

The background features a large, light beige circle centered on the page. Overlaid on this are several smaller, semi-transparent circles in shades of light purple, light blue, and light pink. Wavy, thin lines in the same color palette are scattered across the background, particularly concentrated around the center.

# Connect-Today

By: MASS-VJ

# MASS-VJ

[BACK TO OVERVIEW](#)



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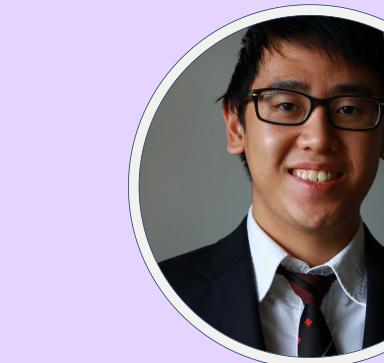
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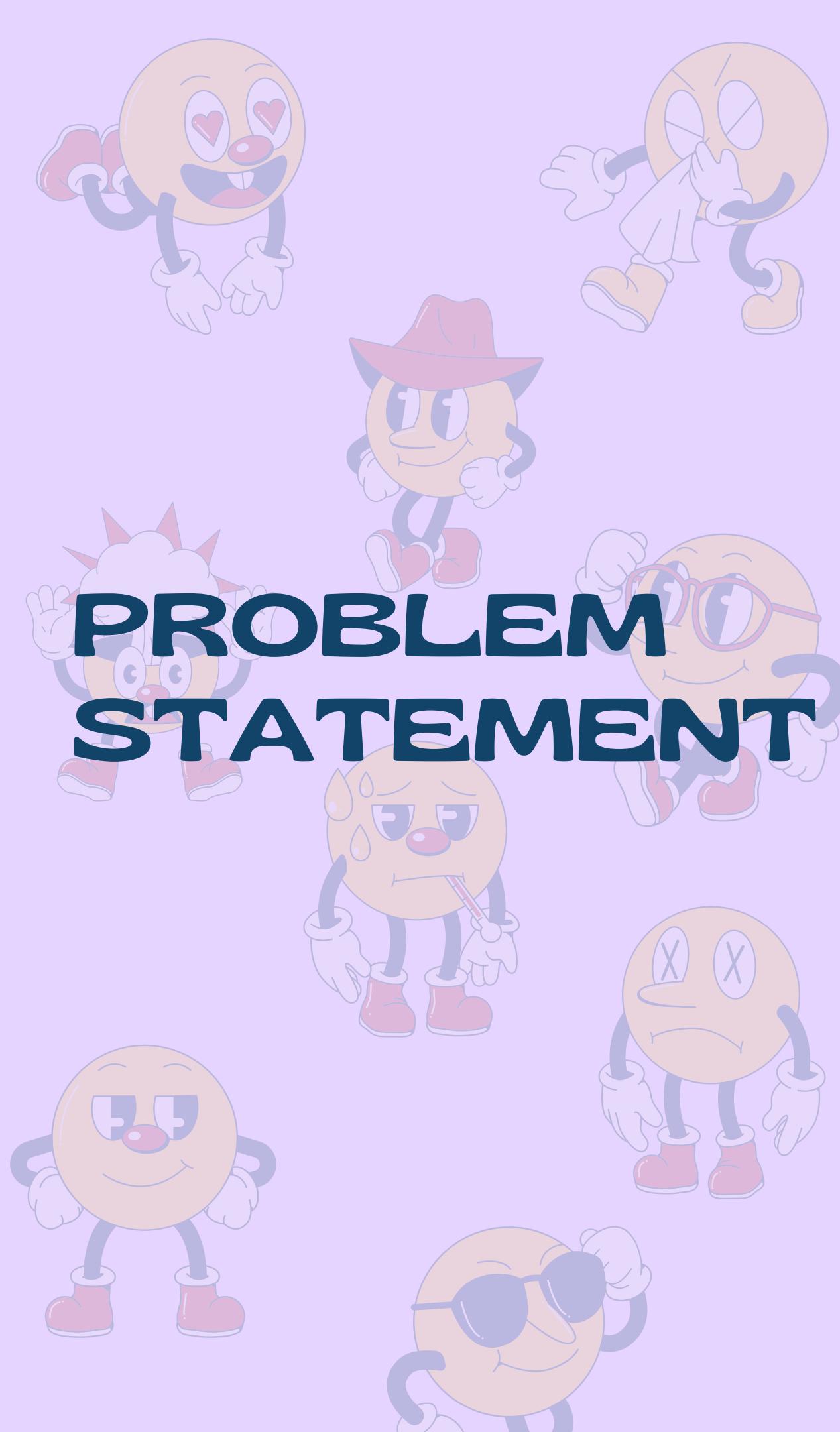


# **MISSION STATEMENT**

**Connect-Today aims to provide a one-stop platform for university-wide student organizations to create customized events to attract/engage/and build a social community.**

# **VISION STATEMENT**

**Connect-Today comes with the vision to be one of the most used applications across all universities. We envision it to be the largest community built over multiple student organizations that fosters social interaction.**



# **PROBLEM STATEMENT**

**A myriad of social media platforms exist to connect people together. Some platforms even facilitate event creation and participation.**

**In the midst of multiple options, Connect-Today aims to address the issues that have been overlooked by other platforms so far:**

- Enhancing User Experience, with a perfect combination of user tools focused on Events creation, participation and interaction.**
- Catered to both students and organizations**
- Focusing on usability model and making the best use of popular social media platforms to popularize Connect-Today.**

# OUR SOLUTION: CONNECT-TODAY

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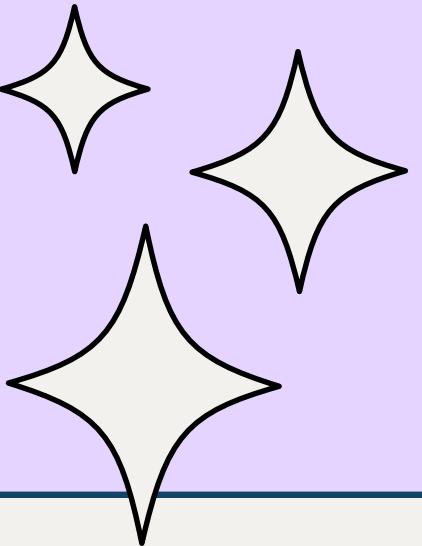
## Why Connect-Today?

We have developed this application to foster a social platform where events are built, people are encouraged to participate and socialize with one another

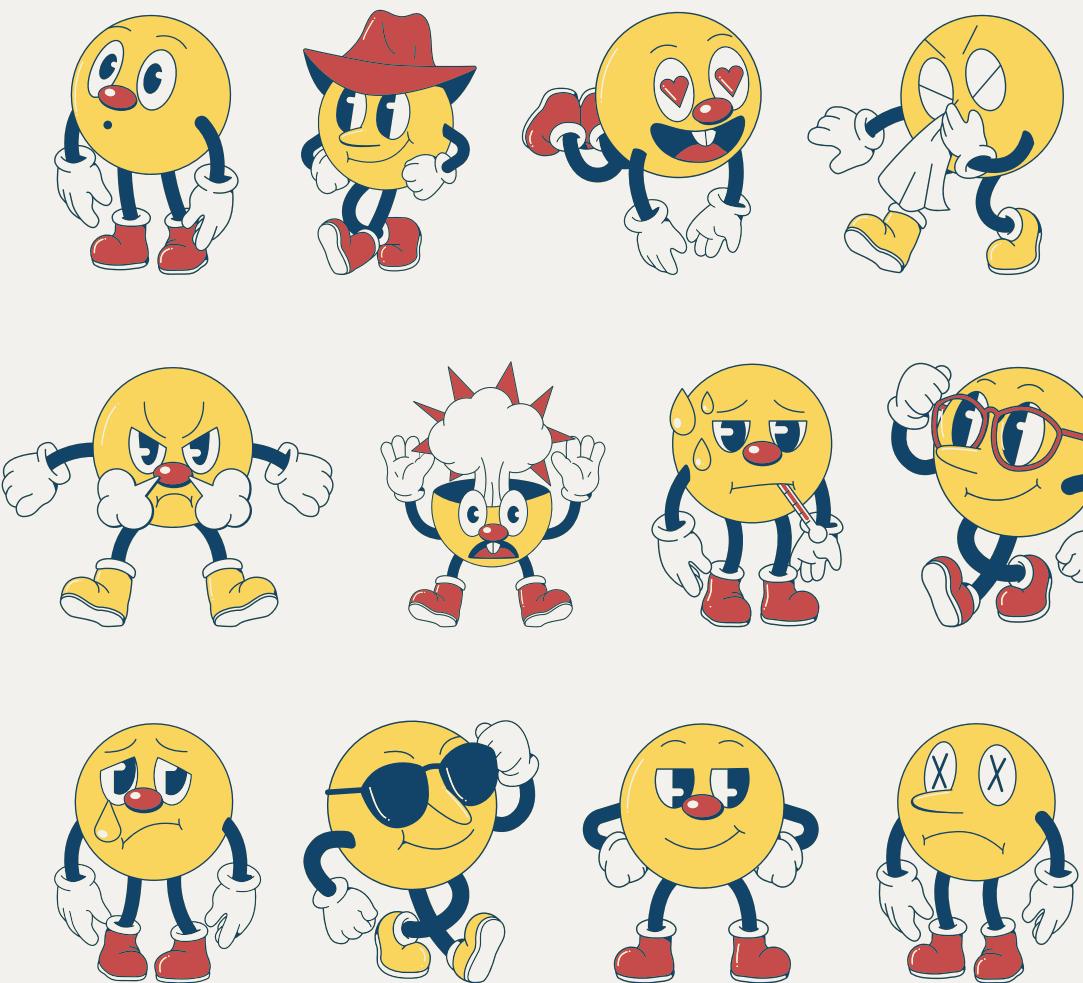
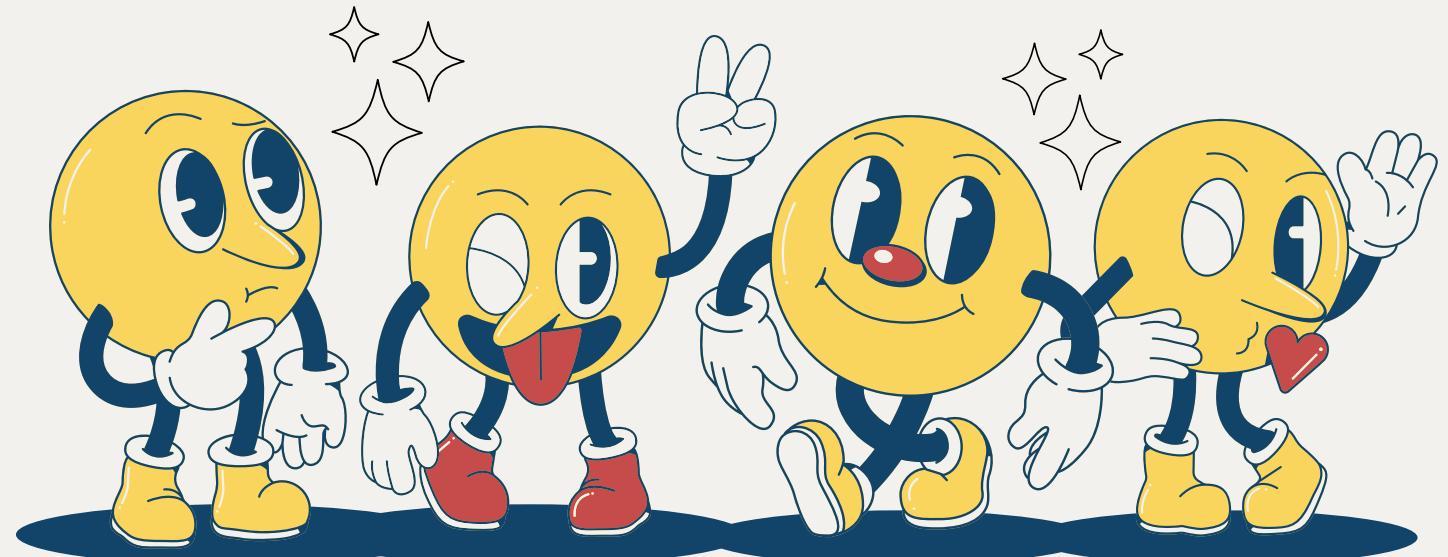
## What Makes Connect-Today Unique?

the main USP for this app is that it is an organization oriented platform where they can build up on our framework to provide a platform for their community building

# TARGET CUSTOMER



## STUDENT ORGANIZATIONS

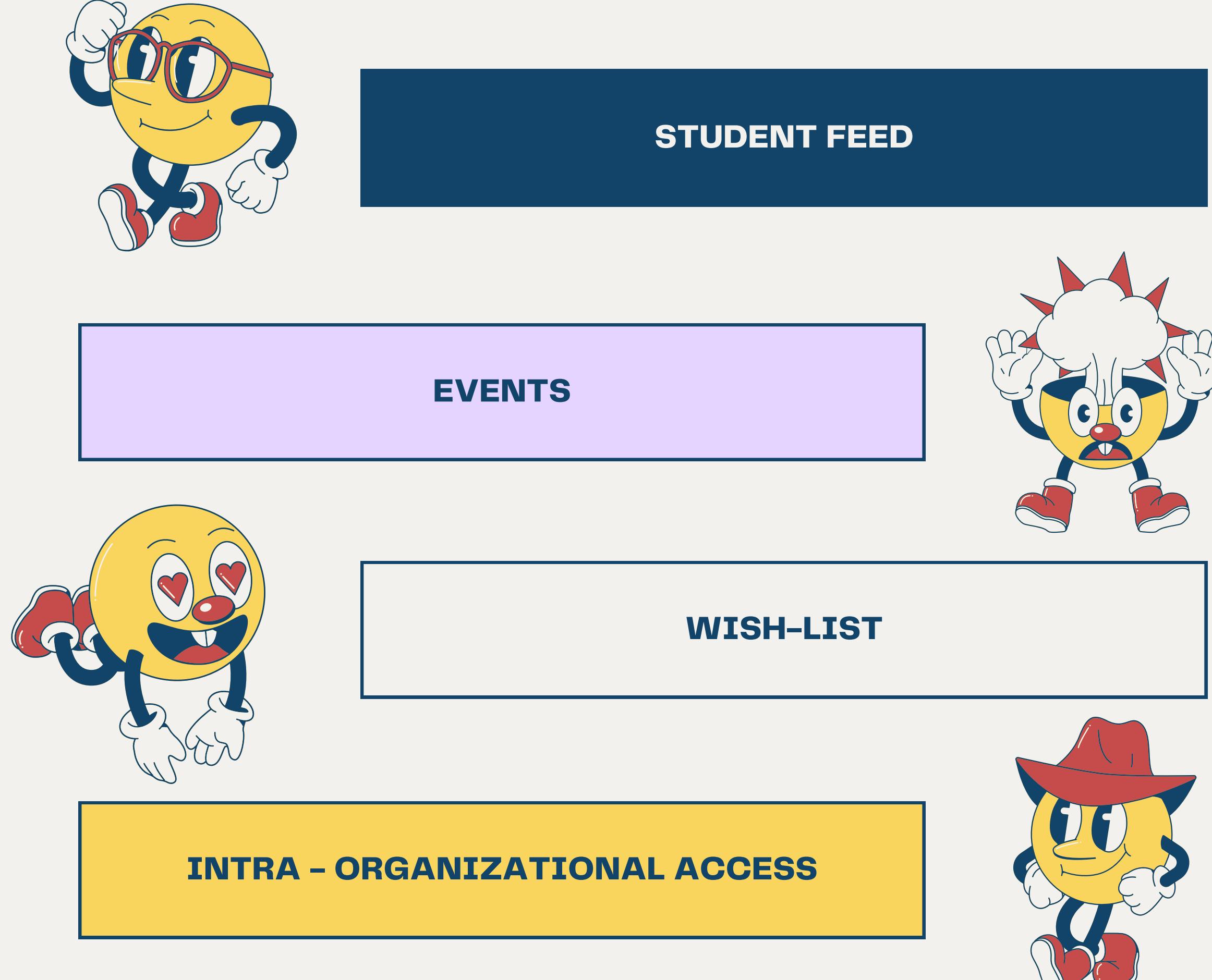


## END USERS

- STUDENTS/  
STAFF
- ALUMNI
- GUESTS

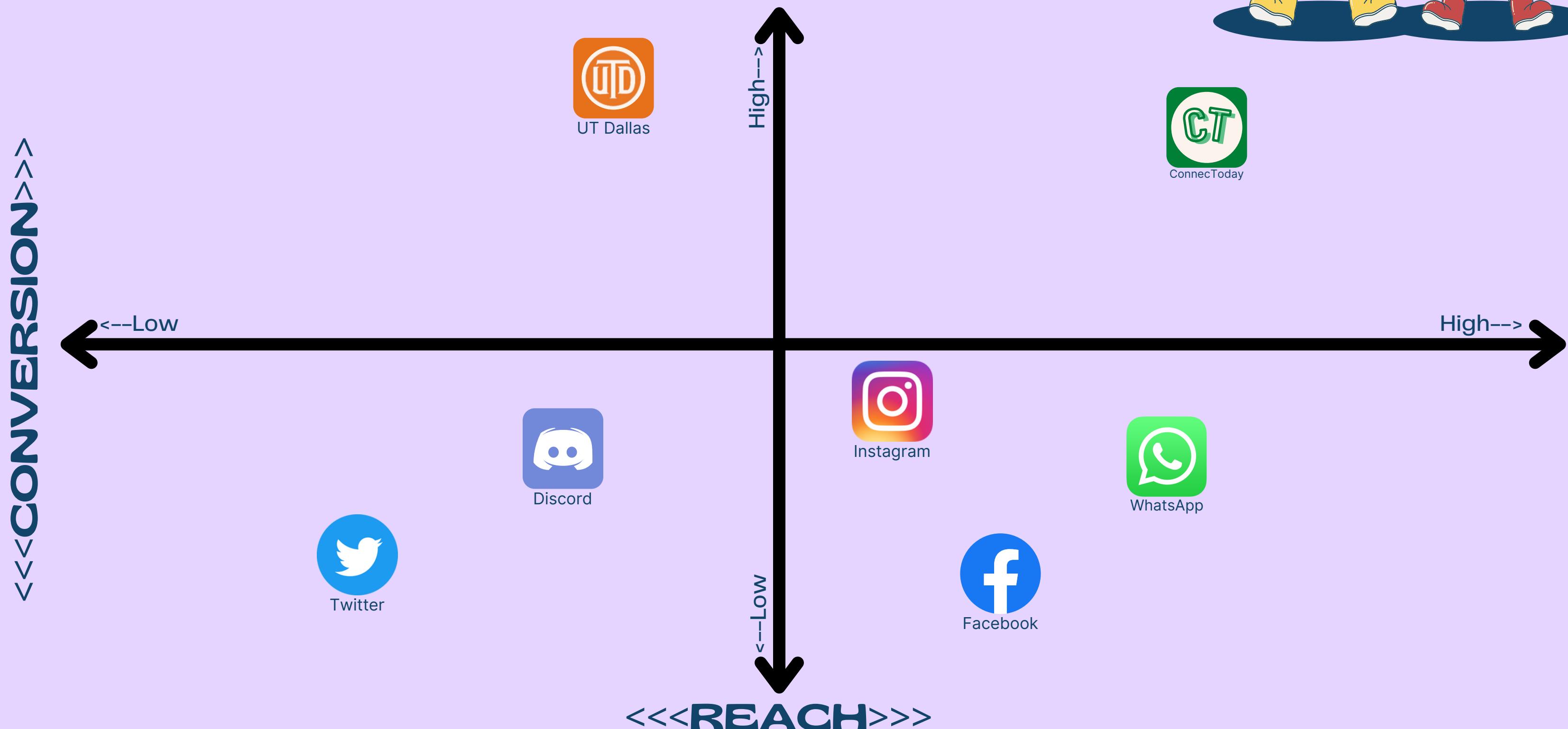
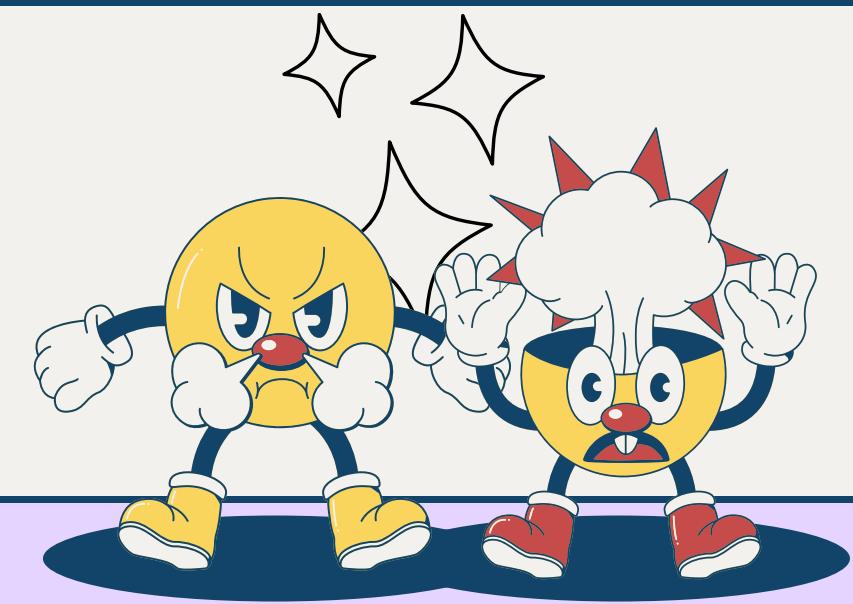


# FEATURES LIST



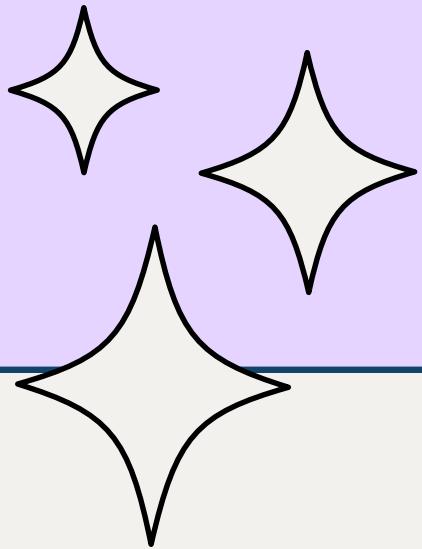
# COMPETITOR MATRIX:

## -EVENTS ORIENTED COMPARISION



Metrics expressed In terms of number of people. receiving the Information and turning up for the event.

# STUDENT FEED AND DISCUSSION BOARD



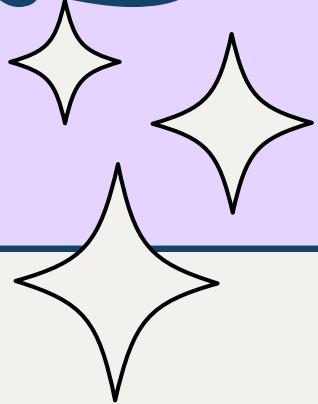
## NEED?

- Build a platform for connecting the community.
- No one-stop place to get live updates and activities about an event.
- No platform to connect like-minded students who are part of the community.

## EXECUTION:

- Have a feed to receive real-time updates from the organization's end and fellow participants.
- Organizational-level channels to have general feeds and sub-feeds concerning specific events for better communication and message delivery.
- Up-likes and comments on individual feeds.

# EVENTS AND NOTIFICATIONS



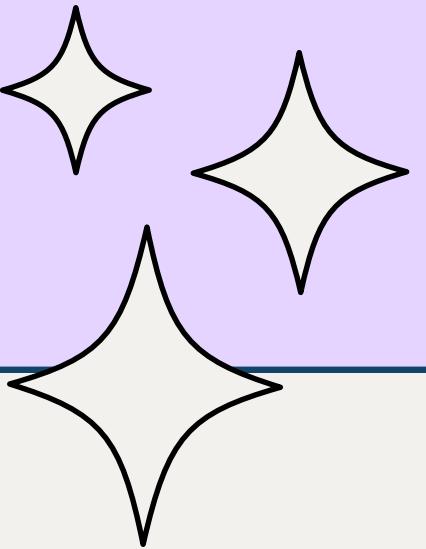
## NEED?

- To get notifications to the newly added event across all the organizations.
- A large population of students felt expressed a willingness to attend events of their interest.

## EXECUTION:

- Get Notified of the events belonging to your choice of category.
- Set reminders and keep track of the events through the event calendar
- Register for the event through the app with ease
- Get real-time updates on registered events

# WISH LIST!



## NEED?

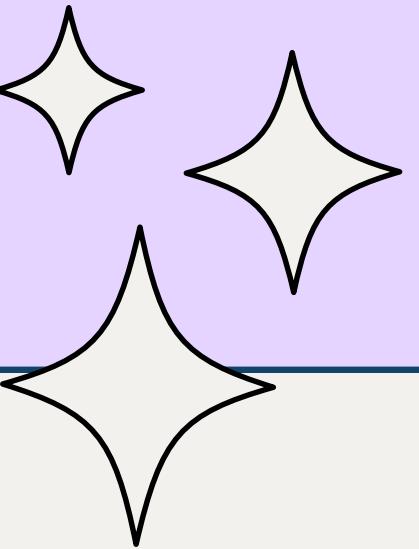
- No Easy access to the events of our choice.
- 33.33% of users complain about the inefficient event filter(Based on choices)

## EXECUTION:

- Accurate event recommendations
- Personalized and fun event search experience
- Reduces visual clutter; Enhances overall UX by displaying events of your choice.



# INTRA - ORGANIZATIONAL ACCESS



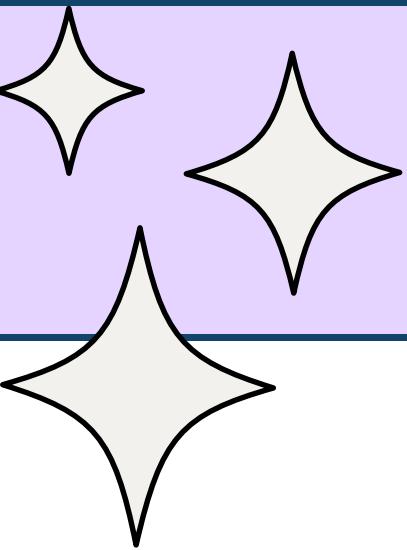
## NEED?

- To be able to expand on the engagement of individuals from multiple universities.
- Help expand the community and build a bridge between similar organizations from different Universities.

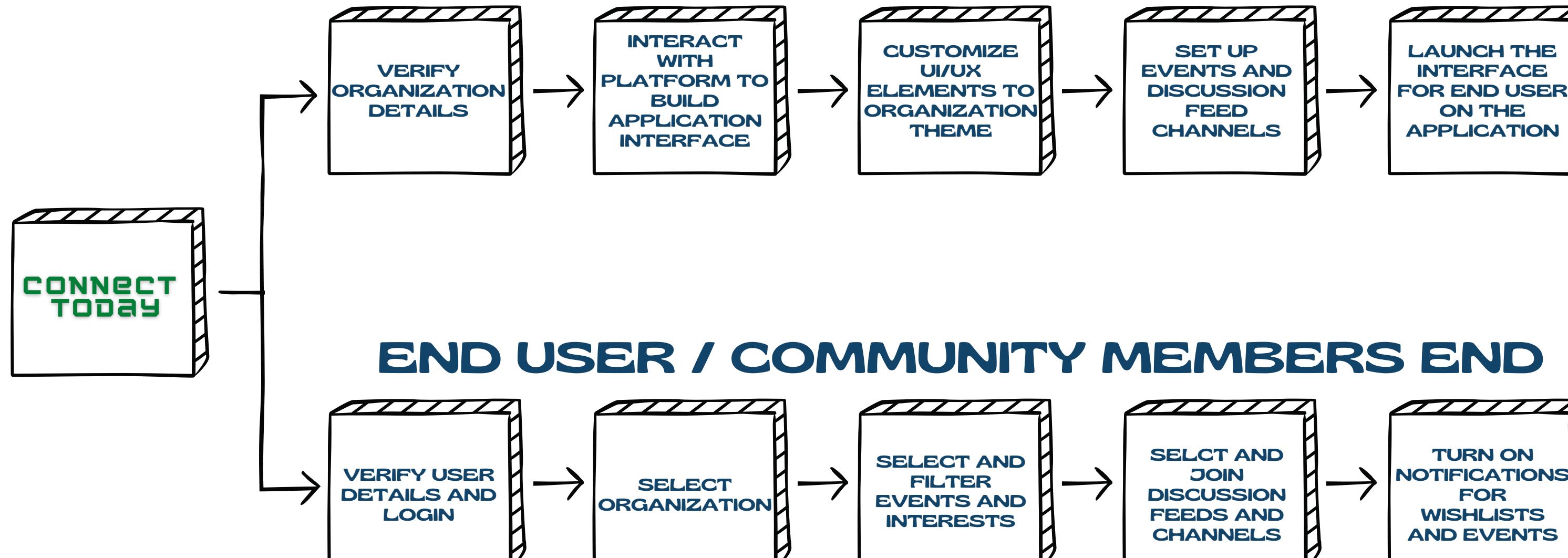
## EXECUTION:

- Multiple Organizations from different universities will have access to create events
- Enable interactions amongst students from other universities
- Facilitate cross-cultural participation and engagement

# CUSTOMER FLOW

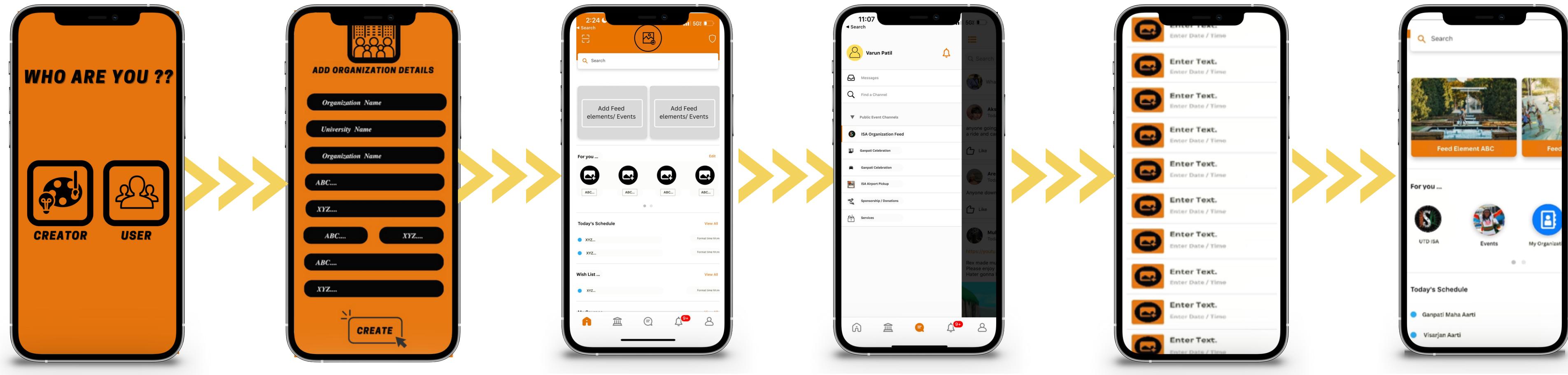
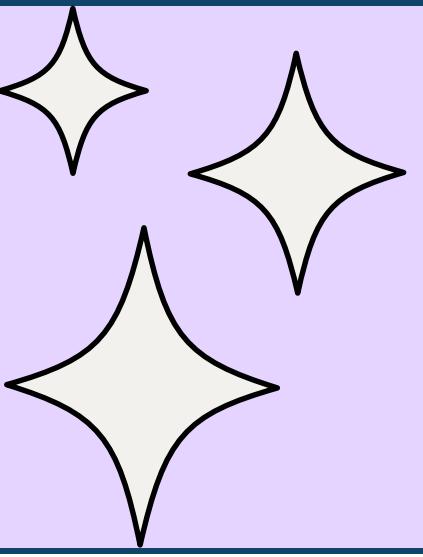


## STUDENT ORGANIZATION / CREATOR END



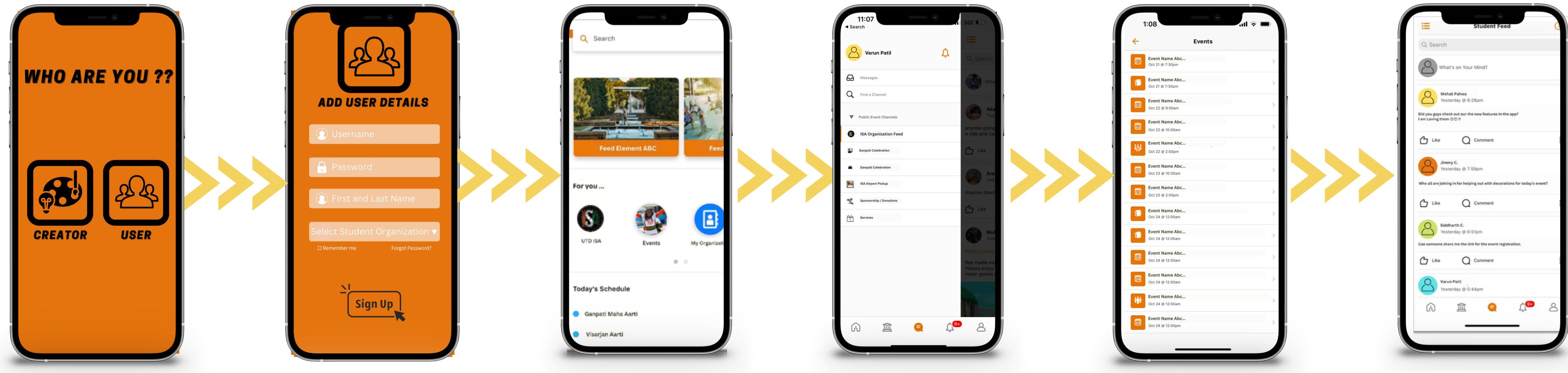
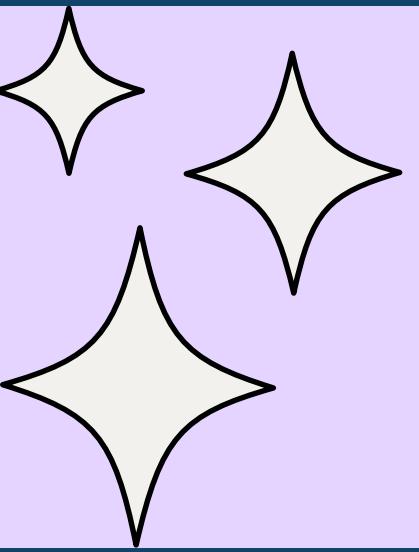
# USER INTERFACE

## CREATOR SIDE VIEW

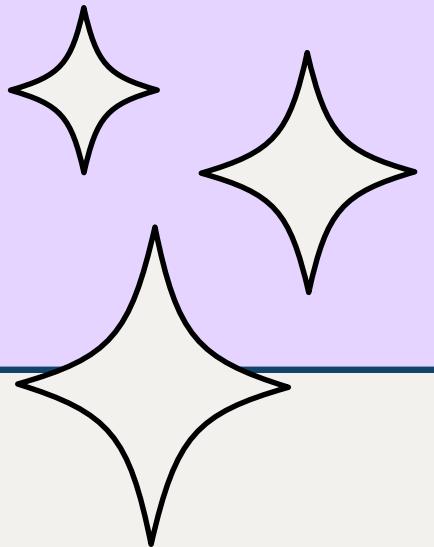


# USER INTERFACE

## END USER SIDE VIEW



# SCALABILITY



## OUR APPROACH

**We'll do the following:**

**STEP 1:**

Expand our reach and make this App a talking point for all users

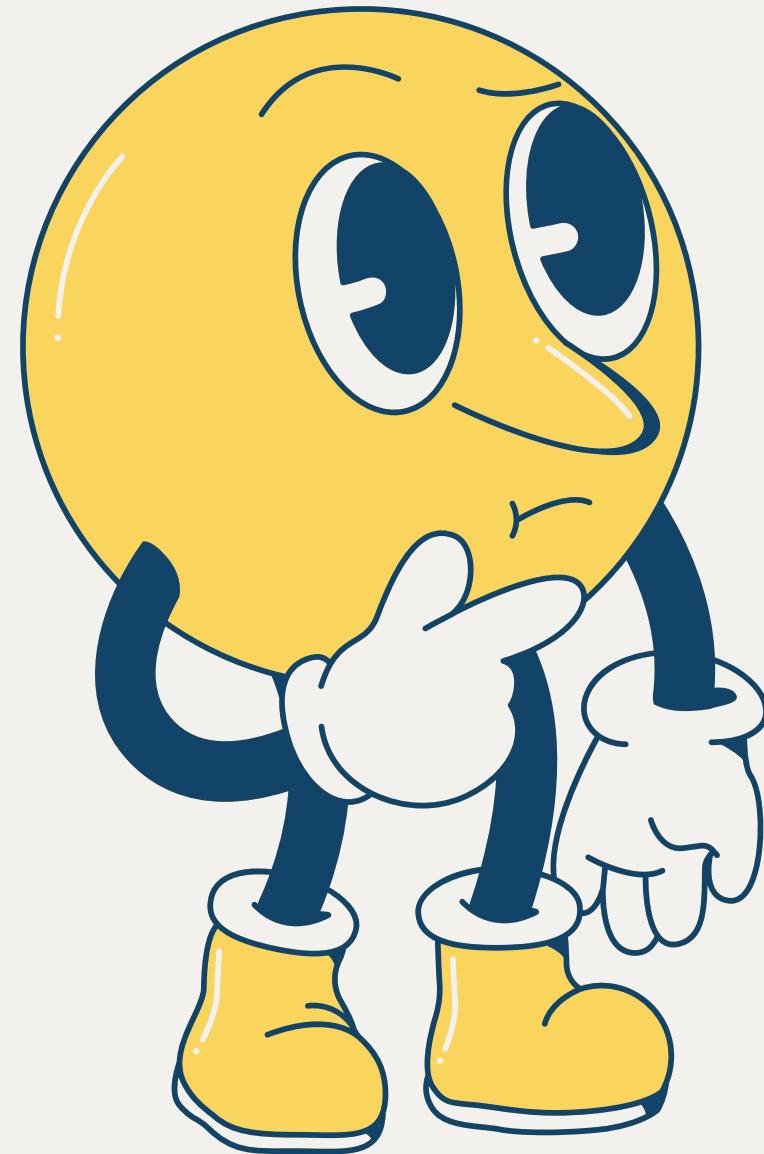
**STEP 2:**

Collaborate with student organizations to popularize the app

**STEP 3:**

Once we gain popularity from micro university organizations, we make the platform available to further universities to expand and grow!

# KPI



**Reach/ User Demographics** → to break down our users by gender, location, city, and language to have insights about our customer base.

**Clicks on page** → to see the action of the user on our page: ‘Register’, ‘View Calendar’, ‘Like’, ‘Follow’.

**Conversion Rate** → to track the number of people who came on the platform and registered for an event

# FINANCING / MONETIZATION

We'll do the following:

**STEP 1:**

Promote the app. Build community and connections

**STEP 2:**

We want to harness upon trust, reach and engagement garnered from our users.

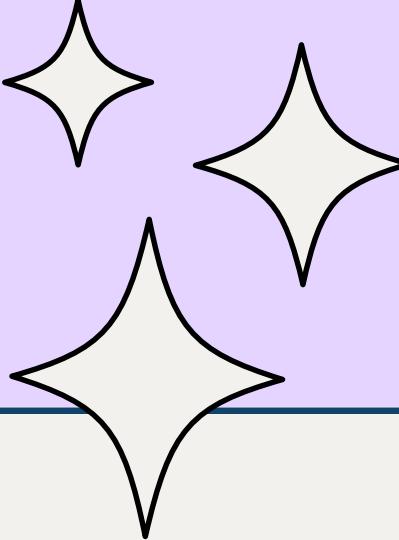
We get them addicted to our app, and BAAM!

**STEP 3:**

We charge them(student organizations) based on subscriptions!



# OUR TEAM'S ACCOMPLISHMENTS



## PROBLEM

The first step we learned in this cycle was understanding the problem statements and requirements.

## SOLUTION

Problem solving is very cognitive process. During this process we developed approach of asking questions and finding solutions to them.

## SOCIAL

Social learning involved learning through observation of different social apps and how they are connected with analytical tools.

## BUSINESS

We learned a lot about engagement strategies and how we can use social media platform to increase our business.

**We are continuously aiming for excellence!**

# THANK YOU

