



# OPTIMIZING USER EXPERIENCE AND PERFORMANCE IN EVENT MANAGEMENT WEBSITES: A COMPREHENSIVE RESEARCH ANALYSIS

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## Abstract

This study looks at the layout and operation of a cutting-edge website for event management that aims to make organizing and carrying out a variety of events easier. The website offers complete capabilities like event creation, ticketing, attendee management, and real-time communication tools, all of which are integrated into user-friendly interfaces for both organizers and participants. By utilizing state-of-the-art technologies, the platform guarantees flawless coordination, improves user experience, and maximizes logistics for events. This event management website strives to transform the industry by offering a centralized and effective solution to individuals and organizations involved in event planning and execution, with an emphasis on scalability and adaptability.

**Keywords:** scalability, organizing, event management, adaptability, user-friendly

## Introduction

An event is a group of related events that are invited to specific participants or guests over a predetermined time. activities can be divided into number of categories, such as conferences, marriage ceremonies, college activities, and commercial product launches and promotions. Regarding event management systems, they can be viewed as a platform that allows organizers to administer events and as a portal for attendees. Ethical event

management requires the following: participant input, post-event analysis, cost analysis, and budget identification.

Our goal is to create an online event management system, or more accurately, a web portal that will help attendees, other stakeholders, and event organizers with the operation of the event. The project provides the necessities for an event. A list of events that are broken down into different genres is presented to the user for selection.

Event management software is used to plan and create events, s and conferences. Determining the cost, budget and analysis targets is the study that is part of the planned job. Assuring a return on investment and doing post-event analysis are becoming more and more important to the event industry. This software project is for an online event management system that has an event coordinator feature. It supplies majority of the essential features required for an event. A selection of event types is available to the user.

## Statement of the Problem

It might take a lot of effort and time to plan and manage an event. Conventional approaches to event management, such the use of spreadsheets or paper forms, can be error-prone and wasteful. Reaching a big audience and efficiently promoting their events can be difficult tasks for event planners.

It can address these issues by giving event planners a centralized platform to handle their plans, sell tickets, and advertise their events to a large audience. The following issues must be resolved for an event management website to be successful:

**User Context:** To help event planners design and manage events effectively, the online platform should have a simple and user-friendly interface. It should also make finding and buying tickets for guests a smooth process.

**Scalability:** Specifically at peak periods, the website must be able to manage a large number of users and events. According to user demand, it needs to be scaled up or down.

**Commercial and Promotion:** To assist event planners in reaching a larger audience and successfully promoting their events, the website should have strong promotional and advertising tools.

## Objectives

Our event administration website aims to enhance communication and cooperation among participants as well as expedite and automate event planning, organizing, and execution. Our event management website's main goals are to make event planning and organizing easier, boost attendee satisfaction and involvement, and, in the end, guarantee the event's success.

## Hypothesis

Through qualitative research, user surveys, and case studies of event management websites, this project seeks to explore and validate these hypotheses in order to advance our knowledge of the variables influencing the

success of events that are assisted by online platforms. Higher user satisfaction will come from websites with user-friendly designs and easy navigation. Enhancing user involvement with interactive features and customisation possibilities is a good idea. Higher conversion rates for event registrations or ticket purchases will result from positive user experiences.

## Need of the study

Event management websites must be studied because of the exponential rise in online event participation and the intricate requirements of various events. This research attempts to fill a significant knowledge gap about how EMWs support effective event planning, increased attendee engagement, and better return on investment for organizers by examining their features, functionalities, and effects on user experiences. In addition to guiding future platform development, analyzing the advantages and disadvantages of current EMWs will offer insightful information on how best to maximize their capacity to support successful and influential events in a variety of industries.

## Scope of study

Whether they are intimate get-togethers or expansive conferences, our event management website aims to expedite and simplify the process of planning and overseeing events. From designing and sending out invitations to handling registrations and tickets, organizing speakers and vendors, putting together calendars and agendas, and monitoring crucial information like deadlines and budgets, the website serves as a central focus for all elements of event planning. An event management website may save time, cut down on errors, and guarantee that everyone in the event planning team is using the same platform for all of these activities. Furthermore, by making event information and real-time updates easily accessible, an event management website can contribute to improving the experience of attendees.

## Research Design

Methods: Mixed-methods technique integrating data from both qualitative and quantitative sources.

Sampling: Users who have recently utilized websites for event management are selected at random.

Gathering of Data: Quantitative: Using online questionnaires to collect numbers related to conversion rates, customer satisfaction, and engagement. Qualitative: Focus groups or in-depth interviews to thoroughly examine user experiences and pinpoint certain problems or advantages.

## Tools of analysis

We intend to work with Google Analytics, which analyses user behavior and website traffic. Another is the use of social media analytics, which measures click-through rates from social media sites, and type forms, which provide open-ended questions for qualitative input.

## Limitations of the study

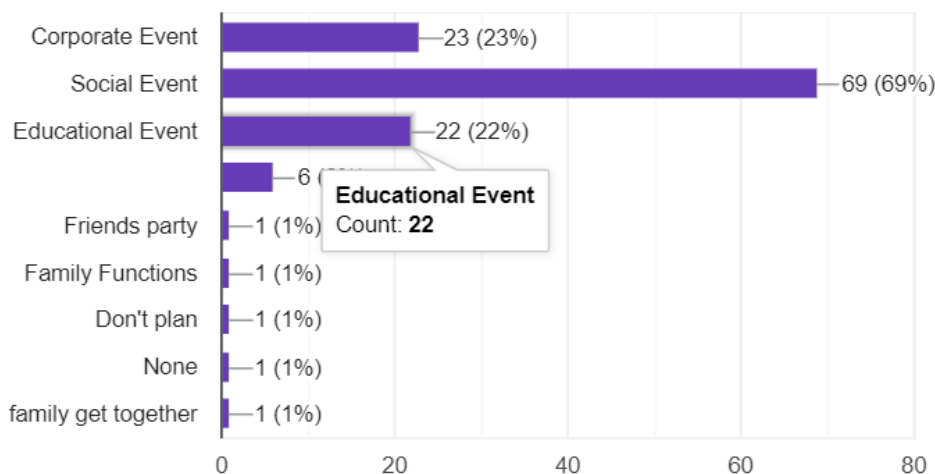
Although they are effective tools, event management websites have drawbacks. First and foremost, nothing can ever perfectly capture the in-person experience of an event on digital media. It is impossible to replace the energy of a live audience, chance meetings, and human connection. Furthermore, depending only on a website may cause you to underestimate technical difficulties, potential problems with access to the web, and data security risks. The intangible elements that make an event genuinely memorable are harder for sites to entirely convey, despite their superior organizing and communication capabilities. As such, it is imperative to make strategic use of online platforms, recognizing their advantages and coming up with innovative ways to enhance the experience through offline components and human connections.

## Results and discussions

We have done the survey analysis by generating the google forms where we have got average responses as to how it will make a difference by using the online platform.

Table 1:

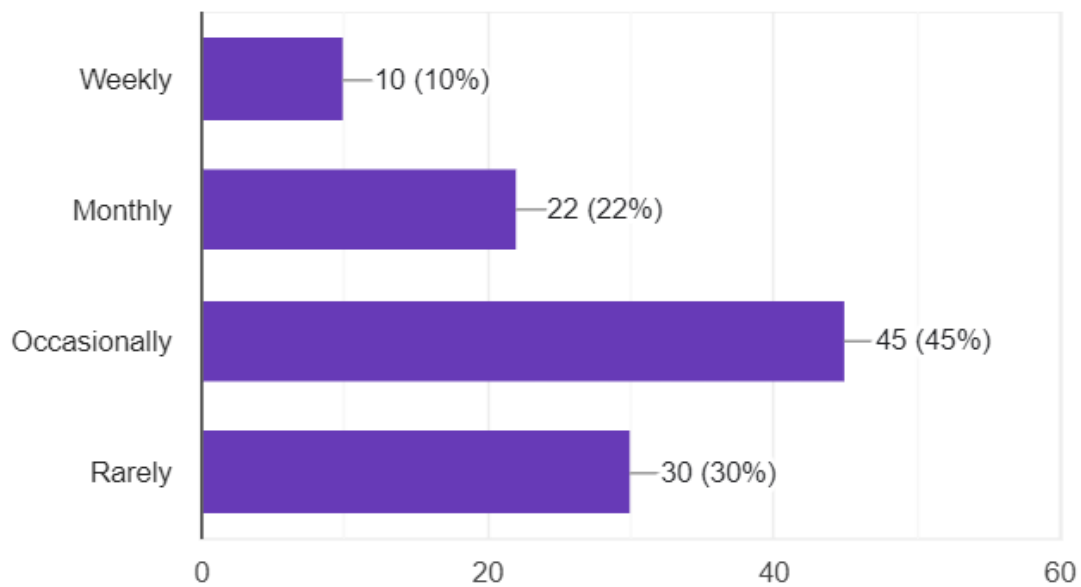
Events	Number of respondents	Percentage
Corporate event	23	23%
Social event	69	69%
Educational event	22	22%
Other	6	6%



The above graph depicts that out of 100 respondents, 69% want a social event, 23% of them want corporate and educational event, 6% of them want the other events such as friends party, family functions.

Table 2:

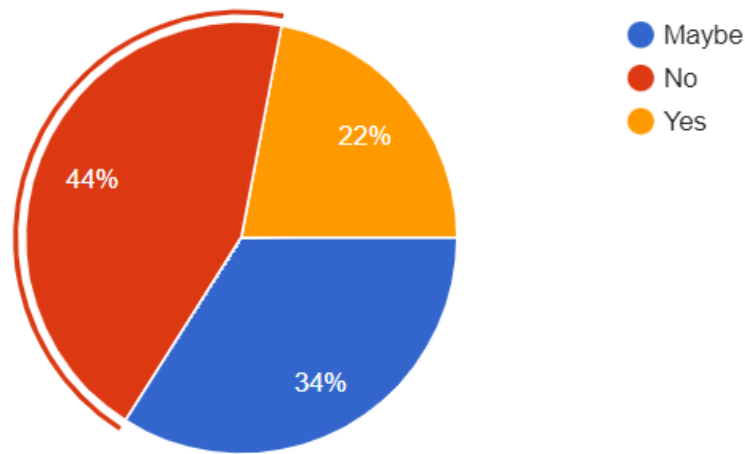
Organization of events	Number of respondents	Percentage
Weekly	10	10%
Monthly	22	22%
Occasionally	45	45%
Rarely	30	30%



The above graph depicts that out of 100 respondents, 10% handles events weekly, 22% organizes events monthly, 45% organizes events occasionally and 30% organizes rarely.

Table 3:

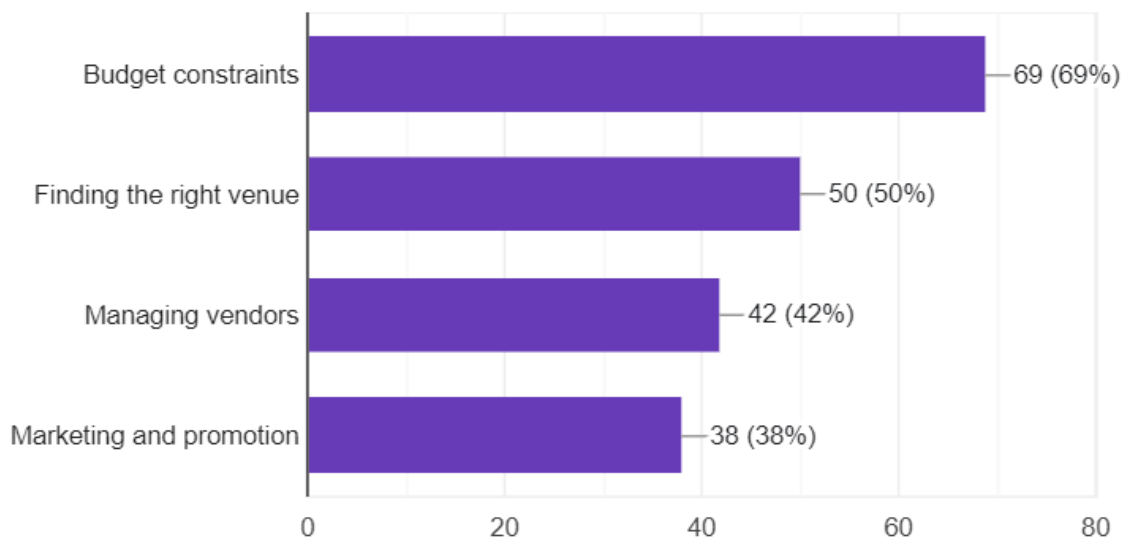
Online websites awareness	Percentage
Maybe	34%
Yes	22%
No	44%



The above graph depicts that out of 100 respondents, 34% of them responded that they may know few online event management websites, 22% know about the online websites and 44% do not know about any website.

Table 4:

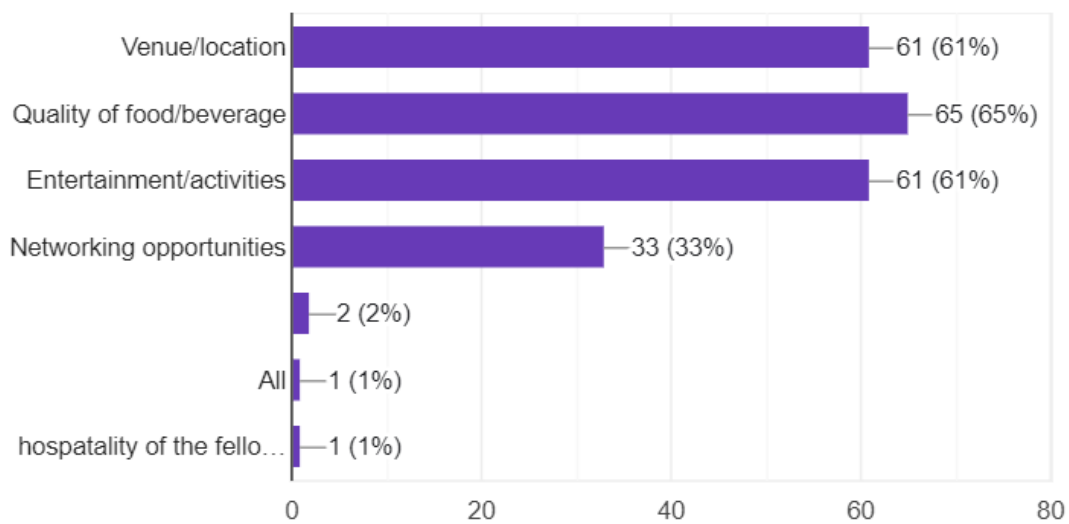
Challenge	No. of respondents	Percentage
Budget constraints	69	69%
Finding the right venue	50	50%
Managing vendors	42	42%
Marketing and promotion	38	38%



The above graph depicts that out of 100 respondents, the number of people think what is the biggest challenge to be faced. We can see that many have opted for budget constraint.

Table 5:

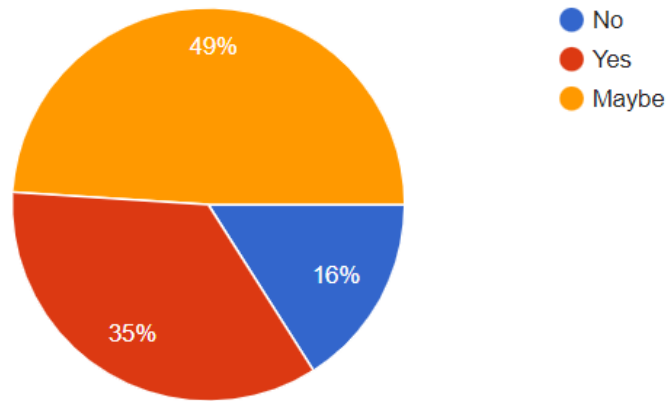
Factor important	No. of respondents	Percentage
Venue/location	61	61%
Quality of food/beverage	65	65%
Entertainment/activities	61	61%
Networking opportunities	33	33%



The above graph depicts that out of 100 respondents, the most important feature to be included is food and beverages as per the analysis and close to that is entertainment and activities.

Table 6:

Prefer to use online websites	Percentage
Maybe	49%
Yes	35%
No	16%

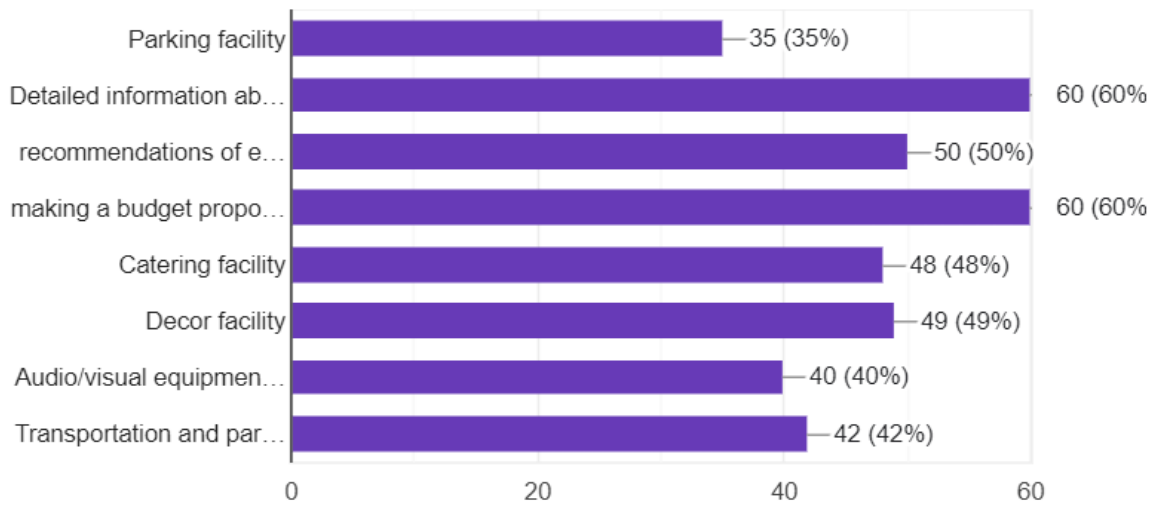


The above graph depicts that out of 100 respondents, may use the online website for event management and the respondents also are strongly assure to use the website.

Table 7:

Expectations	No. of respondents	Percentage
Parking facility	35	35%
Detailed information about the venue	60	60%
recommendations of event managers	50	50%
making a budget proposal	60	60%
Catering facility	48	48%
Decor facility	49	49%
Audio/visual equipment management	40	40%
Transportation and parking management	42	42%

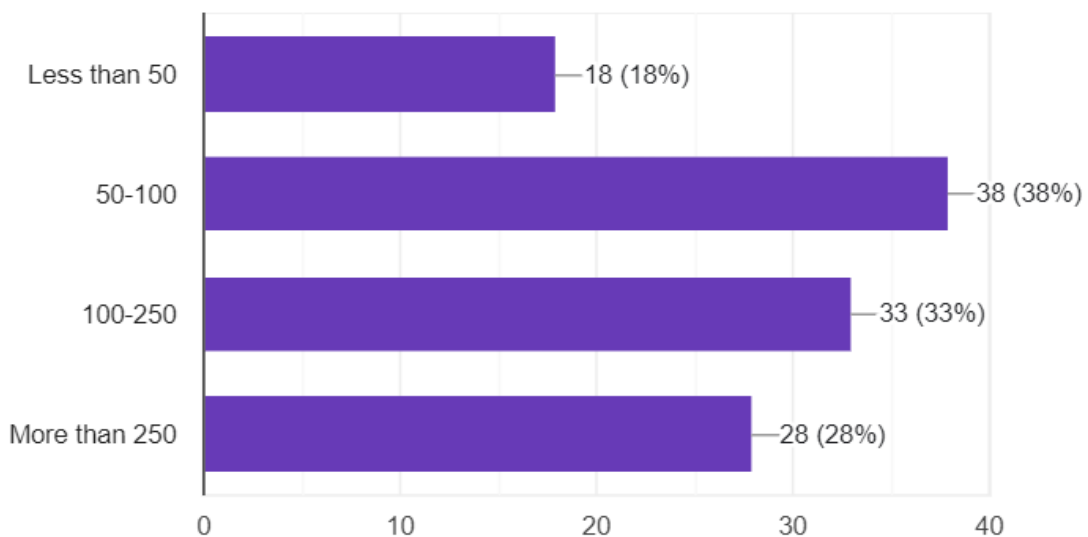




The above graph depicts that out of 100 respondents, the expectations expected from the website side is giving the budget proposal, detailed information of the venue and recommendations of event managers. These are expected the most.

Table 8:

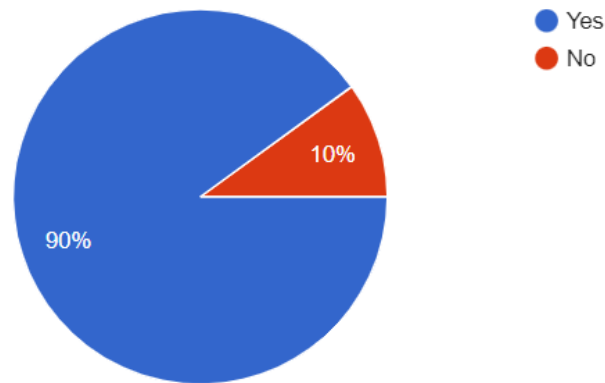
Attendees expecting	No. of respondents	percentage
< 50	18	18%
50-100	38	38%
100-250	33	33%
>250	28	28%



The above graph depicts that out of 100 respondents, we wanted to know what is the count of the crowd, many have responded as approximately of 100-250 members.

Table 9:

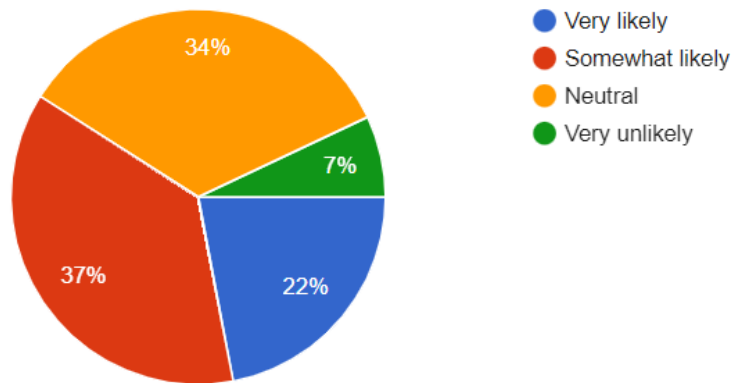
Feedback required	Percentage
Yes	90%
No	10%



The above graph depicts that out of 100 respondents, many have agreed to take the feedback of the event conducted as to the betterment of the website.

Table 10:

Usage of online platform in future events	Percentage
Very likely	22%
Somewhat likely	37%
Neutral	34%
Very unlikely	7%



The above graph depicts that out of 100 respondents, respondents will make up their mind to use the online platforms to organize the events.

## Findings and suggestions

There are proposed systems or websites such as:

**Eventful:** Eventful is a website that offers a comprehensive list of events across different categories, including music, sports, arts, and family events.

**StubHub:** StubHub is a ticket marketplace that offers tickets for a wide range of events, including concerts, sports, and theater.

**Live Nation:** Live Nation is a website that offers tickets for concerts, festivals, and other live events.

**Goldstar:** Goldstar is a website that offers discounted tickets for a wide range of events, including theater, concerts, and sports.

While these websites may not have all events managed under one website and these websites have limited event listings, limited social features and had a crowded marketplace and also these websites have high fee cost and to many fraudulent sellers with limited availability

Our proposed system is to overcome the complexity that is it should be simple and user friendly and try to solve the tech issues as seen in other apps and here in our proposed system we are going to include all events and event managers the local vendors where we give the information through the website. We will make it budget friendly with minimum amount and make sure it is customisable and profitable for smaller events held too.

## Conclusion

We attempted to successfully explain the idea of event management systems that are already in place in society through this project. Next, we provide an explanation of the existing online event management solutions. We give a description of the suggested system and an explanation of the elements that it incorporates. Additionally, we provide a brief synopsis of the technologies employed in the creation of our suggested solution. New and creative elements can be added to this project to make it even better and longer.

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