**Project Marauders**

**Akarsh Srivastava**

**FEASIBILITY ANALYSIS**

**The Product:**

Our software product-The Employee Engagement application is a web application for the management of employees as well as a medium of communication which facilitates organization’s communication with it’s employees regarding their workload and daily activities. It will also provide functionality like marking attendance, check salary status, apply for leave, get project updates and various other updates and surveys.

**Technical feasibility:**

We shall use pHp for the implementation of backend functionality of the application. We will make use of JavaScript, HTML and CSS for creating the user interface and use MySQL for maintaining our database.

**Economic Feasibility:**

The software being developed will be provided free of cost to the client. Therefore, no monetary investment will be required by the client to develop the application. Using this application will enable the organization to manage and engage with the employees in a cheap, efficient and reliable manner. The Employees will also benefit from this application since it will allow them to receive updates regarding their projects and any information concerning their organization in a reliable and simple way. This will also promote a feeling of belongingness in the employees and in the long run contribute towards the development of a healthy work culture in the organization.

**Market Research:**

The following points will confirm the market need of our software product:

1)Any organization needs a productive environment and employees to continue it’s work efficiently and reliably. This Application will provide a reliable method of communicating with the employees as well as managing them. Thus reducing the need of grapevine communication as well as reduced dependency on human resources for communication which is not a reliable method of communication.

2)Any information regarding social or project related events can be communicated directly to the concerned employees efficiently and with minimal costs. Engaging with employees directly and personally promotes their confidence and also allows them to communicate with their superiors with much more comfort, thereby eliminating any communication barriers.

Our potential customers are the companies or organizations that want to create a better work environment and improve productivity of it’s employees. Our application will compete with applications providing similar functionality by providing a more simple and intuitive interface which will in turn make the application much more approachable.