Feasibility Study

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1. Competition – The competition in wish list apps appear to be very fierce. The main competitor for every wish list is obviously Amazon’s wish list. However, Amazon’s wish list is very embedded into the eco system that is Amazon. This is seeming to be an ongoing theme around the web. This is where we hope to display our strength, this coming to show is the simplicity of the site.
2. Economy – The economy aspect of our project is not in the biggest of relevance. This being since it is a voluntary project. Therefore, we won’t be fazed by costs and economy at all in general.
3. Marketing – For marketing we have two sides to the matter. The side where the platform will work as advertisement for our “customers”. This part is very feasible since the web app literally revolves around buying products online. So, what better place could there be for advertising exactly that. Then there is the other part where we can advertise for our product, which might a little harder. The speculation behind this comes from the fact that our product is not necessarily anything new or out of the ordinary. The only real difference would be minor functionality- and usability adjustments.
4. Customers - The whole project is based on customers using the platform and nothing else. Except maybe besides the marketing and advertisement side of things. Therefore, we have concluded that there is a very viable feasibility for the customer aspect. We feel like this web app will be very useful for customers.
5. Technological feasibility – The technological aspect of the project circulates around the use of different technologies such as Java, mySQL, Spring, Thymeleaf and MVC. These are very well-known technologies in software development. This obviously helps the feasibility of the specific technology choices. It will be very easy to maintain and will run almost every desired device that exists.
6. Product – As a standalone product without any regards to competition and basically all the above the product has a very useful functionality. We think of the web app as a huge helping hand for those who every year struggle with their wish lists for Christmas etc. This will help them during the year to take note of the stuff they are actually in need of instead of just wishing for the first thing comes to mind. The other side of the use case would be all the people who always asks for a wish list. The system will provide for a more smooth and organic way of achieving this.