**Waterfall Model Documents**

**Document 1 –** Business Case Document

1. Why is this Project Initiated

Ans. The project is initiated to create an advanced and user-friendly website for "Prerna Centre for Excellence," a motivational speaker platform. The website aims to enhance the speaker's online presence, streamline event management, and improve the user experience for attendees. Currently, there is no central platform where users can access detailed event information, book tickets, or view highlights of past events, resulting in missed opportunities to engage with a wider audience.

1. What are the current problems

Ans. The current problem with the business is:

* Users do not have a single platform to view event details like dates, venues, and durations.
* The existing manual/counter ticket booking process (if any) is inefficient and not user-friendly.
* There is no professional way to display past events or highlights, reducing the credibility and reach of the speaker.
* The absence of features like online booking and interactive content limits audience engagement and scalability.

1. With this project, how many problems could be solved?

Ans. The project will address the following problems:

* Centralized Information: All event-related details will be easily accessible on a single platform.
* Automated Ticket Booking: A seamless, user-friendly ticket booking system will replace manual processes.
* Showcasing Past Events: Highlight reels and achievements will be professionally displayed, increasing credibility.
* Improved Engagement: The addition of features like personalized event notifications and a user-friendly interface will boost audience engagement.

1. What are the resources required?

Ans. Technical Resources:

* Frontend: HTML, CSS, and JavaScript for creating an interactive and responsive user interface.
* Backend: PHP for handling server-side functionality.
* Database: MySQL to store and manage data like user details, event information, and booking records.

Human Resources:

* Business Analyst (you)
* Web Developers (Frontend and Backend)
* Quality Assurance Testers
* Content Creators (for event descriptions and highlights)
* UI/UX Designers

Other Resources:

* Hosting services (e.g., AWS, Google Cloud)
* Budget allocation for software licenses and third-party tools
* Training materials for staff managing the website

1. How much organizational change is required to adopt this technology?

Ans. Minimal organizational change is required as the project is focused on enhancing the speaker's online presence, not altering core business operations. Staff may need brief training to manage the backend features of the website, such as updating event information, processing ticket bookings, and uploading new content.

1. Time frame to recover ROI?

Ans. The return on investment (ROI) is expected within 12 to 15 months of the website's launch. Revenue from ticket bookings, increased event attendance, and potential sponsorships will drive profitability. Additional gains may include long-term brand recognition and repeat visitors due to enhanced user experience.

1. How to identify stakeholders?

Ans.