

Project: Website Development of Annual Exhibition

Overview: The project involves creating an integrated app and website for an annual exhibition with approximately 350-400 exhibitors and 10,000 visitors. The platform aims to provide a seamless experience for visitors, exhibitors, and VIP guests.

Deliverables:

1. Auth :

- Signup (User Registration),
- Login,(User Authentication, for all three user),
- Forgot password (Password Recovery)

2. Exhibitor Management:

- Exhibition profiles with company information.
- Product catalogs with detailed description.
- Virtual booth tours or videos.

3. Product Discovery:

- Advanced search and filter options for products.
- Product categories and tags for easy navigation..
- Featured products and recommendations.

Milestone 1 : Project Kickoff and Exhibitor Management (2-3 Week)

4. Networking Features:

- Attendee directory with contact details.

5. Lead Generation:

- In-app note-taking and lead tracking.
- Exportable lead lists for exhibitors.

6. Event Schedule and Sessions:

- Detailed schedule of events, seminars and workshops.
- Speaker profiles with session information.
- Real-time updates for any schedule changes.

7. Interactive Map :

- Floor plan with booth locations.
- Highlighted zones for specific industries or interests.
- Navigation within the venue.

Milestone 2 : Networking and Lead Generation (2-3 Week)

8. Live Demos and Presentations:

- Live streaming or recorded demos by exhibitors.
- Scheduled product presentations.

9. Event Updates and Alerts:

- Push notifications for important announcements.
- Updates on special promotions or discounts.
- Emergency alerts or changes.

Milestone 3 : Demo Presentation and Event Notification (Week 2-3)

10. Analytics and Reporting:

- Exhibitor performance analytics.
- Attendee engagement metrics.
- Popular products and booths.

11. Security and Privacy:

- Secure handling of user data.
- GDPR-compliant privacy features.
- Two-factor authentication of sensitive actions.

12. Survey and Feedback:

- Post-event surveys for exhibitors and attendees.
- Feedback on product demos and presentations.
- Overall satisfaction ratings.

Milestone 4 :Analytics,Security and Survey Feedback: (2 Week)

13. Transaction Support:

- In-app purchases or orders.
- Payment integration for transactions.
- Order history and receipts.

14. Promotions and Discounts:

- In-app promotions and discounts.
- Featured exhibitors with special offers.
- Coupon code integration.

Milestone 5 : Payment and discount coupon code integration(3 Week)

15. Social Media Integration:

- Integrations with social media for sharing products.
- Event hashtag promotion.
- Social media feeds within the app.

16. User Support:

- Help centre with FAQs.
- On-site assistance information.

17. Customization Options:

- Personalised schedules and favourites.
- Theme customization for a branded experience.

Milestone 6 : Social Media and theme customization(2 Week)