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**Higher Diploma in Information Technology**

**(HDIT)**

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Table of Contents

[Introduction 3](#_Toc130211962)

[Types of Users 3](#_Toc130211963)

[Project Scope 4](#_Toc130211964)

[Timeline for the Project 4](#_Toc130211965)

[Project Members 4](#_Toc130211966)

[Business Opportunities 5](#_Toc130211967)

[Features 5](#_Toc130211968)

[Budget Summary 6](#_Toc130211969)

[Constraints and Obstacles 6](#_Toc130211970)

# **Introduction**

In this document, we would like to introduce the lucky draw website. The purpose of this project proposal is to outline the development of a Lucky Draw Website, which will enable users to participate in a variety of lucky draws with the opportunity to win various prizes. The website will be designed to be user-friendly, engaging, and interactive, with the aim of increasing user engagement and participation.

Objective:

The objective of the Lucky Draw Website is to create an online platform where users can participate in various lucky draws with the chance to win attractive prizes. The website will aim to increase user engagement and participation by providing an easy-to-use interface and exciting prize offerings.

If you want to know more about the project and our company, please feel free to contact anytime to the information given below.

PrizeMania

Yangon, Myanmar

09795299879

# **Types of Users**

**Admin**: An Admin is a superuser who has full control over the website's functionality. They can create and manage lucky draws, manage users and their roles, view statistics, and manage the website's content.

**Registered User**: A registered user is a user who has created an account on the website. They can participate in lucky draws, purchase tickets, and manage their account information.

**Guest User**: A Guest User is a user who visits the website without creating an account. They can view the website's content but cannot participate in lucky draws.

**Winner**: A Winner is a user who has won a prize in a lucky draw. They can claim their prize and provide their personal information for prize fulfilment.

# **Project Scope**

We would like to introduce our website as “PrizeMania”.

1. Users can visit our website without creating an account unless participating in the program.
2. Users can register with their email account to participate in the lucky draw program.
3. Users can buy tickets for the program.
4. Users can manage their account information.

# **Timeline for the Project**

|  |  |
| --- | --- |
| Stage | Complete Date |
| Project Planning | 22.3.2023 |
| Requirement Analysis | 25.3.2023 |
| Design Implementation and Prototyping | 30.3.2023 |
| Website Deployment | 15.4.2023 |
| Website Testing | 20.4.2023 |
| Implementation and Integration | 23.4.2023 |
| Operations and Management | 26.4.2023 |

# **Project Members**

|  |  |  |
| --- | --- | --- |
| Roles | Responsibilities | Members Total Needed |
| Client | Client can visit the website and buy tickets to participate in the lucky draw program. | - |
| Stakeholder | Approve the project deliverables. Identify and address any risks or issues connected to the project or program. | More than one stakeholder |
| Project Manager | Verify that each process is functioning properly. Organize the project team as a whole.  Additionally ensure the booked time will be done in time. | At least one PM |
| Analyst | Investigate the project's prerequisites. | Need two or more analysts |
| Developer | Create the features and software. Check to see that the quality of the service meets the needs of the customers. | Need at least 3 or 4 developers |
| Tester | Testing the product regardless of whether it is prepared to send off. | At least 2 testers |

# **Business Opportunities**

There are several business opportunities for a lucky draw website, including:

**Monetization through ticket sales**: A lucky draw website can generate revenue by selling tickets to users for a chance to win prizes. The website can offer various types of tickets at different prices, with higher-priced tickets offering a better chance of winning.

**Advertising**: A lucky draw website can attract advertisers who are interested in promoting their products or services to the website's users. The website can offer banner ads, sponsored posts, or other forms of advertising to generate revenue.

**Affiliate marketing**: A lucky draw website can generate revenue by promoting other products or services through affiliate marketing. The website can earn a commission on sales generated through its affiliate links.

**Sponsorship**: A lucky draw website can attract sponsors who are interested in promoting their brand through the website. Sponsors can offer prizes for lucky draws, sponsor events, or provide other forms of support.

**Data monetization**: A lucky draw website can generate revenue by collecting and analysing user data to provide insights to advertisers and other businesses.

Overall, a lucky draw website can offer several business opportunities that can be leveraged to generate revenue and grow the business.

# **Features**

|  |  |
| --- | --- |
| Features | Descriptions |
| Visit | Users can visit the website as a guest user without signing up or logging into the account. |
| Login/Sign Up | Users can create new account or login to the account for the website. |
| Buy Tickets | Users can buy tickets to participate in the lucky draw program for the prizes. |
| View | Users can view their history which ticket did they bought or other stuffs. |
| Manage | Users can manage their account information. |

# **Budget Summary**

|  |  |
| --- | --- |
| Name | Approximate Price |
| Software License | $300 |
| Server License | Between $1000 and $3000 |
| Database License | About $2000 |
| Development Consultant | About $3000 |
| Project Management | Between $6000 and $10000 |

# **Constraints and Obstacles**

There are several constraints and obstacles that need to be considered when creating a lucky draw website. Some of them are:

Data privacy: As the website will be collecting personal information from participants, it is essential to ensure that the data is secure and protected from unauthorized access.

Legal requirements: Some countries or regions have laws regarding contests and sweepstakes, and it's important to ensure that the website complies with the legal requirements of the jurisdiction in which it operates.

Fairness: The lucky draw needs to be conducted in a fair and transparent way, and every participant should have an equal chance of winning.

Preventing fraud: The website needs to have measures in place to prevent fraudulent entries, such as limiting entries to one per person and verifying email addresses.

Technical challenges: Depending on the scale of the lucky draw and the number of participants, the website may face technical challenges such as server overload, slow response times, and data management issues.

User experience: The website should be easy to use, accessible, and engaging to encourage participants to enter the lucky draw and share it with others.

Marketing: The website should be designed and marketed in a way that attracts participants and encourages them to share it with their friends and family.

Overall, creating a successful lucky draw website requires careful planning, attention to detail, and a good understanding of the technical, legal, and user experience aspects of the project.