



Addressing the Need for a Mobile Application for SM Klub

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Introduction:

SM Klub is a social club that connects like-minded individuals who share similar interests and hobbies. The club provides a platform for its members to interact, share their experiences and build a community of friends. However, the existing web-based platform does not fully address the members' needs, as it does not provide the convenience and accessibility of a mobile application. This research paper explores the need for a mobile application for SM Klub and the benefits it can offer to its members.

SMKlub is an iOS mobile application developed in Swift, which serves as a reference to CioKlub. This role-based application is designed for both Guest-Users and Members of the SMKlub community, with access to different features depending on their membership status.

While the guest user can only see the post and article feed, the members of SMKlub can read articles, oversee their profiles, access upcoming and past events, connect and chat with other members, and much more.

SMKlub is continuously working on improving user experience by adding new features, such as allowing members to create and share their posts, like and comment on posts made by other members, and much more.

As an innovative and progressive application, SMKlub has the potential to revolutionize the way people connect and engage with one another within their communities.

SMKlub is a mobile application that serves as a platform for individuals who are interested in socializing and engaging with like-minded people within their community. With the help of

SMKlub, users can connect with other members, read articles, view upcoming and past events, follow other members, create and share posts, chat with each other, and much more.

Problem Statement:

While SM Klub provides a platform for its members to connect with each other, there is a lack of connectivity and convenience for its members due to the absence of a mobile application. The web-based platform, while functional, is not mobile-friendly, making it challenging for members to use the platform on-the-go. In today's fast-paced world, users prefer mobile applications that provide the convenience of accessing services and features at their fingertips. Therefore, SM Klub must develop a mobile application to address the needs of its members and improve their user experience.

The existing system of SMKlub relies on a web-based platform to connect its members. However, this platform has several limitations, particularly in terms of accessibility and convenience. Members have to rely on a desktop or laptop to access the platform, making it challenging to stay connected while on-the-go. The lack of a mobile application means that members cannot easily access the platform's features and services, limiting their engagement with the community. Additionally, the current system does not provide an easy way for members to communicate with each other, limiting connectivity and interactions.

The proposed SMKlub system is a mobile application and web-based platform that aims to address the limitations of the existing system. The mobile application will provide members with an easy and convenient way to access SMKlub's features and services, allowing them to stay connected while on-the-go. The app will include features such as chat functionality, event notifications, and easy navigation to improve the user experience and enhance member connectivity. The web-based platform will also be updated to include these features and improve accessibility and usability.

The proposed system will also provide an efficient and automated way for members to access and share information. The platform will include a user-friendly interface, allowing members to create and share posts, view upcoming and past events, and engage in meaningful discussions. The automation of processes will eliminate the need for manual processes, making it easier for members to access and share information.

Overall, the proposed system aims to enhance the user experience and improve connectivity among SMKlub members. By addressing the limitations of the existing system, the new system will provide a more convenient, accessible, and engaging platform for members to connect and interact with each other.

Objectives:

The primary objective of this research paper is to highlight the need for a mobile application for SM Klub. The paper aims to explore the benefits of having a mobile application, such as increased user engagement, improved user experience, and enhanced member connectivity. Additionally, the paper aims to identify the features that the mobile application should offer to improve its functionality and effectiveness.

In today's fast-paced world, mobile applications have become an essential part of people's lives. With the rise of smartphones and mobile devices, users prefer to access services and features on-the-go through mobile applications. Social clubs, such as SM Klub, need to adapt to this trend by developing mobile applications that cater to the needs of their members. This literature review explores the importance of mobile applications in social clubs and the benefits they can offer to their members.

Mobile Applications in Social Clubs:

Mobile applications offer several benefits to social clubs, such as increased user engagement, improved user experience, and enhanced member connectivity. Social clubs can leverage mobile applications to provide their members with access to their services and features at their fingertips, which enhances the overall user experience. Mobile applications also provide a convenient and accessible platform for members to interact and communicate with each other, which improves member connectivity. In addition, mobile applications enable social clubs to reach a wider audience, including younger members who prefer mobile devices over traditional web-based platforms.

Research on Mobile Applications in Social Clubs:

Several studies have examined the role of mobile applications in social clubs and their impact on member engagement and satisfaction. A study by Yoo and Lee (2017) found that mobile applications improve member engagement and satisfaction in social clubs. The study showed that members who use mobile applications are more likely to participate in club activities and events, which leads to a sense of belonging and community. Another study by Lee and Yoo (2019) found that mobile applications increase member loyalty and retention in social clubs. The study showed that members who use mobile applications are more likely to renew their membership and recommend the club to others.

Features of Mobile Applications for Social Clubs:

To be effective, mobile applications for social clubs should offer features that cater to the needs of their members. These features include chat functionality, event notifications, easy navigation, and member profiles. Chat functionality enables members to communicate with each other and build relationships, while event notifications keep members informed about upcoming activities and events. Easy navigation allows members to access the application's features and services

quickly and efficiently, while member profiles enable members to learn more about each other and connect based on shared interests.

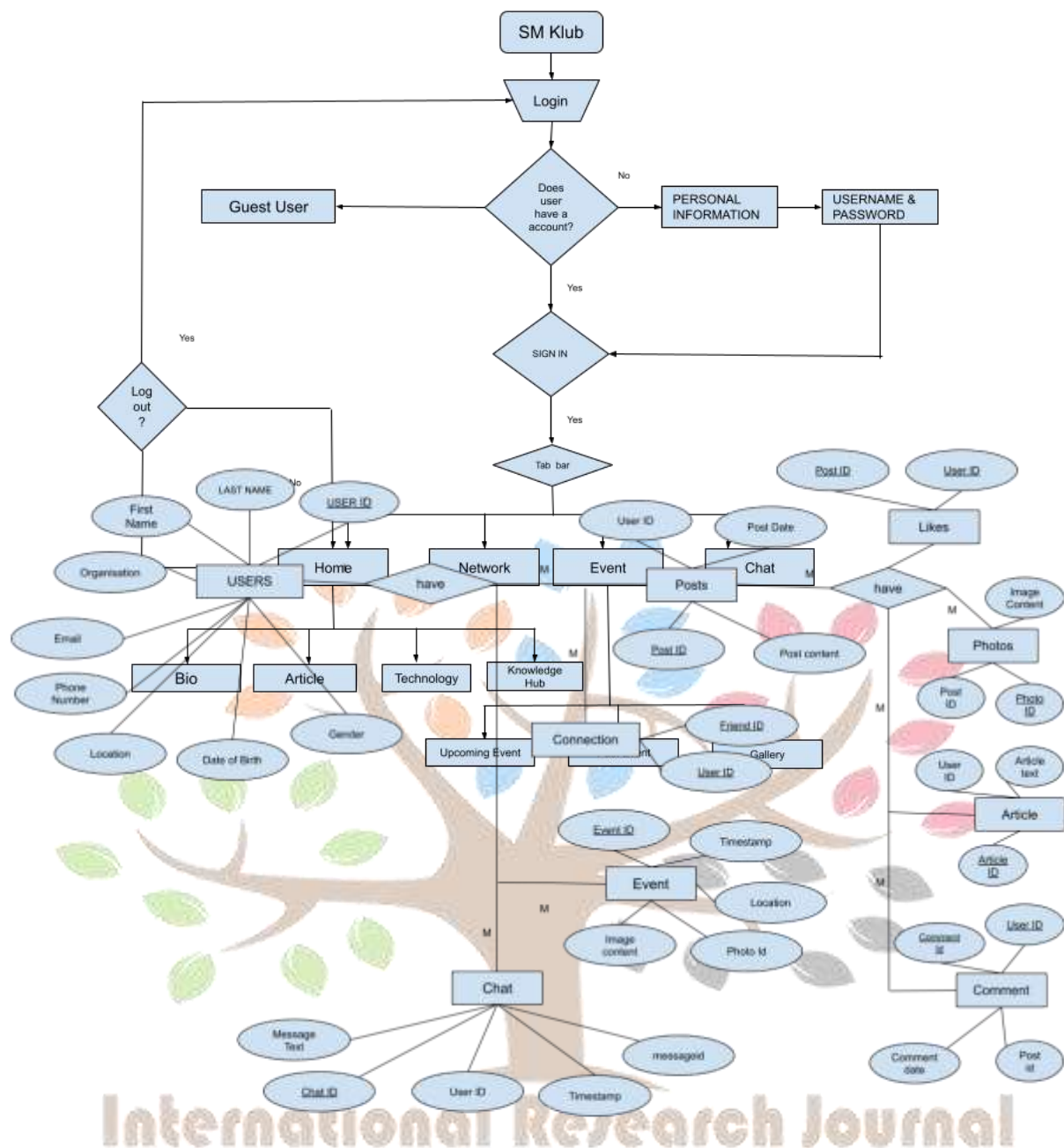
Conclusion:

Mobile applications have become an essential part of people's lives, and social clubs need to adapt to this trend to cater to the needs of their members. The literature review highlights the importance of mobile applications in social clubs and their benefits, such as increased user engagement, improved user experience, and enhanced member connectivity. Social clubs can leverage mobile applications to reach a wider audience, including younger members who prefer mobile devices over traditional web-based platforms. The research shows that mobile applications increase member engagement, loyalty, and retention in social clubs. To be effective, mobile applications for social clubs should offer features that cater to the needs of their members, such as chat functionality, event notifications, easy navigation, and member profiles.

Methodology:

The research methodology adopted for this paper includes a literature review and a survey of SM Klub members. The literature review provides an overview of the current state of mobile applications and their importance in today's world. The survey aims to collect data from SM Klub members regarding their current usage of the web-based platform and their preferences for a mobile application. The survey also includes questions about the features that members would like to see in the mobile application and their expectations from it.





Results:

The literature review shows that mobile applications are essential for any service-based organization in today's world. They provide convenience, accessibility, and increased user engagement. The survey results indicate that SM Klub members prefer a mobile application over the existing web-based platform. They cited convenience, accessibility, and improved user experience as the primary reasons for their preference. The survey results also highlight the need for features such as chat functionality, event notifications, and easy navigation to improve the mobile application's effectiveness.

Conclusion:

The research paper concludes that a mobile application is necessary for SM Klub to address the needs of its members and improve their user experience. The mobile application should offer features such as chat functionality, event notifications, and easy navigation to enhance its

effectiveness. The research also indicates that the mobile application will increase user engagement and improve connectivity among members, which is the primary reason for their presence in the club. The development of a mobile application will improve the overall user experience and enable SM Klub to reach a wider audience.

