



## **Ticket Concert Project**

By

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|--------------------|--------------------|--------------------------|-------|
| 1. Miss Kob        |                    | Student ID 6504062610013 | No.2  |
| 2. Miss Paphawarin | Suchantabut        | Student ID 6504062610170 | No.15 |
| 3. Miss Usanee     | Komas              | Student ID 6504062610331 | No.28 |
| 4. Miss Sutthara   | Pornlerdsawangasuk | Student ID 6504062620205 | No.44 |

Adviser

Asst.prof.Khantharat Anekboon, Ph.D.

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:** Generally, in Thailand, there are relatively few websites for purchasing concert tickets. The most well-known platforms include Thaiticketmajor, Event Pop, and The concert. Each of these websites faces various issues such as frequent crashes, slow loading times, and instances where individuals buy a large number of tickets only to resell them at inflated prices. These issues have led to dissatisfaction among users. As a response to these challenges, we have initiated this project to address these problems.

**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**

Creating a website for purchasing concert tickets can encounter various challenges depending on the complexity and details of the project.

Here are some potential issues that might arise:

- The website might not sell well because there is a new competitor.

- Security and Privacy Concerns

Our website collects customers' personal information such as ID cards, passports, and credit card numbers. The storage of credit card and user personal data must adhere to security standards, such as using HTTPS and encrypting sensitive information, to prevent data breaches and potential hacking incidents. This is crucial for customer security, peace of mind, and our company's credibility.

- Payment System

A secure and convenient online payment system is vital for purchasing concert tickets. Using trusted payment service providers like PayPal, True Money, or other reputable payment processors is essential. The payment system must be properly implemented and thoroughly tested to prevent errors.

- User Experience

The design of our website and user experience significantly impact user satisfaction and usability. We invest heavily in creating a website layout and experience that users will find pleasing and enjoyable to use.

- Cross-Device Compatibility

The website should be designed to be usable on various devices, including computers, tablets, and mobile phones. It should have a responsive design that adapts to different screen sizes and device types, ensuring a consistently pleasant experience for users.

#### - Technical Challenges

Compatibility with different web browsers, loading speed, payment problems, and data overlap issues may arise. For instance, duplicate ticket purchases, simultaneous payment processing delays, and database connectivity issues could occur.

#### - Maintenance and Updates

Regular maintenance and updates are necessary to ensure the website functions correctly over time. Neglecting maintenance can lead to various problems and disruptions in functionality.

#### - Integration with Other System

The website needs to work seamlessly with other systems, such as concert management systems, payment processing systems, or other related platforms. We might encounter challenges in data integration and system interoperability.

By addressing these potential issues and implementing effective solutions, we can create a successful and reliable concert ticket purchasing website that provides a secure, convenient, and enjoyable experience for users.

## 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
<b>Benefits</b>						
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
<b>Development costs</b>						
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
<b>Operational costs</b>						
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
<b>Marketing cost</b>						
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
<b>Total benefits</b>		1,650,000	1,830,000	2,100,000	2,260,000	7,840,000
<b>Total Development costs</b>	2,626,000					2,626,000
<b>Total Operational costs</b>		240,000	260,000	290,000	310,000	1,100,000
<b>Total costs</b>	2,626,000	530,000	590,000	740,000	800,000	5,286,000
<b>Total Benefits-Total costs</b>	-2,626,000	1,120,000	1,240,000	1,360,000	1,460,000	2,554,000
<b>Cumulative Net Cash Flow</b>	2,626,000	1,506,000	266,000	-1,094,000	-2,554,000	
<b>ROI</b>						48%
<b>Break Even Point</b>						2.25 year

### Organizational Feasibility

The success of any project heavily depends on effective management and leadership. The client company should have a dedicated team capable of overseeing the development, implementation, and ongoing management of the ticket reservation system and maintaining a ticket reservation system requires financial resources, human resources, and time. The client company must be prepared to allocate the necessary budget, personnel, and time to develop, launch, and maintain the system effectively. This includes hiring or training technical staff, as well as allocating funds for software development, infrastructure, and marketing.

### 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.

[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

### first interviewee

#### Location

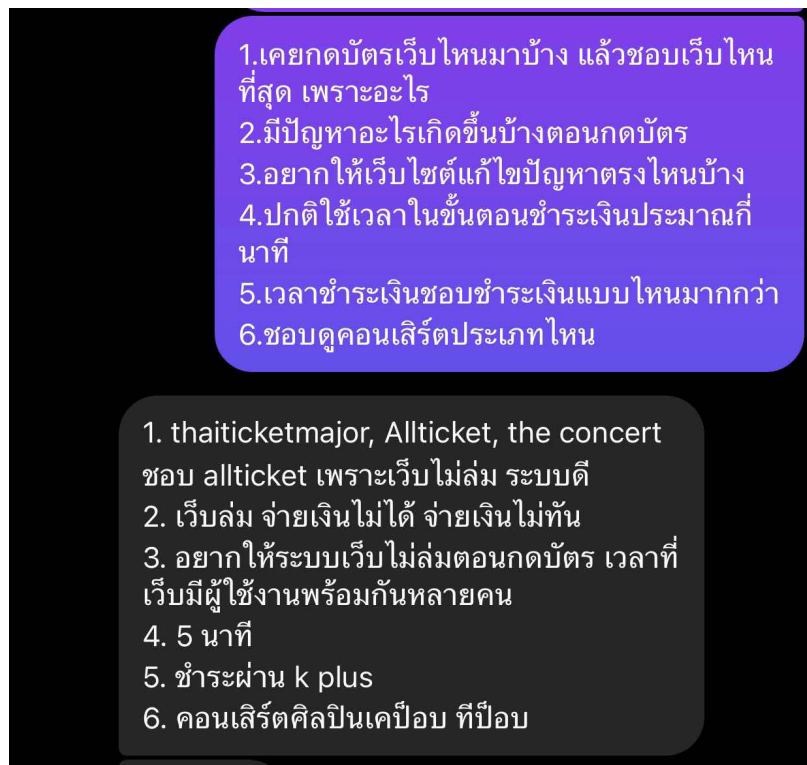
Instagram direct message

#### Objectives

- User concert ticket press experience
- Problems while holding concert tickets
- User preferences regarding the concert.
- Payment process

#### Problem

- The website crashed .
- There is an issue in the payment process, which is that payment cannot be made.





## second interviewee

### Location

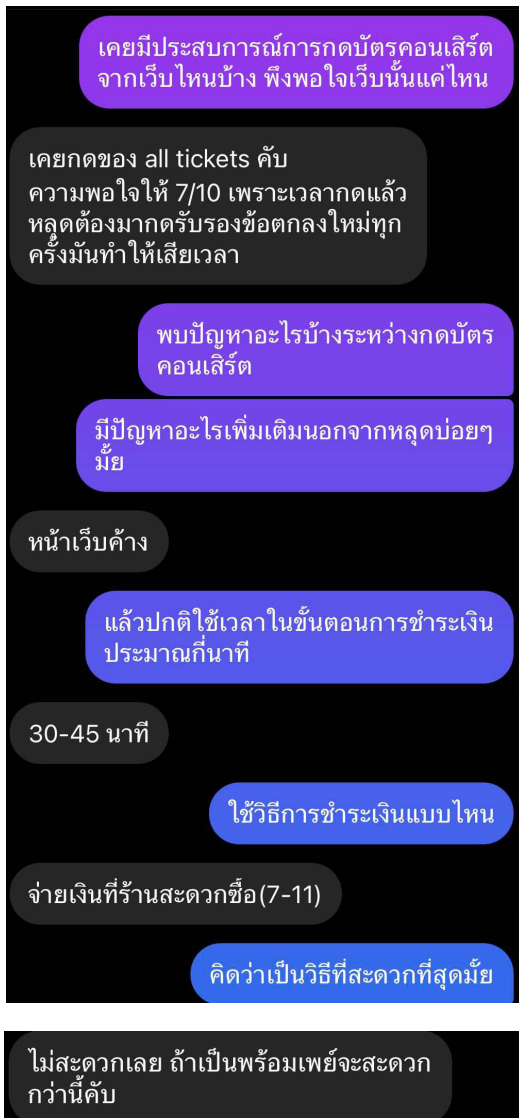
Instagram direct message

### Objectives

- User concert ticket press experience
- Problems while holding concert tickets
- Payment process

### Problem

- Stuck webpage.
- Wasting time due to frequent website crashes.



### third interviewee

#### Location

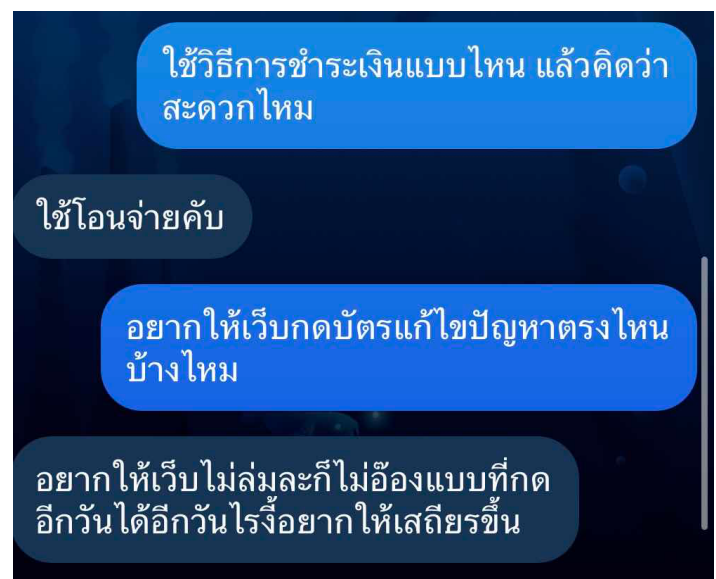
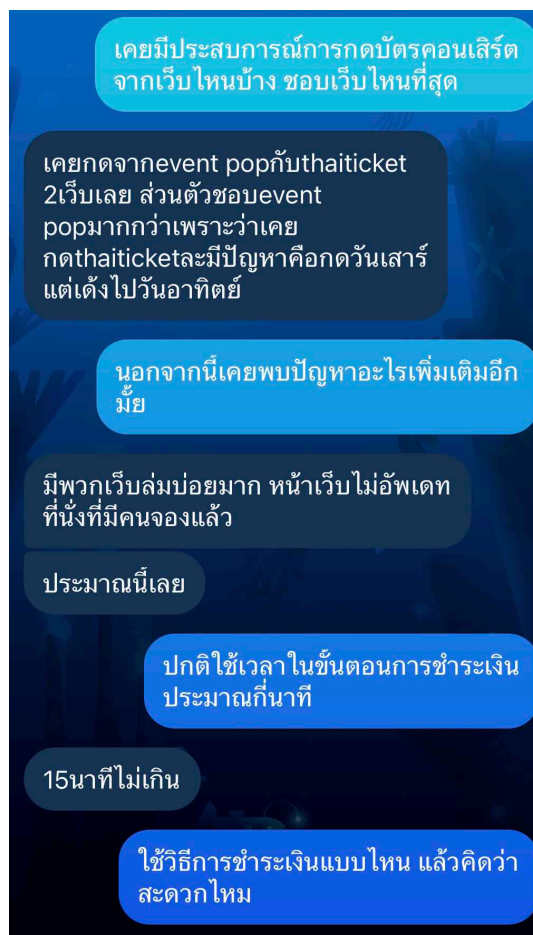
Instagram direct message

#### Objectives

- User concert ticket press experience
- Problems while holding concert tickets
- Payment process

#### Problem

- The website crashed.
- seat not updated.
- Wrong date and time information.



#### fourth interviewee

##### **Location**

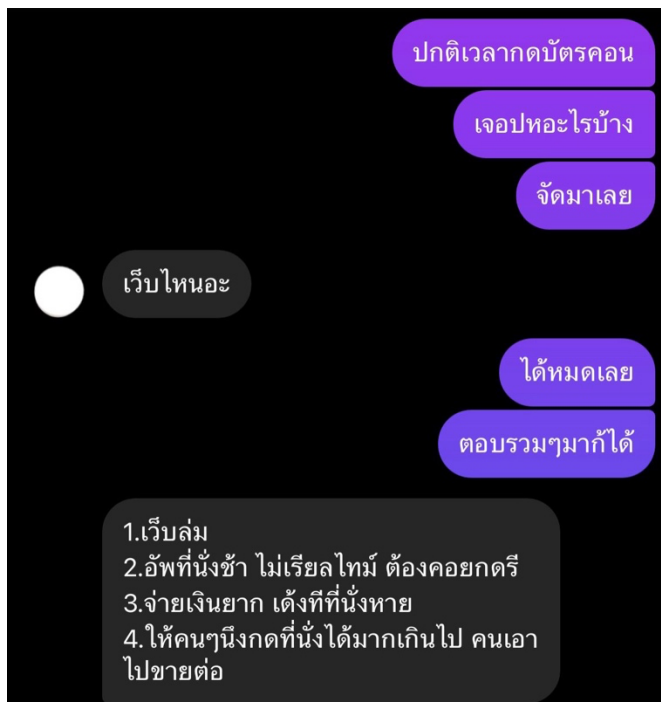
Instagram direct message

##### **Objectives**

- Problems while holding concert tickets

##### **Problem**

- 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
- Some websites are also open to foreigners to press concert tickets, making it more competitive



#### Summarize the interview results

The most common issues encountered during ticket booking for the concert are website crashes due to a high number of simultaneous users, incorrect data, and an average payment time of around 15 minutes. From this interview, it is clear that we should address the website stability issues, ensure accurate data, and adjust the payment process to be more user-friendly and suitable for general users.