

### Group Deliverable #1

We decided on the idea of an event planning application that aggregates/organizes contacts, creates different groups, and emails unique QR codes to selected invitees. We believe that this application will provide significant value to the Ross School, greek life, and party/event planners alike. Our tentative name for this application is: **InviteME** (though we are open to suggestions).

We envision this application having three core functions that combine to create an efficient application:

1. **Storing & Tracking Contact Information:** First, this application will have the functionality to record and store contact information for potential invitees. We also plan on developing the functionality to categorically group contacts based on who an organizer may be inviting to specific events. This will save an organizer time as they will be able to send out invitations to a group of contacts rather than go through the process one contact at a time. This also will mitigate the risk of potentially forgetting an invitee.
2. **Reducing Fraud by Improving Traceability:** Second, this application will have the capability of emailing or texting a unique QR code to any individual saved in the contact list. The event organizer will also have the ability to send email blasts to premade groups in order to save time. The unique QR code given to each recipient will serve as both an invitation, and a record of attendance once the invitee enters the event. The QR code can only be used by the person who receives it. It cannot be reused again.
3. **Capturing Event Data:** Third, the application will provide valuable attendance data for the event holders. When an attendee signs in, they will be logged into the system so that event makers can keep track of who attended. Use-cases for this feature include mandatory academic events, career recruiting events, and greek life rush events. This will streamline more traditional attendance keeping. The app could also collect data on people leaving and reentering the event, which could allow the host to prepare for peak-periods or understand participant behavior, etc.

#### Additional Potential Amenities:

- Photographic identification
  - Present users the option to require/take a photo of themselves prior to the event. This provides both parties more transparency and accuracy on who is attending the event

Our group strongly believes that this application will drive value in a few areas:

#### **Functional:**

1. Ross School of Business: This application will allow administrators to invite certain groups of students to speaker series, and record their attendance for class participation. In these instances, there will no longer be a need for M-Cards, which will lessen the chance of cheating and also speed up the check in/check out process to minimize delays or buildups.
2. Student organizations on campus: This application will allow student organizations to more effectively plan fundraising events with better coordination and organization with restaurants. Restaurants can efficiently track the amount of additional business they are getting from the

student organizations and student organizations can more easily prove their contribution to the business for a mutually beneficial agreement between two parties.

**Professional:**

3. Corporate recruiting events: This will function in a similar way to Ross Speaker events. In this scenario, however, companies will be able to scan students in and track their attendance to see who is interested in the company (who is attending most events). This reduces the chance of students messaging the login link to the event out to all their friends.

**Social:**

4. University Greek Life: Fraternities and Sororities will be able to make groups of people that they commonly invite to their parties, and then scan them in once they arrive. This will also remove the need to carry an M-Card, which many students complain about when they are going to parties or rush events. It also removes the issue of unwanted/uninvited guests at fraternal/sorority events.
5. Individual Event Planning: While the QR code may not drive as much value here, this platform will still give party planning enthusiasts a good outlet to invite their friends to fun events.

**Post Discussion Integration:**

We've received several points of feedback from fellow students via the online discussion. The main two points of concern were:

1. *How would the event planner add everyone to the event? Would they need to type in the email address of everyone they'd like to invite?*

This raises a good point. We want the app to be as seamless and intuitive as possible. To resolve this issue, we plan on allowing the app to be synced with the user's contact book. That way all the user would need to do is type in the name of the person they would like to invite. Our team is also exploring opportunities for one-time usage through text messaging QR codes. This would allow users to get to try our application's check in system without committing to it. We would incentivize users to join our platform and download our app by using the additional add on capabilities such as checking attendee lists.

2. *The design of the app should be very lean and easy to use for anybody who is just invited to a party/event...*

We realize that initially most users will not have the app. In this scenario, when the person is invited, they will receive a text message inviting them to download the app so they can get their unique QR code. Downloading the app will also let the invitee to see others who will be attending as well.