

## **CLUB CONNECT**

*– Unite to Grow. Engage to Lead.*

### **Problem Statement**

In Indian colleges, most student clubs and societies operate without a structured digital platform. Communication is scattered across multiple apps like WhatsApp, Instagram, and Google Forms. As a result:

- Clubs *struggle* to manage events, track participation, and grow.
- Campus engagement remains *fragmented and inconsistent*.
- There's *no standard system* to evaluate or motivate club performance.
- Students *miss out* on opportunities and updates.

### **Solution Offered**

To create an all-in-one *web platform* that digitally transforms the club ecosystem in Indian colleges by:

- Providing tools to *manage club activities and events*
- Offering social features for *real-time engagement*
- Motivating clubs through a *weekly performance ranking*
- Making it easy for students to *stay updated and involved*
- *Centralizing* campus club activities in one platform
- *Digitally empower student clubs* to work like professional communities
- *Increasing awareness* of events, workshops, and competitions among students.

### **What is Club Connect?**

*ClubConnect* is a *web-based platform* designed to bring together *students and clubs* in one digital ecosystem. It combines the features of *social media, event management, and leaderboard-driven gamification* to boost participation, simplify club operations, and foster a vibrant campus culture.

Target Users:

- *Students: Can discover, follow, and interact with college clubs; register for events; engage with posts and media.*
- *Clubs & Societies: Can create events, post updates, track activity, and compete in a weekly ranking system.*

## Objectives of Project

### 1. *Digital Transformation of College Clubs*

Enable clubs to move beyond WhatsApp groups and Google Forms to a structured digital ecosystem for managing events and communicating with members.

### 2. *Boost Student Involvement and Development*

Encourage students to actively participate in campus life by centralizing event information and making club content accessible, social, and engaging.

### 3. *Create a Competitive, Engaged Ecosystem*

Introduce a weekly club ranking system based on engagement metrics (likes, posts, event participation) to motivate clubs to stay active and creative.

### 4. *Simplify Event Management*

Provide tools for clubs to create, promote, and manage workshops, competitions, and meetups — along with user-friendly event registration for students.

### 5. *Foster Club-Student Communication*

Let clubs post updates, visuals, announcements, and media while students react, comment, and stay in the loop — creating a mini social media experience for campus life.

### 6. *Ensure Scalable Campus-Wide Adoption*

Build a platform flexible enough to work for one college at launch but scalable to multiple campuses later — each with its own set of clubs and student base.

### 7. *Track and Celebrate Campus Engagement*

Visualize which clubs are most active, how students are engaging, and which events are most popular — creating a transparent and data-driven engagement culture.

## Core Functionalities and Features

### *For Students:*

- Sign up/log in and create a profile
- Discover and follow clubs in their college
- Register for upcoming events and workshops
- Like & react to club posts
- View club rankings based on engagement

### *For Clubs:*

- Create/manage a club profile
- Post updates, event announcements, and media
- Create events and manage participants
- View engagement analytics

- Compete in a gamified ranking system

#### *Engagement Leaderboard:*

- Weekly updated rankings of clubs
- Based on metrics like post engagement, event participation, etc.
- Promotes healthy competition and consistent activity

### **Student Functionalities**

*Students are the end-users who interact with clubs, explore content, and participate in events.*

#### *Authentication & Profile*

- Sign up / Login (Email + OTP or password-based)
- Create/edit personal profile (name, college, year, interests)
- Upload profile picture

#### *Explore & Discover*

- Club Directory: Browse all active clubs in their college
- Event Feed: View upcoming events/workshops
- Search & Filter: Find clubs/events by type (e.g., tech, arts, sports)

#### *Club Engagement*

- Follow or join clubs
- View club profiles and updates
- Get notified about new posts, events, or activities from followed clubs

#### *Social Features*

- Like/comment on club posts
- Engage with polls, quizzes, or challenges posted by clubs

#### *Event Participation*

- One-click event registration (Linked to their profile)
- View event details (description, time, venue, contact info)
- View registered events in personal dashboard

#### *Leaderboards & Engagement*

- See weekly leaderboard of most active clubs
- Discover trending events or top-performing clubs

### **Club Functionalities**

*Clubs are the creators and managers of content and events on the platform.*

### *Authentication & Club Onboarding*

- Register as a club (with approval flow from admin, if needed)
- Add club name, description, logo, category (e.g., cultural, technical, sports)
- Add club coordinators (can be multiple users)

### *Club Profile Management*

- Edit profile details
- Upload banner, photos, or past event galleries
- Display follower count, total events, weekly rank

### *Post & Content Publishing*

- Create public posts (announcements, media, memes, discussions)
- Add images, links, and hashtags
- Schedule posts for future publishing
- Track engagement metrics (likes, comments, views)

### *Event Management*

- Create events (with title, description, date, location, poster, registration cap)
- Allow registrations (link student profiles to events)
- View and download list of registered participants
- Mark attendance or export participation (CSV/PDF)
- Set up reminders or auto-notifications

### *Analytics & Performance*

- View engagement analytics for posts and events
- Weekly summary: new followers, event stats, engagement rate
- Track current rank and history on leaderboard

### *Leaderboard Influence*

Rankings based on:

- Number of events
- Post engagement (likes/comments)
- Number of registrations
- Frequency of activity

### *Notification System*

Get notified of:

- New followers
- Engagement surges
- Event milestones
- Option to send broadcast messages to all registered participants

## Challenges of ClubConnect

### 1. *User Acquisition & Adoption*

Getting both students and clubs to adopt a new platform (vs. staying on Instagram, WhatsApp) might take effort.

### 2. *Content Moderation*

Preventing spam, inappropriate posts, or fake events will require moderation features or admin oversight.

### 3. *Verification of Clubs*

Ensuring only official, recognized college clubs register (requires admin verification or onboarding workflow).

### 4. *Engagement Dependency*

If clubs don't post or update regularly, the platform could appear inactive — needs strong onboarding & incentives.

### 5. *Technical Complexity*

Features like real-time notifications, leaderboard tracking, and event management require robust backend logic.

### 6. *Cross-College Expansion*

Scaling to multiple colleges introduces new complexities — filtering, college-wise content, etc.

### 7. *Monetization Dilemma*

Initial version may not earn money — funding hosting, maintenance, or marketing might be tricky without sponsors or college partnerships.

### 8. *Event Verification*

Ensuring that all events are real and well-organized — especially in a system where anyone can post (needs oversight).

### 9. *No Mobile App (Initially)*

Students are mobile-first. If the web version isn't well-optimized for phones, adoption could be slow.

### 10. *Data Privacy*

Must be cautious with student data (names, emails, interests, etc.) and ensure secure storage practices.

## Frequent Questions

1. What problem is ClubConnect solving that isn't already solved by platforms like WhatsApp, Instagram, or Google Forms?
2. Why will students and clubs switch to this new platform?
3. Is this meant for just one college or for multiple campuses across India?
4. What makes ClubConnect different from other event apps or student portals?
5. How easy is it for a new user (student or club) to onboard and understand the platform?
6. Will the students need to join via a college email? How will college-specific filtering happen?
7. Can one student follow multiple clubs from different categories?
8. What happens if a club posts spam or irrelevant content? Is there any content moderation?
9. How will the leaderboard be calculated — what are the metrics?
10. What happens to past event data — is there a history/archive feature?
11. Is there a real-time notification system (like push/email/SMS)?
12. Can events be updated or edited after publishing? What if there's a venue/time change?
13. How is student data stored and protected?
14. Will other users be able to see my event registrations or activities?
15. What permission levels do different users have (student, club admin, super admin)?
16. How do you verify if someone is an official club or just creating fake accounts?
17. Can this platform scale to thousands of users across colleges?
18. Will it support multiple colleges under the same system or separate instances?
19. What happens if one college has 50+ clubs — will the UI still be clean and usable?
20. Will there be a mobile app in future? If yes, when?
21. Can students give feedback after attending an event?
22. Is there a rating system for clubs or events?
23. How are inactive clubs handled? Will they be hidden or flagged?
24. Can users report posts or events that are misleading?
25. Can ClubConnect integrate with Google Calendar or Zoom for online events?
26. Can clubs link their Instagram or YouTube for more reach?
27. Will there be a way to import/export data (e.g. event registrations)?
28. Will the platform support inter-college competitions or collab events?
29. Will ClubConnect always be free?
30. How will the platform make money (ads, premium features, college subscriptions)?
31. Can sponsors or brands promote their events or products through ClubConnect?
32. Will there be analytics dashboards that clubs can upgrade to?