



UNIVERSITI MALAYSIA TERENGGANU
SEMESTER I 2023/2024

FACULTY OF COMPUTER SCIENCE AND MATHEMATICS

CSM3114

FRAMEWORK – BASED MOBILE APPLICATION DEVELOPMENT

PROJECT REPORT

CLUB EVENT MANAGEMENT APP

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TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
PROTOTYPE DESIGN.....	4
THE UI FOR THE APPLICATION WITH EXPLANATION	5
POTENTIAL COMMERCIAL VALUE AND PRICING OF THE PROTOTYPE	8
LESSON LEARNED	10
CONCLUSION.....	11
REFERENCES	12

EXECUTIVE SUMMARY

The most advanced method intended for improving university clubs' event handling processes is the Club Event Management App. This mobile application gives customers a smooth experience with an intuitive UI and a unified design. The home screen acts as a focal center, providing club logo of Angkatan Anak Seni UMT (AKASIA) and encouraging simple access to event listings and club information. An interesting and simple user experience is given priority in the prototype, which has aesthetically pleasing aspects like club avatars and event graphics.

Functionality-wise, the prototype shines at offering comprehensive event details, interactive completion status checkboxes, and an easy-to-use event deletion feature. These capabilities improve club administrators' overall workflow by aiding in the effective planning and organizing of events. Users can easily manage and retrieve pertinent information because to the design's emphasis on accessibility and simplicity.

From an organizational perspective, the prototype holds significant value by fostering efficient collaboration and communication among club members. By addressing the specific needs of club organizers, the application emerges as a valuable tool for enhancing coordination within educational institutions. This thoughtful design and robust feature set position the prototype as a promising solution for optimizing event management in university settings.

In conclusion, the Club Event Management App prototype not only showcases technological innovation but also demonstrates a commitment to improving the overall experience of organizing and participating in university events. Its user-centric design and functional efficiency make it a promising solution for addressing the unique challenges faced by clubs in educational institutions.

PROTOTYPE DESIGN

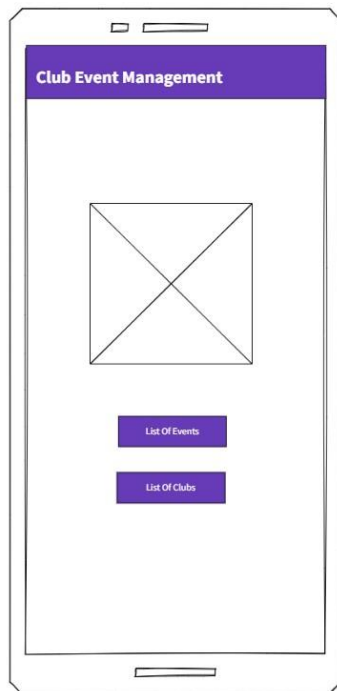


Figure 1.1 : Home Screen

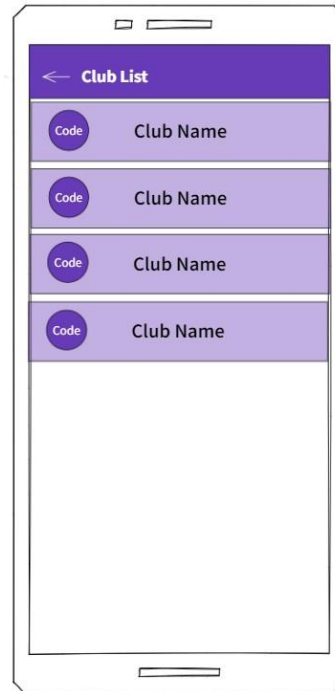


Figure 1.2 : Club List Screen



Figure 1.3 : Event List Screen

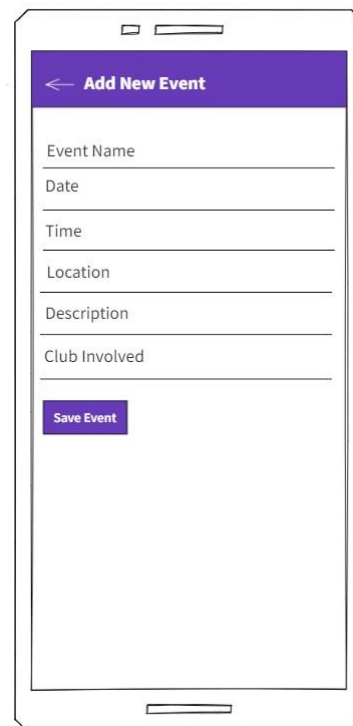


Figure 1.4 : Add New Event Screen



Figure 1.5 : Event Details Screen

THE UI FOR THE APPLICATION WITH EXPLANATION



Figure 2.1 Home Screen

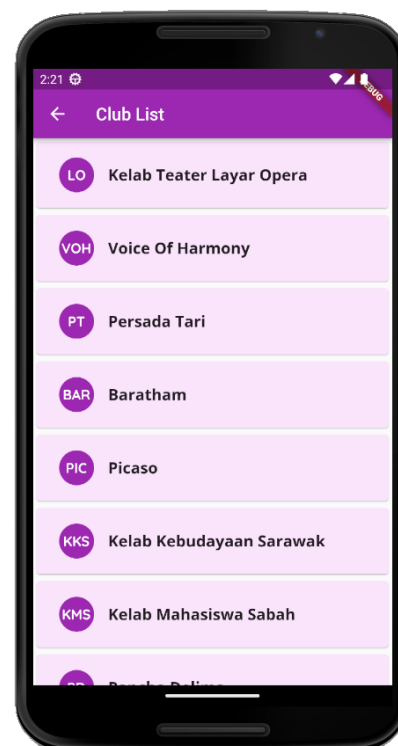


Figure 2.2 : Club List Screen

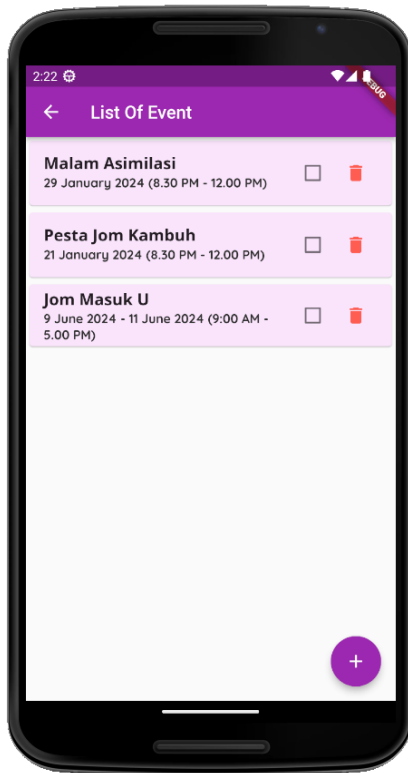


Figure 2.3 : Event List Screen

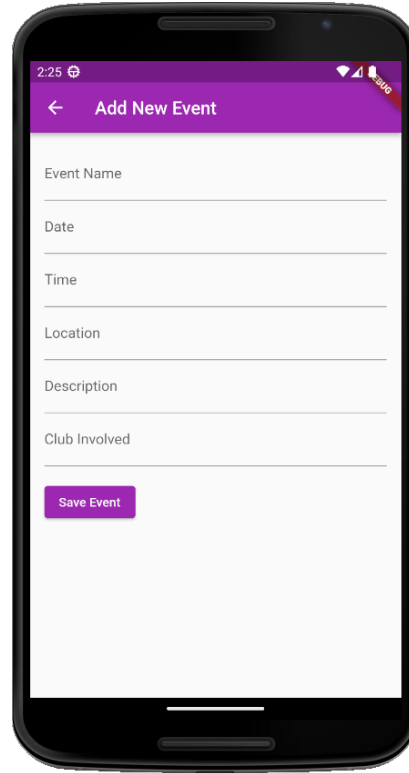


Figure 2.4 : Add New Event Screen

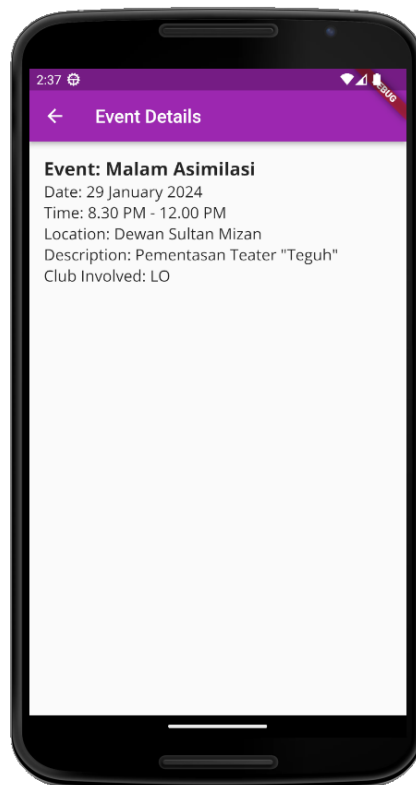


Figure 2.5 : Event Details Screen

Home Screen

Figure 2.1 show the “Home Screen” showcases the club AKASIA logo and club name with font ‘University’. Users can easily navigate to the list of events or clubs. The buttons for "List of Event" and "List of Club" follow Flutter's Material Design, ensuring a consistent and user-friendly experience.

Figure 2.2: Club List Screen

The Club List screen exhibits a list of clubs with distinctive code and club names to be mention in “Event Details”. The use of a purple background and OpenSans font enhances readability.

Event List Screen

Figure 2.3 Show the Event List screen features a scrollable list of events with detailed information if we click to the event and it will navigate to “Event Details” screen, including the event name, date, time, and location. The addition of checkboxes for completion status and delete icons for event removal enhances user interaction. Also there is, floating action button to add the new event.

Add New Event Screen

Figure 2.4: Show the "Add New Event" screen simplifies event input. Users fill in details like Event Name, Date, Time, Location, Description and Club Involved. The clean design and 'Save Event' button ensure easy data entry.

Event Details Screen

Figure 2.5 Show the "Event Details" screen displays event specifics logically. Key details like Event Name, Date, Time, Location, Description and Club Involved are presented in a readable font. This is for collect data about the event.

POTENTIAL COMMERCIAL VALUE AND PRICING OF THE PROTOTYPE

The purpose of the Event Management app prototype is to meet the increasing need in business and academic environments for efficient event planning. The possible commercial value and price solutions that meet user expectations and market demands are examined in this section.

1. Market Demand:

- a. Growing Need: With an increasing focus on organized and efficient event planning, the app caters to a rising demand for a centralized solution. Its versatility allows application across educational institutions, clubs, and professional event management.
- b. Target Audience: Club and event management companies, the app serves diverse organizational needs, ensuring broad market appeal.

2. Unique Features:

- a. Comprehensive Event Tracking: The app's ability to manage various aspects of events, including date, time, location, and involved clubs, sets it apart, offering a holistic approach to event coordination.
- b. User-Friendly Interface: The intuitive design enhances user experience, ensuring accessibility and ease of use for individuals with varying levels of technical proficiency.

3. Monetization Strategies:

- a. Subscription Model: A tiered subscription plan caters to different organizational sizes and feature requirements, offering a freemium model with basic functionalities and premium plans with advanced features.
- b. Strategic Partnerships: Collaborative efforts with educational institutions and event-related businesses can lead to additional revenue streams through licensing deals and promotional opportunities.

4. Branding and Marketing:

- a. Positioning: Emphasizing the app's adaptability and comprehensive features positions it as a leading solution for event management, addressing specific needs in academic and professional contexts.
- b. Strategic Outreach: Utilizing social media, influencer partnerships, and content marketing strategies will raise awareness, drive user acquisition, and foster community engagement.

5. Pricing Structure:

- a. Basic Plan (Free):
 - Limited event slots.
 - Essential features included.
- b. Standard Plan (RM7.99/month):
 - Expanded event capacity.
 - Additional customization options.
- c. Premium Plan (RM12.99/month):
 - Unlimited events.
 - Priority access to new features.
 - Ad-free experience.

The prototype for the event management software offers a strong answer to consumer requests according to its distinctive features, bright pricing scheme, and successful monetization techniques. It has the ability to distinguish itself as a worthwhile option in the crowded field of event management systems through clever branding and marketing.

LESSON LEARNED

The Club Event Management project was a great way to gain experience in individual project planning, UI/UX design, and the fundamentals of developing a mobile app.

One crucial takeaway was the development of project planning skills. Taking on the responsibility of planning the project independently provided a deeper understanding of the intricacies involved in coordinating various aspects, timelines, and tasks. Explore UI/UX design principles was another significant learning curve. The project required careful consideration of user interactions, visual aesthetics, and overall user experience. This hands-on experience enhanced skills in creating interfaces that are intuitive, visually appealing, and aligned with user expectations. A deeper understanding of navigation, image and font integration, and the strategic use of different button functionalities. Knowing when to employ elevated buttons, floating buttons, and other functional elements contributed to a more comprehensive understanding of Flutter's capabilities.

To sum up, the knowledge gained included customized project planning, the craft of UI/UX design, and a deeper understanding of Flutter's features. These realizations not only improved the Club Event Management project's outcome but also put me in a better position for future efforts by honing my project management, design, and technical complexity of mobile app development skills.

CONCLUSION

In conclusion, the Club Event Management project was a multifaceted journey that encapsulated the essence of collaborative learning, creative exploration, and technical proficiency. Through the development process, embraced iterative improvements, and successfully implemented a functional mobile application using Flutter. The project not only enhanced technical skills in mobile app development but also fostered a deeper understanding of UI/UX design principles and project planning. The resulting prototypes for the "Add New Event" and "Event Details" screens showcased the application's potential in managing club events effectively. Furthermore, exploring potential commercial value and pricing strategies provided valuable insights into the strategic aspects of app development. The lessons learned and experiences gained throughout this endeavor contribute to a foundation for future projects, emphasizing the importance of collaboration, creativity, and a comprehensive approach to mobile app development.

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Github

<https://github.com/fareezizhar02/project1>

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