Feasibility Study Report

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 Feasiblity :
The project includes a great deal of technicality in terms of designing, developing and maintaining the application and for this, the current technology leaves no aspect of our project to halt down. The most basic thing we need is a PC with any operating system. We will work in Android Studio which renders suitable environment for app development, debugging and testing. Sqlite will be used to store and maintain database while code sharing among the team members will be done using Github to remove ambiguities.
As these things are easily available to anyone, hence technical feasibility for the project is ensured.

Operational Feasibility :
The project to be worked upon requires extensive Java coding which the team members need to learn and develop some more skills for better functionality since this language will be required for the UI design as well as for fetching database, or for Back-end. So for this, the time frame allows us to learn and execute these functionalities. The team members are very well familiar to Sqlite which makes it easier for handling data. So these points mark out the operational feasibility of our project.

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 publishment 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:
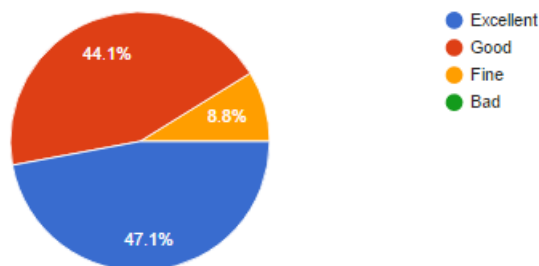The Application is scheduled to be unleashed by 1 month and a week from now. The

work flow has been divided into three phases : learning and improving on coding skills, developing the app(start coding for front-end and back-end), and the last one testing. Major proportion of the time is given to development phase which includes each individual to work on their segment with proper testing and then integrting all the segments. This will ensure that our project is well distributed among the team members and is on time.

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 ot or not. Also we enquired about what functionalities they in our application.
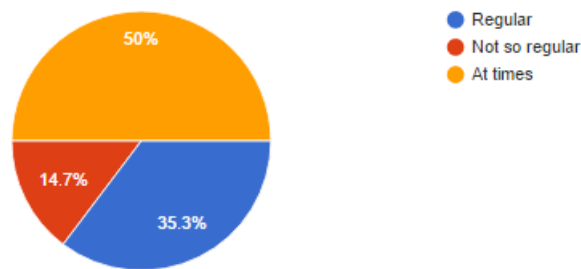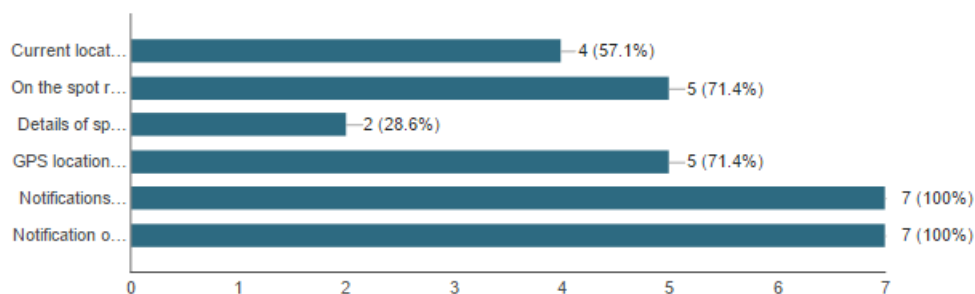
How did you like the idea ? (34 responses)

- ● Excellent
- ● Good
- ● Fine
- ● Bad

44.1%
8.8%
47.1%

Will you use it ? (34 responses)

- ● Yes
- ● No
- ● Not Sure

20.6%
73.5%
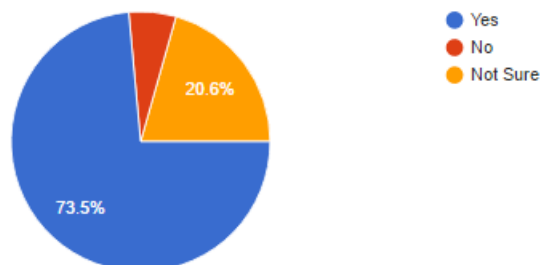
How often will you use it ? (34 responses)

Legend:
- Regular
- Not so regular
- At times

50%
14.7%
35.3%

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

Current locat...	4 (57.1%)
On the spot r...	5 (71.4%)
Details of sp...	2 (28.6%)
GPS location...	5 (71.4%)
Notifications...	7 (100%)
Notification o...	7 (100%)

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 positvie. 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.