



CSE471

Course Title: System Analysis and Design

Project: Event Management System

Group - 03

Section - 03

Submitted By:

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System Request

Project Sponsor: Jabedul Alam, Executive Vice President at BRAC Bank Limited

Business Need:

There are a lot of hassles that one needs to overcome while planning for an event. Whether it is for a wedding, birthday or a corporate event, one needs to look into many places such as the venue, caterer, guest lists. This is quite troublesome and difficult to manage. This creates a demand for a system where a user will be able to find everything he needs in a single place to reduce his effort and cost.

On the other hand, there are many event organizers and planners who are waiting to receive some sort of exposure or promotion to boost their business. As a result, we have come up with a system where we will be connecting the organizers to the general consumers, in which the consumers can find everything they need in one place and the organizers can promote their business as well.

Business Requirement:

- ➔ Create separate portal for both general consumers and event organizers.
- ➔ Multiple choices of event will be provided to the general consumers such as wedding, birthday, corporate events, conference and product launch.
- ➔ A chat system where the general consumers and event organizers will be able to communicate.
- ➔ An efficient filtering process for the consumers where they will be able to select their events in terms of their budget, location, rating and time.
- ➔ Users will have the option to choose from the portfolios of event organizers available.
- ➔ A review and rating system will be implemented which will help the customers decide better and also maintain quality.

Business Value:

We expect that Event Go will increase sales by enabling existing customers to purchase the different types of services provided and reaching new customers who are interested to buy all the types of services provided at one place. We expect to gain a new revenue stream from event planner subscription as once they get used to getting more customers from this platform, they would not want to leave it. By charging a subscription fee, a significant revenue can be earned. Apart from that we would also charge an amount by easing the process of booking or organizing the events per event which would also generate some revenue for the business to enter into profit.

Special Issues or Constraints:

- ➔ Security issues must be addressed. Since a lot of users will have many events under different event planners, events might get swapped with other users or with other event planners which needs to be closely monitored to prevent this.
- ➔ Inexperienced event planner might get themselves affiliated to our system.
- ➔ Due to rapid increase in event management sites as well as to dominate this industry, this project needs to be finished within a year.

Technical Feasibility

Our proposed system, “Event management System” is feasible technically. Having said that there are some issues which should be taken under consideration before building the system.

- ➔ As our proposed system is going to be the first-ever system of this category in this country the marketing team should plan and work smartly in order to create a positive impression among the target customers before the release of the system.
- ➔ We have an advantage of the fact that there will be no competitor in the current market.
- ➔ As we are planning to make a subscription based service we need to build a secure money transaction system.
- ➔ The economic support we need will come from the investors.
- ➔ The IT team is capable of building a web based system which will support all the requirements of the system.
- ➔ Our managerial team is very experienced and had experience of building large systems before.
- ➔ We will need robust and fast web server in order to provide a smooth customer experience.
- ➔ Considering all the issues we can say that our whole team is capable of bringing this proposed project into reality. The experience and dedication we have in our team will certainly bring about success and profit by the estimated time. Hopefully the customers will also be benefitted by our service.

ECONOMIC FEASIBILITY

Any program or service will be rendered useless and unnecessary if its purpose and presence is not feasible. It is equally imperative that a program/project should be economically feasible and comes with financial benefits and monetary value. The Program/Project we will be designing is that of an Event Management System. We will be providing customers and sellers with ease of booking/organizing events according to their needs and charge a percentage of that certain event as our fee. We will also be developing a subscription system for our Sellers(Organizers) and charge them a monthly fee for our association.

Analyzing our estimated annual costs and benefits of the first 4 years, our feasibility report is shown below-

1. Costs and Benefits:

Tangible Costs:

	Setting up the website	Advertisement	Server Cost	Computer System	Office/Logistics
Year 0	220,000	350,000	192,000	900,000	250,000
Year 1	0	500,000	192,000	100,000	370,000
Year 2	0	850,000	192,000	30000	900,000
Year 3	0	970,000	300,000	200,000	1,200,000

Intangible Costs: Man Hours, Customer Satisfaction, Overtime.

	Year 0	Year 1	Year 2	Year 3
Total Benefit		800000	2000000	6780000
Total Cost	1912000	1162000	2272000	3300000
Net Benefit	(1912000)	(362000)	(272000)	3480000
Cumulative Net Benefit	(1912000)	(2274000)	(2546000)	934000

2.Return on Investment(ROI): 10.74%.

3. Break Even Point(BEP): 2.73 years

ORGANIZATIONAL FEASIBILITY

From an organizational perspective, this project is expected to have immense success as it sort of fills a huge communication gap between the whole community of event organizers and the target customers who throws event.

Stakeholders Analysis:

- We as the **PROJECT CHAMPIONS**, have addressed this issue that there is no direct communication link for you to find out the best event planners that fit your budget and taste perfectly. Our platform will give you the richest collection of all the event planners available in Bangladesh along with their contacts and details, so that you would just be a single tap away from your “dream event”. The primary resource to collect for the project is the contact of different event planners, caterers, musicians, photographers etc and encourage them to be associated with us. Our database would be organized with different categories of event- Weddings, Birthdays, Business Conference so the users will have a variety of options to choose from.
- **SYSTEM USERS-** Given the proper marketing, our system is expected to be the first ever go-to Website for any kind of event. The target end users of our system is mainly any internet user willing to invest in an event. And with so many events happening every other day, the demand for the system is expected to rise exponentially over time. At the moment we don't even have to worry about the competition either, as customers don't really have any other option to go to for their events unless they want to manually go to a planner. Plus we would also be giving out prototypes for hand on activities for the users to get familiar with our system.
- **ORGANIZATIONAL MANAGERS-** As we are just a start up, initially we don't have plans of associating with large company, as that would spike up our initial cost. But once the system is out in the market we would like to partner up with TV advertisement agencies and eventually make it a global platform.

Functional Requirements:

Functional Requirements dictate what an app/service will offer to its users as features and usages.

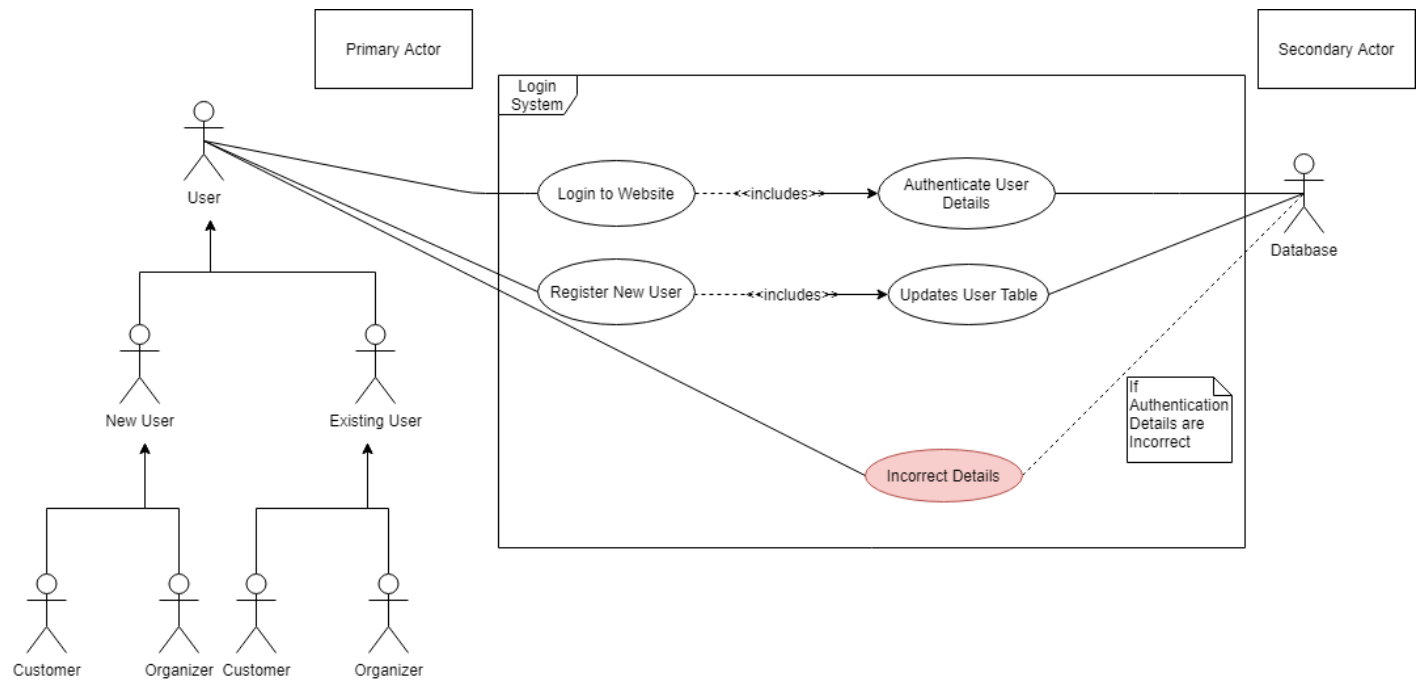
- 1) Users can login as administrators, general consumers and event organizers.
- 2) General users can rate event organizers.
- 3) General users can post reviews.
- 4) General users will have options to choose from wedding, birthday, corporate events, conference and product launch.
- 5) There will be a chat system where the general consumers and event organizers will be able to communicate.
- 6) Administrators can suspend remove inexperienced organizers based on their bad reviews and ratings.
- 7) Two separate panels for user and admin.
- 8) General users will be able to select their events in terms of their budget, location, rating and time.

Non functional Requirements:

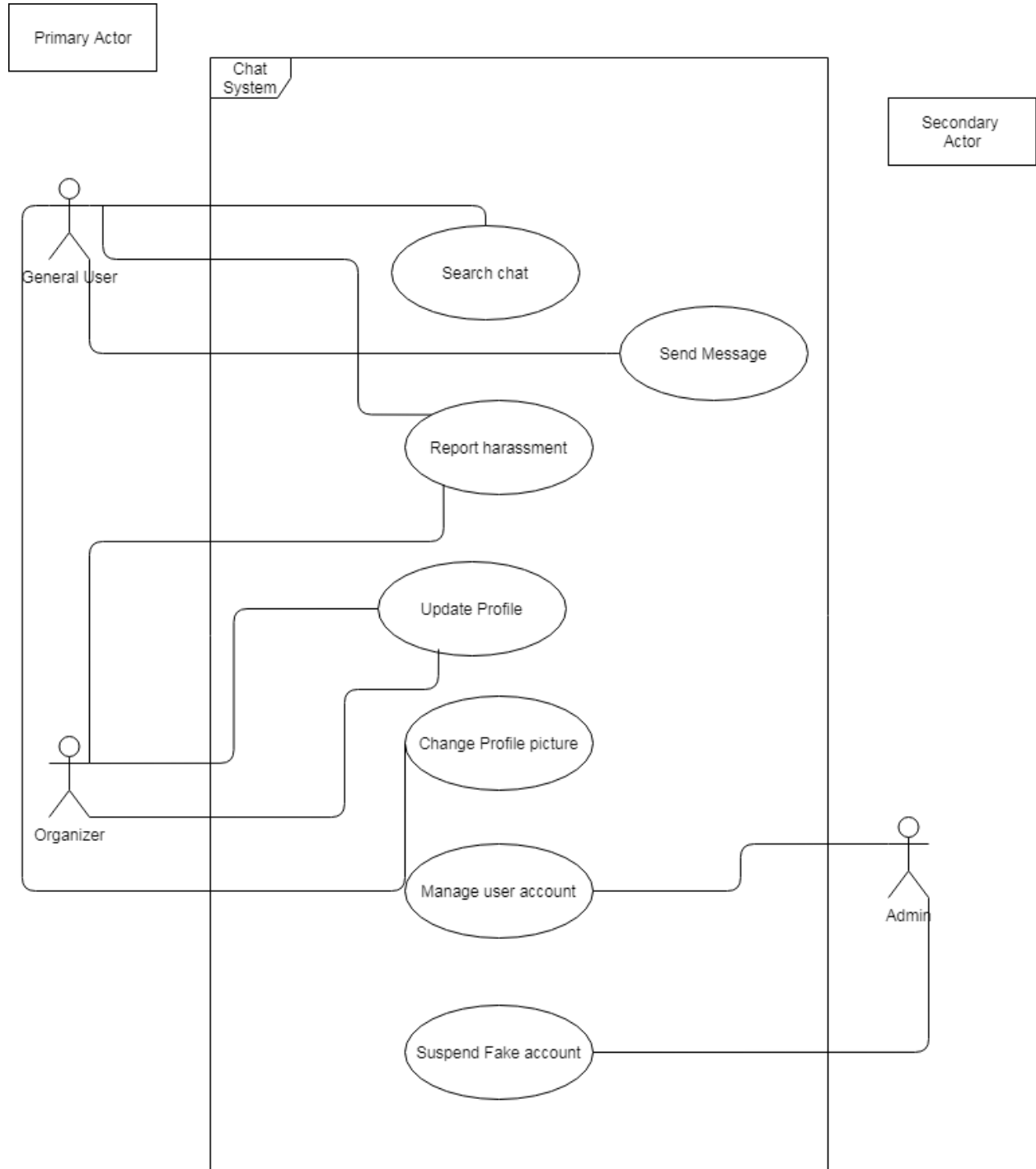
Nonfunctional requirements refer to behavioral properties that the system must have, such as performance and usability. Non Functional Requirements make sure the service is optimized and completely operational for ensuring performance, security and user compatibility. We will be designing a service/app for Event Management system. Our service will have buyers(clients) and sellers(organizers) with us working as the Intermediary. For this respect, our service includes safe payment gateways and secured account and profile management. Keeping those requirements in retrospect, our Non-Functional Requirements are-

1. Using security bots to prevent bogus login and booking.
 2. Showcasing search results accurate and close to the user's requirement and specification.
 3. Simple and robust, easy to use UI.
 4. Making the service available on all platforms such as Android, IOS, Browsers etc.
 5. OTP for confirming any booking or order made through the service.
 6. Verified user logins using valid credentials.
 7. Support for usage on older systems and platforms such as Older Android, IOS, Windows 7 etc.
- So far these are the Non Functional Requirements we have chalked up for developing our system. We hope to add or remove any if it seems necessary and relevant for the better service of our users.

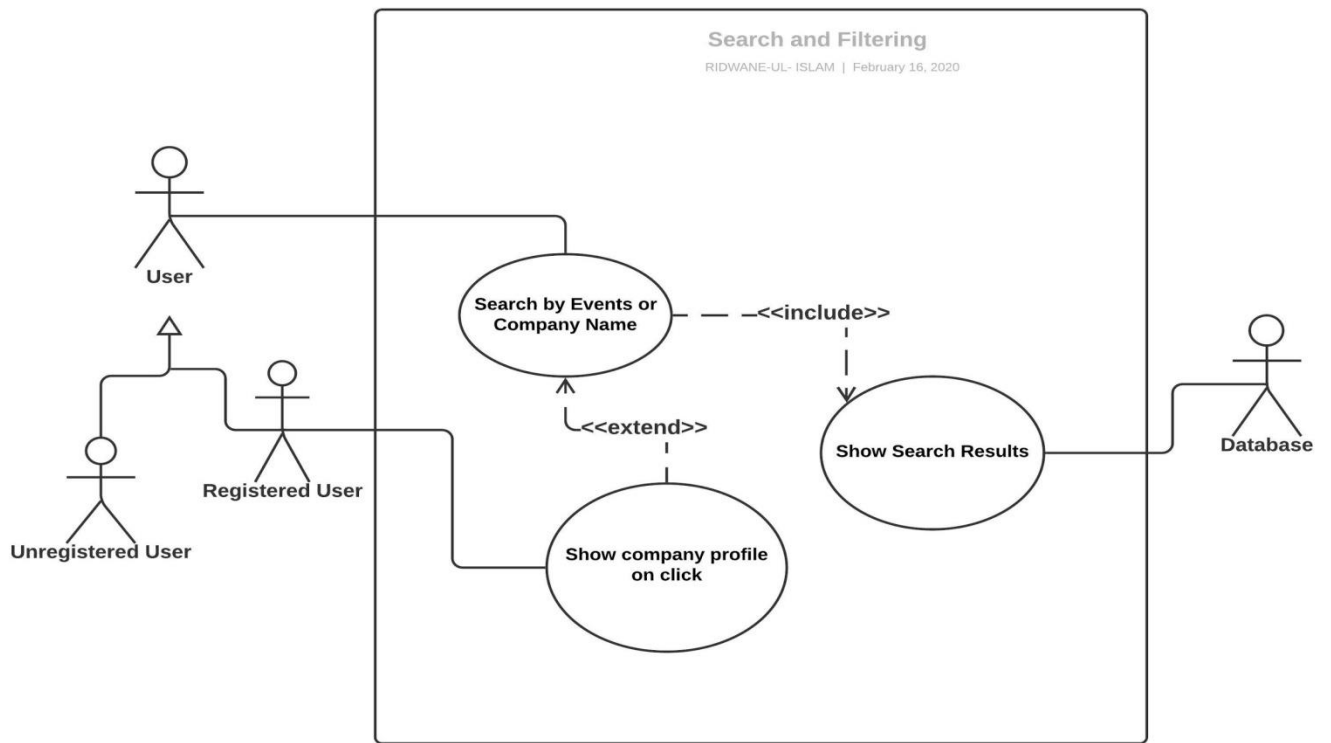
Login System Use Case:



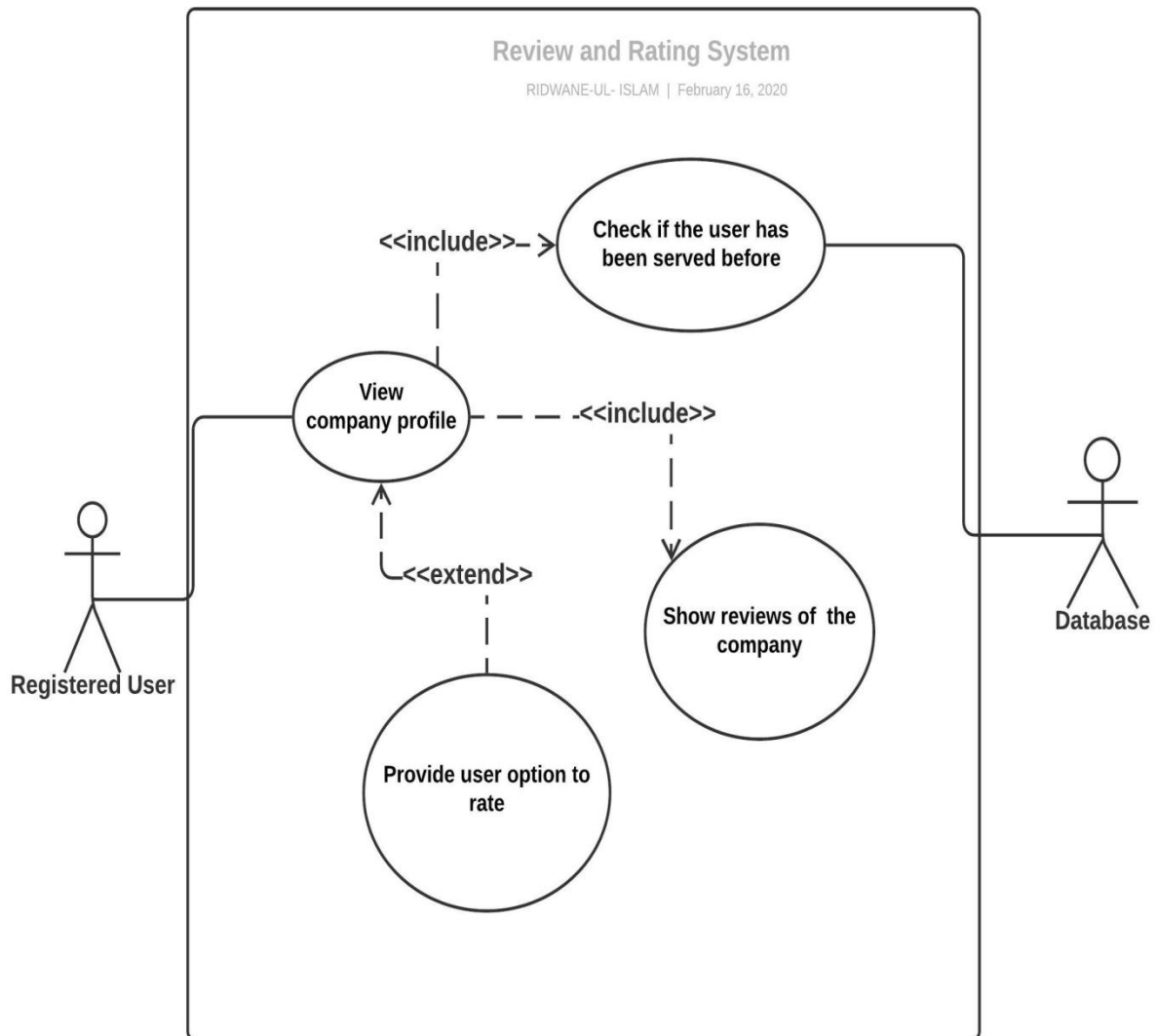
Chatting system use case:



Search and Filtering Use case:

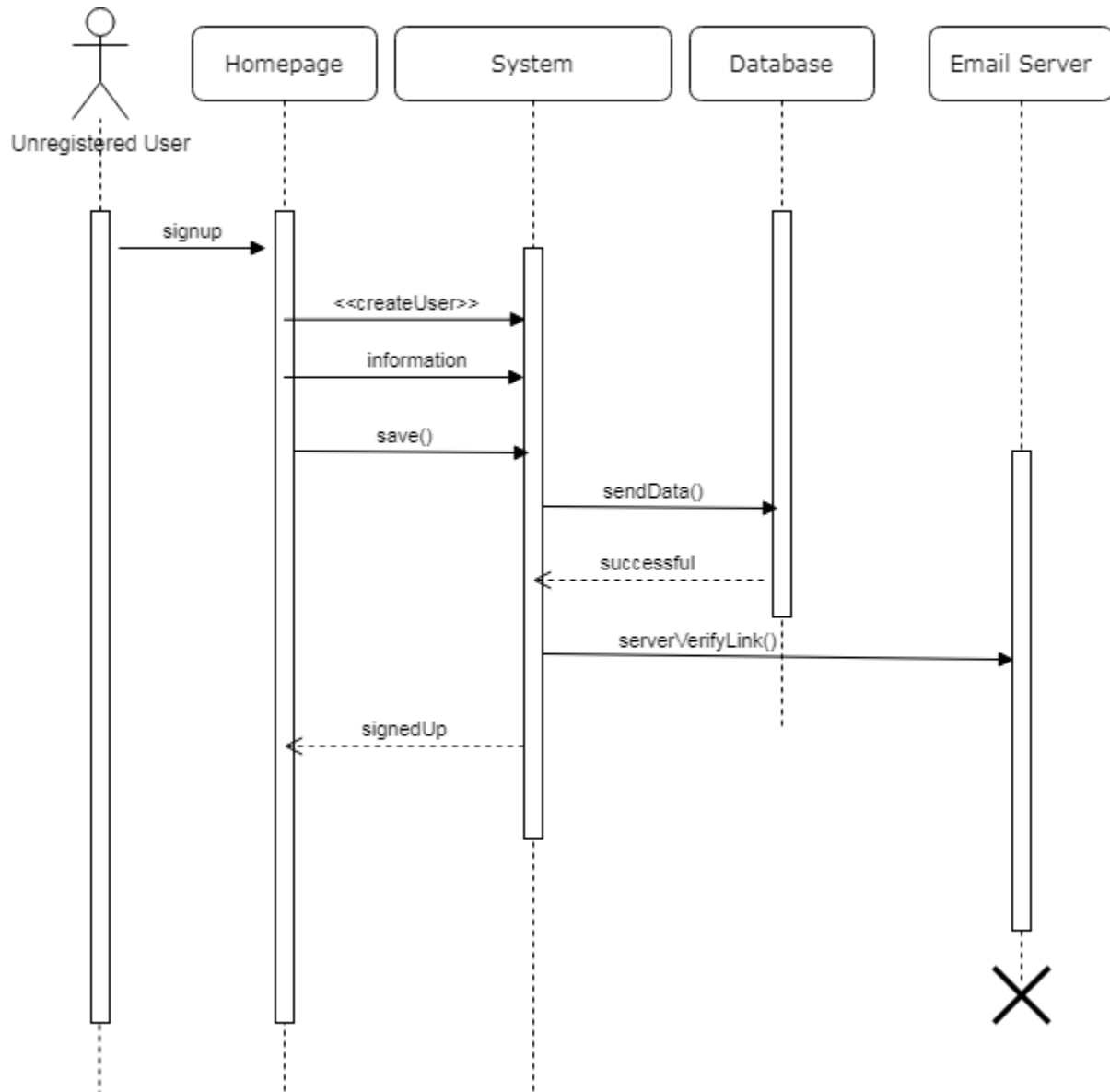


Review and Rating use case:

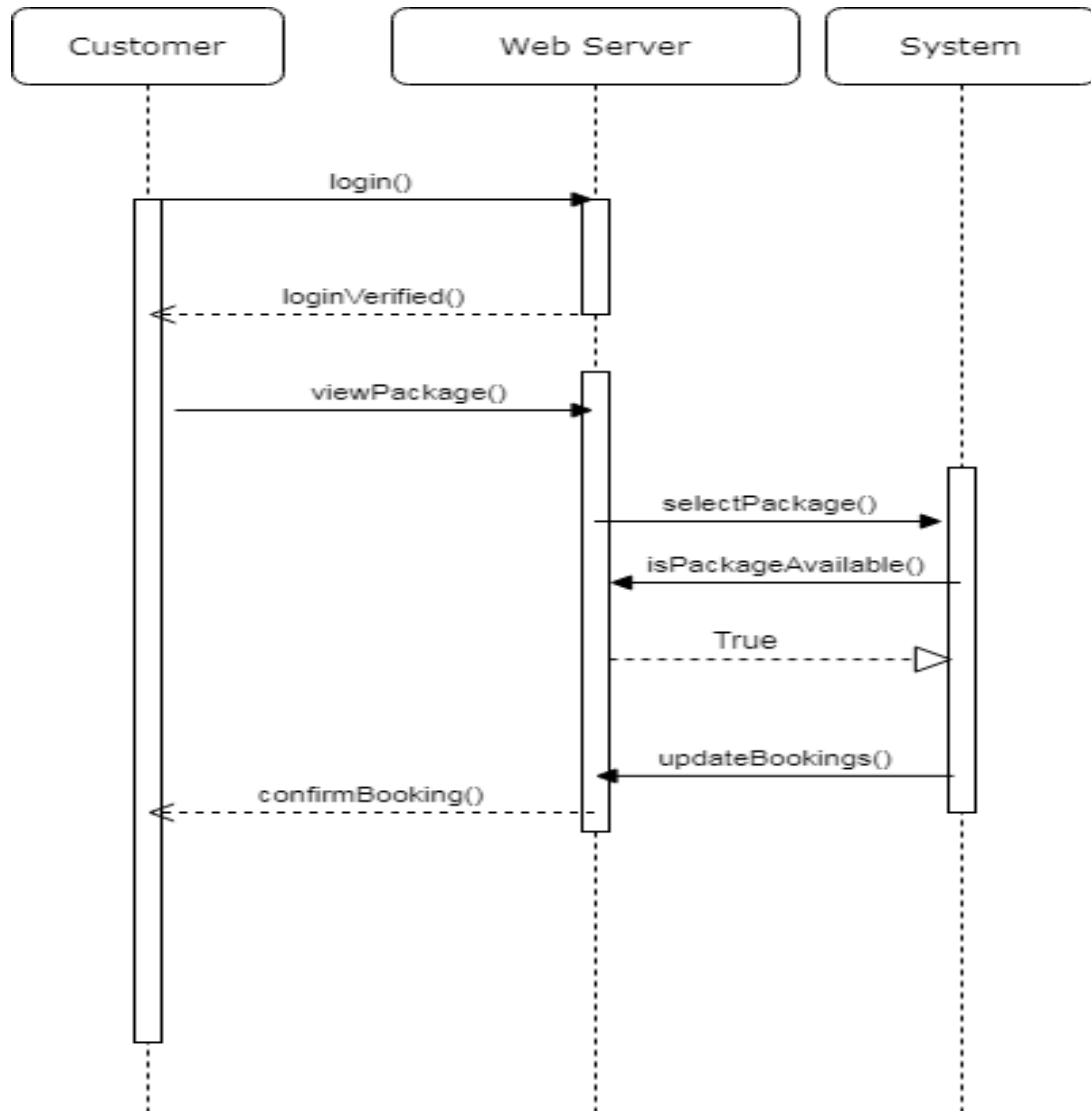


Sequence Diagram

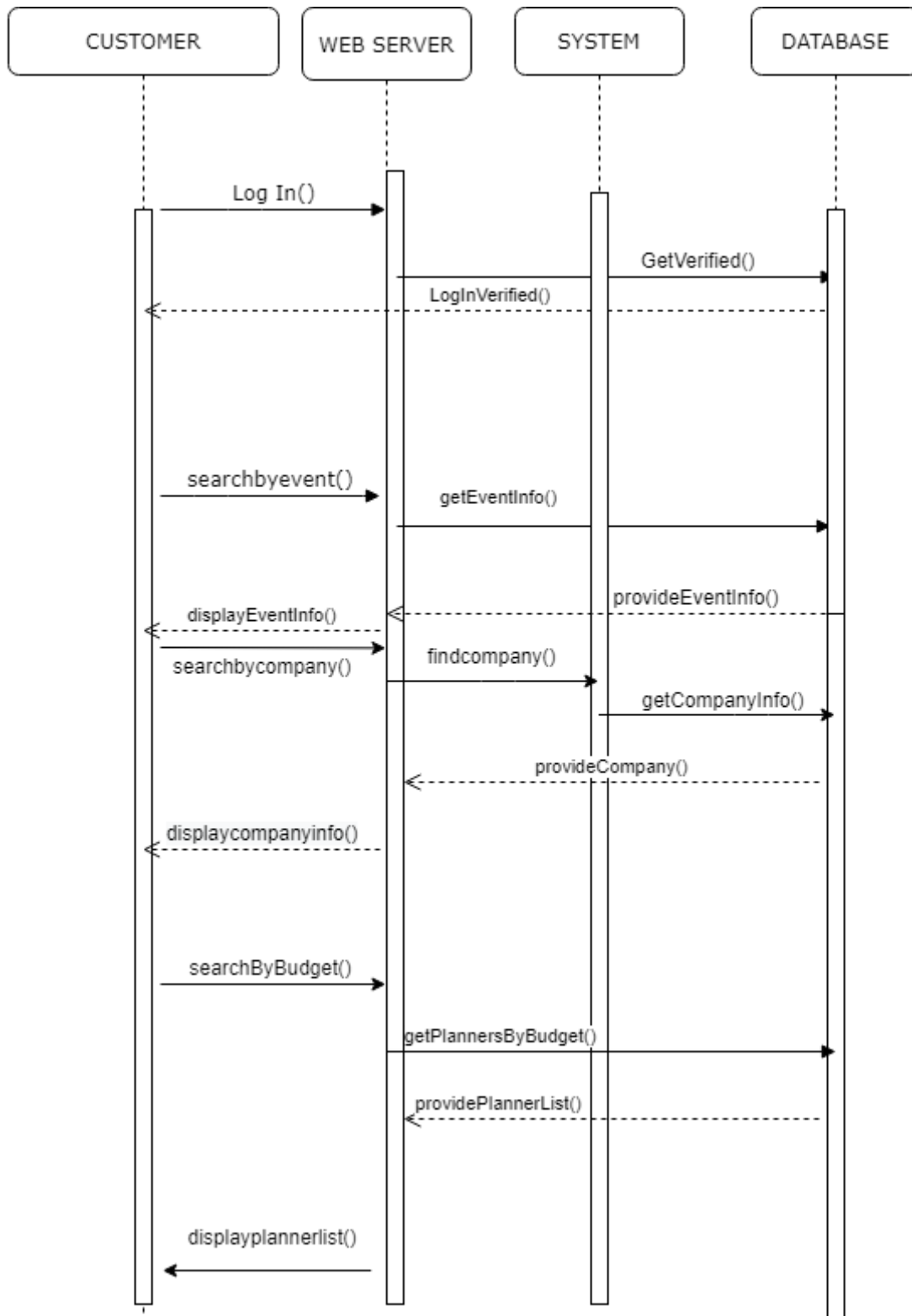
Registration sequence diagram



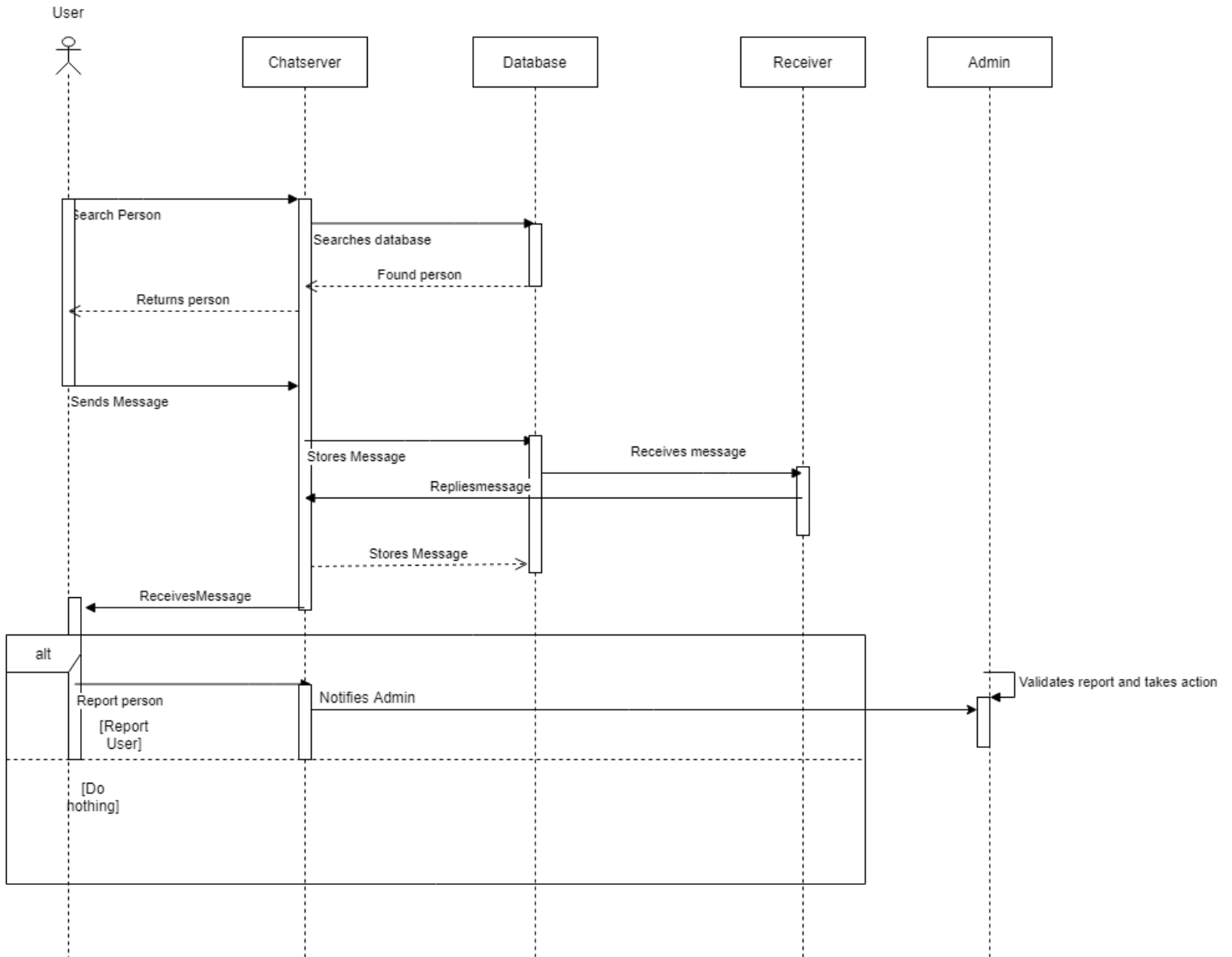
Login sequence diagram



Search and filter sequence diagram

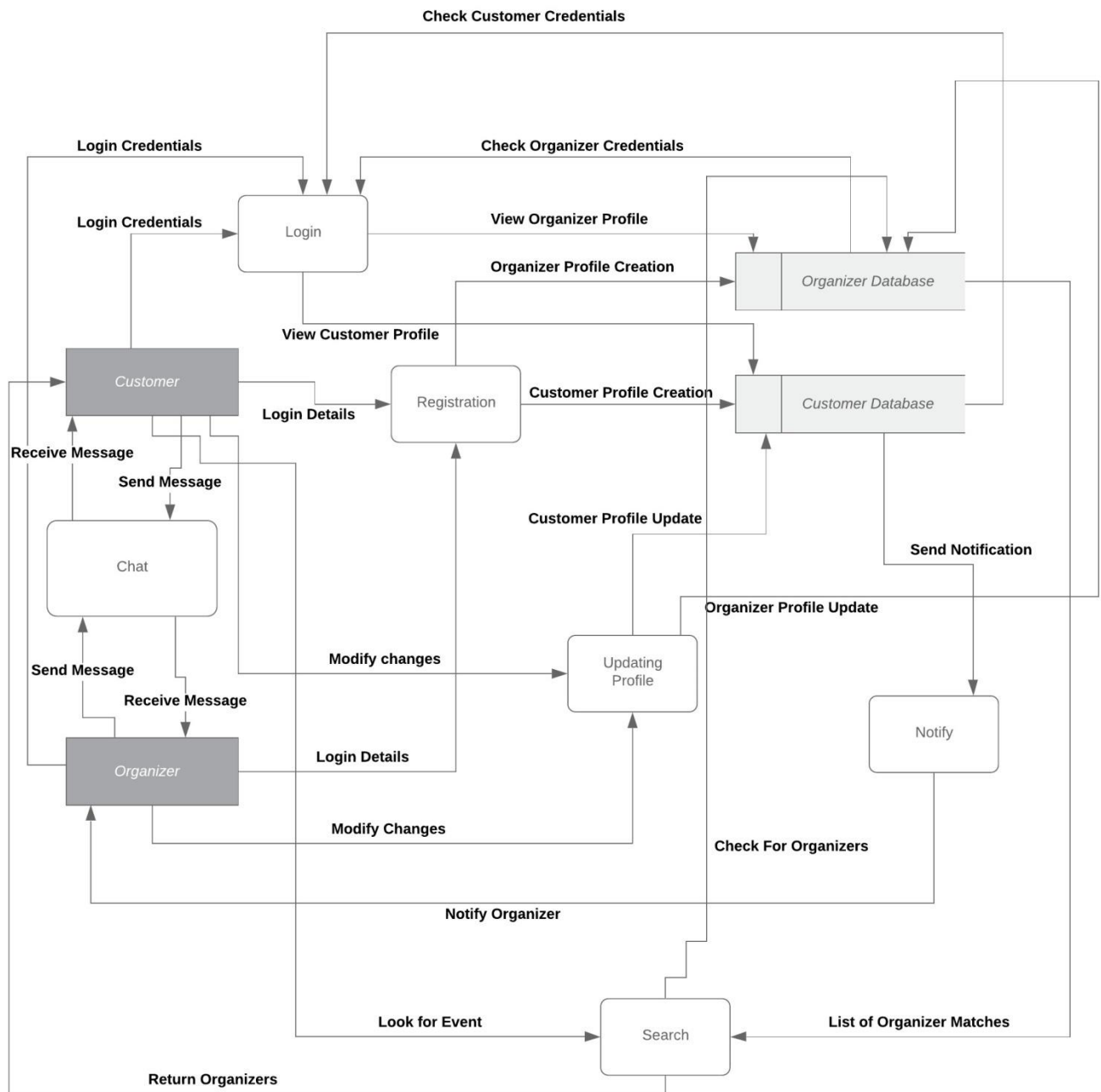


Chatting sequence Diagram

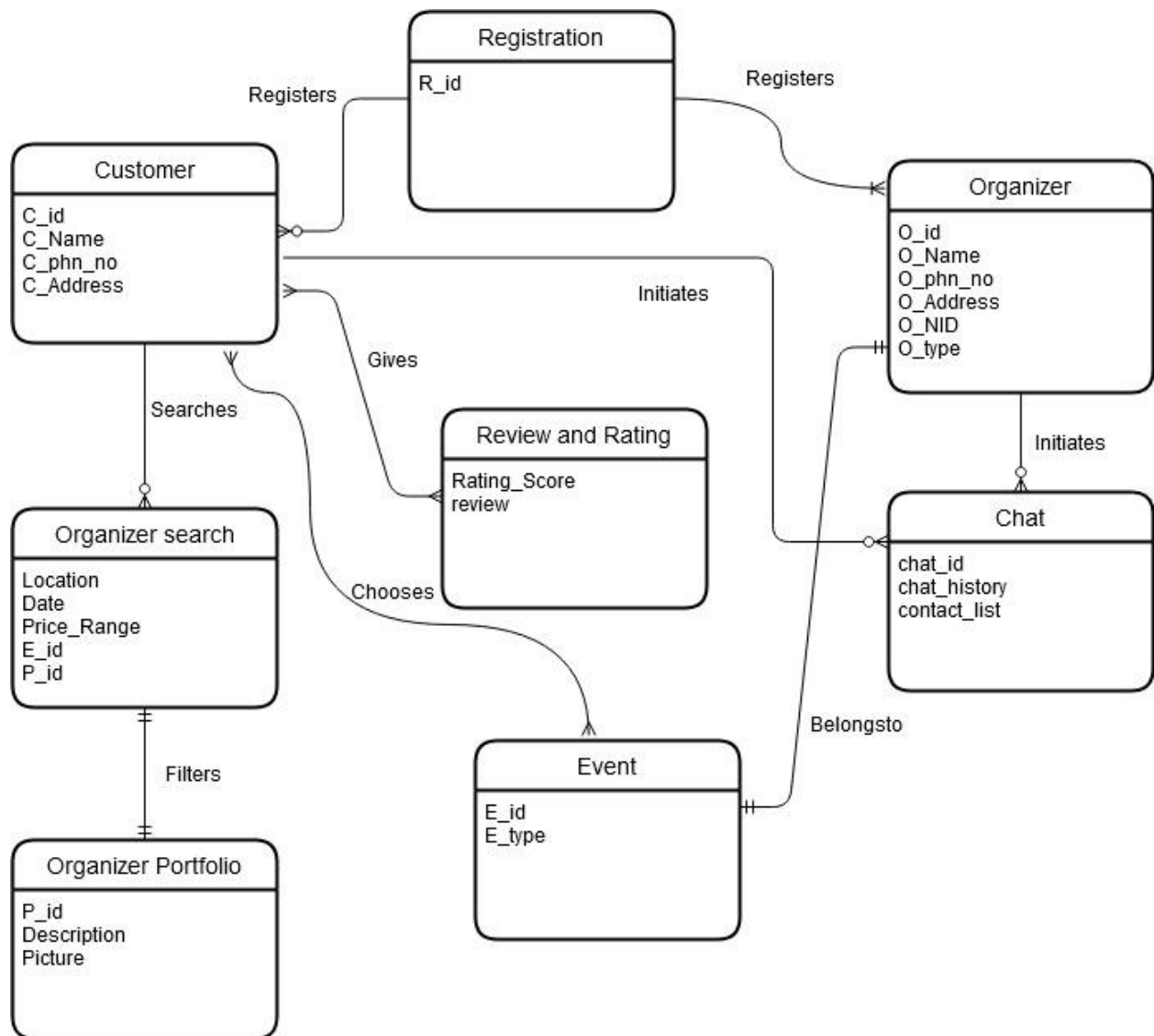


Data Flow Diagram(DFD)

Data Flow Diagram

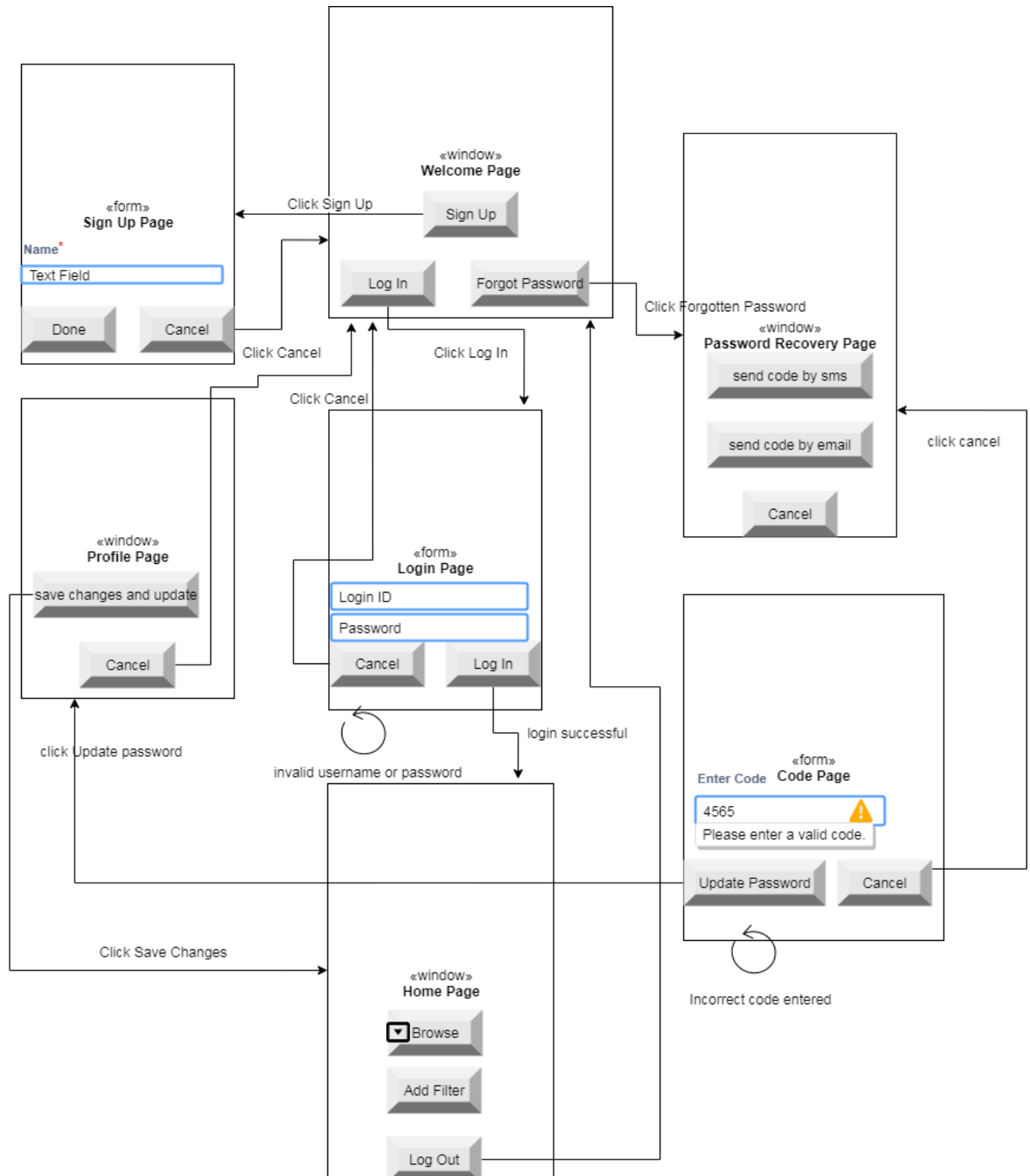


Entity Relationship Diagram(ERD)

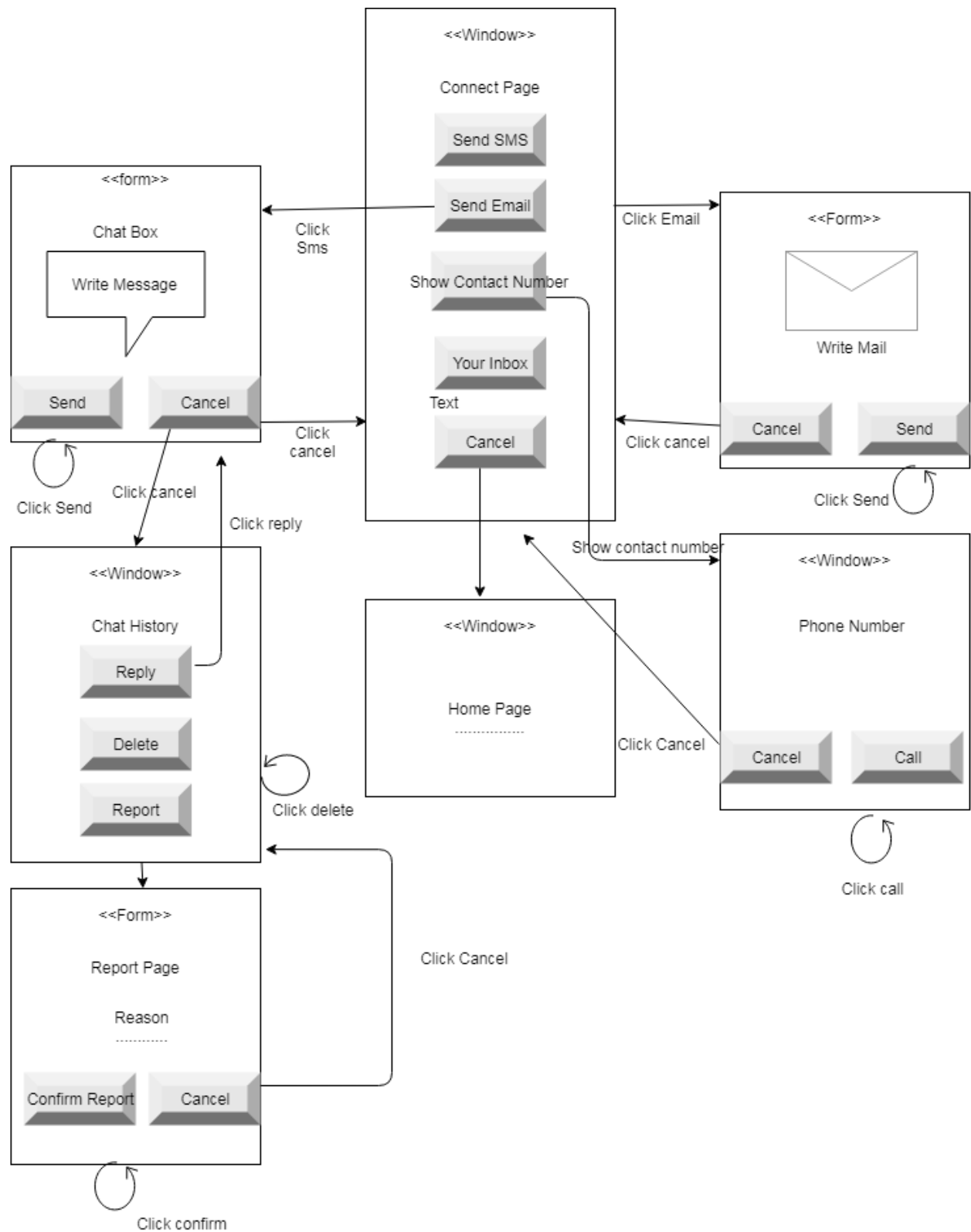


Windows Navigation Diagram

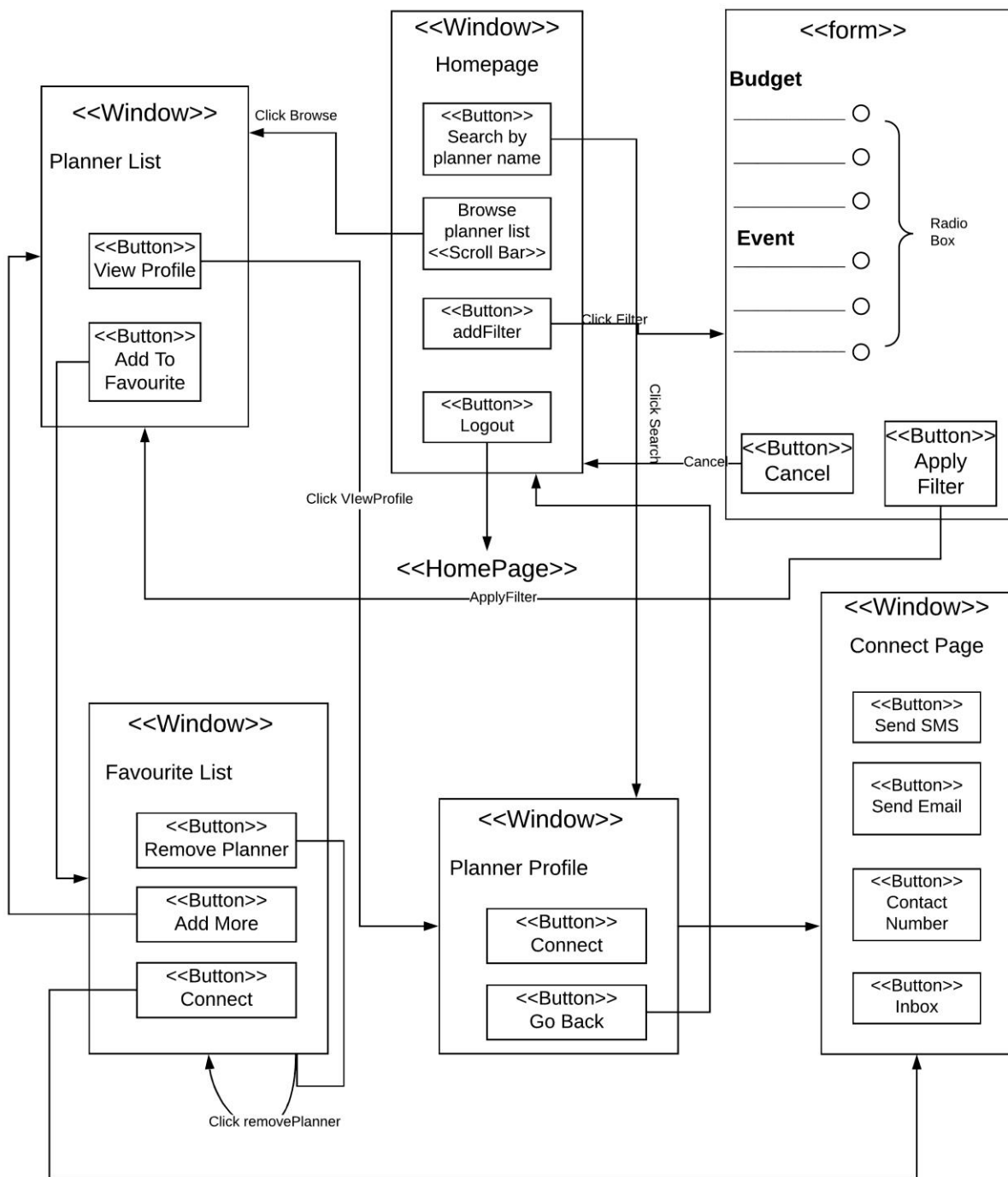
Login



Chat System



Search & Filter



Review and Rating

