

Ticket Concert Project

By

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This project is a part of the System Analysis and Design course

King Mongkut's University of Technology North Bangkok

1. System Request

System request – Concert ticket Project

Project Sponsor: Marketing

<u>Business Need</u>: This is a website for search and purchase concert tickets online. The project was initiated to boost concert ticket sales for

Business Requirement: By using our website, customers will be able to do the following:

- -Search for concert tickets
- -Purchase concert tickets
- -Check dates, times, venues, and prices of concerts
- -Receive e-tickets to avoid additional printing costs for customers.

Business Value: Within 4 years, we believe that we will make a profit

- -selling tickets 1,535,000 baht
- -Fee 9,000 baht
- -Sponsor 325,000 baht

Tangible: Increasing profit by 1.5 to 2.5 million per year, after four years of starting the business.

Intangible: -Customers are increasingly satisfied.

- -The company's reputation is becoming more widely recognized.
- -Bringing in more customers than before.
- -Attracting a greater number of investors to invest in the company.

Special issues or constraints:

- -The website might not sell well because there is a new competitor.
- Security and Privacy Concerns
- Payment System
- User Experience
- Cross-Device Compatibility
- Technical Challenges
- Maintenance and Updates
- Integration with Other System

2. Feasibility

Technical Feasibility

-The total number of team members is 4 people. The total working period is about 4 months. The probability of completing this project is 80%.

Economic Feasibility

	Year0	Year1	Year2	Year3	Year4	Total	
Benefits							
Increased Sales		1,500,000	1,530,000	1,550,000	1,560,000	6,140,000	
Reduction in customer complaint		100,000	100,000	100,000	100,000	400,000	
Sponsor		50,000	200,000	450,000	600,000	1,300,000	
Development costs							
Development Team Salaries	1,200,000	0	0	0	0	1,200,000	
Development Training	200,000	0	0	0	0	200,000	
Hardware and software upgrades	1,000,000	0	0	0	0	1,000,000	
Hardware Repairs	100,000	0	0	0	0	100,000	
Software Licensing fees	50,000	0	0	0	0	50,000	
Servers software	70,000	0	0	0	0	70,000	
Printer	6,000	0	0	0	0	6,000	
Operational costs							
Hardware and Software		80,000	80,000	80,000	80,000	320,000	
Operational Labor salaries		100,000	120,000	150,000	170,000	540,000	
water and electricity bills		50,000	50,000	50,000	50,000	200,000	
Security Website fees		10,000	10,000	10,000	10,000	40,000	
Marketing cost							
Communications Charges		50,000	50,000	50,000	50,000	200,000	
Advertising cost		120,000	140,000	200,000	220,000	680,000	
Тах		120,000	140,000	200,000	220,000	680,000	
Total benefits		1,650,000	1,830,000	2,100,000	2,260,000	7,840,000	
Total Development costs	2,626,000					2,626,000	
Total Operational costs		240,000	260,000	290,000	310,000	1,100,000	
Total costs	2,626,000	530,000	590,000	740,000	800,000	5,286,000	
Total Benefits-Total costs	-2,626,000	1,120,000	1,240,000	1,360,000	1,460,000	2,554,000	
Cumulative Net Cash Flow	2,626,000	1,506,000	266,000	-1,094,000	-2,554,000		
ROI						48%	
Break Even Point						2.25 year	

Organizational Feasibility

There is enough money to support and maintain the website for the long term. In addition to capital, there are wages that are necessary for work. Understanding of marketing management is required. market success readiness to deal with problems and ticketing system Must have an understanding of customer needs have a plan and cope with obstacles.

3. Project Schedule

The agile approach to SDLC (Software Development Life Cycle) has many advantages that can help the project work efficiently and respond to the changing needs of customers and the business environment.

Advantages of using SDLC Agile

- Flexibility to update requirements Because there may be demands that change all the time, such as increasing or decreasing concert times.
- Responding to the needs of users can listen to their needs. Which makes it possible to get the right work that meets the needs of the user.
- The website for concert tickets may involve intricate operations, and employing Agile methodologies enables the capability to continuously adapt to changes.
- Tested and rated for high and stable performance all the time.

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		สิงหาคม			กันยายน			ตุลาคม			พฤศจิกายน											
1.การวางแผนและวิเคราะห์	w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4	w1	w2	w3	w4						
รวบรวมความต้องการของผู้ใช้งาน																						
วิเคราห์และเข้าใจเป้าหมายแต่ละหน้าของเว็บไซต์																						
กำหนดรายละเอียด																						
2.การออกแบบและวางแผน ux/ui																						
ออกแบบ wireframes																						
ออกแบบ ui element และส่วนประกอบต่างๆ																						
3.พัฒนาระบบ																						
หน้าการเข้าสู่ระบบ																						
หน้าลงทะเบียน																						
หน้าโปรไฟล์ผู้ใช้งาน																						
หน้าแก้ไขข้อมูลผู้งาน																						
หน้าเลือกคอนเสริต																						
โซนที่นั่ง																						
หน้าชำระเงิน																						
4.ทดสอบระบบและทำการปรับปรุง																						
ทดสอบระบบชำระเงิน																						
ทดสอบระบบทั้งหมด																						
ปรังปรุงตามข้อบกพร่องและความต้องการของผู้ใช้																						

4. Functional Requirement

- Can search for desired concerts.
- Edit your account anytime.
- View dates, times, venues, prices, and other special conditions.
- Check seat availability.
- Convenient e-ticket for users.
- Multiple and convenient payment options.

5. Non-functional Requirement

Availability

- It is a system that works 24 hours a day.
- When it comes to the payment process, the system will be more stable. no downtime Because it is a very important step for the user.

Usability

- The screen is designed to be easy to use. due to the use of contrasting colors Easy-to-read fonts for easy visibility by users and accompanying icons for easy understanding.
- There are languages to support both Thai and English which are international languages.

Security

- The system is safe in the process of entering the password because there is protection from seeing the password.
- There is an I'm not a robot function to prevent bots from entering the system.

6.Requirement

Interview with individuals

Interviews with people who have experience with pressing concert tickets, online interviews

Observation of workers

- The website crashed
- Slow seat updates, not real time
- It's hard to pay. If you slip off the pay page, you have to start all over again
- require a person to press not too many concert tickets