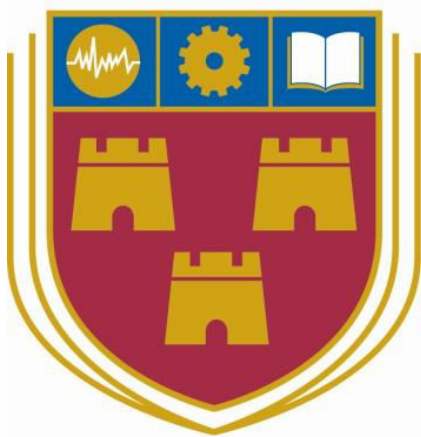


Pro Events

Research Document

Institiúid Teicneolaíochta Cheatharlach



INSTITUTE *of*
TECHNOLOGY

CARLOW

At the Heart of South Leinster

Name: Jonathan Finlay

Student Number: C00193379

Course: Bachelor of Science (Honours) Software Development

Tutor: Hisain Elshaafi

Date: 18-04-18

Abstract

This document reviews the goals of the app and the benefits of using social media in a professional way. Many businesses and professionals use social media as a form of advertising and personal use. Finding events that suit your skills or interests can be difficult these days. The likes of grad Ireland helps graduates find jobs by having many companies come together in one place, but no students know what the businesses are looking for. This app can solve this. Companies can advertise job descriptions on this app. But that's not the only use of this app, maybe a fan of a certain skill or interest want to organise an event to show the why this skill benefits you or they hope to learn something new. This app can connect all these people together in one place. In this document, I go into more detail as to why this app is needed in the professional environment today, problems with what's already out there and what they do, how this app could potential be used, and how I plan on making this app. It is hoped this document will inform the reader on what the app will be, how it could be used and why it is needed and will benefit any professionals using it.

Contents

Abstract	3
Introduction	5
Literature Review	6
Problem Statement	7
Marketing	8
• Target Audience	8
Relevant Apps	9
Technologies	10
Conclusion	12
References	13

Introduction

In this research document, I discuss the areas that I researched. Some of the areas I will be discussing are problems with the current market and why this app will benefit the users, some of the technologies I am looking at/will be using and why I chose them, what the current market is like and how it will work for the diverse types of users, what other apps are out there, what they do and how this app shines on where that app falls.

This application is aimed at anyone who has an interest in their hobby or profession. It allows users to search for events across a wide variety. The users can then follow these events and attend if they want as all events advertised on this app are open to everyone.

The Home screen will feature the users profile along with options to search/view events and other users. There is also an option to return to the home page (users profile) and logout. All these features will be along the top of each page.

Upon login, the system will check if the user has already created a profile, if not they will be brought to a page which they are required to fill out. This page looks for the likes of, your name, location, interest, and description. All of which will be used in the search function.

Users can create their own events very easily. As this apps main functionality is events, creating events easily is a priority. Once the form is filled out, it will be added to a list of all the events. To then search for these events, the user can use a dropdown list to search specific categories. The user can then scroll through a list of all upcoming events with all their information below then. If the user chooses, they can then follow these events. All followed events will be displayed on a separate page, so the user can see any upcoming events or stay up to date.

Users will be able to search for other users based on their interests. Users will then have the ability to follow the users account and view events they are following.

Companies could also take advantage of this and use these events as opportunities to advertise their products or job prospects. Majority of users will only be looking for events based on their interests, so they could have an interest in their company.

Literature Review

Seven of the top 25 websites on the internet[1] are social medias which shows how big of an impact they are on our life. Social Media is apart of our everyday lives now. Everyone is interested in what others are up to and plan on doing. Everyone loves sharing what they're into and giving away this information for free. This app will take the users interests and skills and helps them find events that interest them.

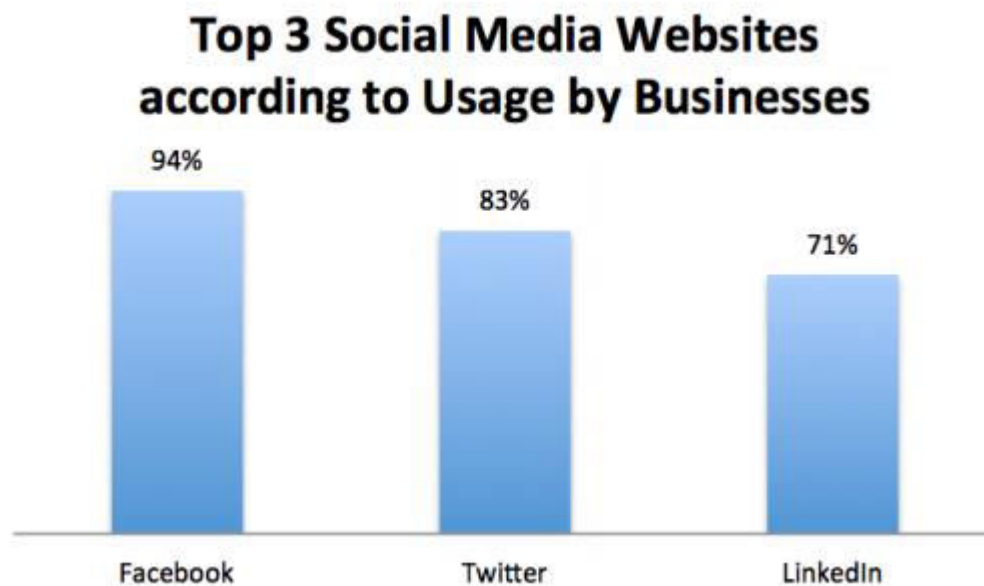


Figure 1: Top Social Media Websites Used by Businesses[2]

In the paper 'Professional Social Networking Services[3]', it explains how social media has become so powerful, businesses rely on social media for much more than advertising. They use it to build and sustain business connections. They can help find the right people with the right skills and mindset for the job. The profiles they make on LinkedIn and this app will be similar to a resume. On these social medias, friends and can refer people and endorse others.

For companies, social media is a must. They can promote brand awareness and save money, but that's not all. Now social media can be used for finding suppliers, vendors, potential clients and most importantly recruiting. Companies advertise employment opportunities to save money to use elsewhere while the users of social media gain from having job opportunities all in the one place, it's a win win.

From a business stand point, companies could use this app as an opportunity for product promotion in the form of an event.

I regularly see companies advertising products on I.T. Carlow premises but never see any advertising for it. This app can be a simple and effective way for advertising these events.

Problem Statement

For many people, it's hard to find events related to your profession or interest. For students in the middle of college and want to plan a study session where they might need some help. Others interested in this event or also need help have no way to find these events.

This app solves this problem as it's easy to set up an event and anybody interested and nearby and find it with a quick search. For students, this could lead to an increase in results as they don't have to struggle with college work they aren't strongest at. Its not only used for study purposes for these students but maybe a genuine interest in what they're studying and are looking for others with a similar interest. You can consider this like back years ago when people advertised events by sticking a sign on a notice board and you could tear away a ticket from the bottom if interested.

For students leaving college and looking for employment opportunities, this is a perfect place for companies to advertised job prospects for them. The only way for students to find out if a company is having an open day is by checking their website regularly. This is very inefficient for both students and companies as students don't have time to check all these company's websites to stay up to date and companies won't get higher numbers attending with advertising like this.

Companies can make simple advertising on this as it's fast and efficient to create an event and productive for students.

From a student stand point, I wish there was local events to help further programming skills from a younger age. Before college I had no experience with programming. Whether small events were created by a local company or a group of friends or students were getting together to learn a certain topic, this app can organise and advertise these events and get more people involved. The more people there is, the more you could learn. This isn't just programming related events, any user can create an event from computing, to business, to sports.

This app aims to help these people find these events easier. By filling out the form when registration, it makes it easier for the user to find events related to their interests and location. Through these events, you can meet new people, potential employers and learn new techniques. You can keep in contact with other users by connecting with them and attend events with them in the future. You can easily search for events by key words or location. This makes it as easy as possible for the user to find these events.

Marketing

There is currently nothing on the market that can do what this app will do. This app helps connect users together who plan on attending similar events where they can connect to learn from each other. These events can be a fresh approach for companies seeking newly graduates which is also a bonus for the graduates. Companies can organise an open day for graduates, they can invite them over for a day, show them around, introduce them to a working environment and demonstrate the type of work they'd be doing here.

- Target Audience

Undergrads:

It will help these users become more familiar with the field they will be entering. Some graduates when coming fresh out of college don't know much of their field of study other than what they've learned in college. One of the best way to learn your sector is by talking to those who work in the sector or by others who are also seeking more information in that sector.

This app will help users find events of interest and set them on their way. They will be able to read about the event and visit their website, see who else is interested and connect with those who are interested.

You could message others in the same position as you, if you don't want to attend alone or you can message more experienced users asking for information and help.

Experienced Workers:

For those who are already in the workplace, this app can help expand their knowledge. They can easily message the organisers and try get involved and share what they've learn within their area. Just because you already have a job doesn't mean you know it all. You're always learning which is what these events are for, introducing innovative ways to approach certain situations.

Companies:

A company approach to this app would be seeking undergrads. They would create an event where they invite undergrads over for a day, show them around, introduce them to a working environment and demonstrate the type of work they'd be doing here.

This app isn't only for events, it can be used for scheduling meeting and/or conferences. An employer could organise a conference and add all their co-workers who would be expected to be there. They could set a date and time and leave in the description what the topics of the conference are.

Relevant Apps

When researching this app, I looked at other apps on the market for comparison. I looked at what apps stood out the most and what features they had that I could compare to what is planned for this app. Not all apps researched will feature as they didn't seem relevant or overall a standout.

- **Meetup**

Meetup is a app/website that you can create an event, and anybody can view and attend. You can search for events by location or category.

You can pick a category and it will list events on that category.

- **Spotcard**

Spotcard helps its user who have a LinkedIn account, connect with other users at a conference you are attending. It creates shareable digital business card so it's easy to share.

- **CityHour**

CityHour is an app that helps you find a professional meeting within the next two hours with someone from a specific industry or similar interests. You can refine your searches on location, date/time and industry. These meetings can be saved to your calendar for organisation. You can also connect to them to get contact details, send messages and organise a meeting.

Technologies

- **Android Studio**

Android Studio is designed for Android Development and is written in Java. It is built on JetBrains' IntelliJ IDEA software and designed specifically for Android development.

Android Studio can be very useful when developing apps as it connections to your phone and you can view the app as you develop it. The UI is user friendly which helps new developers and also experience ones. It has a built in gradle which to save time building the app.

- **PhoneGap/Cordova**

PhoneGap/Cordova is a mobile application development framework. It works with languages such as HTML, CSS, JavaScript and PHP. Cordova is very easy to work with. All programming is done in Notepad++. It can be done on a website then using Cordova or PhoneGap, be converted into an app.

- **Appery.io**

Appery.io is a cloud-based platform with visual development tools and integrated backend services. It provides tools to build the app UI. It uses HTML, CSS, JavaScript, jQuery Mobile and Cordova. It has a user-friendly UI and encourages new users as it's easy to use. It's one downfall compared to technologies is, it's pay to use.

- **Blacknight**

Blacknight is a great, easy to use database to store the data received from the users. Redis is an open-source in-memory database[4]. Redis supports different kinds of abstract data structures such as strings, lists, maps, sets, sorted sets and bitmaps. It supports many languages including Java and JavaScript.

Data that would need to be stored is:

- Accounts and their associated username and passwords
- Events
- User interests

Depending on the software and algorithms chosen will depend on what type of database will chosen.

- **Azure**

Azure is a cloud computing service providing by Microsoft for building, testing, deploying and managing applications and services through a global network of Microsoft managed data centres.

The storage services provides REST and SDK APIS for storing and accessing data on the cloud. It's libraries can work with .Net, Java, Node.js, and Python. [4]

Benefits of using this service is:

- Easy set up.
- Ease of use with Visual Studio Xamarin.
- Storages data efficiently.
- Data can be accessed easily.
- Designed well for android devices.

- **Xamarin**

Xamarin is Microsoft own software company by the engineers that created Mono. It is known for cross platform implementations of Common Language Infrastructure(CLI) and .Net.[5]

As it has a C# shared codebase, Xamarin tools can be used to write native Android applications with native user interfaces.

The biggest bonus of using Xamarin is, it has a native android environment. It can take advantage of all the android tools available unlike apps make using PhoneGap/Cordova.

By installing the azure package available to Visual Studio, developers can use this service with some API calls. Developers can use these calls to create, add, update and delete tables.

Conclusion

Social Media is a power house and has a massive impact on all our lives. Some Social Medias have started to be used in a professional way, whether that is employment seeking, learning, business planning or just a hobby. There is currently nothing that can do all this within one app. This app solves that. This app helps connect professionals together or just people who enjoy what they do. You can search for others by skills or interest. Find events that suit you, if it's a job you seek or hope to learn something new. If you find someone that interesting and could benefit from each other, you can easily connect with them and stay in connect in the future. You can create events big or small. If a company wishes to invite applicants over so they get an idea what the job is or maybe a student wishes to learn something new, organise a trip somewhere and a study session. This app can do it all.

References

- [1] Alexa Top 500 Global Sites. 2017. *Alexa Top 500 Global Sites*. [ONLINE] Available at: <https://www.alexa.com/topsites>. [Accessed 07 November 2017].
- [2] Statista. 2017. • *Social media platforms used by marketers worldwide 2017* | Statistic. [ONLINE] Available at: <https://www.statista.com/statistics/259379/social-media-platforms-used-by-marketers-worldwide/>. [Accessed 07 November 2017].
- [3] Deveau, D., Allahverdiyev, Z., Corazza, E., Fatullayev, O., Ly, S. and Otto, J., 2015. PROFESSIONAL SOCIAL NETWORKING.
- [4] *caching - Memcached vs. Redis? - Stack Overflow*. 2017. *caching - Memcached vs. Redis? - Stack Overflow*. [ONLINE] Available at: <https://stackoverflow.com/questions/10558465/memcached-vs-redis/11257333#11257333>. [Accessed 31 October 2017].
- [5] BryanLa. 2018. *Azure REST API Reference* | Microsoft Docs. [ONLINE] Available at: <https://docs.microsoft.com/en-us/rest/api/>. [Accessed 09 April 2018].
- [6] mgmcmore. 2018. *Application Fundamentals - Xamarin* | Microsoft Docs. [ONLINE] Available at: <https://docs.microsoft.com/en-us/xamarin/android/app-fundamentals/index>. [Accessed 09 April 2018].