Team: Co-Starter 2

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Co-Starter Project - Landing Pages Creation

Detailed project plan

Project Plan

Customer Name And Contact Information

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Customer Information

Our customer is CoStarter, a company that is intended to allow individuals to invest in 21st century equipment, and earn revenues from the use of this equipment.  The goal is to try to prevent a situation in which only the very rich have access to these kinds of investments, and the poor, that is the rest of us, have no means to make money by producing things or even in transportation, thus dividing the population into the very rich and the very poor.

In addition, the costarter company intends to revolutionize investing by allowing greater transparency in the business than has been made possible in the past.  The accounting will be viewable by everyone, and there will be a transparent way to evaluate how the customer treats the equipment.

Description of Target Users

Our target audience is the wave of young investors who reached adulthood around the turn of the century, also known as millennials.    The audience is not limited to this group but may also include anyone who is frustrated by the current economy. The frustration lies within the current market places increasing reliance on computers, to the extent that no one is exempt from replacement by a computer.

Our target audience consists of people who wish to invest in the new economy, but do not necessarily trust stock markets, banks, and so forth.  These are those people who are looking for an alternative method to traditional investing. We target those who do not want the new economy to be the sole purview of the rich, but rather those who still believe in upward mobility.

The other target audience is people who want fair prices for the equipment.  They do not like paying money to the bank.  They are looking to save any money they can, any way they can.  If we can’t serve them, the whole thing falls apart, so they are also an important side of the equation.

Project Overview

In order to increase profitability, the market place is always looking to increase efficiency.   Machines, also called known as robots, are working to increase efficiency and profitability across all sectors of business.  These advancements cut jobs and threaten the ability for many to make a livelihood.  Thus, the future of the wealthy are those that own the machines or robots.  The goal of this project to make an online platform for investors and machine operators to collaborate and work together.

The idea is to allow many investors to own a part in expensive robots and machines.  Thus giving the ability for machines to be owned by people and not just the super rich or corporations.   One of the byproducts of this model is the transparency of the financial transactions and status of the machines.  It will be very difficult for one person to game the system when there are hundreds or thousands of people looking at the same book keeping.  This business model is intended to help avoid the perils of an economy crippled by unemployment, and the subsequent unrest that would ensue.

 In the short run, the costarter 2 team will contribute by building a portion of this platform. The main focus will be on landing pages, that attract investors and build a community of those interested in building this model.  The beginning focus will be on mining equipment and content surrounding that industry.

Learning Objectives

The objective is to learn how to be a part of a team that can make sure that usability goals are met, in addition to having good technical and research skills.  Another goal is to learn how to be more sensitive to human factors when we develop software.

In short, we are trying to learn how to be software designers as well as software developers.  There are human factors, computer factors, and other kinds of factors as well, such as social factors, business factors, and so on.

The purpose of this course is to develop those soft skills that programmers and technical people often lack, to learn the human factors in software development.

Description of Deliverables

The costarter team will provide the following items:

* Requirements Documentation in written form
* A storyboard of the requirements
* A storyboard of the database design
* The project Prototype phase 1:  Based off of the requirements
* The project prototype phase 2:  Based off of phase 1 feedback and information
* Final deliverables of landing pages.

Project Milestones

* September 30th will be the requirements document in narrative form
* October 14th Story Board
* October 14th Database Design
* October 28th Prototype Phase 1
* November 18th Prototype Phase 2
* December 12th Final Presentation

Team Member Assignments

Colton Parry:

1. Set up meetings with the client and take care of questions and feedback on the landing pages.
2. Assist in landing page coding
3. Help build focus group

Ikani Samani:

1. Lead Designer - managing web page development.
2. Assist in building focus group

Sam Keller:

1. Focus Group Manager / Social Media Manager
2. Assist in landing page coding

Loren Cannon:

1. Help with landing page
2. Help build focus group