**e-Desk**

**Project Description:**

e-Desk is a digital complaint management system designed to simplify the process of filing complaints and applications. The current system of submitting complaints in paper form is cumbersome and lacks transparency, leaving both complainants and administrative offices in the dark about the status and details of complaints. e-Desk aims to address these issues by providing a user-friendly platform for filing and tracking complaints, suggestions, and applications.

**Technical Aspects:**

e-Desk is divided into two main components: the admin panel and the user interface. Users must register and provide relevant information to access the system. Once registered, users can submit complaints, suggestions, and applications, which will be visible only to the specific department they are directed to. The system admin can review and approve requests, ensuring accountability and responsiveness.

Technologies used include HTML, CSS, JavaScript for the front-end, and PHP for the back-end, with MySQL as the local database and Azure Cloud for cloud-based storage. Tools such as Visual Studio Code, XAMPP Control Panel, and Azure Data Studio have been used in the development process.

**Business Plan and Target Market:**

e-Desk, our digital complaint management system, not only aims to streamline complaint and application processes but also offers Software as a Service (SaaS) to cater to the specific needs of educational institutions and organizations. This additional service will provide customizable solutions, exclusive features, and support options to enhance the overall efficiency and user experience.

We will introduce a SaaS model that enables universities and organizations to implement e-Desk on their premises. This model will involve a subscription fee for institutions, providing them with a dedicated, customized version of the platform, and access to extended features, including advanced reporting, analytics, and priority customer support. The SaaS model ensures that institutions can benefit from a tailored solution, improving their administrative and complaint management processes.

To generate additional revenue, e-Desk will incorporate in-app advertisements targeted at the university's audience. We propose displaying advertisements within the app, focusing on evening courses, events, and other services offered by the university. These advertisements can be a cost-effective way for the university to reach its students and faculty and promote their offerings. e-Desk will charge the university authority for these ad placements, contributing to our revenue stream.

**Geolocation Ads:**

In addition to university-specific advertisements, e-Desk will utilize geolocation-based advertising to deliver targeted messages to users based on their physical location. This feature can be highly beneficial for both local businesses and the university. Local businesses can promote their services and offerings to the university's population, while the university can use this feature to provide information about on-campus events, facilities, and services.

**Feasibility:**

The introduction of SaaS, alongside advertising opportunities, enhances the feasibility of e-Desk. By offering SaaS solutions to institutions and creating revenue streams through targeted advertisements, the project becomes more sustainable. e-Desk has the potential to improve complaint management and administrative processes, making it a valuable investment for universities and organizations.

**Conclusion:**

e-Desk is not just a digital complaint management system but a comprehensive solution tailored to the specific needs of educational institutions. With a SaaS model, targeted advertisements, and geolocation-based ad features, e-Desk is well-positioned to address the challenges faced by universities and organizations while ensuring financial sustainability through multiple revenue streams. This project presents a practical and innovative approach to enhance transparency and efficiency in administrative processes and is poised to make a meaningful impact on the target market.

**Team Prefetch**

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