

Process Model

My favorite process model is component-based software engineering commonly known as CBSE. I choose this for one main factor that is a standardized reusable approach to SE. As I know, the software you develop must be repeatable and scale-able. This model gives those characteristics. Software is always changing, and to accommodate those changes, we need a model that can be easily adopted. That model is known as CBSE, it uses a number of reusable component and implementation is far more easier than the other models. Being a standardized model, it also helps in the process of specification, documentations and design rather than just using irregular codes you find on the internet. CBSE may expensive but it is worth using money to get fast delivery of an application with a maximum consistency. So, for the effectiveness and its greatness of the model, I will be using CBSE to develop my application.

Feasibility Study

I. Features vs Pain Analysis

Today, in Myanmar, cinemas already have a movie ticket reservation system using in practical. As I researched their pain of these systems, I found out the following three factors of pain;

- (1) Have to split the dashboards for each movie
- (2) Do not have data-analysis tools
- (3) UI is not modernized

Therefore, to accommodate those pains, we had make our application to include the following factors;

- (1) Do all the things in a single dashboard
- (2) Will give data-analysis and report
- (3) Simple and effective UI/UX

II. Market Size Analysis

To calculate the market size of our application, I will use a bottom-up approach. If we charge a cinema \$10,000 per year, with the 124 cinemas in Myanmar, our market size will be \$1.24 Million per year.

III. Revenue vs Cost Analysis

We have decided to use three developers to develop this application. We will hire full-stack developers and will give them two months with a salary of \$6000(basic salary according to GOOGLE). Since the market is already influenced by big co-operation, we need to use a big amount of money to be able to penetrate. Therefore the cost for marketing will be \$5000 per month. For the maintenance and other infrastructures such as office venue, tech-support department and all the other staffs that is needed, we will use \$3000 per month. The company registration fee will be at about \$700. We also need to secure our application not to be copied and distributed in black market, the security cost will be \$4000. Therefore, the estimated cost for the first year is \$136,700.

The revenue is \$10,000 per system per cinema.

Feasibility Decision

The pain are not hurt enough. Therefore, we decide the feasibility value for pain vs feature is neutral. It can go either ways. The \$1.24 Million per year of maximum market size is a small number in business. Therefore, the feasibility value for market size is negative. In order to break-even in a year, we must implement our system in 11.29% of the overall market. Therefore the feasibility value for cost vs revenue is also negative. As a conclusion, we decide that our application is not FEASIBLE.

Background

I. Purpose

- (1) To be the all-in-one movie ticket reservation system
- (2) To be able to process with the minimum of effort from human being
- (3) To solve the problems cinemas are facing nowadays

II. Prerequisites

- (1) Have a strong team
- (2) Validate the market
- (3) Schedule the project

III. Expected Results

Finish the project within two months

The project only requires data-analysis and searching algorithms and we believe we can finished implementing these in the first week of August. We will run tests in August with real-life users and we will improve the project to accommodate the feed-backs and will finish improving in the third week of September.

