



EventAngels - Event Sponsorship Website

Project Proposal Report
User Persona

Team 16

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EventAngels

Business context and problem

About 1.8 million^[1] meetings and event occur in the US every year. While large events like Super bowl, football games, and TEDx meets attract huge sponsors, there are many which go unnoticed. On the other side, \$22 billion^[2] are spent on sponsoring events across North America of which \$15 billion is spent in the US. However, a huge percentage of this sum is contributed by heavy-weight companies and firms with deep pockets.

EventAngels is a platform which brings small event organizers and midsize or small-size sponsors together to create an ideal interaction ground for mutual benefit. The event host can invite sponsors for a nominal charge and acquire funds from interested parties without going through the hassle of pitching the events to businesses. The local businesses, on the other hand, could get a chance to advertise themselves better and cheaper.

The website will be responsive and will be available to the desktop, tablet and mobile phone users.

Operation of EventAngels

The landing page through our website, the hosts can put up the details of the event and type of sponsorship they want. Sponsors can find events based on location and event category and choose to fund them. Both the stakeholders will negotiate the terms according to their preferences. We will charge a fixed amount from the host for each event posted on our website. EventAngels is not a platform for event management; EventAngels will only help hosts to connect with sponsors and vice versa.

EventAngels stores the details of hosts, sponsors, and events in the database. Hosts and sponsors use the website for their respective tasks. They can reach out to the EventAngels consultant through mail or phone call for any assistance. The details of the operation are described below.

1. Account Creation and Management: The landing page will have information on various events posted on the website. It will give the user an option to enter as a host or as a sponsor.

Host/ Organizer:

The person who is conducting the event and has posted the information on the website. Once the user selects the option to enter as an organizer, he will be asked to login using Facebook, Gmail or LinkedIn or create an account. A login option will also be present for a returning user. The host can create an event, edit an existing one or delete the event. The host can have multiple events live on the website.

Angel/ Sponsor:

The angel or the sponsor will enter the page for sponsor and will sign in similarly. However, he will see a list of events published on the website and these can be filtered according to the location and category.

EventAngel Consultant:

The Consultant is a part of the EventAngels team who will work with all the users to resolve any concerns and convey any recommendations or suggestions to the development team for further improvement of the website. The EventAngels consultant will have access to both host and sponsor profiles and can access

all the events. A host can call up EventAngels and register an event. The consultant will create the event on behalf of the host. Sponsors can also contact the consultant for more information about any host or event. The consultant will not provide any confidential information to either party and will not help in any negotiation. The consultant will also not have the privilege to change the event sign-up amount. Any executive decision will be taken by EventAngels unanimously.

2. Event Creation: One of the most important functionalities of EventAngels is its event creation task. A host can register an event at EventAngels after logging in the application. He will need to fill out the specifics of the event like name, date, time, venue, a number of attendees expected, description, images/video, if any. The host will also mention the specifics of the sponsorship expected. He will have the liberty of creating different types of sponsorship plans for an event. Although there will be no signup fee, the host will need to pay before making the event live. By making the event live, the event will be published and will be visible for sponsors. Host can edit the event before or after the event goes live, but not past the event date. Host can delete the event as well, if he couldn't find any sponsor. Once the date of an event is over, the database will be updated and the event will no longer be live.

3. Event Sponsorship: Sponsor will be provided a list of events which can be filtered on the basis of location and event category. Once a sponsor selects an event, the platform will update the database and notify the host. The sponsor can select one or more slabs/ types of sponsorship for the event and then go ahead and pay the sponsorship amount. An angel can sponsor multiple events.

4. Feedback: Once an event is over, a personalized feedback link will be generated and sent to the host via email/ SMS. The host can provide feedback about the amount of funding they received.

Project expected outcome

Potential Users

The potential users of this platforms can be any individual, firm, student organization or group who plan to host an event. People who are looking out for ways to fund their event without minding some advertisement being posted at the venue can be good customers for the platform. Similarly, any individual, business or group who wishes to advertise their products, services or copyrighted work can be a suitable sponsor for the events catering to a specific demographic group. This platform will be a cheap and cost effective way of direct advertisement for such users.

Database and tables

The database will store the registration details of all users. As and when, the user registers, the details will be stored in the respective tables based on roles. Once the host creates an event, it will be stored in Events details table and corresponding sponsorship slab details will be stored along with the event details. Once the host pays for the event, the payment details will be updated in the database and the event will go live. On the similar lines, once the sponsors pays the sponsorship amount, the details will be updated in the database and also update the Event record accordingly. Post event date, the event will be marked soft-deleted and will not be displayed on the website. The response to the feedback given by host post-event will also be stored. Below is a conceptual database design with header being the tables.

Host_dtls	Event_sponsor_dtls	Event_dtls	Evnt_pmt_dtls	Sponsor_Req_dtls	Sponsorship_dtls	FeedBack
id	id	id	id	id	id	id
name	name	host_id	host_dtls_id	event_id	event_id	event_id
emailid	emailid	title	event_id	sponsorshipType	sponsor_req_id	host_id
phone	phone	date	amount	SponsorshipAmt	sponsor_id	feedback_Link
address	address	time	paidon	isPartialAllowed?	sponsor_amt	feedback_q1
isActive	isActive	venue	paidBy	isFullyFunded?		feedback_q2
regd_on	regd_on	num_attendees	confirmation_Num			feedback_q3
		isActive				feedback_q4
		createdBy				feedback_q5
		createdOn				feedback_q6
		category				feedback_q7
		isDeleted				submitDttm
		image				
		thumbnail				
		fblink				
		eventbritelink				

Assumptions

- 1) No real payment system. We assume host pays money up front before the event goes live. Similarly, we will assume that sponsor pays the money once being directed to the gateway system and it is received by the host. We will not be creating a payment facility.
- 2) Events are not cancelled.
- 3) User knows minimal amount of computer and internet usage and understand online payments.
- 4) User uses credit card or has PayPal account.

Project Conduct

The team consists of two developers, one database designers, and two creative designers. We meet thrice a week to take progress report on where we are. We will be using Trello for task management.

The project deliverable will consist of

- a) Functional code with attractive website design. The website will be compatible with desktop, tablet, and mobile
- b) Database scripts: Initial DDLs and DMLs
- c) Documentation for the whole project
- d) User guide

By doing this project we wish to incorporate our class learning about Information Systems design into a practical, fully functional system. We will concentrate mainly on making the UX rich and efficient for the users and create an unforgettable experience for them when they use the system. Major takeaways from the projects will be:

- a) Establishing and maintaining connections with the user
- b) Designing UI for mobile and the web with target user in mind
- c) Creating personas and hence the system to accomplish the task
- d) Designing story which a user will remember us for

Reference:

- 1) https://www.mpiweb.org/docs/default-source/move-forward/moveforward_industryfacts-2015.pdf
- 2) <https://www.sponsorship.com/IEG/files/4e/4e525456-b2b1-4049-bd51-03d9c35ac507.pdf>

User persona - Host



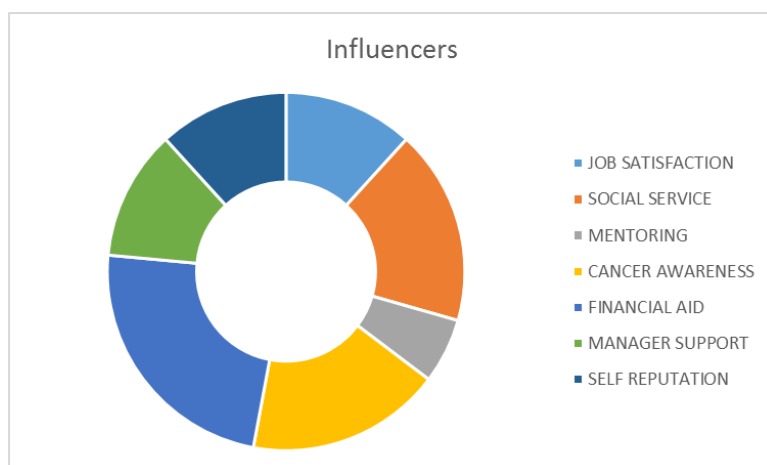
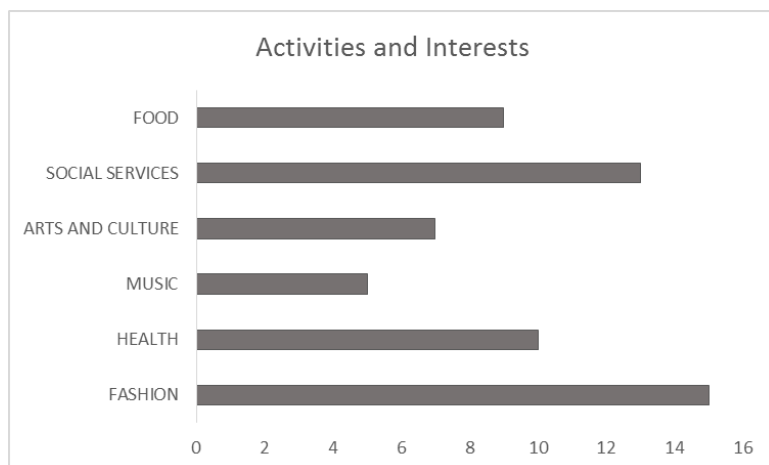
Kathy is a 45-year old female working for a small scale clothing business in Houston. In her free time, she volunteers at a not-for-profit organization which helps raise funds for cancer awareness programs. She has been a project manager for a couple of years and is accountable for the corporate social responsibility program of her company. She conducts various events as a joint venture between her clothing company and the not-for profit organization she volunteers at. These events are hosted every month at various places in Texas.

Kathy is always on the look-out for sponsors to fund her events. The capital that she gets from her clothing company is not enough to host the entire event. Until now, she has been trying to get funds from sponsors by spreading information

about her events through word of mouth promotions. She is looking for a platform which will help her get easy access to big, corporate sponsors who are looking to fund such philanthropic events.

However, Kathy is not very tech-savvy and doesn't know a lot about using the computers and internet. She just enrolled on a few social media websites and is fairly new to e-commerce. She would like to use an online platform which connects the corporate sponsors to social events like hers with the click of a button. She wants the platform to be very intuitive and user friendly so that she doesn't have any trouble signing up for their services and navigating through their website.

Typically, the events that she hosts attracts a large crowd. She is sure that once she gets connected with the sponsors, she would be able to get them fund her events. She believes in the cause her events stand for and is certain that she can convince the sponsors to donate large sums of money by giving them prominent locations and a young crowd's attention to advertise their products.



User Persona - Sponsor



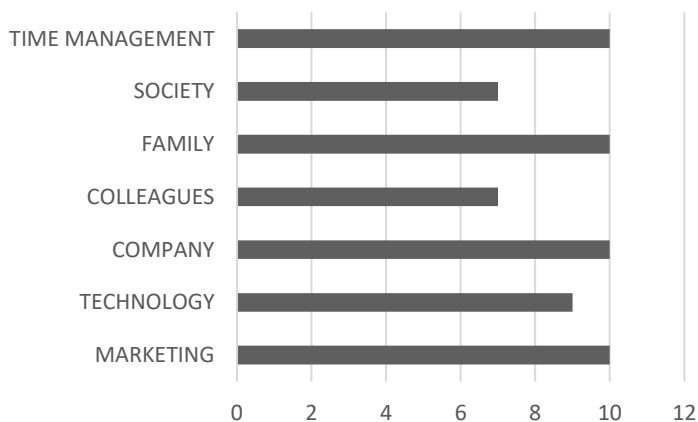
Jordan is a 40 years old senior executive in Austin based bank, Bank of South. He loves his work and inadvertently brings enthusiasm along him that encourages other employees. He has been a part of the company for more than 10 years and strives to work hard for the growth of the company.

He is the head of the regional headquarters for marketing and works with a team of 9 members under him. His work keeps him very busy throughout the day, thus forcing him to manage his time judiciously. This busy schedule is the reason why Jordan prefers to receive information in a precise manner. He is a tech-savvy who encourages new technology and innovative ideas

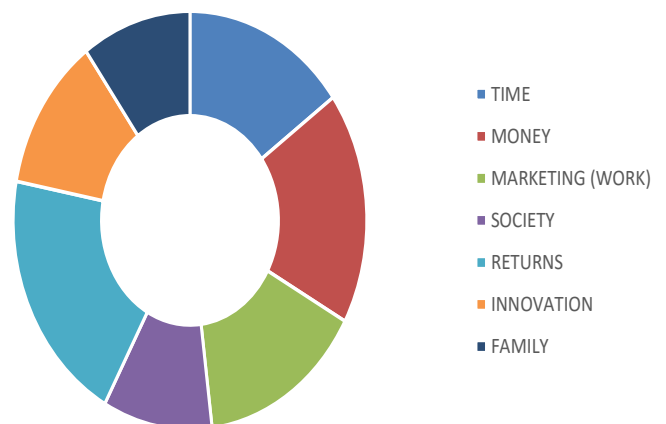
through various platforms. He has also started an incentive program in the company which promotes new ideas from employees by giving them a platform to showcase their creativity.

Jordan is a family man who efficiently balances his professional and personal life. He believes in helping people in need that can be seen through his charity work. This quality is also reflected in the CSR (Corporate Service Responsibility) activities undertaken by Bank of South under his supervision. Activities like funding marathon, providing food for homeless people, and education for orphans are few of the many events where company had taken part. These activities have immensely helped the non-profitable organizations as well as enhanced the company's reputation.

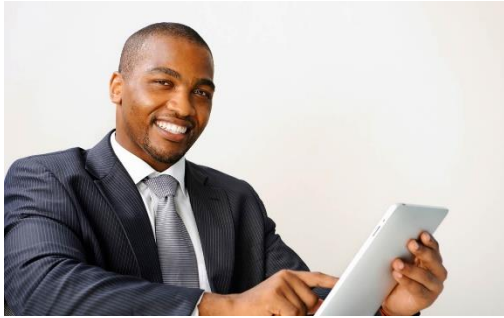
Activities and Interest



Influencers



User Persona - Consultant



Sean is a recent graduate in Computer Science from Texas A&M University, College Station and wishes to change the way corporates distribute their marketing budget through sponsoring the events. As a student, Sean has experienced the troubles faced by student organizations while winning corporate sponsorship for their events. His eyes are set on a higher goal of creating brand rather than a huge profit. He is an ambitious, confident, tech-savvy millennial who precisely

knows the importance of technology when applied aptly.

Sean is a people person who believes in learning from varied social interactions. His friendly nature makes it easy for people to approach him with their problems. He has an extensive expertise in building websites that cater to small-scale businesses. His vision is to make it easy for event hosts to connect with corporate sponsors through a consolidated online platform. He is strong at understanding user requirements and incorporate those into his website design, making the website intuitive and user-friendly.

He has strong contacts with various student organizations who will be willing to register on his website. He wants to help people around the College Station area by building this online platform.

