



DIGITAL PROJECT MANAGEMENT 2020-2021
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HOMEWORK 1

PROJECT CHARTER

Group ID

8

Project Title



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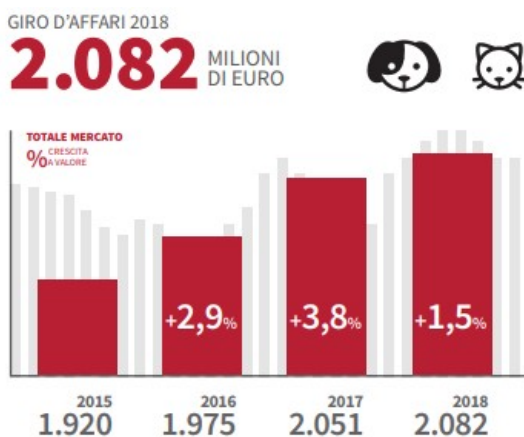
1. Overview

1.1. What the system is

PETSonVACATION.com is an **Italian online** travel agency for **pets guesthouse reservations**: it's a fast, reliable and competitiveness-friendly gateway for booking accommodations for family pets during their owner's holidays.

1.2. Who will use it

The targets of this project are pet owners and boarding animal structures.

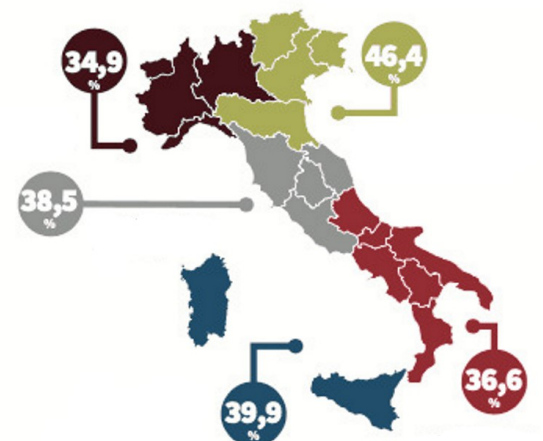


In **Italy** there are around **60.277.000** animals (among them 7.300.000 cats and 7.002.000 dogs) driving a growing market for the value of **€ 2.082 millions**.

The **40%** on average of the Italian families owns at least a **cat or a dog**¹.

Feelings among **pet owner** regarding holidays are **anxiety (69%)**, **fear** for difficulty with the transportation (**70%**) and **apprehension** for the research an animal friendly accommodation facility².

Furthermore, **no legacy system**, updated and complete, **offers** the same service that **PETSonVACATION.com** does.



% of families that own a dog or a cat in Italy

¹ Report from ASSALCO – ZOOMARK, 2019: <https://www.assiteca.it/wp-content/uploads/2019/07/rapporto-assalco-zoomark-2019.pdf>

² Report from Corriere della Sera, 2019: <https://viaggi.corriere.it/itinerari-e-luoghi/in-viaggio-con-gli-animati-10-dritte-e-curiosita-per-vacanze-pet-friendly/>

1.3. What problem is it solving

PETSonVACATION.com comes to **match** the **request** made by the Italian **families** of a rich, trustworthy and always available “basis for comparison” with the **need** of a functional, cheap and in the focus window for the **pets innkeepers**.

It is undeniable that looking for a safe, reliable and comfortable **place** for the (furry) **family member**³ is a **necessity** not only for tranquility, but also for stopping the **abandonment of animals**⁴.

All in all, the **most** of **pets guesthouses** **lives by word of mouth**. For them maintaining an own **professional web service**, spread ads and publish banners, is a cost that they (may) **cannot afford**⁵, relapsing into home solutions. **PETSonVACATION.com** gives them the **chance** to **challenge** in the **www** field.

³ For the 81,8% of the Italian population a pet is a part of the family: <https://www.assiteca.it/wp-content/uploads/2019/07/rapporto-assalco-zoomark-2019.pdf>

⁴ Each year an average of 80.000 cats and 50.000 dogs are abandoned (80% of them risks their own life due to this): <https://www.lav.it/aree-di-intervento/animali-familiari/abbandono-animali#:~:text=Si%20stima%20che%20ogni%20anno,multa%20fino%20a%2010.000%20euro>

⁵ As benchmark, a complete personalized web site can cost up to €3.000: <https://amdweb.it/quanto-costa-un-sito-web#:~:text=Un%20sito%20vetrina%20pu%C3%B2%20costare,anche%20pi%C3%B9%20di%2030.000%20euro>

2. Scope of Work

2.1. What the system is

The system is composed by three main parts:

- **Front End**
 - Mobile APP
 - Web APP
- **Back End**
 - System Server

Both APPs present two interfaces: one designed to be **intuitive** for the **pet owners**, the other one to be **comfortable** for the **pet innkeepers**.

The **functions** provided by the **front end** are:

- Common features:
 - Login In/Registration forms;
 - Email/In APP notifications;
- Animal owner features:
 - Research for structure with opportune filters;
 - Reviews management and editing;
 - Reservations management;
 - Instant Messaging with innkeepers.
- Pet guesthouse owner features:
 - Management of the structure(s) page(s);
 - Replay to reviews;
 - Reservations acceptance and management;
 - Instant Messaging with pet owners.

The payment of deposits/billings is managed through a third-party portal: **PETSonVACATION.com** must be the only gateway between interested parties.

2.2. Deliverables

The list of deliverables is the following:

- D1 – “puppet” APPs for tester feedbacks;
- D2 – Structure search engine;
- D3 – Reservations booking engine;
- D4 – Payment manager system;
- D5 – Structure reviews engine;
- D6 – Chat system;
- D7 – Web APP;
- D8 – Mobile APP.

3. Time & Budget Estimation

It's estimated an overall **8-10 month development** timeframe, starting in the Q4 of 2020. We aim to have the system ready to **pilot tests** and marketing operations in the **2021 autumn**, and a **full release** during **winter 2021** holidays: doing this, we estimate to gather the **registration** of a sufficient number of pet guesthouses before the start of **2022 spring, fully operative** for the **2022 summer** season.

As **price**, a ballpark estimation is the following:

	Number	Effort (month)	Industrial Cost	Cost
PM	1	4	12.000,00 €	48.000,00 €
SME DB Designer	1	1	8.000,00 €	8.000,00 €
Senior DB Developer	1	4	6.000,00 €	24.000,00 €
Junior DB Developer	2	4	4.000,00 €	32.000,00 €
SME UX Designer	1	1	8.000,00 €	8.000,00 €
Senior Mobile Developer	1	5	6.000,00 €	30.000,00 €
Junior Mobile Developer	3	5	4.000,00 €	60.000,00 €
Senior Web Developer	1	5	6.000,00 €	30.000,00 €
Junior Web Developer	3	5	4.000,00 €	60.000,00 €
(Considering HW & SW costs for around 10.000 €)				
				310.000,00 €

4. Roles and Responsibilities

4.1. PM

The responsibilities for the PM are to provide vision, decision making and competences to lead the project to success.

She/He must keep the project consistent with the guidelines established with the stakeholders and respect the roadmap established with the funding board.

Acting as a linchpin between all side involved must provide assistance and support to the developers by removing obstacles, solving problems, and resolving conflicts.

The PM is responsible for the editing and management of the project charter. Every change required by the stakeholders must be agreed upon and reported in the project charter, with all the appropriate measures.

She/He must keep updated all the involved parts with the current progress, troubles or other needs of the development team and mediate for them.

4.2. Team

The development team will be divided in two teams: the first one will work on the database side, the second one on the UX part.

At the start of the project, the two teams will work for the first month in tandem to agree upon the interfaces between the two APPs and the database and release the RASD and DD, with the supervision and consulting of the two SME.

Then, the DB team will start to work full time for the first tranche of the development time: once this part will be completed, the second team can start to work on the APP part.

4.3. Stakeholders

- Users:
 - Pet owners (related to the animal categories accepted by the structures on our system)
- Customers:
 - Boarding animal structures
- Sponsors:
 - ENPA;
 - Pet related firms;
 - Reservation booking companies or other travel agency;

5. Assumptions

- It's not supposed to allocate a proprietary server: the idea is to rent service from third party (i.e. AWS) to reduce the cost in the warming up phases of the project.
- Both SME will be hired from pre-existing analogous project (i.e. Booking, Tripadvisor) and a partnership will be proposed to these society.
- The testing phase will be driven with the help of selected pet guesthouses: this will allow us to have a real feedback on their needs and allow us to have a starting population on the platform.
- The fee for accessing to this service will be modulated according to the size and volume of business deal on the portal of our customer by the accounting department.

6. Out of scope items

PETSonVACATION.com will never:

- Be a portal for dog sitting or other activity different from the boarding animal structures.
- Be a market for pet related products (i.e. food, toys).