**FEASIBILITY ANALYSIS**

**Product (What our product is):**

Our software product namely the Employee Engagement application, named Marauder's is a web application for the management of employees and their workload keeping in mind their daily activities. It takes care of activities like attendance, salary, leave applications, project updates and various other updates and surveys.

**Technical feasibility:**

We propose to use pHp for implementing our backend of the product. We shall also be using JavaScript, HTML and CSS for our user interface and also MySQL for maintaining our database. As such there are no particular constraints on our project.

**Social Feasibility:**

The proposed system would definitely be acceptable to the people especially working in companies with a greater workforce. By introducing this new system the managers of any company will be able to communicate and assign tasks easily to their employees and get their feedback too. Also it shall keep the employees engaged in their work thus creating interest and increasing the productivity of the company. Tasks like project updates and division of work and also creation of polls and surveys are also possible with this product. All that the user is required to do is to create his/her username and password that would allow him/her to login to the application and be able to access the company's requirements and features.

**Economic Feasibility:**

Since our software product is free of cost, no such costs would be incurred by the organisation adopting the new system, except that they could use the software and experience the easy flow of working inside the company. By using this product, employees and managers as well could raise polls about anything and get answers for them. Well, they could also check their attendance as well as their salary status and keep a tab on their ongoing projects and deadlines to be met. Keeping the employees thus engaged with this interactive app, it would create a better work environment and also help the organisation achieve its goals and achieve a higher rate of productivity.

**Market Research:**

The need for our product in the market is justified by the following:

1) Any user/employee requires to feel that he/she belongs to the company, thus creating an emotional bond with the workplace and thus being more engaged at work. Also creating polls and communicating via this application will create more strong bonds between the staff since everyone's opinions are being accounted for and not just the star employees.

2)Creating a positive work environment helps the employees concentrate on their work better. Therefore event updates like a marathon or birthdays or other exciting updates like anything new being introduced in the company help the employees have a little bit of fun and a small runaway from their routine work.

3)Employees also expect recognition from their seniors and thus our platform provides the same by recognising employees who have worked exceptionally hard and brought out success.

Our potential customers are the employees of any company/ organisation who look forward o create a better work environment and a positive development area for its employees. We also would compete with similar applications by providing a better user interface and amking the application more interactive.