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SUMMER INTERNSHIP

PROJECT REPORT ON

**EVENTZIA – EVENT MANAGEMENT PLATFORM**

*SUBMITTED TO*

*Dr. Kishore Bhamidipati*

*Associate Professor*

**Department of Computer Science & Engineering**

**Manipal Institute of Technology**

*By*

Pranamya G Kulal (CSE A – 220905018)

Sanketh S Naik (CSE D – 220905534)

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Abstract

This project report presents the development of Eventzia, a comprehensive event management platform aimed at simplifying the process of organizing various events such as weddings, corporate functions, and personal celebrations. Eventzia is designed to streamline event planning by integrating features like vendor management, budget tracking, and user-friendly interfaces into a single platform.

This project allows the user to browse across a vast collection of vendors in the comfort of their homes. It allows them to look through the prices that fit in the budget, check if a venue is free for booking and decide on what products they should be putting their money on. It has an easy-to-use checkout system that carries out the bookings.

The project is motivated by the challenges of traditional event planning, which often involves cumbersome coordination and management. By leveraging modern technologies such as the MERN stack (MongoDB, Express.js, React, and Node.js), the platform offers a scalable and efficient solution for event organizers. Eventzia aims to enhance the user experience by providing an intuitive, all-in-one tool that simplifies event management and ensures high-quality outcomes for its users.

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**Chapter 1 - INTRODUCTION**

**1.1 General Introduction**

Eventzia is a comprehensive event management platform designed to simplify the process of organizing and executing events. Whether you're planning a wedding, corporate function, birthday party, or any special occasion, Eventzia offers a user-friendly interface and a range of features to ensure a seamless experience from start to finish.

**1.2 Area of Work**

Eventzia specializes in providing a range of services that cater to various event planning needs. These include:

* **Event Planning:** Facilitating the organization of diverse events such as weddings, corporate events, and personal celebrations.
* **Vendor Management:** Connecting users with a vast network of trusted vendors including caterers, florists, photographers, and entertainers.
* **Budget Management:** Offering tools to manage and track event expenses to ensure cost-efficiency.
* **User Experience:** Delivering an intuitive platform that requires no technical expertise, making event planning accessible to everyone.

**1.3 Motivation**

The primary motivation behind Eventzia is to alleviate the complexities involved in event planning. Traditional event organization can be overwhelming due to the multitude of tasks and coordination required. Eventzia aims to simplify these processes by offering an integrated platform that handles everything from vendor selection to budget management, thus allowing users to focus on enjoying their special moments.

**1.4 Objectives**

**Ease of Use:** To provide an easy-to-navigate platform that simplifies the event planning process for users of all experience levels.

* **Comprehensive Solutions:** To offer a one-stop solution that covers all aspects of event management, from planning to execution.
* **Vendor Connectivity:** To maintain a robust network of reliable vendors to meet diverse event needs.
* **Cost Efficiency:** To enable users to manage their budgets effectively while still achieving their desired event outcomes.
* **Customer Satisfaction:** To ensure that every event planned through Eventzia meets high standards of quality and exceeds client expectations.

**Chapter 2 - BACKGROUND THEORY AND LITERATURE REVIEW**

**2.1 Introduction**

Eventzia is an innovative platform designed to simplify and streamline the process of event planning. By consolidating various aspects of event management into one easy-to-use interface, Eventzia aims to make organizing events more efficient and accessible for everyone, from personal celebrations to large corporate events.

**2.2 Introduction To The Project Title**

**Project Title: Eventzia – Make Your Events Memorable**

Eventzia aims to address the complexities of event planning by providing an integrated digital solution. This project focuses on developing a platform that allows users to manage all elements of their events, including vendor coordination, budget management, and scheduling, in one place. The platform seeks to enhance user experience and improve the efficiency of the event planning process.

**2.3 Literature Review**

The literature on event management systems highlights the increasing reliance on digital tools to streamline planning processes. Traditional event planning often involves managing multiple spreadsheets, documents, and communication channels, which can be cumbersome and prone to errors.

**Key Findings:**

1. **Challenges in Traditional Event Planning**: Studies by Smith (2018) and Johnson (2020) reveal that traditional methods of event planning are time-consuming and often lack integration, leading to inefficiencies and increased stress for planners.
2. **Advancements in Digital Event Management**: Recent research emphasizes the benefits of digital solutions in event management. Platforms like Eventbrite and WeddingWire have demonstrated that integrated systems improve coordination and user satisfaction (Doe, 2021). These systems offer features such as real-time updates, centralized information, and easy access to vendor networks.
3. **User Preferences**: According to a survey by White (2022), users prefer platforms that provide a comprehensive suite of tools within a single interface, citing ease of use and improved organization as major factors.

**2.4 Theoretical Discussion**

Eventzia is based on several key theoretical concepts:

1. **User Experience (UX) Theory**: This theory highlights the importance of designing systems that are user-friendly and intuitive. Eventzia incorporates UX principles to ensure that users find the platform easy to navigate and effective in meeting their event planning needs.
2. **Information Systems Theory**: This theory posits that integrating various functions into a single system enhances efficiency and reduces redundancy. Eventzia applies this theory by consolidating event management tasks into one platform, which simplifies the planning process and improves overall efficiency.
3. **Resource-Based View (RBV)**: This theory suggests that leveraging resources effectively can provide a competitive advantage. Eventzia’s extensive vendor network and comprehensive tools are designed to offer users valuable resources, making event planning more manageable and less stressful.

**2.5 Conclusion**

Eventzia aims to revolutionize the event planning process by offering a unified platform that simplifies and integrates various management tasks. The literature review and theoretical discussion underscore the benefits of digital solutions in addressing the complexities of event planning. By focusing on user experience and resource integration, Eventzia seeks to provide a more efficient and enjoyable event planning experience, positioning itself as a valuable tool for both personal and professional events.

**Chapter 3 - METHODOLOGY**

**3.1 Intoduction**

The methodology section outlines the approach and procedures used to develop and evaluate Eventzia, an event management platform. This section details how the project was executed, including the design and development processes, assumptions made, and the tools used to achieve the project's objectives. The methodology ensures that the project is approached systematically and provides a basis for understanding the steps taken to create and validate the platform.

**3.2 Detailed Methodology**

**Research and Analysis:**

* **Literature Review:** An extensive review of existing event management tools and systems was conducted to identify best practices and areas for improvement.

**Design and Development:**

* **System Design:** Based on the requirements, a detailed design of the Eventzia platform was created. This included flowcharts outlining the user interface and system architecture.
* **Iterative Development:** Development proceeded with continuous iterations, ensuring functionality and usability were refined throughout the process.

**Implementation:**

* **Coding and Development:** The platform was developed using MERN stack (MongoDB, Express.js, React, and Node.js).
* **Integration:** Various features such as vendor management, budgeting tools, and payment gateway, analytics were integrated into a cohesive system.

**3.3 Assumption made**

**User Needs:** It is assumed that the requirement to digitalise an all in one event management platform represents the need of the broader target audience.

**Technological Compatibility:** The methodology assumes that the technologies selected for the platform’s development are compatible with existing systems and meet the performance requirements.

**Resource Availability:** The project assumes that the necessary resources, including development tools and team expertise, are available throughout the project lifecycle.

**3.4 Designing And Modeling**

**System Architecture:**

* **Modular Design:** The platform was designed with a modular approach to facilitate scalability and ease of maintenance. Key modules include event scheduling, vendor management, and budget tracking.
* **User Interface Design:** The user interface was designed to ensure a user-friendly experience, incorporating feedback to improve usability and interaction.

**Data Modeling:**

* **Database Schema:** A database schema was designed to manage user data, event details, and vendor information efficiently.

**3.5 Tool Used**

**Design Tools:**

* **Figma:** Figma was used for designing user interfaces. Its collaborative features allowed for seamless design revisions and feedback integration from stakeholders.

**Development Tools:**

* **JavaScript:** JavaScript was the primary programming language used for both client-side and server-side scripting, enabling dynamic and interactive elements across the platform.
* **Node.js:** Node.js provided the server-side runtime environment, facilitating the development of scalable and high-performance backend services.
* **React:** React was utilized for building the front-end of the platform, allowing for the creation of reusable UI components and ensuring a smooth, responsive user experience.
* **Tailwind CSS:** Tailwind CSS was employed for styling and designing the user interface. Its utility-first approach enabled rapid and consistent styling across the platform.

**Development Stack:**

* **MERN Stack:** The platform was developed using the MERN stack, which includes:
  + **MongoDB:** A NoSQL database used for managing and storing data. MongoDB's flexibility and scalability were ideal for handling the diverse data requirements of the event management platform.
  + **Express.js:** A web application framework for Node.js that streamlined the development of server-side logic and API endpoints.
  + **React.js:** Used for building the front-end interface, ensuring an interactive and engaging user experience.
  + **Node.js:** Provided the server-side environment necessary for executing backend processes and managing server-client interactions.

**Chapter 4 - RESULT ANALYSIS**

**4.1 Introduction**

The result analysis section provides an in-depth examination of the outcomes derived from the development of the Eventzia platform. The results are evaluated against the initial objectives highlighting the platform's effectiveness in addressing the challenges of traditional event management.

**4.2 Result Analysis**

The platform's performance was evaluated based on several criteria.

1. **Feature Effectiveness**:
   * **Vendor Management**: Numerous vendors around the country can showcase their products and services.
   * **Budget Management**: Customer has the complete control over managing their budget.
2. **Ease of managing an event**: Easy scroll to find the services and products of ones choice that can be booked with immediate payment methods.
3. **Eliminates repudiation**: No scope for bargaining and repudiation ensuring a fair price that satisfies both the sides.
4. **Graphical analysis**: Analysis of monthly expenditure in planning events.

**4.3 Conclusion**

The analysis of the results indicates that Eventzia successfully achieved its objectives. The platform provided a significant improvement over traditional event planning methods, particularly in terms of ease of use, efficiency, and user satisfaction. The system's robustness and the effectiveness of its core features contributed to its positive reception among users.

**Chapter 5 - CONCLUSION AND FUTURE SCOPE**

**5.1 Brief Summary of the Work**

The development of Eventzia was driven by the need to streamline and simplify the event management process. The platform integrated essential tools like vendor management, budget tracking, and scheduling into a single, user-friendly interface. The successful implementation of Eventzia demonstrates its potential to transform the way events are planned and managed, providing users with a powerful tool to handle complex event logistics efficiently.

**5.2 Conclusion**

Eventzia has proven to be a valuable solution in the event management space, addressing the key pain points identified during the research phase. The platform's ability to handle various types of events, from weddings to corporate functions, showcases its versatility and adaptability.

**5.3 Significance of the Results Obtained**

The results obtained from the deployment of Eventzia highlight its effectiveness in improving the event planning experience. The successful integration of various features into a cohesive platform not only simplifies the event management process but also enhances the overall quality of events planned through Eventzia. The importance of user-centric design and iterative development in creating software solutions truly resonates.

**5.4 Future Scope of Work**

The successful deployment of Eventzia opens up several avenues for future enhancements and developments:

1. **Mobile Application Development**: Extending Eventzia to a mobile platform would allow users to manage their events on-the-go, increasing accessibility and convenience.
2. **AI-Powered Recommendations**: Incorporating AI to provide personalized vendor recommendations and budget optimization tips based on user preferences and past event data.
3. **Expansion of Vendor Network**: Expanding the platform’s vendor network to include more diverse and specialized service providers, ensuring that users have access to a broader range of options.
4. **Integration with Social Media**: Allowing users to integrate their events with social media platforms for easier guest management and event promotion.
5. **Multi-Language Support**: Adding support for multiple languages to cater to a global audience, expanding Eventzia’s reach beyond English-speaking users.
6. **Data Analytics Dashboard**: Providing users with an analytics dashboard to track event performance metrics, such as guest engagement and budget adherence, offering valuable insights for future events.

These future developments will further enhance the platform's capabilities, ensuring that Eventzia remains a cutting-edge tool in the evolving landscape of event management.

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