

Meet-up application

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Document approval

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2 Change Log

Revision	Description of changes
A	Initial version

3 Purpose & Scope

The purpose of the Meet-up app is to enable people with common interests to connect and meet in person by facilitating social interactions. The app provides a platform for individuals or groups to organize, discover, and participate in various events, activities, or gatherings.

The scope of the Meet-up app includes the following functionalities:

1. **Event Creation and Management:** Users can create and manage events by specifying details such as event title, description, date, time, location, and any other relevant information.
2. **Event Discovery:** The app allows users to filter events based on various criteria such as location, date, interests, or categories. Users can explore and discover events that align with their preferences and join those that interest them.
3. **RSVP and Attendee Management:** Users can indicate their attendance by RSVPing to events they plan to join. The app allows event organizers to manage attendee lists, send event updates, and communicate with participants.
4. **Notifications and Reminders:** The app sends notifications and reminders to users about upcoming events they have RSVPed to or events that match their interests. These notifications can include event updates, changes in schedule, or new events in their preferred categories.
5. **Social Interaction:** The app provides features that allow users to interact with each other, such as chat or messaging functionality. This enables participants to communicate, coordinate, and share information related to the events they are interested in or attending.
6. **Community Building:** The app fosters a sense of community by enabling users to join groups or communities centred around specific interests, hobbies, or locations. Users can interact with like-minded individuals, share content, and create a network within the app.

4 Market Assessment

The market assessment of the Meet-up app involves analyzing the market dynamics, identifying the target audience, understanding competition, and assessing the potential demand and growth opportunities. Here are some key aspects to consider in a market assessment:

- a) **Target Audience:** We have to determine the specific demographic or interest-based segment that we aim to serve with the Meet-up app. This could be professionals, hobbyists, students, entrepreneurs, or any other group that actively seeks social connections and community engagement.
- b) **Market Trends and User Behavior:** We have to stay informed about the latest market trends and user preferences related to social networking, community building, and event participation. This includes assessing how people currently find and engage in social activities, and identifying any emerging patterns or shifts in behaviour.
- c) **Competitive Analysis:** We will Research and analyze existing Meet-up apps or similar platforms that cater to social events and gatherings. Understand their features, user base, market share, strengths, and weaknesses. We will then identify any gaps or opportunities that can differentiate our app from the competition.
- d) **Unique Value Proposition:** We will define the unique value proposition of our Meet-up app that sets it apart from existing solutions. This could include innovative features, enhanced user experience, niche-specific focus, or targeted marketing strategies.
- e) **User Feedback and Validation:** We will conduct user surveys, interviews, or focus groups to gather feedback and validate the demand for the Meet-up app in the target market. Then we assess user expectations, pain points, and willingness to adopt a new platform.

4.1 Market share

Market share is typically measured as a percentage of the total market size, indicating the portion of the market that the app would hold. Determining the exact market share of the Meet-up app is challenging, as it depends on various factors such as the app's popularity, user base, competition, and geographic reach. Ultimately, the market share of the app will depend on its ability to attract and retain users, deliver value to its target audience, and effectively differentiate itself from competitors.

4.2 Target regions and countries

Germany (Major cities - Berlin, Munich, Hamburg, Frankfurt, Stuttgart)

Meet-up app would thrive well in urban areas where there is a high concentration of people and diverse interests. This app can help individuals and groups discover and engage in social activities among enthusiasts who want to engage in shared activities and meet like-minded individuals.

4.3 Customer segment

- **Professional Networking:** The meet-up app can target professionals looking to expand their network and participate in industry-specific events, conferences, or workshops. This market segment may include entrepreneurs, freelancers, job seekers, or professionals seeking knowledge-sharing and career development opportunities.
- **Hobby and Interest Groups:** Meet-up app can focus on specific hobbies or interests such as sports, arts, music, gaming, photography, or outdoor activities.
- **Academic Institutions:** Meet-up app can cater to students, faculty, or alumni of educational institutions to help organize study groups, campus events, career fairs, or alumni reunions, fostering connections within the academic community.

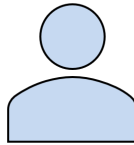
- Travel and Tourism: The meet-up app can target travellers and tourists looking for local experiences, city tours, or cultural exchanges. This app can help connect travellers with locals or other travellers to explore new destinations together or participate in activities during their trips.

5 Competition

- Eventbrite: While not only focused on Meet-up events, Eventbrite is a popular event management platform that allows individuals and organizations to create, promote, and manage events.
- Eventful: Eventful is an online platform that enables users to discover and share events happening in their area.
- GroupSpaces: GroupSpaces is a platform designed specifically for managing and organizing groups and communities.
- Nearify: Nearify is a Meet-up app that focuses on helping users discover local events and activities based on their interests. It offers a personalized event recommendation system, social features, and the ability to connect with other users attending the same events.
- Socializr: Socializr is a social event planning platform that allows users to create and manage events, invite guests, and track RSVPs. While not exclusively a Meet-up app, it competes in the space by facilitating event organization and social connections.

6 Users/actors

6.1 Guest user



Guest user

The guest user is able to use the application without having been registered. Guest users should be able to explore the meetup through the application but will not be allowed to join the event until register.

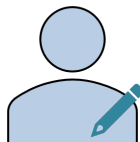
Available services:

- Change the location
- Search for the events in the selected area and filter out based on the days and time.
- Find/explore groups.

NOT available:

- The guest user should not be able to join the events.
- The guest user does not have access to previous travels
- The guest user should not be able to access the “Notification tab”
- The guest user should not be able to access the “Messages tab”

6.2 Registered user



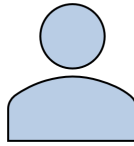
The registered user is registered in the Application with the email id and more services are offered if the user is signed in. In order to sign in to the application user has to log in with the registered email id and password.

Available services:

- Change/Browse the location
- Search for the events in the selected area and filter out based on the days and time.
- Find/explore groups to join
- Browse previous attended events.
- Share events with other registered users
- Make a group with other registered users.
- Able to access the “Notification tab”
- Able to access the “Messages tab”
- Attend the events.

- Host the events.

6.2.1 Host



Host

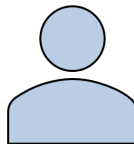
Description

The registered user can be the host to create an event or group and invite other registered users to join the event.

Available services:

- Host an event.
- Create a group.

6.2.2 Attendees



Attendees

The registered user can be attendees to attend an event and invite other registered users to join the event.

Available services:

- attend an event.
- Create a group.
- Share the event with other registered users.

7 Product Overview

7.1 Application environment

Meetup is a social media platform for hosting and organizing in-person and virtual activities, gatherings, and events for people and communities of similar interests, hobbies, and professions. A User needs to download a meet-up application from the Google play store or Apple application store. He can also visit our website eg. www.xyz.com. Thereafter User/Host needs to Onboard herself/himself in the application or the website using the Login/signup option. The user/host is asked to create his/her profile after he is able to successfully Login/signup using the Website or an application. Based on the user's interest, the user will get all the events happening in the vicinity and simultaneously a user can be a host of any event which needs to be created by him/her. A user/host can also invite his/her friends to the event by sharing the event from the website or Application. A Host or a user is eligible to see all the event details after registering for the specific event. The User can confirm his/her availability by clicking on the book seat option and would be then eligible to see all the details of the visitors attending the event. If a seat in an event requires any payment methodology a user would be directed to the payment gateway where he needs to pay to confirm his seat. If the payment is successful a boarding pass or ticket would be generated for the event the user is attending.

7.2 Use scenarios

7.2.1 USE-SC-001 Meet-Up via the website or an application

Title	Search for a meet-up via Desktop browser or application
ID	USE-SC-001
Primary Actor	Guest user; Registered user; Host; Attendees
Further Actors	venue owner
Preconditions	Internet access is required and device to access the internet (cell phone or Desktop, tablet)
Success scenario	<ol style="list-style-type: none"> 1. Open google any search website 2. Open the first or second link 3. The user finds our URL 4. The user gets onto the landing page 5. The user is asked to log in/sign up 6. Hosts would create an event and mention the detailed specifications of the event 7. The user goes for interests (enter city, country, area, choice of interests activities) 8. The user reviews listing 9. The user selects items to have more details and review pictures,... 10. If the user is interested in a specific event he decides to join the RSVP 11. The user enters a number of other friends or users coming with him/her 12. The user finally confirms his seat including payment 13. The user gets a final boarding pass or ticket
Alternative Success	1. User can just directly show him/herself in an event directly if the event does not

scenario for Step 5 and Step 12	require any payment methodology
Success Guarantees	Have a final boarding pass or ticket which can be printed or received a confirmation email.

7.3 Description of product

A meetup application is a software platform designed to facilitate the organization and coordination of in-person or virtual gatherings among like-minded individuals. These applications typically provide a range of features to help users discover, join, and create events, as well as connect with other attendees.

Here are some common features found in meetup applications:

1. Event Discovery: Meetup applications allow users to browse through various events based on their interests, location, and availability. They often provide search filters and recommendations to help users find relevant events.
2. Event Creation: Users can create their events, specifying details such as the event name, description, location, date, and time. They may also be able to add tags or categories to make it easier for others to find their event.
3. RSVP and Attendance Tracking: Attendees can RSVP to events they are interested in, indicating their intention to participate. Meetup applications typically provide attendance tracking features to help organisers estimate the number of attendees and plan accordingly.
4. Messaging and Communication: These applications often include messaging functionality to facilitate communication among event participants. This allows attendees to connect, ask questions, coordinate logistics, or share information before, during, and after the event.
5. Notifications and Reminders: Meetup applications send notifications and reminders to users about upcoming events, changes in event details, or updates from event organizers or fellow attendees.
6. Social Networking: Some meetup applications offer social networking features, enabling users to create profiles, follow other users, and build connections based on shared interests. This fosters a sense of community and encourages ongoing engagement beyond individual events.
7. Reviews and Ratings: Users can provide feedback, reviews, or ratings for events they have attended. This helps others gauge the quality and relevance of events and allows organizers to receive valuable feedback for future improvements.
8. Integration with Other Platforms: Many meetup applications integrate with other platforms, such as social media networks or calendar apps, to enhance the user experience and simplify event management.

7.3.1 Must-have: What the user expects in any case

Meet-Up world of opportunities

Meeting up

As a User — I would like to go to the events meet new people and explore new world of opportunities

As a host— I would like to organize, create and schedule events, meetings where people can have fun and also discuss ideas

I want ... — to coordination of in-person or virtual gatherings among like-minded individuals

Benifits :

We'll agree to meet like minded individuals for socializing and idea sharing

Features :

- Enter area of the interest
- Host an event
- Enter number of people you are bringing with
- User can chat with other users attending the event
- User/hosts can create and join groups based on specific topics, hobbies, or activities.

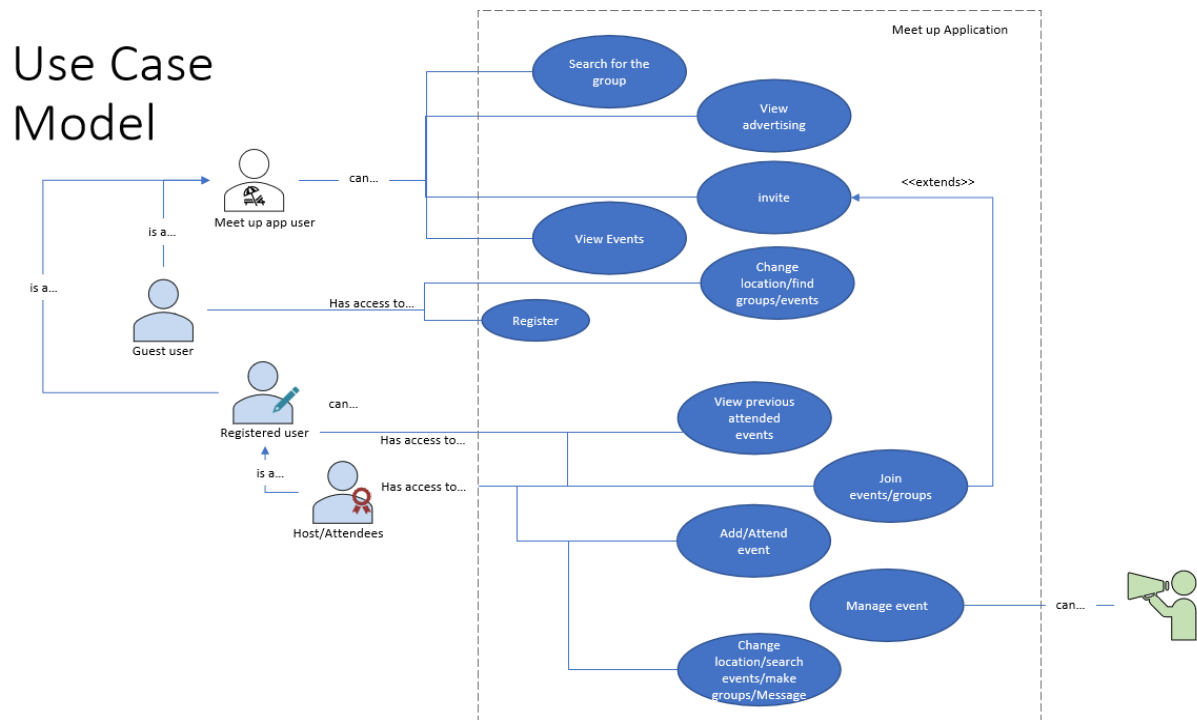
7.3.2 Additional Features

Features of a Meet-up application or a website are as follows:

1. **Interest-based Matching:** Some meetup applications employ advanced algorithms to match users with events based on their specific interests, preferences, or past event attendance history. This helps users discover relevant events and connect with like-minded individuals.
2. **Group Formation:** Meetup applications often allow users to create and join groups based on specific topics, hobbies, or activities. This feature enables users to find and connect with communities of individuals who share similar interests.
3. **Organizer Tools:** Meetup applications offer a range of tools and features to assist event organizers. These tools may include event management dashboards, attendee tracking, and communication options to help organizers effectively plan and execute their events.
4. **In-app Ticketing and Payment:** Certain meetup applications provide built-in ticketing and payment systems, allowing organizers to sell tickets directly through the app. This simplifies the registration and payment process for attendees and provides a seamless experience within the application.
5. **Gamification Elements:** To enhance user engagement and participation, some meetup applications incorporate gamification elements. This can include features like achievement

badges, points, leaderboards, or challenges related to event attendance, group participation, or event-related activities.

7.3.3 Use case model

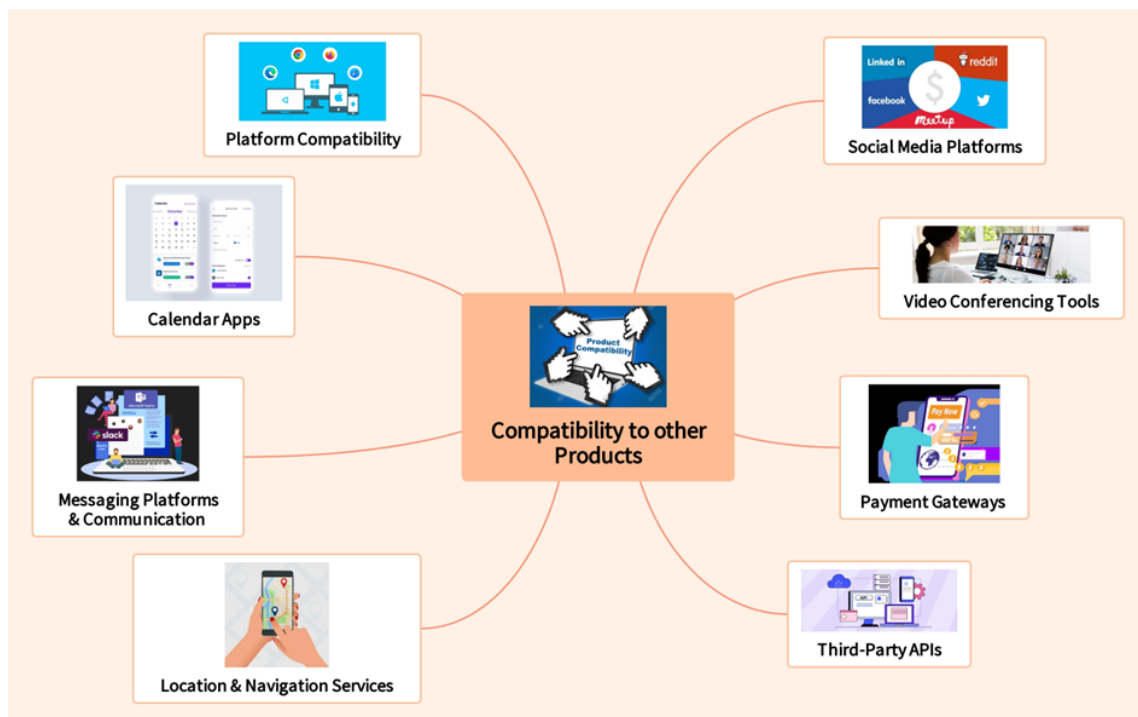


8 Compatibilities to other products

The Meet-Up app can have compatibility with various other products and services, enabling seamless integration and enhancing the overall user experience.

By establishing these compatibilities, the Meet-Up app can provide a more comprehensive and integrated solution for businesses and users alike. It enhances productivity, simplifies event management, and fosters effective communication and collaboration.

Here are some potential compatibilities of the Meet-Up app:



- Platform Compatibility:
 - Popular mobile operating systems like iOS and Android, web browsers like Google Chrome, Mozilla Firefox, Safari, or Microsoft Edge.
 - Determine which platforms the Meet-Up App supports.
 - Assess its compatibility with different versions of these platforms to ensure widespread accessibility.
- Calendar Apps:
 - Meet-up App integrates smoothly with popular calendar systems such as Google Calendar, Outlook, or Apple Calendar.
 - This allows users to seamlessly schedule and manage events, sync invitations, and receive reminders.
 - This compatibility ensures that users stay organized and efficiently manage their time.
- Messaging Platforms:
 - Meet-up App offers integration with messaging and communication tools such as Slack, and Microsoft Teams.
 - This enables event organizers and participants to communicate effectively before, during, and after the meet-up.

- This would facilitate collaboration and coordination among team members or community members.
- Location and Navigation Services:
 - Meet-up could leverage location services like Google Maps or Apple Maps to provide accurate directions and maps for meet-up venues.
 - Users could easily find their way to the event location or share their location with others attending the meet-up.
 - This compatibility ensures that attendees reach their intended destinations without any hassle.
- Social Media Platforms:
 - Integration with social media platforms like Facebook, Twitter, or LinkedIn would enable users to promote their meet-up events, share updates, and invite their social network to attend.
 - This would help in reaching a wider audience and generating more interest and participation.
 - This will attract more attendees.
- Video Conferencing Tools:
 - Meet-Up could integrate with popular video conferencing tools such as Zoom, Microsoft Teams, Google Meet or Webex.
 - This integration would allow users to seamlessly transition from planning and scheduling a meet-up to hosting a virtual meeting or webinar.
 - Participants could join the meet-up event directly from the Meet-Up app, leveraging the video conferencing capabilities of the integrated platform.
- Payment Gateways:
 - If the Meet-Up app involves paid events or requires ticketing, integration with payment gateways like PayPal, Stripe, or Apple Pay would enable secure and convenient transactions.
 - Users could purchase event tickets, and membership fees, and make payments for meet-up-related services within the app itself.
 - This compatibility ensures secure and seamless transactions within the app, enhancing the user experience for both event organizers and attendees.
- Third-Party APIs:
 - Meet-up apps may integrate with various third-party APIs for additional functionality.
 - For example, they could integrate with weather services to provide real-time weather updates for outdoor events.

9 Requirements

9.1 Platform features

1. Login page:

- Front-end: HTML, CSS, JavaScript
- Back-end: Server-side programming language (e.g., Python, Node.js, Ruby), Authentication framework (e.g., OAuth, JWT)

2. Forgot password option:

- Front-end: HTML, CSS, JavaScript
- Back-end: Server-side programming language, Email service provider (e.g., SendGrid, Mailgun)

3. Interests:

- Front-end: HTML, CSS, JavaScript
- Back-end: Database (e.g., MySQL, PostgreSQL), Server-side programming language, ORM (Object-Relational Mapping) framework (e.g., Django ORM, Sequelize)

4. Search for Interests:

- Front-end: HTML, CSS, JavaScript
- Back-end: Server-side programming language, Search engine (e.g., Elasticsearch, Solr)

5. Meet-up Listings:

- Front-end: HTML, CSS, JavaScript
- Back-end: Server-side programming language, Database, API integration for location services (e.g., Google Maps API)

6. Joining Meet-ups:

- Front-end: HTML, CSS, JavaScript
- Back-end: Server-side programming language, Database, Event management system

7. Calendar:

- Front-end: HTML, CSS, JavaScript, Calendar library (e.g., FullCalendar, Flatpickr)
- Back-end: Server-side programming language, Database

8. Past Meet-ups:

- Front-end: HTML, CSS, JavaScript
- Back-end: Server-side programming language, Database

9. Meet-up Chat:

- Front-end: HTML, CSS, JavaScript
- Back-end: Server-side programming language, Real-time communication framework (e.g., Socket.IO), Database (for storing chat messages)

10. Location Display:

- Front-end: HTML, CSS, JavaScript, Maps integration (e.g., Google Maps API, Mapbox)
- Back-end: Server-side programming language, Geocoding service (e.g., Google Geocoding API)

11. Creating Meet-ups:

- Front-end: HTML, CSS, JavaScript
- Back-end: Server-side programming language, Database, API integration for venue selection (e.g., Yelp API)

12. Attendee Information:

- Front-end: HTML, CSS, JavaScript
- Back-end: Server-side programming language, Database

13. Notifications:

- Front-end: HTML, CSS, JavaScript
- Back-end: Server-side programming language, Notification service (e.g., Firebase Cloud Messaging, Pusher)

9.2 Product Requirements

- PRD-001.REQ-001: Users should be able to create a new meetup event.
- PRD-001.REQ-002: Users should be able to RSVP to a meetup event.
- PRD-001.REQ-003: Users should be able to search for meetup events.
- PRD-001.REQ-004: Users should receive notifications for upcoming meetups.
- PRD-001.REQ-005: Meetup details should include location and time.
- PRD-001.REQ-006: Users should be able to join meetup groups.
- PRD-001.REQ-007: Meetup events should have a maximum capacity.
- PRD-001.REQ-008: Users should be able to edit their meetup event details.
- PRD-001.REQ-009: Users should be able to rate and review meetups.
- PRD-001.REQ-010: The application should have a user authentication system.

9.2 User interface

1. Intuitive and User-Friendly Design: The app should have a clean and intuitive design that makes it easy for users to navigate and find the desired features and information.

2. 2. Responsive and Mobile-Friendly: The app should be responsive and adapt to different screen sizes, ensuring a seamless user experience across various devices, including smartphones and tablets.
3. 3. Clear and Consistent Layout: Maintain a consistent layout throughout the app, ensuring that elements such as navigation menus, buttons, and forms are consistently positioned and styled.
4. 4. Eye-Catching Visuals: Utilize visually appealing graphics, icons, and images to enhance the overall user experience and make the app visually engaging.
5. 5. Distinctive Branding: Incorporate the branding elements, such as colours, logos, and typography, that align with the app's brand identity to create a cohesive and recognizable interface.
6. 6. Efficient Information Architecture: Organize the information and content in a logical and hierarchical manner, allowing users to easily find and access the desired features, meet-up listings, and user profiles.
7. 7. Clear Call-to-Action Buttons: Use clear and prominent call-to-action buttons to guide users through key actions, such as joining a meet-up, creating a meet-up, or accessing notifications.
8. 8. User Profile Customization: Provide options for users to customize their profile with profile pictures, interests, and additional personal details to enhance personalization and user engagement.
9. 9. Search and Filter Functionality: Implement a robust search and filter system that allows users to search for meet-ups based on location, interests, date, and other relevant criteria.
10. 10. Notifications and Alerts: Include a visually noticeable notification system that alerts users about upcoming meet-ups, chat messages, and important updates.
11. 11. Chat and Messaging Interface: Create a user-friendly and intuitive interface for the meet-up chat and messaging features, allowing users to easily communicate with other participants and hosts.
12. 12. Map Integration: Integrate maps or location services to display meet-up venues, provide directions, and enhance the overall user experience.
13. 13. Calendar Integration: Sync the app with users' calendars, allowing them to easily view and manage their scheduled meet-ups and events.
14. 14. Accessibility Considerations: Ensure the app meets accessibility standards, such as providing appropriate contrast, scalable font sizes, and support for screen readers, to accommodate users with disabilities.

