Project Charter: Local Bazaar Application

Prepared by Devinity

Project Title	Local Bazaar App
Project Manager	Muhammad Arib
Prepared By	Devinity
Dated	August 2, 2025
Projected Start Date	August 2, 2025
Projected End Date	October 10, 2025

1. Project Justification & Business Case

Pakistan's communication market is dominated by foreign messaging apps like WhatsApp, which store data outside the country and offer limited integration with local needs. This project aims to create a secure, Karachi-based chat platform that supports local languages, and integrates a small business marketplace ("Bazaar") for local sellers.

The chat server will focus on privacy, cultural relevance, and community support by offering features tailored for Pakistani users—such as Urdu and regional language support, better control over privacy settings. The integrated Bazaar will help small local businesses reach nearby customers without needing a separate platform.

This is a strategic opportunity to build digital independence, encourage local economic growth, and offer a privacy-first alternative to global messaging apps.

2. Project Goals & Objectives

The primary goal is to design, develop, and launch a Karachi-based chat server with integrated local business features within 4 months.

Key Objectives:

-Launch a responsive web app with mobile-first design.

-Enable user registration via phone number(optional) or email.

-Ensuring privacy and compliance with data storage.

-Offer built-in Urdu interface and options for Punjabi, Sindhi, Pashto, and Balochi.

-Provide chat features such as read receipts, extended window for message delete and edit.

 -Include privacy controls to hide read receipts.

-Support Seller authenticity through customer reviews.

3. Scope

In-Scope:

- UI/UX design for chat and Bazaar features
- Development of chat functions and Bazaar integration
- Local language setup and user onboarding
- Clear and Private Communication
- Local Marketplace
- Built for Pakistan (initial launch in Karachi)

Out of Scope:

- Delivery service
- Online payment integration

4. Key Deliverables

- Project Plan
- Project Charter
- System Design
- Test Reports
- Successful deployment and handover
- Post-Implementation Review Report

5. High-Level Requirements & Timeline

The project will follow four main phases:

-Project Planning & Requirement Analysis (Weeks 1–2)

-Design & Prototyping (Weeks 3–4)

-Development & Testing (Weeks 5–8)

-Deployment & Closure (Weeks 9–10)

6. Key Stakeholders

-Users

-Small & Medium Businesses (Sellers)

-Development Team

-Project Management Team

-Faculty Lead (Ms. Maryam)

7. High-Level Risks

Data Privacy & Security: Host servers in Pakistan, use encryption, comply with local regulations.

User Adoption: Promote through "local support" campaigns, highlight privacy benefits, and offer local language onboarding.

Technical Challenges: Use scalable server architecture and get advice from experienced developers.

Seller Engagement in Bazaar: Offer free initial onboarding and quick messaging for orders.

8. Approvals

The undersigned acknowledge they have reviewed the project charter and authorize the project to proceed.

Name	Role	Signature
Muhammad Arib	Project Manager	
Haider/ Riyan/ Moin/ Harith	Project Team	
Ms. Maryam	Faculty Lead	