

A Project Report

On

**“Event Planner App”**

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**1. INTRODUCTION**

**General Introduction:**

In today’s fast-paced world, planning events—whether personal or corporate—can be time-consuming and overwhelming. From weddings and birthday parties to business conferences and product launches, the demand for professional event planners has increased significantly. However, finding the right event planning organization that matches specific requirements, such as budget, services, and location, can be a challenging task.

The Event Planner App aims to simplify this process by acting as a centralized marketplace where users can connect with event organizers efficiently. The app provides users with a curated list of event planners based on specific search criteria and allows seamless booking through the platform. It reduces the hassle of making multiple inquiries, waiting for responses, and comparing services across different platforms. Through transparent information like reviews, detailed profiles, and pricing, the app empowers users to make informed decisions and ensures a streamlined planning experience.

Simultaneously, event organizers gain better visibility and can reach a broader audience by listing their services on the app. The app provides them with a platform to showcase their offerings, manage their bookings, and grow their clientele, creating a win-win solution for both users and service providers.

**Introduction to the domain of the Problem statement chosen:**

The domain of event planning encompasses a variety of services that include conceptualization, budgeting, coordination, logistics, and execution of different types of events. It covers both personal events (such as weddings, anniversaries, or birthdays) and corporate or public events (like conferences, trade shows, or festivals). Event planners typically manage everything from venue selection and decoration to catering, audio-visual setup, and entertainment. As a result, they play a critical role in ensuring smooth and memorable experiences for event hosts and attendees alike.

With the rapid adoption of digital platforms across industries, the event planning domain has also evolved. Today, online booking services are becoming essential for the industry, driven by the need for convenience, efficiency, and better customer experiences. Apps and websites that offer event planning services aim to bridge the gap between organizers and clients by providing access to a wide range of options in one place. This trend reduces reliance on traditional referral-based hiring and helps users compare multiple service providers quickly.

Additionally, user-generated reviews and feedback systems have become important tools for ensuring the quality of service in this sector. As customers increasingly rely on digital channels for booking event planners, mobile applications are becoming more popular for accessing services on the go. The proposed Event Planner App capitalizes on these trends to meet the growing demand for convenient, transparent, and efficient event planning solutions, delivering a centralized platform for both event organizers and users.

**2. LITERATURE REVIEW**

**Existing Methods**

In the current event planning industry, several platforms and methods are used by individuals and businesses to find and book event planners. Below is an analysis of various existing methods, highlighting their advantages and limitations to identify gaps that the proposed Event Planner App can fill.

* **Traditional Word-of-Mouth Referrals**

Many people still rely on recommendations from friends, family, or colleagues to find event planners.

Advantages:

- Trusted recommendations from known sources.

- Higher level of confidence based on personal experiences.

Limitations:

- Limited to the experiences and knowledge of a small circle of people.

- Inability to compare multiple options side-by-side.

- May not provide information about new or lesser-known service providers.

* **Social Media Platforms**

Social media platforms are increasingly used to market event planning services, showcasing portfolios through photos and videos.

Advantages:

- Visual content helps users assess the quality of service.

- Easy to interact with service providers through comments or messages.

- Large reach for event planners, especially via paid advertisements.

Limitations:

- No structured way to compare planners based on budget, availability, or location.

- Lack of verified reviews or standardized pricing information.

- Time-consuming for users to browse through different profiles and contact each planner individually.

* **Event Management Websites**

These platforms specialize in niche events (like weddings) and provide directories of service providers along with reviews.

Advantages:

- Niche-specific focus ensures curated services.

- Some platforms offer additional planning tools like budget calculators and checklists.

- User reviews give insights into past experiences.

Limitations:

- Often limited to specific types of events (e.g., only weddings).

- Users need to browse multiple service categories separately, leading to fragmented searches.

- Not all platforms provide booking functionalities, requiring manual follow-up with planners.

* **Search Engines**

Many users search for event planners via search engines and explore local options through Google Maps.

Advantages:

- Provides location-based results, helping users find nearby planners.

- Often includes business information, customer reviews, and contact details.

- Immediate access to a wide variety of planners across multiple industries.

Limitations:

- Search results are often overwhelming, requiring extensive filtering.

- Inconsistent information, as listings are not always updated.

- No direct booking options, forcing users to contact planners individually.

* **Event Management Agencies with Physical Offices**

Many users prefer to visit event planning agencies in person for consultation and booking.

Advantages:

- Personal interaction ensures better understanding of requirements.

- Clear and direct communication without digital barriers.

- Agencies often offer bundled services with discounts.

Limitations:

- Time-consuming to visit multiple agencies.

- Limited availability based on working hours and location.

- Difficult to compare options across different agencies.

* **Direct Listings on Classified Websites**

Some event planners advertise their services through general classified websites.

Advantages:

- Low-cost advertising for planners, increasing their reach.

- Users may find affordable, local service providers.

Limitations:

- Risk of fraudulent listings or unverified planners.

- Lack of structured service categories or detailed information.

- No review system to assess service quality.

* DIY Event Planning Tools and Templates

Some individuals prefer using DIY tools like Excel templates or online planners for budgeting, scheduling, and vendor management.

Advantages:

- Full control over the planning process.

- Cost-effective, as no professional planners are required.

- Useful for small-scale or personal events.

Limitations:

- Time-consuming and stressful, especially for large events.

- Lack of professional expertise may result in logistical challenges.

- No access to curated vendor recommendations or booking tools.

* **Freelance Marketplaces**

Some event planners offer their services through freelance platforms where users can browse portfolios and negotiate directly.

Advantage**s**:

-Allows users to find individual freelancers for specific event needs.

-Transparent reviews and ratings system.

-Flexibility in terms of customization and pricing.

Limitations:

-Limited to individual planners or freelancers, not entire event planning firms.

-Users must coordinate between multiple vendors for large-scale events.

-Complex pricing models can be confusing for users.

**3. OBJECTIVES**

** Centralized Platform for Service Discovery:**

* Develop a unified platform where users can search for event planners based on various criteria such as **location, budget, availability, and event type**.
* Ensure users can find both personal and corporate event organizers, eliminating the need to visit multiple websites or agencies.

** Seamless Booking and Coordination Process:**

* Provide a **direct booking system** within the app to streamline communication and reduce the hassle of following up with planners.
* Include features for **scheduling, payment processing, and booking confirmation**, ensuring a smooth end-to-end process.

** Transparent Service Comparison and Decision-Making:**

* Integrate **detailed service profiles** with descriptions, pricing breakdowns, and available packages to enable informed comparisons.
* Incorporate **user reviews, ratings, and testimonials** to help customers make decisions based on real experiences.

** Increased Visibility and Efficiency for Event Planners:**

* Offer a platform for event organizers to **promote their services and gain visibility** among a broader audience.
* Provide tools for **managing availability, bookings, and customer interactions** within the app, improving efficiency for service providers.

**EXPERIMENTAL DETAILS/METHDOLOGY**

**1. Software Requirements:**

* **Development Platform:**
  + **Visual Studio Code (VS Code)** – A lightweight code editor used for writing, editing, and debugging the app's code. It supports extensions for Flutter and Dart, making it ideal for cross-platform development.
* **Programming Language and Framework:**
  + **Flutter** – A UI toolkit by Google for developing natively compiled applications for mobile, web, and desktop from a single codebase.
* **Database and Backend:**
  + **Firebase** – For user authentication, real-time database. It also provides hosting services if needed for backend services.
* **API Integration:**
  + **Google Maps API** – To enable location-based search and display event planners on a map interface.
  + **Payment Gateway API** – For seamless in-app payments (e.g., PayPal).
* **Version Control System:**
  + **GitHub** – To maintain version control and collaborate on the project, enabling easy tracking of code changes and updates.
* **Design Tools:**
  + **Figma**– For creating UI/UX mock-ups and wireframes to visualize the app layout and user flow.

**2. Hardware Requirements:**

* **Development Machine:**
  + **Laptop/Desktop with Minimum Configuration:**
    - Processor: Intel Core i5 or higher
    - RAM: 8 GB or higher
    - Storage: 256 GB SSD or more (for faster performance)
    - OS: Windows, macOS, or Linux (VS Code and Flutter are cross-platform)
* **Mobile Devices for Testing:**
  + **Android and iOS devices** (for testing the app on both platforms).
  + Alternatively, **Android Emulator** and **iOS Simulator** can be used for development and testing within VS Code.
* **Internet Connection:**
  + Required for **downloading dependencies, integrating APIs, and testing online services** (e.g., Firebase, payment gateway).

**4. METHODOLOGY**

**Design Procedure**

The **design procedure** outlines the step-by-step approach for developing the Event Planner App. This ensures the app is built systematically with a focus on **functionality, usability, and user experience**. Below is the breakdown of the design phases:

**Step 1: Requirement Gathering and Analysis**

* Identify user needs and features through research (e.g., search filters, booking process, reviews, etc.).
* Define the essential features such as **user login, search by location, planner profiles, booking system, reviews, and payment options**.

**Step 2: System Architecture Design**

* **Frontend:**
  + **Flutter Widgets** for UI development to ensure a clean and interactive user interface.
  + Responsive layouts to make the app compatible with both Android and iOS platforms.
* **Backend:**
  + **Firebase** for authentication, cloud database, and real-time data synchronization.
  + Use **Google Maps API** for location-based filtering.
  + **Payment Gateway API** (e.g., Stripe, PayPal) for secure transactions.
* **Database:**
  + **Firebase Fire store** for real-time data storage of user accounts, planner profiles, and bookings.
  + **Local storage** using SQLite or Hive for temporary offline data caching.

**Step 3: UI/UX Design (Wireframes and Mock-ups)**

* **Create Wireframes:**
  + Use **Figma** or **Adobe XD** to design rough layouts of the app screens.
  + Important screens to design:
    1. **Login/Signup Page** – For both users and planners.
    2. **Dashboard** – Showing recommended planners or featured services.
    3. **Search Results Page** – With filters such as location, budget, and availability.
    4. **Planner Profile Page** – Displaying services, reviews, and pricing.
    5. **Booking Page** – To select event dates, confirm bookings, and make payments.
* **UI/UX Mock-ups:**
  + Design smooth **navigation** to ensure users can easily search, compare, and book services.
  + **Minimalistic design** focusing on usability, with intuitive placement of buttons and filters.

**Step 4: Development Process**

* **Project Setup in VS Code:**
  + Install **Flutter SDK** and necessary plugins (Dart, Flutter extensions) in VS Code.
  + Initialize a new Flutter project and connect with Firebase for backend integration.
* **Frontend Development:**
  + Implement key UI screens using **Flutter widgets**.
  + Create reusable components like **buttons, search bars, and booking forms**.
  + Add animations (optional) for a smooth and interactive experience.
* **Backend Development:**
  + Use **Firebase Authentication** for secure user login and signup.
  + Set up **Fire store Database** to store user profiles, planner details, and bookings.
  + Integrate **Google Maps API** to show nearby event planners based on user location.
  + Connect **payment gateway** for in-app transactions.

**Step 5: Integration and Testing**

* **API Integration:**
  + Integrate **Google Maps API** to display nearby planners on the map view.
  + Implement **payment gateway API** for secure and smooth payment handling.
  + Ensure **Firebase** services are integrated correctly for real-time data syncing.
* **Testing Procedures:**
  + Perform **unit testing** on individual components (e.g., login, booking system).
  + Conduct **integration testing** to ensure that different modules (e.g., booking + payment) work together without issues.
  + **Cross-platform testing** on Android and iOS to confirm the app runs smoothly on both platforms.

**Step 6: Deployment**

* **Deployment on App Stores:**
  + Prepare the app for **publishing on the Google Play Store** and **Apple App Store**.
  + Ensure the app complies with the store policies (privacy, payment handling, etc.).
  + Create necessary assets (app icons, splash screens) and upload them to both stores.
* **Backend Deployment:**
  + Host backend services (e.g., Firebase) to ensure **24/7 availability**.
  + Monitor **API usage limits** (e.g., Google Maps) and scale Firebase services as needed.

**Step 7: Maintenance and Feedback Loop**

* **Bug Fixes and Updates:**
  + Monitor user feedback and reviews to identify bugs and required improvements.
  + Release **periodic updates** with feature enhancements and security patches.
* **Feature Improvements:**
  + Continuously **add new features** based on user feedback (e.g., more search filters, better booking tools).
  + Optimize the app to improve **performance and user experience** over time.

**5. OUTCOMES**

**1. Seamless Discovery of Event Planners:**

- Users will be able to search for event organizers based on location, budget, event type, and services using a centralized platform.

- The app will provide filtered search results with multiple planners for easy comparison, eliminating the need to browse multiple websites or social media pages.

**2. Efficient Booking and Payment Process:**

- Users can directly book event planners through the app without manual follow-ups.

- In-app payments through integrated payment gateways will provide a secure and hassle-free experience.

- The real-time availability management system ensures that users only see planners available on their preferred dates.

**3. Increased Visibility and Revenue for Planners:**

- Event organizers will gain access to a broader audience, helping them increase bookings and revenue.

- Planners can efficiently manage their profiles, services, reviews, and availability through the app.

**4. Improved Decision-Making through Reviews and Ratings:**

- Users can view detailed service descriptions, pricing, and customer reviews, ensuring transparency and helping them make informed decisions.

- The ratings and feedback system will foster trust between planners and users, building a positive community.

**5. Cross-Platform Compatibility for Users and Planners:**

- With Flutter, the app will be compatible on both Android and iOS platforms, ensuring access for a wide range of users.

- The app will provide a responsive design for smooth usage on smartphones and tablets.

**6. Reduced Manual Effort and Planning Time:**

- Event hosts will save time by searching, booking, and coordinating everything within the app.

- Planners can automate their booking schedules and payments, improving operational efficiency.

**7. Real-Time Notifications and Updates:**

- Users and planners will receive real-time notifications for bookings, cancellations, and payment confirmations.

- Automated reminders will ensure that users are well-prepared for their events and planners can manage their schedules efficiently.

**8. User Satisfaction and Continuous Improvement:**

- The app will offer an intuitive user interface (UI), ensuring a smooth and enjoyable experience for both event planners and customers.

- User feedback and analytics will help improve the app through regular updates, introducing new features to meet evolving demands.

**6. TIMELINE OF THE PROJECT/ PROJECT EXECUTION PLAN**

The timeline of the project is as follows:

**September 2024:**

* **Planning & Research:** This initial phase is scheduled to be completed by September 22nd. It involves gathering information, defining project goals, and outlining the project scope.

**October 2024:**

* **UI/UX & Database Design:** This phase is expected to last from September 29th to October 27th. It focuses on creating the user interface and user experience for the project, as well as designing the database structure to store and manage data.

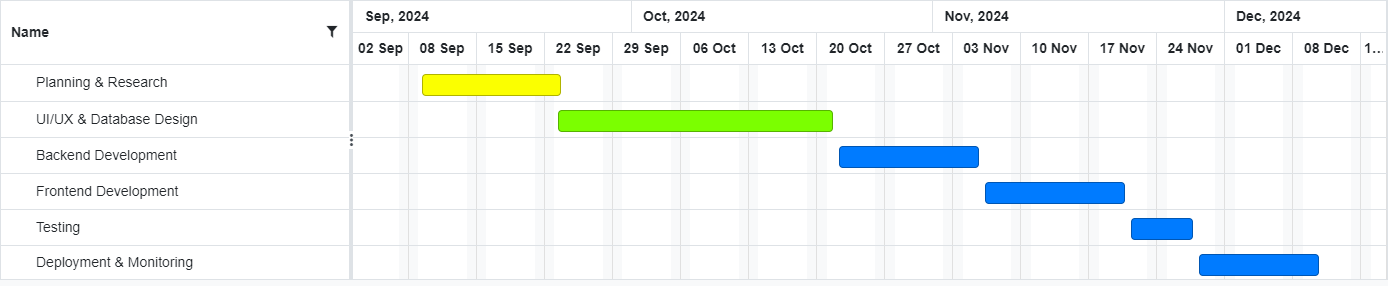
**November 2024:**

* **Backend Development:** This phase continues from October and involves building the server-side components of the project, such as APIs and data processing logic.
* **Frontend Development:** This phase is scheduled to start on November 3rd and continue until November 24th. It focuses on building the client-side components of the project, such as the user interface and interactions.

**December 2024:**

* **Testing:** This phase is scheduled to take place from November 24th to December 1st. It involves testing the project to identify and fix bugs or errors.
* **Deployment & Monitoring:** This final phase is scheduled to start on December 1st and continue until December 8th. It involves deploying the project to a production environment and monitoring its performance and usage.

This timeline provides a clear overview of the project's phases and their estimated durations. It can be used for project planning, tracking progress, and identifying potential bottlenecks.



**7. CONCLUSION**

The **Event Planner App** aims to transform the way individuals and organizations find, compare, and book event planners by providing a **centralized, user-friendly platform**. By leveraging **Flutter** for cross-platform development and **Firebase** for real-time data management, the app ensures a seamless experience for both users and event organizers.

Through features such as **filtered search, detailed planner profiles, reviews, and in-app booking and payment systems**, the app addresses key challenges of traditional event planning, such as inefficiency, lack of transparency, and coordination difficulties. Event planners will benefit from **enhanced visibility and operational efficiency**, while users will enjoy the convenience of **discovering and booking planners effortlessly**.

The app bridges the gap between **event hosts and service providers**, improving the overall event planning process. As it evolves with **continuous updates and user feedback**, the app will contribute to a **more efficient and accessible event management ecosystem**, ensuring greater satisfaction for all stakeholders involved.

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