Event Key

CCSW313 Software Project Management

Project Report

Team Members	1. Joud Jalal Batarfi ID 2210353 2. Sarah Ali Alharbi ID 2211687 4. Lama Munir Noor ID 2211796 5. Lama Fathi Akbar ID 2212609
Section	SE

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Business Case

1.0 Introduction/ Background

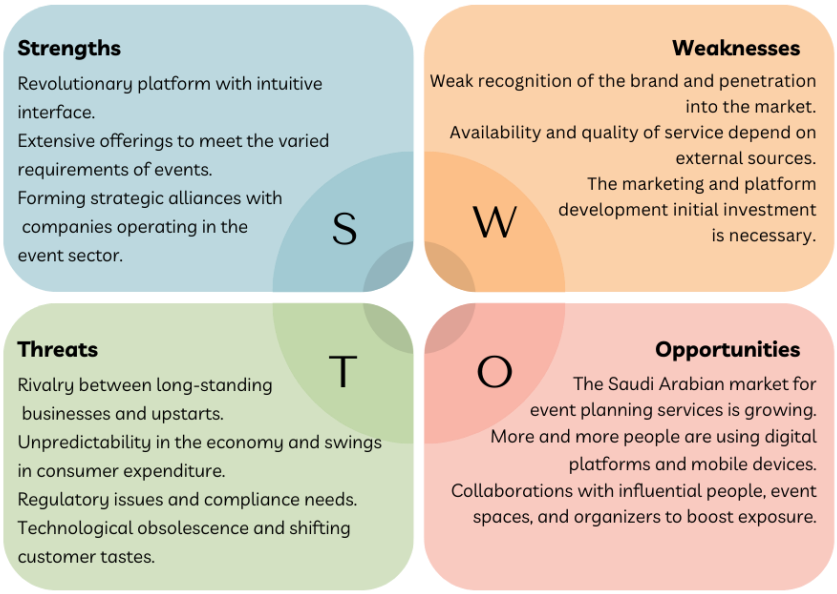
EventKey is a revolutionary mobile application designed to simplify event planning in Saudi Arabia. With the increasing demand for seamless and personalized event experiences, EventKey aims to streamline the process by providing users with a comprehensive platform to plan and organize their upcoming events. By leveraging innovative technology and strategic partnerships with local businesses, EventKey offers users access to a wide range of services, including catering, venue selection, decorations, and entertainment. With its user-friendly interface and tailored recommendations, EventKey is poised to transform the way events are planned and executed in Saudi Arabia.

2.0 Business Objective

EventKey goals include providing users with a platform that simplifies the process of planning and organizing events, from weddings and corporate conferences to private parties and cultural festivals. Also offering personalized recommendations and suggestions based on user preferences, event type, and budget, to ensure a tailored and memorable event experience. The project will support these goals by partnering with local businesses to offer a wide range of services, including catering, venue selection, decorations, and entertainment, all accessible through the EventKey platform. The project will also expand market presence and capture market share in the event planning industry in Saudi Arabia, by attracting users and establishing strategic partnerships with businesses in the event industry.

3.0 Current Situation and Problem/Opportunity Statement

SWOT Analysis



The event planning industry in Saudi Arabia is characterized by a fragmented market with various service providers offering a wide range of services, from venue selection and catering to decorations and entertainment.

While there is a growing demand for event planning services, users often face challenges in finding reliable vendors, comparing prices, and coordinating multiple aspects of their events. There is a clear opportunity to address the pain points and inefficiencies in the current event planning process by introducing a comprehensive and user-friendly mobile application like EventKey. By providing users with a centralized platform to discover, book, and manage all aspects of their events, EventKey aims to streamline the planning process, enhance convenience, and create memorable event experiences for users across Saudi Arabia.

Additionally, by leveraging technology and strategic partnerships, EventKey has the potential to not only meet current market demand but also drive innovation and growth in the event planning industry.

4.0 Critical Assumption and Constraints

There is a demand for a comprehensive event planning mobile application in Saudi Arabia, and users will adopt EventKey as their preferred platform for planning events.

Local businesses in the event industry will be willing to partner with EventKey and provide their services through the platform.

EventKey will comply with all relevant regulations and legal requirements related to data protection, financial transactions, and business operations in Saudi Arabia.

The app must attract user with effective publicity to ensure potential users and clients know about EventKey and become a prominent in the industry against competitors.

Potential technical challenges, such as software bugs, compatibility issues, and cybersecurity threats, may arise during the development and operation of EventKey. Regular monitoring and updates will be required to address these challenges.

5.0 Analysis of Options and Recommendation

1. Full Development of EventKey
according to the outlined specifications, providing a comprehensive solution for event planning in Saudi Arabia.

Pros: It allows for customization, scalability, and control over the platform's features and functionalities.

Cons: It requires significant investment of time, resources, and capital. May face challenges such as technical complexities, competition, and market acceptance.

2. Minimum Viable Product (MVP) Development
Develop a basic version of EventKey with essential features to test the market and gather user feedback.

Pros: It requires fewer resources and allows for faster time-to-market. Helps validate the concept and identify areas for improvement.

Cons: limited functionality may hinder user satisfaction and adoption. May not fully meet user need or expectations, potentially leading to a loss of interest or trust.

Considering the constraints and uncertainties involved, it is recommended to pursue Option 2: Minimum Viable Product (MVP) Development. This approach allows for iterative development, mitigating risks associated with resource limitations, market uncertainty, and technological challenges. By releasing an MVP version of EventKey, we can gather valuable feedback from users, iterate based on their preferences and needs, and gradually build a robust and competitive product. This lean approach enables us to validate the concept, optimize resources, and ensure a more successful and sustainable launch of EventKey in the Saudi Arabian market.

6.0 Preliminary Project Requirements:

1. Users should be able to create accounts, log in securely, and manage their profiles.

2. Users should have the ability to create new events, specify event details such as date, location, and type, and manage their events.

3. Businesses and service providers should be able to register on the platform, create profiles, and manage their services, pricing, and availability.

4. Users should be able to search for and discover services offered by businesses, filter search results based on criteria such as service type, location, and ratings, and select services for their events.

5. Users should be able to book services directly through the platform, make secure payments, and receive booking confirmations.

6. The platform should send notifications to users regarding important updates, such as new bookings or messages from service providers, and facilitate communication between users and service providers.

7. Users should be able to rate and review services they have used, and service providers should be able to respond to reviews and address feedback.

8. An admin panel should be available to manage user accounts, monitor platform activity, and moderate content, including service listings and reviews.

9. The platform should be mobile-responsive and compatible with a wide range of devices and screen sizes, providing a seamless user experience across desktop, mobile, and tablet devices.

10. Implement robust security measures to protect user data, including encryption, secure authentication protocols, and regular security audits, ensuring compliance with data protection regulations.

7.0 Budget Estimate and Financial Analysis

The initial budget estimate for the EventKey project ranges from $130,000 to $210,000. This includes costs for software development, server infrastructure, payment gateway integration, user interface design, quality assurance and testing, mobile responsiveness development, admin panel development, marketing, and promotion, as well as contingency and miscellaneous expenses. More detailed estimates are available in Exhibit A.

The financial analysis for EventKey involves calculations of metrics such as Net Present Value (NPV), Return on Investment (ROI), and Payback Period are enlisted in Exhibit B.

8.0 Schedule Estimate

Schedule estimate for the development of EventKey, assuming a start date of May 1, 2024 (1-5-2024):

Task	Duration	Start Date	End Date
Requirement Gathering and Analysis	2 weeks	10/7/2024	23/7/2024
User Interface Design	2 weeks	24/7/2024	10/8/2024
Software Development	5 weeks	7/8/2024	20/9/2024
Server Infrastructure Setup	3 days	21/8/2024	23/8/2024
Quality Assurance and Testing	3 weeks	23/9/2024	21/10/2024
Deployment	10 days	22/10/2025	4/11/2024
Documentation and Training	2 weeks	2510/2024	13/11/2024
Initial Marketing and Promotion	2 weeks	5/11/2024	21/11/2024
Support and Maintenance	Ongoing	5/11/2024	TBA
Closing	1 day	11/11/2024	11/12/2024

9.0 Potential Risks:

Risk Category	Risk Description	Impact	Likelihood	Mitigation Strategy
Technical Risks	Compatibility issues with third-party integrations	High	Medium	Prioritize compatibility testing during development; have backup plans in place for alternative solutions.
	Scalability challenges as user base grows	High	Low	Perform load testing and scalability assessments; design the platform with scalability in mind.
Market Risks	Changes in consumer preferences or market trends	Medium	Medium	Conduct regular market research; stay agile and adaptable to changing market conditions.
	Competitive actions impacting user acquisition	Medium	Medium	Differentiate through unique features and value proposition; maintain a strong marketing presence.
Regulatory Risks	Non-compliance with data protection regulations	High	Low	Ensure compliance with government laws and regulations, and other relevant regulations; conduct regular compliance audits.
	Legal challenges related to contracts or agreements	Medium	Low	Seek legal counsel for contract reviews; maintain clear and transparent communication with partners.
Financial Risks	Budget overruns or cost constraints	High	Medium	Implement strict financial monitoring; have contingency plans in place for unexpected expenses.
	Revenue projections falling short of expectations	High	Medium	Diversify revenue streams; adjust pricing strategies based on market feedback and demand.
Operational Risks	Staffing shortages or key personnel turnover	High	Low	Cross-train team members; maintain a talent pipeline for critical roles.
	Operational disruptions due to vendor dependencies	High	Low	Diversify vendor partnerships; have contingency plans for vendor outages or disruptions.

The hazards that might affect EventKey, how likely they are, and what you can do about them are all laid out in this risk analysis table. To keep these risks to a minimum and make sure EventKey is developed and deployed successfully, proactive risk management and regular monitoring is required.

10.0 Exhibits

This section illustrates the budget estimates and financial analysis (i.e., software and resource cost estimates, NPV, ROI & payback analysis) **Appendix A** contains the excel sheets for all the calculations.

Exhibit A: Software and Resource Cost Estimates:

Item	Estimated Cost (USD)
Initial Software Development	$50,000 - $80,000
Server Infrastructure	$2,000 - $5,000
User Interface Design	$15,000 - $25,000
Quality Assurance and Testing	$10,000 - $15,000
Mobile Responsiveness Development	$5,000 - $10,000
Marketing and Promotion	$20,000 - $40,000
Contingency and Miscellaneous	$5,000 - $10,000
Total Estimated Budget	$130,000 - $210,000
Initial Software Development	$50,000 - $80,000
Server Infrastructure	$2,000 - $5,000

Exhibit B: Financial Analysis for Eventkey Application Project

Assuming a discount rate of 10% and a projected cash flow over a 5-year period:

Discount rate	10%						
Assume that project is done in x months			Year				
	0	1	2	3	4	5	Total
Costs	200,000	30,000	50,000	60,000	70,000	80,000	
Discount Factor	1	0.91	0.83	0.75	0.68	0.62	
Discounted costs	200,000	27,300	41,500	45,000	47,811	49,674	411,285
Benefits	0	80,000	90,000	150,000	250,000	200,000	
Discount Factor	1	0.91	0.83	0.75	0.68	0.62	
Discounted Benefits	0	72,800	74,700	112,500	170,753	124,184	554,653
Discounted benefits - costs	(200,000)	45,500	33,200	67,500	122,942	74,511	
Cumulative benefits - costs	(200,000)	(154,500)	(121,300)	(53,800)	69,142	143,653	← NPV
ROI ----------→	35%				Payback in Year 4		

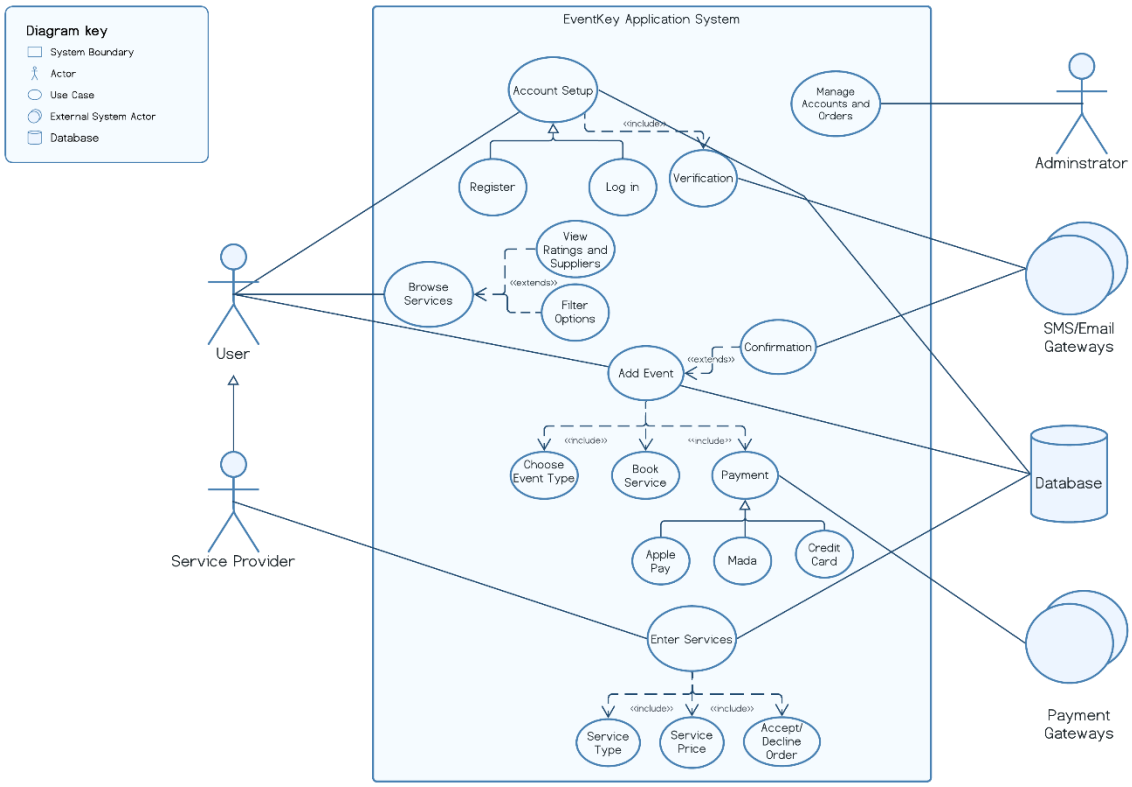
Software Requirements Specification (SRS)

This section illustrates the system overview, conceptual model using use case and the main functional and quality specifications, **Appendix B** contains the full SRS document and use case template

1.0 System Overview

The EventKey application is meant to facilitate event planning for users in Saudi Arabia. This paper covers the software requirements for the creation of EventKey, including its primary functional and quality criteria.

2.0 Conceptual Model



3.0 Main Functional Requirements

Event Creation and Management
Users can create new events by providing details such as event name, date, time, location, and type such as casual, corporate events, parties, etc.

Service Search and Selection:
Users can search for services such as catering, venue rental, decorations, entertainment, etc., based on their event requirements.

Users can view detailed information about each service provider, including ratings, reviews, and pricing and book desired services.

Booking and Payment Integration:
Users can make secure bookings for selected services through EventKey.

EventKey integrates with payment gateways to facilitate secure online payments for bookings.

Users receive booking confirmations via email or notifications within the app.

4.0 Main Quality Specifications

Usability:
EventKey should have a user-friendly interface with intuitive navigation and clear instructions.

The platform should be accessible across multiple devices and screen sizes.

Reliability:
EventKey should be reliable, with minimal downtime and fast response times.

All data entered by users should be securely stored and backed up regularly.

Performance:
EventKey should perform efficiently, with fast loading times and smooth functionality.

The platform should be able to handle multiple concurrent users without degradation in performance.

Security:
EventKey should implement robust security measures to protect user data and transactions.

The platform should use encryption for sensitive data and adhere to industry-standard security protocols.

Stakeholder Register for EventKey

Prepared by: Lama Fathi Akbar **Date:** May 10th, 2024

Name	Position	Internal/External	Project Role	Contact Information
Wed Abu Zenada	Consultant	Internal	Investor	Wtabozenada@uj.edu.sa
Rasha Alamri	Project Manager	Internal	Investor	Rmalamri@uj.edu.sa
Lama Munir Noor	Team Manager	Internal	Team Lead	Lno.stu@uj.edu.sa
Lama Fathi Akbar	Team Member	Internal	UX/UI Lead	Lakbar0001.stu@uj.edu.sa
Joud Jalal Batarfi	Team Member	Internal	Development Lead	JBatarfi0001.stu@ uj.edu.sa
Sarah Ali Alharbi	Team Member	Internal	Editing Lead	Salharbi0961.stu@ uj.edu.sa
Ali Abdullah	Finance Manager	Internal	Financial Analyst	ali.abdullah@gmail.com
Ibrahim Al-Mansour	Legal Advisor	External	Legal Consultant	ibrahim.mansour@gmail.com

Stakeholder Management Strategy for Project

Prepared by: Joud Jalal Batarfi **Date:** May 5th, 2024

Name	Level of Interest	Level of Influence	Potential Management Strategies
Wed Abu Zenada	High	High	Regular updates, involvement in key decisions, clear communication of project goals and progress.
Rasha Alamri	High	High	Regular meetings, clear delegation of tasks, empowerment to make decisions within her role.
Sarah Ali Alharbi	Medium	Medium	Regular updates on marketing initiatives, involvement in campaign planning, feedback sessions on marketing strategies.
Lama Fathi Akbar	High	Medium	Collaboration on design decisions, involvement in user testing and feedback sessions, clear communication of design requirements.
Joud Jalal Batarfi	High	High	Clear communication of development tasks and timelines, involvement in technical discussions, regular updates on project progress.
Lama Munir Noor	High	High	Regular meetings, responsible for the team and scheduling and communicating with project manager and consultant giving them feedback.
Ali Abdullah	Low	High	Regular financial updates, involvement in budget planning, clear reporting structure for financial matters
Ibrahim Al-Mansour	Medium	Medium	Clear communication of legal requirements and constraints, involvement in contract negotiations, regular legal reviews.

Project Charter

Project Title: EventKey - Event Planning Application Project

Project Start Date: May 1st, 2024 **Projected Finish Date:** November 11th, 2024

Budget Information: The firm has allocated $200,000 for this project.

Project Manager: Rasha Alamri, Rmalamri@uj.edu.sa

Project Objectives:
Create an app for Saudi users called EventKey to make event planning easier. The app's features include the ability to plan and execute events, find and reserve services, and communicate with vendors. An all-inclusive platform with secure payment integration, user-friendly interfaces, and personalized recommendations will be available from EventKey. The primary goals are to increase market share in the Saudi event planning business, simplify the process for event planners, and improve the user experience.

Main Project Success Criteria:
The project should implement all planned features and functionalities within 2 years of release date and cover initial costs within 5 years.

Approach:

- Find out what people want from the EventKey app by conducting market research.
- Evaluate current event planning software and benchmarks in the field.
- Find the best solutions for user administration, payment integration, and security.
- Iteratively build the EventKey app while taking user input into account at every stage.
- Apply analytics to gauge the app's worth by tracking metrics like user engagement, revenue, and cost savings.
- Make sure the project is on track by checking in on it often and making adjustments to your strategy as needed.

Roles and Responsibilities

Role	Name	Organization/ Position	Contact Information
Investor	Wed Abu Zenada	Internal	Wtabozenada@uj.edu.sa
Investor	Rasha Alamri	Internal	Rmalamri@uj.edu.sa
Team Lead	Lama Munir Noor	Internal	Salharbi0961.stu@ uj.edu.sa
UX/UI Lead	Lama Fathi Akbar	Internal	Lakbar0001.stu@uj.edu.sa
Development Lead	Joud Jalal Batarfi	Internal	JBatarfi0001.stu@ uj.edu.sa
Editing Lead	Sarah Ali Alharbi	Internal	Lno.stu@uj.edu.sa
Financial Analyst	Ali Abdullah	Internal	ali.abdullah@gmail.com
Legal Consultant	Ibrahim Al-Mansour	External	ibrahim.mansour@gmail.com

Sign-off

Lama Fathi Akbar	Lama Munir Noor	Sarah Ali Alharbi	Joud Jalal Batarfi

Comments

"I'm thrilled to be leading the UX/UI design aspect of the EventKey project. Creating intuitive and visually appealing interfaces that enhance user experience is my passion" —Lama Akbar

Kick-off Meeting

Date: May 5th, 2024

Meeting Objective: Get the project off to a great start by introducing key stakeholders, reviewing project goals, and discussing future plans

Agenda:

- Introductions of attendees
- Background of project
- Review of project-related documents (i.e. business case, project charter)
- Discussion of project organizational structure
- Discussion of project scope, time, and cost goals
- Discussion of other important topics
- List of action items from meeting

Action Item	Assigned To	Due Date
Review project charter	All Stakeholders	3-May-24
Identify key project milestones	Sponsors	9-May-24
Develop communication plan	Team Lead	10-May-24
Schedule regular project meetings	Sponsors	10-May-24
Define project scope	Project Team	17-May-24
Determine resource allocation	Sponsors	20-June-24

Date and time of next meeting:
May 17th, 2024, at 10:00 AM

Scope Statement

This is the less detailed version of the scope statement; **Appendix C** contains the full comprehensive scope statement.

Project Title: EventKey - Event Planning Application Project

Date: May 5th, 2024 **Prepared by:** Lama Munir Noor

Project Summary and Justification

The growing demand for professional event planners is evident in many fields. Unfortunately, people frequently find that the current market solutions aren't as complete or convenient as they would want, which might result in a fragmented experience. EventKey is here to bridge that gap by offering an all-inclusive platform that effortlessly handles venue selection and service reservations, among other things.

Product Characteristics and Requirements

1.User-Friendly Interface:
EventKey must feature a user-friendly interface that is intuitive and easy to navigate, catering to users of all skill levels. This includes clear and concise menus, interactive elements, and intuitive design patterns to enhance usability.

2.Comprehensive Event Planning Tools:
The application should offer a comprehensive set of events planning tools, including features for creating, managing, and organizing events. This encompasses functionalities such as venue selection, service bookings, guest list management, and budget tracking.

3.Secure Payment Integration:
The platform must integrate secure payment gateways to facilitate seamless and secure transactions for service bookings and purchases. This includes support for multiple payment methods and compliance with relevant security standards to safeguard user information.

4.Real-Time Communication:
EventKey should enable real-time communication between users and service providers, allowing for seamless collaboration and coordination during the planning process. This may include messaging features, notifications, and updates on event-related activities.

Project Deliverables

Project management-related deliverables Business case, charter, team contract, scope statement, WBS, schedule, cost baseline, progress reports, final project presentation, final project report, lessons-learned report, and any other documents required to manage the project

Product-related deliverables

1. **Research Reports:** Detailed analysis of market trends, user requirements, and competitive landscape to inform product development decisions.
2. **Design Documents:** Specifications outlining the architecture, user interface, and functionalities of the EventKey application, providing a blueprint for development.
3. **Application Development:** Development of code to implement various features and functionalities of the EventKey application, ensuring its functionality and usability.
4. **Hardware Requirements:** Identification and specification of hardware requirements, if applicable, to support the deployment and operation of the application.
5. **Test Plans and Cases:** Development of test plans, test cases, and quality assurance reports to ensure the reliability, performance, and security of the application.
6. **Documentation:** Creation of user manuals, technical documentation, and support materials to assist users in understanding and utilizing the EventKey application effectively.

Project Success Criteria

The goal is to implement a complete version of the product within the first couple of releases for an initial budget of no more than 200,000 and yearly costs starting with no more than 50,000 that may increase as the versions include more features and become more complex. Also, to cover initial costs within 5 years, generate revenue and achieve a positive return on investment. We must get enough market publicity and get the users' and businesses engagement to satisfy those goals.

Work Breakdown Structure (WBS)

This section illustrates the WBS to the third level, **Appendix D** contains the full comprehensive WBS with detailed subtasks.

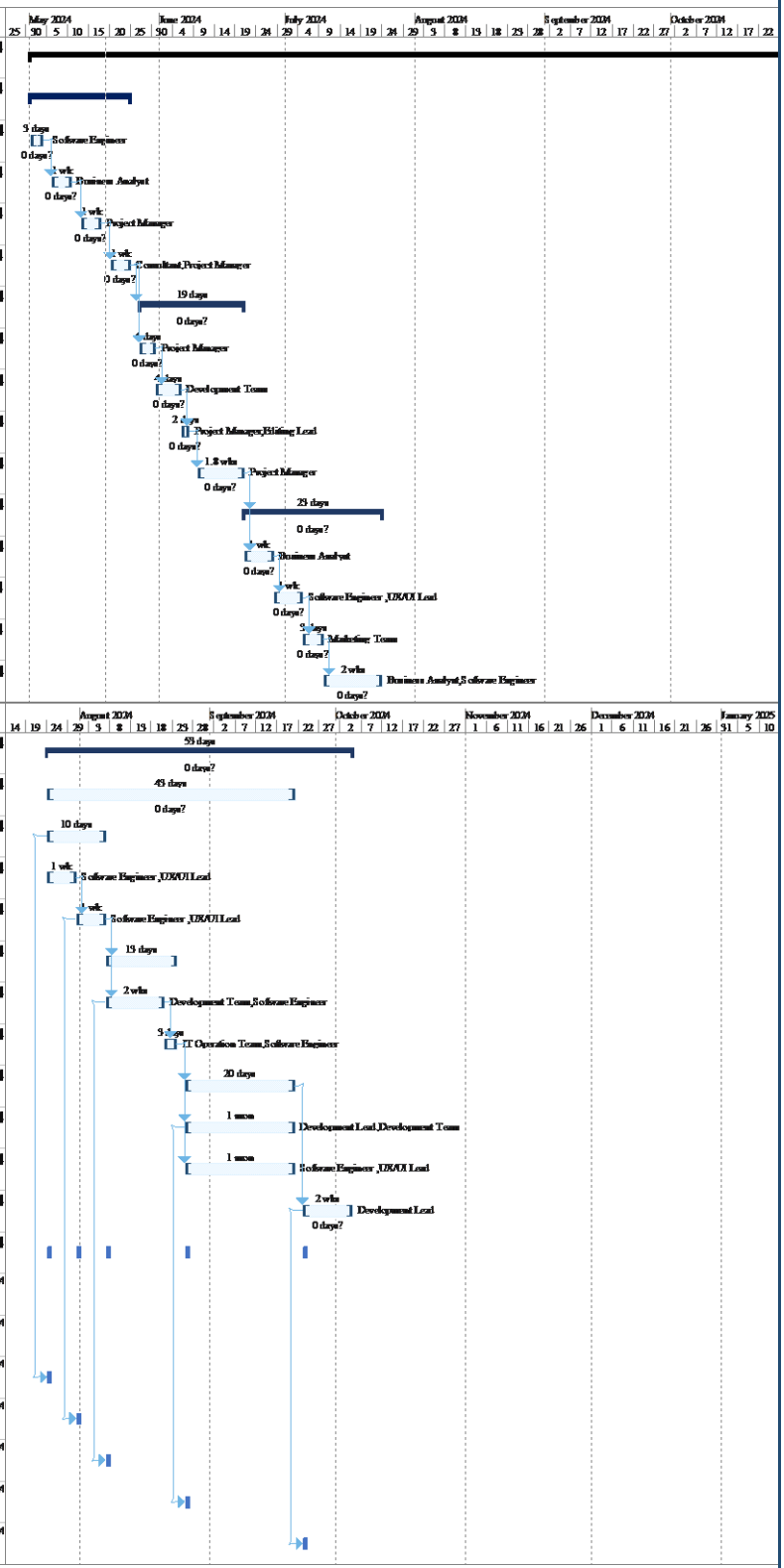
Project Title: EventKey - Event Planning Application Project

Date: May 8th, 2024 **Prepared by:** Sarah Ali Alharbi

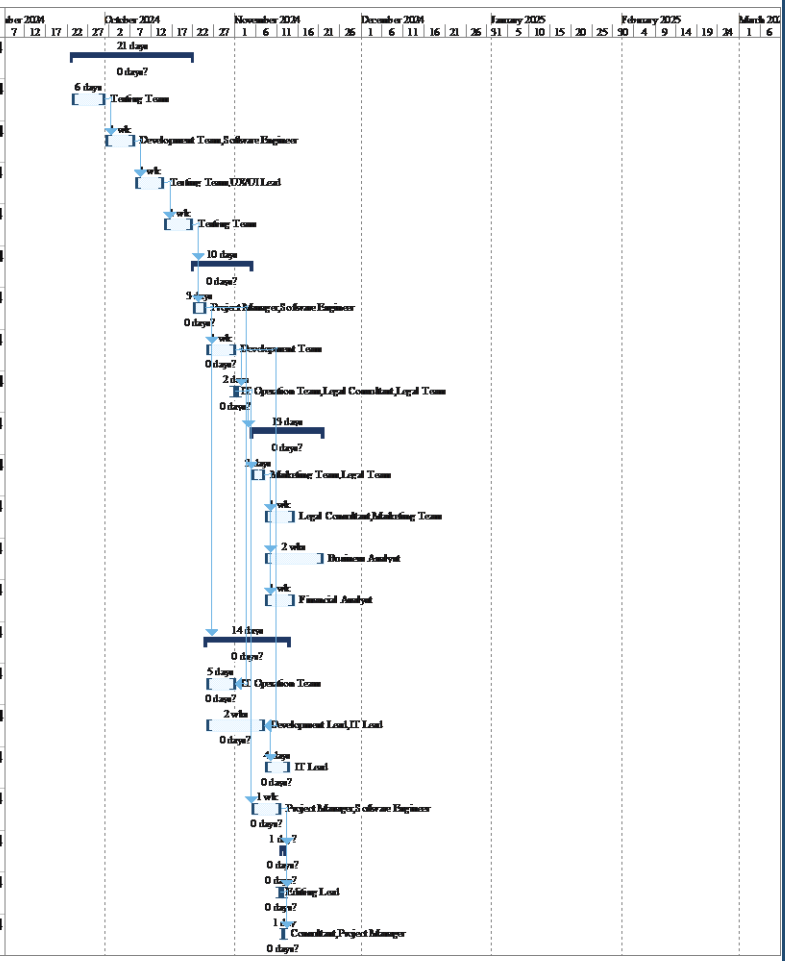
1. **Project Initiation**
   1.1. Develop Project Charter
   …..
   1.2. Kick-off Meeting
2. **Planning**
   2.1. Develop Project Plan
   2.2. Define Project Deliverables
   …
   2.3. Procure Resources
3. **Research and Analysis**
   3.1. Market Research
   ….
   3.2. Requirements Gathering
4. **Execution**
   4.1. Design and Development
   4.2. Team Training
5. **Monitoring and Controlling**
6. **Testing and Quality Assurance**
   6.1. Test Planning
   ….
   6.2. Performance Testing
7. **Deployment and Implementation**
   7.1. User Training and Support
   7.2. Rollout of EventKey Application
8. **Marketing and Promotion**
   8.1. Marketing Strategy Development
   8.2. Digital Marketing Campaigns
   …
9. **Documentation and Reporting**
   9.1. Technical Documentation
   9.2. Project Status Reports
10. **Closing**
    10.1. Project Review and Documentation
    10.2. Lessons Learned Session

Gantt Chart

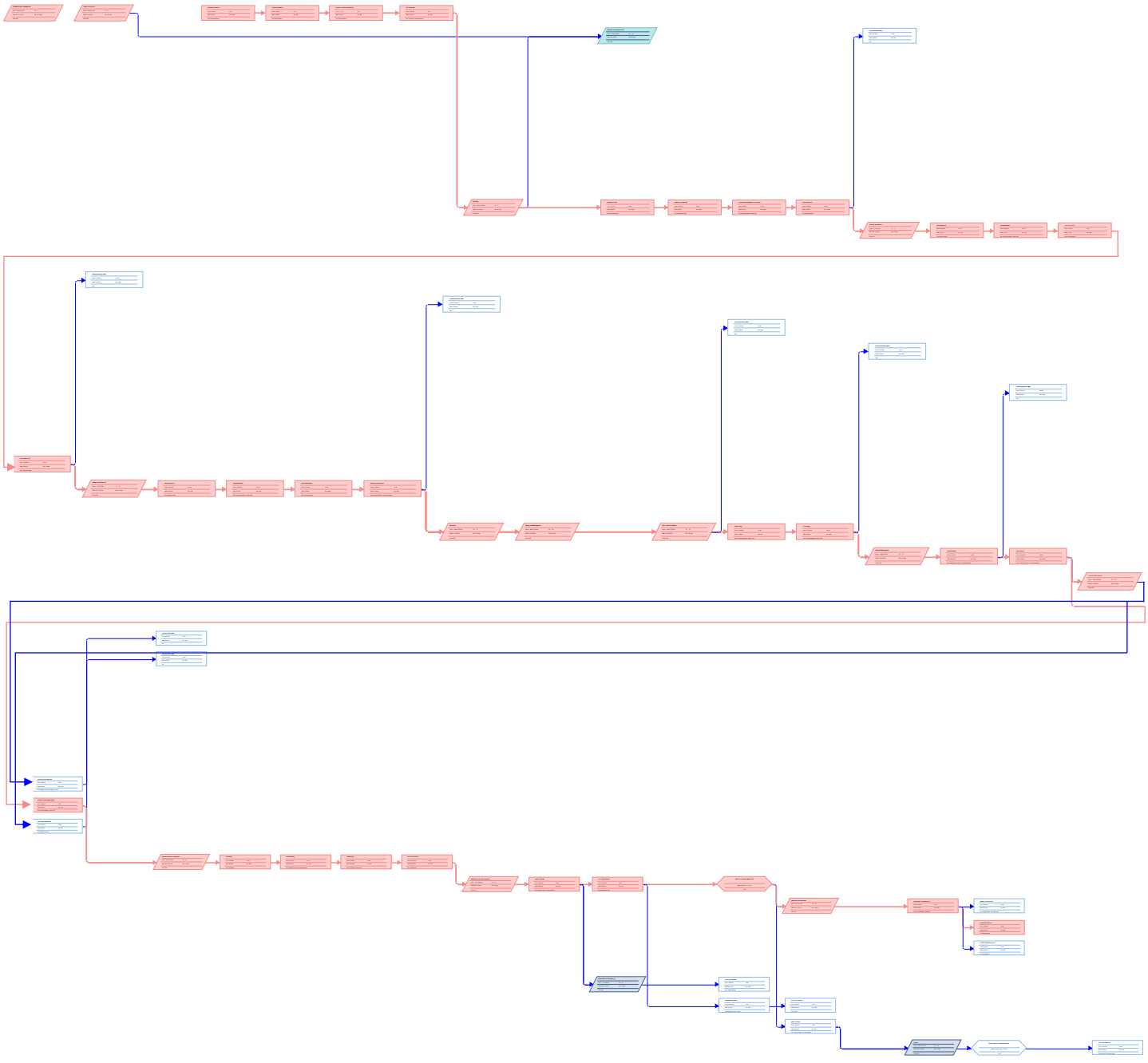
ID	Task Name	Duration	Start	Finish
1	**1 EventKey Project Management**	147 days?	Wed 5/1/24	Thu 11/21/24
2	**1.1 Project Initiation**	18 days	Wed 5/1/24	Fri 5/24/24
3	1.1.1 Develop Project Charter	3 days	Wed 5/1/24	Fri 5/3/24
4	1.1.2 Identify Stakeholders	1 wk	Mon 5/6/24	Fri 5/10/24
5	1.1.3 Define Project Objectives and Scope	1 wk	Mon 5/13/24	Fri 5/17/24
6	1.1.4 Kick-off Meeting	1 wk	Mon 5/20/24	Fri 5/24/24
7	**1.2 Planning**	19 days	Mon 5/27/24	Thu 6/20/24
8	1.2.1 Develop Project Plan	4 days	Mon 5/27/24	Thu 5/30/24
9	1.2.2 Define Project Deliverables	4 days	Fri 5/31/24	Wed 6/5/24
10	1.2.3 Create Work Breakdown Structure (WBS)	2 days	Thu 6/6/24	Fri 6/7/24
11	1.2.4 Procure Resources	1.8 wks	Mon 6/10/24	Thu 6/20/24
12	**1.3 Research and Analysis**	23 days	Fri 6/21/24	Tue 7/23/24
13	1.3.1 Market Research	1 wk	Fri 6/21/24	Thu 6/27/24
14	1.3.2 User Needs Analysis	1 wk	Fri 6/28/24	Thu 7/4/24
15	1.3.3 Competitive Analysis	3 days	Fri 7/5/24	Tue 7/9/24
16	1.3.4 Requirements Gathering	2 wks	Wed 7/10/24	Tue 7/23/24
17	**1.4 Execution**	53 days	Wed 7/24/24	Fri 10/4/24
18	1.4.1 Design and Development	43 days	Wed 7/24/24	Fri 9/20/24
19	1.4.1.1 User Interface Design	10 days	Wed 7/24/24	Tue 8/6/24
20	1.4.1.1.1 Wireframing	1 wk	Wed 7/24/24	Tue 7/30/24
21	1.4.1.1.2 Prototyping	1 wk	Wed 7/31/24	Tue 8/6/24
22	1.4.1.2 Backend Development	13 days	Wed 8/7/24	Fri 8/23/24
23	1.4.1.2.1 Database Design	2 wks	Wed 8/7/24	Tue 8/20/24
24	1.4.1.2.2 Server Setup	3 days	Wed 8/21/24	Fri 8/23/24
25	1.4.1.3 Frontend Development	20 days	Mon 8/26/24	Fri 9/20/24
26	1.4.1.3.1 Development of Mobile App (iOS)	1 mon	Mon 8/26/24	Fri 9/20/24
27	1.4.1.3.2 Development of Mobile App (Android)	1 mon	Mon 8/26/24	Fri 9/20/24
28	1.4.2 Team Training and Onboarding	2 wks	Mon 9/23/24	Fri 10/4/24
29	**1.5 Monitoring and Controlling**	49 days	Mon 5/27/24	Thu 8/1/24
30	1.5.1 Monitoring and Controlling 1	1 day	Mon 6/10/24	Mon 6/10/24
31	1.5.2 Monitoring and Controlling 2	1 day	Wed 7/10/24	Wed 7/10/24
32	1.5.3 Monitoring and Controlling 3	1 day	Wed 7/24/24	Wed 7/24/24
33	1.5.4 Monitoring and Controlling 4	1 day	Wed 7/31/24	Wed 7/31/24
34	1.5.5 Monitoring and Controlling 5	1 day	Wed 8/7/24	Wed 8/7/24
35	1.5.6 Monitoring and Controlling 6	1 day	Mon 8/26/24	Mon 8/26/24
36	1.5.7 Monitoring and Controlling 7	1 day	Mon 9/23/24	Mon 9/23/24



ID	Task Name	Duration	Start	Finish
57	**1.6 Testing and Quality Assurance**	21 days	Mon 9/23/24	Mon 10/21/24
58	1.6.1 Test Planning	6 days	Mon 9/23/24	Mon 9/30/24
59	1.6.2 Functional Testing	1 wk	Tue 10/1/24	Mon 10/7/24
60	1.6.3 Usability Testing	1 wk	Tue 10/8/24	Mon 10/14/24
61	1.6.4 Performance Testing	1 wk	Tue 10/15/24	Mon 10/21/24
62	**1.7 Deployment and Implementation**	10 days	Tue 10/22/24	Mon 11/4/24
63	1.7.1 Deployment Planning	3 days	Tue 10/22/24	Thu 10/24/24
64	1.7.2 User Training and Support	1 wk	Fri 10/25/24	Thu 10/31/24
65	1.7.3 Rollout of EventKey Application	2 days	Fri 11/1/24	Mon 11/4/24
66	**1.8 Marketing and Promotion**	13 days	Tue 11/5/24	Thu 11/21/24
67	1.8.1 Marketing Strategy Development	3 days	Tue 11/5/24	Thu 11/7/24
68	1.8.2 Digital Marketing Campaigns	1 wk	Fri 11/8/24	Thu 11/14/24
69	1.8.3 Social Media Engagement	2 wks	Fri 11/8/24	Thu 11/21/24
70	1.8.4 Customer Acquisition Programs	1 wk	Fri 11/8/24	Thu 11/14/24
71	**1.9 Documentation and Reporting**	14 days	Fri 10/25/24	Wed 11/13/24
72	1.9.1 User Manuals and Guides	5 days	Fri 10/25/24	Thu 10/31/24
73	1.9.2 Technical Documentation	2 wks	Fri 10/25/24	Thu 11/7/24
74	1.9.3 Project Status Reports	4 days	Fri 11/8/24	Wed 11/13/24
75	1.9.4 Final Project Report	1 wk	Tue 11/5/24	Mon 11/11/24
76	**1.10 Closing**	1 day?	Mon 11/11/24	Tue 11/12/24
77	1.10.1 Project Review and Documentation	0 days?	Mon 11/11/24	Mon 11/11/24
78	1.10.2 Lessons Learned Session	1 day	Tue 11/12/24	Tue 11/12/24



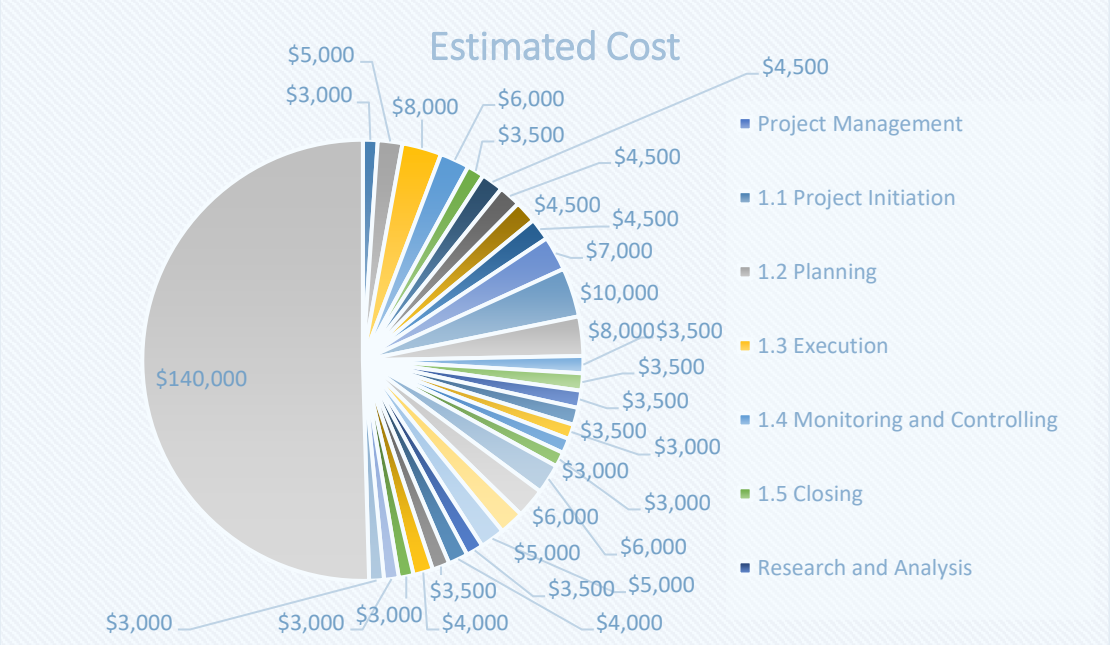
Network Diagram



Activity Cost Estimates

Full Excel sheet can be viewed in **Appendix E** along with budget determination.

Activity	Estimated Cost
Project Initiation	$9,200.00
Planning	$10,730.00
Research and Analysis	$15,850.00
Execution	$72,000.00
Monitoring and Controlling	$23,000.00
Testing and Quality Assurance	$21,920.00
Deployment and Implementation	$10,280.00
Marketing and Promotion	$19,910.00
Documentation and Reporting	$11,875.00
Closing	$800.00
Support and Maintenance	$8,030
Total	$205,900



Appendices

Appendix A

Financial Analysis

The financial analysis for EventKey project was calculated with the excel sheet template provided, also submitted separately in case of any issues with the link provided in the document.

Financial Analysis for EventKey								
Created by: Lama Munir Noor		Date: 13-4 -2024						
Note: Change the inputs, shown in green below (i.e. interest rate, number of years, costs, and benefits). Be sure to double-check the formulas based on the inputs.								
Discount rate	10.00%							
Assume the project is completed in Year 0			Year					
	0	1	2	3	4	5	Total	
Costs	200,000	30,000	50,000	60,000	70,000	80,000		
Discount factor	1.00	0.91	0.83	0.75	0.68	0.62		
Discounted costs	200,000	27,300	41,500	45,000	47,811	49,674	411,285	
Benefits	0	80,000	90,000	150,000	250,000	200,000		
Discount factor	1.00	0.91	0.83	0.75	0.68	0.62		
Discounted benefits	0	72,800	74,700	#####	170,753	124,184	554,938	
Discounted benefits - costs	(200,000)	45,500	33,200	67,500	122,942	74,511	143,653	← NPV
Cumulative benefits - costs	(200,000)	(154,500)	(121,300)	(53,800)	69,142	143,653		
ROI →	35%							
					Payback in Year 4			

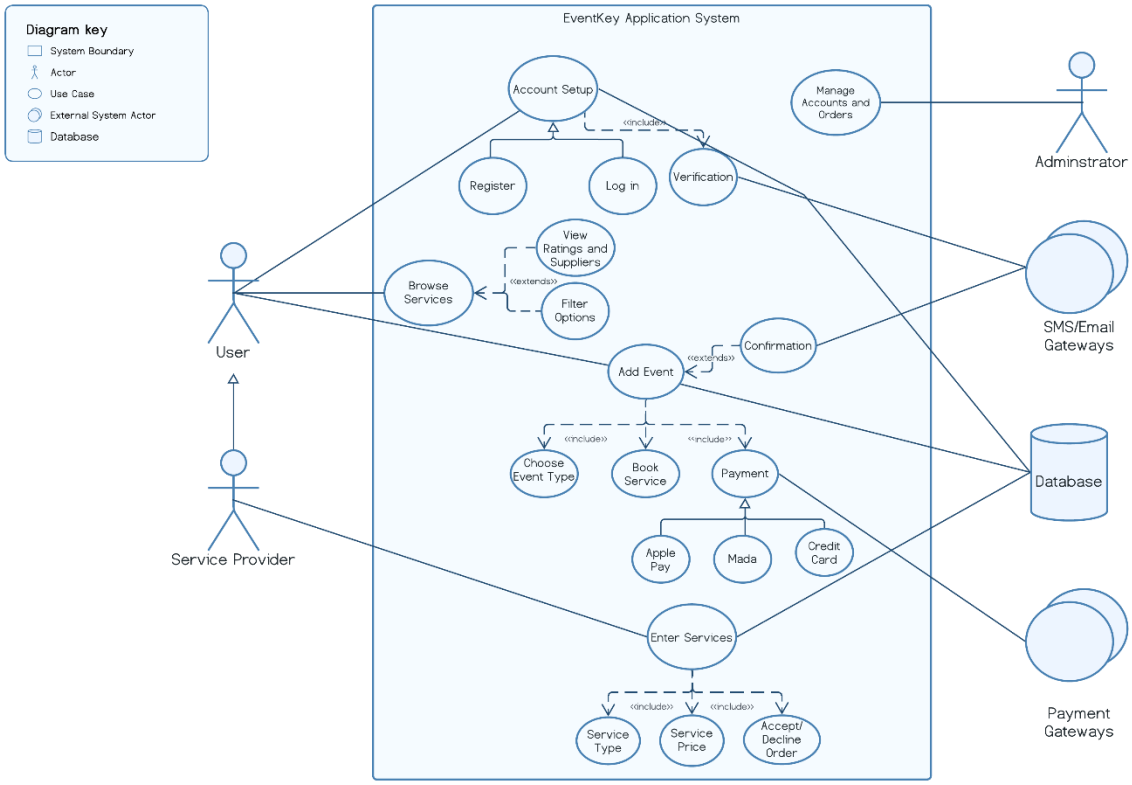
Appendix B

Software Requirements Specification (SRS)

1.0 System Overview

The EventKey application is meant to facilitate event planning for users in Saudi Arabia. This paper covers the software requirements for the creation of EventKey, including its primary functional and quality criteria.

2.0 Conceptual Model



Use Case Scenarios

Account Setup

Use-Case ID	01		
Use-Case Name	Account Setup		
Created By:	Joud Batarfi	**Last Updated By:**	Joud Batarfi
Date Created:	May 15th 2024	**Date Last Updated:**	May 16th 2024
Actors:	User, Service Provider		
Description:	The user can create a new account or log in by providing the necessary information to access the system's features.		
Preconditions:	-		
Postconditions:	The user successfully registers an account. The user logged into her/his account. The user's information is stored in the database.		
Normal flow:	1. If the users already have an account, they navigate to the login page. 1.1. The user enters the email address/username and the password. 1.2. The system verifies the user's credentials. 1.3. If it is valid, the system logs the user in her/his account. 2. If the users do not have an existing account, they navigate to the register page. 2.1. The user enters the username, password, and email address/phone number. 2.2. The system sends the user a verification SMS/email code to verify the account. 2.3. The user enters the verification code. 2.4. If it is valid, the system creates a new account and saves its information on the database.		
Alternative Flow:	- If the user entered an invalid email address or password, the system prompts them to re-enter their information and try again. - If the user's phone number or email address is already in use, the system prompts them to enter a different phone number or email address. - If the user entered an invalid verification code, the system prompts them to enter a valid code.		
Exceptions Flow:	If the account creation process encounters an unexpected issue, like database connection problems, the system displays an error message.		
Includes:	Login: the user logs in to their new account. Register: the user registers an account. Verification: to verify the login and registration process.		
Special Requirements:	SMS or email verification should be secure and prevent unauthorized access.		
Assumptions:	The user has a valid internet connection and a compatible device. The user has a valid phone number and email address.		
Notes and Issues	Consider implementing additional security measures for account creation like CAPTCHA, and two-factor authentication.		

Browse Services

Use-Case ID	02		
Use-Case Name	Browse Services		
Created By:	Lama Akbar	Last Updated By:	Lama Akbar
Date Created:	May 14th 2024	Date Last Updated:	May 15th 2024
Actors:	User, Service Provider		
Description:	This use case describes the process by which a user can browse various services offered by service providers within the EventKey application. The user can view details about each service, apply filters to find specific services, and gain insights from ratings and supplier information. This feature is crucial for helping users plan their events by selecting appropriate services based on their event types and preferences,		
Preconditions:	User must be registered and logged into the system.		
Postconditions:	User views available services and their details.		
Normal flow:	1. User logs into the EventKey application. 2. User selects the "Browse Services" option from the main menu. 3. The application displays a list of services. 4. User applies desired filters (type, price, rating). 5. Filtered services are displayed. 6. User selects a service to view more detailed information		
Alternative Flow:	1. User applies filters, but no services match the criteria. 2. The application shows a message "No services match your criteria." 3. User modifies filter settings or clears filters to view a broader range of services. 4. User selects "View Ratings and Suppliers" for more detailed insights before adjusting filters		
Exceptions Flow:	1.If details fail to load due to technical issues, display "Error loading details, please try again."		
Includes:	- Filter Options: Let users to filter services based on various criteria like type, price, and rating		
Special Requirements:	- The system should be capable of handling high volumes of data and user queries without significant delays. - Interface must be intuitive and accessible on multiple devices (responsive design).		
Assumptions:	- There is a high demand for a diverse range of event services. - Users will rely heavily on filtering to find suitable services.		
Notes and Issues	- Consider future enhancements based on user feedback and technological advancements.		

Add Event

Use-Case ID	03		
Use-Case Name	Add Event		
Created By:	Joud Batarfi	Last Updated By:	Joud Batarfi
Date Created:	May 15th 2024	Date Last Updated:	May 16th 2024
Actors:	User, Service Provider		
Description:	The user can add an event, book the service, make a payment, and receive a confirmation email.		
Preconditions:	- The user is logged in. - The user has browsed services and selected an option.		
Postconditions:	- Payment has been processed and confirmed. - The user has received a booking confirmation via SMS/Email.		
Normal flow:	1. User selects the "Add Event" option after browsing services. 2. User chooses event type. 3. System displays available service providers based on filters applied by the user. 4. User selects a service provider from the list provided by the system. 5. User proceeds to book the service for their event, providing the date, location, and other details for booking confirmation. 6. System prompts payment options (Apple Pay, Mada, Credit Card). 7. User makes payment through the preferred method. 8. System verifies the payment with the involved payment gateways, which include receiving a verification SMS code. 9. User enters the verification code. 10. Upon successful payment processing, the system confirms the booking with the selected service provider and sends a booking confirmation via SMS/Email.		
Alternative Flow:	1. If the payment is declined, the system displays an error message to the user. 2. The user can choose whether to retry the payment or cancel the booking. 3. If the user retries, the system will attempt to process the payment again. 4. If the user cancels, the system navigates to the main page.		
Exceptions Flow:	If there's an error with the payment gateway while processing the payment.		
Includes:	1. Choose Event Type: User selects the type of event they want to host. 2. Book Service: User selects a service provider and books the service. 3. Payment: User pays, verifies the payment, and receives a booking confirmation.		
Special Requirements:	Ensure secure payment processing and data encryption. Prevent duplicate bookings or errors during payment processing.		
Assumptions:	The user's payment method is valid and has sufficient funds for the transaction.		
Notes and Issues	Consider making the system user-friendly and intuitive to enhance the user experience.		

3.0 Main Functional Requirements

FR 1: User Registration and Authentication:

- FR 1.1: Users can register an account with EventKey using their email address or social media accounts.
- FR 1.2: Upon registration, users must verify their email address to activate their account.
- FR 1.3: Users can log in securely using their registered email address and password.

FR 2: Event Creation and Management:

- FR 2.1: Users can create new events by providing details such as event name, date, time, location, and type.
- FR 2.2: Users can edit or delete events they have created.
- FR 2.3: Events can be categorized into different types such as weddings, corporate events, parties, etc.

FR 3: Service Search and Selection:

- FR 3.1: Users can search for services such as catering, venue rental, decorations, entertainment, etc., based on their event requirements.
- FR 3.2: Users can view detailed information about each service provider, including ratings, reviews, and pricing.
- FR 3.3: Users can select and book services directly through the platform.

FR 4: Booking and Payment Integration:

- FR 4.1: Users can make secure bookings for selected services through EventKey.
- FR 4.2: EventKey integrates with payment gateways to facilitate secure online payments for bookings.
- FR 4.3: Users receive booking confirmations via email or notifications within the app.

FR 5: Notifications and Communication:

- FR 5.1: Users receive notifications for important updates, such as new bookings, messages from service providers, etc.
- FR 5.2: Users can communicate with service providers directly through the platform via messaging or email.

4.0 Main Quality Specifications

Usability:
EventKey should have a user-friendly interface with intuitive navigation and clear instructions.

The platform should be accessible across multiple devices and screen sizes.

Reliability:
EventKey should be reliable, with minimal downtime and fast response times.

All data entered by users should be securely stored and backed up regularly.

Performance:
EventKey should perform efficiently, with fast loading times and smooth functionality.

The platform should be able to handle multiple concurrent users without degradation in performance.

Security:
EventKey should implement robust security measures to protect user data and transactions.

The platform should use encryption for sensitive data and adhere to industry-standard security protocols.

Appendix C

Scope Statement (Version II)

Project Title: EventKey - Event Planning Application Project

Date: May 5th, 2024 **Prepared by:** Lama Munir Noor

Project Summary and Justification:

The growing demand for professional event planners is evident in many fields. Unfortunately, people frequently find that the current market solutions aren't as complete or convenient as they would want, which might result in a fragmented experience. EventKey is here to bridge that gap by offering an all-inclusive platform that effortlessly handles venue selection and service reservations, among other things.

Also, there are a lot of features that guarantee substantial profits with EventKey, including a commission-based revenue sharing for businesses, implementing premium features, and forming advertising partnerships. This source of income ensures the project's survival and growth throughout time. In sum, the goal of the EventKey project is to provide a game-changing solution to the ever-changing event planning landscape in Saudi Arabia by catering to the unique and vital requirements of local customers.

Product Characteristics and Requirements:

1.User-Friendly Interface:

EventKey must feature a user-friendly interface that is intuitive and easy to navigate, catering to users of all skill levels. This includes clear and concise menus, interactive elements, and intuitive design patterns to enhance usability.

2.Comprehensive Event Planning Tools:

The application should offer a comprehensive set of event planning tools, including features for creating, managing, and organizing events. This encompasses functionalities such as venue selection, service bookings, guest list management, and budget tracking.

3.Secure Payment Integration:

The platform must integrate secure payment gateways to facilitate seamless and secure transactions for service bookings and purchases. This includes support for multiple payment methods and compliance with relevant security standards to safeguard user information.

4.Real-Time Communication:

EventKey should enable real-time communication between users and service providers, allowing for seamless collaboration and coordination during the planning process. This may include messaging features, notifications, and updates on event-related activities.

Summary of Project Deliverables:

Project management-related deliverables: business case, charter, team contract, scope statement, WBS, schedule, cost baseline, status reports, final project presentation, final project report, lessons-learned report, and any other documents required to manage the project.

Product-related deliverables: research reports, design documents, software code, hardware, etc.

1. **Research Reports:** Detailed analysis of market trends, user requirements, and competitive landscape to inform product development decisions.
2. **Design Documents:** Specifications outlining the architecture, user interface, and functionalities of the EventKey application, providing a blueprint for development.
3. **Software Code:** Development of code to implement various features and functionalities of the EventKey application, ensuring its functionality and usability.
4. **Hardware Requirements:** Identification and specification of hardware requirements, if applicable, to support the deployment and operation of the application.
5. **Test Plans and Cases:** Development of test plans, test cases, and quality assurance reports to ensure the reliability, performance, and security of the application.
6. **Documentation:** Creation of user manuals, technical documentation, and support materials to assist users in understanding and utilizing the EventKey application effectively.

Project Success Criteria:

The goal is to implement a complete version of the product within the first couple of releases for an initial budget of no more than 200,000 and yearly costs starting with no more than 50,000 that may increase as the versions include more features and become more complex. Also, to cover initial costs within 5 years, generate revenue and achieve a positive return on investment. We must get enough market publicity and get the users' and businesses engagement to satisfy those goals.

The success Criteria also include:

1. **User Adoption and Engagement:** The degree to which the EventKey application is adopted and utilized by users for event planning purposes. This will be measured by metrics such as user registrations, active usage rates, and user feedback.
2. **Customer Satisfaction:** The level of satisfaction among users with the EventKey application, including its ease of use, functionality, and overall user experience. This will be assessed through user surveys, ratings, and reviews.
3. **Efficiency and Effectiveness:** The extent to which EventKey streamlines the event planning process and improves efficiency for users. This will be evaluated by metrics such as time saved in planning events, reduction in errors or delays, and overall productivity gains.
4. **Service Provider Engagement:** The engagement and satisfaction of service providers (e.g., vendors, caterers, venues) with the EventKey platform. This will be measured by metrics such as vendor registrations, service bookings, and feedback from service providers.
5. **Financial Performance:** The financial viability of the EventKey project, including its ability to generate revenue and achieve a positive return on investment. This will be assessed by comparing actual revenue generated against projected revenue, as well as analysing costs and expenses.
6. **Market Impact:** The impact of EventKey on the event planning industry in Saudi Arabia, including its market share, competitive positioning, and influence on industry trends. This will be evaluated through market analysis, competitor comparisons, and industry feedback.

Overall, the success of the EventKey project will be determined by its ability to deliver value to users, service providers, and stakeholders, as well as its impact on the event planning ecosystem in Saudi Arabia.

Appendix D

Work Breakdown Structure (WBS)

Project Title: EventKey - Event Planning Application Project

Date: May 8th, 2024 **Prepared by:** Sarah Ali Alharbi

1. **EventKey Project Management**
    - 1.1. **Project Initiation**
        - 1.1.1. Develop Project Charter
        - 1.1.2. Identify Stakeholder
        - 1.1.3. Define Project Objectives and Scope
        - 1.1.4. Kick-off Meeting
    - 1.2. **Planning**
        - 1.2.1. Develop Project Plan
        - 1.2.2. Define Project Deliverables
        - 1.2.3. Create Work Breakdown Structure (WBS)
        - 1.2.4. Procure Resources
    - 1.3. **Research and Analysis**
        - 1.3.1. Market Research
        - 1.3.2. User Needs Analysis
        - 1.3.3. Competitive Analysis
        - 1.3.4. Requirements Gathering
    - 1.4. **Execution**
        - 1.4.1. Design and Development
            - 1.4.1.1. User Interface Design
            - 1.4.1.2. Backend Development
            - 1.4.1.3. Frontend Development
        - 1.4.2. Team Training and Onboarding
    - 1.5. **Monitoring and Controlling**
    - 1.6. **Testing and Quality Assurance**
        - 1.6.1. Test Planning
        - 1.6.2. Functional Testing
        - 1.6.3. Usability Testing

1.6.4. Performance Testing

1.7. **Deployment and Implementation**

1.7.1. Deployment Planning

1.7.2. User Training and Support

1.7.3. Rollout of EventKey Application

1.8. **Marketing and Promotion**

1.8.1. Marketing Strategy Development

1.8.2. Digital Marketing Campaigns

1.8.3. Social Media Engagement

1.8.4. Customer Acquisition Programs

1.9. **Documentation and Reporting**

1.9.1. User Manuals and Guides

1.9.2. Technical Documentation

1.9.3. Project Status Reports

1.9.4. Final Project Report

1.10. **Closing**

1.10.1. Project Review and Documentation

1.10.2. Lessons Learned Session

Appendix E

Activity Cost Estimation

Project Cost Estimation

Prepared by: Lama Munir Noor **Date:** 5/5/2024

WBS Items	# Units/Hrs	Cost/Unit/Hr	Subtotals	WBS Level 1 Totals	% of Total
1. EventKey Project				$204,110	
1.2 Project Management				$55,040	26.97%
Project Manager	272	$50.00	$13,600.00		
Consultant	440	$58.00	$25,520.00		
Business Analyst	240	$40.00	$9,600.00		
Team Members	80	$50.00	$4,000.00		
Contractors			$2,320		
1.4 Execution				$41,780	20.47%
Hardware			$12,370		
Servers			$11,920.00		
Installments	30	$15.00	$450.00		
Software			$8,520.00		
Development	60	$30.00	$1,800.00		
Training	112	$60.00	$6,720.00		
1.5 Monitoring and Controlling				$22,736	11%
1.6 Testing and Quality Assurance				$12,800	6%
Testing Team	128	$100.00	$12,800.00		
1.7 Deployment and Implementation				$10,920	5%
1.8 Marketing and Promotion				$19,600	10%
Marketing Team	88	$10.00	$880.00		
Digital Marketing Campaigns	80	$200.00	$16,000.00		
Customer Acquisition Programs	40	$90.00	$3,600.00		
1.9 Reserves			$41,234.00	$41,234	20%
Total project cost estimate				$204,110	100%

Budget Determination

Papered by: Lama Akbar
Revisor: Joud Batarfi

	Months							
WBS Items	May 2024	June 2024	July 2024	Aug 2024	Sept 2024	Oct 2024	Nov 2024	Total
1. EventKey Project								$204.970
1.2 Project Management								$55,040
Project Manager	$1,942.8	$1,942.8	$1,942.8	$1,942.8	$1,942.8	$1,942.8	$1,942.8	$13,600
Consultant	$3,645.7	$3,645.7	$3,645.7	$3,645.7	$3,645.7	$3,645.7	$3,645.7	$25,520
Business Analyst	$1,371.4	$1,371.4	$1,371.4	$1,371.4	$1,371.4	$1,371.4	$1,371.4	$9,600
Team Members	$571.4	$571.4	$571.4	$571.4	$571.4	$571.4	$571.4	$4,000
Contractors	$331.4	$331.4	$331.4	$331.4	$331.4	$331.4	$331.4	$2,320
1.4 Execution								$41,780
Hardware								$12,370
Servers			$11,920					$11,920
Installments			$450					$450
Software								$8,520
Software Tools			$600	$600	$600			$1,800
Training					$3,360	$3,360		$6,720
1.5 Monitoring and Controlling		$3,789.3	$3,789.3	$3,789.3	$3,789.3	$3,789.3	$3,789.3	$22,736
1.6 Testing and Quality Assurance								$12,800
Testing Team					$6400	$6400		$12,800
1.7 Deployment and Implementation								$10,900
IT Operational Team				$2,725	$2,725	$2,725	$2,725	$10.900
1.8 Marketing and Promotion								$20,480
Marketing Team			$440				$440	$880
Digital Marketing Campaigns						$8,000	$8,000	$16,000
Customer Acquisition Programs							$3,600	$3,600
1.9 Reserves			$10,000	$10,000	$5,000	$10,000	$6,234	$41,234
Total								$204.970