

CROWD BASED PLATFORM FOR ARTISTS TO SHOWCASE THEIR TALENT AND GIVE THEM A BREAK

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Abstract – In today's situation artists are preferring online applications to showcase their talent so that they can reach more number of peoples. In recent years the short video mobile applications became more popular on the internet. Event Managers also want to see all the type of talent on the same platform so that they can get perfect artist for their event. This study focuses on the development of the android mobile application which will bring both artist and event manager on the same platform and can be accessed by any android device. This paper has guided significance towards using the application where artist and event manager both have their profiles so that artists can get work and event managers can get perfect artist for their events.

Key Words: android application, artist, talent, event manager, event requests

1. INTRODUCTION

It is always observed that while hosting an event the event manager/company has to put a lot of efforts in searching and selecting the perfect artists for their events and on the other hand artists also have to put a lot of effort to get in contact with event managing company and getting work. In the recent years, with the rapid development of the short video industry various Artists have tried to use the short video content to establish a connection with the event organizing companies. Companies hosting events are also finding artists online. But as there is no proper artist management happening, it is difficult for artist to get discovered. Unfortunately, most of the current developed applications focuses on the artist profile only and not thought of bringing the event managers also on the same platform and due to this the artists are not able to connect with the event managers to get work. The significance of this paper is mainly reflected in the aspect that, this paper brings both event manager and artist on the same platform which can make up from this gap.

2. Aim and Objectives

Short video mobile applications are common now a days, but the most important thing is that the artists should get work. The main objective is to bring the artists and event manager on a same platform, to make the entire

process of booking an artist and conducting an event transparent and efficient. The platform should provide end-to-end solutions that address the needs of artists and event manager /organizations. The user interface should be attractive and simple as now a days people of every age use mobile applications. Artists should be able to create visually appealing profiles and gain visibility in promoting themselves and reaching event managers. Event Managers should be able to view the artists of their preferred category and should be able to send event requests to them.

3. Scope

Social media applications, Short video applications, etc. are common now a days, on which only artist is present and uploads his video to get likes and comments from other users. But it is necessary to bring both the event organizers and the artists on the same platform so that artists can get a platform to show their talent and event organizers can get good artists. Due to this, in this paper we will focus on developing an android application where we can bring both artist and event manager on the same platform in which after signing up the artist will be able to see his profile section in which he can upload the videos and in feed section see the videos uploaded by other users and on the other hand event managers can host an event by entering all the event related details and can request artist by selecting them by their category, ratings.

4. Literature Survey

In the world of Social-Media we can see people of every type from children to old age, from literate to illiterate, peoples from rural to urban areas all are having profiles on social media. But it is found most of them use social media just for passing time and it found that there are less opportunities for artists to get work by uploading videos on social media platforms.

[1]The live event market in India is highly fragmented with no platform or service that provides a one-stop solution for seamless services. Artists have various requirements, from publicity to landing the right gigs and monetization and legal issues, among others. On the other side, businesses are faces with the challenge of discovering and connecting with bona fide and talented artists. Due to this many event organizing companies does not get proper artists for their events. As a result, the entire

process is non-transparent, cumbersome and inefficient. Several social media applications for uploading videos have been proposed in the past, but very few are there which gives platform event managers and artist to connect with each other.

[2]Scott (2009) states the reasons for brand promoters preferring online web for marketing is that the tools, techniques and content are constantly evolving. The buyers reward creativity by responding to the online efforts like: “If you are open to trying out new things, you can be first in your industry to use something new to communicate to your buyers”. Marketing in some social networking websites are still the most popular in their niche. Shih (2009) says that there are hundreds of millions of active users across sites like Face book, Hi5, Orkut and MySpace. 2.6 billion min are spent on Face book each day. These websites are enabling brands to engage the right people in the right conversation at right time. Marketing the brands through social media is becoming precise, personal, interesting, interactive and social. Weber (2009) says promoting a community is just like as promoting a new brand product or service to the consumers. Social media is used to communicate people in the promotional aspect and inclined to involve the people. Traditional advertising and direct marketing in social media is to send people to the digital community to be informed, entertained and heard. Users find appealing, a value high enough to encourage them to participate.

5. Methodology

Smartphones in the modern era have become an instrument of great utility. Peoples can upload videos and see videos of other users and connect with them just by making profiles in social media applications, all thanks to the Internet. But it is equally important that the different artists present on the platform should get some work. Users can use social media platforms to like, share, comment on the videos. There are a number of social media applications, each with its own benefits and drawbacks.

Most of the social media applications are having only one type of profile, it is important to have different types of profiles like artists, event managers so that when an artist uploads a video it reaches the event manager/company. As a result of this the artist will get connected with the event manager and will get work on the other hand event manager will get a perfect artist for his event. This will make entire process of hosting an event easy.

Most of the social media applications developed are hybrid app. A hybrid app works in all type mobile operating systems. The cost of production is lower as compared with the Native App. A native app is a software application built in a specific programming language, for the specific device platform. The main advantage of Native Apps is that they are faster than Hybrid Apps.

6. Proposed System

The path followed by the user on a website or application to do a task is known as user flow. A user flow is created so that the user knows all the features of the website/application.

When the user first open’s the application and will see the welcome page then will be directed to the log in / sign up page. If a user already has a account he can log in directly by using his username and password and if the user is new user then the user need to create an account. The new account can be created using a valid E-mail ID or Mobile Number. For creating account using e-mail id first the user has to add that e-mail ID in his device and for creating account using Phone Number the user needs to enter the Mobile Number after that the user will receive the OTP after entering the valid OTP the user will be redirected to the account opening form page.

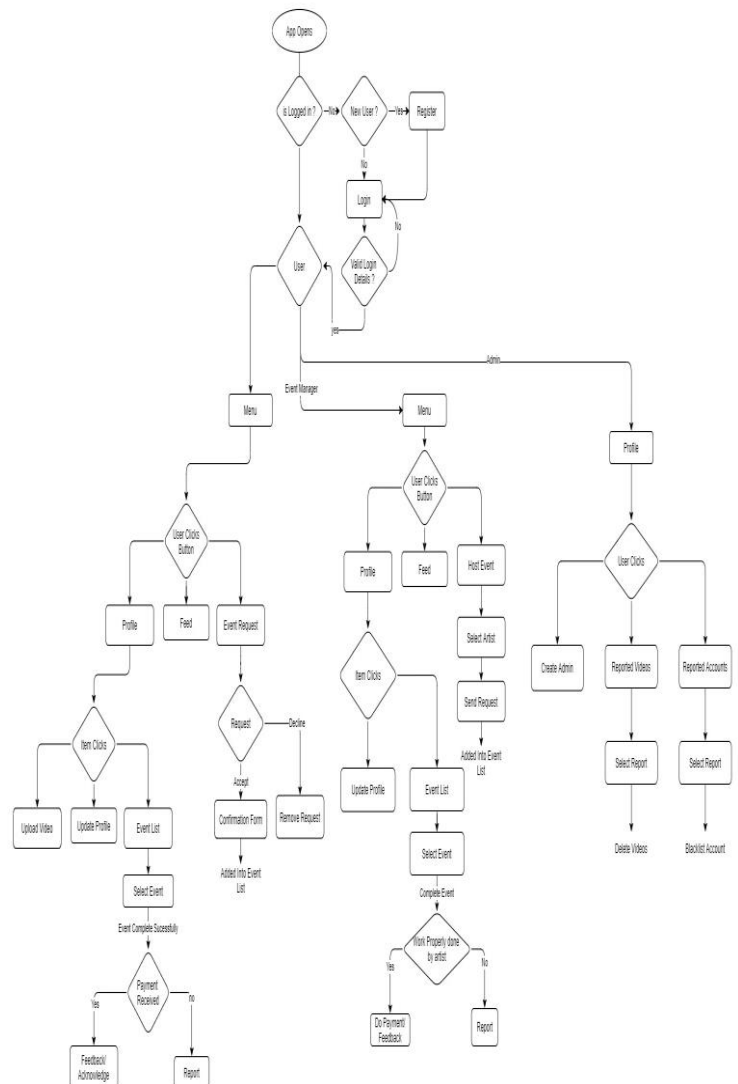


Fig -1: User Flow Diagram

There are three types of users in the application: Artist, Event Manager and Admin.

In the account opening form user gets the choice of choosing the type of profile he wants to create the option the user gets are Artist Profile or Event Manager Profile. For artist profile the user needs to choose the field of his work, for example singing, dancing, etc., he then needs to enter the details like First Name, Last Name, Age, Address, contact details and description about his previous work done if applicable and can set a display picture and has to set a password. For Event Manager Profile the user has to enter the name of his Event Organizing Company, Company Address, Contact Details, description about the company and needs to set a password and can set a display picture. One Admin profile is there by default, and the admin can only create a new admin profile.

After completing the log in/sign up process the user enters in his profiles. If the type of user is event manager than he will land in his profile where he can update his profile and in the event list section, he can see all his completed and upcoming events. For a completed event he will be able to see all the event related details and will get a notification that he has to do payment to the artist and for upcoming event he will be able to see all the details related to the event and will be able to make changes in the event. In the feed section he will be able to see the videos uploaded by different artists he can filter them by ratings and categories by going in the profile of other user he can rate/report the account/videos. In the host event section if he wants to host a new event then he needs to enter all the event related details and then he has to send request the artists for the event.

If the type of user logged in is artist, then the user will land in his profile where he can update his profile, upload/delete videos and in the Event List section can see all his upcoming and completed events, if selects an event which is completed and has received the payment for that event than he can give feedback to the event organizer and for the upcoming event he will see all the event related details. In feed section he can see the videos uploaded by other users and can like/report them, he can filter them by ratings and categories. By going into the profile of other user he can rate/report the profile. In the event request section, the artist can see all the event requests which he has received, the artist can accept or decline the request.

One admin profile is by default present the admin can delete/restore the reported videos and accounts. If a new admin is to be created then the present admin has to fill the form of new admin and then pass the credentials of new admin.

7. System Architecture

System architecture is a conceptual model that defines about the structure and behavior of multiple components and subsystems. There are two parts of the system architecture they are Front-end and Back-end.

We used Java Programming and XML for designing front-end of the application.

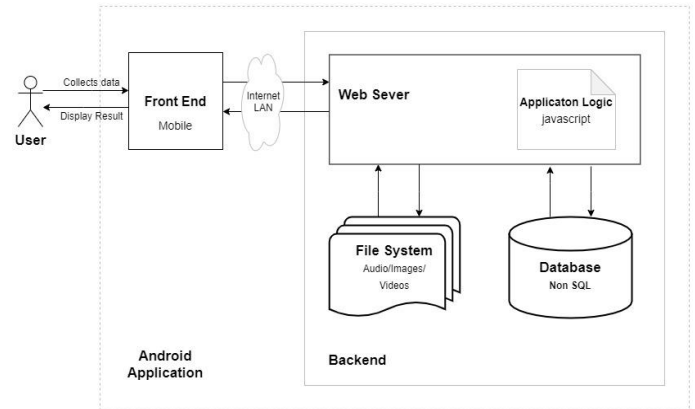


Fig -2: System Diagram

In the application we used firebase for the back-end. As we have to store images, audio, videos file system is needed. Firebase is categorized as a NoSQL database program, which stores data in JSON-like documents. JSON document is simply more compact and more readable. There are three foundations in JSON format: Key value pairs or attributes, embedding JSON objects and Arrays. For log in/sign up purpose Firebase Authentication is use which supports authentication using passwords, phone numbers, popular federated identity providers like Google, Facebook and Twitter, and more.

8. Data Model

A data model is a type of abstract model that organizes elements of data and standardizes how they relate to one another and to the properties of real-world entities.

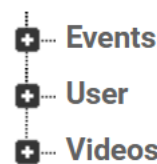


Fig -3: Documents created in Firebase

As Firebase is a NoSQL type of database, documents are created in that case. For our applications we have created three documents: Events, User and Videos which are linked with each other.

In user all the types of users are present, if an event manager creates a new event then that event is stored in the Events document and is linked with the event manager by a event_id. If artist uploads a video then that video is stored in Videos document and is linked with the artist profile by a video_id.

9. Results and Discussion

An Android app is been created using android studio as the platform and firebase as the database. The app works on any android device.

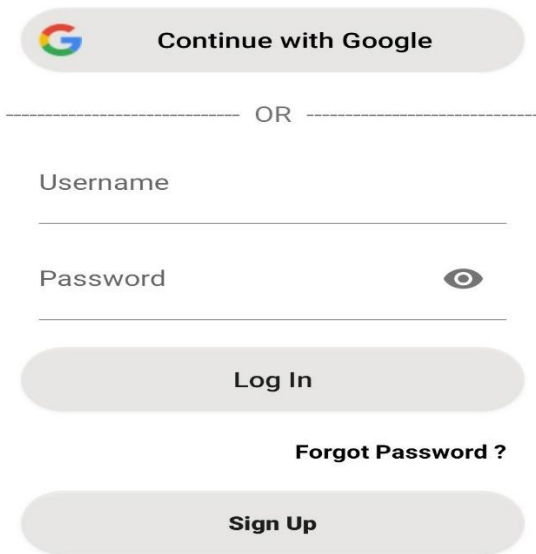


Fig -4: Log In / Sign Up Page

This is the Log In / Sign Up page of the application, which gives user the choice to create account using E-mail ID or using Mobile number and by entering the valid Username and password user can Log In into his account.

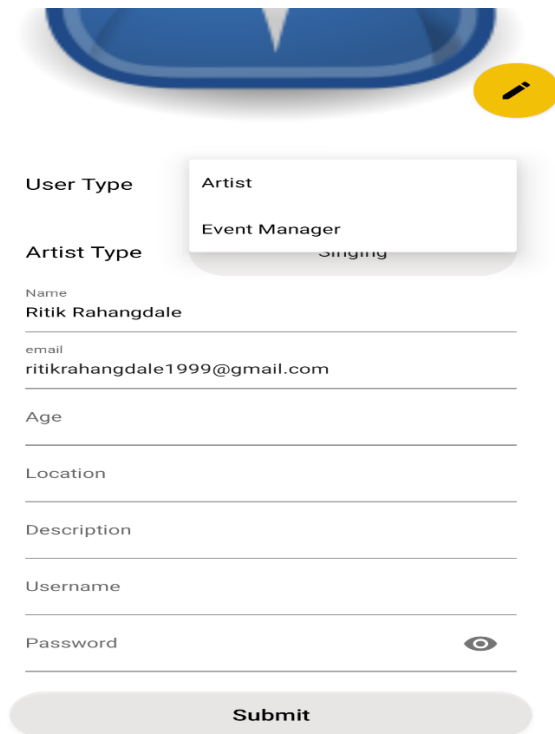


Fig -5: Account Creating Form

While creating an account user gets a choice to choose between the Artist account and Event Manager account, by entering all the details the account will be created.

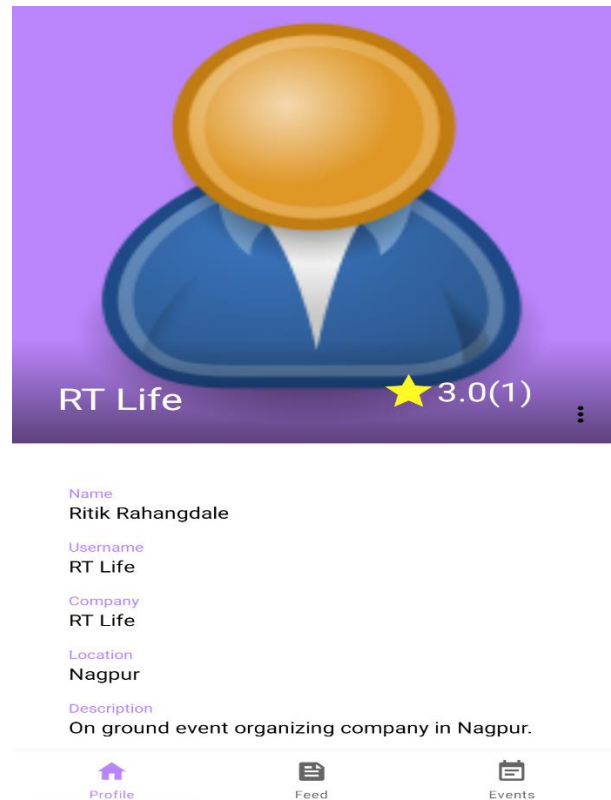


Fig -6: Event Manager Profile

This is the event manager profile where in the user can see all his details and rating, the user has option to edit his profile.

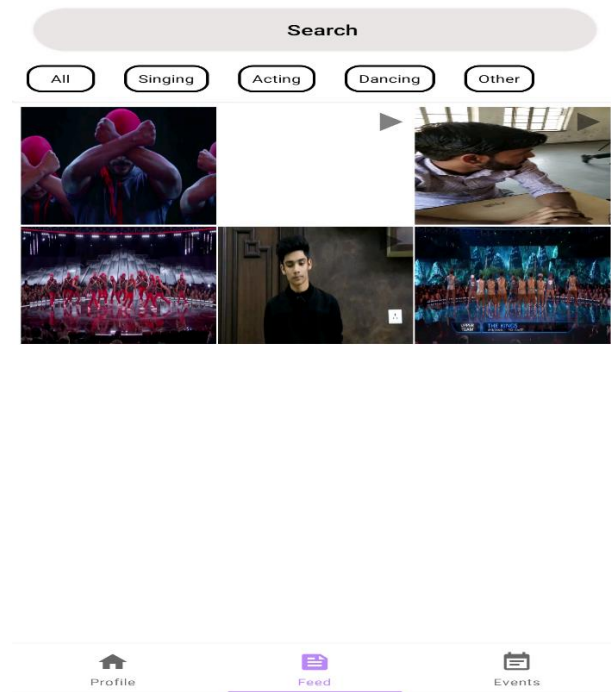


Fig -7: Feed

In the feed section the user is able to see the videos uploaded by all the users and can search/filter them by categories and ratings.

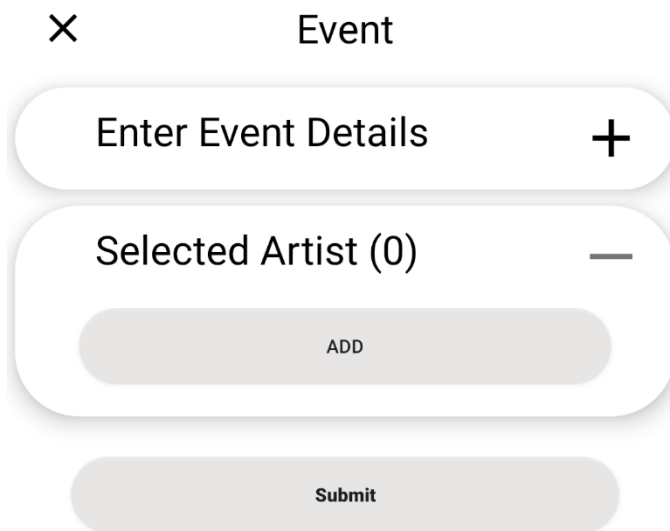


Fig -8: Hosting New Event

Event Manager gets the option of hosting the event by entering all the event related details and by selecting the artists the event manager can host the event, when event manager selects the artist the event request is sent to that artist.

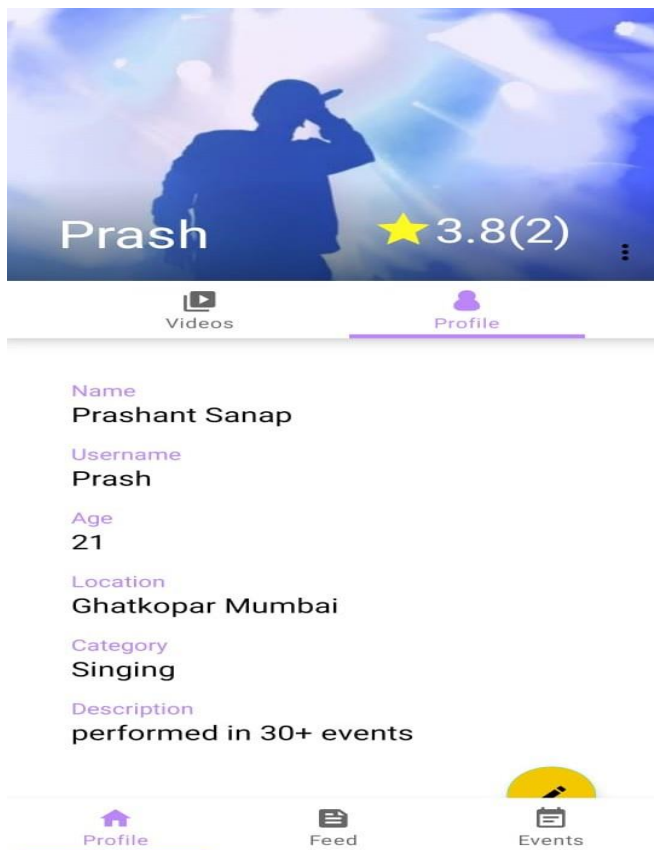


Fig -9: Artist Profile

The artist profile has all the details related to the artist in videos section all the videos uploaded by artist can be seen and in event section all the events for which the artist has received the requests can be seen.

9. CONCLUSIONS

Social Media applications having only one type of user has some limitations. As illiterate people, peoples from rural areas who are not able to go and showcase their talent at on-ground auditions are not getting work that they deserve, however at this time everyone owns an android smartphone. In this advanced technology time artists are not getting work as they are not able to connect with the event managers the application solves all the above problems. The application is an android application which provides platform to Artist to showcase their talent and systematic platform to Event Managers to find the right artists for their shows and book them on fair and mutually beneficial terms. The application works on any android device with minimal requirements and a reliable internet connection there by allowing the app to keep operating from anywhere and at any time.

ACKNOWLEDGEMENT

We cannot express enough thanks to our guide Prof. Reshma Koli for her continued support and encouragement. We offer our sincere appreciation for the learning opportunities provided by Terna Engineering College.

Our Completion of this project could not been accomplished without the support of our college friends. We would also like to thank all of our family members and college staff who supported us for this project.

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