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Eventhub: A Web-Based Intelligent Event Management Platform to Accelerate the Digital Transformation of Event Ecosystems

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ABSTRAK

Digital technologies are rapidly expanding. This shift is transforming event management from a manual and fragmented practice into a systematically engineered process supported by information systems. However, organizers and vendors continue to face inefficiencies due to disjointed workflows, duplicated efforts, and limited transparency among stakeholders. To address these challenges, this study presents EventHub, a conceptual web-based event vendor management platform, with an emphasis on system design and formal modeling rather than full-scale implementation. Utilizing a user-oriented development approach, the research identifies and analyzes both functional and non-functional requirements, which are then modeled using a suite of Unified Modeling Language (UML) diagrams, including use case, activity, sequence, and class diagrams. These models define user roles, interaction scenarios, process flows, and underlying data structures in a coherent and traceable manner, resulting in a comprehensive design blueprint for EventHub. This blueprint is intended to guide future implementation and serve as a reusable reference for similar event management solutions, thereby providing a structured foundation for ongoing digital transformation initiatives within the event management ecosystem.

1. INTRODUCTION

The event industry is rapidly transforming through web technologies, cloud platforms, and data-driven services. These innovations streamline event planning, delivery, and experience by replacing fragmented, manual tools with integrated digital solutions that improve efficiency and engagement [1]. Manual processes lead to time-intensive tasks, risk of error, and challenges coordinating stakeholders throughout the event lifecycle [2].

The rapid development of information technology has had a major impact on various aspects of life, including the organisation of activities and events. The use of websites as a service provider medium has become a widely adopted solution because it can present information quickly, easily, and in a structured manner [3][4]. In organising an event, the presence of vendors such as catering, decorations, documentation, and event equipment is an important component that greatly determines the smooth running of the activity [5].

Event management means planning, organizing, running, and reviewing an event to meet goals within a set budget and timeline. This process involves developing ideas, setting budgets, choosing vendors, handling logistics, promoting events, and evaluating results [6]. However, organizers still often manually search for and select event vendors, relying on word-of-mouth recommendations or social media searches. This inefficient method gives incomplete, hard-to-compare information that is not centralised on a single platform. Users may then struggle to determine which vendor best suits their event's needs and budget [7].

The EventHub platform is a web-based application designed to help users efficiently locate and compare event vendors that meet their specific requirements. This study primarily addresses the design and modeling of the application, rather than its full implementation. The primary objective is to demonstrate the system's functionality and structure using Unified Modeling Language (UML) diagrams. The modeling process includes identifying

both functional and non-functional requirements, which are subsequently represented in UML diagrams such as use case, activity, sequence, and class diagrams. These diagrams clarify user interactions with the system, process workflows, and data organization. Adopting a design-first methodology, this approach aims to produce clear, reusable documentation that informs subsequent development and supports stakeholders, particularly new developers, during implementation. Consequently, the study concentrates on the initial phases of development, including requirements analysis and system design, in which user needs and business objectives are collected, defined, and modeled using UML to establish a comprehensive plan for the EventHub application.

2. RESEARCH METHOD

An R&D methodology is used to design and model system requirements with UML diagrams. The study centers on requirements analysis to produce validated specifications, which are then converted into UML models for subsequent design and implementation. Data are gathered from observations of event planning and vendor selection practices among organizers and institutional event divisions. These insights are combined with a literature review to identify important features and constraints for event vendor platforms. The finalized requirements are captured as UML diagrams, ensuring a reusable modeling artifact for future development.

Figure 1. Research Method

2.1 Functional and Non-Functional Requirements Identification

Within the EventHub development UX process, the identification of functional and non-functional requirements is driven by user needs while remaining tightly aligned with the platform's business objectives [8]. The primary business objective of EventHub is to make it easier for users to discover and select suitable event vendors, while simultaneously increasing vendor visibility and transaction opportunities within a trusted digital ecosystem. Consequently, key functional requirements—such as vendor search and filtering, profile and portfolio presentation, and quotation request mechanisms—are formulated to support efficient user flows and, at the same time, drive core business metrics, including higher site visits, enquiries, and vendor selection conversions.

Functionally, the system must support the main interactions among users, vendors, and administrators. Users need to be able to register and log in, search for vendors by category (e.g., catering, decoration, documentation, and equipment), refine results using filters such as location, price range, and rating, and review complete vendor profiles and portfolios before making contact. Vendors, in turn, require capabilities to create and update profiles, maintain service lists, prices, and portfolios, and respond to user requests or messages, while administrators need tools to manage user and vendor data, maintain service categories, and moderate content so that published information remains accurate and appropriate [9].

In addition to functional requirements, clearly defined non-functional requirements are essential to ensure the overall quality of EventHub. From a usability perspective, the system should provide a simple, consistent, and easy-to-understand interface that allows new users to learn the vendor search and selection process without extensive guidance. From a reliability and performance perspective, the system must return search results and vendor details within acceptable response times and handle concurrent requests without noticeable performance degradation. Non-functional requirements such as usability, performance, security, and responsive design are therefore specified within the UX strategy to ensure that the resulting user experience supports long-term business goals, including higher user satisfaction and trust, stronger user retention, and the establishment of EventHub as a preferred platform for event vendor selection [10].

Security aspects form a critical part of the non-functional requirements, including secure authentication mechanisms, clear access-rights management for users, vendors, and administrators, and robust protection of personal data. The system also needs to be portable and compatible across devices through a responsive design that adapts to different screen sizes, enabling users to access EventHub anytime and anywhere. Collectively, these comprehensive functional and non-functional requirements are expected to yield EventHub system specifications that not only reflect the underlying business processes but also deliver a reliable, secure, and convenient user experience for all stakeholders.

In the EventHub development UX process, identifying functional and non-functional requirements is based not only on user needs but also on the platform's business objectives. EventHub's main business objective is to make it easier for users to find and select suitable event vendors, while increasing vendors' exposure and transaction opportunities within a trusted digital ecosystem. Therefore, every functional requirement, such as vendor search and filter features, profile and portfolio displays, and quotation request delivery mechanisms, is

formulated to support the user flow in achieving their goals quickly, while driving business metrics such as increased visits, enquiries, and vendor selection conversions.

2.2 Application Modelling

Requirements modelling in the development of EventHub is carried out to translate the results of user and business requirements analysis into a systematic visual representation. With this modelling, the relationships between actors, main processes, and system interaction flows can be clearly described before the implementation phase begins. Requirements modelling also helps reduce ambiguity in communication between developers, stakeholders, and potential platform users [11][12]. At this stage, several standard modelling techniques in object-based software engineering are used, such as Use Case Diagrams, Activity Diagrams, Sequence Diagrams, and Entity Relationship Diagrams (ERDs). Each model illustrates a different perspective on the identified functional requirements.

2.3 Verification and Validation

The verification and validation process ensures that the identified system requirements accurately reflect user needs and align with the business objectives of developing the EventHub platform. This stage is essential to confirm that the designed system will function correctly, remain relevant, and be effectively utilized by stakeholders, including clients, vendors, and administrators.

2.3.1 Requirements Verification

Requirements verification assesses the accuracy, consistency, and completeness of all requirements specifications compiled during the analysis stage. The verification process involves the following steps:

- Functional and non-functional requirements documents are reviewed, including key features such as vendor search, service ordering, payment, real-time notifications, inter-user communication, and reviews. Each requirement is verified to ensure there are no duplicated functions or feature contradictions.
- Consistency between UML models is checked, including the compatibility of Use Case Diagrams, Activity Diagrams, Sequence Diagrams, and Entity-Relationship Diagrams (ERDs). For instance, each ‘Place Order’ use case should correspond to an activity flow in the Activity Diagram and an ‘Order’ entity in the ERD to ensure logical validity within the system.
- The completeness of requirements is tested by comparing the results of interviews and observational data with the requirements document. This process ensures that all user requirements are addressed, including the need for automatic notifications and efficient communication features between users and vendors.

The verification process concluded that all requirements were consistently described, used standard terminology, and provided a clear description of the system prior to the design stage.

2.3.2 Requirements Validation

The validation stage is carried out to ensure that the verified requirements accurately reflect users' expectations and actual needs. Validation is carried out using a user involvement approach through the following activities:

- Discussions and confirmation with prospective users, both clients and vendors, using the initial prototype or mock-up of the EventHub interface. Based on the feedback, users assess whether the vendor search flow, ordering process, and information display are easy to understand and align with their habits.
- Consultation with stakeholders such as event organisers, decoration service providers, and institutional event organisers to ensure that the identified requirements are in line with their business processes.
- Test alignment with business objectives by evaluating whether the system requirements support three main goals: (1) simplifying vendor searches, (2) increasing service transaction opportunities, and (3) strengthening vendor reputation and user trust in the platform.

This validation process generated feedback that strengthened the system requirements design. Several requirements were adjusted, including the addition of a real-time notification feature to speed up communication and a review-and-rating feature to transparently evaluate vendor performance.

3. RESULT AND DISCUSSION

In this section, the researchers present the results of their research and discuss the development process of the EventHub system, a web-based vendor service information and booking platform. The discussion is conducted systematically to show the relationship between the stages of requirements analysis, business model, system design, and validation results for the developed design.

The first part highlights the results of the requirement analysis, focusing on the collection, analysis, and formulation of user requirements and EventHub's business objectives. The requirements analysis was conducted through interviews and literature studies to identify the main problems in the process of searching for and selecting event vendors. Based on these results, system requirements were divided into functional requirements—including

vendor search, booking, payment, communication, real-time notifications, and reviews—and non-functional requirements such as usability, access speed, security, and system reliability.

The results of the requirements analysis were integrated with the Lean Canvas framework to develop the EventHub business model. This method directly connects each identified technical and user experience (UX) requirement to the platform's primary business objectives, including facilitating vendor discovery for users, enhancing vendor visibility and transactions, and fostering a trustworthy ecosystem through information transparency and a review system. Consequently, the Lean Canvas framework functions as a bridge between business strategy and system design, ensuring that technical solutions align with the overall direction of product development.

The following section addresses system modelling, encompassing requirements modelling and system design through various Unified Modelling Language (UML) diagrams. These include Use Case Diagrams to illustrate interactions among clients, vendors, and administrators; Activity Diagrams to depict the primary activity flows of each business process; Sequence Diagrams to represent dynamic interactions between system components; and Entity Relationship Diagrams (ERDs) to describe the database structure supporting all system functions. This modelling approach demonstrates how the analysed requirements are systematically realised within a consistent system design that facilitates further development.

3.1 Requirements Identification and Analysis

The EventHub business model can be explained using the Lean Canvas framework to ensure that system and user experience (UX) requirements, including features, flow, and quality, are aligned with business objectives and user value [13]. The Lean Canvas provides a concise structure for mapping how digital products address user problems, generate value, and sustain the business. This framework is particularly relevant because it emphasizes problem–solution fit and the rapid validation of genuine user needs, both of which are central to the UX strategy employed in the design of EventHub.

Tabel 1. EventHub Lean Canvas

Lean Canvas Block	Description
Problem	• Event vendor search is still manual and scattered (word-of-mouth, social media). • It is difficult to objectively compare vendor prices, services, and quality. • Ordering, payment, and communication processes are scattered across many channels, making them prone to miscommunication and undocumented.
Customer Segments	• Clients: individuals or organizations seeking to organize events such as weddings, seminars, gatherings, campus activities, or company functions. • Vendors: service providers aiming to increase visibility and orders by offering catering, decoration, documentation, equipment, and other event services.
Unique Value Proposition	A centralized web platform that allows clients to search, compare, and book event vendors end-to-end, from search, booking, payment, communication, to reviews, in a fast, structured, and trusted way.
Solution	• Vendor search and filter feature (category, location, price, rating) • Service booking feature with an event details form • Online payment integration • Real-time notification of booking, payment, and message status • Communication tool (chat/in-app messaging) between client and vendor • Post-event vendor review and rating feature
Channels	• Digital marketing strategies include social media engagement, search engine optimization, and the development of educational content. • Collaboration with event organizers, venue managers, and campus or corporate communities is aimed at better understanding and fulfilling the unique needs of each client group. • Referrals generated by satisfied users and vendors.
Revenue Streams	• A commission is charged for each successful booking transaction. • Vendors may purchase subscription or premium packages, which offer enhanced listing prominence, promotional features, and access to performance insights. • Additional revenue may be generated through advertising or sponsored content provided by select vendors or event partners.
Cost Structure	• Development and maintenance of the EventHub web platform. • Infrastructure expenses cover server hosting, domain registration, and payment gateway fees necessary for platform operation.

	• Digital marketing and community engagement expenditures include costs for online advertising, social media management, and user outreach programs. • Operational costs, including user support, content moderation, and administrative activities.
Key Metrics	• Report the total number of active users, categorized as either clients or vendors. • Report the number and total value of bookings in each reporting period, specifying whether bookings refer to sales orders, reservations, or another defined category. • Track the conversion rate across specific user journey categories: visit, search, booking, and successful payment. • Report the number and average rating of vendor reviews in this category. • Calculate the user retention rate, measured by the proportion of users returning to EventHub.
Unfair Advantage	• Provide an authentic vendor review and rating database that continuously expands and improves in quality over time. • Establish partnerships with local event communities, including campus organizations, wedding planners, and corporate groups. • Deliver a proven user experience featuring a streamlined and comprehensive search, order, and payment process, which generates significant switching costs.

The EventHub platform addresses key functional requirements through core features that streamline the process of searching for and selecting event vendors. The vendor search functionality enables users to locate vendors by service category, location, and specific keywords, with additional filters for price and rating. These capabilities allow users to efficiently identify vendors that align with their event requirements and budget. This feature advances the business objective of expediting the search process and enhancing vendor visibility to suitable potential clients.

The service booking feature enables users to progress beyond the search stage by submitting structured booking requests through the platform. Users can select services, provide event details, and send confirmation requests directly to vendors. The integrated payment feature supports secure and well-documented transactions, thereby increasing transparency and traceability in business interactions between clients and vendors. This centralized payment mechanism aligns with non-functional requirements for security and trust, as the platform serves as an intermediary that safeguards data and manages transaction flows.

EventHub facilitates communication and coordination by offering real-time notifications and communication tools for clients and vendors. These notifications inform users of order status, vendor confirmations, schedule changes, and payment updates, enabling prompt responses without manual system checks. Communication tools, including in-app messaging and chat, support detailed discussions on event logistics, price negotiations, and requirement clarification, all of which are critical to successful event execution. Following service completion, the system offers a vendor review and rating feature. This feature serves two primary functions: it enables clients to provide feedback that helps other users objectively assess service quality, and it offers vendors constructive input for service improvement and reputation management. From a business standpoint, the review and rating system fosters a robust reputation mechanism, thereby enhancing trust in EventHub as a leading platform for event vendor selection.

The subsequent phase focused on validating requirements and designs to ensure alignment with user expectations and the business context of EventHub. The validation process engaged potential users, including clients and vendors, as well as stakeholders, through discussions and evaluations of the prototype design. This process assessed the clarity of system flow, the relevance of features, and the suitability of the interface design for actual field needs. Additionally, validation assessed the consistency between the modelling results and the verified requirements, thereby determining whether the design was feasible for implementation in the next stage.

3.2 Designing and Modelling

This study focuses on user requirements and the design and modeling of the proposed system. EventHub, envisioned as an integrated event management platform, requires a robust and well-structured design to ensure reliable operation and facilitate systematic evaluation of its business value. The information architecture of EventHub is defined using Unified Modeling Language (UML) diagrams, including use case, activity, sequence, and entity-relationship diagrams. These diagrams collectively represent user interactions, process flows, and data structures in a coherent and analyzable manner.

3.2.1 Use Case Diagram

The use case diagram shows how Clients, Vendors, and Admins interact with the EventHub system, specifying the unique relationships and roles each actor has within it. Within EventHub, the Client (User) searches, books, and evaluates vendor services. Clients can look for vendors, book services, make payments, and communicate with vendors via messaging. They receive real-time notifications and leave reviews after completing services. This process aligns the user's goal of easy vendor access with the system's aim to increase transactions and improve reputation. Vendors serve as service providers, offering catering, decorations, or photography. They can manage business profiles, add or update services, upload portfolios, and handle bookings. Vendors receive payment notifications and communicate directly with clients. This relationship creates a dynamic marketplace that allows both Vendors and Clients to achieve their goals through the system. Administrators maintain the system's quality and integrity. They manage user and vendor data, oversee service categories, and moderate content and reviews. They also verify new vendors to ensure all service providers listed on the platform have verified credibility.

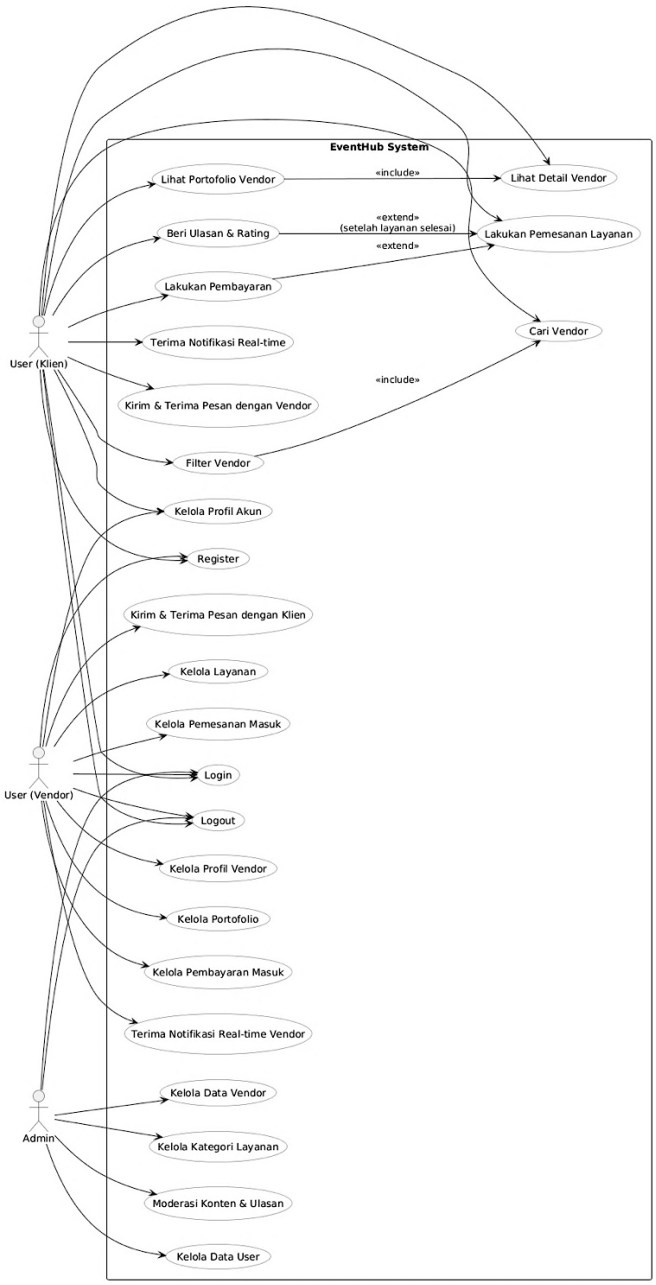

Figure 2. EventHub Use Case Diagram

The diagram at the Figure 2 shows that EventHub functions as an interconnected three-party system, where each party interacts through a single web-based control center.

3.2.2 Activity Diagram

The Activity Diagram shows the flow of activities among actors and the process sequence within the EventHub system. It features three swimlanes—Client, Vendor, and Admin—which define the roles and interactions of each party.

- The Client (User) flow starts with registration and login. After logging in, the client searches for vendors using categories and filters such as location, price, and rating. Following this, the client can view vendor details and portfolios. If interested, the client transitions to booking a service, completes payment, and receives a real-time notification upon successful booking. At this point, the client can use the chat feature to communicate directly with the selected vendor and coordinate event details. After the event service is completed by the vendor, the client then provides a review and rating for the vendor.
- Vendor Flow: Vendors log in, manage profiles and services, receive notifications on orders and payments, confirm orders, communicate with clients, deliver services, and monitor reviews to improve quality.
- Admin Flow: Following vendor interactions, responsibility shifts to administrators for system management. Administrators log in to the dashboard to manage user and vendor data, verify new vendors, add or remove service categories, and moderate content and reviews that violate policies. Administrators ensure that all system activities remain efficient, organized, and free from abuse.

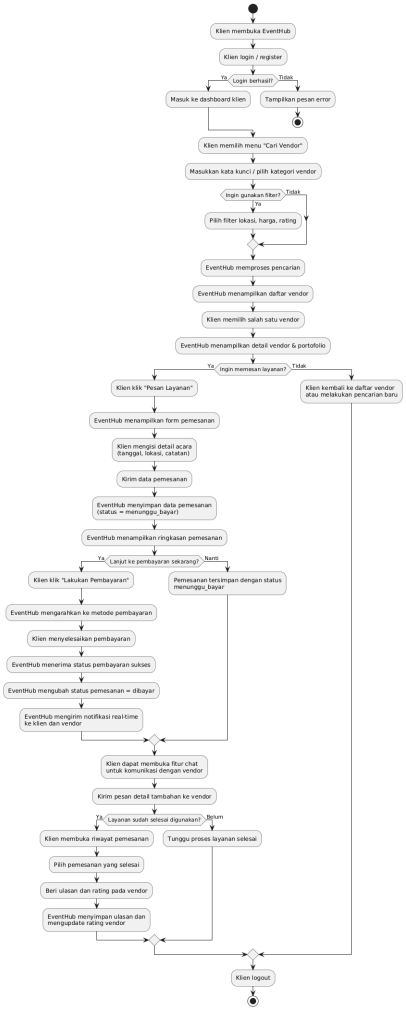

Figure 3. Client Activity Diagram

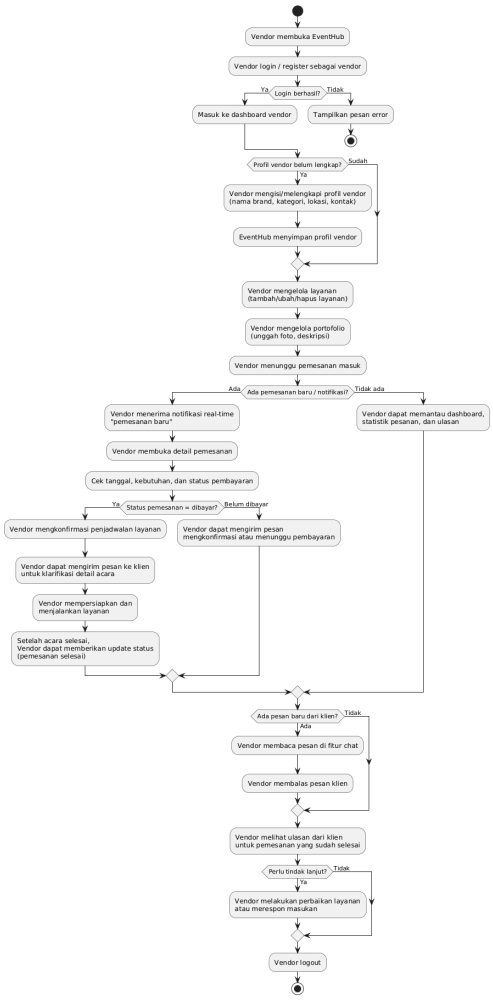

Figure 4. Vendor Activity Diagram

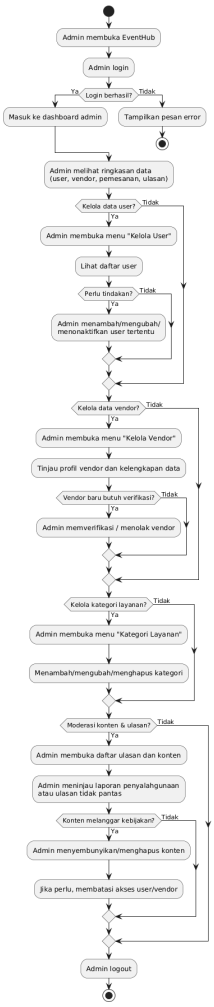

Figure 5. Admin Activity Diagram

Figure 3, 4, and 5 shows the EventHub Activity Diagram of client, vendor, and admin. This diagram provides an overview of the end-to-end business process within EventHub, beginning with vendor actions and

transitioning to administrative oversight, with the web system serving as the primary link between all parties. Go to https://s.id/eventHUB for the better view of EventHub's activity diagram.

3.2.3 Sequence Diagram

The sequence diagram shows how the client and vendor interact with system components, including the user interface, application server, database, and payment gateway, during an event service booking scenario. During the service search, the client selects a vendor and requests service details.

- The system transitions to retrieving vendor and portfolio data from the database, then updates the user interface to display the results. After the search phase, the flow shifts to booking: the client completes a form with the event date, booking amount, and additional details. The system then transitions to saving the booking data with an initial status of pending payment.
- Payment: When the client selects "Make Payment," the system connects to the payment gateway and processes the transaction. After payment is confirmed, the booking status updates to paid. The system then sends notifications to both the vendor and the client, marking the next phase.
- Communication: Once payment is confirmed, clients and vendors can easily connect through in-app messages to collaborate on service details. Every message received is accompanied by a push notification, keeping everyone in the loop and ensuring smooth, timely communication.

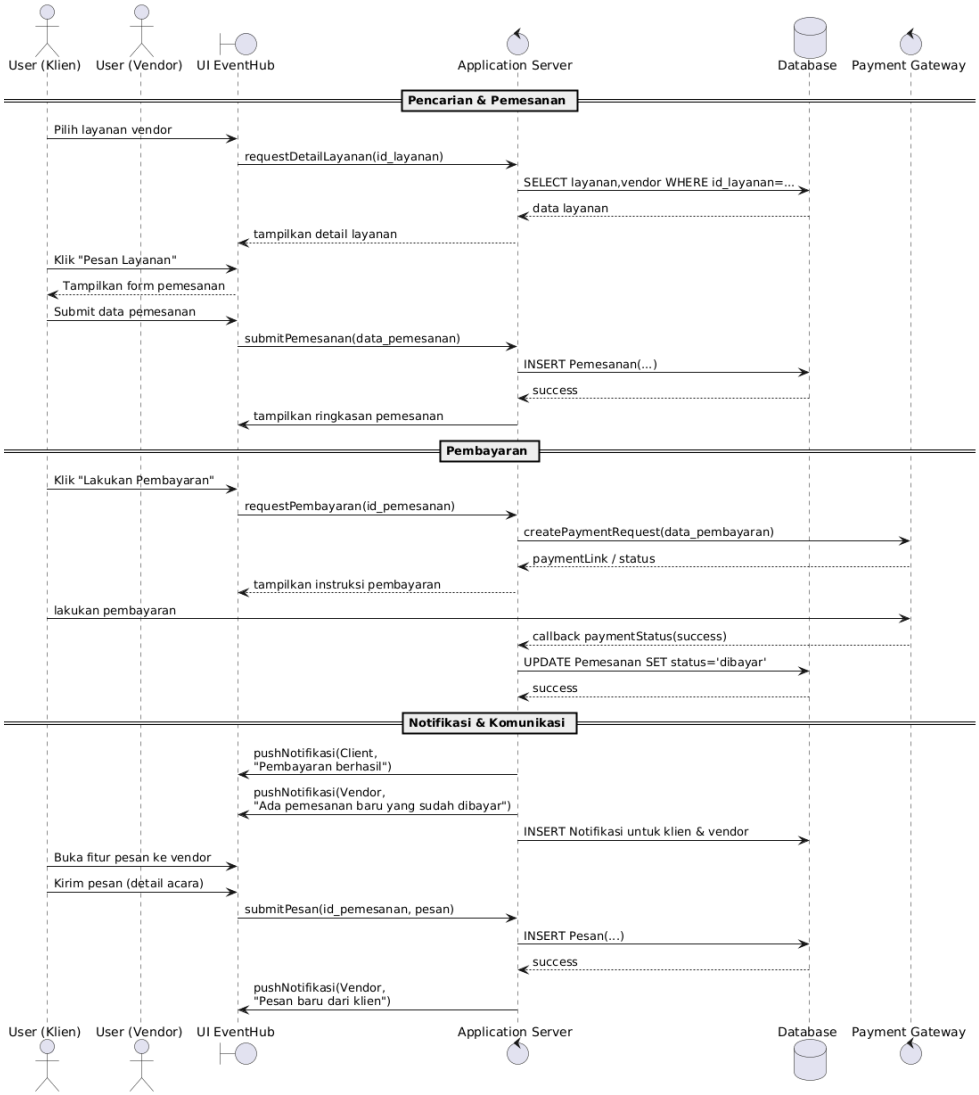

Figure 6. EventHub Sequence Diagram

The sequence diagram shown by Figure 4 how the system handles each step: booking, payment, and communication. It depicts synchronous interactions among components to ensure processes are efficient, secure, and documented.

3.2.4 Entity Relationship Diagram

The Entity Relationship Diagram defines the main data structures that power EventHub's core business functions. The principal entities are as follows:

- User: stores personal and authentication details for individuals acting as clients, vendors, or both.
- Vendor: captures business identity, service specializations, address, company description, and aggregates client review ratings.
- Service: details the vendor's offering, including category, pricing, and technical attributes.
- Booking and Payment: logs each transaction's details, status, and updates from the payment processor.
- Chat: facilitates order-specific messaging between user roles with tracked conversation threads.
- Notifications: issues real-time, automated alerts on order progress, payment actions, and message receipt.
- Reviews: archives user-submitted service ratings and comments following completed engagements.

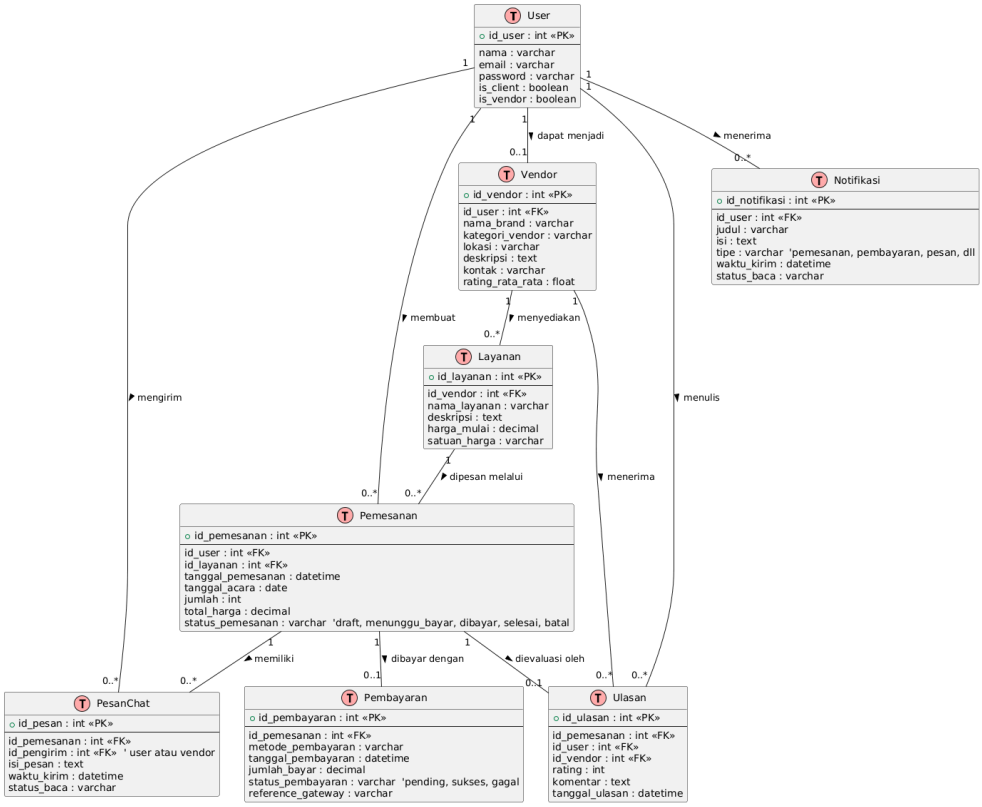

Figure 7. EventHub Entity Relationship Diagram

Figure 5 shows the entity relationship diagram for EventHub. The relationships among these entities are as follows: Each User can have one Vendor account, multiple Orders, and multiple Reviews. Vendors may offer several Services and can receive multiple Reviews from different Users. Orders are linked to both Users and Vendors, while Reviews connect Users to Vendors and Services they have utilized. These relationships are designed to maintain data integrity during processes such as account registration, service booking, communication, payment transactions, and post-service evaluations.

3.3 Validating the Requirements and Models

EventHub is an integrated platform that connects clients with a wide range of event vendors in a centralized location. Its features, such as advanced search, project management tools, and streamlined communication, help users save time, stay organized, and simplify every stage of event planning—from venue selection to engaging photographers. The user needs analysis, and the lean canvas model identified the following key stakeholders:

- Individuals: Persons seeking to organize private events, including weddings, birthday parties, or family gatherings.
- Companies or Organizations: Entities seeking vendors for corporate events, seminars, or other business-related gatherings.
- Event Vendors: Service providers, including caterers, venue operators, photographers, and decorators, aiming to access potential clients more efficiently.

- Platform Management: The team responsible for platform operations, such as content management, vendor moderation, and transaction oversight.

The verification and validation processes confirm that the requirements defined for EventHub satisfy three essential criteria. First, the system demonstrates consistency and traceability, as each stakeholder's need is explicitly linked to relevant business objectives and represented in the system models. Second, the requirements are comprehensive, encompassing all core functions of the event marketplace, including vendor search, service booking, online payment, user communication, real-time notifications, and review features. Third, the requirements achieve usability relevance, as user validation confirms that the proposed features effectively streamline the selection and management of event vendors. Therefore, the verification and validation outcomes provide a robust foundation for advancing to the system design stage, as they confirm that the EventHub specifications are accurate and suitable for implementation within the intended context.

4. CONCLUSION

This study presented the design and development of EventHub, a web-based intelligent event management platform. Its goal is to accelerate the digital transformation of event ecosystems. EventHub was conceived to address persistent challenges in traditional event management. These include inefficiencies from decentralized processes, limited transparency, and fragmented communication between clients and vendors. The system integrates essential functionalities—such as vendor search, service booking, payment, communication, notifications, and reviews—into one platform. This provides a streamlined experience for all stakeholders involved.

The research used a user-oriented software engineering approach, supported by Lean Canvas business modelling and UML-based system design. This alignment ensured that user needs, business objectives, and technical requirements were addressed. Verification and validation processes confirmed that the system met criteria for consistency, completeness, and usability. The results show that EventHub enhances operational efficiency and transparency.

In conclusion, EventHub improves event management practices through intelligent digital integration. It also serves as a scalable blueprint for innovation, collaboration, and sustainable digital transformation in the event industry.

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BIOGRAPHY

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