# Vision Document [ConferPlannerPro]

## 1. Introduction

The purpose of this document is to analyze and define a high-level requirement to guide the development process and ensure that it's aligned with all the stakeholders. It also defines the objectives, goals and features of ConferPlannerPro (CPP). CPP is designed to provide event management system in an efficient way for planning, organizing, holding conferences, workshops or any professional events. This document is used as a crucial resource throughout the project life-cycle which will adhere to Rational Unified Process (RUP) framework.

### 1.1 References

1. https://www.juliacharleseventmanagement.co.uk/what-is-the-role-of-event-management-companies/
2. https://www.rasmussen.edu/degrees/technology/blog/software-development-team/
3. https://www.geeksforgeeks.org/types-of-authentication-protocols/

## 2. Positioning

### 2.1. Problem Statement

| | |
|---|---|
| The problem of | fragmented and uncoordinated processes for event managing |
| Affects | organizers, authors, reviewers, attendees, speakers, sponsors |
| The impact of which is | there is inefficient event planning leading to more time-consuming tasks due to manual handling, there is miscommunication and scheduling conflicts which leads to bad attendee satisfaction for the event. |
| A successful solution would be | to enhance the collaboration between the stakeholders using real-time communication, improve attendee engagement with interactive web application and improved decision-making with data-driven insights. |

### 2.2. Product Position Statement

| | |
|---|---|
| For | event organizers, authors, reviewers and attendees |
| Who | want to streamline and enhance professional event planning |
| The [ConferPlannerPro] | is a web-based event management system |
| That | provides efficient way for planning events, paper submission and review, execute them and provide collaboration among stakeholders. It also enhances attendee engagement through interactive features and getting detailed analysis for better decision-making. |

| | |
|---|---|
| Unlike | traditional event planning methods like manual scheduling which increases the chances of errors and limited visibility for people attending the event. |
| Our product | combines advanced features such as real-time communication tools, automated scheduling, detailed analytics, and user-friendly interfaces tailored to the specific needs of event organizers and participants |

## 3. Stakeholder Descriptions

### 3.1. Stakeholder Summary

| Name | Description | Responsibilities |
|---|---|---|
| Product Owner | Oversees the business perspective of the project | Ensures the market demand, prioritizes features based on that and approve changes. |
| Project Managers | Handles the project and keeps track of the progress | Ensures that the project is completed in the given timeline within the given budget. |
| Development Team | Develops the web-based application | Design, develop, test and delivers the code |
| Testing Team | Ensures the system quality | Develop and execute test cases and reports defects if any and ensures the system meets the standards. |
| System Administrators | Manage the system infrastructure | Manage, upgrade, install, configure system applications, creating and managing system permissions |
| IT Team | Provide system support | Monitors system performance and provide with technical support |
| Financial Team | Manages project budget | Develops and manages the budget of the project ensuring cost-effectiveness |
| Marketing Team | Manages the promotion of the product | Come with ideas for marketing campaign designed for the target audience based on the market demand |
| Customer Support Team | Provides help with customer inquiries | Resolves issues raised by the customer ensuring customer satisfaction |

### 3.2. User Summary

| Name | Description | Responsibilities | Stakeholder |
|---|---|---|---|
| Program Chairs | Oversee event organization | Coordinates the agenda of the events held, make decisions on submissions and review the process. | Direct |

| | | | |
|---|---|---|---|
| Reviewers | Evaluates the papers submitted by different authors | Provides feedbacks on the paper submission and based on that accepts or rejects the paper. | Direct |
| Authors | Submits paper for review | Submits paper | Direct |
| Attendee | Participates in events | Registers for the events and can see the schedules of different events | Represented by Program Chairs |
| Speakers | Presents the conference | Delivers the presentation material | Represented by Program Chairs |

### 3.3. User Environment

The user environment for CPP has various circumstances in which the system can be used. The following details below outlines the user environment:

1. Number of Users: Minimum - 2 users, Maximum - 1000 users
2. Task cycle: The task cycle can vary depending on the event. For small events in may take up to few weeks but large events may require few months. Each phase of the event lifecycle includes planning, execution of the event and post analysis.
3. Amount of time spent on each activity:
    - Planning phase: It may take from few hours to weeks to complete this phase. It includes tasks like scheduling, paper submission, reviewing etc.
    - Execution phase: When the event is happening, activities like coordination, communication and solving issues raised by the users which should be resolved immediately. These tasks require constant attention.
    - Post-event phase: Tasks include reviewing and providing the feedback on the paper submitted, doing data analysis and reporting them which may take few weeks or months.
4. Environment constraints: Web-based application having accessibility through mobile, laptops, tablets, computer and an internet connection is required
5. Current System platforms: HTML5, JavaScript, CSS3, MySQL, Windows Server 2019, Future platforms: iOS15+, Android 11+ and cloud infrastructure
6. Other application in use: Microsoft Outlook, Microsoft Office, Zoom or Skype
7. Integration Requirements: API integration is required with emailing clients and for virtual meeting tools

### 3.4 Key Stakeholder or User Needs

| Need | Priority | Concerns | Current Solution | Proposed Solutions |
|---|---|---|---|---|
| Efficient event planning | High | Manual processing is error prone and lacks coordination | None | Centralized platform and automated event planning tools |
| Collaborative platform | High | Lack of coordination between the stakeholders | None | Centralized platforms for stakeholders, version control |
| Effective communication | High | Miscommunication between stakeholder, delay of events and lack of transparency | None | Real-time messaging, notifications and collaboration tools |

| | | | | |
|---|---|---|---|---|
| User-friendly interface | Medium | Confusion how to use the web-application, steep learning curve | None | Tutorials on using the application and user tutorials |
| Data-driver insights | Medium | Manual reporting and limited analysis | None | Data visualization and analysis |
| Secure data management | Medium | Unauthorized access and data breaches | None | Encrypted data storage and access controls |
| Scalability | Low | Manual processes | None | Automated scaling, cloud infrastructure |

# 4. Product Overview

## 4.1. Product Perspective

CPP is web-based application for event management which integrates with various tools and systems for emailing clients, virtual meetings with stakeholders and users, and productivity software for document management and collaboration to provide a comprehensive solution for event organizers and stakeholders. CPP is a self-contained system meaning it can be used independently but its potential can be fully utilized when it is integrated with larger systems. This architecture provides a centralized platform for event management, communication and collaboration making it an essential tool for stakeholders and users. The following block diagram illustrates the major components, interconnections and external interfaces of the larger system:

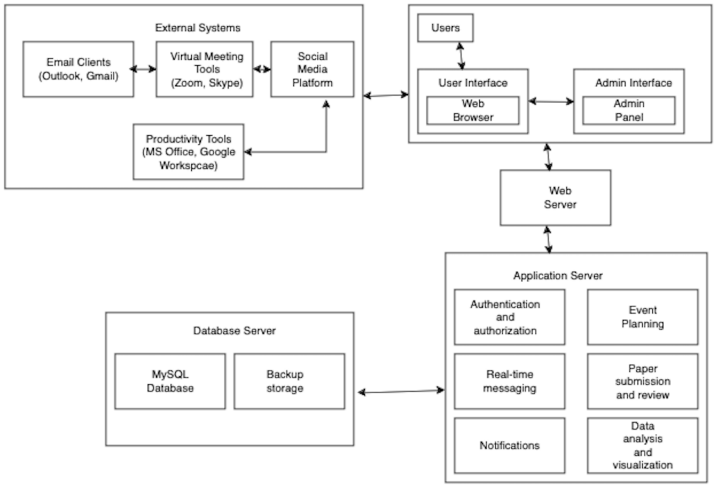


Figure 1. Block Diagram of CPP

## 4.2. Assumptions and Dependencies

| Assumptions | Dependencies |
|---|---|
| Stakeholders will have reliable access to the internet | Stable internet connection with minimum speed of 10 Mbps |
| Event organizers have the knowledge of event planning process and possess basic computer skills | User-friendly interface with clear instructions and minimal technical requirements. |
| The system will be accessible through a web browser. | Browser is compatible with Chrome, Firefox, Edge, Safari and is up to date. |
| The system will require a secure login mechanism. | Authentication protocol like OAuth or LDAP can be used for encryption. |

## 5. Product Features

**5.1 Event Creation**: Create and manage the events which includes details like date, time, venue, agenda and type of event.

**5.2 Attendee management**: Register the attendees and do payment processing for them. Track the status whether they are registered or in pending state or cancelled their tickets. Send remainders to attendees.

**5.3 Agenda Management**: Create events agendas including session and speaker details. Set date and time and assign speakers for the session.

**5.4 Speaker management**: Create a profile for speaker including their bio, photo and their area of expertise. Track speaker status such as confirmed or pending and send them reminders before few days of event.

**5.5 Venue management**: Venue information includes details like layout, capacity and amenities. Assign room and spaces to sessions.

**5.6 Registration**: Manage attendee registration including check-in and giving them badges. Set registration fees and discounts. Track the status such as registered or pending.

**5.7 Payment processin**g: Process payments for events using credit card, debit cards or cash and generating invoice. Track payment status such paid or pending.

**5.8 Communication management**: Manage communication with attendees, speaker and vendors including email and remainders. Track communication status as sent or pending.

**5.9 Analysis**: Generate report and analysis for each event conducted which includes data such as attendance, revenue and feedback. Track key performance indicators and metrics.

**5.10 Integration management**: Integrate with external systems like email and social media marketing and CRM systems using APIs. Track integration status such as connected or disconnected.

**5.11 Security**: Manage security using authentication, authorization and data encryption. Set security roles and permission. Track status logs and audits.

**5.12 User management**: Manage user accounts including password reset, activation, profile management and their roles. Track user activity and status.

**5.13 Website management**: Create and manage website includes design, content and layout and website settings such as domain names and host. Track website analytics and metrics.

**5.14 Virtual Event Management**: Virtual events include webinar, virtual venue management and virtual attendee management. Track virtual event analytics and metrics.

**5.15 Social Media Integration**: Integrate with social media like Facebook, Instagram, twitter and LinkedIn. Track social media analytics and metrics.

**5.16 Email Marketing**: Integrate with email marketing systems and set templates and content to be shared in the email. Track email marketing analytics and metrics.

**5.17 CRM system**: Integrate with CRM systems like Salesforce or HubSpot. Set CRM settings such as API keys and data formats. Track CRM analytics and metrics.

**5.18 Online Survey Management**: Create online surveys and set survey questions and response options. Track survey analytics and metrics.

**5.19 Feedback Management**: Manage feedback received from attendees and speakers and analyze it. Set feedback settings such as feedback forms and rating scales. Track feedback analytics and metrics.

**5.20 Room Assignment**: Assign rooms and spaces for events. Set room settings such as capacity and amenities. Track room assignment and schedules.

**5.21 Paper Submission and reviewing**: Manage the submission and review process for papers and presentations and then give feedback based on that.

**5.22 Budgeting**: Create and manage budgets allocating funds to different tasks.

**5.23 Expense Tracking**: Record and track all expenses for the events which includes rents, transportation, catering and equipment used. Receive alerts when expenses exceed the threshold.

**5.24 Revenue management**: Manage revenue streams like tickets sold, sponsorships and grants. Track revenue analytics and metrics.

**5.25 Invoice Management**: Generate invoice for the tickets sold containing the event details. Send automatic remainders for payment and track invoice status.

**5.26 Sponsorship Management**: Manage sponsorship opportunities and packages. Track the sponsorships and fulfillments.

## 6. Other Product Requirements

1. Platform requirements: Compatibility with Windows, macOS and Linux and compliance with industry standards for event management software
2. Quality: High performance, robustness and usability as well as should have good fault tolerance
3. Design constraints: Integration with payment gateways and compliance with data privacy regulations
4. Documentation: User manual, Installation guide, FAQs and tutorials
5. Performance: Response time < 2s, uptime >99.9% and support for up to 5000 concurrent users.

## 7. Appendix

| Date | Section | Time |
|---|---|---|
| 08 July 2024 | Introduction | 2 hours |
| 08 July 2024 | Positioning | 2 hours |
| 10 July 2024 | Stakeholder description | 2 hours |
| 11 July 2024 | Product Overview | 2 hours |
| 11 July 2024 | Product Features | 3 hours |
| 12 July 2024 | Other Product requirements | 1 hour |