

System Request - RUNNING EVENT SYSTEM

I. Project Sponsor Aj.Twittie Senivongse

II. Business need

A lot of running events usually announce and promote on Facebook so users have to look for them by themselves. Perhaps, it is too difficult for runners to find the running event which runners want to go because each event doesn't provide enough details. In brief, The problem from this situation is listed below:

- Runners don't receive enough information of the running event such as location, time, cost etc.
- Difficult for runners to find the reservation for the running event.
- Running events are not announced on the same place so that this is hard for the user to look for the running event they really want.

III. Business requirement

- Reservation for runners in each running event.
- Payment system integration.
- Recommendation event for runners (like nearest location).
- Announcement details of running event (location, cost).
- Timeline of running event for each user.
- Calendar of the running event so user can easily plan which event they would go.
- Community for users to talk about the running event.
- Given the receipt for users when the payment transaction is complete.

IV. Business value

1. Tangible value:
 - 5% Increase in ticket sales
 - 3% Reduce the cost of advertising used to promote the event
2. Intangible value:
 - Improve user satisfaction.
 - Increase convenience for running event organizers.
 - Reduce the time for users to find and apply for the event
 - Increase size of running community

V. Special Issues or Constraints

- As the system will be integrated with online payment system, security issue must be addressed.
- The first version of system must be released within 2 months, in order to gain more funds for investment from project sponsor.