meets and satisfies their demands. Organizations are also aware of the competitive environment where companies do everything it takes to maintain competitive edge either by strategy or uniqueness of a product. That is the only way to stay in business.

Research reports suggests something of curious interest- that the number of people who get informed about live performances of artistes in Ireland, through the Internet is much more higher compared to those by traditional means such as handbills. None of these means of reaching customers is a substitute to the other, rather they complement each another. Artistes are too busy trying to get inspiration, compose songs, studio recording, launch an album and so on. Often, it becomes overwhelming to combine the core business activities as well as manage a cloud platform when they can easily benefit from the service of experts in that field. They usually opt-in because it allows them to concentrate on the core area of their business while outsourcing their computing needs to service provider.

It is common knowledge that the Irish love socializing and would troop out en masse if they are aware that an artiste would perform live. Since the Irish are socialites, musicians are often poised to do business here; however there is usually a communication gap between these two groups, probably because of the marketing channel adopted by either the organizers or artistes themselves. The Product Manager has noticed a gap in communication between these groups, and intends to design a platform that is user friendly where artistes can publish their events. Visitors/customers can also access the site, see different artiste’s upcoming events as a well as make payments as an attendee of an event. The Product Manager sees this venture as one with huge potential considering limited number of such existing platforms and artiste’s willingness to do business as well as the love of the Irish people for live performance.

**OBJECTIVES**

To provide a platform where artistes can create, manage as well as publish their content.

To provide a platform where attendees can check future events as well as make payments.

To grow the customer base of the company.

To increase returns on investment through meeting the needs of various customers

**METHODS/ACTIVITIES**

In any business, it is essential to have a roadmap of activities and plans to be executed in a sequential manner in order to achieve the set goals. The Product Manager has carefully drafted the line of action to be followed during the implementation of the project. A pictorial reminder is mounted on the dashboard for every participant to see the step by step line of action. Basically the services of a technical architect, web designer, web developer, business analyst and tester would be required for this project.

Features of the cloud platform

1. Recommender engine: Recommender engines are vital tools for data mining. It helps to gauge the preference of customer and suggest what might interest the client through their previous actions. When you fill out your taste preference or rate artistes, customers are helping Concertbol to filter through thousands of selections to get a better idea of what you might like to watch. The rationale behind using a recommender engine is that a lot of times, people don’t know what they want until you show to them. Therefore the function of a recommender engine is to open the customer/user up to whole new range of products and possibilities, which they are unlikely to think of directly searching themselves. The Product Manager plans to adopt hybrid recommendation engine instead of pure approaches: collaborative filtering and content base filtering. Recent research has shown that hybrid approaches can be adopted in many ways, by making content-based and collaborative based prediction separately and then combining them, by adding content capabilities to a collaborative based approach or by unifying the approaches into one model. This will enable the company to make more accurate prediction/suggestion by capturing the mind of users as it combines the strength of the two recommender systems and also eliminates any weakness that may exist when only one recommender system is used.
2. Mailchimp: Of course in the 21st century businesses are seeking and exploring every avenue to keep customers abreast with their new products in a way that doesn’t violate the rights of individuals. That is, customer consent is sought by sign up form newsletter. It is an effective means of advertisement called email campaign. Also, newsletter campaign can be shared on social media platforms such as Twitter and Facebook. This is a great way to get your newsletters noticed by non-subscribers. A newsletters side bar would constantly be displayed on the site, so that interested users can sign-up.

One of the benefits of *mailchimp* is that once a campaign is sent, the company can view how many subscribers have opened the email or left it unopened, as well as how many clicks the content of the company newsletter receives. Information is also provided on bounce rate, whether or not anybody unsubscribes or submits complaint. Email marketing is one of the channels with high return on investment for online businesses.

1. Database –MYSQL. Database is a collection of records. Database management systems are designed as a means of managing all the records. Although there are many types of data management softwares such as Microsoft access proprietary, postgreSQL and so on but the Product Manager has chosen MYSQL because its numerous benefits outweigh its demerits compared to other Database management softwares. Some of the advantages of MYSQL include: its relative ease of use, high security, comparatively inexpensive, speed and scalability, memory efficiency and Novell cluster compatibility. It can run on most operating systems and supports several development interfaces.
2. Script language – PHP. Hypertext Processor would be used by the developer against JavaScript and Python because the developer is familiar with its working and have years of experience in writing code with PHP.
3. External integrations:
4. PayPal It will be avenue for users to pay through their credit card detail by inputting some parameters to the provided space.
5. Gmail – User can also sign in with their already existing Gmail account
6. Facebook- Facebook login would be incorporated into website to enable users of such account to skip sign up / register for new user.

**RESOURCES (Human)**

Technical Architect

Web developer

Web designer

Business analyst

Tester

SCHEDULE – The product manager would deliver the project in six weeks as all the personnel in the project can work simultaneously on the project without interrupting one another, however, it should be noted that continuous improvement on the site would be a continual process.

JUSTIFICATION- research conducted by the Product Manager on the prospects of this new cloud platform business reveals that there are few of such platforms in Ireland coupled with the insatiable desire of Irish populace to hop on to live performance. Product Manager is aware of the want and desire of the Irish to socialize as well as artist desire to make more money, this explains why the product is planning to a create a cloud platform for event ticketing. The relative ease, comfort and control which the project will offer users is a major selling point.

BUDGET- Budgeting is an essential part of any project outlay, as it is necessary to anticipate the financial cost of a proposed project and plan ahead. The Product Manager has factored in the cost of various personnel that would be needed to execute the cloud platform. However, it should be noted that these costs could vary slightly upward or downward, not significantly as yearly wages of personnel are extracted from current reality within Ireland from a reputable website.

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| --- | --- | --- | --- | --- |
| PERSONNEL | RATE/ HOUR IN EURO | AMOUNT PER DAY in Euros (8 HOURS) | NUMBERS OF DAYS ON THE PROJECT | TOTAL IN EUROS |
| WEB DESIGNER | 20 | 160 | 30 | 4800 |
| WEB DEVELOPER | 26 | 208 | 30 | 6240 |
| TECHNICAL ARCHITECT | 42 | 336 | 30 | 10080 |
| BUSINESS ANALYST | 29 | 232 | 14 | 3248 |
| TESTER | 21 | 168 | 14 | 2352 |
| TOTAL |  |  |  | 26720 |

Note: Web designer and web developer can work simultaneously without interrupting one another as well as the technical architect. But the tester has to test as the work progresses.