

Capstone project-2

CONNECTSPACE

Presented by Niranjan
Pillai, March 15th batch



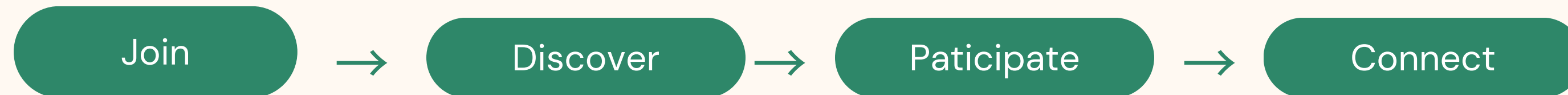
Product Vision

ConnectSpace

ConnectSpace – The Idea of the Product

"Connecting people in one place."

"Transforming residential societies into communities where people can easily meet other people, engage in activities, and participate in events."



Instead of...

Nowadays: People live next to each other but communicate through different WhatsApp groups, notice boards, and gossip — making it more difficult for the community to come into contact with one another.

Your Community. Connected.

Problem Statement

Modern urban life makes meaningful social connections difficult.

People want to do more, meet more, and belong — but often can't find the right people to do it with.



The Core Need

Looking for the right game entails scanning various platforms, groups, and communities while considering multiple aspects including:



Play Sports



Join Hobbies



Attend
Study Sessions



Go Trekking



Play Games



Learn



Meet People



Similar Interests

But most of the time, they **lack the right people to join.**



The Core Problem

People struggle to find **compatible individuals nearby** who share their **interests** and **availability**.



Hard to discover the right people in your area.



Trust and safety concerns make it hard to join new groups.



Coordinating time, location, and plans is often a hassle.

As a result, people miss out on experiences, relationships, and real-world connections.

3. Research & Discovery

Objective: To understand the residents’ requirements, validate our assumptions and uncover opportunities for fostering a better-connected residential community.



Research Objective

Understand how people:

- ✓ Discover activities
- ✓ Find participants
- ✓ Organize activities
- ✓ Decide whether to join strangers
- ✓ Value location and availability
- ✓ Return to communities
- ✓ Experience gaps in existing solutions



Research Methodology

Secondary Research

Analysed existing platforms to understand market dynamics and user experience.

- MyGate
- ADDA
- WhatsApp Communities
- NoBrokerHood

Covered features, target users, business models, strengths, weaknesses, user experience, and market positioning.

Primary Research

Conducted interviews or surveys with ~10–15 potential users to capture real needs and pain points.

- College Students
- Young Professionals
- People who recently moved cities
- Families
- Sports Enthusiasts
- People expanding their social circle



Outcome

Validated user needs, identified key pain points, and defined opportunities to build a more unified, trust-driven community platform.

5. Research Questions

We explored user behaviour, pain points, and motivations to shape ConnectSpace.



Behaviour

- 1 What do you usually do in your free time?
- 2 How do you usually find people to do activities with?
- 3 How do you discover activities happening near you?
- 4 Have you ever wanted to join an activity but couldn't find anyone to go with?



Pain Points

- 1 What makes it difficult to join groups or activities?
- 2 What challenges do you face when organizing an activity?
- 3 How often do cancellations or no-shows affect your plans?
- 4 What scheduling issues do you commonly face?
- 5 Do you feel uncomfortable meeting or joining strangers?



Motivation

- 1 What encourages you to join new people or groups?
- 2 What makes you return to a group or activity?
- 3 Do you prefer joining existing activities or creating your own?
- 4 How important are location, timing, and skill compatibility in your decision to join?



ConnectSpace

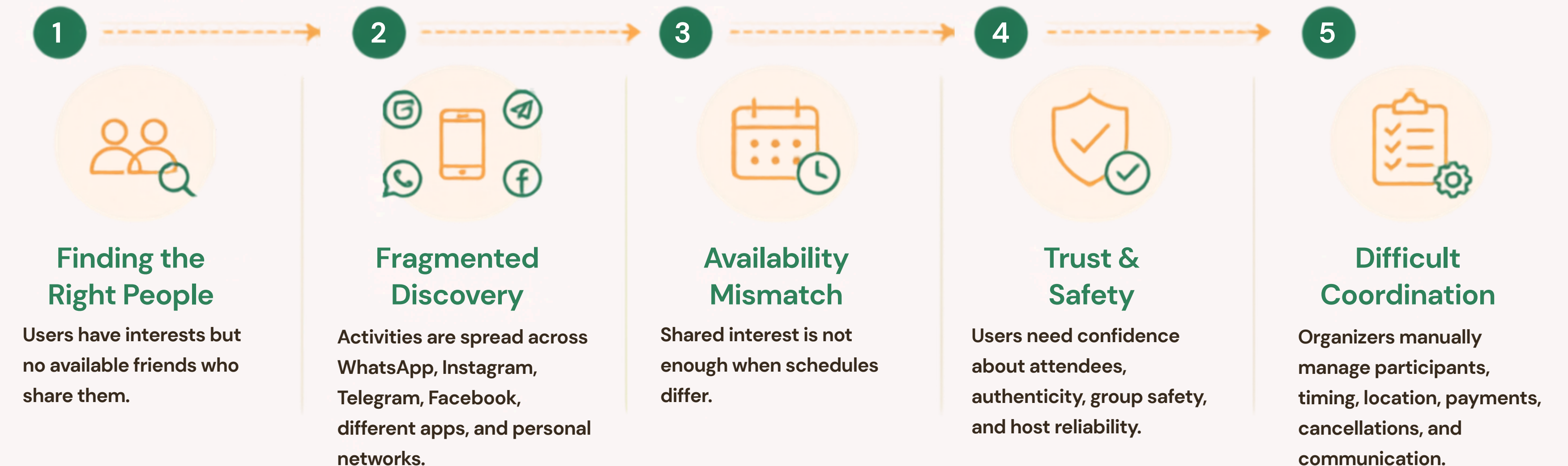


One app. One tap. Connect.

6. Key Research Findings

Five major pain points we uncovered.

Through user interviews and surveys, we identified consistent challenges that prevent people from easily connecting around real-world activities.



Key Insight

CommonSpace should combine **discovery, matching, availability, trust, and coordination** into one seamless experience.

**One app.
One tap. Connect.**

Competitive Landscape & SWOT

Competitive Landscape



Playo

Strong in
sports and player
discovery.



Huddle

Strong in
sports, venues,
and bookings.



Meetup

Strong in
events and interest-based
communities.



WhatsApp

Strong in
communication but
weak in discovery
and matching.



CommonSpace's Opportunity

Combine activity discovery, people matching, availability, trust, and community building in one seamless experience.

SWOT Highlights



Strengths

- Hyperlocal discovery
- Multiple activities
- People matching
- Availability recommendations
- Community building
- Trust & reputation



Weaknesses

- User acquisition challenges
- Network effects in early stage
- Moderation overhead
- MVP dilution risk



Opportunities

- Urbanization & busy lifestyles
- Newcomers to cities
- Rise of hobbies & wellness
- Residential, college & corporate communities
- Local partnerships & integrations



Threats

- Established platforms
- Messaging groups
- Safety & trust concerns
- Low activity density areas
- Retention challenges
- Feature copying

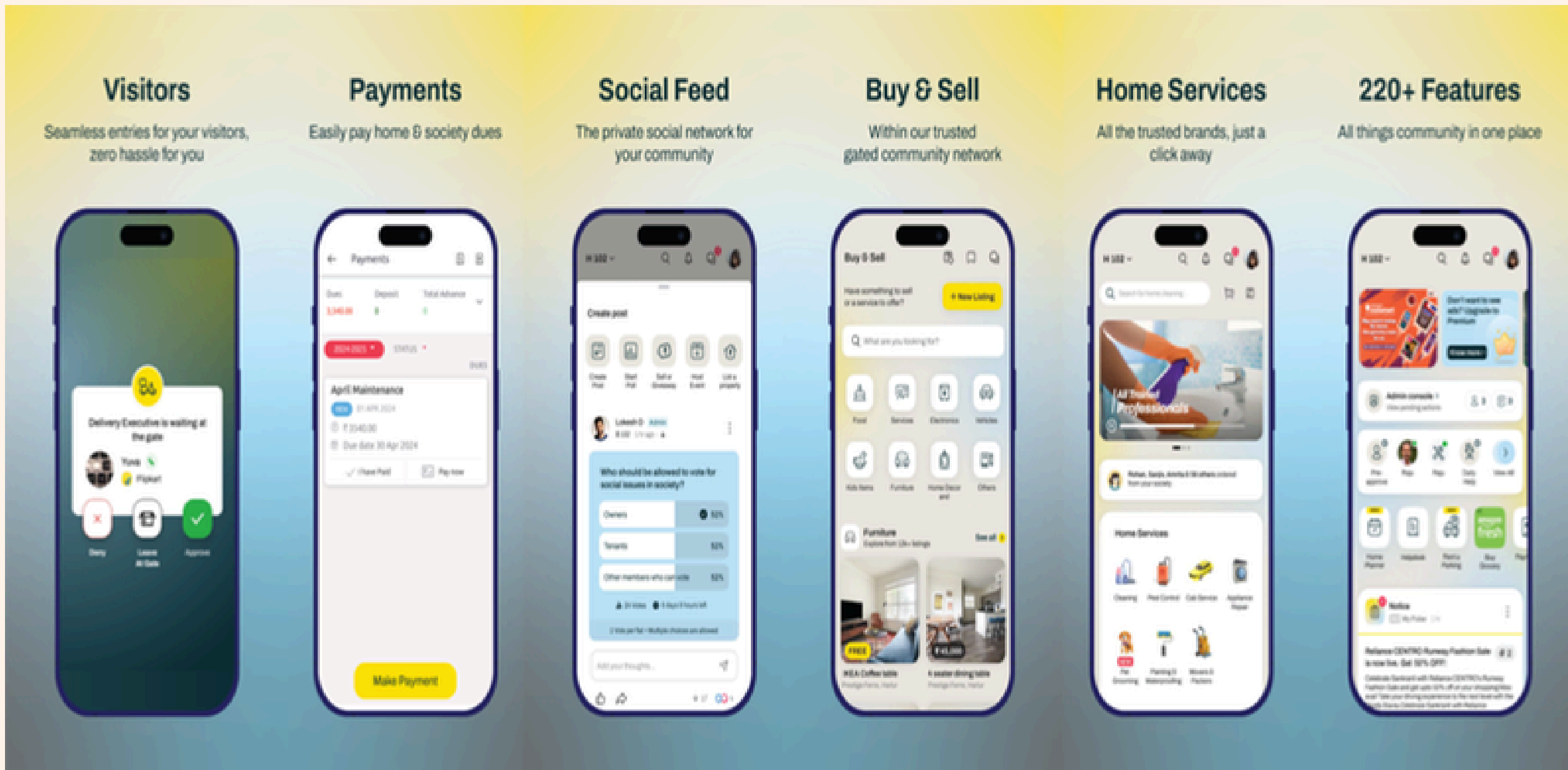
One app. One tap. Connect.

Competitive Analysis — Meetup

MyGate / Traditional Society Apps	ConnectSpace
Society management focused	Community-first residential platform
Notices & announcements	Personalized community feed & updates
Maintenance & complaints	Community activities + everyday services
Limited resident interaction	Resident discovery & social connections
Basic event management	Events, activities & interest-based groups
Sports handled through external groups	Integrated sports & recreational activities
Communication often fragmented across WhatsApp	Centralized community communication
Limited discovery of neighbors & interests	Discover people with shared interests
Mostly information & management driven	Participation & engagement driven
Focused on running the society	Focused on building the community

Competitive Analysis — MyGate

MyGate User design UI



Competitive Analysis — ConnectSpace

What ConnectSpace Does

A residential community portal that brings together all residents, events, activities, and facilities. Residents can meet fellow residents who have common interests, get involved in sports and hobbies, attend events, communicate within the community, and get updates on society events.

Strengths

Created specifically for communities and their members

Integrates community, events, sport, communication and activities

Aids in finding like-minded individuals within the community

Makes it easier for participation and organizing of activities

Brings together all society announcements and community news

Limitations / Areas for Growth

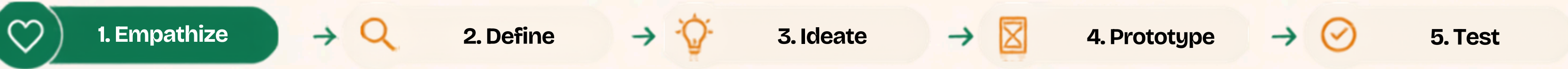
- New platform requiring resident adoption and engagement
- Needs strong resident verification and trust
- Community value depends on active participation
- Requires onboarding multiple societies to scale

ConnectSpace takes more than just management and discovery of events and societies. It is all about creating communities.

Whereas other platforms concentrate on management and information, ConnectSpace concentrates on people, participation, and community.

Design Thinking, Empathy & Define

Stage 1: Empathize – Understanding our users through multiple lenses.



Understand users deeply.

- Interviews • Surveys • Observation
- • Competitor research
- • Existing community behaviour

Frame the right problem.

Generate many ideas.

Build and validate.

Learn and iterate.



Niranjan, 26

- Young professional
- Recently moved cities
- Likes badminton and gaming
- Wants to meet people
- Limited local connections

THOUGHTS • How do I find people like me? • Will people be genuine? • Is it safe to join?	WORDS • "I want to meet new people." • "Hard to find the right group."	BEHAVIOUR • Searches WhatsApp groups • Asks in socials for invites • Tries to join, but drops off
FEELINGS • Excited but cautious • Lonely in a new city • Hopeful yet hesitant	PAIN S • "Hope it's safe and reliable." • "Trust concerns with strangers" • Hard to match schedules • Fragmented WhatsApp groups • Loneliness and low motivation • Frustration and hesitation	GAINS • Meet compatible people • Safe and trustworthy space • Easy discovery & coordination • Build recurring friendships



HOW MIGHT WE

In what way can we ensure that individuals meet people with whom they will get along through activities and at an appropriate time within their location?

Business Model Canvas

How ConnectSpace creates, delivers and captures value.

1 Customer Segments

- Young professionals
 - College students
 - New-to-city individuals
 - Hobby enthusiasts
-
- Activity organizers
 - Sports clubs
 - Hobby communities
 - Local venues

2 Value Proposition

- Find people nearby who want to do the same thing at the same time
- Activity discovery
- People matching
- Availability matching
- Community building
- Trust and reputation

3 Channels

- Instagram
- YouTube
- College communities
- Corporate communities
- Referrals
- Local partnerships
- Influencers and community leaders

4 Customer Relationships

- Personalized recommendations
- Community interaction
- Notifications
- Reminders
- Reputation
- Participation rewards

5 Revenue Streams

- Freemium: free basic access; premium at ₹99–199/month
- Commissions from venue bookings
- Paid activities, workshops and experiences
- B2B partnerships for promotion, sponsored activities, corporate team activities and venue discovery

6 Key Resources

- Mobile / web platform
- User community
- Matching algorithm
- Activity database
- Technology infrastructure
- Trust and safety system

7 Key Activities

- Product development
- User acquisition
- Community management
- Discovery & matching
- Trust and safety
- Partnerships

8 Key Partners

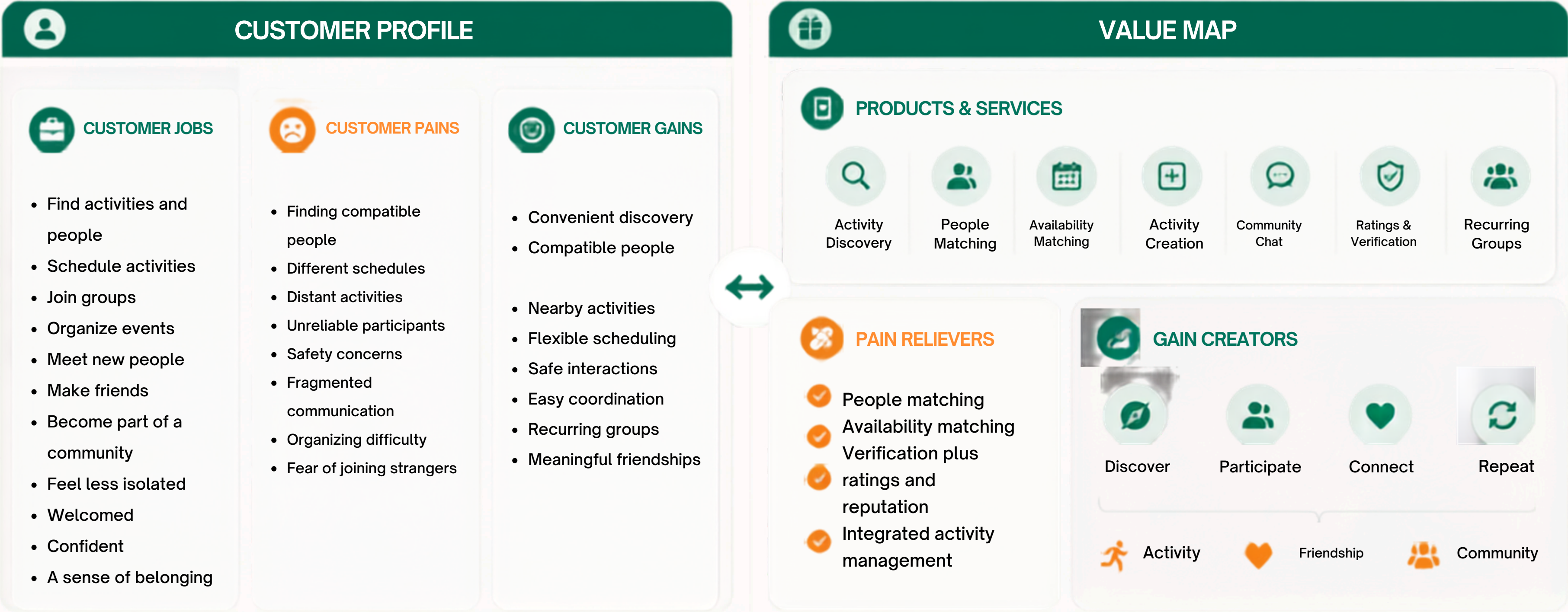
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| <ul style="list-style-type: none">• Sports venues• Cafés• Hobby studios• Colleges | <ul style="list-style-type: none">• Corporates• Organizers• Local businesses |
|--|--|

9 Cost Structure

- | | |
|---|--|
| <ul style="list-style-type: none">• Technology• Cloud infrastructure• Marketing | <ul style="list-style-type: none">• Salaries• Support• Trust & safety• Community operations |
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Value Proposition Canvas

How ConnectSpace creates value for our users.



Product-Market Fit

Ensuring ConnectSpace solves a real problem for the right users in the right way.

PROBLEM

They desire to engage in certain activities; however, it becomes difficult for them to locate suitable partners in their proximity.

TARGET CUSTOMER

- Ages 18–35
- Students and young professionals
- Urban users
- People new to a city
- People interested in sports, hobbies, and social activities

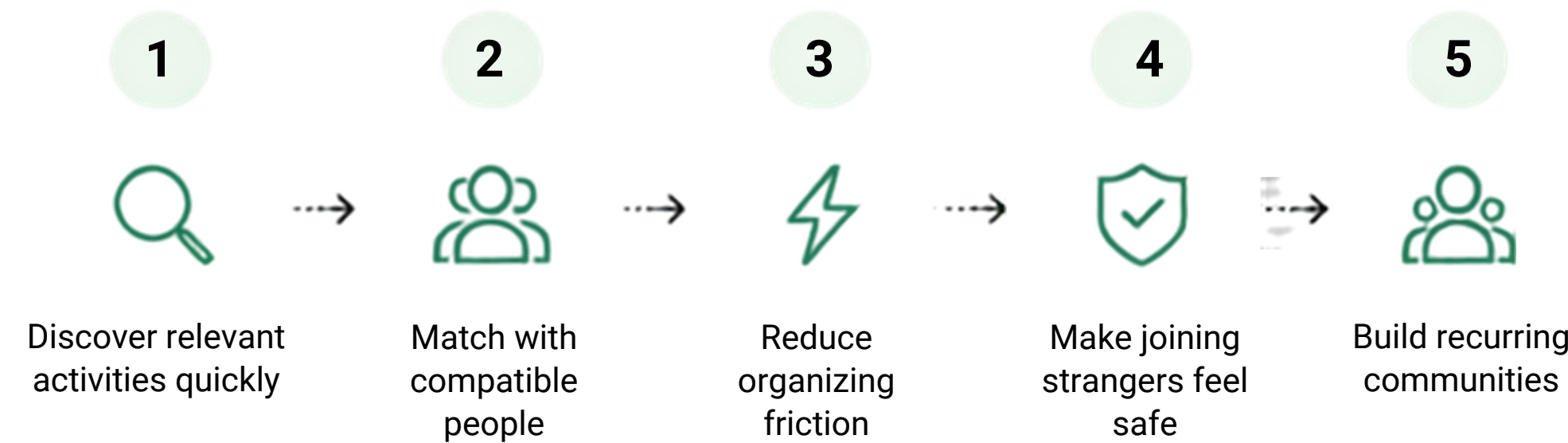
CUSTOMER NEED

“Someone to do something with.”

VALUE

-  The right activity
-  The right people
-  The right time
-  The right place

PMF HYPOTHESIS



VALIDATION METRICS (INITIAL TARGETS)

	Profile completion	>70%
	First activity participation	>40%
	Activity join conversion	>25%
	Repeat participation	>30%
	User satisfaction	>4/5
	Recurring community creation	>15%

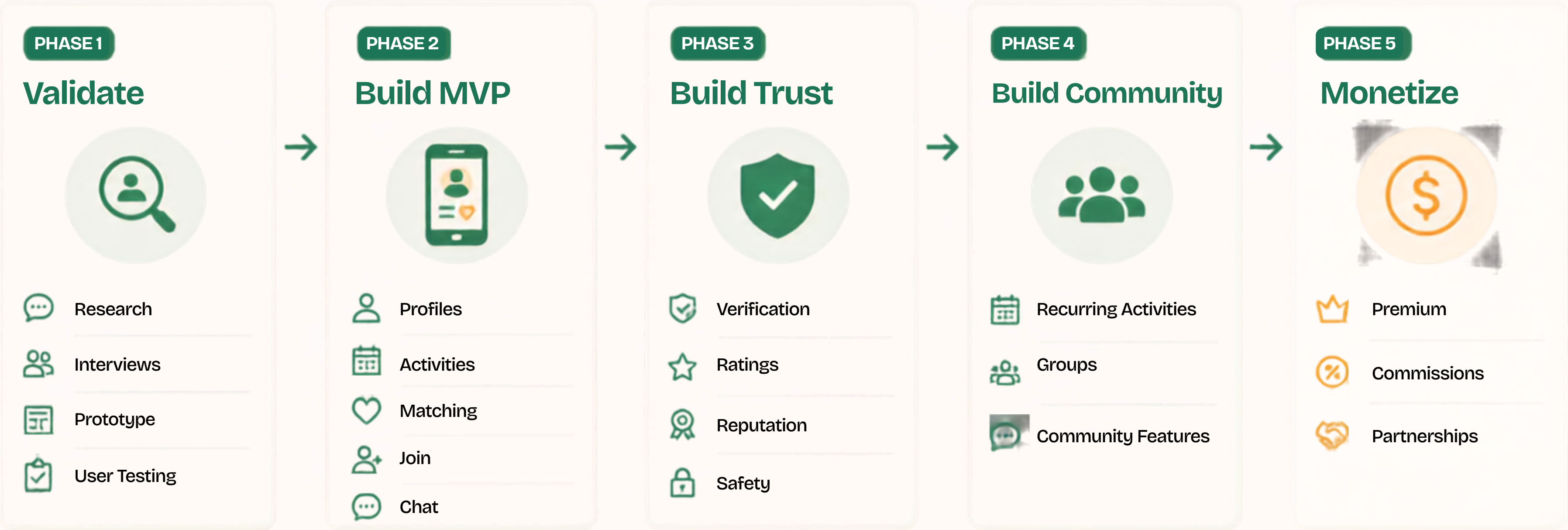
Objectives and Key Results

Our North Star Objectives and Key Results for the Pilot Phase.

 1 Validate Product-Market Fit  100+ user interviews or survey responses  40%+ first-activity participation among activated users  30%+ repeat participation within 30 days  Average satisfaction 4/5 or higher	 2 Build a Healthy Activity Marketplace  5,000 registered users in the pilot market  1,000 activities  70% activity fill rate  At least 50% of activities receive a first participant within 24 hours	 3 Build Trust & Community  Verify 80%+ of active users  Cancellation rate below 10%  15%+ recurring activity creation  Safety satisfaction above 4/5	 4 Establish Sustainable Growth  30% monthly active-user retention  20% of new users through referrals  20 local partnerships  5% conversion of active users to premium after PMF validation
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Strategic Priorities

A five-step roadmap to providing value, establishing trust and developing a sustainable community.



OUR 1-YEAR
FOCUS

Validation is key, start with an adorable MVP, earn trust and foster community, and develop scalable pathways to ensure sustainable impact.



TAM → SAM → SOM

Bottom-up market sizing for India.

		ASSUMPTION	ESTIMATED ANNUAL REVENUE
 TAM Total Addressable Market	All urban adults who could potentially use platforms for discovering activities, hobbies, and communities. Includes all urban adults across India with access to smartphones and the internet.	 50 million potential users in India	 ₹5,000 Crore 50M × ₹1,000 = ₹5,000 Crore
 SAM Serviceable Available Market	Large cities in India, age group 18-35, college going youngsters and professionals, tech-savvy individuals who are into socializing and activities. Actively engage in discovering and participating in activities, hobbies, and communities.	 15 million users	 ₹1,500 Crore 15M × ₹1,000 = ₹1,500 Crore
 SOM Serviceable Obtainable Market	Initial 3–5 year target of 1 million active users. A realistic target through effective implementation, product market fit, and scaling activities.	 1 million active users	 ₹100 Crore 1M × ₹1,000 = ₹100 Crore

MoSCoW model

Mo

Must have

Absolutely necessary
for the project

- User Registration & Login
- User Profile Creation
- Profile Verification
- Community Discovery
- Location-Based Community Search
- Join / Request to Join a Community
- Community Feed
- Create & Publish Posts
- Create & Join Events
- Search Communities & Posts
- Direct Messaging
- Push Notifications
- Privacy & Safety Controls
- Report & Block Users
- Community Guidelines

S

Should have

Important but not
essential for the project

- Community Chat Rooms
- Interest-Based Groups
- Likes, Reactions & Comments
- Reputation / Community Badges
- Polls & Surveys
- Resource Sharing
- Event Reminders
- Activity History
- Tagging & Mentions
- Save / Bookmark Posts
- Advanced Community Moderation
- Email Notifications
- Multi-language Support
- Dark Mode
- Community Recommendations

Co

Could have

Beneficial to the project
but less important

- Event Ticketing & RSVPs
- Advanced Search Filters
- Community Analytics
- Rewards & Recognition System
- Live Streaming for Events
- Audio Rooms / Podcasts
- Scheduled Posts
- File & Media Storage
- Calendar Integrations
- AI-Based Content Recommendations
- Personalized Home Feed
- Social Media Sharing
- Community Photo Gallery
- Advanced Event Management
- Referral Program

W

Won't have

Adding little or no value
to the project

- In-App Marketplace
- Paid Promotions
- Premium / Paid Communities
- VIP Accounts
- VR / Metaverse Integration
- NFT / Digital Collectibles
- Cryptocurrency Payments
- AI Companion / Chatbot
- Enterprise-Level Analytics
- Corporate / Enterprise Plans
- Third-Party Advertising
- Advanced Wearable Device Integration
- AR/VR Community Experiences

Target Audience + User Personas

Primary (18–45)

Families

College Students

Sports Enthusiasts

Fitness Lovers

Secondary

Activity Hosts

Community Organizers

Society Management

New Residents

Personas

Niru, 25 | product manager

Wants to play football twice a week without spending 30 min organizing each game.

Priya, 31 | Resident and parent

Wants to discover family-friendly events, kids' activities, and trusted communities within her residential society.

Prathish, 30 | Community Organizer

Organizes regular activities but struggles with participant management, cancellations, communication, payments, and keeping the community active.

What ConnectSpace Does

A residential community platform that brings residents, activities, events, and communication together in one place.

USER SURVEY QUESTIONS

Briefly describe yourself

(Age group, resident type, family/individual, etc.)

How often do you interact with people in your residential community?

(Multiple choice)

- **Daily**
- **Several times a week**
- **Once a week**
- **A few times a month**
- **Rarely**

What activities are you interested in within your community?

(Multiple choice)

- **Sports & fitness**
- **Social events & meetups**
- **Hobbies & interest groups**
- **Kids & family activities**
- **Learning & workshops**
- **Festivals & celebrations**
- **Other (please specify)**

Current Behavior

How do you currently find out about activities and events in your society?

(Multiple choice)

- **WhatsApp groups**
- **Society app**
- **Notice boards**
- **Friends / neighbors**
- **Word of mouth**
- **Social media**
- **I usually don't find out**
- **Other (please specify)**

How do you currently find people to participate in activities with?

(Multiple choice)

- **Friends or family**
- **WhatsApp / Telegram groups**
- **Neighbors**
- **Society groups**
- **Sports / activity apps**
- **Social media**
- **I usually participate alone**
- **Other (please specify)**

USER SURVEY QUESTIONS

Pain Points

What are the biggest challenges you face when trying to connect with your community?

(Multiple choice)

- Don't know many neighbors
- Difficult to find people with similar interests
- Don't know what activities are happening
- Information is scattered across multiple groups
- Scheduling / availability conflicts
- Activities have too few participants
- Safety or trust concerns
- Difficult to organize activities
- Other (please specify)

What would make you more likely to participate in community activities?

(Multiple choice)

- Discovering nearby activities easily
- Finding people with similar interests
- Easy event / activity registration
- Better communication
- Verified residents
- Personalized recommendations
- Reminders and notifications
- Other (please specify)

What information would you want to see before joining an activity? (Multiple choice)

Number of participants

- Participant profiles
- Location and distance
- Date and time
- Activity level/skill required
- Host rating/profile
- Cost
- Community reviews/ratings
- Other (please specify) (Open-ended)

What would make you feel comfortable joining an activity with people you don't know? (Multiple choice)

Verified profiles

- Ratings and reviews
- Mutual interests
- Seeing participant profiles
- Verified host
- Public/community location
- Previous participation history
- Other (please specify) (Open-ended)

ConnectSpace Flow

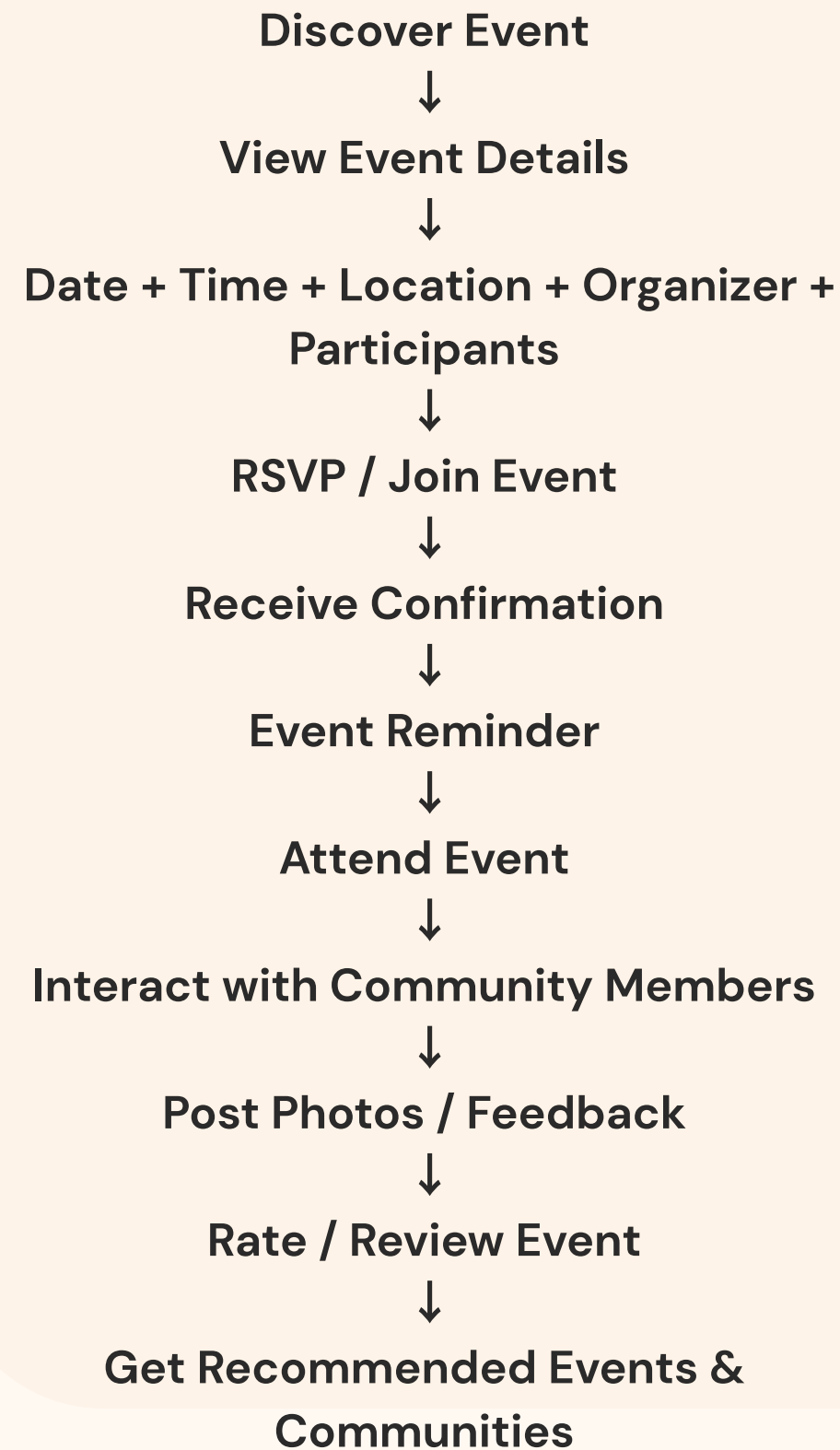


User flow



User Migration Strategy

Event Participant Flow



Admin Flow:



North Star Metric

Weekly Meaningful Community Connections (WMCC)

Unique users who within one week have carried out a meaningful interaction in the community like being a member of a community, participating in an event, making a post or commenting, etc.

Why this metric matters

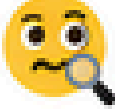
ConnectSpace isn't only about announcements for society or meeting new residents. Its true value is about bringing residents together, getting them to interact with each other in their community.

Such metrics as number of downloads, number of signups or number of users indicate platform growth, but it doesn't necessarily mean that residents become more connected.

What WMCC really measures is the value ConnectSpace brings: resident engagement and connection.

ConnectSpace User Journey Map

Understanding the user experience across every stage

STAGE	Discover	Consider	Decide	Use	Retain
 Actions What user does	- Opens ConnectSpace - Explores nearby communities - Searches activities - Filters by interest, location & availability - Views community/event details	- Checks community members & profiles - Reviews ratings & activity history - Reads community rules - Compares events and activities - Checks time, location & skill level	- Requests to join activity/community - Confirms participation - Shares availability - Joins activity chat - Accepts event invitation	- Receives confirmation & reminders - Reaches activity location - Participates in activity - Chats with participants - Marks attendance	- Gives feedback & rating - Joins more activities - Follows communities - Invites friends - Creates/joins recurring activities
 Thoughts What user thinks	"What can I do nearby?" "Are there people with similar interests?"	"Is this community right for me?" "Can I trust these people?" "Will the timing work for me?"	"Let me join before it gets full." "I know what to expect."	"Great! Everything is organized." "It's easy to connect with everyone."	"I found people I enjoy spending time with." "I'll join this community again."
 Emotions How user feels	 Curious Excited	 Evaluative Interested	 Confident Relieved	 Engaged Connected	 Happy Loyal
 Pain Points Friction / Problems	- Too many scattered groups - Difficult to discover relevant activities - Irrelevant social media content - Don't know who is nearby	- Uncertainty about community members - No clear information about activities - Trust & safety concerns - Difficult to compare communities	- Fear of joining strangers - Unclear participation process - Last-minute cancellations - Difficulty coordinating with participants	- Poor communication during activities - Participants may not show up - Location / navigation issues - Activity details scattered across chats	- No easy way to find recurring activities - Difficult to track participation history - Limited incentives to return - Communities become inactive
 Opportunities Improvements / Ideas	- Personalized recommendations - Interest-based discovery - Location-based suggestions - Show active communities first	- Verified profiles - Community ratings & reviews - Member previews - Clear activity information - Community guidelines	- One-tap joining - Availability matching - Instant confirmation - Waitlist when full - Cancellation/replacement system	- Activity reminders - In-app chat - Live updates - Attendance tracking - Location / navigation support	- Loyalty points & badges - Personalized recommendations - Activity history - Recurring communities - Community events & challenges
 Touchpoints Where user interacts	 Home Feed, Search, Filters, Discover Communities	 Community Details, Member Profiles, Event Details, Ratings	 Join CTA, Activity Confirmation, Chat, Notifications	 Messages, Event Page, Maps, Attendance, Push Notifications	 Ratings, Profile, Communities, Rewards, Activity History

Survey Results

How Often Do Users Participate in Activities?

How Often Do Residents Participate in Community Activities?

Frequency of Participation

Daily — 10%

2–3 times/week — 48%

Weekly — 27%

Monthly — 15%

Insight

A whopping 75% of participants take part in activities on a weekly basis, pointing to the huge opportunity for an application that simplifies activity discovery and organization.

Activities Residents Participate In

Sports & Fitness — 30%

Social Events & Meetups — 22%

Hobby & Interest Groups — 18%

Community Events — 12%

Kids & Family Activities — 10%

Workshops & Learning — 5%

Others — 3%

Key Insight:

Sports and recreation come under the highest category of participation, while hobbies and events will be additional ways through which ConnectSpace can help residents engage.

Survey Results

Biggest Problems:

Finding enough players — 82%
Last-minute cancellations — 74%
Payment collection — 63%
Skill mismatch — 59%
Poor communication — 55%
Finding nearby activities — 51%

Key Insight:

It's not about the lack of interest in doing something; it is about being able to get the right people and do things properly.

These results confirm the key opportunity of ConnectSpace:

Make it easy to connect the right people, coordinate activities, and create reliable communities.

To Host games:

- WhatsApp Groups — 76%
- Word of Mouth — 41%
- Instagram — 18%
- Facebook Groups — 12%
- Telegram — 8%
- Discord — 5%
-

Key Insight:

At the moment, users make extensive use of WhatsApp and other ad-hoc channels, which clearly indicates fragmentation and provides a significant chance for ConnectSpace to emerge as a central channel.

Go-To-Market Strategy

Launch Vision

ConnectSpace needs to emerge as the platform for residential communities across India, where members can meet like-minded people, engage in various activities, and socialize.

Integrate the WhatsApp groups, notice boards, referral posts, and social media into one unified space for the community.

Phase 1 — Community-Led Launch (MVP)

Local CommonSpace Community

First community & launch pad for product validation.

Current Activities:

- Organizing sports and recreational activities
- Finding participants manually
- Coordinating date and time through WhatsApp
- Sharing venue and activity details in chats
- Managing cancellations and replacements
- Communicating entirely through scattered groups

ConnectSpace MVP:

- Create & discover activities
- Match people by interest, location & availability
- Join activities with one click
- In-app activity coordination
- Build recurring groups and communities

→ Real environment to validate product-market fit before scaling.

Why Start with Existing Communities?

- ✓ Existing trust among members
- ✓ Lower customer acquisition cost
- ✓ No cold-start problem
- ✓ Immediate user feedback
- ✓ Faster feature validation
- ✓ Higher initial engagement
- ✓ Strong potential for word-of-mouth growth

Community-First Growth Strategy

1 Host All Football Games Through the App

The Shift

From: "Who is free today?" on WhatsApp

To: "Join today's activity" on ConnectSpace

Every participant joining an activity becomes an active ConnectSpace user.

This creates the first habit change.

Step 2 — Simplify Activity Coordination

- One-click activity joining
- Automatic participant list
- Availability matching
- Activity reminders
- Easy cancellation/replacement

Step 3 — Collect Feedback After Every Activity

- User ratings
- Activity feedback
- Feature requests
- Bug reports
- NPS survey

Feedback drives continuous product improvement.

2 Expand Existing Communities

Target nearby communities:

- Local sports groups
- Badminton groups
- Cricket communities
- Gaming groups
- Trekking groups
- Hobby communities

Offer organizers:

- Free onboarding
- Easy migration
- Organizer dashboard
- Participant management
- Activity scheduling
- Cost splitting

3 Venue Partnerships

Benefits for venues:

- More bookings
- Increased visibility
- New customer acquisition
- Community exposure
- Digital scheduling

Benefits for users:

- Exclusive discounts
- Faster booking
- Preferred time slots
- Trusted venues

4 Campus Expansion

Campus Ambassadors:

- Create activities
- Invite classmates
- Build student communities
- Organize tournaments
- Promote CommonSpace

Rewards:

- Premium subscription
- Merchandise
- Wallet credits
- Recognition/badges

5 Corporate Sports

Partner with companies for:

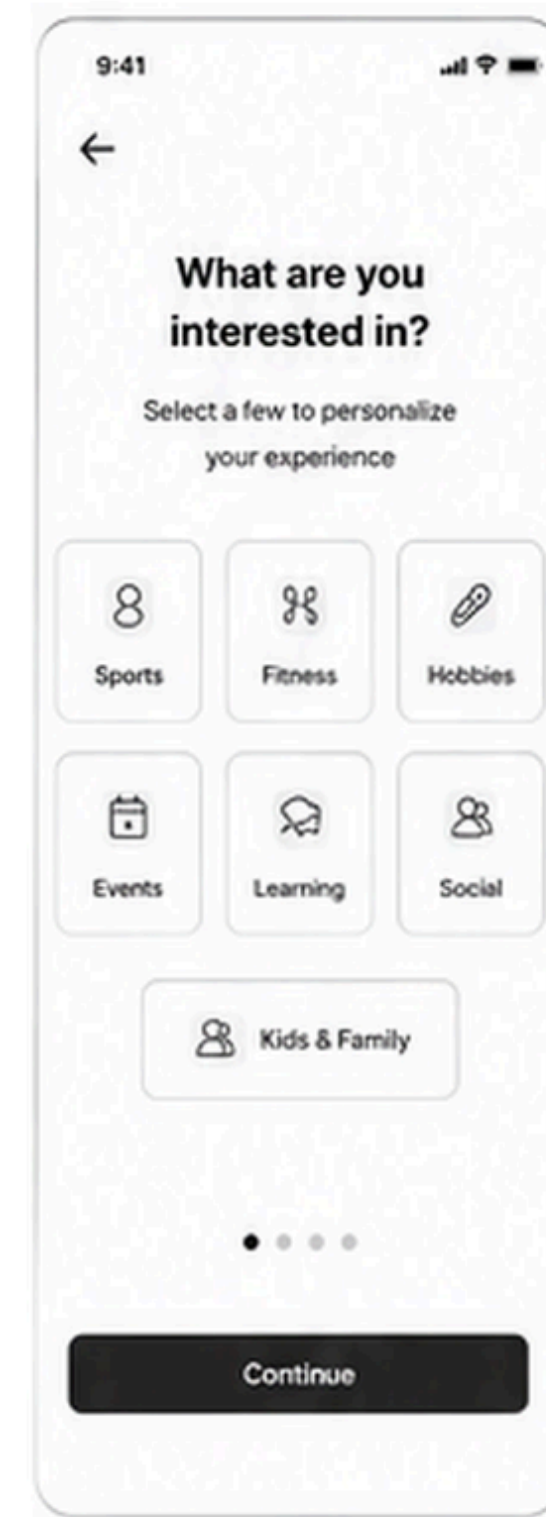
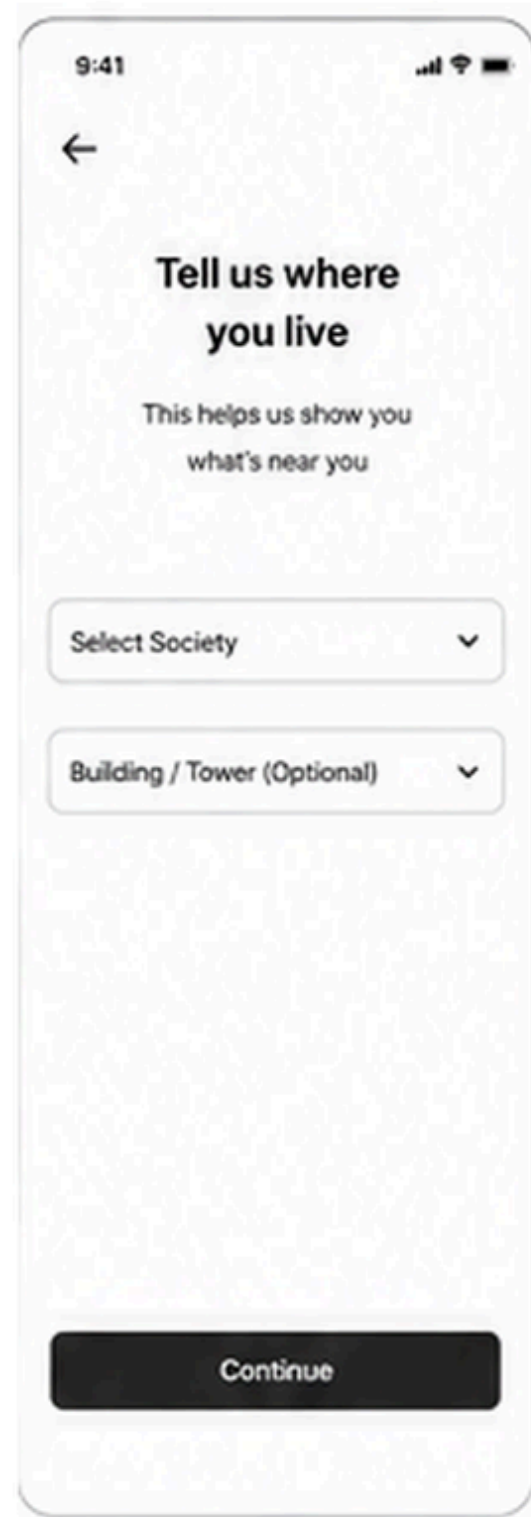
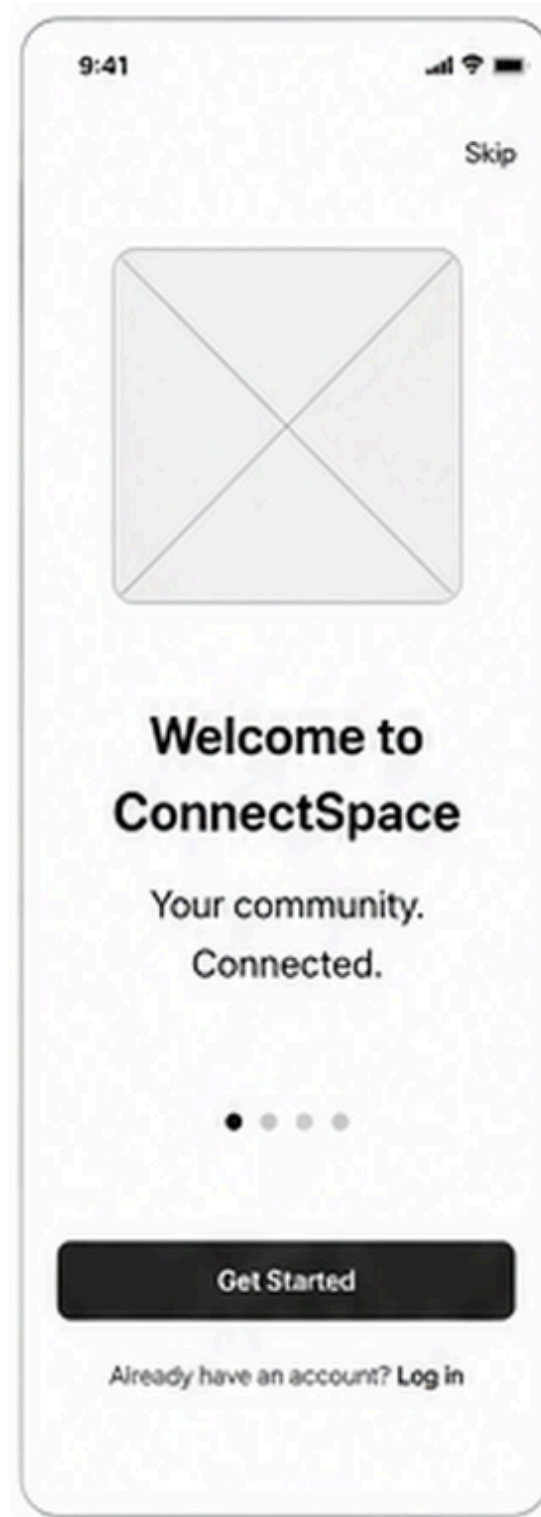
- Weekly sports leagues
- Badminton tournaments
- Cricket competitions
- Fitness activities
- Team-building events

Benefits:

- Employee wellness
- Stronger team connections
- Higher employee engagement
- Simplified event management

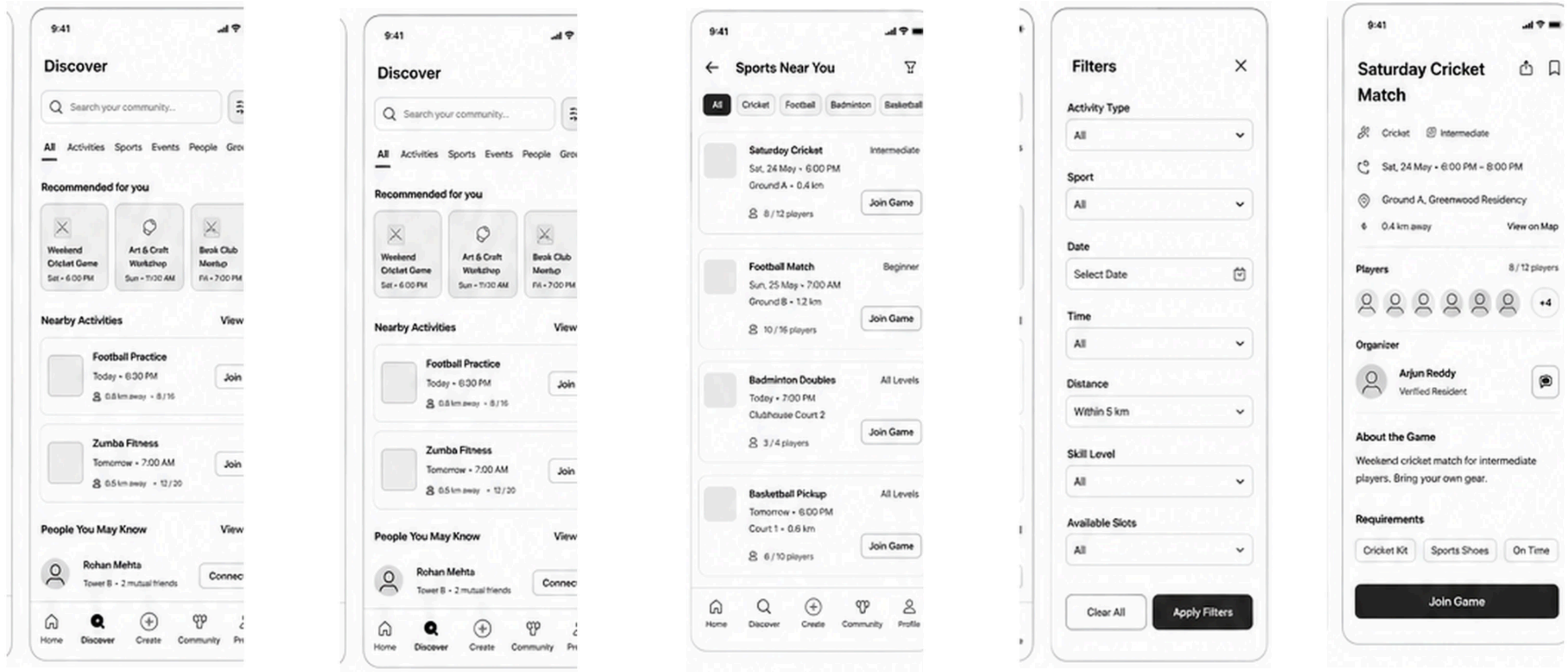
Mockup/Wireframes

1.Onboarding



Mockup/Wireframes

Home and other discoverables



Sign Up

The Sign Up page provides users with an easy and safe way to create a ConnectSpace account, allowing users to customize their community experience.

User Goal

- Create an account
- Enter basic personal information
- Choose a convenient sign-up method
- Start using CommonSpace

Business Goal

Convert website visitors into registered accounts by simplifying the account registration process.

Key Features

- Name, email & phone registration
- Password creation
- Google/Facebook/Apple login
- Account validation
- Existing-user login option

Pain Point Solved

Conventional account registration methods are cumbersome and demotivate users to go through the process.

Efficient account registration options help lower user resistance and allow the user to reach the discovery experience faster.

Success Metrics

- Sign-Up Conversion Rate
- Registration Completion Rate
- Social Login Adoption
- Sign-Up Drop-off Rate
- Time to Account Creation

Home Dashboard

The onboarding screen explains the ConnectSpace app and highlights the key value: finding things and people who share their interests.

User Goal

- Understand the purpose of the app
- Create an account or log in
- Quickly start exploring communities
- Skip onboarding if preferred

Business Goal

Activate more users right from onboarding and convey the product's value through the first action.

Key Features

- CommonSpace brand identity
- Clear value proposition
- Create Account CTA
- Login option
- Skip option
- Simple onboarding experience

Pain Point Solved

Users used to be unsure about how to find activities and communities.

Now users know what ConnectSpace does for them and how it helps them meet like-minded people.

Success Metrics

- Onboarding Completion Rate
- Account Creation Rate
- Login Rate
- Skip Rate
- Time to First Action

Select Interests

Interests screen customizes the ConnectSpace experience by knowing which activities and communities the user is interested in.

User Goal

- Select preferred activities
- Discover relevant communities
- Personalize recommendations
- Skip selection if undecided
- Business Goal

Business Goal

- Collect preference data to deliver relevant recommendations and improve user engagement and retention.

Key Features

- Sports
- Fitness
- Music
- Travel
- Books
- Food
- Gaming
- Technology

Pain Point Solved

- Users often have to search through irrelevant activities to find something they enjoy.
- Personalized interests allow CommonSpace to surface relevant communities from the beginning.
-

Success Metrics

- Interest Selection Rate
- Average Interests Selected
- Recommendation Click-Through Rate
- First Activity Join Rate
- Personalization Engagement
-

Home Feed

Home Dashboard serves as the main entry point where users can easily access personalized communities, activities, and events updates.

User Goal

- Discovering relevant activities
- Checking community updates
- Viewing events
- Accessing communities
- Navigating easily on the app

Business Goal

- Boosting user activity and engagement by delivering the most relevant content in one personalized feed.

Key Features

- Personalized home feed
- Community updates
- Relevant activities
- Events
- Search
- Navigation shortcuts

Pain Point Solved

- In the past, users would need to go through WhatsApp groups, social media pages, and different applications to find activities.
- Now, relevant activities and communities are all available in one place, the home dashboard.

Success Metrics

- Daily Active Users
- Home Feed CTR
- Activity CTR
- Community Engagement CTR
- Duration per Session
- Activity Joining Conversion

Discover Communities

The Discover Communities screen allows users to discover communities based on interest, popularity, distance, and activity.

User Goal

- Discover communities that match their interests
- Discover nearby communities
- Comparison of communities

Easily join communities

Business Goal

Increase the discovery rate, community membership, and network effects at ConnectSpace

Key Features

- Community Search
- Popular Communities
- Nearby Communities
- New Communities
- Categories
- Distance

Number of Members

Pain Point Solved

Users do not have any idea about finding people of common interest near them.

CommonSpace makes communities searchable and location-based.

Success Metrics

- Community Discovery Rate
- Community Joining Rate
- Community Join Conversion Rate
- New Community Members
- Engagement of Nearby Communities

Community Retention

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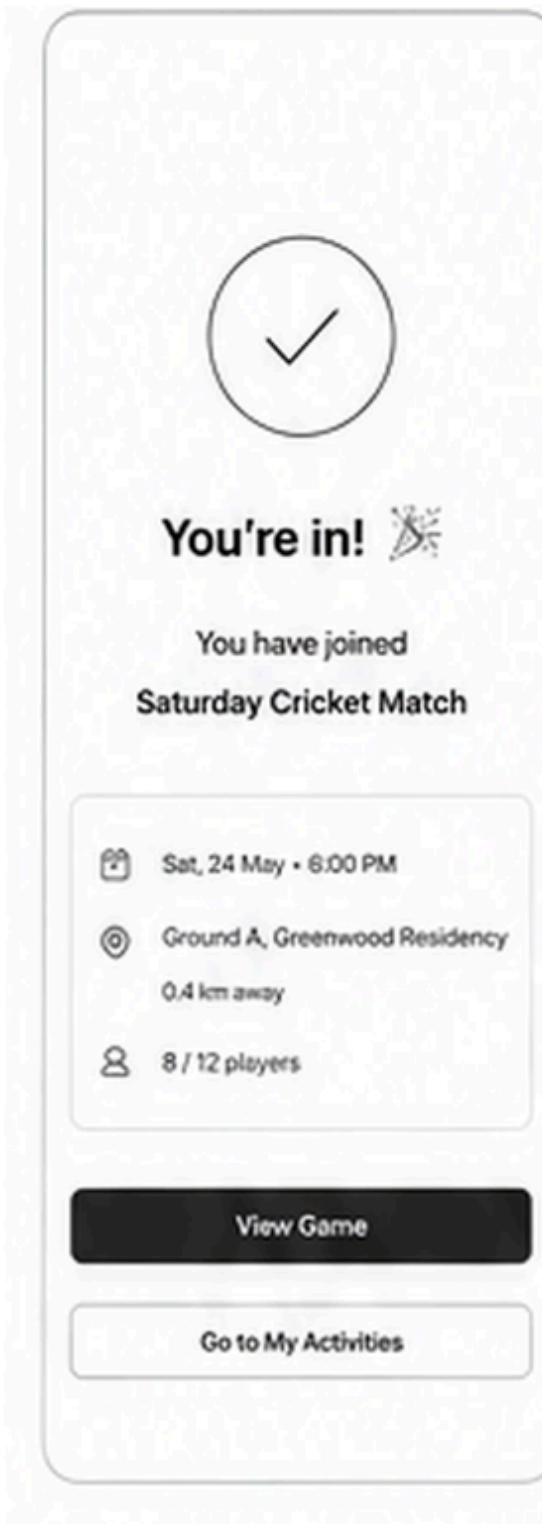
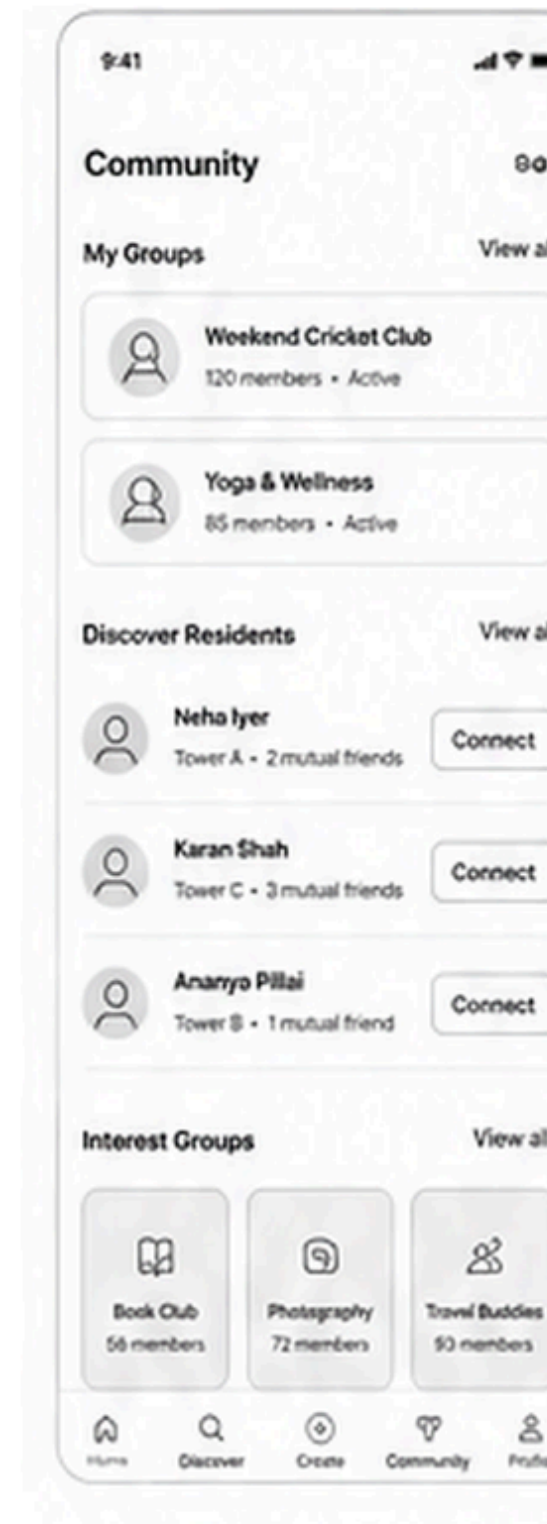
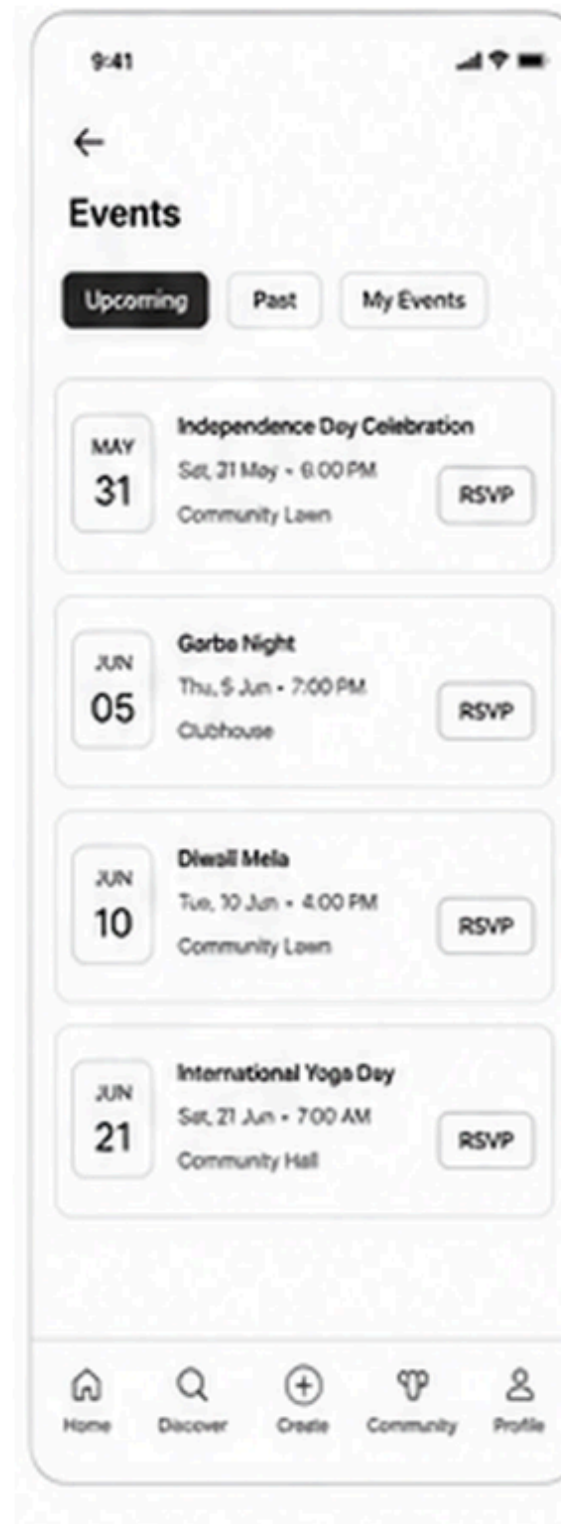
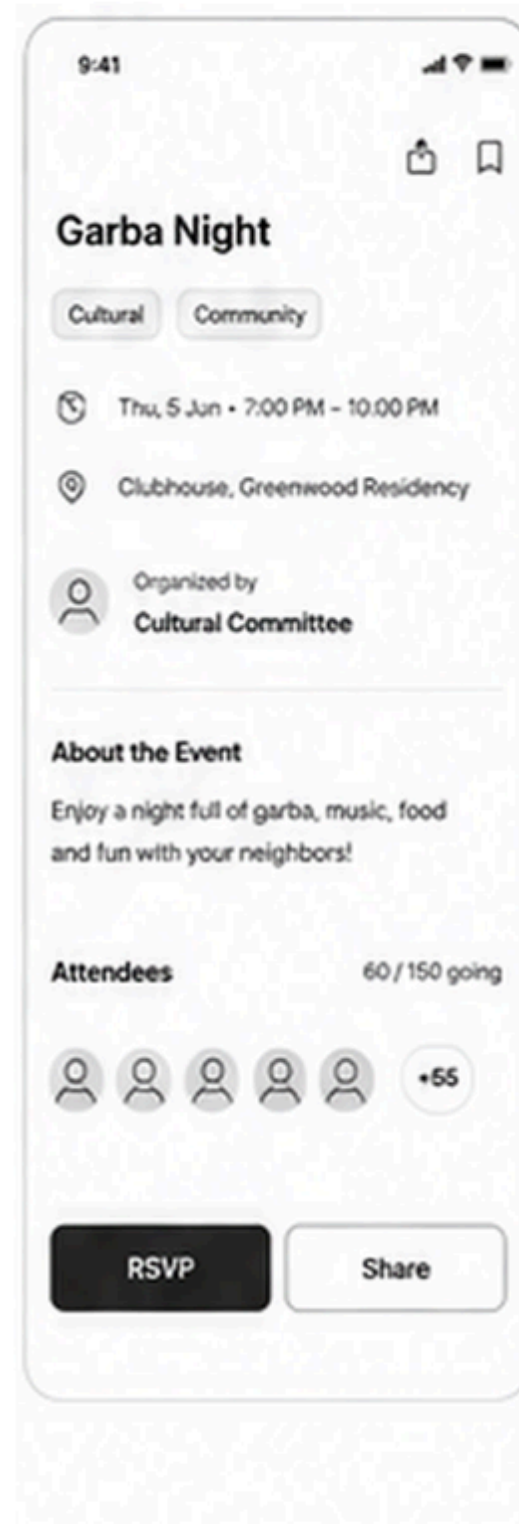
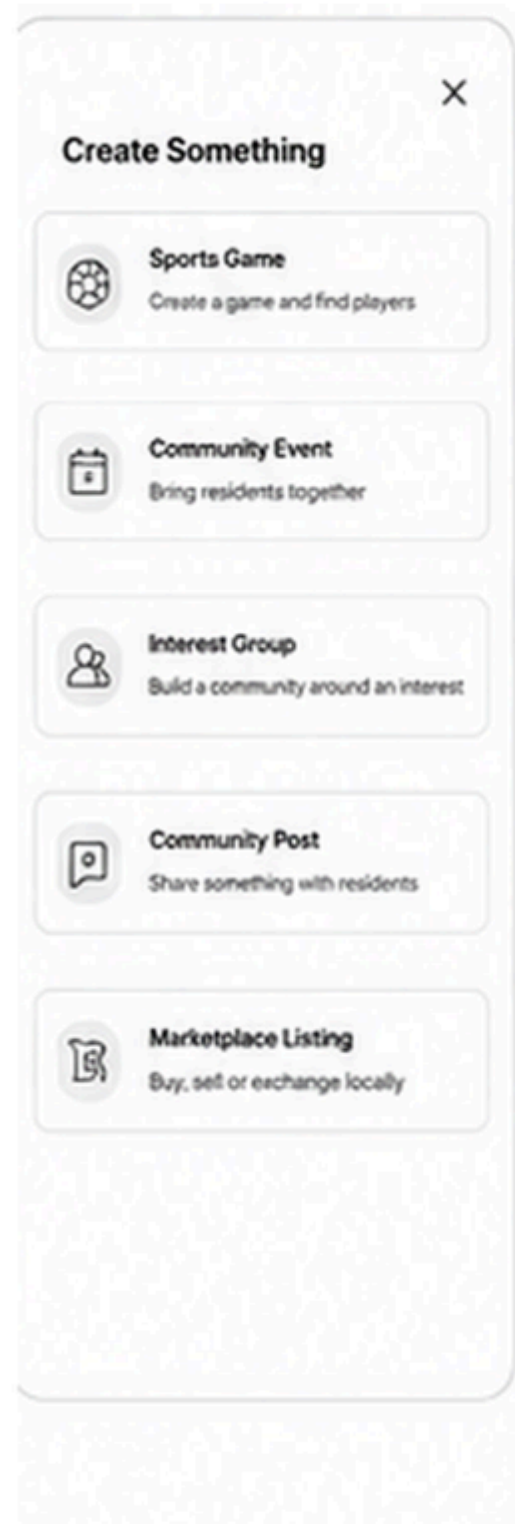
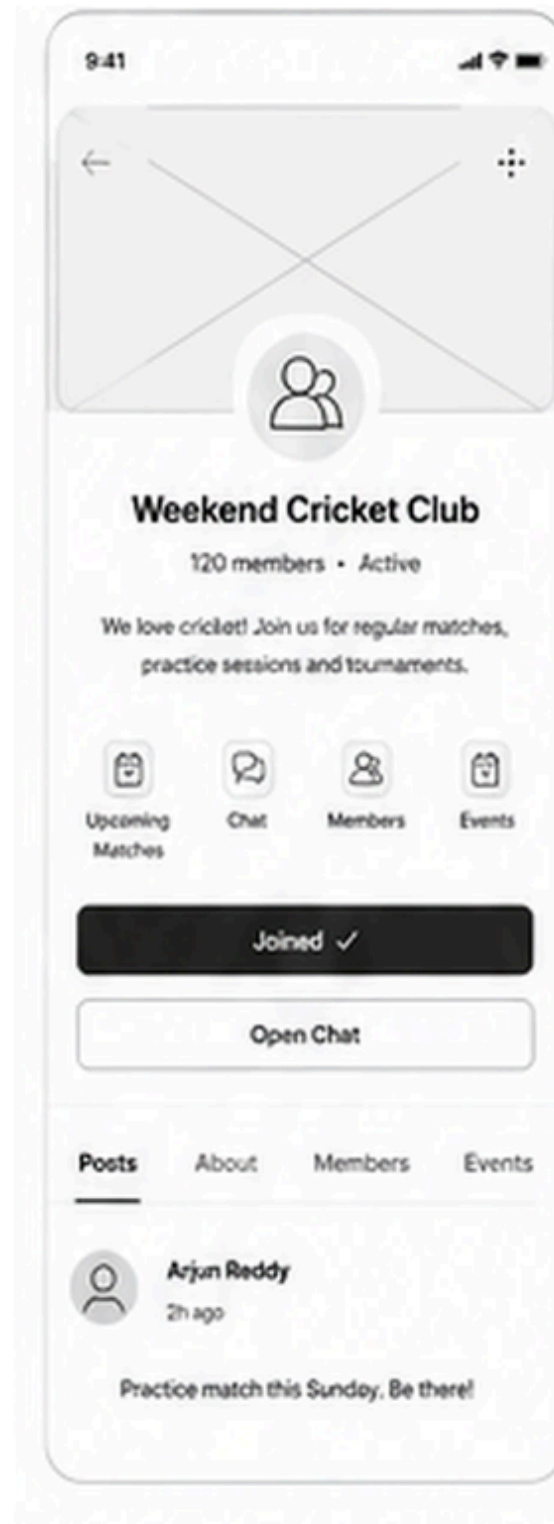
Pain Point Solved

- Users do not have any idea about finding people of common interest near them.
- CommonSpace makes communities searchable and location-based.

Success Metrics

- Community Discovery Rate
- Community Joining Rate
- Community Join Conversion Rate
- New Community Members
- Engagement of Nearby Communities
- Community Retention

Mockup/Wireframes



Community Details

The Community Details screen provides a full picture of the community before the user decides to become a member.

User Goal

- Learn the purpose of the community
- Find the number of members
- See the community category and location
- Find out if the community is relevant

Business Goal

- Boost community joining rate by offering sufficient information to establish trust and confidence.

Key Features

- Community description
- Category and location
- Number of members
- Members previews
- Type of community
- Join community CTA

Pain Point Solved

- Users may have trouble joining communities they know nothing about.
- A clear community profile enables users to make a confident decision to join a community.

Success Metrics

- Community Joining Rate
- CTA Click Through Rate
- Community Page Engagement
- New Members Per Community
- Community Retention

Create Post

The Create Post page lets the members contribute updates, queries, photos, polls, and activities to their community.

User Goal

- Contribute information
- Pose queries
- Engage with members of the community
- Promote interaction
- Share photos/videos

Business Goal

- Generate user-generated content and engagement in communities.

Key Features

- Text posts
- Photo and video sharing
- Event planning
- Polls
- Community-specific posts
- Posting of posts

Pain Point Solved

- Discussion among the community is scattered on WhatsApp and other mediums.
- CommonSpace consolidates the discussion and activity-related conversation in the community.

Success Metrics

- Posts Created per User
- Active Posts Creator Daily/Weekly
- Post Engagement Ratio
- Comments per Post
- Content Creation Rate

Events List

The Events page presents all the upcoming, personal, and past activities organized in one place.

User Goal

- Find upcoming activities
- See my activities
- See activities I joined
- Find activities to join

Business Goal

- Encourage attendance to activities by making them easy to find and manage.

Key Features

- Upcoming activities
- My Activities
- Past Activities
- Activity date and time
- Location
- Organizer information
- Number of participants interested

Pain Point Solved

- Users tend to miss activities because event information is scattered across multiple chats and groups.
- All activities will be listed on one list.

Success Metrics

- Activity Discovery Rate
- Activity Click-Through Rate
- Activity Join Rate
- Activity Attendance Rate
- Activity Repeat Attendance

Event Details

The Event Details Screen contains everything the user needs to know before taking part in the activity.

User Goal

- Learn about the event
- See the date and location
- Get organizer information
- See interest from other participants
- Decide whether to join

Business Goal

- Improve event attendance by eliminating any uncertainties before joining the event.

Key Features

- Event image
- Date & Time
- Location
- Organizer
- Number of participants
- Event details
- Interested/Join CTA
- Share feature

Pain Point Solved

- Often users will have to search through messages just to find out information about the event.
- CommonSpace consolidates all the time, location, organizer, participants, and information about the event into one screen.

Success Metrics

- Event Detail → Join Conversion
- Interested-to-Attendance Rate
- Event Shares
- Event Cancellation Rate
- Event Attendance

Profile

Profile Screen allows users to control their identity, communities, actions, content, and account settings.

User Goal

- Control personal details
- Check joined communities
- Monitor posts and connections
- Have access to saved content
- Control events and settings

Business Goal

- Establish identity and trust and boost user engagement in communities.

Key Features

- Profile details
- Communities
- Posts
- Connections
- Saved posts
- My events
- Account settings
- Profile Verification

Pain Point Solved

- The users do not have enough transparency regarding their activity and involvement within various communities.
- CommonSpace combines all identities into one profile.

Success Metrics

- Profile Completion Rate
- Profile Views
- Communities Joined
- Connections Created
- Returning Users
- Profile Engagement

Pain points/Greivances faced through current apps to build **ConnectSpace**

Problem 1: Too Many Groups Made Discovery Difficult

- I found different groups for:
- Sports and fitness
- Travel and trekking
- Gaming
- Books and hobbies
- Local events
- College/work communities
- General social activities
- Random conversations
-
- Over time, it became difficult to:
- Find relevant activities
- Keep track of upcoming events
- Identify nearby communities
- Navigate unread messages
- Know which activities matched my interests
- Find people with similar availability
- Follow important announcements

Problem 2: Organizers Had to Manage Everything Manually

- Most activities were coordinated manually by organizers:
- Creating activities
- Finding participants
- Coordinating dates and timings
- Sharing location details
- Managing attendance
- Handling cancellations
- Finding replacement participants
- Answering participant queries
- Managing group communication

Pain points/Greivances faced through current apps to build **ConnectSpace**

Problem 3: Difficult to Find the Right People at the Right Time

Users often struggled to find people who matched their interests and availability:

- Friends may not be available
- Difficult to find people nearby
- Different schedules and timings
- Skill levels may not match
- New users don't know anyone in the community
- Last-minute cancellations leave activities incomplete
- No easy way to discover people with similar interests

Problem 4: Lack of Trust, Safety & Community Continuity

- Users faced uncertainty when interacting with people they didn't know:
- No reliable information about participants
- Difficult to know whether a host is trustworthy
- No ratings or reputation system
- Safety concerns when meeting strangers
- No clear community guidelines
- Difficult to identify genuine and active members
- One-time interactions rarely developed into lasting communities

Without trust and continuity, users were less comfortable joining new activities or returning regularly.

Vision for My Project

Product Vision

Create ConnectSpace “as the destination to discover, join and engage in activities with people in your community – and make meaningful connections in your society as simple as ordering food or hailing a cab.”**

Vision Extension

ConnectSpace is intended to eliminate the hurdles that hinder residents from connecting with others and engaging with community life. Be it being new to a society, having moved to a new city, looking for like-minded people, searching for a sports buddy, or just being interested in local activities – ConnectSpace enables the easy discovery of the right people, groups, events, and activities in one’s residential society.**

ConnectSpace also equips residents with tools to become community creators. Organizers can easily create a game of sports, event, hobby group or community activity, invite participants, manage participation, communicate with community members, and create recurring communities based on mutual interests.**

Ultimately, ConnectSpace is supposed to turn into the digital community layer for residential societies throughout India – transforming societies not just into living spaces but into communities of connection and participation.**

Long-Term Vision

Become the top destination in India for discovering people, activities, events, and communities in your residential society.**

Design Link

Prototype page

