

# **Project Proposal Template**



**Crypto Noticer**

**Jinhan Han  
Adam Yin**

## Document Control

### Document Information

	Information
Document Id	<i>[Document Management System #]</i>
Document Owner	<i>[Owner Name]</i>
Issue Date	<i>[Date]</i>
Last Saved Date	<i>[Date]</i>
File Name	<i>[Name]</i>

### Document History

Version	Issue Date	Changes
<i>[1.0]</i>	<i>[Date]</i>	<i>[Section, Page(s) and Text Revised]</i>

### Document Approvals

Role	Name	Signature	Date
Project Sponsor			
Project Review Group			
Project Manager			
Quality Manager <i>(if applicable)</i>			
Procurement Manager <i>(if applicable)</i>			
Communications Manager <i>(if applicable)</i>			
Project Office Manager <i>(if applicable)</i>			

## Table of Contents

<b>TEMPLATE GUIDE</b>	<b>1</b>
<b>1 EXECUTIVE SUMMARY</b>	<b>2</b>
<b>2 BACKGROUND</b>	<b>2</b>
2.1 HISTORY	2
2.2 REQUIREMENTS	2
2.3 SOLUTION	3
<b>3 PROPOSAL</b>	<b>3</b>
3.1 VISION AND GOALS	3
3.2 DELIVERABLES	4
3.3 TIMEFRAME	4
3.4 RESOURCES	5
3.5 BUDGET	6
3.6 OWNERSHIP	6
3.7 REPORTING	7
3.8 RISKS & ISSUES	7
3.9 IMPLICATIONS	8
3.10 SUCCESS CRITERIA	8
3.11 AUTHORIZATION	8
<b>4 APPENDIX</b>	<b>9</b>
4.1 SUPPORTING DOCUMENTATION	9

## 1 Executive Summary

Cryptocurrency will be the future popular investment. Market for Cryptocurrency will grow about 30% by 2026. When more people join the market, the needs for tools to watch cryptocurrency will rise. Here comes an opportunity that allows us to gain the market and make money. Our vision is to make a top 3 popular price tracking app in android with 300,000+ downloads. We will build the product in 8 months and the cost will be about \$100,000. The resources that we need are minimal, only 2 software developers, 2 computers, a phone and a server is needed.

## 2 Background

### 2.1 History

Cryptocurrency is a popular investment among different groups of investors. These Cryptocurrency are allowed to trade all 24 hours and 7 days. So a tool that helps the user to view their investment is needed. Although there are some apps that could help users to watch their investment. But a better tool with more functions is in demand to satisfy the large number of users who trade Cryptocurrency.

### 2.2 Requirements

Bitcoin has Reached the highest values in history, the value of many other Cryptocurrency is also rising. Many investors will join the market because the market is rising. They will need some kind of tools to keep track of their investment. Although there exists some apps that allow users to do this task. But a better app with more functions definitely could attract more people.

### 2.3 Solution

Since the market will grow in the future, there will be more people joining the market. A price tracker app with more functions will be competitive compared to similar products. This could attract more people compared to those existing price tracker apps. These functions included basic price tracking, price alarms, related news, and ranking the Cryptocurrency based on performance.

## 3 Proposal

In the background section above, you have described the general basis upon which the project will be created. You've described the problem or opportunity that exists in the business and the solution that the project needs to deliver. In this section, it is now time to describe the project that you are proposing is initiated.

### 3.1 Vision and Goals

[Vision]

1. Our app will support crypto currency investors and analyzers, they can check their targeted cryptocurrency in real time through our app.

[Goals]

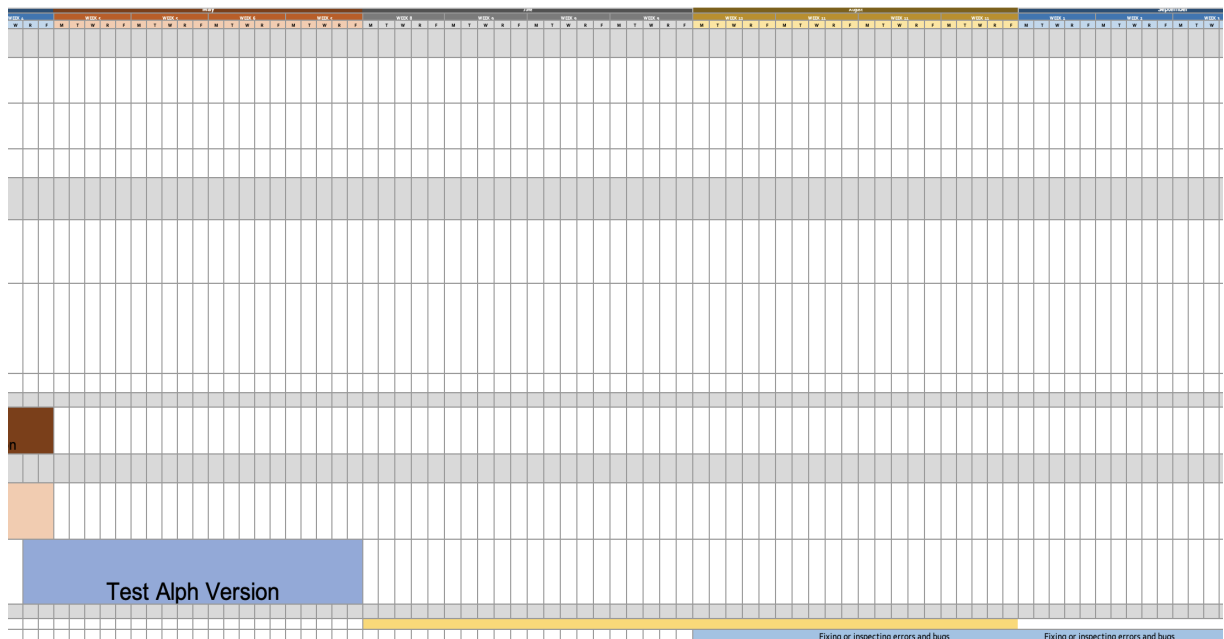
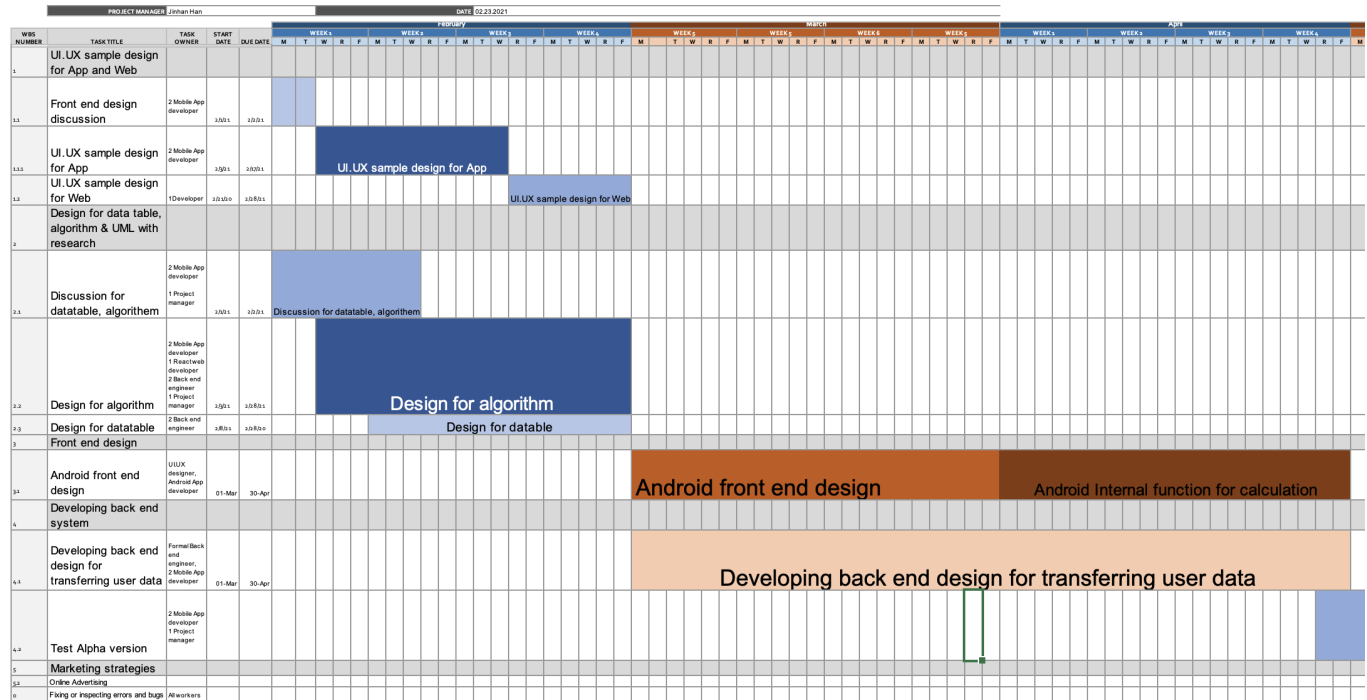
1. To release the first version of the app June 1st. 2021
2. To collect 300,000 customers(number of download) by November 10 2021
3. To get at least 300 reviews in app store by November 10 2021

### 3.2 Deliverables

Project Deliverables		
Title	Description	Notes
Price tracker	allow user to track the crypto values, market cap and volumes only	user could see any cryptocurrency with related data
Price noticer	notify user when price changes	user could set alarm and notify the user when price changed
related news page	could read news about some cryptocurrency	users can read news about a specific cryptocurrency.
Crypto currency market fluctuation saver	allow user to save market fluctuation	User could analyze past fluctuation for crypto currency

## 3.3 Timeframe

project plan:



Front end design discussion	2 Mobile App developer	2/1/21	2/2/21	Discussion for Front_end design
UI.UX sample design for App	2 Mobile App developer	2/3/21	2/17/21	Adobe XD design for crypto currency noticer
Design for data table, algorithm				
Discussion for datatable, algorithm	2 Mobile App developer 1 Project manager	2/1/21	2/2/21	Discussion for data table and backend algorithms to treat user datas.
Design for algorithm	2 Mobile App developer 1 React web developer 2 Back end engineer 1 Project manager	2/3/21	2/28/21	Designing algorithm
Design for datatable	2 Back end engineer	2/8/21	2/28/21	Designing datatable
Front end design				
Android front end design	UI.UX designer, Android App developer	03/01/2021	04/30/2021	Designing frontend and Internal functions to treat datas

Developing back end system				
Developing back end design for transferring user data	Formal Back end engineer, 2 Mobile App developer	03/01/21	04/30/21	Designing backend system to get and transfer datas to server
Test Alpha version	2 Mobile App developer 1 Project manager	04/27/2021	05/30/2021	
Marketing strategies				
Online Advertising		06/01/2021	08/28/2021	Using facebook advertising and Google advertising
Fixing or inspecting errors and bugs	All workers	08/28/2021	10/01/2021	

### 3.4 Resources

Project Resources		
Type	Quantity	Notes
Software developer	2	To develop the software
Computer	2	Use to develop
Android phone	1	To test the program
Server system (Mongo DB)	1	To add software backend system



### 3.5 Budget (your budget will be the time and number of hours each person should allocate to the project on weekly basis)

Monthly, advertising fee could take \$500 ~ 700 for Facebook advertising or Google advertising.

Employing professional senior engineers or UI,UX designer may cost \$80 ~ \$95/hr. (If existed engineers doesn't need them, this cost doesn't apply on this project.)

Existed developer hourly wage is \$40 ~ \$60.

For example, the cost of the project may be \$100,000 however the business may gain \$300,000 in benefit over the first 12 months after the project is complete. Therefore the return on investment is \$200,000 over the first 12 months.

This project will make profits through personal advertisement and Google admob advertisement.

Case 1:

Google admob makes \$1 profit per 1000view. We set a revenue goal as \$1000 for a day. Thus, expected views could be 1,000,000 per day. Expected number of customers is 300,000.

Case 2:

We will sell this application to private company as \$1,000,000

### 3.6 Ownership

Project Ownership		
Role	Name	Contact Details
Project Sponsor	Adam Yin Jinhan Han	<a href="mailto:adamyin.97@gmail.com">adamyin.97@gmail.com</a> <a href="mailto:hanjinhan89@gmail.com">hanjinhan89@gmail.com</a>
Project Customer	We are seeking for project customers	[list here]
Project Manager	Adam Yin Jinhan Han	<a href="mailto:adamyin.97@gmail.com">adamyin.97@gmail.com</a> <a href="mailto:hanjinhan89@gmail.com">hanjinhan89@gmail.com</a>

### 3.7 Reporting (you should have a weekly team report that summarizes all the tasks and post it to Canvas as your weekly updates)

Our team will meet on a weekly basis, where we could have discussions about certain topics related to the project. Also we will use taiga(project management software) to keep track of the status of the project. Project report will be posted on Taiga. Code work will be posted on github.

Taiga : <https://tree.taiga.io/project/jinhanhan-crpyto-noticer/timeline>

Github : <https://github.com/Jinhan-Han-Jeremy/cryptocurrency-noticer-Android-Application->

### 3.8 Risks & Issues

Project Risks		
Risk	Details	Likelihood
Abolition of cryptocurrency markets	If cryptocurrency markets abolished by legal or other effects, people don't require this application	[Low]
Other applications imitated our application	Some professional companies may imitate our application, or they develop better application than our application.	[Low]
Legal complaints by customers	If customers have some problems from this application, we may spend time and money for the claims	[Low]

Project Issues		
Issue	Details	Impact
Error or slow operation	This application may be possible to have errors, or ineffective operations.	If this application has these problems, customers don't try to use this application. Also, the popularity for this application will decrease
Small amount of investment	If stakeholders don't invest this project, developing this project is difficult for us	Small amount of investment can't keep this application. To pay server expense fee, we need enough amount of investment
[list here]	[list here]	[list here]

## 3.9 Implications

Expected cost problems for this business are server cost. Even though our free server takes all expected number of users, the expected number of users could be exceeded.

## 3.10 Success Criteria

Five key success criteria:

1. The project finished on time.
2. The project finished within the cost of the budget.
3. The project has 300000+ downloads.
4. All the project deliverables are produced.
5. User review above 3 stars.

## 3.11 Authorization

This is the section in which your Project Sponsor will authorize the project if they want it to be initiated. If the project is authorized, then you have done a great job in completing this Project Proposal!

### Project Sponsor

*Name:*

*Position:*

*Date:* \_\_ / \_\_ / \_\_

### Customer

*Name:*

*Position:*

*Date:* \_\_ / \_\_ / \_\_

## 4 Appendix

### 4.1 Supporting Documentation

- User stories
  - As an investor, I want to keep track of my investment, so I could have control of my investment.
  - As an investor, I want to watch news related to my investment, so I could predict the market.
  - As an investor, I want to see all the data clearly, so I could make my decision based on the data.
  - As an investor, I want to receive alarms when price hits certain places, so I can sell or buy immediately.

- Research materials

- Statistics or estimates

Google admob makes \$1 profit per 1000view.  
We set a revenue goal as \$1000 for a day.  
Expected views could be 1,000,000 per day.  
Expected number of customers is 300,000.

- External quotes or tenders
- Detailed cost / benefit spreadsheets
- Other relevant information or correspondence.

Crypto currency API :

Coinmarket Cap: <https://coinmarketcap.com/api/documentation/v1/>

Binance API :

[https://binance-docs.github.io/apidocs/spot/en/#signed-trade-user\\_data-and-margin-endpoint-security](https://binance-docs.github.io/apidocs/spot/en/#signed-trade-user_data-and-margin-endpoint-security)

[Include your content here]

Take a [Free Trial of ProjectManager.com](#)  
To see why it's the best way to manage your projects!

