**Feasibility analysis**

* **Technical Feasibility:**
  + The risk regarding familiarity with applications (as a social media web app) is moderately high.
    - The Marketing Department has little experience.
    - Numerous social media sites exist on the Internet.
  + The risk regarding familiarity with the technology is moderately low.
    - Back-end developers have knowledge of the current Web-based order entry system and the databases and Internet technology it uses.
    - Front end developers have knowledge of the current web design technology to make the interface pleasing to the eye and simple to use.
  + The project size is considered medium risk.
    - The project team will likely consist of only 6 people.
    - The project time frame is somewhat critical.
* **Economic Feasibility(cost-benefit analysis):**
  + Development Costs:
    - Development training.
    - Data conversion costs.
    - Hardware and software.
    - Consultant fees.
  + Operational Costs:
    - Software upgrades.
    - Software licensing fees.
    - Hardware repairs.
    - Hardware upgrades.
    - Operational team cost.
  + The main source of profit in this system is Advertisements. At the beginning, a small number of users may be missing this source.
* **Organizational Feasibility:**

Users register by the university from which they graduate or are still a student. But there may be more than one risk:

1. There may be some difficulties in reaching all universities worldwide.
2. How to convince users at the beginning of the application