

## AN EVENT PLATFORM FOR MANAGING PERSONAL ACTIVITIES

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**Abstract.** *The main purpose of this article is to analyze eHolder application. To make a throughout research about it, its rivals and potential of the application. After collecting the data, we made comprehensive conclusion and are ready to share this article with others. This article is oriented on people who know or want to know about how to find events online. It presents some old solutions and offers a brand new one, named eHolder.*

**Key words:** *application, event, time, administration.*

### Introduction

Events are what happens to us, what we do, what we anticipate with pleasure or dread, and what we remember with fondness or regret. Much of our behavior is guided by our understanding of events [1]. Nowadays, events and meetings are one of the most important sources of information and networking, that's why a lot of teenagers are more likely to participate in as many as possible. But here they encounter an unpleasant problem, that it becomes hard to find and to track those meetings. For example, this problem was encountered by a few people from our team, they wanted to participate in every IT event organized, but suddenly they could not find an easy way to manage and to keep track for upcoming events. In this way Event Finder App was created. This app goes by the name eHolder, where 'e' stands for 'events' and other parts means that it stores those events. We are sure that it will become your main tool for fulfilling your free time, because it has a user-friendly design and a wide number of custom filters for finding your most needed events. After some research we found that this app solves a bunch of problems like:

- Wasting a lot of time on finding events
- Being unable to schedule the events with your activities
- Not getting the complete information about the event

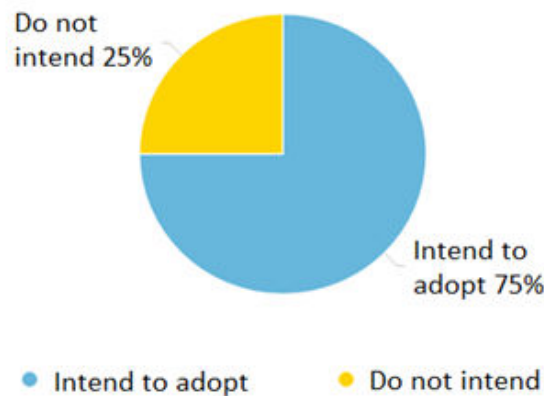
### Statistics and Analysis

After spending a good deal of time on reanalyzing the data about other apps and this specific project, collecting given information and statistics from different sources, we sorted them and draw some conclusions based on the collected data. Here are some statistics and diagrams that show the potential of this app:

- There was a 3% increase in use of mobile event apps as part of event technology in 2019. From this we can affirm that people gradually began to understand the potential of these apps and the statistics will grow eventually [2].
- 76% of event professionals who do not use an event app intend on adopting one in the next year. This is why this project has tremendous potential. There are so many people around the world, but so few apps for them to use. This app has potential to outperform other local and even global event applications (Event MB, 2017) [3].
- According to one study, 30% of people said that they would have purchased a ticket to an event if they were aware that it was happening in their area (Google & Ipsos Media CT, 2014).
- There are people who want to find an event, but don't find because it doesn't coincide with their preferences. Approximately 77% of our respondents faced with that problem and

only 23% don't have that kind of problem. Here, the events could be classified by preferences, so the user will be able to find event that coincide with his needs.

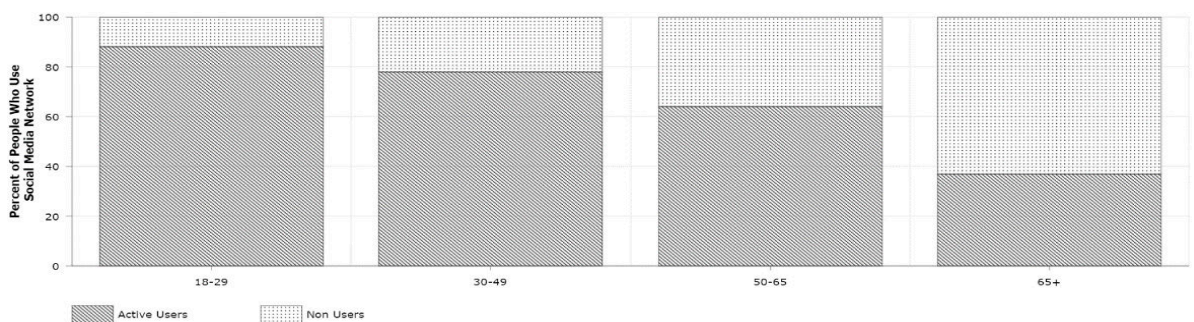
- There are approximately 75% of event professionals who don't use event apps and intend to adopt them. It shows us that event apps have much more potential users than they have now (Event MB, 2017). Data represented in the figure below.



**Figure 1. Event MB, 2017 statistics**

- 91% of event planners say that adopting a mobile event app has provided a positive ROI. This is another proof that our application will be important for others. (Global Experience Specialists, 2015[4].
- Many people forgot about an event because they didn't get a notification on time. Reminders are essential in our century. In a very busy world people need notifications to not forget to do something. This app is supposed to give notification a day before event, an 2connection. So, the user will be informed about the event even if he will be not connected to the wi-fi.

Also, we made a conclusion that the main visitors will be the young people between 18-29 years and this application has potential to have about 1 billion of users. A chart below shows this [5].



**Figure 2. Social media use by age**

### eHolder Advantages

After studying eHolder's rivals, we highlighted their shortcomings and now we have some in-depth understanding about why does the app presents itself as modified and better version of such products as eventbrite and allevents. For instance:

- This application Won't have any kind of problem with tickets. Users will not get wrong ticket, they will always get the tickets they want and won't encounter the buy error.
- This app will have enough filters to make it comfortable for users to search all events they want.
- This app won't give users wrong locations of the events. It will check if the event is real or not.
- It will personalized recommendations based on your interests.

To compare, main problems of Eventbrite and Allevents.in from the users' points of view are:

- They don't receive the ticket they bought
- They may get the wrong ticket
- Ticket buy error.
- The event might be mislocated.
- Unfriendly design and insufficiency of filters.
- Overloaded servers

The following features identified in the resources we have consulted, helped us in creating a general overview about the platform to create:

- eHolder will be free, at least until it is not popular.
- Event Organizers can use it without any payment if their events are free. There will be no monthly charges, enrollment costs and setup fees.
- eHolder will provide tickets both in cash and by card.
- eHolder provides refund services.
- It will have user-friendly design with a great amount of tools to help with any kind of problem.

### **Possible Realization of eHolder system**

Business stages:

- Searching for investors
  - Looking for potential investors that will be interested in this project. This can be reached through advertising this project.
- Advertising Campaign
  - Promoting by using marketing strategies mentioned in the presentation (Cash-Back; Advertising; Open Polls for Clients; Social Media; Premium Accounts) in order to gain more users and money.
- Making Partnerships
  - Construct good relations with potential partners and making them interested in co-working. Only by building the network of connections can the project progress.
- Price Adjusting Process
  - Reduce the prices for the most active users. We can do so by saving users activities in database

### **Technical Support**

To help users with solving technical problems we also will provide technical support. In our app users can contact with them via clicking the button "Contact Support" at the bottom part of the application. Their job will be mainly related to issues with tickets. They will provide users help with:

- Event Organizing
- Attending the Event
- Other Stuff

To make the life of our users more easily, how it was mentioned above we will divide the technical support in three categories that will contain more frequently questions that will appear. It will make our application more comfortable to use and the team of technical support will have less work at call centre. There will be questions like that:

- Where are my tickets?
- Can I get a refund?
- What to do if there's a typed email address on your eHolder event?
- Why isn't my event showing in search?
- How to create custom order confirmations?

For instance, if someone wants a refund they can contact the support. We will give an answer in the shortest time possible.

### **Conclusions**

Nowadays, events and meetings are one of the most important sources of information and networking, that's why a lot of teenagers are more likely to visit more and more events. It is clear that events aren't so well organized and it is hard to find the one which will interest you. An application that store all events and divide it on categories will be interesting for people who are seeking for adventures. If keeping in mind that the use of technology is growing and the user is struggling to keep up the events by their relevance, importance, and by upcoming time, it is safe to say that finding the certain event is not so easy and it is exhausting. So, after making this research we drew some conclusions. eHolder has a future and it can shine. Maybe it won't be enough to conquer the market, but by the given data it obviously is not a pushover. It has a strong foundation to make itself into a strong rival of such apps like Eventbrite and Allevents.in. It doesn't lack anything besides time.

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