

FEASIBILITY STUDY
<BILLBOARD ADVERTISER>

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1 Introduction

1.1 Overview of the Project

This project is about developing a web platform connecting all the people who want to rent their properties for advertising. The property can be a general advertising space/ vehicle / web site etc. The basic application is a web application connecting the buyers and sellers. The solution can be extended to a mobile app.

Input and output of the proposed system.

- Sellers can put their advertisements on the website.
- Buyers input their requirement such as city/ size of the advertising space(billboard size/ vehicle surface size) and the system will output matching output for them.
- The system will help to seller to decide the prices for the digital advertisements by providing the traffic details of the place.
- If the buyer cannot find what he was looking, he can request the type of the advertisement(digital,non digital billboard,vehicle surface) with the size and town related.The system will match the potential sellers for the requirement and suggest them the requested advertisement.

1.2 Objectives of the Project

Provide a platform for connecting the buyers and the sellers in the advertising field.

1.3 The Need for the Project

- Help to the sellers to find a customer easily.
- Not only the available spaces but also the buyers can get to know the ending dates of the current contract of the space and they can reserve it.
- Buyers can easily finds out the spaces matching their requirements.
- To provide an efficient way of advertising.

1.4 Scope of the Project

- Customers(buyers/sellers) create user accounts for themselves.
- Admin approves user accounts.
- Buyers add their requirements such as city/size of the advertising space and the system will output matching output for them.
- If the Buyer cannot find what he was looking he can request his requirement from potential customers.
- Sellers can input their advertisements.
- The system notifies the buyers and sellers about the latest details about the ads using email and SMS.

- The system notifies the traffic for a given time for the digital advertisements. The sellers can change their price levels according to that.
- The buyer can reserve an advertising space if it is currently being used by another person.

1.5 Deliverables

A web application for connecting sellers and the buyers.

1.6 Overview of Existing Systems and Technology

- lankabuysell.com [1].

The sellers post their advertises on the site according the the district and the the buyers look up for the required area form the application.

This system is not only an advertising network,it is a network of buyers and sellers of any kind of products.

Tools that are going to be used.

- Front end language - html,css,bootstrap
- Database - MongoDB[2]
- Back end server language - nodejs[3]
- User notification techniques - SMS gateway / Email
- Google APIs - Getting traffic details[4]

2. Feasibility Study

2.1 Financial Feasibility

- Software cost
All of the softwares categorized under the technology are freely available.
- Hosting Cost
Initial Payment + Annual Payment
- API cost
Only using freely available APIs
- Staff cost
None
- SMS Gateway Cost

2.2 Technical Feasibility

The deliverable of this project is a website. web development technologies mentioned under the section 1.6 are affordable technologies as they are currently being used .But APIs and SMS gateways not much familiar.But they can be learned within the scheduled time period.

2.3 Resource and Time Feasibility x

There is no requirement of special hardwares for this project. Required softwares mention in the section 1.6 are freely available.

2.4 Risk Feasibility

- Server problems
This application is based on a the web server and it is important to have a working server. There are server providers who guarantees up and running of the the server, so the risk can be managed.
- SMS gateway delays
Sometimes it can be late to send the notifications using SMSs due to the errors of the SMS gateway provider. This can be managed using a reliable service provide

2.5 Social/Legal Feasibility

- This application provides a platform to advertising agents to work easily and efficiently. Also a person who has an advertising space but doesn't have a knowledge on marketing will get many advantages from this application. So the application is socially feasible.
- There is no legal barriers to building such an application in Sri Lanka. The system is legally feasible.

3. Considerations

- Reliability
Reliability is a very important factor for the project.
The traffic details which provides by the google APIs may not be 100% correct.
- Performance
There are some dependencies of the system with different APIs, SMS gateways. They can be an impact on the system performance.
- Usability
The users can be technological or not. It is very important to have a high usability product to attract more customers to the system.
- Security
User details should be secured from the attackers. There are user passwords, user bank account numbers which should be secured.
- Robustness
It is important to have a robustness application in order to fulfill the customer needs.

4. References

[1] "Sri Lanka Classifieds, buy & sell anything now!,". [Online]. Available: <http://www.lankabuysell.com>. Accessed: Feb. 17, 2017.

[2] MongoDB, "MongoDB for GIANT ideas," MongoDB, 2017. [Online]. Available: <https://www.mongodb.com/>. Accessed: Feb. 17, 2017.

[3]"Node.js," 2017. [Online]. Available: <https://nodejs.org/en/>. Accessed: Feb. 17, 2017.

[4]"Google maps APIs | Google developers," Google Developers. [Online]. Available: <https://developers.google.com/maps/>. Accessed: Feb. 17, 2017.