

# Flexi-Events

## Project Proposal for Flexi-Events, a virtual events platform

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<b>Project Description</b>	<b>2</b>
Goal	2
Motivation	2
Stakeholders	2
Project Manager	2
Front End Developer	3
Back End Developer	3
Marketing Manager	3
High Level Design	5
Cassandra Design - Why our product fits Cassandra	6
<b>Functional Requirements</b>	<b>7</b>
Use-Case Diagram	7
Actors	7
Features	8
<b>Non Functional Requirements</b>	<b>8</b>
Wireframe UI (Adobe XD Mockups)	8
Idea Board and Brainstorming	9
<b>References</b>	<b>9</b>

# Project Description

## Goal

Flexi-Events' goal is to create a platform where content creators, tech enthusiasts and companies can host webinars and virtual conferences with a click of a button. This is a one-stop solution to create a single-day/multi-day event, search and register for events and increase your knowledge. It will support integrations with various video-conferencing software platforms to make it easy for organizers to schedule events.

## Motivation

As a student, we tend to attend webinars and information sessions via Handshake, LinkedIn or just any random websites. There is no all-in-one platform. This software is not a competitor to the event hosting brands but rather an aggregation platform for all events in the world that you can register to. For organizations, scheduling an event in Zoom, or in Teams depending on the use case becomes tedious. 2 different softwares, and huge learning curve for the both of them. With this platform, we want to simplify event creation for organizers where they can host the virtual event, look at participants and analyze data and just relax as we take care of reminder emails and everything with it.

The business model would be a pay-as-you-use feature based model. We provide a freemium platform for the organizers to host their website. Implementing a payments feature for registration in events would be done but at a subscription rate.

## Stakeholders

(Source: [LinkedIn.com](https://www.linkedin.com) & [glassdoor.com](https://www.glassdoor.com))

### Advisor

Dr. Ching-seh (Mike) Wu

### Investor

Ideally, I would like to have an angel investor. Realistically the project will be funded by the revenue from banner advertisement. We also would like to use a pay-as-you-go business model for every new feature.

### Project Manager

#### Responsibilities for Project Manager

- Establish and maintain processes to manage scope over the project lifecycle, setting project quality and performance standards, and assessing and managing risk within, and

across, multiple projects

## **Front End Developer**

### **Responsibilities for Front End Developer**

- Develop new user facing features
- Enhance application for maximum speed and scalability
- Validate input before submitting to back end
- Bridge the gap between graphic design and technical implementation Define how the application looks and how it works
- Translate UI/UX design wireframes to actual code Optimizing web pages for maximum speed and scalability Utilizing a variety of markup languages to write web pages Maintaining brand consistency throughout the design

## **Back End Developer**

### **Responsibilities for Back End**

- Generate recyclable code libraries Implement ongoing security systems
- Attend regular meeting with the front end team to expose weaknesses and problems
- Routinely inspect server code for speed optimization

## **Marketing Manager**

### **Responsibilities for Marketing Manager**

- Build marketing programs to support specific marketing objectives across different channels and segments in support of our overall strategic marketing plan
- Market through various channels and segment databases working with large data sets Develop business cases for marketing programs at the proposal stage and make recommendations on marketing tactics
- Evaluate the impact of marketing programs in achieving their stated objectives, including impact on lead flow, LTV and retention
- Propose and manage marketing research projects to generate consumer insights in support of improved marketing strategy and communications
- Partner with creative teams, other internal stakeholders, and external agencies and vendors

## Customer

Any users but particularly students who are seeking webinars and event sessions to attend and gain information for jobs such as Handshake, LinkedIn or just any random websites. As there is no all-in-one platform, those will benefit from this platform

## Technology / Methodology

- **Frontend**

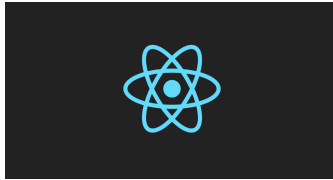


Image source: <https://twitter.com/reactjs>

We are planning to implement the frontend part in React.JS

- **Backend**



Image source: <https://www.bairesdev.com/nodejs/express-js/> ,  
<https://twitter.com/nestframework>

We are planning to implement the backend part with Node Js (NestJS / ExpressJS)

- **NoSQL Database**



Image source: [https://en.wikipedia.org/wiki/Apache\\_Cassandra](https://en.wikipedia.org/wiki/Apache_Cassandra)

We are assigned to implement the database with Apache Cassandra

- **Communication/Collaboration**



Image source: <https://github.com/logos>

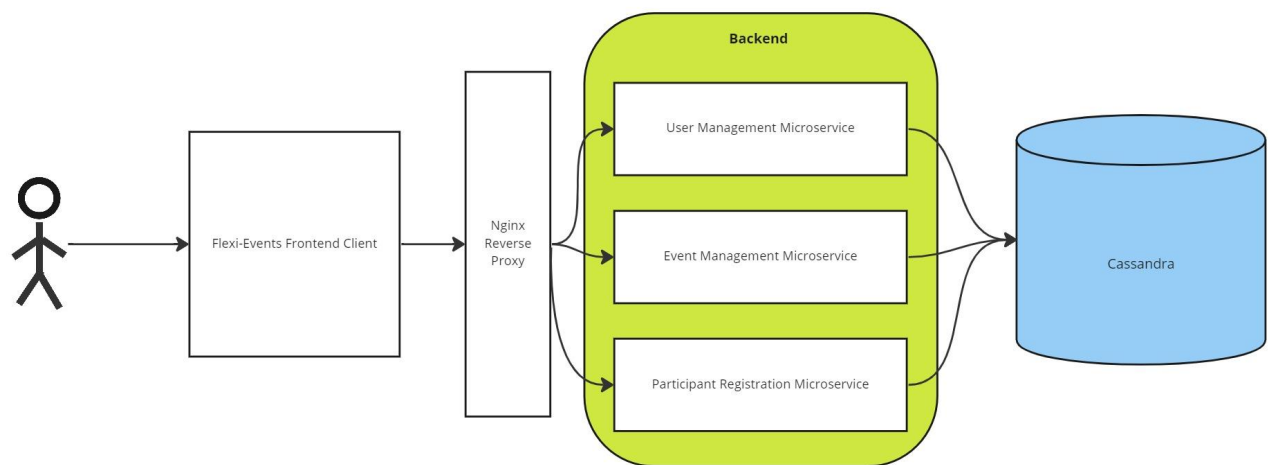
Our main collaboration tool will be Github  
( Repo: <https://github.com/rohanmohapatra/CS157C-team1> )



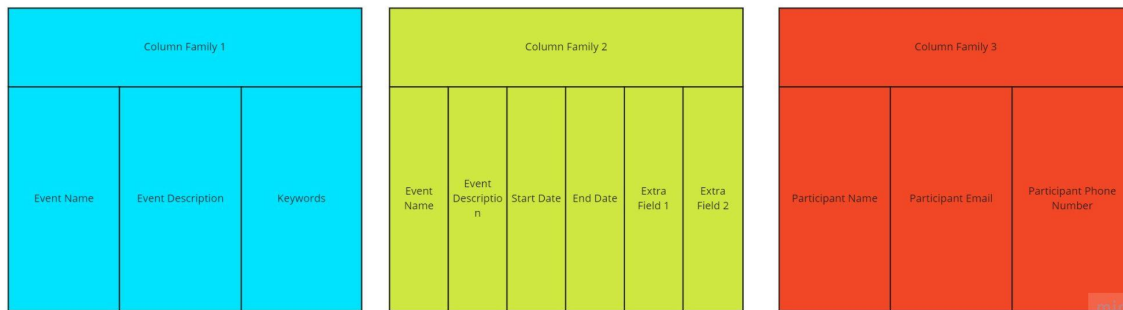
Image source: <https://discord.com/branding>

Our main communication tool will be Discord

## ***High Level Design***



## Cassandra Design – Why our product fits Cassandra



To Participants or Users, we only want to show the name, description and maybe 1-2 details. Separating it out to a column family, and adding keywords to the column family, we can make the search of events very efficient. Events may have a set of predefined fields, but we want to give users to add any additional field. This is a classic use of NoSQL databases with flexible schema.

## Functional Requirements

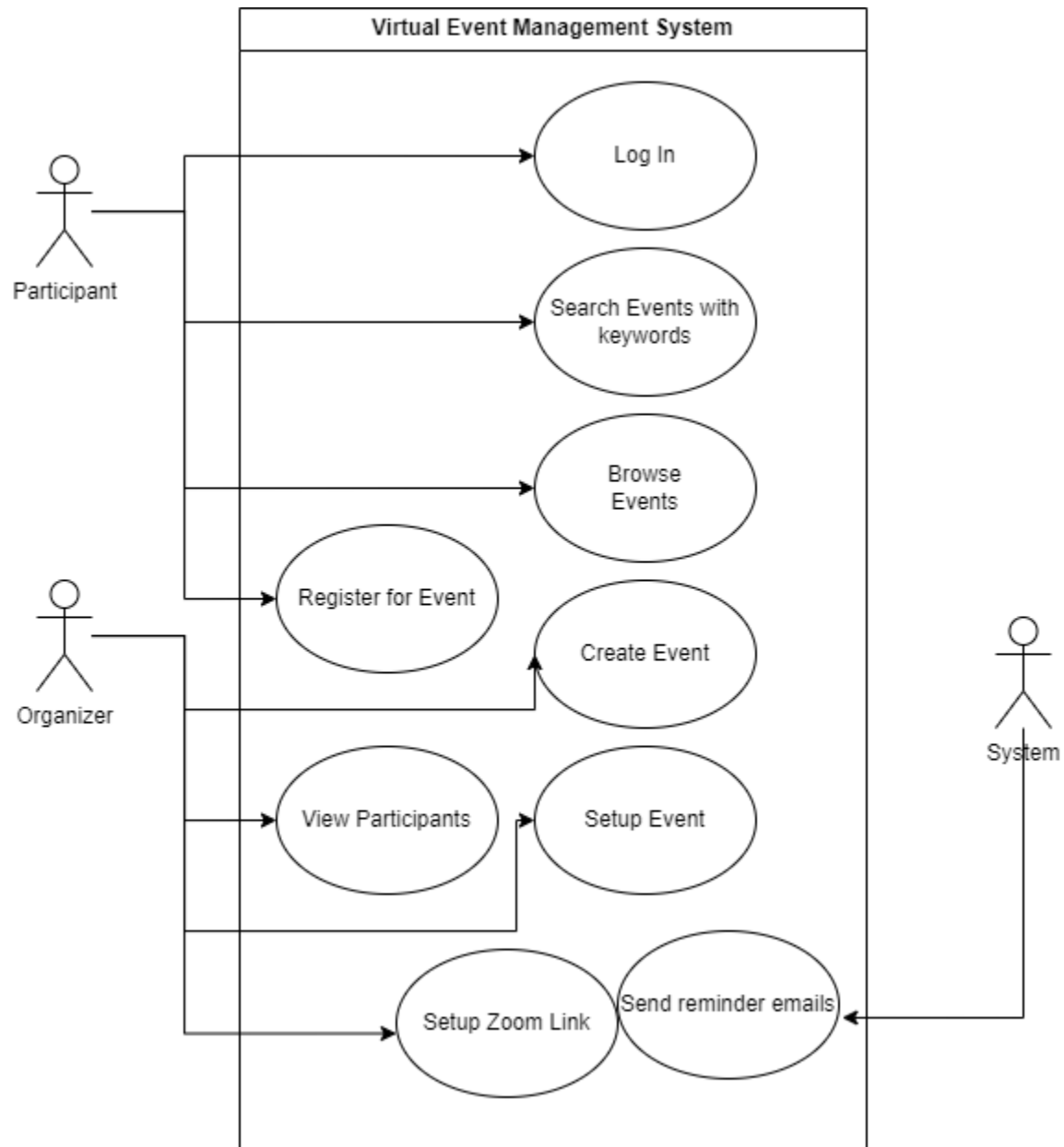
### Actors

- **Organizers:** These users log in to the system and can host events. These events can be a single-day or a multi-day event. The organizers have the ability to set schedule start and end times and also add specific details about the event.
- **Participants/Users:** Users can search for events using keywords, register to the event and attend the events. They can be either logged in or anonymous users.
- **System:** The system takes care of sending reminder emails to all the participants of an event.

### Features

- Search for events using keywords
- Register for an event
- Create an event
- Setup the event with specific details
- Create on-the-fly Zoom/Meet/Teams link

## Use-Case Diagram

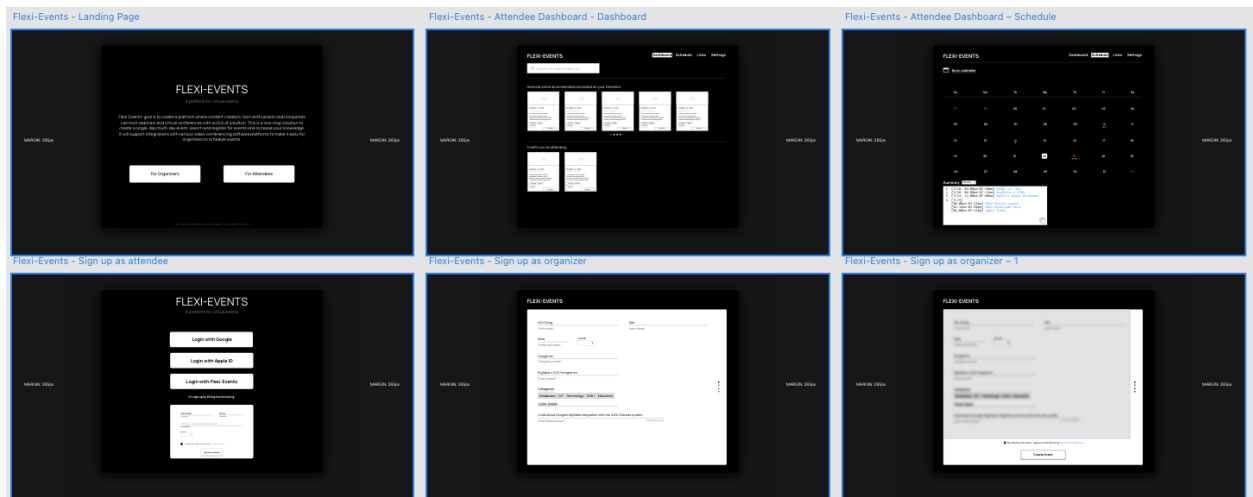




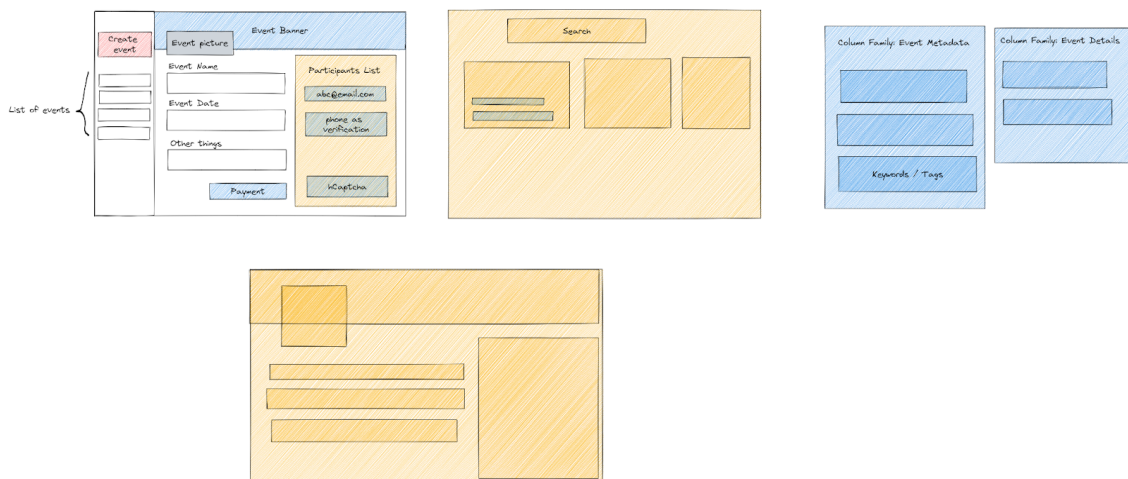
# Non Functional Requirements

## Wireframe UI (Adobe XD Mockups)

Link: <https://xd.adobe.com/view/0775616e-ce5a-4dfe-b83f-5f4fcec755ab-5226/>



## Idea Board and Brainstorming



## References

“The Visual Collaboration Platform for Every Team: Miro.” *Https://Miro.com/*, <https://miro.com/>

*Glassdoor - Employer Resources, HR Hiring Resources - Library.*

<https://www.glassdoor.com/employers/resources/>.

“Write an Effective Job Description: LinkedIn Help.” *Write an Effective Job Description | LinkedIn Help,*

<https://www.linkedin.com/help/linkedin/answer/a518588/write-an-effective-job-description?lang=en>.