

**StarContests.com**

*If it's not here it's not happening.*

*Feasibility Report v1.0*

*Team 8*

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**DOCUMENT DESCRIPTION**

This document intends to analyse the financial and technical feasibility of the project for the developer team. The primary purpose of this report is to give an abstract definition of the problem, formulate different solution strategies, examine alternative solution strategies keeping in mind the benefits, resources, input, cost, time and development related issues and reaching the best solution under current circumstances.

## REVISION HISTORY

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## INTRODUCTION

The main objective of this project is to provide a platform to organizers hosting various contests, sub-organizers and volunteers to find work and for participants - emerging talents which are present in each and every corner of our country. This would provide a one-stop platform to these entities, be it any local event/contest/tournament. The event and contest organizers can host a contest on the website and invite registrations along with providing all the details and the participants would be notified for every contest according to their interests and locations and then they can register for the respective contest. We also intend to provide the organizers a facility in which they can keep in touch with the sub organizers, their daily updates, task lists, and expenses. We

intend to minimize the hassles of these people, so that the entire process can be transparent and easily put in place.

## DOCUMENT CONVENTIONS

The following conventions would be followed throughout the document,

Heading - Intense, 18, Bold

Subheadings - Calibri, 16, Bold

Body - Calibri, 13, Black

## PROJECT OBJECTIVE

The objective is to effectively put in place a system, a platform that brings together organizers, participants, sub-organizers, volunteers and other entities and makes the entire process starting from hosting a contest/tournament to registration, budgeting, scheduling etc. lucid. We are focused on trying to provide the people who do not have a proper defined system in place, what they require. The contests, organization, registration, scheduling, budgeting, advertising and other facilities would be for all fields encompassing literary contests(quizzes, extempore, elocution, debates, spell-bee), performing arts(music-drama-dance), sports tournaments, tech contests(Robocop, robo wars etc. ) to all other contests however unique taking place in the city or nearby.

If we dissect it from the point of view of different entities,

1. Whenever an organizer or a team host an event/ competition/ tournament they can post the same on the website with all the details and be assured that the notification for this would go to all the members registered according to their locality and it would also show on the events feed to all the users. Garnering registrations, searching for volunteers, sub-organizers, scheduling/fixtures, budgeting will be easier and the entire process will be transparent and hassle-free. Once the contest is over they can post pictures, scores/results and other

news too. Weekly- monthly calendars, participants database management are other features that would be of aid.

2. Sub-organizers who are looking for work can sign up for any event/contest and the organizer can be in touch. Similarly, volunteers willing to work can also find suitable contests here and go for the same. This will make the process of collaboration easier through budgeting, uploading bills, assigning tasks etc. Referees/coaches for sports tournaments can also be found here.
3. People who are interested in any field can sign up here and they would be notified if there is any event/competition happening around where they can register as an individual or as a team and then follow the entire contest. They wouldn't miss a thing.

## **OPPORTUNITIES**

This application has a lot of opportunities and is feasible in the market as it is intended to bring forward the talents and give them a common platform to get to know all the happenings around the city. So, this application would benefit all the entities, the organizers, the sub organizers and the participants.

The contest organizers will have the following advantages by this platform:

1. track the list of participants and increase the participation and footfall as it acts as a great publicity
2. Identify judges, referees and other people with common interests
3. get to know about other organizers if they want to collaborate
4. Improve overall publicity and participation of the contest
5. Keep in touch with the sub organizers and the committee

## **SUCCESS FACTORS**

The main success of the application lies with its unique selling point (USP) as the ability of organizers to publicize the contest and get a huge participation which is not prevalent in current market situation and also the facility for participants to get all the contest and events of the city at one place and also the feature to register then and there which would reduce their efforts and in turn, increase the participation.

The first step was step towards making this project a success would be to collect all the necessary information, surveys and interviews from primary beneficiaries of this project, namely the event organizers, different people who has different occupation like musician, player, actor etc. This information contains general requirements, what they think that should be integrated into this project and their specific requirements (if any). After getting all the information results need to be carefully organized and designed so that the problem statement can be tweaked accordingly. The event organizer can organize an event or competition and can provide all requirements information and details. At the other side, the interested people can take participate online through website. In this steps, registration on site is required. Without registering you can visit the website as a guest user.

### CURRENT SITUATION

In order to determine the feasibility of the project and whether it would be successful we talked to people related to this so that an idea about the current situation can be known. Many of the participants are unaware of the happenings, the contests and events around the city involving many of their fields of interests and regret afterwards. Talking to the organizers, we got to know that they don't do much publicity, it's just newspaper advertisements and some social networking which is not enough for them to get a huge participation. As to improve this situation, we as a team discussed about various problems that the participants and organizers face and finalized to work with this idea. Volunteers, sub-organizers are on the lookout for work and this would make that task easy.

*"I think this is a great platform for the local enthusiasts. This can be brilliant and an original initiative if executed properly. All the functionalities of your project idea have been listed down very clearly. For someone who has newly arrived in a city and has a passion for any given sports or performing arts and wishes to find and mix up with the local folks and just play, this is an awesome platform."*

- Takshak Parmar, B-Tech 3rd year, DA-IICT

*"Your concept is extremely good. I am very happy that someone is aware of such problems and you think that we can solve it by making such website. It beneficial to everyone and it may generate interest in people to play professional or as an occupation. I don't think there is any point missing in your idea, it is almost tensed to perfect."*

- Mr. Raju Jani : (National Referee, Member-Sports Association of India (SAI), International Coach)

*Vivo Desportés is a group of football enthusiasts that organizes football tournaments in Ahmedabad. Teams from Ahmedabad and Gandhinagar participate in these tournaments.*

*Tournaments are organized in various formats with the no. of players and types varying. They have a Facebook page on which they post their upcoming tournaments and related details*

*(Venue, date, format, registration etc.). To get more participation they put posters around Ahmedabad and post their event on 1-2 websites that simply show when the tournament is and a link to their Facebook page. If there is a dedicated website where they can post their tournament along with all the details, where they are able to find coaches, referees, volunteers, sub-organizers and mainly players who register their tournaments would be a greater success. They are of the view that if such a platform is created it, task of organizing tournaments and above all attracting players will be simplified. They would also want to post pictures, news, scores etc. of their matches once they are completed. Their football tournaments could be expanded geographically using a platform like this. It would be a welcome step.*

- Abhishek Prasad (Vivo Desportés)

## **BENEFITS**

More people than ever in the history are using the web for commercial purposes. Almost all the systems and businesses today are on the internet. This assures the web-traffic and benefits related to this.

### ➤ Tangible Benefits:

Convenience benefits - It would decrease the need for physical registrations for the participants, need for going to for marketing and PR in person and for sub-

organizers and volunteers to find work on the web itself. To collaborate all these functions so that the contest can occur with minimum manual work. With the help of the database of the participants it would be easy to make schedules and fixtures.

Cost benefits - It includes the benefits that can be quantified, especially money. So in our case, it saves the cost of travelling to places for marketing the contest or for participants to go and register. Majorly it saves the effort and cost of making and maintaining a website themselves.

➤ Intangible Benefits -

It includes the benefits that cannot be measured in terms of money. In our case this type of benefits happens to contestants as they can show their talent and use this platform to build their future. They would not miss any competition that they would have wanted to participate in.

## ALTERNATIVE SOLUTIONS

➤ Alternative 1

The first alternative solves the problem of registration. The database of the participants would be stored online and the details asked for at the time of registration would make sure that whenever an event/contest comes up the notification will go to the participant for sure. Also, through this database the organizer can pull out any detail he wants and get an overall idea of the no. and type of people participating as well making schedules/fixtures will be easier.

➤ Alternative 2

Whenever an organizer is putting up a contest it would be difficult to determine without calling or even that method would not be full-proof in order to authenticate the contest itself. It is important to establish that contest is not a hoax and that people registering are not disappointed. Similarly in the case of participants their participation cannot be guaranteed and it could lead to discrepancies sometimes. If a proper method for authentication can be devised this problem can be done away with.



## **RECOMMENDED SOLUTION**

According to the given alternatives, we can make a web application that encompasses all the aspects of creating a contest, putting forward all the details related to it, registration for the same, scheduling/fixtures for the organizer, calendar (monthly, weekly) for all users to keep a track of local contests and the news pertaining to the local as well as global happenings of particular fields. Regarding authentication of different parties the current scope is that it would have to be done through phone calls or connecting the user through the Google+ or Facebook profile.

## **COST**

As time is the major cost for us, in terms of hours, it takes into account the contribution of human resources. There are roughly 10 working weeks. Considering 5 days a week and one hour per day per member contribution, the total cost will be  $10 \times 5 \times 1 \times 9 = 450$  man hours.

## **FEASIBILITY ANALYSIS**

### ➤ Technical

As this project would undergo various phases like Requirements Study, Design, Coding, Analysis and testing it would require knowledge of various tools and technologies which would aid in development of the product.

1. For the Front-end coding we may use technologies like HTML, CSS JavaScript.
2. For the Back-end coding we may use technologies like php, MySQL or ruby on rails has the corresponding server packages installed. This can also come handy at the time of testing.
3. Since the technical requirements for the various phases are fulfilled, the product is technically feasible to make.

### ➤ Economic

The main aspect of our project is software-based. So the cost would be in terms of the time and work needed to complete the project.

1. As far as the time is concerned we are estimating that this project would take about 3 months.
2. The work aspect requires us to learn a few new things and applying the learnt knowledge.
3. The design, coding and maintenance would require quite a lot of work from our side.
4. Comparatively there is very less monetary investment needed for this project initially. Hence the project can be declared as financially/economically viable.

➤ Marketing

As there are very less online platform to encourage local talents so it would be easy to penetrate the market.

1. The website can be self-promoted by the client itself as it increases the sales.
2. Through online advertising we can promote our product so that organizers and the participants could start using the website.
3. Existing user's feedback would also help in marketing our product.

➤ Legal

Since, this application does not need a privacy policy and does not take any confidential details of the users, so this is legally feasible

➤ Operational

This application requires users to have access to internet.  
With, increasing network of internet and computers, this is operationally feasible.

➤ Social

As this product acts as a platform for people to get to the places to showcase their talents, it is socially very feasible.