

## Lab 2:

### Team:

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### Team Roles:

**CEO (Phanith):** This team member will be responsible for overseeing the entire project, setting goals, managing timelines, and ensuring the product aligns with the vision. They will also act as the liaison between the team and stakeholders, gathering feedback and making sure the product meets user needs.

**Software Developer (Frontend - Harish, Backend- Raviraj) :** This role will handle the technical aspects of the application's development. They will design, code, and test the app, ensuring it functions smoothly and meets the required specifications. They will work closely with the UI/UX designer to implement the user interface and create a seamless user experience.

**UI/UX Designer (Harish) :** This team member will focus on designing an intuitive and visually appealing user interface. They will create wireframes, mockups, and prototypes to guide the app's design. Collaboration with the developer is crucial to ensure the design is translated accurately into the final product.

### Allocation of Funds:

#### Development and Design: \$40,000

- Software Developer: \$20,000 (This can cover the salary or freelance fees for a skilled developer to work on the application's backend and functionality.)
- UI/UX Designer: \$20,000 (This covers the design work for the user interface, including wireframes, mockups, and user experience design.)

#### Marketing and Promotion: \$20,000

- Social Media and Ads: \$10,000 (Running targeted social media ads and campaigns to generate initial user interest.)
- Content Creation: \$10,000 (Producing engaging content like blog posts or videos to promote the app.)

### **Research and Data: \$15,000**

- Data Acquisition: \$10,000 (This includes expenses related to purchasing or licensing restaurant data, including location, prices, and food types.)
- Research and Analysis: \$5,000 (Funds for conducting market research, identifying potential competitors, and understanding user preferences.)

### **Testing and Quality Assurance: \$15,000**

- Testing Tools and Services: \$7,000 (Investing in testing tools or services to ensure the app's functionality and performance.)
- QA Team or Tester: \$8,000 (Hiring a quality assurance specialist or team to thoroughly test the app and identify and report any issues.)

### **Operational Costs: \$10,000**

- Software Licenses: \$4,000 (Purchasing any necessary software licenses or subscriptions for development tools.)
- Hosting Services: \$3,000 (Covering hosting expenses for the app, server, and database.)
- Legal and Administrative: \$3,000 (Setting aside funds for legal advice, trademark registration, and other administrative needs.)

Total: \$100,000

### **Development Process:**

The team will opt for an **Agile development process**, specifically the Scrum framework. Here's why:

**Iterative Development:** The Agile approach allows for iterative development, which is well-suited for startups aiming to release an MVP (Minimum Viable Product) quickly. This enables the team to gather user feedback early and make continuous improvements.

**Flexibility:** Startups often need to adapt to changing market conditions or user demands. Agile's flexibility allows the team to adjust the product's direction as needed.

**Regular Feedback:** Scrum's regular sprint reviews and retrospectives promote constant feedback loops. This helps the team identify issues early and make necessary adjustments, improving the overall quality of the product.

**Transparency:** Agile practices emphasize transparency among team members and stakeholders. This can help foster trust and collaboration, crucial for a startup's success.

**Time Management:** Scrum's time-boxed sprints help manage time effectively. Given the limited initial funding, it's important to deliver a functional product within a reasonable timeframe.