Interactive Event Management System

by

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Dissertation submitted in partial fulfilment of the requirements for the Bachelor of Technology (Hons) (Information and Communication Technology)

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CERTIFICATION OF APPROVAL

Interactive Event Management System For Universities Student : Combination of Event Management System and Social Media

by

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December 2011

CERTIFICATION OF ORIGINALITY

This is to certify that I am responsible for the work submitted in this project, that the original work is my own except as specified in the references and acknowledgement, and that the original work contained herein have not been undertaken or done by unspecified sources or persons.

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ABSTRACT

Event is one of the activity that university students are mostly involved. The traditional way in managing an event often causes some problems. This project objectives are to find all features needed and to develop an Event Management System, that can satisfy all need to help in making event management easier and more organized. This project will develop using prototype development life cycle because it is the most suitable way of developing this kind of project. Through survey and research there are some features that need to be included in the system to make sure the system work as it intended to be, for example task management and document management, as well as features from social media such as Facebook wall. This project will make event management much easier and more fun with the combination of web 2.0 and social media.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND

Event is something usual among university students, because there are many different kind of events that happening in the university which most of them, are handled by students and rarely by university's administrator. The involvement of student is important because students are introduced to many soft skill, for example communication, writing and working in groups skill.

The event usually organized by club and society, student body and also university itself. It starts off by recruiting a few high committee (HC) usually some people from the organizer, if organized by Club, high ranking club members will be HC of the event. HC than will organized a recruitment drive to recruit students to become committee of the event. Recruitment drive could be an interview or just by submitting the provided form.

After there are enough committee, all committee will be divided to different department, usually lead by Head of Department (HOD). All the works that is needed to be done will be given to the respective department, and meeting will be organized frequently to check current state of the event, for example weekly meetings usually only involved HC and HOD. Committees communicate with each other using different medium. Some using short messaging system (SMS) while other using email, internet messaging (IM) and social media.

1.2 PROBLEM STATEMENT

The problem with current ways of managing event are that it relies too much on meeting and there is no centralized system to keep track with current state of the event and also a place to gather all important information, for example dateline, tasks that need to be done, also department member list as well as communication medium.

Meeting is an important thing in managing an event, but meeting alone could cause problem especially when there are HC or HOD that could not come which resulting they miss an important information and needs to be re-inform. It also hard to keep track what is the current state of the event, because all department need to update their current state so that is known what is the current state of the event, and all that only can be done through meeting which sometime is troublesome.

Lacking of way to keep the important information other than manual could resulting in difficulties to find that particular information in the future, it also difficult to know who is in which department if there is no department list given to all members. Communication also become a problem when each committees using different medium.

1.3 OBJECTIVES

The objectives of this project are :-

- 1. To identify what are the essential feature needed to be on event management system and also to know what feature from social media that can improve the overall quality of event management system.
- 2. To produce system prototype that able to show how the system work.
- 3. To implement the system prototype to assist group management.

1.4 SCOPE OF STUDY

This project's research will only cover on what feature should be in managing an event. The project will focus on finding what is needed to be in the system so that it can make sure the system can meet all requirement to achieve the event goal. All the feature will be available only in the extend of what is needed for an event need. Research will also cover on how to integrate features from social media into the system so that the system will become more interactive as well as to improve the overall of the system.

1.5 RELEVANCY OF THE PROJECT

This project is relevance because today is web 2.0 era. Where most people will prefer to do something that involved web 2.0. From connecting, discussing and sharing information all of it now in form of web 2.0, so this project will bring web 2.0 into event management. In addition when it involving web 2.0, it also can

encourage student to involve in event, for the sake of trying. This project also never being done before, there are some similar certain, but it not focus on university's event.

1.6 FEASIBILITY OF THE PROJECT

This project only focus on event management system, and most the features either already available on similar event management system, or available on current social media site. Therefore this project can be finish in Final Year Project time period.

CHAPTER 2

LITERATURE REVIEW

2.1 EVENT IN UNIVERSITY

Events are important for University Student, by organizing an event students can learn how to work together with groups of people. It can give student a lesson in some important soft skill like communication, working in group as well as problem solving. Student involvement in any event is not only for the certificate but also to gain valuable experience.

2.2 EVENT MANAGEMENT SYSTEM

Event Management System (EMS) is the application of project management to the creation and development of festival, events and conferences [1]. In other word event management is a tool to assist in managing an event. Even with the traditional way of managing event still reliable, with help of EMS it could make managing the event much easier and can avoid difficulties. As mentioned in (Lianos & Yang, 2010) the fact that team in an event tend to be geographically separated the use of online tools is essential because scheduling regular events could be a complicated issue, based on previous statement even though university's student not that geographically separated but they are separated in in terms of time, some of them may have free time while others not, so online tools such as EMS will help a lot. EMS can help user easily to find information because it will be store on one central location [3], this is the main core of EMS everything is happen in one place, so it almost impossible for missing an information to happen, any current update on documentation can be easily updated and all members will never get an out-dated version.

2.2.1 Event Management Sample System

Some features example of EMS based on [3] are Electronic File folder which is a central location to store files, Event diaries to keep track what currently happen in the event, Event Copying is useful when the event is recurring, for example yearly, and resource requirement to make sure that all member know exactly what resources needed for the event. All that four are important features in EMS but there is also a need for communication medium in the system, because communication is crucial in managing an event. Other than that mostly the system are not design for event inside university, which will make the system more complicated than it should be.



Figure 1 - Ungerboeck homepage

Other example of EMS is Symphony, the system provided by them are focus on features like report and statistic [7], which could be very useful part of EMS, because with it the user or event management team can make their reporting much easier. In addition the system also allow for user to change the report types and styles, it can be build, run, copy, edit and schedule simple or complex reports and automatically email to all team member which very simple but useful. In the system also there is contacts and calendar feature, where the system allow user to manage their contacts, it also store the previous event detail so that in future it can be use and easily accessed anytime needed. As for calendar the system will displays events, scheduled reports and emails and changeable to day, week and month views. Those are some great feature by Symphony, it really will make managing event much easier, but the problem with Symphony's EMS is that it too focus on conference event, and lots other features are rather useless for managing event for universities, therefor it make the system redundant.



Figure 2 - Symphony product page

2.3 SOCIAL MEDIA

Social media is a combination of internet-based application that build on foundation of Web 2.0 which allow the creation and exchange of user-generated content (Kaplan & Haenlein, 2010) and [5] describe social media as media for social interaction, using highly accessible and scalable communication techniques. Social media can be conclude as new way of communicating, it allow for user to creating and sharing their own content with other people that using that particular social media. Example of social media are Facebook, Myspace, Friendster, Flickr and Foursquare, each of them have different features that could bring different kind of crowd to their site. This features more or less can be used in EMS so that EMS is more user friendly and there is more interactivity in it while added some extra functionality. This can be proved through a study by (Diani, 2003) show that social media help create solidarity and mutual identification, and increase the effectiveness of social organizations, increasing effectiveness mean a lot in EMS, effectiveness can be a different between whether or not the event will succeed.

2.3.1 Facebook

First sample system from social media is Facebook. Facebook was founded in February 2004 is a social utility with the goal to helps people communicate more efficiently with friends, family and co-worker [8]. Facebook claims to have over 500 million active user, and in average people spend over 700 billion minutes per month on the site [9]. Based on that statistic it is certain that Facebook is one of the most visited site online, the main reason behind that is its goal to make communication between people better and it really does.

Technology behind Facebook are massive, it has largest MYSQL database cluster anywhere. The site largely using PHP, but programmatically transform PHP source code into C++ to gain performance benefits [8]. From that Facebook technology, it is proof that MYSQL, PHP and C++ are suitable for this kind project development. Some Facebook features are The home page which the main page when user login, this page will showing news feed, a personalized feed of his or her friends updates. The Profile page displays information about the individual he or she has chosen to share some personal information [8], in general this two features are very suitable to be use in event management system.



Figure 3 - Facebook's The Home Page



Figure 4 - Facebook's The Profile Page

2.3.2 LinkedIn

LinkedIn is a social media site, which focuses more on professional information, and a place where people create an abbreviated CV, and also establishing connections (Skeels & Gruding, 2009). LinkedIn officially launched on May 5, 2003, and claim that one million new members join the site every week, at a rate equivalent to a professional joining the site faster than one member per second [12]. Different from Facebook, LinkedIn are strictly professional, because it have little or no information about personal detail such as hobbies, political or religious affiliations, favourite music, book or movies [13]. The profile page of LinkedIn much more suitable for recruitment purposes, because it more professional and without unneeded information that will cluster the profile page.



Today using my experience (marketing for 21 years) to find people the homes of their dreams

Figure 5 - LinkedIn's profile page

2.4 PRIVACY AND SECURITY

As been described by (Clarke, 1999) privacy is often thought as a right, moral and also legal right. In addition to that it also the interest of individual in keeping a personal space, free from intervention by other people and organizations. This can be simplified, privacy is the people space, that particular person wish not be known by other or distrusted by external source. Since the system is about people entering their information, there will be some issues regarding the privacy. Privacy is not small matter as what happened to Facebook, where they required to agree to a 20year privacy settlement with the U.S [16]. In this settlement Facebook need to ask users for permission before changing the way their personal information is released. This system, even though, will only accessible internally the privacy still a concern. What information should be shared, and what information should be hide from other users.

This system is a database driven system, which will require a good care of security, which if not, resulting in many problem that also will resulting in privacy violation. Security is important part of the system, it's not simply a requirement but rather a system itself, even how important security is, it must not distracting usability which also important part of the system (Shiflett, 2004) PHP will be the main language, in this system as the language is a powerful and flexible tools because its sitting on top of dozens of distinct 3rd-party libraries [18] this libraries could be secure at one time, and it could be not be safe at other time, because of that detail and good practice behaviour need to be done while coding in PHP. There are many vulnerabilities in PHP, in which most of it are remotely exploitable (Xie & Aiken, 2008).

CHAPTER 3

METHODOLOGY

The project adopts prototype development life cycle which consist of four main steps in its development process. Step 1 is to determine what are the features and requirement needed. Step 2 is to design and develop initial prototype, Step 3 will be a review of the prototype and Step 4 is to improve the prototype so that it can be a finish product. A Gantt chart on the project schedule is crafted (see Appendix 1).

Tools :-

- 1 Internet Programming (PHP,HTML,CSS,JQUERY(JAVASCRIPT) as main development language.
- 2 EasyPHP as a local server because of its portability and stable.

3.1 STEP 1 : Identify Features and Requirements Needed

The first step is to determine features and requirements needed to achieve system goal. This step will be done through interviewing people that have experience in managing group, research related journal or book or any other reliable medium before compile it into one big list and determine what is the most needed features and requirement for the system. At this step it also important to find what feature from social media that can be taken and implemented into the system.

Key Milestone : Features List



Diagram : Methodology

3.2 STEP 2 : Design and Develop Initial Prototype

For this step there will be two phase -

3.2.1 PHASE 1 : Horizontal Prototype

Based on Step 1 identified features and requirement, interface will be design and develop through this phase. But only focusing on interface without functionality. Its more on front-end without back-end system. This step important so that it have good usability interface. This phase will continue to step 3 and 4 before it goes to Phase 2.

Key milestone : Horizontal Prototype

3.2.2 PHASE 2 : Vertical Prototype

After done with Phase 1, the prototype from phase 1 will be added the functionality (back-end). In this phase the goal is to make sure that all basic

features and requirement is working before going through Step 3 and Step 4 until the prototype is complete and become a final product.

Key milestone : Vertical Prototype (Finish Product)

3.3 STEP 3 : Prototype Review

After each phase in Step 2, review will be done. The prototype will be examine by numbers of user, and require them to provide feedback so that the prototype can be improved and also to find any bugs in the system.

3.4 STEP 4 : Revise and Enhancement the Prototype

After collecting all the feedback from step 3, prototype can be improved. If necessary there will be repeat of step 3 and 4 until it satisfy both user and developer. The goal for this step is to make sure that final product is working as it should be.

3.5 BRIEF OVERVIEW ON PROPOSED SYSTEM

The system is an Event Management System that in usage was develop for event managing, with all basic features or functions to manage an event properly. The system should be able to help, student that involved in the event to manage the event better, make thing more simpler and more organisable. In addition to event management system, the system also will be develop as a recruitment tools, in goal to make the system as the centre of event managing in UTP whereby all recruitment are been done using the system, student get to know latest event by checking on the system as well as to know the detail, it also place for all committee to manage the event and also a centralized place for them to communicate.

To make sure that the system is user friendly, easy to use and interactive, some features from social media such as Facebook, LinkedIn and flicker will be brought into the system. Since all students are already familiar with the social media site, when the features was added into the system, student will understand more about the system, and give them a jump start in understanding the system.

3.5.1 RESEARCH ELEMENT

For this system, some research need to be done, the research are needed so that the system can be develop much easier and more accurate. Some research need to be done in finding the features that needed on the system so that it can achieve it purposes, the research can be done through comparing with the available systems, from current ways of managing an event and also from books or articles.

Research also need to be done on programming that needed to develop the system. Some example of programming are CSS,HTML,PHP,SQL and AJAX all this programming language are need to be research to know how it can be properly use in the system and also how it should be coded to implement the features on the system.

3.6 ANALYSIS

At this time, all possible features are gathered by comparing with the similar available system, which is an event management system by Ungerboeck and Symphony. From comparing the system some features that gathered are centralized system for all event management activities, document management, checklists, contact list, calendar and messaging system. Some features also gathered through observation in current way of managing system, from it, features that gathered are grouping or member list for each department, recruitment system and financial system.

3.7 DEVELOPMENT AND IMPLEMENTATION

After gathered all the possible features list, survey need to be done to know what most important features need to be on system, there is no need to put all available features into the system because it will make the system much complicated and difficult to use. The survey should be to ask "if there was an event management system for university, what system you want to see on it" and should make shortlisted the important features much more easier, since students are whom involved entirely in any event.

After the survey, at this time all important features are already listed, the next thing to do is design horizontal prototype. From available features list, all necessary implementation need to be design so that it will fit into the system. The design should start as graphical design, without any programming code use, this if for to understand the general design, and also for designing purpose. After completed with the graphical design, next is to code the design into web page form using HTML and CSS. The design then will be tested by different kind user to make sure that it user friendly and also to find if there was any bugs on it that need to be fixed before continue with the next step, which is vertical prototype.

Vertical prototype is basically change the plain web page from horizontal prototype into a working system using PHP and/or AJAX and also database driven using SQL. Since the design already done, all backend development should base on that design so that the development much easier, and more manageable. From time to time, different user will demo the system to check whether or not functionalities are working, the test also will be done to see there if there is any bugs in the system that need to fix before releasing the final version.

CHAPTER 4

RESULT AND DISCUSSION

4.1 SURVEY RESULT

For survey question, refer to Appendix 2.

The survey was posted at various place, such as Google group for batch and past events, also on forum to find user to answer the survey. Total number of user that answer the survey is 70, since the survey posted on specific group, it could be said that the user are generally

- University Student
- Internet Savvy
- · Somewhat active in joining event

That number are quite good for analysis the survey. Below is the result of the survey for each questions -



1. Have you ever joining any event as committee before?

From this output, we could see that all the user that answer the survey, have join an event before, which is good, because this system related closely to event management. If they have experienced before, they can answer much more accurate.



2. What you think about the way the event been managed?

This output, shows that only 20 people said that current way of event been managed are bad, and other 50 people said either it was good or very good. But with 40 people with good which is majority, it could be said that EMS will help to add more people to vote for Very good instead.

Have you ever use social networking site before (for example facebook,twitter etc)



This output shows that, all user used or still using social network, which a good thing, so that much accurate perspective can be get from the answer especially the question that related to social network.

4. Please write the name of one social network that you use most?



The output of this question, stated that most of them which 60 users used Facebook the most, and 10 people use Twitter the most. This show how popular Facebook and Twitter compare to other social network.

- If there is a Event Management System(EMS) will you use it?
- 5. If there is an Event Management System(EMS) will you use it?

The output of this question showing a mix feeling regarding the EMS, 61% said that they will use the EMS, while other 39% said they will not use the system. Which understandable, because maybe they still not understand much regarding to EMS.

6. If features from social network can be implemented to the EMS, will it make EMS better?



The output of this question shows that 57% people said that feature from social network will make the EMS better, 29% said no and the rest not sure.

7. From list of features below, pick two most preferred feature that should be in EMS?



From the lists of the features, it could be seen that Task management, messaging system, document management, profile page and department management are the most preferable feature to be on EMS.

- Based on your answer in 4, please state one feature from the social network that can be used in the EMS
 - Facebook Wall 30 users
 - Facebook Messaging 10 users
- If any please write one feature from different social network that can be implemented to the EMS
 - Foursquare badge 18 users
 - About.me profile 11 users
- 10. If the EMS have the functionality for recruitment process, will it be preferable compare to interview?



Based on above results, could see that all users are familiar with social network as well as managing event. That make the result of this survey reliable and can be taken as reference for further development of the project.

Based on above survey, these are the list of features that should be focus on during development process

EMS Features -

- Task Management
- Document Management
- Messaging System
- Profile page
- Recruitment system

Features from social network -

- Facebook's wall
- Facebook's messaging
- · Foursquare's badge
- About.me's profile

4.2 PROTOTYPE DEVELOPMENT

Development of prototype fully following the methodology in chapter 3. Which first started by finding features that should be included in the system. This part mostly based on the survey above. It also come from personal preferences which to make sure that all features are available so that the system as it intended to be.

After the list of features are complete, development of horizontal prototype started. Basically in this part, interface of the system created, which the goal is to make sure that all features could be see clearly how it will work. It also to find the most suitable interface design for whole system. After experimenting with different kind of style, minimalist have been chosen to be the best design style, that would fit general purpose of the system and also to make sure that the interface doesn't look too crowded and should be easily understand by user. After finish with first draft of the design, some testing been done to see, what can be improved in term of usability, and compatibility with the whole system. At last the first deliverable of prototype was finish which is final horizontal prototype.

The horizontal prototype then been forward to the development of the vertical prototype. All the functionality are based on what included in the horizontal prototype without any addition so that the development is smooth and following the schedule. This development part actually take the longer time because of the code will be more complicated compare to horizontal prototype. Finding error and fix also play major part in this development process, each errors have different kind of solution sometime it easily determined, and some other time it took a bit more time than others. Debugging also need to be done, to make sure that they system perform successfully with different type of user.

4.2.1 Prototype

Homepage - this is the first page user will see (if they not logon), the home page is simple only show some introduction video to the system, as well as sign in and sign up form.

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User Page – this is the page, user will redirect to after login. This page will show the wall of the user, the wall unlike Facebook will be used for task management purposes as well as a place for important announcement. User can't write on the wall, they only can write on the event that they joined. Some link listed on the sidebar for example view profile, edit account, manage confirmation and create event. Below is the list of the event that the user create or join.

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Profile Page – when a user open another user profile, the will not see the user page, instead they will see the profile page, which will show some information about the user as well as historical data. Useful for recruitment purposes.

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Edit User/Profile Page – this is the page for user to edit their information, and what to be display in Profile Page. User can't add their own 'Past Events' instead the system will automatically add to the list, if they have join any event through the EMS before.

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Event Page – if the user creating an event, or join any event the list of event will be display on user page, when the user click the event link, it will redirect to event page, which same as user page, will show a wall, but this wall only for that particular event purposes. User if they are allowed to do so, can post two type of post, which is announcement and task. Announcement is an announcement regarding to the event which need to be past to all member, while Task is where HICOM or HOD want to post a task that need to be done by specific person or department.



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Event Profile Page – this page similar to profile page, which will showing some basic information regarding the event, useful for recruitment purposes. Where if user interested to join the event, the will open the event page, and will redirect to this page, and if the event still open for recruitment, a Apply for Committee will be display. User only need to click it, and the application is sent, the admin of the event, will receive notification about the application, and they can manage it, either to accept the request or decline. If the request is accepted, the user will become the member of the event, and they now can access the event page.





Event Profile Edit Page - this page is used to edit event information.

Create Event Page – this page, if to display a form for user to create an event, after the user create the event, automatically the user will become the admin.

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4.2.2 System Flow

This is basic system flow to make the understanding of the system better -

- User need to register, before they can proceed with other activities. For registration there is only need for full name, student id and password. The reason for using student is because this system will be implemented locally in university and not on internet and only open to that particular university's students.
- 2. After register user need to login, using student id and password enter during registration.
- 3. After login, user will be redirect to the user page, which will contain basic information of the user, as well as wall. The wall is used to announcement or task from any event that user join. In the sidebar of user page, there will be a list of event that user created or join.
- User can view profile page, a page which will be useful for recruitment process through user page. Profile page will display basic information and past event that user join.
- 5. User can use edit function to edit the information or profile page.
- 6. When click on event name which listed in user page sidebar, it will redirect to the event page, which same as user page, contain some basic information and also a wall which will only display announcement and task for that particular event.
- Event profile page is used to give more information to other regarding to the event, it also can be used for recruitment purpose.
- 8. There are page to edit event profile, if user need to change event information.

- 9. To create an event, use simply need to enter event name, organizer and date. After that it will automatically will be display in user page, before user can add or edit information of the event.
- 10. User only can write on the wall through event page, because the wall is not for social used but for event management instead.

CONCLUSION

With the combination of features from Event management system and social media site, this project will bring the event management into whole new level. The traditional way of doing meeting will not be abandoned but when using it together with Event Management System, it will be much easier, much better and more organized. This project can be expanded further to the other usage, not only for event but also for different kind of management such as courses, club and society or even so whole university manage by the system.

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Appendix 1

9	Task Name	April	May	anj	yhn	August	September	October	Nowember
	Interactive Event Management System For Universities Studient								
	Step 1 : Identify Features and Requirements Needed								
F.	Research on Event Management								
7	Research on Social Media								
	Step 2 : Design and Develop Initial Prototype								
M	Phase 1 : Horizontal Prototype								
4	Design and Develop Interface of the system (front-end)								
10	Step 3 (Refer below)								
e	Step 4 (Refer below)								
F	Hase2 : Vertical Prototype								
8 3	Design and Develop Ostabase								
.	Code basic features (basit-end)								
9	Step 3 (Refer below)								
Ħ	Step 4 (Refer below)								
	Step 3 : Prototype Review								
9	Test Prototype				· . 				
	Step 4 : Revise and Enhancement the Prototype			-					
13	Revice and enhanced prototype								
¥	Submission of and product								

Appendix 2

1.....

FYP - Event Management System	Exit Diri Burity
*1. Have you ever logging any events as committee before?	
2. What you think about the way the event been managed?	
Very Good	
Good	
💮 Bad	
🧓 Vary Bad	
3. Heve you ever using social networking site before? (is. Facebook, Twitter and Googie	Plus)
Ves	
si No	
4. Please write the name of on social network that you use most	
5. If there is a Event Management System (EMS) will you use it?	
Yas	,
n)) No	
6. If features from social network can be implemented to the EMS, will it make EMS bette	?
· Yes	
No.	
C Not Sure	
7. From list of features below, pick two most preferred feature that should be in EMS	
Task Management	
Messaging System	
Bocument Management	
5 Profile Page	
C Department Management	
Photo Management	
F Personal To-Do-List	
Budget Management	
Fortification	
9. Based on you enswer in question 4, please state one feature from the social network	hat can be used in EMS
<u>ب</u>	
9. If any, please write on feature from different social network that can be implemented to	the EMS

ſ

10. If the EMS have the functionsBty for recruitment process, will it be preferable compare to interview? .: Yes No

Done

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