Project Proposal

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1   Executive Summary

Analyzing online traffic that flows in and out of resources and targets is one of the challenges of digital marketing and advertising. A web application should be designed to tackle this problem. There are a few components of the application that must be considered. The application should be split into two parts: frontend and backend. While the frontend should be not only user friendly, but also give users with quick and simple access to the application's primary features, the backend should be constructed to manage a high and constant demand. The web application should give users with a link that will allow them to view statistics on the individuals and devices who have followed the link. To produce such application, is to do everyone, from small business owners to big corporations a favor.

2   Background

2.1   History

The idea for this project arose from a side project named 'SAKTAN.KZ,' a vehicle insurance web-aggregator, where the team was having trouble displaying genuine numbers of diverted visitors to partner's websites. It was evident currently that there was no tool on the market that was adequate for our endeavour. As a result, developing our own online traffic analyser was the next natural step.

2.2   Requirements

There is a plethora of tools available for tracking and collecting data, but there are a few issues with them. For starters, they are difficult to utilize and are not ubiquitous between platforms. Second, most of them are tied to the system for which they were built. Owner of the products that required such tools left them for their private use only.

2.3   Solution

In order to trace web traffic between target resources, the application should give users with some gates in the form of a universal link, so that it is not tied to a specific system. It should also be capable of handling traffic in high-volume systems, and it should be able to create traffic not only on the web application itself, but also remotely via API calls. The whole process should be fast and simple enough to be mass used.

3   Proposal

3.1   Vision and Goals

Cut advertising costs and provide the people an opportunity to collect web traffic data about their users and resources.

1. Prepare initial platform for customers by 1st February
2. Conduct survey considering availability of product by 15th February
3. Finish the project and publish online documentation about the usage of product and API by 1st March

3.2   Deliverables

Project Deliverables		
Title	**Description**	**Notes**
Project plan	The plan outlines the important components of the project that must be completed.	The project plan includes details such as the length, collaborators, and resources, among other things.
Web-Application	This application will assist users in creating, managing, and collecting data from their connections.	Customers' needs should be met by the web application.
API	Customers can use this API to build dynamic linkages in their systems.	If we decide to integrate with other systems, the API will be quite useful.

3.3   Timeframe

By May 2022, the project must be completed. It must be tested and polished in order for the entire system to be automated and operate without human involvement. By the 1st of January, we must have found similar solutions and conducted study on them in order to assess any dangers and difficulties. The web application and API should be finished by March 1st. The next month should be devoted to marketing the product, attracting first customers, and gathering input on how it may be improved and developed further.

3.4   Resources

Project Resources		
Type	**Quantity**	**Notes**
People	2	For that project we need one backend developer and one frontend developer.
Database	1	For storing all the data that will be collected and managed by the customers.
Domain and hosting	1	To provide the access to our customers

3.5   Budget

Because this is a personal endeavor, there are no sponsors. The costs aren't excessive. Team in small and maintenance cost is partially nonexistent; in fact, throughout the development stage, they may be kept to a bare minimum. In addition, the finished product may be monetized using a subscription business model, which will pay all of the production costs.

3.6   Ownership

Project Ownership		
Role	**Name**	**Contact Details**
Project Sponsor	NOBODY	
Project Customer	NOBODY	
Project Manager	Tursynkulova Akbota	akbota.tursynkulova@astanait.edu.kz

3.7   Reporting

Because the project is our idea and we have a small crew, we don't have to perform any reporting. Despite this, we are considering locating our target clients as soon as possible so that we may make product adjustments in accordance with their vision. Of course, any requests will be brought for consideration during a team meeting.

3.8 Risks & Issues

Project Risks		
Risk	**Details**	**Likelihood**
Lack of knowledge	We currently lack knowledge with a technology that will be used often during the development period.	Medium
Slow response from customer	Customers may have doubts about our product's dependability and necessity..	Low

Project Issues		
Issue	**Details**	**Impact**
Lack of time	We are a two-person team, and maintaining such a large project in such a small group is quite difficult.	High
Low jurisdictional awareness	Working with sensitive data like customer personal information and bank account information may necessitate additional security precautions both on the inside, in the project code, and on the outside, in conjunction with a lawyer.	Medium

3.9 Implications

It's difficult to tell whether traffic is originating from a certain source, and with the rise of digital marketing, the challenges of monitoring traffic from a number of sources can have an influence on marketing and acquisition costs. The functionality provided by the application has potential for significant increase in worth.

3.10 Success Criteria

- Project is a completed-on time
- Project simplified process of delivering of timetable
- Project meets functional requirements
- Project meets non-functional requirements
- Awareness about the project of the target audience riced to the appropriate level

3.11 Authorization

Project Sponsor   **Customer**

_____   _____

Name: *Name:*

Position: *Position:*

Date: __ / __ / __   *Date: __ / __ / __*

4 Appendix

4.1 Supporting Documentation

Homepage. AITU. (2021, August 29). Retrieved December 26, 2021, from https://astanait.edu.kz/