Sport IT

WE HELP YOUR SPORT EVENT GO LIVE

MSIS 2602-SYSTEM ANALYSIS AND DESIGN

PROJECT REPORT

Dr. Yasser Dessouky

Neeraj Bhagchandani

Sahil Jain

Shalaka Dixit

Urvi Munot

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1. Introduction

SportIT is a Sport Event Management Organization. Our system provides a unified platform for event hosts, teams, audiences and sponsors wherein they can plan, participate, buy tickets and promote the event.

Organizers may not have all the resources at hand to host their event. SportIt helps them organize the event in a more efficient way and target larger audiences through its social share feature.

Various local teams or sport players do not gain recognition because they do not get a big platform to showcase their performance; we provide them with opportunities to prove their worth; local sponsors would get to promote their brand at such events. A win-win for all.

2. Business and System Description

2.1 Business Description

SportIT is a Sport Event Management Organization that Unifies Event Hosts, Sponsors, Teams and Audiences through its online portal enabling Sport Events to go Live. Through the online portal hosts can submit an event proposal, sponsors can register for sponsorship and audiences can book tickets right at their fingertips.

Organizers may not have all the resources at hand to host their event. SportIT helps them organize the event in a more efficient way by providing resources such as referees, coordinators, technical staff etc. SportIT targets larger audiences by use of social media share feature such as Facebook.

We encourage sports so that more local teams can register and gain recognition hence encouraging more players to participate. Local events would provide more opportunities for upcoming players.

Event Sponsors can provide sponsorship in various forms such as monetary, rewards, discount coupons and merchandize. Each sponsor would be featured on the event page exclusively and also at the venue of the event. This would also provide a medium for the

audiences to enjoy the sport entertainment at the same time get familiar to various sponsors and their products.

SportIT would generate revenue from sponsorships, hosts, and audiences.

At the local level tickets would be priced minimal so as to attract more audiences and encourage sports. In case of famous teams playing at bigger venues there would be various tickets available differing in price.

In the future we also plan to provide analytics from the gathered data. Trends such as which local team is most famous, which sport is most liked in an area, which sport is most played in which season, most talented teams, which events bring in the highest revenue, churn ratio for the hosts, etc.

2.2 System Description

SportIT has five users namely Host, Team, Sponsor, Manager and Audience. The system provides a unified platform for these users to interact with each other.

Hosts registers the event through the website. They provide details such as type of sport, tournament, venue, date and time schedule, number of participating teams, budget, rewards for winning teams and additional comments. Hosts can edit the event details. Hosts can cancel the event within 24 hours of registration.

Teams can view the event details & then register its team through the website. They provide details such as names of team members, coaches, team size. They can edit team details. The team can cancel the team registration within 48 hours of the registration. The team can view the current position of the team in the tournament.

Sponsors can view the different events, their venue details and benefits of sponsorship. They can register for sponsoring an event. They select an event

And provide details of sponsorship type (monetary, rewards, discount coupons, merchandize) and amount. They can give additional comments if any. They can edit the sponsorship details within 24 hours of the registration.

The Event Manager can view the different registrations like event, team and sponsor and approve them. The Manager has to make the arrangements as per the requirements. He has to finalize the venue, referees/judges, assign technical staff for that event.

Audiences can view the event details & then purchase tickets for the event through the website. They provide details such as number of tickets, class of the seat, name. A person can buy maximum 20 tickets at a time. A person can cancel the ticket up to 48 hours

before the event and get 50% refund. They can share event details on social networking sites like Facebook and Twitter.

3 Functional Requirements

3.1 Process Oriented

Registering new user

- The system should record user data such as name, phone number, email Id, type of user i.e. audience, host, sponsor, team member at signup into the database.
- The web form should perform validations such as Email validation.
- The system should send an email to the customer to verify his email Id.
- The system should navigate the user to the next page specific to the type of user.

Registering/Cancelling an Event

- The system should record the information entered by the hosts such as preferred venue, type of sport, date& time, maximum number of teams that can participate, budget, rewards for winning teams.
- The system should allow to edit the event details.
- The system should allow to cancel the event within 24 hrs of the registration.
- The system should retrieve event details for all events for that particular host.

Approval of the event

- The system should allot an event manager and send a notification for approval of the event.
- The manager should be able to view all the available venues, referees, judges, technicians and coordinators based on the type and date of event.
- The system should allow the manager to set status of the event i.e. approve, deny or pending.
- The system should communicate the decision to the host.

Search for events by location, event name or sport type

- Audience, host, sponsor & team member should be able to search for events from the search bar and apply filters for location and sport type.
- Search could also be carried out by event name.
- The system should navigate to event details page after selection.

Registering\cancelling a sponsorship

- The sponsors should have an option to sponsor an event on the event page.
- The sponsor should be able to see the benefits of sponsorship on the next page.
- The system should record the sponsorship details such as type of sponsorship i.e. monetary, discount coupons, merchandize into the database.
- The system should take digital signature of the sponsor on the Memorandum of Understanding (MOU).
- The system should allow to edit or cancel the sponsorship within 48 hrs of signing the MOU.
- The system should retrieve sponsorship details for all event for that particular logged in sponsor.

Registering\cancelling a participant team

- The team member should be able to register its team for an event.
- The system should record the details entered such as name of other team members, position in the team, etc., into the database.
- The system should allow to edit the team registration.
- The system should allow to cancel the team registration within 48 hrs of the registration.
- The system should retrieve team details and current position of the team in the event for that particular logged in user.

Buying event tickets

- The system should allow audiences to buy tickets at the event page.
- The system should allow a maximum of 20 tickets to be bought by a single person.
- The system should process the payment from the third party credit clearing house and send e-tickets to the users Email Id.
- The system should retrieve the reserved tickets of the logged in user; allow cancellation up to 48 hours before the event.

Sharing Event details

- The system should allow all users to share the event details on social media like Facebook.

3.2 Information Oriented

- The system must be able to detect if the customer has already registered
- The system must retain customer ticket booking history
- The system must update the ticket availability and must be available to new customers at real-time
- The system must be able to provide real-time information of availability of venues, referees
- The system must include budgeted and actual sales of previous event to give estimates for future events
- The system will be able to identify popular reports or events based on ticket booking records
- The system will contain information of performance of all teams and team members individually

4 Non-functional Requirements

4.1 Operational

- The system is compatible with various operating systems like Windows, Mac OS, and Linux.
- The system can run on any Web browser, even on smartphones.
- The system interacts with Third Party Payment Vendor.
- The system send emails to existing user whenever a new event is created.

4.2 Performance

- The system can support 10 users simultaneously.
- The system is available 24 hours per day.
- The system redirects to payment gateway in less than 5 seconds.
- After the event is approved, it is made visible to the users in less than 10 seconds.

4.3 Security

- The event should not be visible to users unless it is approved by the manager.
- Only manager and event host should have access to the financial details/budget related to any event.
- Only manager should have the authority to approve any event, team participation and sponsorship for that event.

4.4 Cultural and Political

- The sponsors should sign the MOU for offering any sponsorship.
- Personal information should be protected in compliance with the Data Protection Act.

5. Use Case Descriptions

5.1 Event Creation

Use Case Name: Event Creation	ID: 1	Importance Level: High
Primary Actor: Host		
Short Description: The host creates an event by giving information such as preferred venue, sport type, maximum number of teams allowed to register, budget of the event and date and duration of that event.		
Trigger: The host decides to create the event Type: External		

Major Inputs:			Major Outputs:		

Input	Source
Event Details	Event Data Store

Output	Destination
Personal Details	User Data Store
Preferred event details	Event Data Store
Event Details	Manager
Event Edit/Cancellation Details	Event Data Store

Major Steps Performed

1. The host logs into the system or create an account, if not registered. → Personal details

2. Host gives information such as preferred venue, sport type, maximum number of teams allowed to register, budget of the event and date and duration of that event → Preferred event details

3. Event details are sent for approval to the manager ← Event details

4. The host can edit/cancel the event details within 24 hours of creation in case of pending status of event. → Event Edit/Cancellation Details

Information for Steps

5.2 Event Approval

Use Case Name: Event Approval		ID: 2	Importance Level: High

Primary Actor: Manager

Short Description:

The manager will view the details of registered events and approve them based on availability of venue, referee, judges, technicians and coordinators.

Trigger: When the manager gets a notification about creation of an event.

Type: Temporal

Major Inputs:

Input	Source
Newly registered event details	Event Data Store
Availability of Venues	Venue Data Store
Availability of Referees/Judges	Referee Data Store
Availability of event coordinators/technicians	Coordinator Data Store

Major Outputs:

Output	Destination
Event Approval and finalized venue details	Event Data Store

Major Steps Performed	Information for Steps
1. The system retrieves the details of a newly registered event from the Event Data Store upon manager login.	Newly registered event details
2. The manager will look for the availability of venues based on the proposed event date and type of sport from the Venue Data Store.	Availability of venues
3. The manager will look for the availability of referees/judges from the Referee Data Store.	Availability of Referees/Judges
4. The manager will look for the availability of Event coordinators/technicians from the Coordinator Data Store.	Availability of required no of Coordinators/technicians
5. Based on the availability of Venue, Referee/Judges and coordinators, the manager will approve the event and update the event status and finalized venue in Event Data Store	Event approval and venue details

5.3 Registering for Sponsorship

Use Case Name: Registering for Sponsorship	ID: 3	Importance Level: High
Primary Actor: Sponsor		

Short Description:

The Sponsor searches for the events he is interested in sponsoring, decides to sponsor the event, enters all the sponsorship details like type of sponsorship i.e. monetary, discount coupons, merchandize. These details are recorded in to the Sponsorship data store.

Trigger: When the sponsor decides to sponsor the event.

Type: External

Major Inputs:

Input	Source
List of events	Event Data Store
Status of sponsorship	Sponsor Data Store
Memorandum Of Understanding	Event Data Store

Major Outputs:

Output	Destination
Personal Details	User Data Store
Sponsorship Information	Sponsorship Data Store
Signed Memorandum Of Understanding	Sponsorship Agreement Data Store
Edit/Cancellation Details	Sponsorship Data Store

| Major Steps Performed	Information for Steps
1. The sponsor logs into the system or create an account, if not registered.	Personal Details
2. The sponsor views the list of upcoming events that interest him.	List of events
3. The System asks for sponsorship details such as type of sponsorship, amount & additional comments and records these details into the Sponsorship data store.	Sponsorship Information
4. The system notifies the event manager for sponsorship approval.	Status of sponsorship
5. After approval the sponsor signs the Memorandum of understanding (MOU) online.	Memorandum Of Understanding
6. The system then records the MOU in the sponsorship agreement data store.	Signed MOU
7. The system allows the sponsor to edit/cancel the sponsorship upto 48 hrs in case of pending status of sponsorship.	Edit/Cancellation Details

5.4 Ticket Booking

Use Case Name: Ticket Booking		ID: 4	Importance Level: High
Primary Actor: Audience			
Short Description: The audience checks out various events and buys tickets for a particular event			
Trigger: The audience decides to book the tickets for an event **Type:** External			

Major Inputs:

Input	Source
List of Events	Event Data Store
Ticket Details	Ticket Data Store

Major Outputs:

Output	Destination
Seat Preference, Number of Seats	Ticket Data Store
Personal Information	User Data Store
Payment Information	Third Party Vendor
Order Confirmation	Ticket Data Store
Cancellation Details	Ticket Data Store

| Major Steps Performed	Information for Steps
1. The audience searches for interested events	⟵ List of events
2. The audience provides details such as the number of tickets, seats	⟶ Seat preference, Number of tickets
3. The audience provides personal information if not already logged in	⟶ Personal information
4. The audience provides payment details which are authorized by Third Party Vendor.	⟶ Payment information
5. The ticket data store is updated with the order request.	⟶ Order confirmation
6. The customer is provided the booked ticket details	⟵ Ticket Details
7. The customer can cancel the booking up to 48 hr of the event	⟶ Cancellation Details

6. Data Flow Diagrams

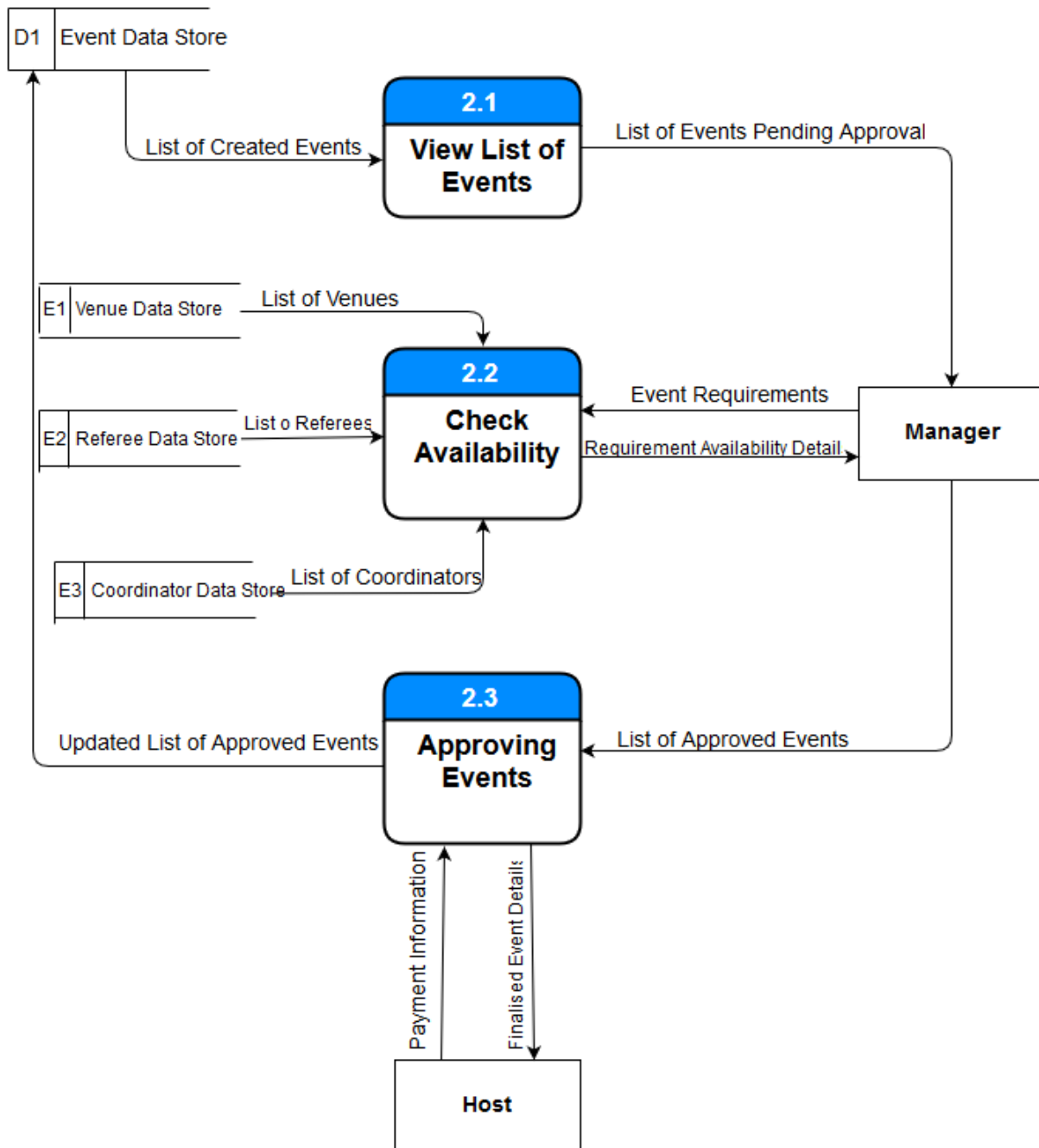## 6.1 Context Diagram
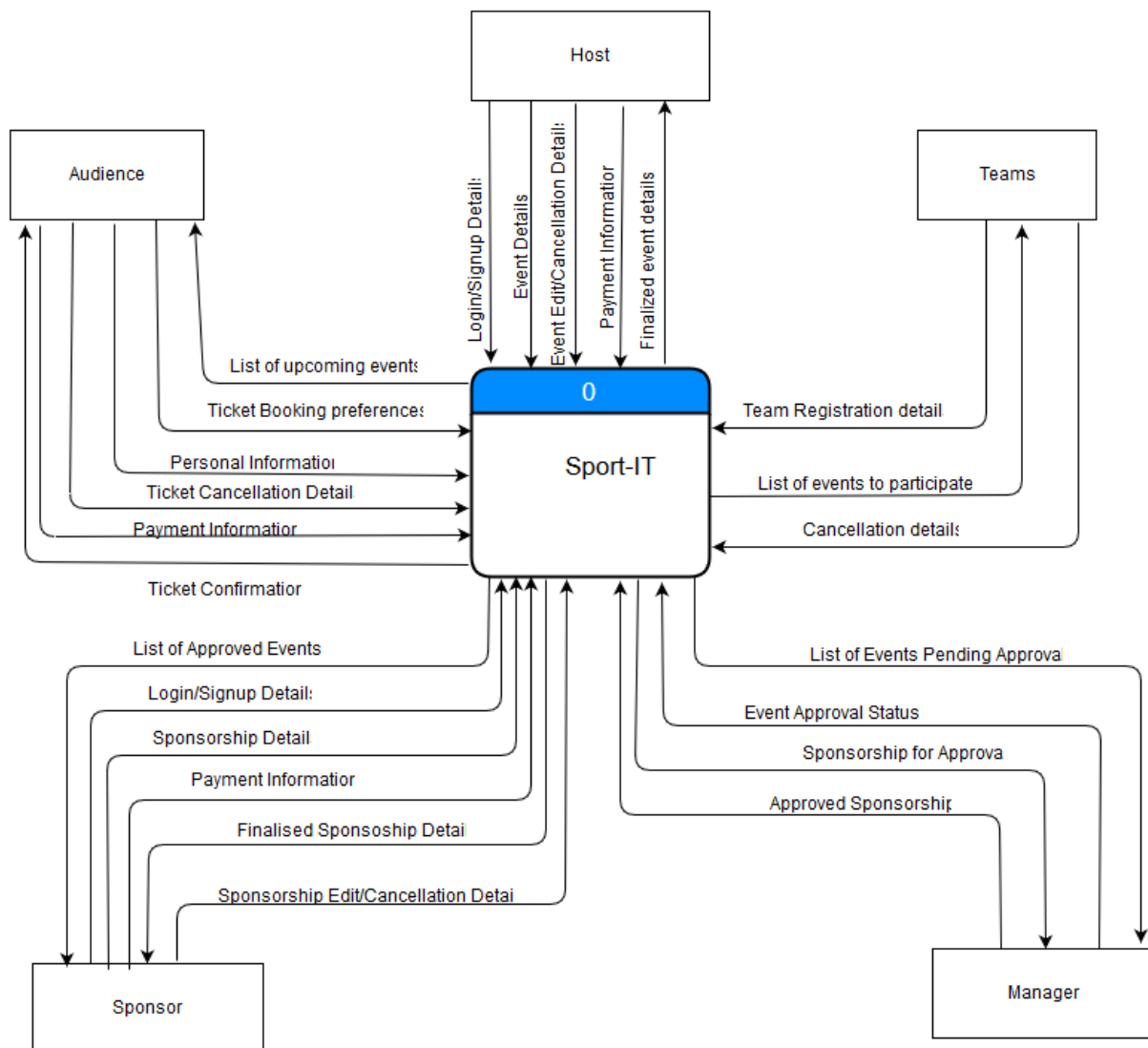
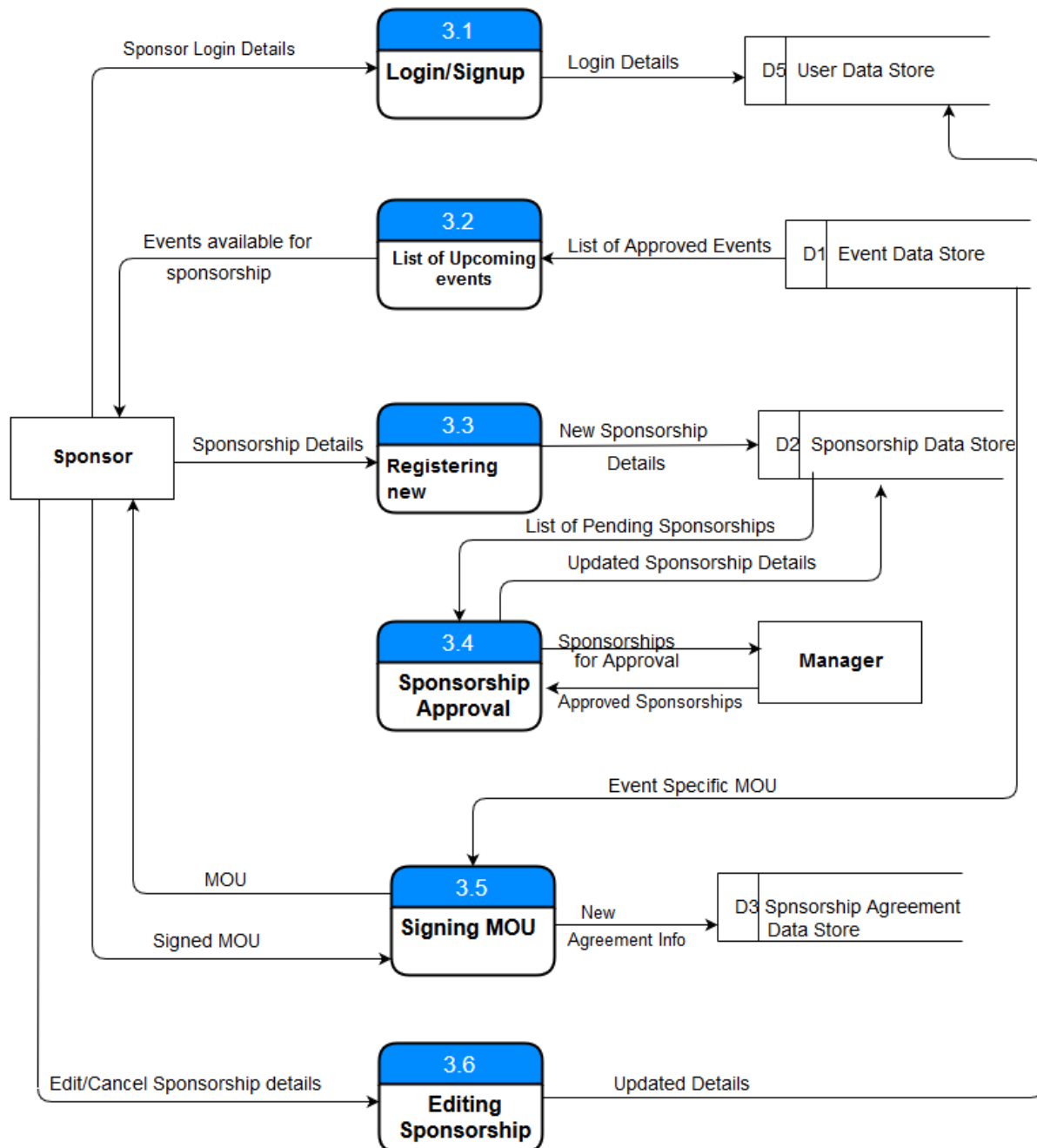## 6.2 Level 0 Diagram
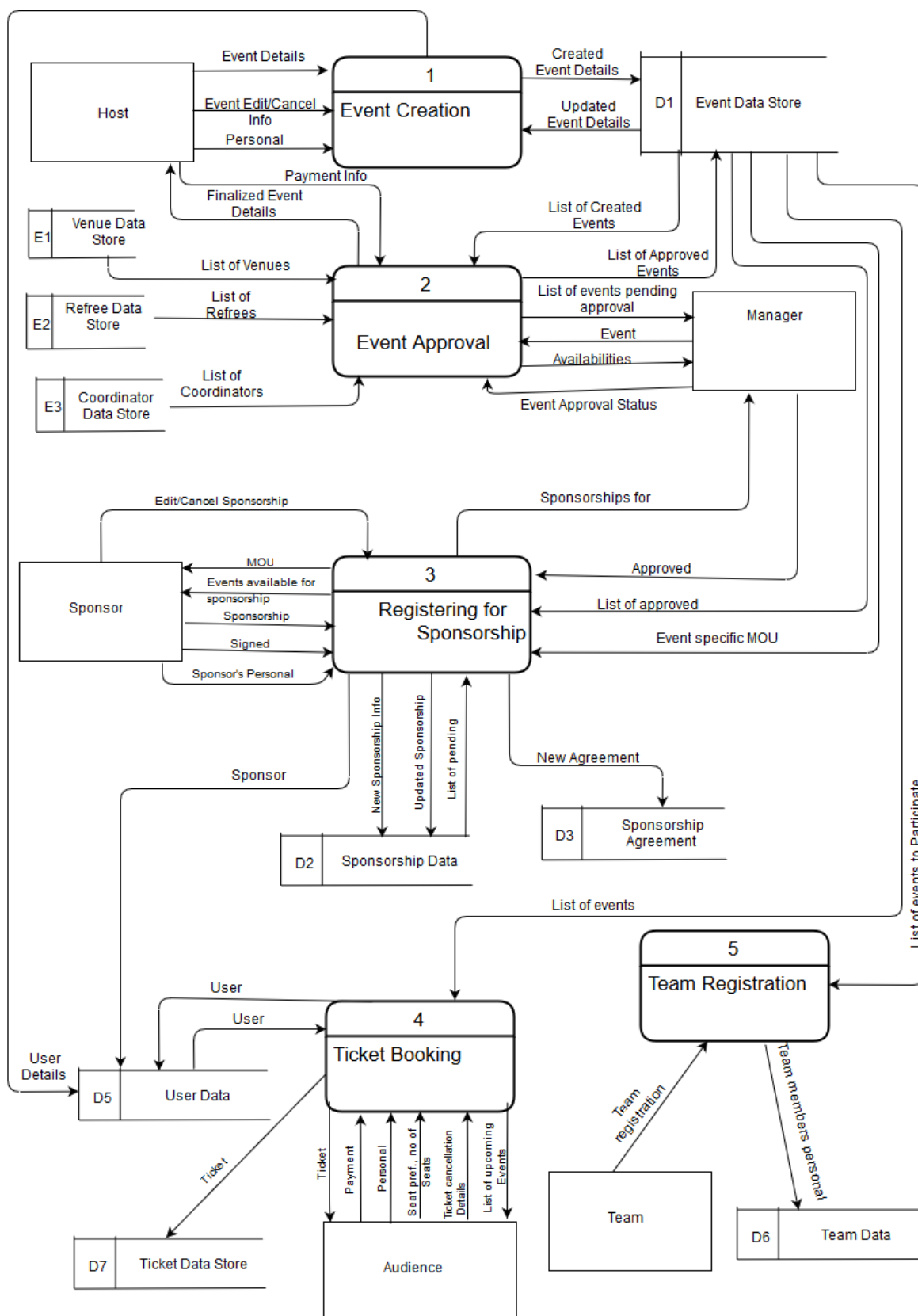
6.3 Level 1 Diagrams

6.3.1 Event Creation
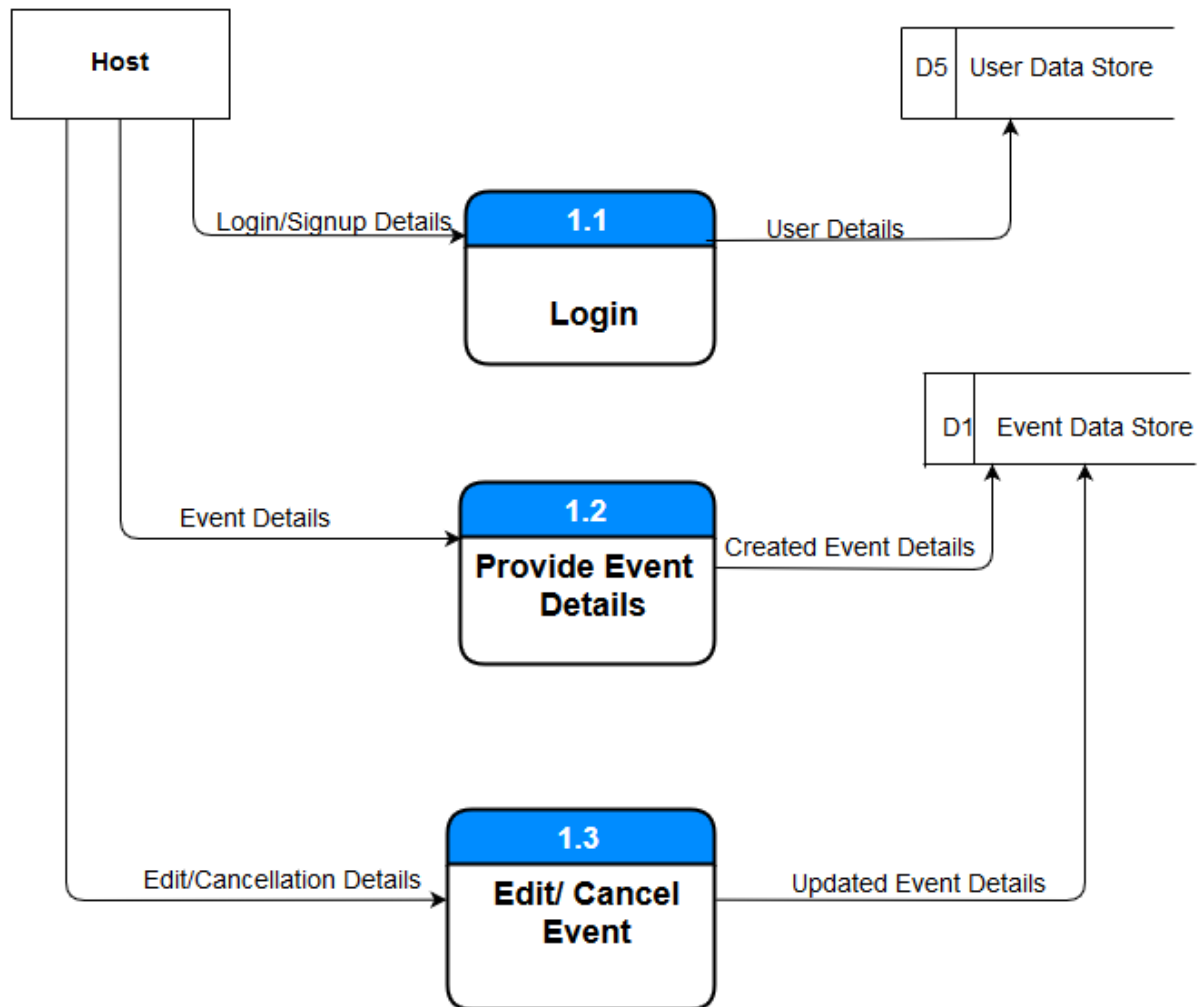
6.3.2 Event Approval

6.3.3 Registering for Sponsorship

7. Data Dictionary

7.1 Data Specification - Data Store

| Sr.No	Data store Name	Description	Data Structures Stored
1	Event	The event data store contains the information of the sport events.	Event Details
2	Sponsor	The Sponsor data store contains Information about the sponsors of the Event	Sponsorship Details.
3	Team	The Team data store contains Team related Information	Team Details.
4	User	The User data store contains personal Information of the users i.e. Sponsors, Hosts, and Audiences	User Details
5	Ticket	The Ticket data store contains information of the booked tickets	Order Details
6	Referee	The Referee data store will contain information of the registered referees	Referee Details
7	Venue	The Venue data store will contain Information of the venues.	Venue Details
8	Coordinator	The Coordinator data store will contain information of the registered coordinators and technicians.	Coordinator Details
9	Sponsorship Agreement	This data store contains Sponsor Signed MOU's.	Signed MOU

7.2 Data Specification – Data Flow

Sr-no	Data Structure	Description	Data Element	Data Element Description	Data Types	Example
1	Event Details	Information about the newly created event.	Event Name	Name of the event created by the host	Varchar(50)	Santa Clara Soccer Tournament
			Event ID	Each event is auto assigned a Event ID to uniquely identify the event	Varchar(10)	S158G98
			Type of Sport	Name of the sport which will be played in the event	Varchar(20)	Soccer
			Host ID	Unique ID for the Host conducting the event	Varchar(10)	H98647L
			Event Start Time	The Time when the Events starts	DateTime	2015:12:27,17:30:00
			Event End Time	The Time when the Events ends	DateTime	2015:12:29,21:30:00
			Preferred Venue	Name of the venue preferred	Varchar(30)	Buckshaw Stadium

|				by the host for the event		
			Budget	The amount specified by the host for conducting the event	Decimal(7,20)	1000.00
2	Spon sors hip Deta ils	Information about the sponsorship details specified by the sponsor	Sponsorsh ip ID	Each Sponsorship will be uniquely identified by Sponsorship ID	Varchar(10)	6598751S
			Sponsor ID	Unique ID for the Sponsor offering the sponsorship	Varchar(10)	S56275M
			Event ID	The event for which sponsorship is offered	Varchar(10)	S158G98
			Type of Sponsorsh ip	Describes the type of sponsorship offered	Varchar(30)	Monetory Merchandise
			Sponsorsh ip Amount	The amount offered by the sponsors for event	Decimal(7,2)	750.00
3		Information about the different users	User ID	Auto Assigned ID to uniquely	Varchar(10)	S56275M

	User Details	like host, sponsors and audience		identify the users		
			User Name	Name of the User	Varchar(20)	Mark Anthony
			Address	Address of the user	Varchar(30)	1050, Benton Street, SC
			Phone	Contact Number of the user	Integer	6692926406
			User Type	The type as which the user has registered	Varchar(20)	Audience, Sponsor, Host
4	Ticket Details	Information about the ticket booked by the audience	Ticket ID	Each ticket will have a unique ticket ID	Varchar(10)	T986367
			User ID	ID of the user who has booked the ticket	Varchar(10)	U986571H
			Event ID	The ID of the event for which tickets are booked	Varchar(10)	S158G98
			Seat Number	The Seat Number booked by the user	Varchar(5)	G-29
			Ticket Amount	The amount for each ticket	Integer	10
			Payment Status	Describes the status of payment done by user	Varchar(10)	Paid Pending Refunded

8. User Interface Design Template

9.1 Home Page

9.2 Create Event

HOME   ABOUT   CONTACT   LOGIN
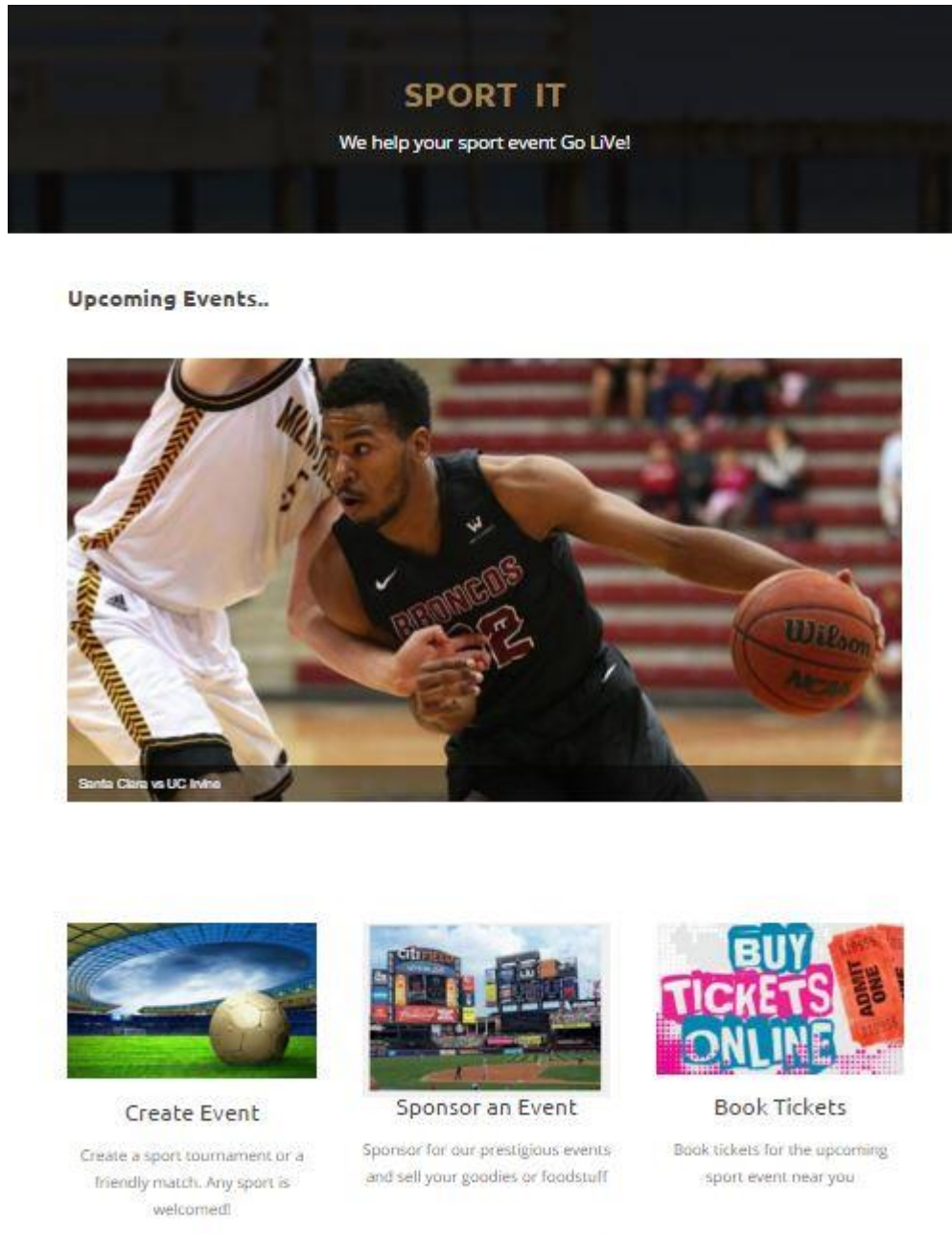
CREATE EVENT
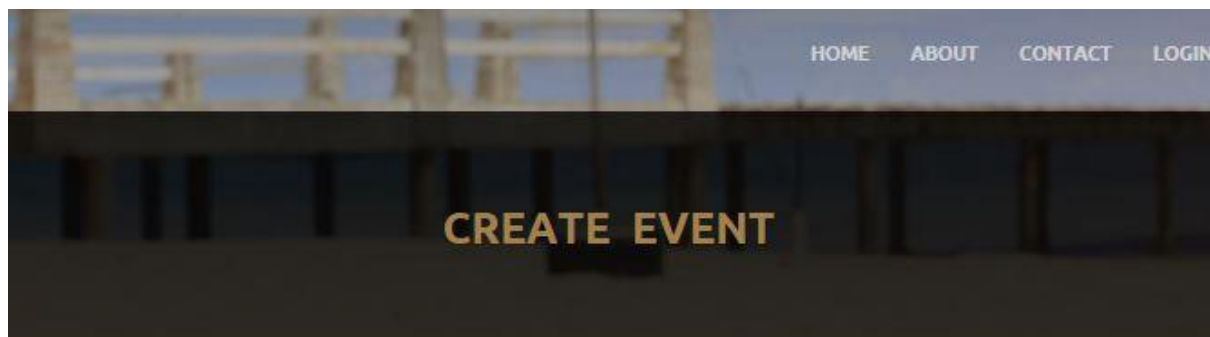
Event Name *

Sport Type *

- Select sport type -

Venue *

- Select a venue -

Max. number of teams *

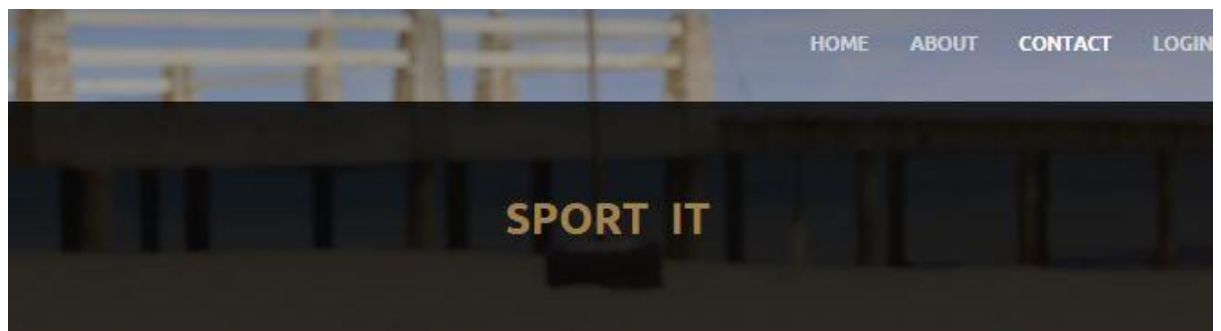16

Budget *

Submit
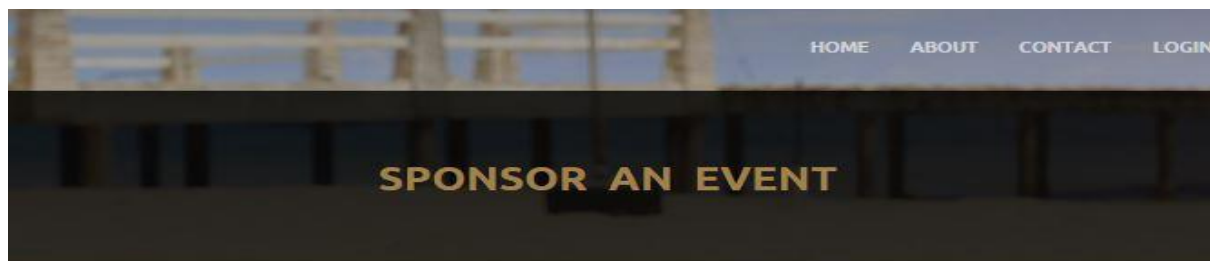
9.3 Sponsor an Event

9.5 Contact Us

Contact Us

Tell us what's going on, and we'll make sure you get the right answer.

Name *

First   Last

Email *

Comment *

Submit

EMAIL ADDRESS
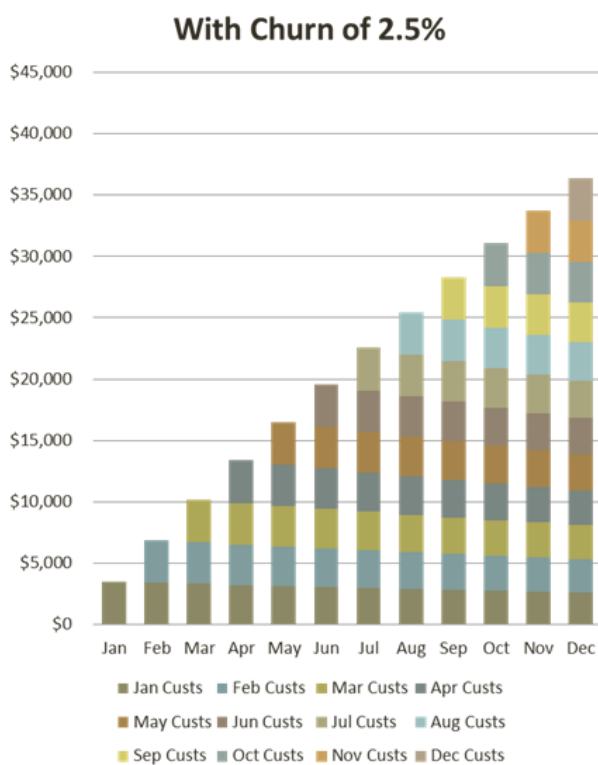
support@sportit.com
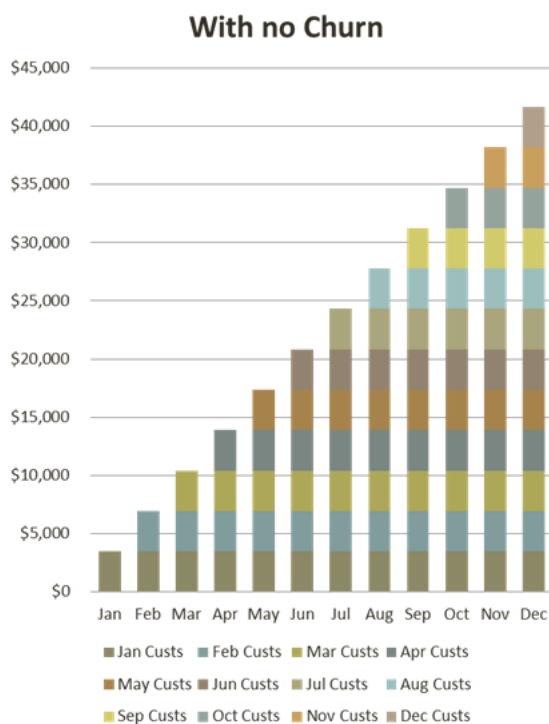
TELEPHONE NUMBER

669-000-1234

PHYSICAL ADDRESS

1050 Benton Street, Santa Clara
CA - 95050

9. Output Report

Revenue by Month

With no Churn

With Churn of 2.5%

10.   Program Structure Chart