Stage 2 Project Charter Development – IMAGINE "*Khiyal*" Digital Tourism Platform

0. Project Objectives

Purpose
The purpose of Project IMAGINE "*Khiyal"* is to provide an innovative digital platform that integrates tourism and entertainment services in Saudi Arabia. The project aims to simplify access to tourism activities while enhancing user experience through modern technology.

SMART Objectives

1. Launch a fully functional platform within 3 months that allows users to book tourism services and make secure online payments.

2. Ensure system performance meets the target of responding to user requests in under 10 seconds by the launch date.

3. Acquire at least 5 key service providers (hotels, tours, cultural sites) integrated into the platform during the MVP stage.

1. Stakeholders and Roles

Stakeholders

- **Customers**: End-users who will book and review tourism services.

- **Service Providers**: Hotels, tour operators, and cultural venues providing services through the platform.

- **Government Entities**: Authorities ensuring compliance with local laws and data protection.

- **Development Team**: Internal team responsible for building and maintaining the system.

Roles

- **Project Manager**: Nasser Alqahtani – Product Manager & Team Support: Responsible for coordination, communication, and aligning team goals.

- **Backend Developers**: Mohammed Alqabas – Backend Developer: Develops the server-side logic, API, and database management (Django, Python).

- **Frontend Developers**: Riyadh Alhamad – Builds the user interface and user experience (Next.js, React, HTML/CSS).

2. Scope

In-Scope

- User registration and account management.

- Display of available tourism services (hotels, tours, cultural activities).

- Booking and secure electronic payments.

- Ratings and review system for services.

- Notifications for bookings and promotional offers.

- Compliance with local laws and data security standards.

Out-of-Scope

- International tourism services outside Saudi Arabia.

- Offline booking or paper-based reservations.

- Advanced personalization features beyond basic AI recommendations.

- Post-launch third-party integrations (planned for future phases).

3. Risks

Risk	Impact	Likelihood	Mitigation Strategy
Software bugs affecting functionality	High	Medium	Conduct thorough testing at each stage of development
Server performance issues under heavy load	High	Low	Use high-performance servers and conduct load testing
Delays in task delivery	Medium	High	Establish clear timeline and weekly progress tracking
Data breaches or hacking	High	Low	Implement strong encryption and regular security audits
Low market adoption due to weak marketing	Medium	Medium	Run effective promotional campaigns pre- and post-launch
Non-compliance with local data laws	High	Low	Consult with legal experts and align system with regulations

4. High-Level Plan

Timeline & Phases

- **Stage 1: Idea Development** – Completed

- **Stage 2: Project Charter Development** – Current

- **Stage 3: Technical Documentation** – Sep 2025

- **Stage 4: MVP Development** – Oct 2025

- **Stage 5: Project Closure** – Oct 2025

Gantt Overview (simplified)

- Requirements Analysis: Sep 9 – 14, 2025

- System Design: Sep 15 – 28, 2025

- Development: Sep 28, 2025 – Nov 9, 2025

- Testing: Nov 1 – Nov 8, 2025

- Launch: Nov 8, 2025