Systems Request – UMBeatsClub Client-DJ Connector

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Business Need: The problem is that disc jockeys are sent to parties that they are not prepared for because the organization does not know what music the client wants. This project has been created in order to increase sales and customer satisfaction, while also reducing the cost of performances of Disc Jockeys within and outside of the UMBC community by creating a product that questions the customer about music preferences before we assign a disc jockey to their event.

Business Requirements: Using an online interface, customers will be able to answer questions about music styles and their events which will help the club match better suited disc jockeys to their specific events. The system will include:

* An event description
* A music Personality quiz
* Comparison System
* An automated suggestion lists
* Email system to suggested list after suggestions

Business Value: We expect value to increase performance customer ratings within the club by sending more relevant disc jockeys to their events. We also expect to increase sales by charging more for the disc jockeys, since they are specialized for their events, inherently costing more. The performance cost is lowered because Disc Jockeys are now no longer forced to be at events that do not suit them, therefore their demanding price will go down as well, due to the fact that they would be happier.

Estimates for money earned/saved include:

* $1800 in sales from private customers
* $2000 in sales from University
* $500 decrease in disc jockey expenses
* $250 decrease in equipment manager expense
* 25 percent increase in customer satisfaction
* 25 percent increase in DJ morale

Special Issues or Constraints:

* The system has to be manually updated with the current style of the DJs.
* The results of system must come within 1 day to expedite process.
* System must come up with backup options, if the original cannot work.
* Systems would have to allow for backtracking and complete answer change to be user friendly.