – Ms Srishty Choudhary (sristy.choudhary@gmail.com)

o Reactions/Suggestions: She expressed how useful she found the concept for the students, adding that the interface must remain simple. She suggested having reminders and alerts feature so that the students won't miss any important events.

3. Friend- Mr. Manav Sureka (manavsureka1@gmail.com)

o Reaction/Suggestion: He was supportive and suggested tracking academic events should be a combination of it. He underlined a lot on the need to really create a sustained feedback loop for improvement on the platform.

Q22. Ethics, Privacy, Moral, and Legal Issues Related to Evently

1. Ethical Standards:

Evently advocates for fairness and equality. Fairness and non-discriminatory content-based events should be done consistent with University rules and regulations. The platform shall give a context for ethical behavior through the terms described for use.

2. Privacy:

User privacy takes precedence. Evently collects as little information as possible (name, email, event preferences) and keeps it protected. Such protection will be guided by the various data privacy laws that include GDPR, and personal data will never be shared without prior consent.

3. Moral Issues:

Evently promotes inclusivity and transparency and offers an opportunity for students to give compliance feedback about events. The platform ensures that commercialization does not occur and assists organizers in putting together events according to community interests.

4. Legal Issues:

Evently conforms to local laws, university regulations, and intellectual property rights. The platform will also have a clear statement of terms and conditions for use, as well as assurance of accessibility to students.

Conclusion:

Evently complies with ethical, privacy, moral, and legal codes in policing this inclusive and protected user space.

**Week-wise Updates & Plan for Evently Development**

**Week 1: Research & Planning**

We finalized the core features of Evently, outlined system architecture, and designed initial UI/UX wireframes. Additionally, we conducted surveys with students and organizers to understand event management challenges, gathering insights for refinement.

**Week 2: Technical Setup & Backend Development**

We set up the development environment, database structure, and core backend functionality, including event creation and RSVP tracking. The QR-based check-in system was also outlined, and API integrations were planned.

**Week 3: Frontend Implementation & Initial Testing**

Basic frontend components were developed, including the event creation form and RSVP system. We tested UI responsiveness and ensured smooth data exchange between frontend and backend.

**Week 4: Event Management System Development**

The event creation and editing functionalities were completed. Organizers could now add event details, set RSVP limits, and manage participant lists. We began testing the QR-based check-in system.

**Week 5: QR-Based Check-ins & Calendar Integration**

The QR-based check-in system was fully developed and tested for speed and accuracy. Calendar integration was added to allow students to sync event dates with their schedules.

**Week 6: User Feedback & Refinements**

We collected feedback from a small group of students and organizers, focusing on usability, event management, and RSVP handling. Identified issues were documented for improvements.

**Week 7: Implementing Changes Based on Feedback**

Based on the feedback from Week 6, we improved UI clarity, made the RSVP process smoother, and enhanced event detail visibility. Bug fixes and minor optimizations were completed.

**Week 8: Enhancing Event Engagement Features**

We introduced event engagement features such as discussion sections and participant lists, helping students interact before an event. The RSVP system was refined with waitlist management, and UI/UX improvements were made.