GLOBAL OPERATIONS CONFERENCE APP

Presented by DayOf x
Tauber Institute for Global Operations

Meet the Team

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Global Operations Conference Description

Each year, the Tauber Institute for Global Operations hosts the must-attend operations event of the year:

Taubers' Global Operations Conference (GOC)

The combination of global leaders in industry with top-ranked business and engineering faculty, GOC reflects the unparalleled resources the Tauber Institute offers today and symbolizes our unwavering commitment to the next generation of Operations leaders.

The Business Need

- GOC Team's need:
  - Conference app to create new opportunities, engage attendees, improve conference experience, and remain competitive within the conference industry
- Conference attendee needs:
  - All-in-one application to organize schedule, map and conference information
  - Primary benefit is to network with other attendees and company speakers

Our Solution: GOC App

- Minimum viable product (MVP) features:
  - Login / Create account through Firebase Authentication
  - Map feature with integrated Google Maps capability
  - Conference schedule with speaker bios and locations
  - Attendees list with search filter and LinkedIn profile access
  - Feedback Survey

GOC App User Flow (Video)

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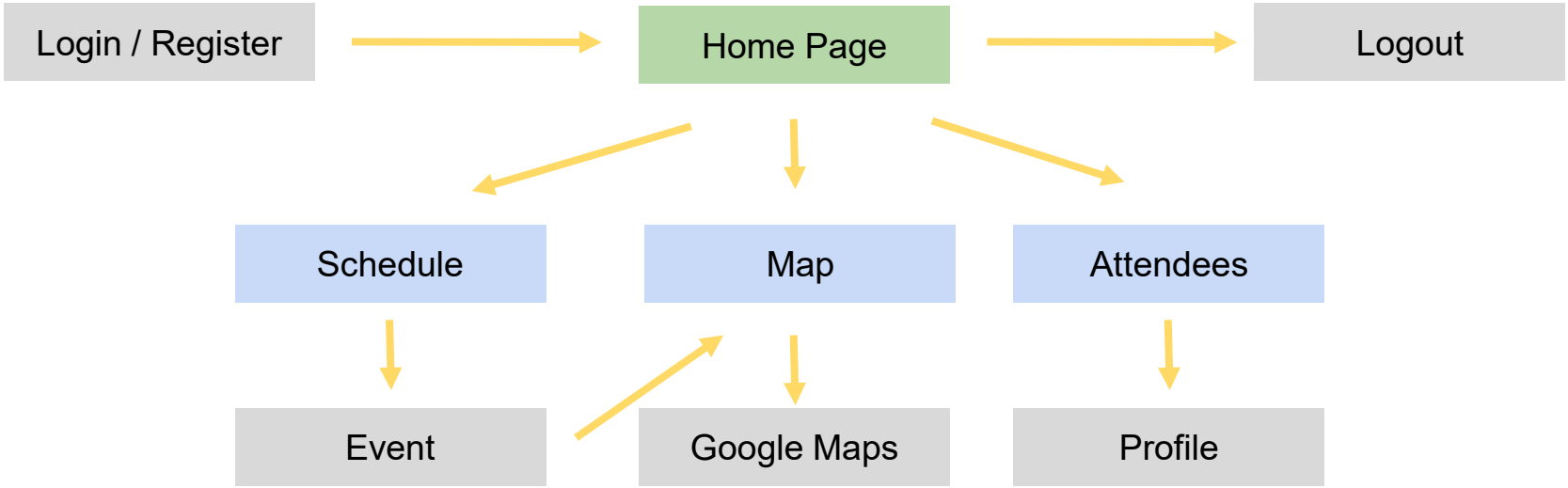
GOC App User Flow



GOC App - Login / Register

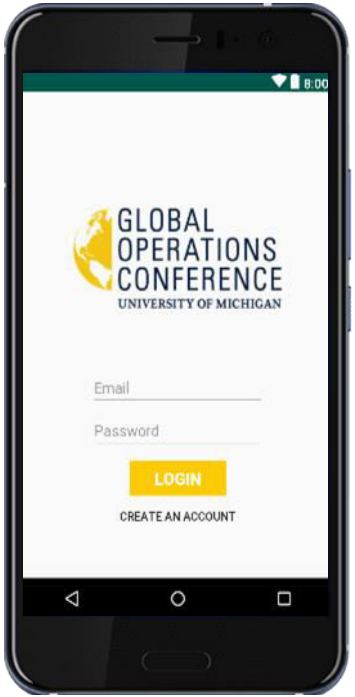
Existing User

Login

New User

Create email & password

Complete user profile (optional)



GOC App - Home Page

Conference Info

Read info

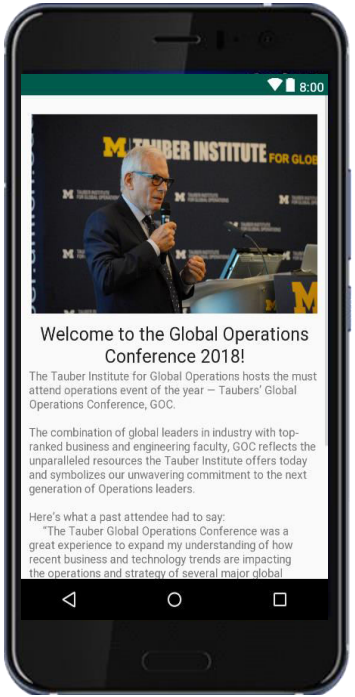
Bottom Navigation

Schedule

Map

Attendees

Log out



GOC App - Schedule

Schedule List

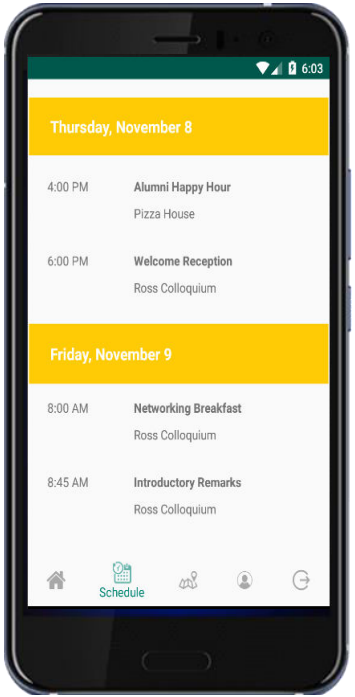
Scroll through events

Event Dialog Box

Event name & description

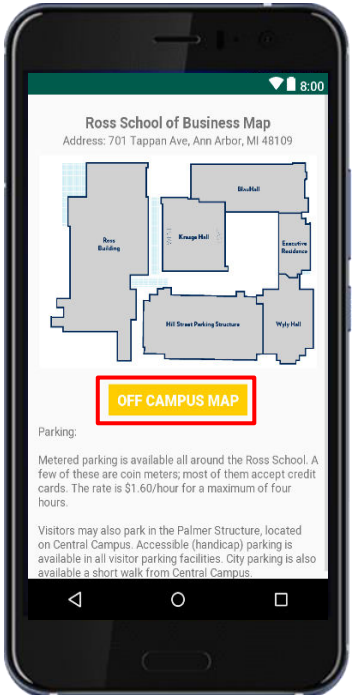
Speaker profile

Location map



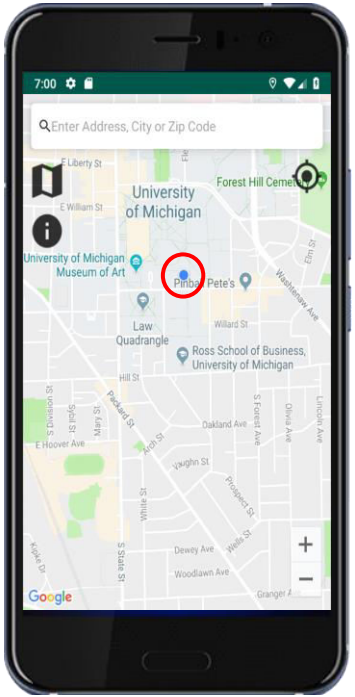
GOC App - Map

Ross Map	Buildings and rooms in Ross
Off-campus Map	Google Maps
Google Cloud Platform	Google Play Services

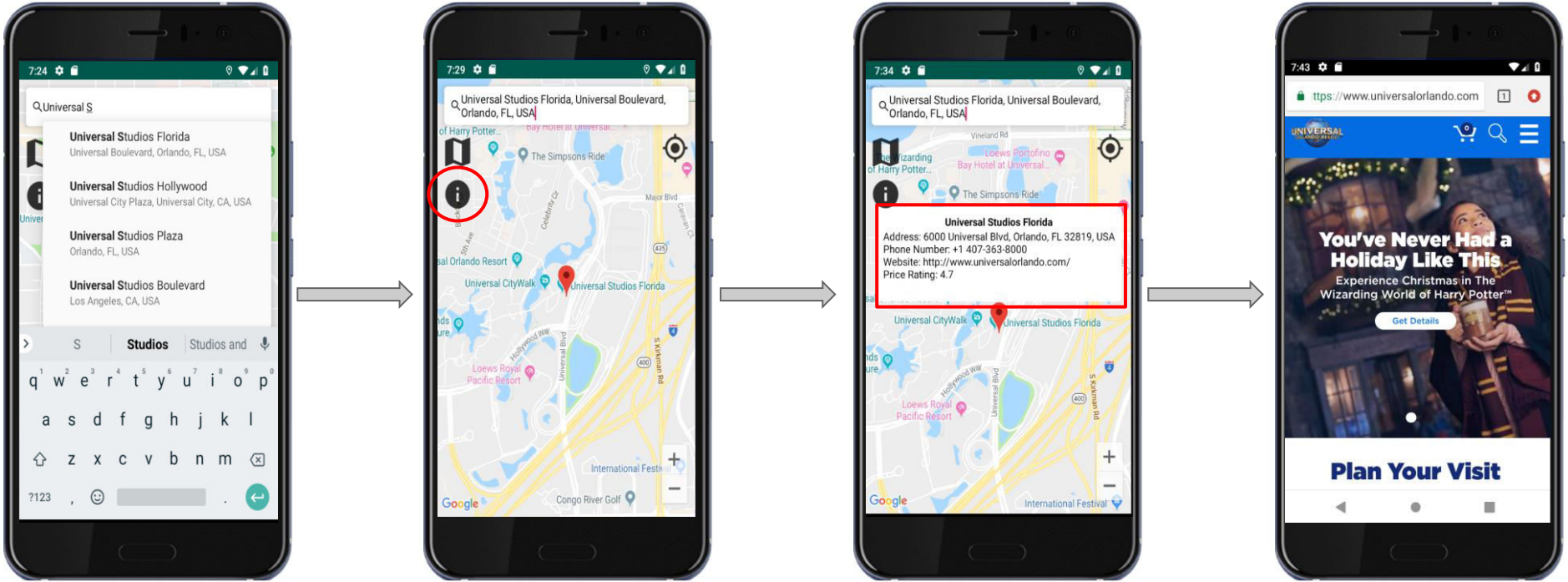


GOC App - Google Maps

Default Position on Ross	GPS tracking
Search function	Autocomplete
Current location finder	Centers on current location
Google Places	Suggestions in current location
Information	Phone, Website & Rating
Navigation	Switch to Google Maps App



GOC App - Google Maps Functionalities



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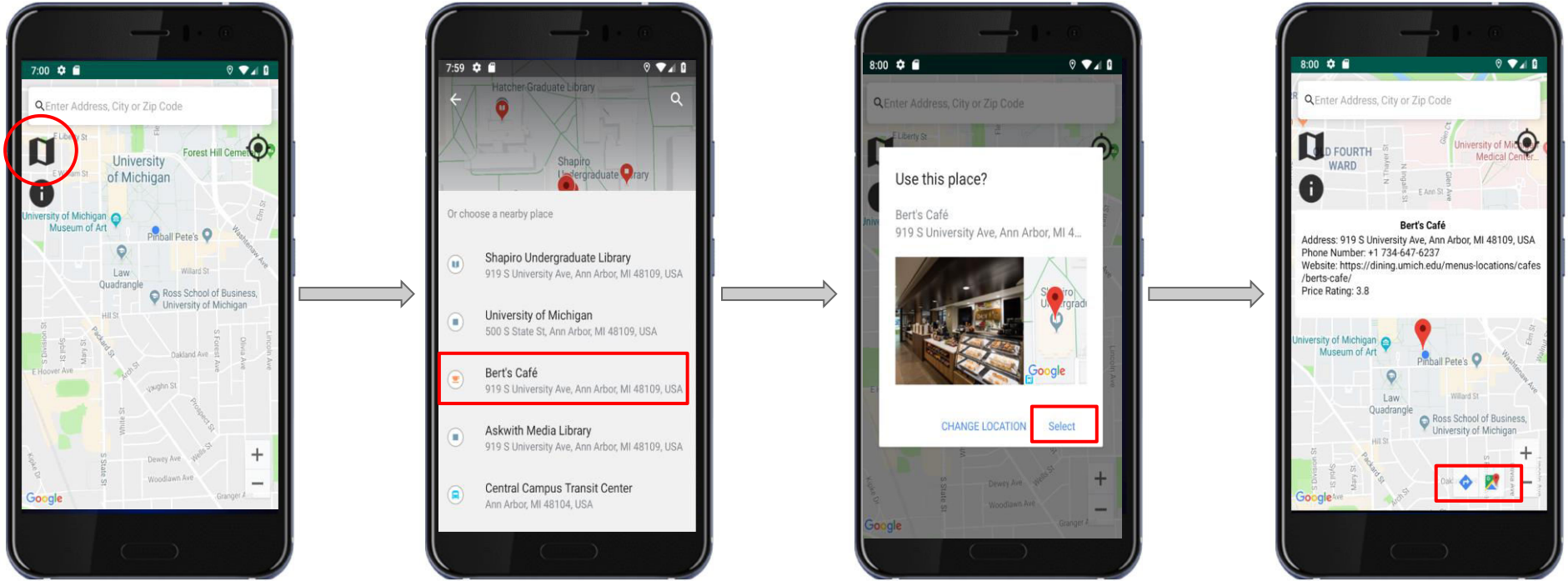
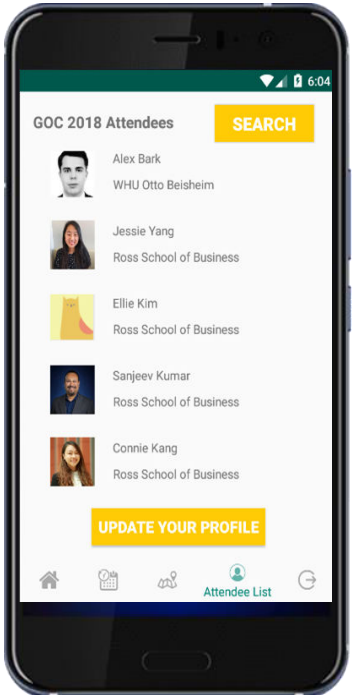


GOC App - Attendees List

Attendees list	Scroll through attendees (sorted alphabetically by email)	
Attendee profile	Name	Industry
	Profile picture	Email
	Organization	LinkedIn



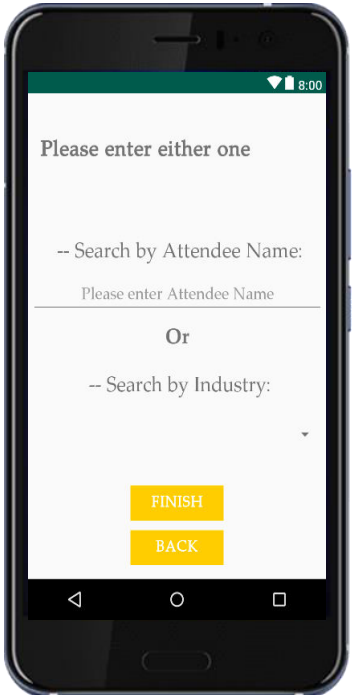
GOC App - Attendees Search

Search by name

Search by industry

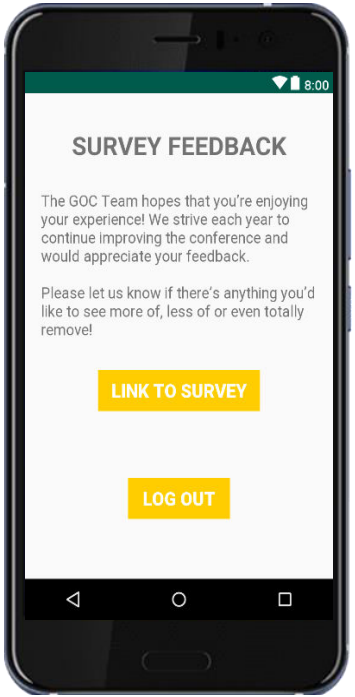
Search by both

Returns list of attendees



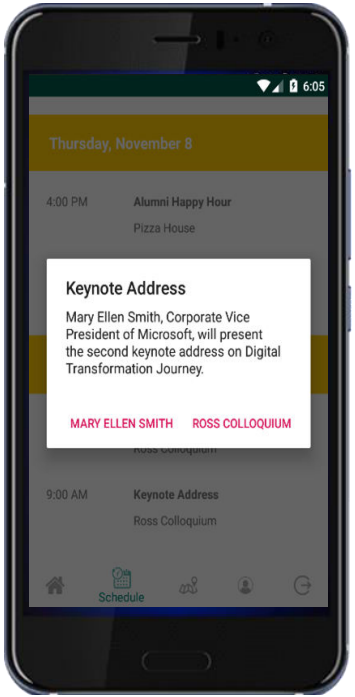
GOC App - Log out

Survey	Link to Google Form survey
Logout	Thank you! :)



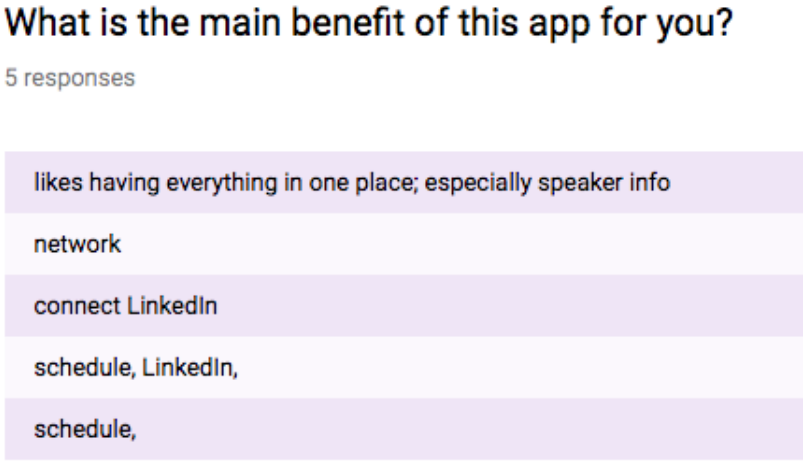
User-centered Design (UI)

- We designed the app with the user in mind, for example:
  - Optional profile for user at login
  - Default photo icon for users without photos
  - Pre-typed Linkedin link
  - Schedule link to speaker profile and description
- Bottom Navigation Menu
  - Easier to switch between functions than drop-down menu



GOC App Feedback

- By the conference, the wireframes were finished
- Asked attendees for feedback on the app
  - Everyone loved the idea!
  - Parking info & Maps
  - Pre-roster of attendees



Conference App Implementation

- Users will download the app before the conference
  - Information from their registration will automatically be uploaded into their profiles (Firebase)
- Client thinks adding check-in points through the app will help increase attendee engagement (future feature)
- Users can provide feedback for future improvement

Launch Plan & Next Steps …

- By the end of semester, this app will be finished!
  - Plan is to launch at next year's conference
- Meeting with Reed, our client this week to pass off the app
  - Use this slide deck to explain the app's data structure
  - Add comments to the code and train the team
- Next steps:
  - iOS version?
  - Additional features

Thank you for listening!

Questions?