CatatCuan - Project Charter

Project ID: PRJ-20260120-001 **Version:** 1.0 **Date Created:** 2026-01-20 **Status:** APPROVED **Phase:** 01 (MVP)

Project Information

Field	Value
Project Name	CatatCuan - Asisten Keuangan Digital Toko Kelontong
Project ID	PRJ-20260120-001
Phase	01 - MVP (Minimum Viable Product)
Context	Tier 1 - Solo Developer
Project Manager	Fachri
Sponsor	Self-funded
Start Date	20 Januari 2026
Target End Date	15 Maret 2026 (8 weeks)
Methodology	Kanban (flexible, no ceremony)

Purpose & Justification

Business Need

Pemilik Toko Kelontong Tradisional di Indonesia mengalami masalah **"Bocor Alus"** — modal usaha tergerus untuk keperluan pribadi tanpa tercatat, menyebabkan:

- Ketidaktahuan profit harian yang akurat
- Modal tidak berkembang ("toko nggak maju-maju")
- Catatan berantakan (campur belanja, hutang, pribadi)

Market Opportunity

- **65-70 juta UMKM** di Indonesia
- **25+ juta** sudah digital (WhatsApp user)
- Aplikasi kasir existing terlalu rumit untuk warung tradisional
- Gap: Belum ada yang fokus **hanya** ke arus kas sederhana

Strategic Alignment

- Membantu digitalisasi UMKM Indonesia
- Memberikan solusi "bridge" antara buku kas manual dan sistem digital
- Target ujikom dengan menunjukkan kemampuan full-stack development

SMART Objectives

#	Objective	Metric	Target	Deadline	SMART Check
1	Launch MVP di Play Store	App published	1 app live	15 Mar 2026	S,M,A,R,T
2	Acquire initial users	Downloads	50 downloads	31 Mar 2026	S,M,A,R,T

#	Objective	Metric	Target	Deadline	SMART Check
3	Validate product-market fit	User retention	30% DAU/MAU	30 Apr 2026	⬚ S.M.A.R.T
4	Demonstrate full-stack capability	Components built	Mobile + Admin + Backend	15 Mar 2026	⬚ S,M,A,R,T

Success Criteria

- ☐ Mobile app functional with core features (Catat, Dashboard, Laporan)
- ☐ Admin dashboard operational with user management
- ☐ Data sync working between mobile and cloud
- ☐ At least 3 beta testers provide positive feedback
- ☐ Zero critical bugs at launch

⬚ Scope

⬚ In Scope (Phase 01 - MVP)

#	Feature	Platform	Priority
1	User Registration & Login	Both	⬚ Must Have
2	Catat Transaksi (Masuk/Keluar/Ambil Pribadi)	Mobile	⬚ Must Have
3	Dashboard "Untung Hari Ini" + Bocor Alus Tracker	Mobile	⬚ Must Have
4	Laporan Harian/Mingguan/Bulanan	Mobile	⬚ Must Have
5	Export ke Excel	Mobile	⬚ Should Have
6	Offline Mode + Auto Sync	Mobile	⬚ Must Have
7	Admin: User Management	Web	⬚ Must Have
8	Admin: Maintenance Mode Toggle	Web	⬚ Must Have

⬚ Out of Scope (Phase 01)

#	Feature	Reason	Phase
1	Fitur Hutang	Nice-to-have, complexity	Phase 1.5
2	Backup/Restore Manual	Auto-sync sufficient for MVP	Phase 1.5
3	Admin Analytics Dashboard	Not critical for launch	Phase 1.5
4	Admin Broadcast Message	Can use manual notification	Phase 1.5
5	Stock Watchlist (5-10 items)	Simple tracking for new/existing warung	Phase 1.5
6	Reminder/Notification	Depends on user behavior data	Phase 2
7	Multi-language Support	Focus on Indonesian first	Phase 2
8	iOS Version	Focus on Android first (target market)	Phase 2
9	Payment/Subscription Integration	Free for MVP	Phase 2

#	Feature	Reason	Phase
10	Full Inventory Management	Complex, full feature for power users	Phase 2

▢ Stakeholders

Stakeholder	Role	Interest	Influence	Communication
Fachri	Developer, PM, Owner	High	High	Daily self-review
Target Users	Pemilik Warung	High	Medium	Beta testing, WhatsApp
Interviewee (Ibu-ibu)	Beta Tester	High	Medium	WhatsApp feedback
Penguji Ujikom	Evaluator	Medium	High	Final presentation
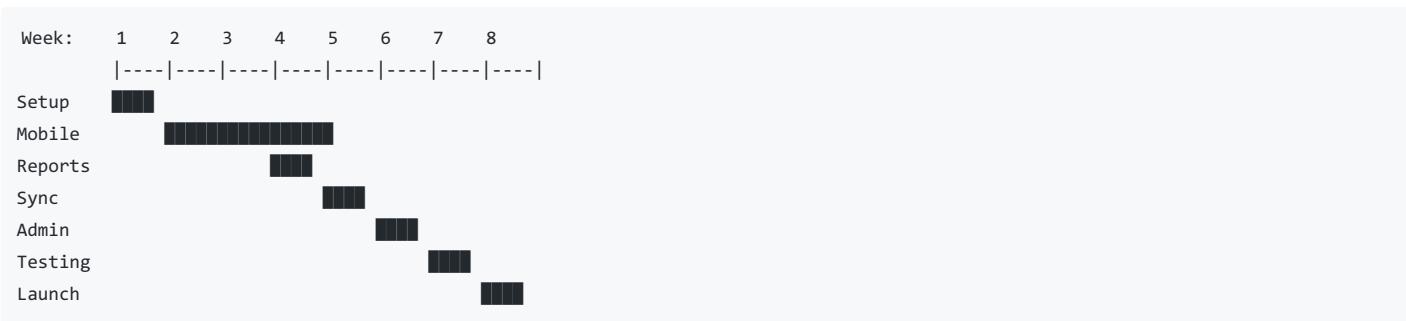
▢ Tech Stack

Layer	Technology	Version
Mobile	Flutter + Drift + PowerSync	3.24+
Backend	Supabase (PostgreSQL + Auth)	Latest
Admin Dashboard	Next.js + Tailwind + shadcn/ui	14.x
Hosting (Admin)	Vercel	Free tier
State Management	Riverpod	2.5+
Sync	PowerSync	Latest

▢ Timeline & Milestones

Phase	Milestone	Target Date	Duration	Owner	Deliverable
Week 1	Project Setup	27 Jan 2026	1 week	Fachri	Flutter + Supabase + Next.js scaffold
Week 2-3	Core Mobile Features	10 Feb 2026	2 weeks	Fachri	Transaction CRUD, Dashboard
Week 4	Reports & Export	17 Feb 2026	1 week	Fachri	Daily/Weekly/Monthly reports, Excel
Week 5	Sync & Offline	24 Feb 2026	1 week	Fachri	PowerSync integration
Week 6	Admin Dashboard	03 Mar 2026	1 week	Fachri	User management, maintenance mode
Week 7	Testing & Polish	10 Mar 2026	1 week	Fachri	Bug fixes, UI polish, beta test
Week 8	Launch Prep	15 Mar 2026	1 week	Fachri	Play Store submission, docs

Gantt Overview

```
Week:    1    2    3    4    5    6    7    8
         |----|----|----|----|----|----|----|----|
Setup    ███
Mobile      ████████████
Reports              ███
Sync                    ███
Admin                      ███
Testing                       ███
Launch                           ███
```

💰 Budget

Cost Breakdown

Category	Item	One-time	Monthly	Notes
Development	Self	Rp 0	-	Solo developer
Infrastructure	Play Store	Rp 400.000	-	One-time registration
Infrastructure	Domain	Rp 150.000	-	catatcuan.id (optional)
Infrastructure	Supabase	Rp 0	Rp 0	Free tier sufficient
Infrastructure	Vercel	Rp 0	Rp 0	Free tier sufficient
Testing	Beta Testers	Rp 100.000	-	Small thank-you gifts
Miscellaneous	Contingency	Rp 150.000	-	20% buffer
TOTAL		**Rp 800.000**	**Rp 0**	

ROI Projection (Year 1)

Metric	Conservative	Optimistic
Users (Year 1)	500	2,000
Conversion to Paid	5%	10%
Paying Users	25	200
ARPU	Rp 35.000	Rp 50.000
Annual Revenue	Rp 10.500.000	Rp 120.000.000
ROI	**+1,212%**	**+14,900%**

⚠ Key Risks & Mitigations

#	Risk	Likelihood	Impact	Mitigation	Owner
1	**Scope creep** — Adding features mid-sprint	High	High	Strict Out of Scope list, Phase 2 bucket	Fachri
2	**PowerSync complexity** — Learning curve	Medium	Medium	Follow official tutorials, allocate extra time	Fachri
3	**Low-end device performance** — App laggy	Medium	High	Lightweight UI, optimize SQLite queries	Fachri

#	Risk	Likelihood	Impact	Mitigation	Owner
4	Time constraint — Part-time development	Medium	Medium	30% buffer in timeline, prioritize ruthlessly	Fachri
5	User adoption — Target users not tech-savvy	Medium	Medium	Extreme simplicity, onboarding tutorial	Fachri

▢ Assumptions

1. Target users (pemilik warung) have Android smartphones with WhatsApp capability
2. Internet connection available at least occasionally for sync
3. Users willing to spend 20-50k/month for useful tool
4. Solo development is sustainable for 8-week MVP timeline
5. Supabase free tier sufficient for first 500 users

▢ Dependencies

Dependency	Type	Status	Impact if Delayed
Flutter SDK	External	▢ Available	Cannot start mobile dev
Supabase Account	External	▢ Available	Cannot setup backend
PowerSync SDK	External	▢ Available	Cannot implement sync
Google Play Console	External	▢ Need setup	Cannot publish app
Vercel Account	External	▢ Available	Cannot deploy admin

▢ Approval

Role	Name	Date	Signature
Project Sponsor	Self	2026-01-20	▢ Approved
Project Manager	Fachri	2026-01-20	▢ Approved

▢ Related Documents

Document	Path	Status
Ideation Report	`01_ideation_report.md`	▢ Complete
Interview Guide	`02_interview_guide.md`	▢ Complete
Interview Notes	`03_interview_notes.md`	▢ Complete
Validation Report	`04_validation_report.md`	▢ Complete
Feasibility Report	`05_feasibility_report.md`	▢ Complete
Tech Decision	`06_tech_decision.md`	▢ Complete
Project Charter	`07_project_charter.md`	▢ This document

⬚ Next Steps After Charter Approval

#	Action	Workflow	Priority
1	Define detailed scope	`/define-scope`	High
2	Identify all risks	`/risk-register`	High
3	Compile planning blueprint	`/compile-blueprint`	High
4	Start Design Phase	`/design-tier-assessment`	Next Phase

Generated by Project Charter Workflow (WF-P09) Rules Applied: RULE-P04 (Charter Before Code), RULE-P05 (Scope Boundaries), RULE-P06 (SMART Objectives) Date: 2026-01-20