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**Chapter 01**

**Introduction**

**1.1 Overview**

In today's world, dealing with paperwork for filing complaints, sending applications, and providing suggestions to offices can be quite a challenge. Running between offices, facing uncertainties about the status of applications, and the risk of records being destroyed during natural disasters create a complex and messy situation.

The solution lies in transitioning from traditional paperwork to a digital platform. Imagine a system where there's no need for constant office visits or worries about application statuses. Enter e-Desk – a digital solution designed to simplify and streamline the entire process.

**1.2 Goals**

The primary goal of e-Desk is to revolutionize the way complaints, suggestions, and applications are handled. By eliminating the need for physical paperwork, the system aims to provide users with a convenient and efficient way to interact with offices. The focus is on enhancing transparency, accountability, and the overall user experience.

**1.3 Objectives**

**1. Digital Transformation:** Shift from manual paperwork to a digital platform for filing complaints, suggestions, and applications.

**2. Efficiency Improvement:** Provide users with a straightforward and hassle-free process for managing their interactions with offices.

**3. Transparency and Accountability**: Ensure clear visibility into the status of complaints and applications, promoting accountability in the handling of user submissions.

**4. Disaster Resilience:** Mitigate the risk of record loss during natural disasters by storing information digitally.

**5. User-Friendly Experience:** Develop a user-friendly interface for both users and administrators, making the system accessible and easy to navigate.

**1.4 Scope of Work**

The scope of e-Desk encompasses three main modules – User, Admin, and Office-Specific Admin. Users can log in, submit complaints, manage profiles, and attach files. Admins have the responsibility of overseeing offices, managing users, and handling posts. Office-Specific Admins focus on managing posts and users within their specific office.

The system ensures secure logins, intuitive designs, and essential features such as notifications, dashboards, and safety measures. Additionally, e-Desk goes beyond the basics, incorporating advanced functionalities like tracking, discussions, priority settings, searches, reports, customizable dashboards, language support, collaboration tools, data insights, issue predictions, mobile access, offline mode, scalability, and user-friendly training.

In essence, e-Desk is not merely a fix for outdated processes; it represents a significant positive change, transforming the conventional paper-based approach into a more efficient and user-centric digital system.

**Chapter 02**

**Project Name**

Selecting the right name for our project was a big decision, and that's why we chose "e-Desk." Let me break it down: the "e" means electronic, showing that we're moving from old-fashioned paper ways to a more modern, digital way of doing things. And then there's "Desk" – we kept that to remind everyone of familiar office tasks, letting you know that e-Desk is here to make office-related work simpler.

The name is simple, just like our project aims to be. We wanted a name that feels friendly and makes users feel at home with our system. "e-Desk" really captures what our project is all about – a digital desk that makes things like filing complaints, sending applications, and sharing suggestions easier.

In a nutshell, the name "e-Desk" shows our goal of turning old office challenges into a smooth digital experience. It's not just about technology; it's about making things easy for everyone to understand and use, no matter their background.

**Chapter 03**

**Detailed Description of the Project**

The "eDesk" project encompasses a user-centric approach, acknowledging the significance of user feedback and engagement. The platform consists of three main modules: User, Admin, and Office-Specific Admin, each tailored to meet specific needs. Users can effortlessly submit their concerns, while administrators gain access to powerful tools for managing posts, users, and statistics.

**3.1 Use Case Diagram**

The Use Case Diagram for the "eDesk" project outlines the interactions between various actors (users, admins, and office-specific admins) and the system's functionalities.

Users can authenticate themselves, submit complaints, manage their profiles, and comment on posts.

Admins have additional capabilities such as managing posts, offices, users, and other admins, as well as tracking global user posts and viewing system-wide statistics.

Office-specific admins, on the other hand, can manage posts and users specific to their office, track office-specific user posts, and view statistics relevant to their office.

The diagram helps visualize the high-level interactions and functionalities of the "eDesk" system, providing a clear overview of the user roles and system features.

A screenshot of a computer

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Fig: Use case Diagram.

**3.1 Architecture Design**

The Architecture Design Diagram for the "eDesk" project shows how the system is set up.

Users access the system through Web Servers, where they can submit complaints and manage their profiles. Behind the scenes, Application Servers handle the core functions like processing complaints and managing posts. All the data is stored in a Database Server, keeping everything organized and accessible. The Load Balancer helps spread out the work evenly across multiple Web Servers, ensuring the system runs smoothly even during busy times.

This diagram gives a clear picture of how everything fits together to make the "eDesk" system work.

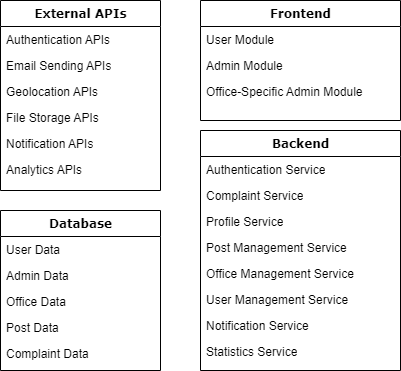


Fig: Architecture Design Diagram

**3.1 Workflow Diagram**

The Workflow Diagram for the "eDesk" project outlines the steps for managing user feedback. Users submit their complaints or suggestions, which are authenticated and, if necessary, approved by admins. Admins then review and resolve the issues before notifying users of the outcome. This process ensures efficient handling of user feedback within the system.

A screenshot of a black screen

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Fig: Workflow Diagram.

**3.1 Database Schema**

The database schema for the "eDesk" project serves as the backbone of the application, facilitating efficient data storage, retrieval, and manipulation. The schema is designed to accommodate the various modules and functionalities of the system, ensuring seamless integration and scalability.

At its core, the database schema comprises several key entities and their respective attributes, organized to capture essential information related to users, complaints, posts, offices, and administrative functions. These entities are interconnected through well-defined relationships, enabling the system to maintain data consistency and integrity.

A black screen with white text

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Fig: Database Schema.

**3.1 Deployment Diagram**

The Load Balancer receives incoming requests from users and forwards them to one of the available Web Servers, ensuring efficient load distribution and fault tolerance.

The Web Servers host the front-end components of the "eDesk" application, allowing users to access the system through their web browsers.

The Application Server hosts the backend components responsible for implementing the business logic and handling user requests.

The Database Server stores and manages the persistent data required by the "eDesk" application.



Fig: Deployment Diagram

**3.1 ER Diagram**

The **ER Diagram** for the "eDesk" project illustrates how different entities, such as users, offices, and complaints, are related to each other within the system. It provides a visual representation of the data model, highlighting the connections and associations between entities, which helps in understanding the structure of the database and the relationships between various components of the project.

A diagram of a computer program

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Fig:ER Diagram

**3.1 eDesk Home Page**

The eDesk Home Page serves as the entry point for users, administrators, and office-specific administrators. It is designed to be user-friendly and intuitive. On the home page, users are greeted with an overview of the application's key features and a navigation menu to access different modules such as User, Admin, and Office-Specific Admin.

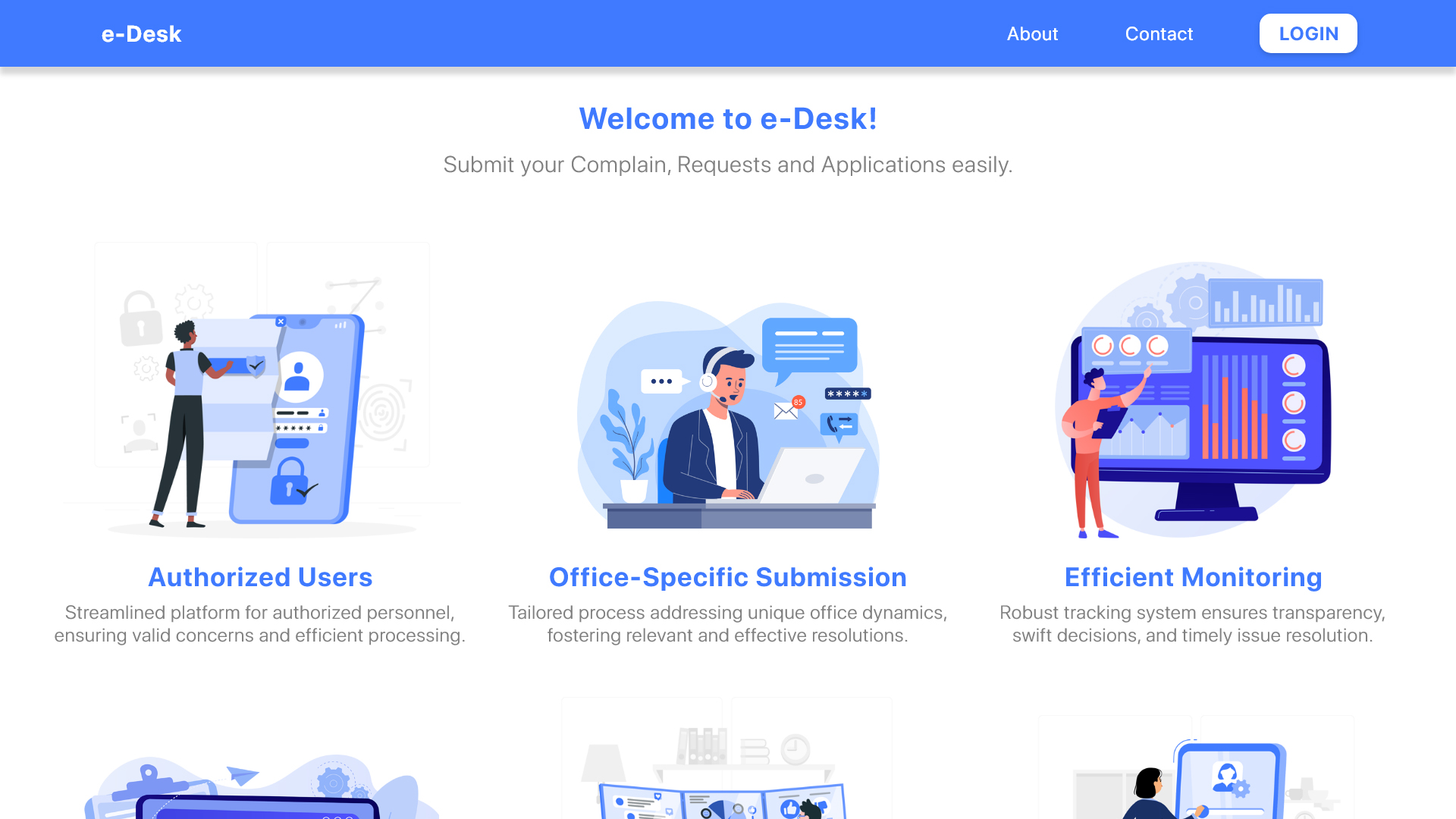


Fig: Landing Page

**3.2 Login**

The eDesk Login feature provides a secure and straightforward way for users, administrators, and office-specific administrators to access their respective modules. Users need to enter their predefined User ID and Password to log in successfully. The login mechanism ensures the privacy and security of user data.

A screenshot of a computer

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Fig: Login Page

**3.3 Create User**

The Create User functionality is available within the admin module. Administrators can create new user accounts, enabling the expansion of the user base. This feature involves defining a User ID and Password for the new user. The admin module ensures that user accounts are managed efficiently.

A screenshot of a computer

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Fig: User Creation

**3.4 Home (User)**

Upon successfully logging in, users are directed to their personalized Home page within the User module. User Home provides an overview of recent activities, notifications, and a quick access dashboard to manage complaints, suggestions, and requests. Users can easily navigate to different sections like Complaints, Profile Management, and other relevant functionalities from their Home page.

In the Home (User) section, users can:

* View and manage their submitted complaints, suggestions, and requests.
* Access the Profile Management feature to update personal information.
* Stay informed about the status of their submissions.
* Navigate to other modules and functionalities seamlessly.

The Home (User) interface is designed for user convenience, making it easy for individuals to interact with the eDesk system and stay updated on their activities within the platform.

A screenshot of a computer

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Fig: Home Page (User)

**3.5 Submit Complaints/Requests/Applications**

The "Submit Complaints/Request/Applications" feature within the User module empowers users to communicate their concerns, suggestions, or requests effectively. Users can provide details such as User ID, Office Name, Complaint Details, and even attach photos and videos for a comprehensive submission. This feature ensures a streamlined process for users to engage with the eDesk system and seek assistance or convey feedback.

A screenshot of a computer

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Fig: Submit Complaints/Request/Applications

**3.6 Dashboard (User)**

The User Dashboard is a central hub within the User module, offering a comprehensive view of the user's interactions and activities. It serves as a quick reference point for submitted complaints, notifications, and other relevant information. The User Dashboard is designed for ease of use, providing an intuitive interface for users to navigate through different sections and manage their interactions with the eDesk system effectively.

A screenshot of a computer

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Fig: User Dashboard

**3.7 Office-Specific Admin - Newsfeed**

Office-Specific Admins have a dedicated "Newsfeed" section within their module. This feature allows office-specific administrators to stay updated on the latest posts, activities, and announcements relevant to their specific office. The Newsfeed ensures timely dissemination of information, fostering efficient communication within each office.

A screenshot of a computer

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Fig: Newsfeed (Office-Specific Admin)

**3.8 Office-Specific Admin - Dashboard**

The "Dashboard" for Office-Specific Admins provides a consolidated view of office-specific activities and statistics. This includes post management, user activities, and specific office-related data. The Office-Specific Admin Dashboard is designed to facilitate effective administration at the office level, offering insights and tools necessary for managing office-specific operations within the eDesk system.

A screenshot of a computer

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Fig: Dashboard (Office-Specific Admin)

**3.9 Super Admin - Newsfeed**

The "Newsfeed" for Super Admins serves as a centralized channel for receiving updates, announcements, and important information related to the entire system. This ensures that Super Admins are well-informed about global activities, system-wide changes, and any critical announcements that may impact the overall functioning of the eDesk platform.

A screenshot of a computer

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Fig: Newsfeed (Super Admin)

**3.10 Super Admin - Dashboard**

The Super Admin Dashboard provides a high-level overview of system-wide activities and statistics. It includes features for managing posts, users, offices, and other global aspects of the eDesk system. The Super Admin Dashboard is designed to empower Super Admins with the tools and insights needed to oversee and regulate the entire eDesk platform.

A screenshot of a computer

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Fig: Dashboard (Super Admin)

**3.11 Statistical Overview**

The Statistical Overview feature offers comprehensive data insights and analytics, accessible to both Admins and Office-Specific Admins. It includes information on user activities, complaint resolution statistics, and other relevant metrics. The Statistical Overview facilitates data-driven decision-making, allowing administrators to analyze trends and patterns within their respective domains.

A screenshot of a graph

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Fig: Statistical Overview

**3.12 Mobile App**

The Mobile App is an extension of the eDesk platform, providing users with the flexibility to access the system from their mobile devices. The app allows users to submit complaints, track activities, and receive notifications on the go. It enhances accessibility, ensuring that users can engage with the eDesk system anytime, anywhere, using their mobile devices.

The Mobile App is designed to be user-friendly, offering a seamless experience for users who prefer the convenience of mobile access to the eDesk platform.

A screenshot of a cell phone

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Fig: Mobile Application

**Chapter 04**

**Business Model Canvas**

The Business Model Canvas (BMC) serves as a strategic tool to outline and visualize the key components of a business model. In the context of the "eDesk" project, the canvas provides a comprehensive view of how the platform creates, delivers, and captures value. Let's explore each of the nine components of the Business Model Canvas.

**4.1 Key Partnerships**

Key partnerships for the "eDesk" project may include:

* Technology Providers: Teaming up with companies that provide the necessary tech stuff.
* User Organizations: Joining forces with organizations to make users more engaged.

These partnerships contribute to the overall effectiveness and growth of the platform.

**4.2 Key Activities**

Key activities within the "eDesk" project involve:

* Platform Development: Keep making the platform better with new features.
* User Support: Helping users so they have a smooth experience.

These activities keep the platform running well.

**4.3 Key Resources**

Key resources for the "eDesk" project include:

* Technology Infrastructure: Servers, databases, and tools for making the platform.
* Skilled Development Team: Smart people like Engineers and designers who continuously make the platform better.

These resources are super important for keeping the platform strong.

**4.4 Value Propositions**

The "eDesk" project offers the following value propositions:

* Efficient Communication: Users can easily submit and track their concerns.
* Comprehensive Administration Tools: Administrators have robust tools for post management and statistical analysis.
* Mobile Accessibility: The mobile app provides flexibility for users on the go.

These things make the platform valuable for users.

**4.5 Customer Relationships**

The "eDesk" project establishes the following customer relationships:

* User Engagement: Providing a user-friendly interface for efficient complaint submission.
* Administrator Oversight: Offering tools for administrators to manage user interactions effectively.

These relationships keep users happy and help admins do their job effectively.

**4.6 Channels**

The "eDesk" platform delivers value through the following channels:

* Web Platform: The primary channel for users and administrators to access the system.
* Mobile App: Enhances accessibility for users on mobile devices.

These channels ensure that users and administrators can interact with the platform seamlessly**.**

**4.7 Customer Segments**

The "eDesk" project identifies three primary customer segments:

* Users: People who submit complaints, suggestions, or requests.
* Administrators: Those in charge of the whole platform.
* Office-Specific Administrators: Admins with special responsibilities in their offices.

Understanding these groups helps make the platform right for each one.

**4.8 Cost Structure**

The cost structure for the "eDesk" project encompasses:

* Development Costs: Expenses related to platform design, coding, and testing.
* Maintenance Costs: Ongoing expenses for server maintenance and user support.

Understanding the cost structure helps in managing resources efficiently.

**4.9 Revenue Streams**

The revenue model for the "eDesk" project may include:

* Subscription Fees: Charged to organizations or offices for using the platform.
* Premium Features: Offering additional features for a fee to enhance user and administrator experiences.

These revenue streams ensure the sustainability and growth of the platform.

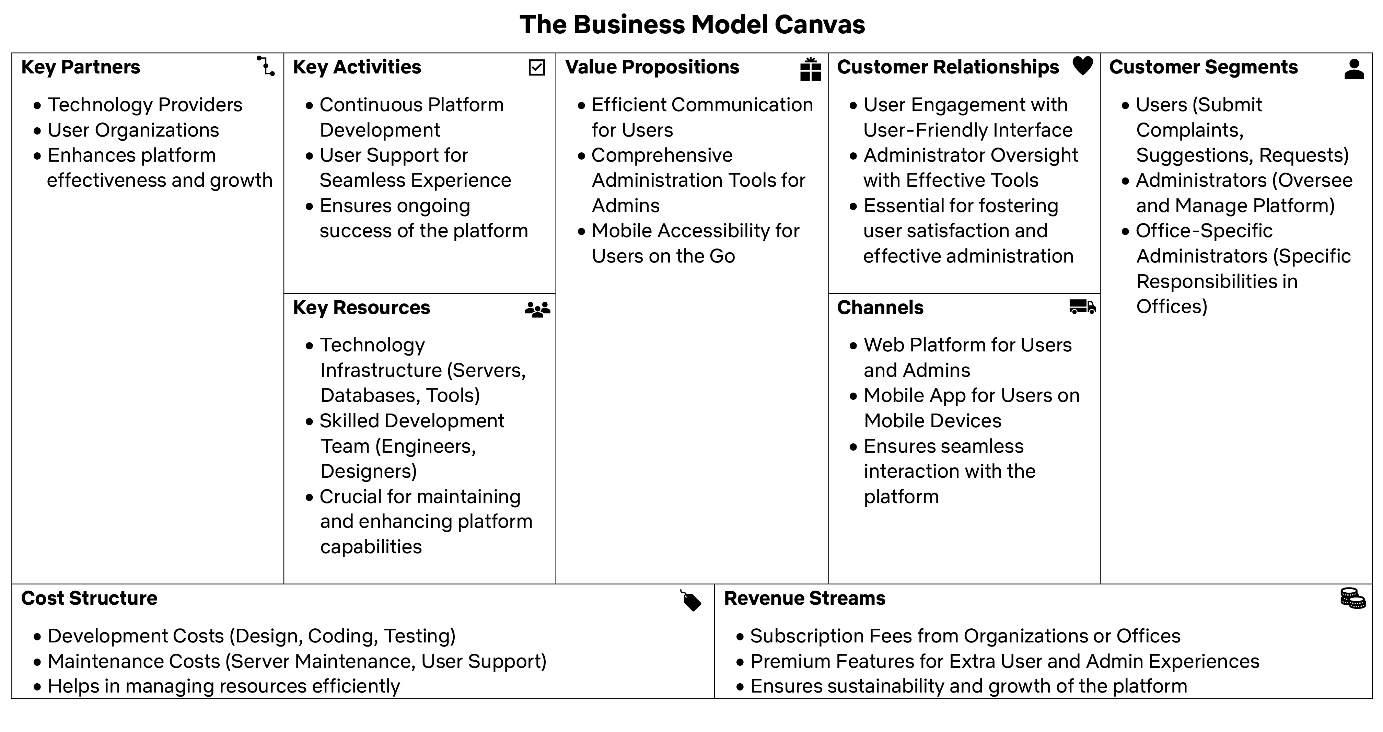


Fig: Business Model Canvas

**Chapter 05**

**SWOT analysis**

We conducted a SWOT analysis for the "eDesk" project. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. This analysis is a strategic planning tool to evaluate the internal and external factors that may impact the success of the project.

**5.1 Strengths**

The strengths of the "eDesk" project lie in its comprehensive functionality. The modular structure ensures that each user group (User, Admin, and Office-Specific Admin) has tailored features. The robust authentication and authorization mechanisms enhance security. The inclusion of role-based access control provides a granular level of permissions, ensuring proper data protection.

The notification system, media handling capabilities, and responsive design contribute to a user-friendly experience. The project's scalability and integration potential with external systems are notable strengths, providing flexibility for future enhancements.

**5.2 Weaknesses**

One potential weakness is the complexity of the system, which might pose a challenge for users unfamiliar with such platforms. The need for a comprehensive training and help center is identified. Additionally, the offline mode should be carefully implemented to ensure seamless functionality during connectivity issues.

Another consideration is the potential resource intensiveness, especially when dealing with a large user base or extensive data volume. Ensuring optimal performance under varying conditions is crucial.

**5.3 Opportunities**

The "eDesk" project presents various opportunities for improvement and expansion. The status tracking system and priority levels can be further refined to enhance the efficiency of handling user complaints and requests. Introducing machine learning algorithms for issue prediction could revolutionize proactive problem-solving.

Integration with external collaboration tools and data analytics can open avenues for enriched user interaction and system insights. Exploring multi-language support can broaden the project's user base, making it accessible to a more diverse audience.

**5.4 Threats**

One potential threat is the ever-evolving landscape of cybersecurity. To mitigate this, continuous updates and improvements to security measures are imperative. External factors such as changes in regulations or technological advancements must be monitored to adapt the system accordingly.

User adoption may pose a challenge, especially if the interface is not intuitive. Addressing this through user training and feedback mechanisms is crucial. Ensuring data privacy and compliance with relevant regulations is an ongoing concern.

In conclusion, the SWOT analysis helps us understand what's good and challenging for the "eDesk" project. We'll build on strengths, fix weaknesses, use opportunities, and handle threats for the project's success. This analysis guides our decisions and improvements as the project goes on.

**### Chapter 06: Competition Analysis**

We will conduct here a comprehensive analysis of competitors in the field of complaint management systems, focusing on both direct and indirect competitors. Additionally, we will compare our project "eDesk" with these competitors and discuss the challenges posed by their presence in the market.

**#### 6.1 Key Competitors**

**#### 6.1.1 Direct Competitors:**

In the world of complaint management systems, there are other companies like "eDesk" that offer similar tools. But many of these companies still rely on old-fashioned paper methods for handling complaints, unlike "eDesk," which is fully digital. While some of these companies have their own digital systems, they might not have all the features that "eDesk" offers.

"eDesk" is special because it provides a complete digital solution for managing complaints. This means not only can you submit complaints online, but you can also track them, monitor their progress, and prioritize urgent issues. This makes it easier and faster to handle complaints compared to using paper or manual methods.

**#### 6.1.2 Indirect Competitors:**

One notable indirect competitor is the Central Grievance Remedies (CGR) platform of the Government of the People's Republic of Bangladesh, accessible via   
. CGR serves as an online platform for citizens to report dissatisfaction or provide opinions regarding government services, service delivery methods, and product quality. Users receive updates on complaint remedies via SMS and email, with the option to log in for further information. However, anonymous complaints do not receive additional updates.

**#### 6.2 Comparative Analysis with eDesk**

In comparing our project "eDesk" with competitors like CGR and other organizations providing complaint management solutions, several key aspects come into focus:

**- \*\*Functionality and Features**:\*\* While competitors may offer similar basic functionalities such as complaint submission and tracking, "eDesk" distinguishes itself through its comprehensive feature set, including role-based access control, priority and urgency levels, attachment management, history and audit trail, and advanced search and filtering options.

**- \*\*User Experience:\*\*** "eDesk" aims to provide a user-friendly interface and customizable dashboards, enhancing user experience and facilitating efficient complaint management.

- **\*\*Scalability and Customization:\*\*** Unlike some competitors that may lack scalability or customization options, "eDesk" is designed to accommodate future growth and tailor its features to meet specific organizational needs.

**- \*\*Security and Privacy:\*\*** With a focus on security measures and data protection, "eDesk" ensures the confidentiality and integrity of user data, which may be lacking in some competitor platforms.

**#### 6.3 Challenges**

Despite the strengths of "eDesk," several challenges arise from the presence of competitors in the market:

- \*\*Market Saturation:\*\* The presence of established competitors may make it challenging for "eDesk" to penetrate the market and gain market share, particularly if competitors already have a strong foothold.

- \*\*Differentiation:\*\* To stand out in a competitive landscape, "eDesk" must effectively communicate its unique value proposition and differentiate itself from competitors based on features, usability, and customer satisfaction.

- \*\*Adoption and User Migration:\*\* Encouraging users to switch from existing platforms to "eDesk" may pose a challenge, requiring effective marketing strategies and seamless migration processes.

- \*\*Regulatory Compliance:\*\* Compliance with regulations and standards governing complaint management systems may present challenges, particularly in regions with strict data privacy laws or government regulations.

In addressing these challenges, "eDesk" will need to focus on innovation, customer engagement, and strategic partnerships to establish itself as a leading solution in the complaint management space.

**Chapter 07**

**Detailed Growth Strategy**

We’ll dive into the plans and strategies for growing the "eDesk" project. We want to expand and improve our system over time to meet the needs of more users and offices.

**### 7.1 Understanding Growth**

Growth is about making progress and getting better over time. For "eDesk," growth means attracting more organizations to use our platform, improving our service, and increasing our income.

**### 7.2 Factors Driving Growth**

Several things drive our growth:

**#### 7.2.1 User Acquisition**

We focus on getting more organizations to use our platform. This involves marketing our service to potential customers and convincing them of the value we provide.

**7.2.2 Incremental Updates:** We'll regularly update the system with new features and improvements based on user feedback and emerging needs. These updates will keep the platform fresh and relevant.

**#### 7.2.3 Partnerships and Integrations**

We'll explore opportunities for partnerships with complementary services or integration with external systems to enhance the value proposition of "eDesk" for users and offices. This can include collaboration tools, data analytics platforms, or communication channels.

**### 7.3 Growth Strategies**

**#### 7.3.1 Marketing and Promotion**

We invest in marketing efforts to increase awareness of our platform. This includes advertising online, attending industry events, and using social media to reach potential customers.

**#### 7.3.2 Customer Retention**

We focus on keeping our existing customers happy by providing excellent customer service, regular updates, and listening to their feedback.

**#### 7.3.3 Expansion into New Markets**

We explore opportunities to expand into new geographical regions or target new industries where there is demand for our platform.

**7.4 Agile Approach:**

We'll adopt an agile approach to development and growth, allowing us to iterate quickly, respond to changing market dynamics, and capitalize on emerging opportunities. This flexibility and adaptability will be key to our long-term success.

**### 7.6 Monitoring and Evaluation**

We regularly monitor our growth efforts to see what's working and what's not. We use data and feedback from customers to adjust and improve our strategies over time.

**7.7 Estimated cash flow:**

The estimated revenue cash flow provides a projection of the income generated by our "eDesk" platform over a specified period, typically from 2025 to 2030 in this case. This projection is based on anticipated revenue streams, such as subscription fees and advertising revenue, as well as the expected number of organizations using our platform.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year | No of Organization | Monthly Income | Monthly Cost | Monthly Profit | Yearly Profit |
| 2025 | 20 | 1,00,000 | 80,700 | 19,300 | 2,31,600 |
| 2026 | 45 | 2,25,000 | 96,575 | 1,28,425 | 15,41,100 |
| 2027 | 80 | 4,00,000 | 1,32,800 | 2,67,200 | 32,06,400 |
| 2028 | 130 | 6,50,000 | 2,25,200 | 4,24,800 | 50,97,600 |
| 2029 | 185 | 11,10,000 | 3,17,400 | 7,92,600 | 95,11,200 |
| 2030 | 250 | 15,00,000 | 4,13,750 | 10,86,250 | 1,30,35,000 |

Our growth strategy for "eDesk" involves a combination of customer acquisition, product development, and strategic partnerships. By focusing on these areas and implementing our plan effectively, we aim to achieve sustainable growth and success for our platform.

**Chapter 08**

**Pricing Strategy**

We'll discuss how we decide on the prices for using our "eDesk" platform. Pricing is crucial because it affects our revenue and the attractiveness of our service to customers.

**### 8.1 Understanding Pricing**

Pricing involves determining how much money we ask organizations to pay for using our service. We consider factors such as customer value, competitor pricing, and our costs in setting these prices.

**8.2 Factors Influencing Pricing**

**8.2.1 Cost Analysis**

We calculate our costs, including monthly server costs, developer costs, and marketing costs, to understand the expenses associated with providing our service to organizations.

Monthly Server Cost per Organization (Per GB): 35 to 43 Taka

Monthly Developer Cost (2-4 Developers): 30,000 to 100,000 Taka

Monthly Marketing Cost: 20,000 to 80,000 Taka

**8.2.2 Revenue Projection**

We use the estimated revenue cash flow table to forecast our income based on the number of organizations using our platform. This helps us determine the level of profitability we aim to achieve over the years.

**### 8.3 Pricing Strategies - Subscription Model**

For our subscription model, we offer monthly and annual plans:

- \*\*Monthly Subscription:\*\* BDT 5,000 per month

- \*\*Annual Subscription:\*\* BDT 50,000 per year (equivalent to BDT 4,167 per month)

**8.4 Pricing Calculation**

**8.4.1 Monthly Subscription Fee**

To cover our costs and generate profit, we calculate the monthly subscription fee per organization. We consider the average monthly cost per organization and aim for a reasonable profit margin.

Monthly Subscription Fee = Monthly Cost per Organization + Desired Profit Margin

Based on the provided cost data and profit goals, we determine the monthly subscription fee for each year as follows:

2025: Monthly Cost per Organization (80,700 / 20 organizations) = 4,035

2026: Monthly Cost per Organization (96,575 / 45 organizations) = 2,146

2027: Monthly Cost per Organization (132,800 / 80 organizations) = 1,660

2028: Monthly Cost per Organization (225,200 / 130 organizations) = 1,731

2029: Monthly Cost per Organization (317,400 / 185 organizations) = 1,715

2030: Monthly Cost per Organization (413,750 / 250 organizations) = 1,655

**8.4.2 Additional Revenue Streams**

In addition to the subscription fee, we generate revenue from organization-based and geolocation-based ads. These ads provide an additional source of income and contribute to our overall profitability.

**### 8.4.3 After-Sales Maintenance and Customized Features**

For after-sales maintenance and customized features, our pricing is flexible and negotiable. We understand that each organization may have unique requirements, and therefore, we offer customized solutions tailored to their specific needs. The pricing for these services varies depending on the level of support, extent of customization, and additional features requested by the organization.

We engage in discussions with each organization to understand their requirements thoroughly. Based on these discussions, we provide a customized pricing proposal that reflects the scope of work and the value added to the organization. Our aim is to ensure that our pricing is fair, transparent, and aligned with the value we provide to our customers.

**### 8.5 Finalizing Pricing**

After thorough discussions and negotiations with the organization, we finalize the pricing for after-sales maintenance and customized features. Our goal is to establish a mutually beneficial pricing arrangement that meets the organization's needs while ensuring the sustainability and profitability of our "eDesk" platform.

In conclusion, Pricing is a critical aspect of our business strategy. By carefully assessing customer value, competitor pricing, and our costs, we set prices that attract organizations and support the financial sustainability of our "eDesk" platform.

**Chapter 09**

**Work Breakdown Structure**

**9.1 Introduction**

The Work Breakdown Structure (WBS) is like a detailed plan for our "eDesk" project. It helps break down the big tasks into smaller, more manageable parts. In this part, we're going to show the WBS for "eDesk." It will explain the different jobs we need to do and what we expect to achieve in each part of the project.

**9.2 Project Scope**

The "eDesk" project is all about creating a complete system with three main parts: User, Admin, and Office-Specific Admin. Each part does different things, and we're making sure to include everything we need now and might need in the future for a strong and flexible solution.

**9.3 Project Phases - Software Development Life Cycle (SDLC)**

The "eDesk" project is divided into several phases, each representing a distinct stage in the project's lifecycle. The WBS is organized based on four stages to provide a clear roadmap for project implementation.

A diagram of software development cycle

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Fig: Software Development Life Cycle (SDLC) - eDesk

**Stage 1: Planning and Requirements Analysis**

* **Project Kickoff:** Arrange Meetings, define project scope, identify stakeholders.
* **Requirements Analysis:** User interviews, documenting requirements, identifying system functionalities.

**Stage 2: Defining Requirements**

* **Functional Requirements:** Features, User Interfaces, Data Management.
* **Technical Requirements:** System Architecture, Performance, Scalability, Security.

**Stage 3: Designing Architecture**

* **System Design:** Architectural and Database design.

**Stage 4: Development**

* **Frontend Development:** Authentication, User Dashboard, Media Handling.
* **Backend Development:** Database schema, Complaint Submission, Post Management.
* **Integration:** Combining frontend and backend, implementing notification system, testing integration.

**Stage 5: Testing and Quality Assurance**

* **Unit Testing:** Testing each module separately, addressing issues.
* **System Testing:** Comprehensive tests, validating user and admin workflows.
* **User Acceptance Testing (UAT):** Engaging users for feedback.

**Stage 6: Deployment**

* **Release Planning:** Developing a deployment plan and coordinating with IT for server setup.
* **Deployment:** Rolling out the system and monitoring initial performance.

**9.4 Project Management and Control**

Project Management and Control is like running a ship that's headed toward building the best possible "eDesk" system. Here's how it works:

Task 1: Risk Management

* Identify potential risks.
* Develop risk mitigation strategies.

Task 2: Progress Monitoring

* Establish progress tracking mechanisms.
* Regular project status meeting.

Task 3: Change Management

* Document change requests.
* Assess impact and feasibility.

In simple terms, Project Management and Control for our "eDesk" project is about planning well, keeping an eye on progress, adjusting as needed, and ensuring our project reaches its destination successfully.

**9.5 Conclusion**

The WBS we've just talked about is like our project's to-do list. It breaks down all the jobs for each part of "eDesk." This helps our team know exactly what to do and when. We've also made sure to plan for future features, so our system can grow and change as needed. Following this plan is super important to make sure we create a system that's strong, safe and has all the features our users and admins need.

**Chapter 10**

**Project Management Plan**

The Project Management Plan (PMP) is a crucial document that outlines the approach, processes, and methodologies for managing the "eDesk" project effectively. It serves as a roadmap for the project team and other relevant parties. Below is a detailed description of the Project Management Plan for the "eDesk" project:

**10.1 Project Overview**

The eDesk project aims to develop a comprehensive complaint management system with three main modules: User, Admin, and Office-Specific Admin. The system will facilitate efficient communication, issue tracking, and management across various offices. The project is scheduled to be completed within a specified timeline and budget, to deliver a robust, secure, and user-friendly application.

**10.2 Project Objectives**

1. Develop a secure authentication and authorization system.

2. Implement user-friendly modules for Users, Admins, and Office-Specific Admins.

3. Enable efficient complaint and post management functionalities.

4. Incorporate media handling, notification systems, and dashboards for enhanced user experience.

5. Ensure the application is responsive, adhering to high-security standards.

**10.3 Project Scope**

The "eDesk" project encompasses the development of three distinct modules, each with its own set of functionalities. Additionally, common features, future enhancements, and potential integrations with external systems are considered within the project scope. The scope also includes the implementation of advanced search and filtering options, security measures, and a responsive design for various devices.

**10.4 Agile Software Development for eDesk Project**

The eDesk project employs the Agile software development model, collaborative teamwork, and adaptability to changes. This Agile approach enables flexibility, early and incremental deliveries, risk reduction through early issue identification, and a commitment to continuous improvement, ultimately aiming for a user-centric, responsive, and adaptable office management system.

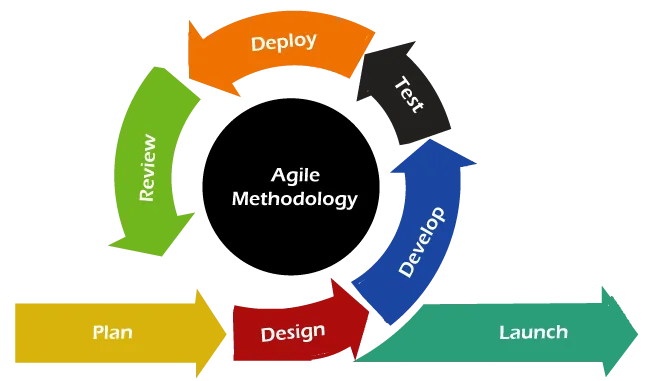


Fig: Agile Methodology.

**10.5 Project Timeline**

The project is structured into phases, each with specific milestones and deliverables. The timeline includes development, testing, and deployment phases, with allocated time for feedback, adjustments, and potential feature additions. The timeline is designed to ensure the timely delivery of a fully functional and tested "eDesk" system.

**10.6 Project Team**

The project team consists of skilled professionals with expertise in software development, database management, security, and user experience design. Roles and responsibilities are clearly defined, and communication channels are established to facilitate efficient collaboration within the team.

**10.7 Risk Management**

A comprehensive risk management plan is in place to identify, assess, and mitigate potential risks throughout the project lifecycle. Risks related to technical challenges, resource constraints, and external dependencies are addressed, and contingency plans are developed to minimize the impact of unforeseen events.

**10.8 Quality Assurance**

Quality assurance processes are integrated into each phase of the project to ensure that deliverables meet predefined standards. Testing procedures, including unit testing, integration testing, and user acceptance testing, are outlined to guarantee the reliability, security, and functionality of the "eDesk" application.

**10.9 Communication Plan**

An effective communication plan is established to facilitate transparent and timely communication among team members and end-users. Regular status meetings, progress reports, and feedback sessions are scheduled to keep all parties informed and engaged throughout the project.

**10.10 Change Management**

A change management process is in place to handle any modifications or additions to project requirements. Change requests are documented, assessed for impact on the project timeline and budget, and approved through a structured change management procedure.

In conclusion, the Project Management Plan for the "eDesk" project provides a comprehensive framework for guiding the development, testing, and deployment phases. By adhering to this plan, the project team aims to deliver a robust, secure, and user-friendly office management system that meets the needs of users, admins, and office-specific admins. Regular monitoring and adaptation to changes are integral components of the plan to ensure successful project completion.

**Chapter 11**

**Detailed Gantt Chart**

A Gantt Chart is a visual representation of the project schedule, displaying tasks, their start and end dates, and dependencies over time. Below is a description of the Gantt Chart for the "eDesk" project.

**11.1 Objective**

The Gantt Chart for the "eDesk" project provides a comprehensive and visual representation of the project timeline. It is a powerful tool that enables project managers and team members to track progress, allocate resources, and manage dependencies effectively.

A screenshot of a computer

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Fig: Gantt Chart of "eDesk" (Summery).

**11.2 Components of the Gantt Chart**

1. **Task List:**

The Gantt Chart begins with a phase list that outlines all the activities required for the "eDesk" project. Tasks are categorized by module (Planning and Requirements Analysis, Defining Requirements, Designing Architecture, Development, Testing and Quality Assurance, Deployment).

1. **Timeline:**

The horizontal axis represents the project timeline, spanning from the project initiation to the completion date. The timeline is represented in months, are clearly marked.

1. **Task Duration:**

Each task/phase is represented as a horizontal bar along the timeline. The length of the bar corresponds to the duration of the task/phase. The start and end dates of each task are clearly indicated.

1. **Dependencies:**

We're using an agile software development approach for our project. Instead of working on everything at once, we focus on one module at a time. If one module requires another, we pause the current one and move on to the next. This way, we don't create dependencies, making our work more flexible.

1. **Resource Allocation:**

Resource allocation is indicated by color coding. This helps identify which team members or resources are assigned to specific tasks.

**11.3 Detailed Gantt Chart for "eDesk" Project**

Below is a detailed breakdown of the Gantt chart for the "eDesk" project. We want to make this easy to understand, so we're keeping it simple.

A screenshot of a computer

Description automatically generated

Fig: Detailed Gantt Chart of "eDesk".

1. **Authentication Module:**

Subtasks include designing the authentication system, implementing secure login mechanisms, and testing user authentication.

1. **User Module:**

Tasks cover user profile management, complaints/suggestions/requests functionalities, and media handling implementation.

1. **Admin Module:**

Activities involve post management, office management, user management, and global user post tracking. Admin-specific features are developed in parallel with user module tasks.

1. **Office-Specific Admin Module:**

Development runs concurrently with the user and admin modules. Tasks include post management, user management, and office user post tracking.

1. **Common Features:**

Tasks encompass the development of authentication and authorization, media handling, notification system, dashboard, search and filtering, reporting, responsive design, and security measures.

1. **Future Enhancements:**

Milestones and tasks related to future features, such as role-based access control, status tracking, comments and discussions, priority and urgency levels, attachments management, history and audit trail, user notifications, advanced search and filters, automated reports, customizable dashboards, integration with external systems, multi-language support, feedback mechanism, collaboration tools, data analytics and visualization, machine learning for issue prediction, mobile app development, offline mode, and scalability.

**11.4 Progress Monitoring**

The Gantt Chart will be regularly updated to reflect actual progress against the planned schedule. This allows for the identification of potential delays, resource constraints, or dependencies that may impact the project timeline. The project manager and team can use the Gantt Chart to make informed decisions and adjustments to ensure the project stays on track.

The Detailed Gantt Chart for the "eDesk" project serves as a dynamic and visual tool for project management. It provides a clear roadmap for the project team, stakeholders, and management to track progress, manage resources, and ensure the successful and timely delivery of the "eDesk" application. Regular updates and adaptations to the Gantt Chart will contribute to effective project management throughout the development lifecycle.

**Chapter 12**

**Project Launch**

The Project Launch is a critical phase that marks the culmination of the development process and the introduction of the "eDesk" application to its users. This phase involves thorough planning, coordination, and execution to ensure a seamless transition from development to live operation. Below is a detailed description of the Project Launch for the "eDesk" application:

**12.1 Pre-Launch Preparation**

1. **Final Testing and Quality Assurance:**

Conduct comprehensive testing of all modules and features to identify and resolve any remaining bugs or issues. Perform user acceptance testing (UAT) to ensure the application meets the specified requirements.

1. **Documentation**

Prepare user manuals, FAQs, and any necessary documentation to assist users in navigating the eDesk application. Ensure that all relevant information is accessible and easy to understand.

1. **Backup and Recovery Plan**

Establish a robust backup and recovery plan to safeguard data integrity. Ensure that data can be restored in case of unexpected issues during the launch.

**12.2 Launch Day Activities**

1. **Infrastructure Deployment**

To ensure a seamless user experience, we opted for Azure App Services to host the web application. Azure App Services provide a scalable and reliable platform, facilitating easy deployment and management of web applications. Additionally, we employed Azure MySQL Database to store and manage the project's data securely.

1. **Hosting Strategy**

For web hosting, we chose “InfinityFree”, a reliable and cost-free hosting platform. “InfinityFree” supports the necessary technologies and offers a free hosting plan, making it an excellent choice for the initial launch phase.

1. **Deployment Process**

The deployment process involved packaging the application and database configurations, followed by uploading them to Azure App Services and Azure MySQL Database, respectively. This ensured that the application and data were securely and efficiently managed in the cloud.

1. **DNS Configuration**

To make the application accessible to users, we configured the domain name system (DNS) settings on InfinityFree. This step involved linking the registered domain with the Azure App Services, ensuring that users could access the "eDesk" application through a user-friendly domain name.

1. **Monitoring and Maintenance Plan**

With the project live, a robust monitoring and maintenance plan was put in place. This involves continuous monitoring of application performance, server health, and user interactions. Regular maintenance tasks, such as software updates and security patches, were scheduled to ensure the ongoing stability and security of the system.

1. **User Support**

Have a dedicated support team available to assist users with any issues or questions that may arise during the initial launch period. Provide multiple channels for support, such as a helpdesk or chat support.

1. **Communication**

Send out launch notifications to all users, admins, and office-specific admins, reiterating important information about accessing the application. Use various communication channels, such as emails, announcements within the application, and any other relevant means.

1. **Feedback Collection**

Encourage users to provide feedback on their initial experiences with the application. Set up mechanisms for users to report any issues or suggestions for improvement.

**12.3 Post-Launch Activities**

1. **Continuous Monitoring**

Continue monitoring the application's performance and user interactions. Address any issues promptly and adjust as necessary.

1. **User Feedback Analysis**

Analyze user feedback to identify trends, common issues, and areas for improvement. Use this information to plan future updates and enhancements.

1. **Documentation Updates**

Update user manuals, FAQs, and documentation based on user feedback and any changes made to the application post-launch.

1. **Communication of Updates**

Keep users informed about updates, new features, and improvements to the eDesk application. Maintain transparent communication to build user confidence and engagement.

1. **Post-Launch Review**

Conduct a post-launch review with the project team to evaluate the overall success of the launch. Identify lessons learned and areas for improvement in future projects.

**12.4 Conclusion**

The Project Launch for the eDesk application is a carefully orchestrated process that involves meticulous planning, testing, communication, and support. By ensuring a smooth launch and effectively addressing any issues that arise, the project team can set the stage for a successful deployment and positive user experiences.

Continuous monitoring and responsiveness to user feedback post-launch are crucial for maintaining a high-quality user experience over time. The journey doesn't end with the launch; instead, it transforms into a dynamic phase of iterative improvements and enhancements based on real-world usage and user insights. As the eDesk application embraces the real-world environment, the project team remains committed to delivering a reliable, user-friendly platform. The launch is not just a conclusion but a transition into an exciting phase of growth, learning, and collaboration with users to make eDesk a valuable tool in their day-to-day activities. The team looks forward to the continued success of the application and the positive impact it aims to create in addressing user complaints, suggestions, and requests efficiently.

**Chapter 13**

**Project Risk Analysis**

Project Risk Analysis is a systematic process of identifying, assessing, and mitigating potential risks that could impact the successful completion of the eDesk project. A comprehensive risk analysis is essential for effective risk management and ensuring that the project team is prepared to handle uncertainties. We will conduct a thorough analysis of risks associated with the "eDesk" project using a Risk Breakdown Structure (RBS) and propose a mitigation plan to address these risks effectively.

**13.1 Risk Breakdown Structure (RBS)**

A Risk Breakdown Structure helps categorize and analyze risks systematically. Here, we break down potential risks into key areas:

**13.1.1 Technical Risks**

Subpar System Performance: The system may not perform as expected, leading to slow response times.

Integration Challenges: Difficulty in integrating external systems could hinder the project's functionality.

**13.1.2 Operational Risks**

Insufficient User Training: Users might face challenges in using the system if training is not comprehensive.

System Downtime: Unplanned system downtime could disrupt normal operations.

**13.1.3 Organizational Risks**

Change Resistance: Resistance from users or administrators to adapt to the new system.

Lack of Stakeholder Involvement: Insufficient engagement from stakeholders in key decision-making processes.

**13.1.4 External Risks**

Data Security Breach: Possible breaches compromising user data.

Regulatory Changes: Changes in regulations affecting the project's compliance.

**13.2 Risk Analysis**

**13.2.1 Probability and Impact Assessment**

Assess the likelihood of each risk occurring (Low, Medium, High).

Evaluate the potential impact on the project if the risk materializes (Low, Medium, High).

**13.2.2 Risk Prioritization**

Prioritize risks based on their combined probability and impact, focusing on high-priority risks.

**13.2.3 Risk Documentation**

Document each identified risk, its probability, impact, and prioritization for future reference.

**13.3 Mitigation Plan**

**13.3.1 Technical Risks Mitigation**

Performance Testing: Conduct rigorous performance testing to identify and address system performance issues.

Incremental Integration: Adopt an incremental integration approach to manage integration challenges step by step.

**13.3.2 Operational Risks Mitigation**

Comprehensive Training Program: Develop and implement an extensive user training program to ensure users are well-equipped to use the system.

Redundancy and Backup Systems: Implement redundancy and backup systems to minimize system downtime.

**13.3.3 Organizational Risks Mitigation**

Change Management Strategy: Develop a change management strategy to address resistance and foster a positive attitude towards the new system.

Stakeholder Engagement Plan: Develop a plan to actively involve stakeholders in decision-making processes.

**13.3.4 External Risks Mitigation**

Security Measures: Implement robust security measures to safeguard against data breaches.

Regular Compliance Audits: Conduct regular compliance audits to ensure alignment with changing regulations.

**13.4 Continuous Monitoring and Review**

Regularly monitor and review the identified risks and the effectiveness of the mitigation plan throughout the project lifecycle. Adjust the plan as needed to address new risks or changes in project conditions.

Lastly, effective risk analysis and mitigation are crucial components of project management. By proactively identifying and addressing potential risks, the "eDesk" project can navigate challenges more smoothly, increasing the likelihood of successful implementation and user satisfaction.

**Chapter 14**

**Overview of Business Finances: Income, Expenses, and Gross Profit Details**

We’ll divide the financial aspects of our "eDesk" project. Understanding the revenue, costs, and gross profit is essential for the sustainability and growth of our business. Let's break down these financial elements with a detailed build-up.

**14.1 Revenue Model**

Revenue is the total income generated by our business. In the context of "eDesk," the primary source of revenue might come from:

1. **Subscription Fee from Institutions**

**Description:** e-Desk will implement a Software as a Service (SaaS) model, offering universities and organizations a dedicated and customized version of the platform.

**Revenue Source:** Institutions will pay a subscription fee for access to extended features, including advanced reporting, analytics, and priority customer support.

1. **In-app Advertisements for Universities**

**Description:** e-Desk will display targeted advertisements within the app, focusing on evening courses, events, and services offered by the university.

**Revenue Source:** Universities will be charged for ad placements, creating an additional revenue stream for e-Desk.

1. **Geolocation-Based Ads**

**Description:** Utilizing geolocation, e-Desk will deliver targeted messages to users based on their physical location, benefiting both local businesses and the university.

**Revenue Source:** Local businesses and the university will pay for targeted advertising services.

**14.2 Cost Model**

Understanding our costs is crucial for maintaining a healthy financial structure. Costs associated with "eDesk" can be categorized into:

1. **Development**

**Description:** Costs associated with the development, maintenance, and continuous improvement of the e-Desk platform.

**Components:** Software development, server maintenance, security updates, and bug fixes.

**Software Development:** Expenses related to coding, testing, and deploying the platform.

**Technology Infrastructure:** Costs for servers, databases, and other technical infrastructure.

1. **Operational Costs**

**Description:** Includes staff salaries, training programs, and tools for customer support.

**Components:** Office-related expenses like rent, utilities, and administrative staff salaries.

1. **Marketing and Advertisement**

**Description:** Promotion of e-Desk to institutions and users, including marketing campaigns and advertisements.

**Components:** Digital marketing, print materials, and promotional events.

1. **Maintenance and Updates**

**Software Updates:** Costs associated with keeping the platform up to date with the latest features and security measures.

**Customer Support:** Expenses for maintaining a customer support team to assist users.

**14.3 Gross Profit**

Gross profit is the difference between revenue and the cost of goods sold (COGS). In the case of "eDesk," where the service itself is the product, we can simplify the build-up as follows:

Gross Profit = Revenue − Costs

**14.4 Detailed Build-Up**

Subscription Fee from Institutions:

* **Revenue:** Subscription Fee from Institutions
* **Costs:** Development and Maintenance, Customer Support

In-App Advertisements for Universities:

* **Revenue:** Ad Placement Fees
* **Costs:** Development and Maintenance, Marketing and Advertisement

Geolocation-Based Ads:

* **Revenue:** Fees from Local Businesses and University
* **Costs:** Development and Maintenance, Marketing and Advertisement

**14.5 Feasibility Analysis**

The introduction of a SaaS model, complemented by targeted in-app advertisements, enhances the feasibility and sustainability of e-Desk. The diverse revenue streams from institutions, universities, and local businesses contribute to a robust financial structure. This approach ensures that e-Desk remains financially viable while delivering valuable complaint management and administrative solutions to its users.

**Chapter 16**

**Conclusion**

We've reached the end of our "eDesk" project journey! Let's sum it up.

**16.1 Summary of Achievements**

We built a cool system where users can easily share their thoughts or problems, and admins can manage everything smoothly. Users can attach pictures or videos, and everyone gets notified instantly. The dashboards are user-friendly, and we made sure each person has the right access.

**16.2 Challenges Faced**

So, despite all the good stuff we did, there were some tough parts too. Making sure the right people see the right things in our system was like putting together a tricky puzzle. Connecting our system with others and making sure they talk smoothly caused a few headaches. Also, thinking about the future and how our system can handle more people, offices, and data made us scratch our heads a bit.

**16.3 Future Developments**

Looking ahead, we want to make things even better. Security is always a big deal, so we'll keep that in check. We'll listen to users and make the system easier for them. Maybe use fancy technology to predict issues before they happen and make the mobile app super smooth. Adding more ways for people to work together and improving how we understand what's happening in the system are also on our to-do list.

In the end, our "eDesk" project is like a superhero for handling user concerns in organizations. It's easy for people to use, works well, and we made sure it's super secure. Even though we faced challenges, we still made something awesome. And guess what? We're not stopping here! We want to keep making it better based on what users tell us. "eDesk" is here to stay, always ready to adapt and help users, admins, and office folks. We're in it for the long run.

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