

Portal for Effective Events Publicity

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Abstract: *In some cases, certain events don't get the acknowledgment that they should. The primary technique for correspondence for these events is by means of a notice or mouth to mouth. It is getting extremely evident that these strategies for correspondence are winding up increasingly dated. As of late, twitter and Facebook have been appeared to be increasingly responsive with respect to correspondence by means of a Client and the participants. To pursue this pattern, this framework is being actualized to encourage correspondence between the users and the potential occasion goers. Just as give up to the moment updates and data about the occasion. The point of this report is to accumulate and examine and give an inside and out knowledge of the total VIT Events by characterizing the issue explanation in detail. All things considered, it likewise focuses on the abilities required by partners and their needs while characterizing abnormal state item includes. The point by point prerequisites of the Events website are given in this paper.*

Keywords: Event website, Publicity, Software Development, Marketing, Testing.

1. Introduction

Reasonable consideration expect a basic employment framing any event. Locales accept a fundamental employment in advancing anything/organizations. A site itself can be used to accomplish a wide scope of publicizing methods to empower your business to create. A purposely made webpage and online proximity plan gives massive points of interest and costing plots. Site is operational relentless, from the convenience of the adjacent bistro, their adoration situate or their bed and clients can without quite a bit of a stretch access the site and organizations. By using a website, one can incessantly serve clients on the web and augmentation credibility as a business visionary. There are heaps of advancing strategies that one can use to pitch and publicize business. All online publicizing systems have been wound up being fruitful yet webpage progression plays one of the huge activity. In an institution, this is a major issue for all the clubs and chapters functioning in the university. This project aims at facilitating effective marketing of events website, and spreading awareness about the recent happenings and upcoming events planned or being planned by various clubs and chapters existing in a university. This will be carried out by developing a website which aims at to fulfill the above mentioned purpose. The website will have all the information about the upcoming events and competitions happening around the university. So using a well planned structure, this project aims at increasing the reach of the various events happening in an university. With a well formed website, the students can know about the upcoming events and activities, This will help in the publicity of the events and give a rough estimate of the number if participants interested in it. It will be regularly updated on a weekly basis with the upcoming workshops and seminars.

2. Literature Review

Frameworks and strategies are accommodated exploratory investigation of occasion messages. The development incorporates a parsing motor to make an interpretation of printed messages into organized occasion information, a determination and control motor (SCE) to give information

the board and correspondence channels for a lot of investigation strategies, and watchers to help various types of examination techniques.[1] The innovation further incorporates a system for watchers to trade data, an instrument for intelligently and iteratively refining parsing rules, and a component to envision occasions through occasion diagrams.[2] Occasion warning and stream input/yield have been constantly viewed as two separate ideal models. There are, in any case, applications - particularly in the domain of UIs and tests - that could profit by having the capacity to get or convey information in either structure.[4] They have presented a bound together way to deal with information exchange that encourages change in the middle of the two ideas, just as an adaptable method for executing discretionary occasion warning in an article situated way. [7] A bound together Input/Output library that streamlines mistake taking care of and guarantees right opening and shutting of streams adjusts down the proposed expansions to a working framework. The business tasks of the present endeavors are intensely impacted by various of inside and outer business occasions.[8] With the Event Driven Architecture and especially the Complex Event Processing (CEP), the innovation required for distinguishing complex connections in these a lot of occasion information directly after its appearance has just risen.[3] The subsequent addition in operational straightforwardness constructs the establishment for (close) continuous responses. This spurred broad research exercises particularly in the field of Business Process Management (BPM), which basically authored the term Event-Driven BPM (EDBPM).[5] The present innovation is coordinated to a framework and strategies for focused notice and occasion advancement. The framework involves an online application which empowers occasion advertisers to make, execute and oversee occasion special crusades utilizing ads, directed limited time messages, target client look apparatuses, session following instruments, battle investigative devices, occasion valuing devices, detailing devices, inserted date-book applications and different devices and administrations given by the framework. [6] The framework consolidates these devices to empower advertisers to speak with and showcase occasions to exceedingly focused on gatherings of people using a wide exhibit of specialized instruments.[9] Besides, each special

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or ad battle improves and develops advertiser's objective client list along these lines constantly growing the general gathering of trusted and focused on framework clients. The point of this examination is to all the more likely comprehend the customer fulfillment process inside the system of a game. The writing uncovers two distinctive methods for bringing influence into the psychological fulfillment demonstrate: as a go between or as a free factor.[10] Exact examination of these adversary models underpins the second conceptualization. The investigation of the connections among the develops of the last guessed model demonstrates that the key emotional factor that decides fulfillment is "excitement", rather than "joy", which has a non-noteworthy impact. The psychological component is likewise imperative for deciding fulfillment and future conduct goals, and the majority of the predecessors are free in the fulfillment procedure.[11]

3. Methodology

The software process model that has been chosen for this is the RAD Model, which is an incremental process model. This paper aims at providing a website portal which will have information about all the upcoming events being conducted by various clubs and chapters. It will be updated timely.

Events website is used to create a dedicated website to manage and organize events. The accessibility of the system should facilitate communication between users, clients, and managers. It will allow clients to request events be made. It should then allow site managers to create an event that includes the host, type of event, time, place, cost, and staff list. End users should be able to sign up to attend or help staff the event. The core of the system will reside on a server connected to the internet and the primary interface for the system will be via an internet browser.

The website has been developed for a university specifically focusing on the current problem of lesser publicity of the events hosted by the various clubs and chapters present in the college. It consists of two modules: Users and the Administrator (which will be managed by the university student council or a special body appointed for developing and maintaining it)

Administrator:

Administrator has the portal which consists of details of the university students, details of the students interested in a particular event, details of the upcoming events like date, time, venue and regular updation of the website

Users:

Users can garner information about the upcoming events that the various clubs and chapters. As soon as the website loads there is homepage which consists a navigation bar that will guide the user to different web pages. As soon as the user clicks on Discover Now, he/she will be guided to a page all the clubs and chapters are briefly described and with their tentative events or a slight hint of it to keep the user lured for further details. The next page followed by this is About us which will let the user know more about the event or the fest

through a small video. User will be then guided to a Top Events page which will let him/her explore the best upcoming events and its details like time, date and tentative venue. If they are interested, they can hit the 'I am interested' button. This helps the administrator to give a rough count of the number of participants to the clubs and chapters. According to the turnover the clubs and chapters can come with the needed modifications or out of the box ideas to lure more participants and make their event a success. Followed to this is an image gallery which consists images of the previously conducted/hosted events by the respective student led clubs and chapters. Lastly, the user is guided to an interactive page where he/she can fill in his/her details to get newsletter and be in touch with the happenings on the campus. This will help in increasing the reach since most of the students keep browsing various websites online. The users will be fed with correct information from time to time and this will help the clubs and chapters achieve their target faster in a easier and a smoother way.

Figure 1 represents the use case model for the Events Website. Students, faculties and the students of various clubs and chapters will be the main users of the website. The user interface will allow the users to view the event details, feed in their details, show interest in whichever events they are interested in. All clubs and chapters will be publicize their upcoming event here and the users can show their interest beforehand so that clubs and chapters know beforehand about the number of expected people and hence make their event and budget flow according.

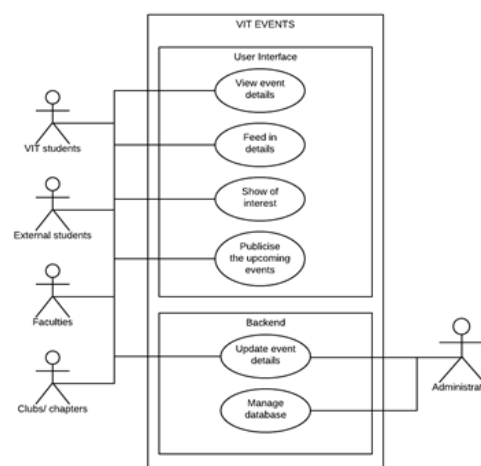


Figure 1: Use Case Diagram for Events Website

The basic languages used to develop the graphical user interface and the FRONT END are:

- HTML
- CSS
- JAVASCRIPT
- BOOTSTRAP FRAMEWORK

The website will be hosted using Heroku which is a cloud Application platform and it is deployed using services

provided by Now. These services will allow the users to access the website on their laptops as well as phones. HTTP protocol is used in sending information to of the users to the backend which is created using Node JS. The details are passed using AJAX calls through JSON text. HTTP protocol is used in AJAX calls. The information will be stored and maintained confidential in the backend.

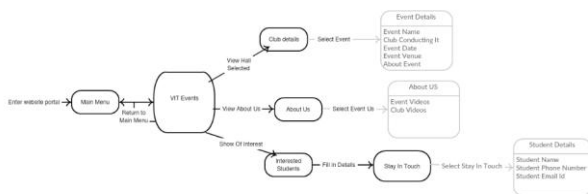


Figure 2: Block Diagram for Events Website

Figure 2 gives a brief idea about the Events Website through a block diagram.

The website consists of six modules as given below:

Module 1 - Home Page

This is the first page that the user enters after opening the website. It contains a navigation bar which has links to other pages of the website which are Home, Clubs, About Us, Top Events, Image Gallery and Stay in touch. It has other general information about the university with some images.

Module 2 - About Us

This page has information about the clubs and events in general. It has videos and images to give the user an idea about the website.

Module 3 - Clubs

This page has information about the registered Clubs/Chapters of the university. It will have a list of all the clubs and the user can click on a particular club's icon to know more about it.

Module 4 - Top Events

This page is the most important page of our website. It contains the information about all the upcoming events in the university and get to know the details about the same. It will have images, event description, date, time etc. about the event so that the user can go through it and get to know about his/her interested events/workshops. By clicking on the event, the user can show their interest for the event by clicking on the "I'm interested!" button so that the administrator can provide the clubs/chapters with the estimated amount of participation expected for that particular event.

Module 5 - Image Gallery

This page will have images of all the past events and the user can go through the pictures to have a visual idea of the events being organised.

Module 6 - Stay in touch

This is the page that enables the user to stay in touch with the website to get to know about upcoming events and for more information. It will take the user's name, phone and email.

4. Result and Discussion

In Figure 3, the first page of the website is shown. It has a navigation menu on the top left corner and an explore now button will navigate the user to the next page. As shown in Figure 4, all the clubs of a university will explained there with their logo. As soon as the user clicks on the club name, he/she will be guided to an About Us page. (shown in Figure 5) About us (shown in Figure 5) has videos of events conducted by all clubs and chapters. In Figure 6 an image gallery will consists of images of the past events and the users can go and look at them whenever they want. Once user selects a club and is navigated through the Club, About us and image gallery page, he/she will be directed to Top events page. (shown in Figure 7) Here if a user is interested in the event, then he/she can hit the "I'm interested" button. His/her response will be recorded in the backend database with the details of whichever club and event. The last page of the website is Stay in Touch (shown in Figure 8) where the user will feed in their details like Name, Phone number and Email id which will be stored in the database for future references.

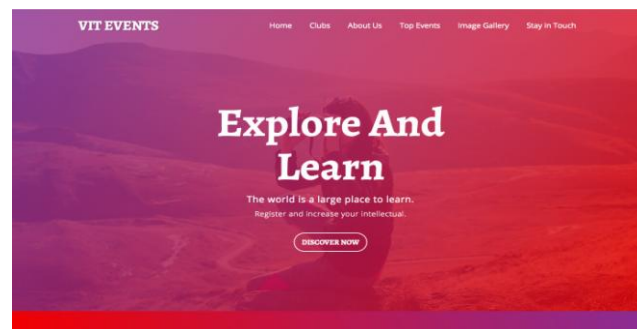


Figure 3: Home Page

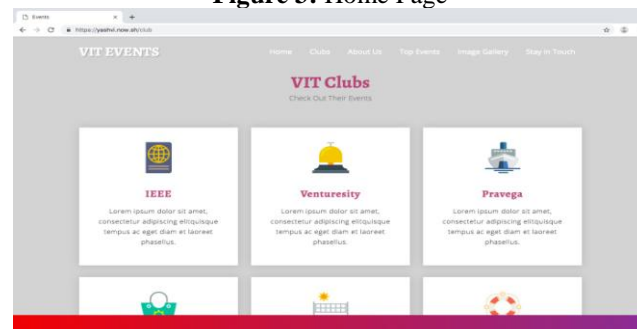


Figure 4: Clubs Page

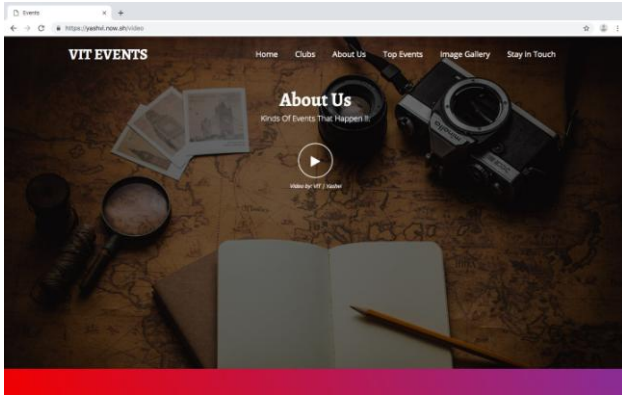


Figure 5: About Us Page

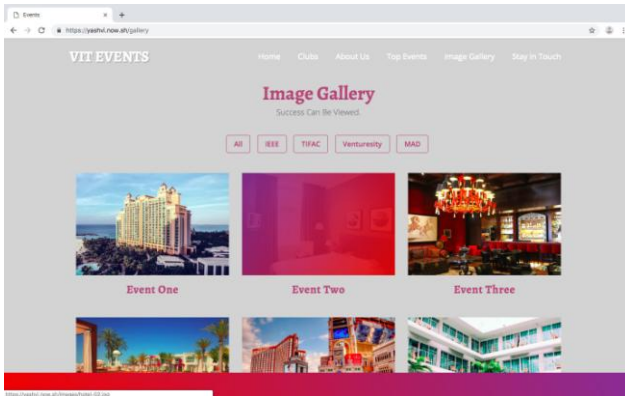


Figure 6: Image Gallery Page

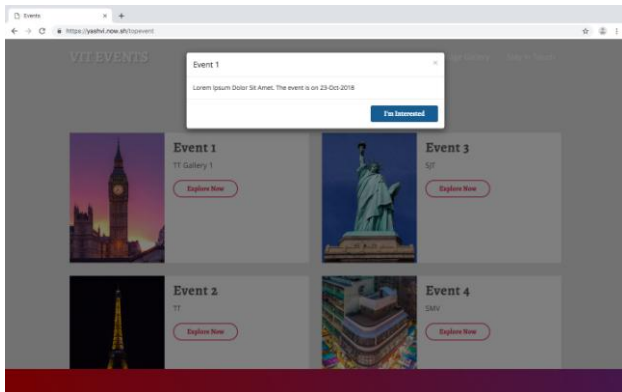


Figure 7: Top Events Page

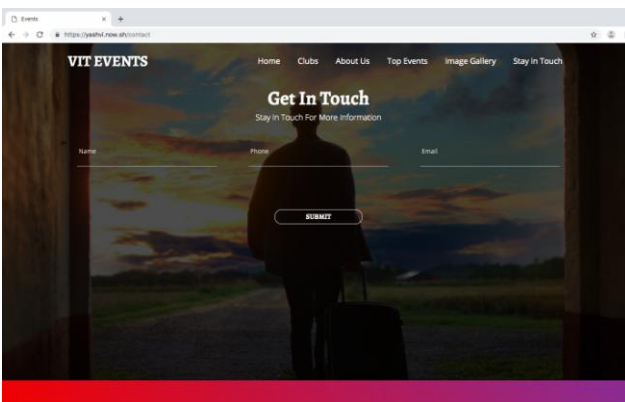


Figure 8: Stay in Touch Page

The table 1, describe the test cases for Phone Number validity which is fed in by the user on the Stay in Touch page (shown in fig 8) Four inputs are cases are possible which are

shown in the table below. (table 1)

Table 1: Test Case for Phone number validity in User Registration module

| Test Scenario | Test case | Pre Conditions | Test Step | Test data | Expected Result | Actual Result | Pass/Fail |
|---------------------------|---|---------------------------------|--|------------|--------------------|------------------------------|----------------------------------|
| Check Login Functionality | Check response on entering a valid phone number | Events website should be opened | 1. Launch Website 2. Enter Phone number | <<null>> | Login unsuccessful | Please enter phone number! | Test case pass; Login failed |
| | | | | 2457 | Login unsuccessful | Please enter 10 digits! | Test case pass; Login failed |
| | | | | amushka12 | Login unsuccessful | Please enter digits only! | Test case pass; Login failed |
| | | | | 9876543210 | Login successful | Thank you for your interest! | Test case pass; Login successful |

The table 2, describe the test cases for Email validity which is fed in by the user on the Stay in Touch page (shown in fig 8) Five inputs are cases are possible which are shown in the table below. (table 2)

Table 2: Test case for email validity in User Registration module

| Test Scenario | Test case | Pre Conditions | Test Step | Test data | Expected Result | Actual Result | Pass/Fail |
|---------------------------|---|---------------------------------|--|------------------------------|--------------------|--------------------------------|-----------------------------------|
| Check Login Functionality | Check response on entering a valid email id | Events website should be opened | 1. Launch website 2. Enter email id | <<null>> | Login unsuccessful | Please enter a valid email id! | Test case: Pass; Login failed |
| | | | | @gmail.com | Login unsuccessful | Please enter a valid email id! | Test case: Pass; Login failed |
| | | | | yashvi@ | Login unsuccessful | Please enter a valid email id! | Test case: Pass; Login failed |
| | | | | <<null>>@<<null>> | Login unsuccessful | Please enter a valid email id! | Test case: Pass; Login failed |
| | | | | yashvi.thakkar1902@gmail.com | Login successful | Thank you for your interest! | Test case: Pass; Login successful |

The table 3, describe the test cases for Name validity which is fed in by the user on the Stay in Touch page (shown in fig 8) Four input are cases are possible which are shown in the table below. (table 3)

Table 3: Test Case for Name validity in User Registration module

| Test Scenario | Test case | Pre Conditions | Test Step | Test data | Expected Result | Actual Result | Pass/Fail |
|---------------------------|---|---------------------------------|------------------------------------|----------------|--------------------|--|----------------------------------|
| Check Login Functionality | Check response on entering a valid name | Events website should be opened | 1. Launch website 2. Enter name | <<null>> | Login unsuccessful | Please enter first name and last name! | Test case Pass; Login failed |
| | | | | Yashvi | Login unsuccessful | Please enter last name! | Test case Pass; Login failed |
| | | | | Yashvi Thakkar | Login successful | Thank you for your interest! | Test case Pass; Login successful |

The table 4, describe the test cases for Show of interest button validity which is clicked by the user on the Top Events page (shown in fig 8) Three input are cases are possible which are shown in the table below. (table 4).

Table 4: Test Case for Show of interest button in Events module

| Test Scenario | Test case | Pre Conditions | Test Step | Test data | Expected Result | Actual Result | Pass/Fail |
|--------------------------------------|--|---------------------------------|---|-----------------|------------------------------|-------------------------------|-------------------------------------|
| Check Show Of Interest Functionality | Check response on clicking on the "I'm interested!" button | Events website should be opened | 1. Launch Website 2. Click "I'm Interested" button | <<null>> | No response submitted | No activity! | Test case pass; Scenario successful |
| | | | | Multiple clicks | Multiple responses submitted | Recurring values in database! | Test case pass; Scenario failed |
| | | | | Single click | Response submitted | Unique value in database! | Test case pass; Scenario successful |

After testing the website’s functionality for the name validity test case mentioned in table 3, the output of the website is “Name is required” for leaving the name field blank.(shown in Figure 9) For checking the functionality of phone number validity test case, a message prompt is shown by the website (shown in Figure 10) whenever the number exceeds 10 digits. If a user types an invalid email address, the user is prompted with an “Email Invalid” message. (shown in Figure 11) Also when the users feed in the details correctly a “Thank you for your interest!” pop up dialog box is displayed on the screen. (shown in Figure 12)

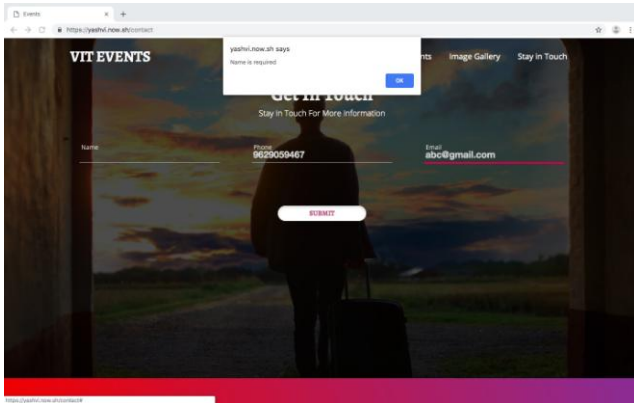


Figure 9: Test case for invalid Name input

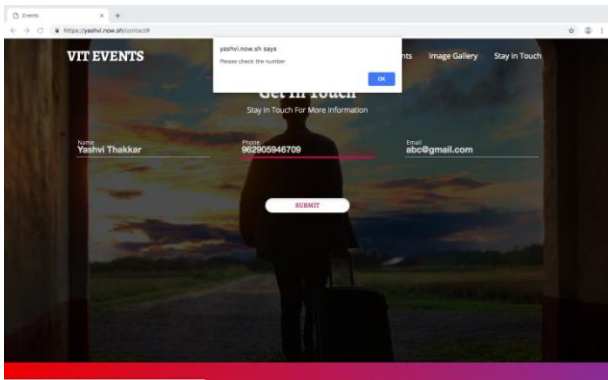


Figure 10: Test case for invalid Phone Number input

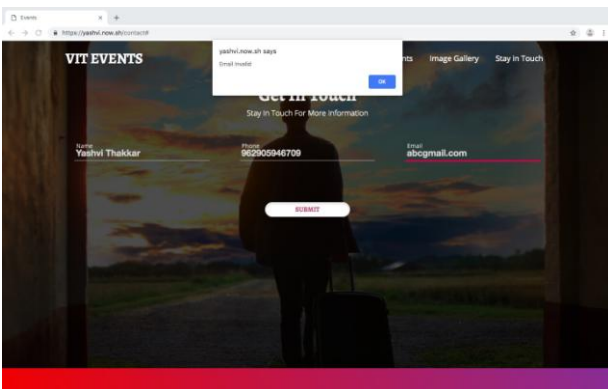


Figure 11: Test case for invalid Email input

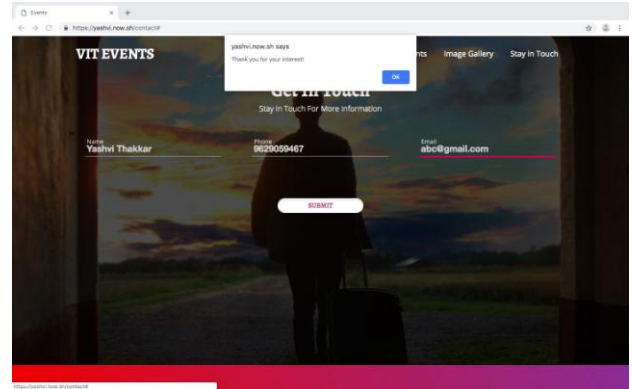


Figure 12: Test case for all valid inputs

Figure 13 is a graph depicting the statistics of testing on TestRail. This graph is generated by the TestRail software as soon as all the test cases are made and testes in the software. The website will block the invalid inputs and there are cases when email id typed by the user will be in the correct format but it might be a non existing one. So all these cases are tested on the TestRail test case management tool. The graph below in Figure 13 depicts the number of passed, blocked, retested and failed test cases for the scenarios mentioned in Table 1, 2, 3 and 4. These test case results prove that the website can handle all the test cases with 78% accuracy in all condition.

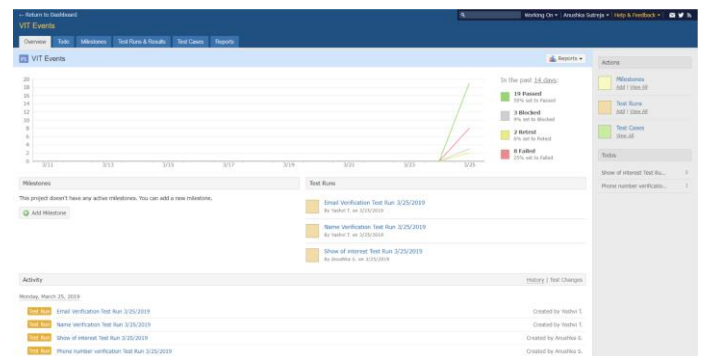


Figure 13: Test Case Verification Graph on TestRail

5. Conclusion

With the approach mentioned in this paper, a reliable, interoperable and robust website was successfully created for events management in a university. The interface provided is user friendly and easy to use. This website provides portal which will have information about all the upcoming events being conducted by various clubs and chapters. It will be updated timely. The test case results prove that the website can handle all types of inputs and works accurately with an accuracy of 78% in all conditions.

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