**SOFTWARE ENGINEERING**

**(IT-314)**

**EVENT PLANNER APPLICATION**

Project Proposal

**Team no: 14**

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**Team Mentor: Hemantha**

**Date: 30/01/2016**

**Client: Mr. Ankur Jain**

**Client Organization: All About Ads, Ahmedabad**

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**Version History**

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| 30/01/2016 | 1.0 | Kiran Satish Reddy, Tej Patel,Rahul Saranjame,Nikita Jain |

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8. **Project Overview**

We approached a client in the field of advertising and event management. The rapidly growing field of promotional events and advertising has driven a need to improvise the availability of softwares in this field. Hence we thought of developing a software to ease the tedious task of event management. The client has asked us to develop a software for them which will help them in initial planning of the event and costing estimation. This will also help them in bookkeeping at the later stages of event planning. The end users for this software are mainly the people involved in our client’s organisation. So this software will specifically follow the working guidelines of our client’s organisation.

1. **Project Description**

The software we intend to develop will serve our client in the early stages of promotional event planning. It will also help in the presentation preparations for our client before their customers. The software will take all the requirements of their customer and the fixed elements used by their agency to organise any event to create basic layout suggestions of event setups like stage, backdrops, seating arrangements. These basic layouts can be used by their designing team to create finished designs accordingly. It will also have a feature to input data like all elements used in any event, along with costing, which can be used later to create costings and element sheets for that event. Since we are including designs platforms the client can easily show the design of the event to his customers and if they are not satisfied it is easy to modify design. This is a useful feature since one can show the customer whether the layout is exactly acceptable and if it is not appropriate changes can be made then and there. All these problems can be solved by this application.

1. **Project Scope**

After completion the project according to the requirements it will include following -

* The software will create basic layout suggestions of event setups like stage, backdrops, seating arrangements.
* Based on event specifications, it will generate costings and element sheets.
* It will also calculate the approximate budget and this budget information is conveyed to customers so that they can decide very easily whether they wish to go ahead with this organisation or go to another one.

1. **Objectives**

The project is mainly for use by the employees of the client’s organisation. The main objective of the application is to make their task easy by keeping records of every tiny detail at each event organized. The client organization is supposed to present the event layout to the customers. The project will also aim to create a rudimentary event layout that will have details like the number of objects used, the way the proceeding will be conducted, the way the area will be designed etc.

1. **Technologies Used**
2. Linux/Windows (Platform)
3. Xampp (development on localhost)
4. Eclipse/Netbeans/Notepad++ (Interpreters/editors)
5. MySQL Database (database)
6. Phpmyadmin (For managing databases)
7. Php/Javascript/Html/Css (Languages)
8. Wordpress (Frontend Design/Development)
9. Ajax (Effective client-server Communication)
10. **User Characteristics**

The user base that this application intends to target at the initial level will mainly consist of employees of our client’s organisation.It is much easier to let a someone professional handle the management. This is precisely where our client organization comes in. They organize and manage promotional events for other firms. At the initial stage, the software is going to be specific for our client’s organisation but at later stage media firms and industrial organizations can form an important customer base for application.

1. **Constraints and Assumptions**

All users can be assumed to have the following characteristics:

* Ability to read and understand English.
* Familiarity with the operation of the basic Graphical User Interface (GUI) components.
* Beyond the above, no further facility with computer technology can be assumed.
* (For client) Rudimentary understanding of design techniques. (Won't necessarily have to use the system, just look at its output).

**Mr. Ankur Jain**

**Head Business**

**ALL ABOUT ADS**