



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

Business Need: 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
Tax		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.

[illegible]

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