

Feasibility Study Report

Aim : The aim of this report to analyse and depict the feasibility of our project.

Project Description :

Our project '*Festeve*' is an Android Application which will serve as a centralised platform to organise,manage and promote fests across the country. This App comes with various features like browsing a fest and its details, checking available and appropriate dates for having fests, reach out to sponsors, registrations, notifications, withdrawal from an event, and sharing events.The App will be able eradicate out the clashes of fests, provides easy promotion and craze among people, and deals with end moment problems of withdrawal and registrations.

Problem Statement :

The project requires to inquire about the feasibility of our application in the market. Here we need to analyse and consider all the factors related to the working, functioning and scope of our project on the basis of technical, operational, economical, schedule and market factors. The output will then determine whther or not to carry out this project. We also have to do a survey to get our customer's feedback towards our initiative.

Technical Feasibility :

The project requires dealing with technical things on daily basis. The technology that exist is sufficient enough to tackle ur project. This is so because Android Studio, Firebase and Github provides the needful environment for all our developing, testing and integrating.

Operational Feasibility :

Operational feasibility is determined through the organisation of work and events with the team and how well we deal with the changes. So here, we need to learn Java coding efficiently to develop app with efficient functionality. Since this thing can be learnt in quite some time, so we can say that this project is operationally feasible.

Economic Feasibility:

The project incurs low capital or cost. The cost is majorly due to PC(which is already with all the team members) and an Internet Connection(generally costs around INR1500-INR2000/month). All the other softwares comes in handy with the Internet, making it low on budget. Also the product promotion can be carried out through net only, using digital marketing techniques. The publishing of this Application will cost about 25USD and is a one time registration fee. The income generated through this app highly depends on the number of downloads and advertisements which will be able to cover up the expenses well and pour in profits. This makes it economically feasible.

Scheduled Feasibility

This app is scheduled to be released by 1 month and a week prior to the project deadline, so that the users can download and we could see the interesting participants. The work flow has been divided into three phases :

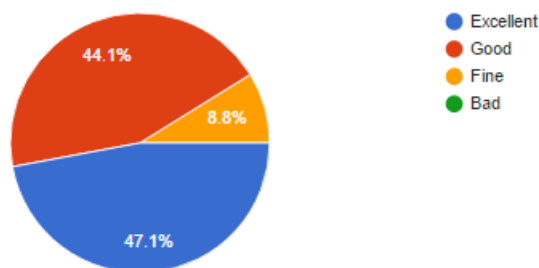
- (1) learning and improving on coding skills
- (2) developing the app(start coding for front-end and back-end)
- (3) testing.

Market Feasibility:

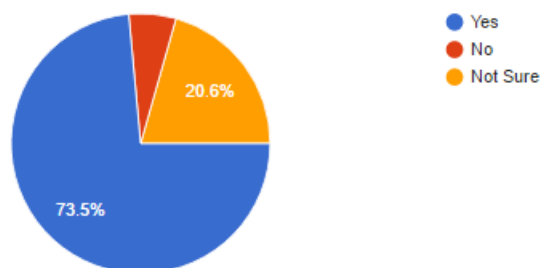
The market for this project involves the App world or more concisely, Google Play. Hence anyone with a net connection on Android Smartphone will easily be able to avail this app and its services. All the apps published here, related to fests in colleges are our competitors broadly. But digging deeper, there is no other app till now which is providing the functionalities and features that we promise to deliver through our app 'Festeve'. This increases our scope in the market and enhances market feasibility.

Survey : The main aim of our survey was to know about the reaction of our target customers about our project and if they would like to use it or not. Also we enquired about what functionalities they in our application.

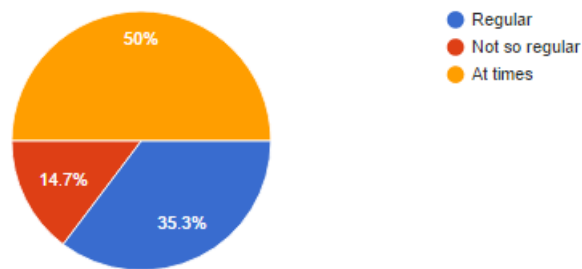
How did you like the idea ? (34 responses)



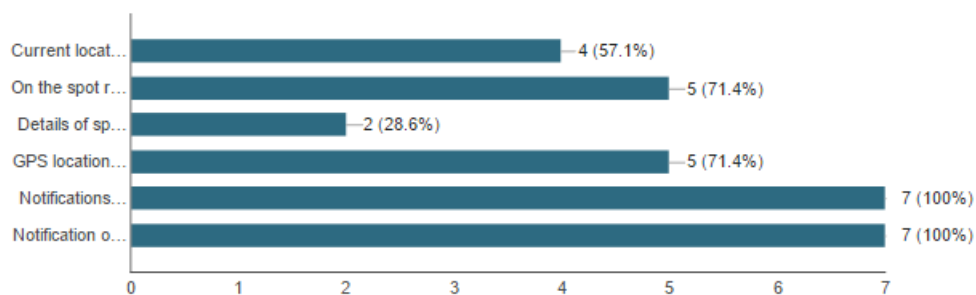
Will you use it ? (34 responses)



How often will you use it ? (34 responses)



What all requirements do think should be provided: (7 responses)



This survey shows that our customers are interested in the services and features we want to deliver to them. Hence the survey comes out to be positive. Also the survey has provided us with the features and functionalities that our users want, with notification being the most wanted.

Conclusion:

The project undertaken is feasible enough to work upon. The project promises profit and will be accepted by its user base, i.e. college students. The only change in the organisation will be to develop efficient Java coding skills. This will make this project to be utilised to its full capability.