

Chapter 1.2 Cont.

INCEPTION & ELICITATION

In this phase you will get the **SCOPE** of the project

- ❖ Working Area that the product will be used.
- ❖ The purpose of the product
- ❖ The stakeholders
- ❖ Constraint (Ex. Cost, time ...)
- ❖ Assumption (Fact, Risk)
- ❖ Rival programs

Overview

The Must is a web application and mobile application that developed to help tourists has more comfortable. The most problem of the old system is searching information and confuse to find the route. Some website has incorrect information of travel attraction, less picture of attraction: all of the websites is not have a map to show the route, recommend time of each travel attraction. So, we will create an application to solve this problem that consists of information of province, district and attraction in Chiang Mai. User can search an attraction that they are interest. Moreover, member can be recording their plan, the system provides an attraction for member select. After they plan already, they can view the route between the attraction that they selected already, view history plan will help to find travel history.

Target

The target of this application is to create an effective that they have to go traveling application to help tourist and to make their plan to visit attraction.

Benefits

- Tourist can manage a trip.
- Tourist can manage their time.
- The Must is reducing the time to search information of each attraction.
- The Must can keep history plan that a tourist has already planned.
- Tourist can know the open-close time to visit attraction.
- Tourist can know the detail of each attraction.

2.2.1 Tourism Statistics Thailand 2009-2016

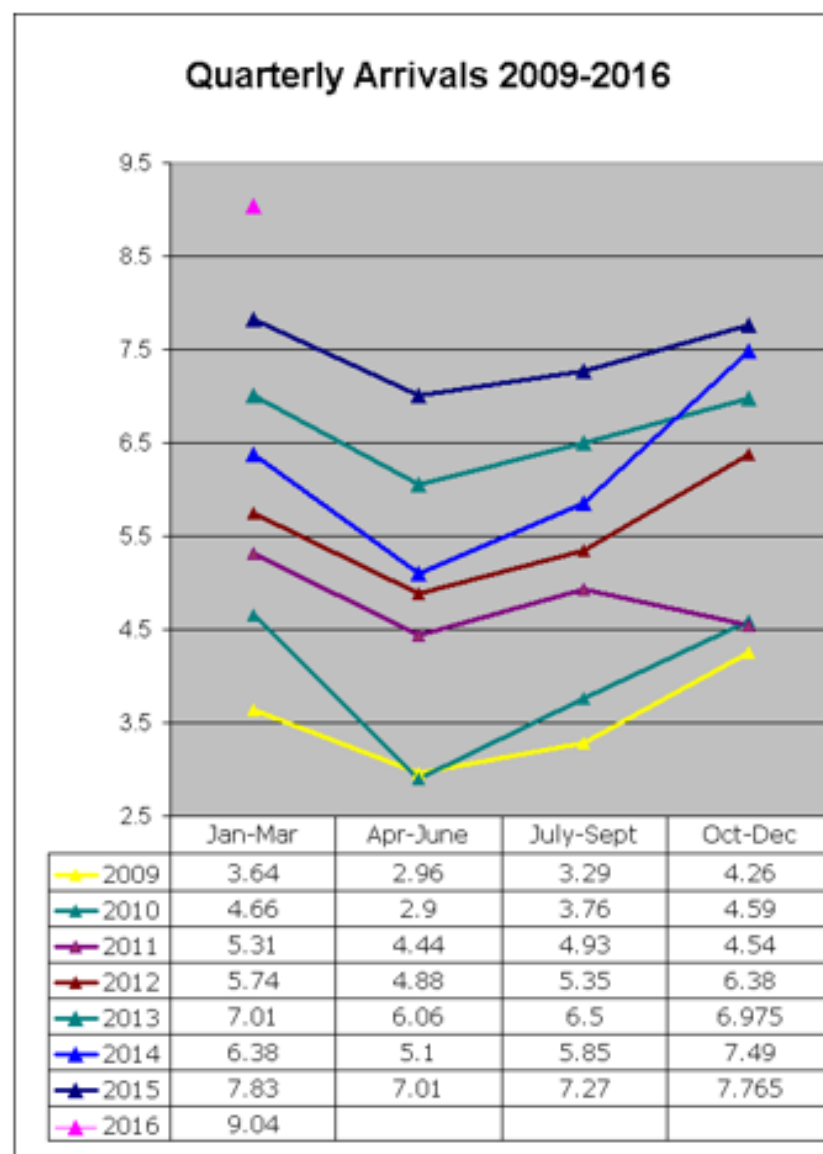
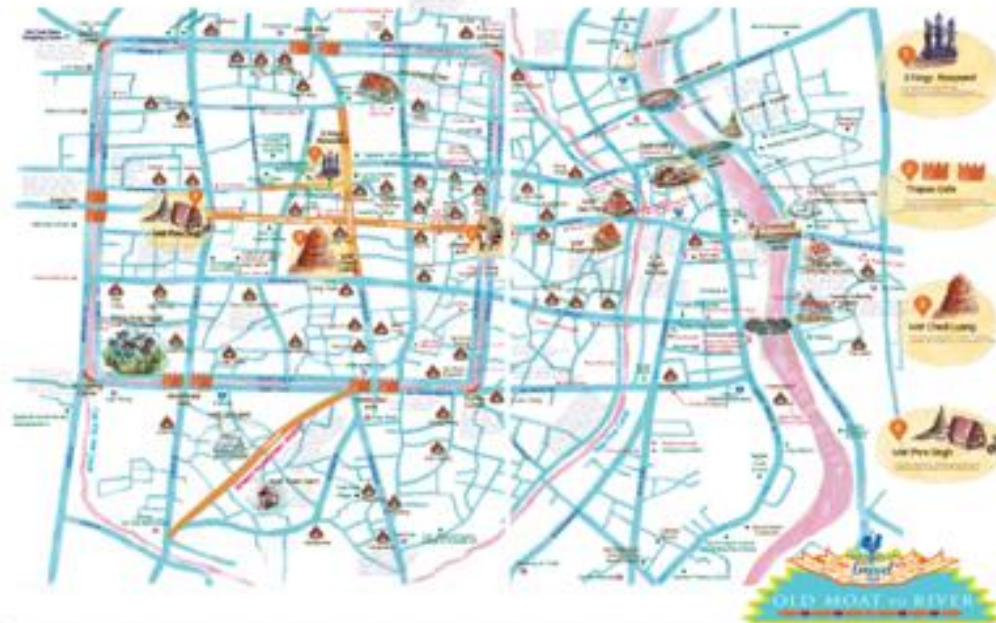


Figure 1: Numbers show a number of tourist arrivals (in millions). Dates of political unrest and untoward events:

Reference: <http://www.thaiwebsites.com/tourism.asp>

2.2.3 Guidelines travel book



2.2.2 Tourism Authority of Thailand



Mae Rim

Getting to Mae Rim District: From Chiang Mai, drive along Highway 107, on Chiang Mai-Fang via Mae Rim District. It takes about 35 kilometers. You can catch the yellow minibus from Chiang Puck Bus Station from 05.30 a.m. to 05.30 p.m. The bus runs every 30 minutes.



Huay Tung Tao

Huay Tung Tao is a large reservoir opened for traveling and recreation. It is located in Don Kaew Sub-District, Mae Rim District, Chiang Mai about 2 kilometers far from 700 Years Stadium. There are many activities around the reservoir, ATV,

Nearby attractions in Mae Hong Son province such as Pong Nam Ron Tha Pai (hot spring) and Namtok Mae Yen (waterfall) are worth visiting. For more information please contact: Huai Nam Dang National Park Tel. 0 5324 8491, 08 4908 1531 Fax. 0 5324 8491 Admission Fee: Thais 20 Baht, Foreigner 100 Baht, Children with uniform are free of charge.



Figure 2: information of tourism authority of Thailand

Reference: <https://www.tourismthailand.org/home>

Business Review



Figure 4: www.ไปไหนดี.com

This website online for suggestion travel attraction, restaurant, view movie and gift of each province. This website is a separate category of travel attraction by type of travel attraction such as roam about the forest, temple, sea and so on. Also, this website is providing information of popular of travel attraction and restaurant.

Pros.

- The website has a suggestion of travel attraction
- The website clarifies the category of travel attraction.
- The website has a content of travel attraction.
- The website has recent history
- The website is one stop service for tourist, view movie, shopping, and another review.

Cons

- The system doesn't have the map of each place.
- The system is the unattractive user interface, too many information.
- The information of attraction is incomplete.
- Some place does not have a picture.

Business Review

2.2.5 TourOnThai (<http://www.touron thai.com/>)



Figure 5: www.TourOnThai.com

This website online for suggestion travel attractions and separate category of travel attraction by region and province. It has a suggestion of each province, the way for a reservation the hotel, reservation a ticket for travel and updates the information every time. The user can share a picture of each travel attraction. And cooperation with others websites such as Agoda, Trivago, and 12go.Asia.

Pros

- The website is update information every time.
- The website is not complicated for used, easy for useable.
- The user can share the travel attractions where they have been before.

Cons

- The system doesn't have the map of each place.
- The system has other features on one page.
- The system is the unattractive user interface.

Business Review



Figure 6: application Chiangmai I love you

This application is attractions of Chiang Mai and searches accommodations, attraction, restaurants, services, store, transport and activity. The user can create the route that they want to go, share routing, can follow your friend for view the attraction that they visited and can view the route of each attraction.

Pros

- The application is convenient to the user.
- The application has all service information of Chiang Mai such as attraction, accommodations, restaurants, store on Chiang Mai.
- The user can share the route.

Cons

- The application is managing plan only 1 attraction.

Tools and Software Review

2.3 Technology Review

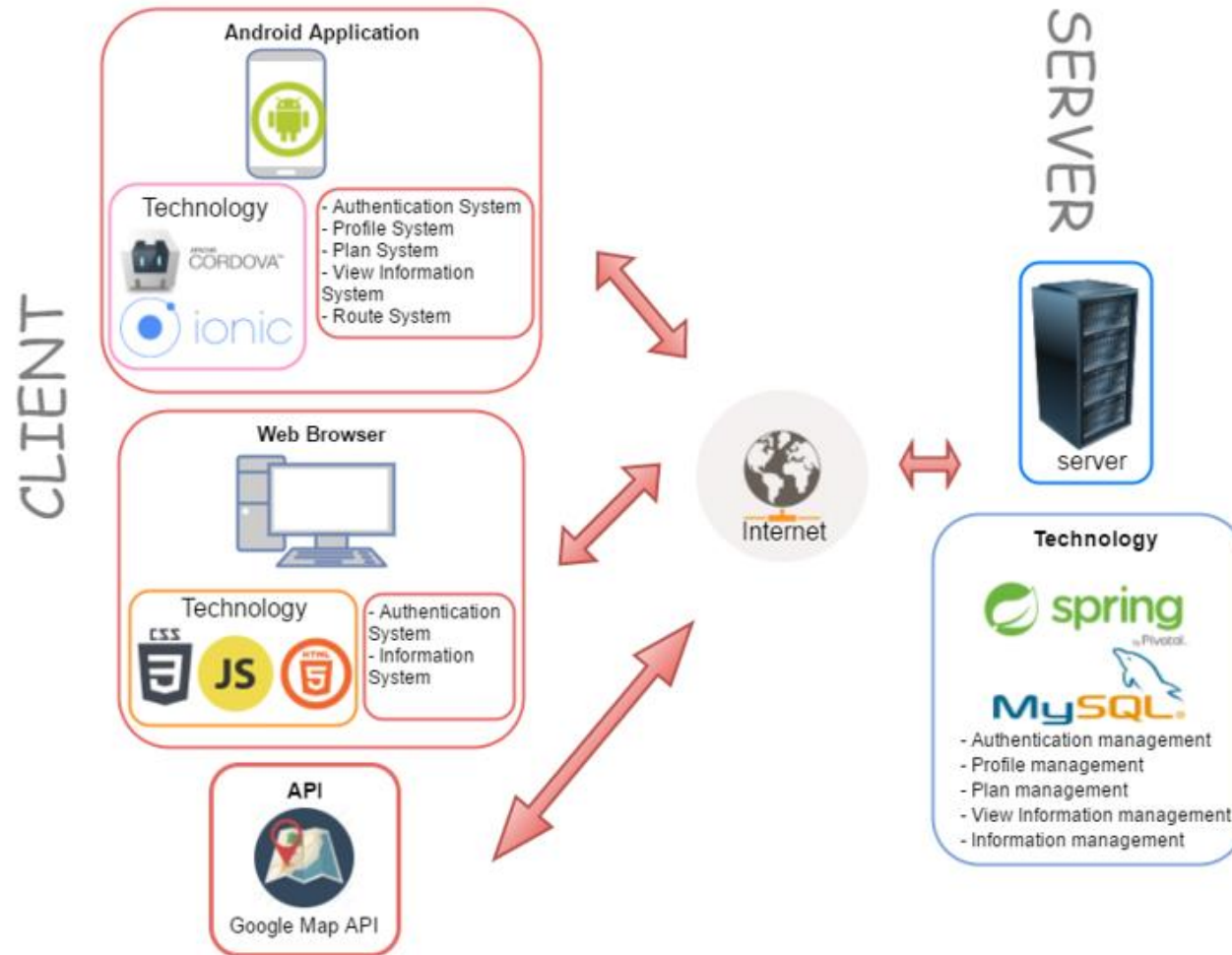


Figure 7: Software architecture with technology review

Risk Analysis

Technique

- Meeting
- Interview
- SWOT analysis
 - *Strengths* : inside advantage
 - *Weaknesses* : inside disadvantage
 - *Opportunities* : outside advantage
 - *Threats* : outside disadvantage

Mobile & Web Project Experience
Work on Tools & Use Git
International
Special lecturer
Adaptive & has WIL

S

W

Soft skill /Presentation / English
Afraid of Challenge / Training
Not many mobile / UX / UI course
Not many lecturers + Less talk
Unstable Process
Knowledge's Transfer Unit

O

T

More real case project from KIC
More Challenge
Variety special lecturer
Cooperation with many companies

International Student doing Cooperative
Education in Thailand
Thai Student doing Cooperative Education in
Other country
Company with no mentor / no office
Working hour of other country

Risk

- market risk
 - Will users use our program?
 - Is our program benefit our organization?
 - Are there any similar products to us?
- financial risk
 - Does our organization have enough money to support the program?
 - How many years will the program return benefits?
 - Are there any other choices that our organization will use money?

Risk

- technology risk
 - Can present technology support our program?
 - Do we have enough hardware and software?
 - Will technology will out of date?
 - Will technology finish before we start to work?
- people risk (Stakeholders)
 - Do we have enough programmer?
 - Do the programmer have skills we need?
 - Will CEO support our program?
 - Do we have good relations with customer?

Risk

- structure/process risk
 - Will the program change business process of the organization
 - How many target users will use our program?
 - How many project related to ours?
 - Is there any project that the organization have to be completed before us?

8.2 Risk Identification and Solutions

Technology failure

Risk ID	Headline	Description
1	Server fail	Some factors lead to the situation where the server cannot provide accurate data.

Human failure

Risk ID	Headline	Description
2	Lack of responsibility of team's member	A member of the team cannot finish her task on time or cannot meet the requirement of the project.
3	Lack of skills	A member of the team does not have experience and skill to do the project. To find/create certain functions,

		developers take a longer time since they need to gather knowledge first.
4	A team member gets sick or has an accident	A team member may get sick or has an accident and cannot work on the project.

Process failure

Risk ID	Headline	Description
5	Project schedule changes.	Some factors may force the project schedule to change.
6	The system faces reliability or stability	Users cannot use the application or cannot get complete information because of unexpected external factors.
7	Requirements might change.	New ideas from stakeholders make the project requirements

		change.
8	Tasks are not completed in time.	Some factors may lead to the situation where the team members cannot finish their work in time
9	Work cannot be traced.	The change of the requirement may lead us to change our previous work
10	Works do not meet the requirements.	Team members did not understand the requirement clearly.

Estimated Effort and Cost

Process		Month											
		๑	๒	๓	๔	๕	๖	๗	๘	๙	๑๐	๑๑	๑๒
๑. วิเคราะห์การนำเข้า	1. Analysis Market	x	x	x	x								
๒. วิเคราะห์ จัดทำ ท้องเที่ยว ที่เหมาะ	2. Design			x	x	x	x						
๓. พัฒนา Travel application	3. Implement	x	x	x	x	x	x	x	x	x	x	x	
		เก็บความต้องการจากสถานที่ประกอบ											
		ออกแบบ จัดทำ และ ทดสอบโปรแกรม											
										ปรับแก้โปรแกรม จัดทำคู่มือ			
๔. ทดสอบประสิทธิ	4. Test									x	x	x	
Scanner application และ นักเดินทางได้	5. Support & maintenance											x	x
ปรับแก้ application												x	x

Item	Approximately Cost (THB)
Text Books	1,000
Embedded hardware	1,500
Document Printing	2,000
Poster Presentation	500