2 Heads Are Better Than 1 - Event Social Project Vision

Revision History

Version	Date	Description	Authors
Inception Draft	Feb 2, 2016	First draft.	Ryan Toler, Joey Drees

Introduction

We envision an all-in-one social event application, Event Social, that tailors to many demographics, including, but not limited to, college students and the business world. This system will integrate with Twitter, one of the most popular social networking sites, to make it more accessible for anyone to generate buzz, ask questions, and stay up to date with not just one, but all of the events that they are subscribed to.

Positioning

Problem Statement

Current event applications are almost purely used to RSVP or view information regarding the event. Although this works, it is not always the most effective way to organize an event. For the business world, there are not many options to gather questions, comments, or concerns while an event or conference is taking place. This makes it difficult to receive timely feedback on how to improve an event for the guests.

Product Position Statement

Event Social is targeted towards anyone who wants to plan an event, which could include demographics such as college students and business professionals. Event Social aims to integrate a social aspect to events to generate a greater following and provide more excitement and anticipation in the days leading up to the event. It will accomplish this by allowing users to subscribe to an event that they are attending and want to learn more about it. These events are associated with a specific hashtag that is used on Twitter to allow attendees to discuss the event or ask questions, which streamlines all communication between event guests in one location. Users can view a feed of tweets that contain the specified hashtag on their homepage. Users can also leave comments for a specific event on the comments board, which is especially useful for those who do not have Twitter accounts but would like to participate in the social aspect leading up to the event. Event Social also makes it easy for anyone with an account to view chatter, ask questions, or provide feedback about certain presentations or aspects of a business event. There is an admin feature which allows the event manager to filter tweets that they want to be displayed on the homepage and comments board, which ensures that all communication is professional and applicable to the event. This allows attendees to provide feedback or get answers to any questions they have while the event is still happening, which ensures a better experience for the guests.

Alternatives and Competition

Another alternative to Event Social is Facebook's event feature, which has a couple flaws. First, in order to use Facebook's event feature, you must have a Facebook account; and not everyone has one. Second, it is not always the most professional way to organize an event for business purposes. There are also other event applications out there, but those

don't have the social networking features that Event Social will implement. Event Social aims to remedy all of these flaws by creating a professional looking application that is free and easy to use for anyone with or without a Facebook account.

Stakeholder Descriptions
College Students: Wants an easy, efficient, and modern way to organize parties and events while keeping constant communication with their event guests.

Business Professionals: Wants a professional looking application to organize events or conferences for employees and clients that allows them to give constant up to date information, while also providing them a chance to efficiently communicate with guests' questions/comments/concerns during the event or in the days leading up to it.

Twitter: Wants users to discover the added benefits of using a Twitter account with Event Social, which will encourage them to create their own Twitter account to use the application, boosting the amount of Twitter users.

Market Demographics
- Teens, adults, and everyone in between.
- College students and business professionals will be most heavily targeted.

Key High-Level Goals and Problems of the Stakeholders

High-Level Goal	Priority	Problems and Concerns	Current Solutions
Fast, professional social event application	High	Lack of communication between event planner and event guests.	Facebook's event feature does not provide an effective way to communicate with guests.

User-Level Goals
The users (and external systems) need a system to fulfill these goals:
- *Standard User*: Login, view tweets for hashtag, edit user profile, create new event, subscribe to event, view comments, add comments.
- *Event Manager*: Has same use cases as standard user as well as managing owned events.
- *Twitter API*: Login, view tweets for hashtag

User Environment
Any computer or mobile device using a web browser.

Product Overview
Product Perspective
Event Social is a web application that can be used on any computer or mobile device. It will provide event management and social networking services to users, and collaborate with the Twitter API, as indicated in Figure Vision-1.

Figure vision- 1. Event Social system context diagram
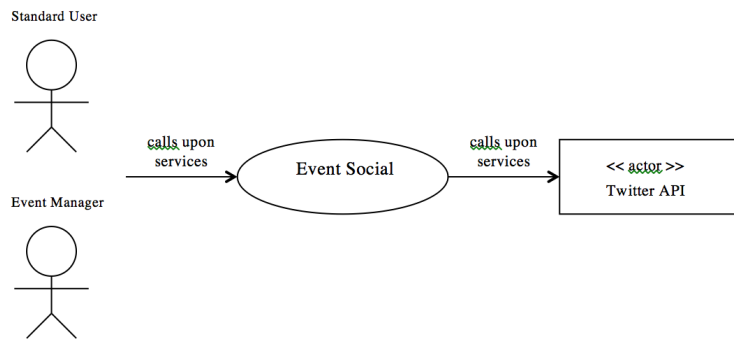
Summary of Benefits

Supporting Feature	Stakeholder Benefit
Functionally, the system will provide event management and social networking services.	Easy, efficient, and social way to organize events.
Ability to login with or without a Twitter account.	Anybody can use Event Social.
Has a comments board to easily answer all questions/comments/concerns.	All users will benefit from having an increased experience for their guests.

Assumptions and Dependencies
Event Social assumes the user has a computer or mobile device with internet access to login to the application via a web browser.

Cost and Pricing
Event Social is free and will always be free. However, we will be looking into adding premium memberships, which includes extra features from the standard user in the future.

Summary of System Features
- Log in to Event Social. If the user does not have an account, create an account using an internal form or using Twitter API.
- View tweets for an event that uses a specific hashtag.
- Edit the user's profile picture, password, and display name.
- Add a new event. Choose event name, hashtag, start/end date, and whether moderation/filtering is enabled.
- Edit and manage any event(s) that you created.
- View comments from users for a specific event/hashtag.
- Add comments for a specific event/hashtag.