EventRaze

Project Vision Document

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Revision History

Revision	Date	Author	Reviewed By	Summary of Changes

Document Approval List

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1.0	Kalp Senghani	Kalp	02/10/2024
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1. Introduction

The Project Vision Document outlines the scope, objectives, and overall structure of the Event Management System project. It provides a detailed overview of the features and functionalities that will be developed to streamline the management and booking of events. The document covers essential components such as system architecture, user roles, and interaction flows, ensuring that the project's goals and outcomes are clearly defined. This vision acts as a guiding document throughout the development process to maintain alignment with the intended functionality and deliverables.

1.1. Purpose

The purpose of the Project Vision Document is to serve as a foundational reference for the development of the Event Management System. It seeks to clarify the objectives of developing an approachable platform that facilitates effective communication between administrators, event planners, and clients. The prerequisites for putting features like event booking, management, and feedback gathering into practice are outlined in this document. In order to facilitate a structured development process and guarantee the delivery of a reliable and efficient event management solution, we draft this document to make sure that all project components are precisely described.

1.2. Scope

This clear definition of scope ensures that the project remains focused on delivering the essential event management features while excluding complex or resource-intensive functionalities for future consideration.

1.2.1. In Scope

The event management system will focus on providing a comprehensive solution for event creation, management, and user engagement. Event creation and management will be at the core, allowing organizers to easily set up events, define schedules, manage venues, and configure ticketing options. The system will enable seamless user registration and authentication, offering secure login and user management features to ensure that both attendees and organizers can interact with the platform efficiently. An important aspect of the system will be registration and ticketing, where users can browse events, register, and purchase tickets using a secure payment processing system. The system will support a variety of ticket types, pricing tiers, and promotional codes.

Admin functions will allow system administrators to manage users, approve events, and generate detailed reports on event performance, registrations, and feedback. A centralized database will store all relevant data, including event details, attendee information, and payment records, ensuring accessibility and data security. To enhance user experience, the platform will include event viewing and booking functionalities, where attendees can easily discover events based on their preferences, register, and receive confirmation emails and reminders.

Feedback will play a key role in gathering insights from attendees. The system will also incorporate venue management, enabling organizers to book venues, check availability, and coordinate logistics. Additional features like a chatbot will provide users with instant support for event-related queries, while the system will also offer a certificate generator for voluntary work, allowing event organizers to issue digital certificates to volunteers for their contributions.

1.2.2. <u>Out of Scope</u>

Certain advanced features will be excluded from this project to maintain focus on the core functionality. Complex AI-driven predictive analysis will not be included, though basic analytics will be provided. Similarly, features like augmented reality (AR) experiences for events or live streaming capabilities will not be part of the system, as they require additional infrastructure and resources. Mobile app development is also out of scope, though the system will be optimized for mobile web browsers. Furthermore, deep third-party integrations with marketing or social media tools beyond basic sharing options will not be implemented. Lastly, any real-time collaboration or editing tools for multi-user event creation will not be part of the initial scope.

1.3. Definitions, Acronyms, and Abbreviations

This section explains all of the terms and abbreviations that are being used in this document, for those who are unfamiliar with them. Not everybody who reads this document will understand all of the terms, so this section is helpful.

Term	Explanation
EMS	Event Management System: A software platform designed to help plan, manage, and coordinate events.
Event Raze	The name of the event management system being developed in this project.
Admin	Administrator: A person responsible for managing users, events, and the system configuration.
API	Application Programming Interface: A set of tools and protocols used to integrate and communicate between different software applications.
UI	User Interface: The layout and design elements that users interact with in the EventRaze system.
UX	User Experience: The overall experience a user has while interacting with the Event Raze platform, including ease of use and satisfaction.

1.4. References

This section also contains links to all other places that were referred to in this document. These may include:

- *Web sites*

- *URLs or network locations*

- *Research done for similar products*

Name	Link
2.4 SWOT Analysis	https://www.business.qld.gov.au/running-business/planning/swot-analysis
3.1 Stakeholder Summary	https://www.pmi.org/learning/library/stakeholder-analysis-pivotal-practice-projects-8905
3.2 User Summary	

2. Positioning

2.1. Business Opportunity

The project EventRaze presents a significant business opportunity by addressing the growing demand for efficient and user-friendly event management solutions. As the events industry continues to evolve, organizers face challenges in managing diverse event types while ensuring seamless attendee experiences. EventRaze capitalizes on this opportunity by offering an integrated platform that simplifies event planning, registration, and ticketing processes. By leveraging automation and data analytics, the platform not only enhances operational efficiency but also provides valuable insights. Additionally, with the increasing popularity of virtual and hybrid events, EventRaze positions itself to cater to a broader audience, thereby maximizing revenue potential for organizers.

2.2. Problem Statement

The Problem of	Inefficient event planning and management
affects	Event organizers, attendees, and venue managers
the impact of which is	Increased operational costs, poor attendee experiences, and missed opportunities for engagement and revenue
a successful solution would be	Streamlined processes, enhanced user engagement, valuable data insights for decision-making, and improved coordination among stakeholders, leading to more successful and enjoyable events

Table 1 : Problem Statement

2.3. Product Position Statement

For	Event organizers, attendees, and System administrator
Who	Need a streamlined and efficient solution for managing events of all sizes
The	EventRaze
That	Simplifies the event planning process, from registration and ticketing to analytics and feedback, allowing users to focus on creating memorable experiences
Unlike	Traditional event management systems that are often cumbersome and complex
Our product	Offers a user-friendly interface, powerful automation features, and robust data insights, enabling seamless event execution and superior user engagement

Table 2 : Product Position Statement

2.4. SWOT Analysis

Strengths	**Weaknesses**
Automation	Initial Setup Costs
Scalability	Security Concerns
Data Insights	Learning Curve
User-friendly	Dependency on Technology
Opportunities	**Threats**
AI Integration	Market Competition
Virtual Events	Cybersecurity Risks
Partnerships	Economic Fluctuations
Mobile App Development	Changing Regulations

3. Stakeholder and User Descriptions

3.1. Stakeholder Summary

Stakeholder Name	Represents	Role
System Analyst	Stakeholder gathering system requirements.	Leads and coordinates the collection of system requirements, analyzing and translating needs into functional specifications.
Technical Reviewer	Technical expert ensuring the system meets standards.	Reviews and validates the system's technical

		specifications, architecture, and design, ensuring adherence to quality and compliance standards.
Software Architect	System design lead	Defines the overall system architecture, making decisions on technology stack, scalability, and security, ensuring the platform meets performance requirements.
Project Manager	Oversees the entire project development.	Plans and manages the project timelines, resources, and deliverables, ensuring smooth execution and that all stakeholder requirements are met on time.
Market Analyst	Business strategist assessing market demand.	Conducts market research and analysis to ensure the event management system meets user needs and is competitive in the market.

Table 3: Non-User Stakeholder Summary

3.2. User Summary

Username	Description	Responsibilities	Stakeholder
Event Organizer	A stakeholder responsible for coordinating all aspects of the event	Manages event schedules, logistics, and vendor coordination. Ensures the availability of required resources for smooth operations.	Event Organizers
Attendee	Participants of the event who will register and attend various sessions.	Registers for events, provides feedback, and engages with the event activities. Acts as the end-user of the system's attendee interface.	Event Organizers
Volunteers	Individuals who assist in the execution of the event.	Helps with various on-site tasks during the event, such as registration, guiding attendees,	Volunteers

Username	Description	Responsibilities	Stakeholder
		and coordinating logistics. Provides feedback on event operations.	
System Administrator	Responsible for maintaining the event management system's functionality.	Maintains the event management platform, manages user accounts, ensures the system is running smoothly, and provides IT support during events.	System Administrators.

Table 4: User Summary

4. Stakeholder Requirements

ID	Requirement	Stakeholder
R1	Provide event creation, scheduling, and ticketing functionalities.	Event Organizer
R2	Enable seamless user registration and ticket purchase.	Attendees
R3	Allow venue Manager to manage and book venue availability.	Venue Manager
R4	Generate detailed reports on event performance and feedback.	System Administrator

Table 5: Stakeholder Requirements

5. System Features

ID	Features and Descriptions	Stakeholder Requirement

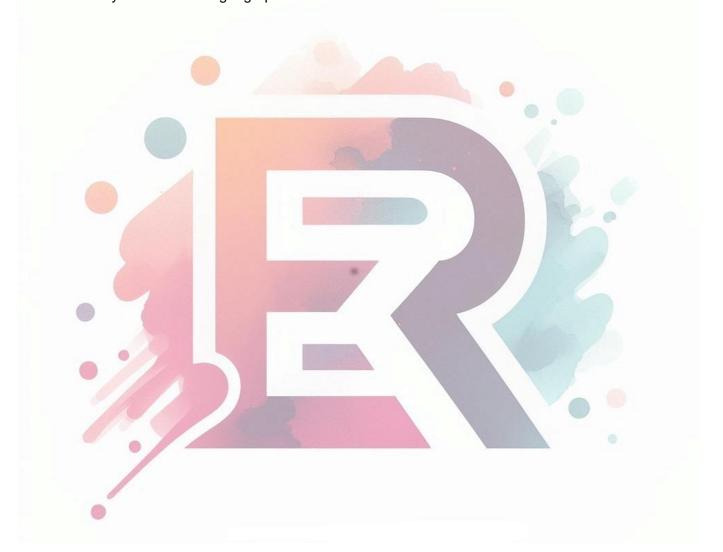|		ID
F1	Create/Manage Events: Event organizers can create, modify, and manage event details, including schedules, speakers, and logistics, ensuring all event-related details are accurate for attendees.	R1
F2	View Analytics: Event organizers can access detailed analytics about event performance, participant engagement, and key metrics.	
F3	Issue Certificates: Event organizers can issue certificates to participants post-event based on participation or criteria.	
F4	Collect Feedback: Gathers participant feedback after finishing event.	
F5	Analyze Feedback: Analyzes feedback to measure event success and satisfaction levels.	
F6	Browse Events: Attendees can browse available event on system.	R2
F7	Register: Attendees can register for the events they are interested in.	
F8	Make Payments: Attendees can securely make payments for the events they wish to participate in.	
F9	Manage Bookings: Venue managers handle the booking process for venues and make sure venue details such as seating and equipment needs are logged.	R3
F10	Update Venue Details: Venue managers can update venue-related information like location, seating arrangements, and technical requirements.	
F11	Manage Users: Admins can manage roles and access levels for all users (event organizers, attendees, venue managers).	R4
F12	Approve Events: Admins can approve events submitted by event organizers before they go live.	
F13	Generate Reports: Admins can generate system reports on various activities, including event performance and user engagement.	
F14	Track Volunteers: Tracks the activities and participation of volunteers to ensure they are recognized.	
F15	Process Payments: Manages the payment process for event registrations and other fee-based services.	

Table 6: System Features

6. Assumptions

1. The event management system will be developed with the assumption that organizers have basic technical knowledge.

2. Venues are expected to cooperate by giving precise availability schedules.

3. It is assumed that the platform will be accessible through modern web browsers on desktop.

4. The system assumes that attendees will have reliable internet access to use the platform for registration and payment.

5. Organizers will provide accurate and up-to-date information regarding event details, schedules, and any changes.

6. The system assumes that all event-related data will be entered in the English language.

7. It is assumed that organizers will manage their own marketing and promotional activities outside of the platform.

8. Volunteers will have access to basic information required to assist in the event execution and are expected to interact with the system for tasks assigned to them.

9. The event management system assumes that system maintenance will occur periodically with minimal disruption to user experience.

7. Constraints

1. The system is limited by a defined budget, which restricts the inclusion of advanced features such as AI-driven predictive analysis or AR experiences.

2. The ticketing process's reliance on external payment processing services.

3. Compliance with data privacy regulations, limiting some functionalities involving personal data handling.

4. The system's performance may be impacted during peak usage times, such as when multiple large events are being processed simultaneously, due to server capacity limitations.

5. Integration with third-party services (e.g., email services, social media, or calendar tools) may be constrained by those platforms' API limitations or changes in their policies.

6. The system's user interface must remain simple and intuitive to accommodate users with varying levels of technical expertise, limiting the complexity of design features.

7. The system must support multiple payment gateways to accommodate diverse attendee preferences, which may create challenges in maintaining consistent transaction experiences.

8. Support for multi-language functionality is not planned at this stage, which may limit the system's reach to only English-speaking users.

9. The system's deployment must comply with hosting and infrastructure limitations, which may restrict certain geographic locations or cloud services.