**Product Overview: AlumnLink**

**AlumnLink** is an alumni management platform inspired by Vaave, designed to facilitate interaction and engagement among alumni, institutions, and administrators. The platform will be structured into three primary sections: User End, Admin Portal (Second Party), and Superadmin Portal (First Party). Each section will have distinct functionalities tailored to the needs of its users.

1. **User End (Alumni Portal**

**1.1. User Registration and Login**

**Flow** : Users (alumni) will register using their email or social media accounts. Verification will be required through email or admin approval.

**Features**:

- Profile creation with personal, professional, and academic details.

- Option to upload a profile picture and cover photo.

- Dashboard showcasing recent posts, events, and announcements.

**1.2. Alumni Directory**

**Flow**: Users can search and filter the alumni directory by batch, course, location, or current industry.

**Features**:

- View detailed profiles of other alumni.

- Send connection requests and messages.

- Option to join or create interest-based groups.

**1.3. Events and Announcements**

**Flow**: Users will be able to view and register for upcoming events, webinars, and reunions.

**Features**: - Event calendar with details like date, time, venue, and speakers.

- RSVP options and event reminders.

- View and comment on announcements and updates.

**1.4. Job Board**

- **Flow**: Alumni can browse, apply for, and post job opportunities.

-**Features**:

- Search and filter job postings by industry, location, and experience level.

- Upload and manage resumes.

- Receive notifications for job matches.

**1.5. Fundraising Campaigns**

**Flow**: Alumni can contribute to or start fundraising campaigns.

- **Features**:

- Track donation history.

- View details of ongoing campaigns and their progress.

- Share campaigns on social media.

**2.** **Admin Portal (Second Party - Institutional Admin)**

**2.1. Admin Registration and Login**

- **Flow**: Admins will register through an invitation link sent by the superadmin. Upon registration, they will have access to manage their institution's alumni.

- **Features**:

- Secure login with two-factor authentication (2FA).

- Dashboard with an overview of alumni activities, events, and statistics.

**2.2. Alumni Management**

- **Flow**: Admins can view, approve, or deny alumni registrations.

- **Features**:

- Edit and update alumni profiles.

- Monitor user activity and engagement.

- Export alumni data for offline use.

**2.3. Content Management**

- **Flow**: Admins can create and manage content such as announcements, newsletters, and event invitations.

- **Features**:

- Schedule posts and announcements.

- Moderate user-generated content.

- Manage event details and RSVPs.

**2.4. Analytics and Reporting**

- **Flow**: Admins can generate reports on alumni engagement, event participation, and fundraising efforts.

- **Features**:

- Real-time analytics dashboard.

- Exportable reports in PDF or Excel format.

- Insights on active users, popular content, and more.

**2.5. Communication Tools**

- **Flow**: Admins can send bulk emails, notifications, and messages to alumni.

- **Features**:

- Create and manage email templates.

- Track email open rates and engagement.

- Send personalized messages to targeted groups.

**3.** **Superadmin Portal (First Party - Platform Owner)**

**3.1. Superadmin Registration and Login**

- **Flow**: The superadmin has full control over the platform, including managing admins and overseeing all activities.

- **Features**:

- High-level dashboard with a global overview of all institutions and alumni.

- Secure login with advanced 2FA and IP-based access controls.

**3.2. Institution Management**

- **Flow**: Superadmins can add, edit, or remove institutions from the platform.

- **Features**:

- Assign and manage admin accounts for each institution.

- Monitor institution-specific activities and performance.

- Set platform-wide policies and guidelines.

**3.3. Platform Settings**

- **Flow**: Superadmins can customize the platform settings, including branding, themes, and user permissions.

- **Features**:

- Manage subscription plans for institutions.

- Set up payment gateways for fundraising and subscription fees.

- Configure global notification and alert settings.

**3.4. Advanced Analytics**

- **Flow**: Superadmins have access to in-depth analytics across all institutions.

- **Features**:

- Track platform growth, user retention, and financial performance.

- Generate comprehensive reports on platform usage and trends.

- Monitor data security and compliance.

**3.5. Support and Helpdesk**

- **Flow**: Superadmins can manage support requests and helpdesk tickets from admins and users.

- **Features**:

- Create and manage a knowledge base and FAQs.

- Assign and prioritize support tickets.

- Monitor support team performance.

**Conclusion**

AlumnLink will provide a seamless, integrated experience for alumni, institutional admins, and the platform owners. By offering specialized portals for each user type, the platform will cater to the unique needs of its diverse user base, fostering a strong and engaged alumni community.