

PROJECT CHARTER

Project name: GucciGram - social network for post photos

Start date: 01.01.2023

End date: 25.06.2023

1. Project vision

The project vision for the GucciGram is to create a user-friendly and visually appealing platform that allows users to connect, share, and explore visual content. The website aims to provide a seamless and engaging experience for individuals to express themselves through photos, connect with friends and followers, discover new content, and build a vibrant community.

2. Goals and objectives

Goals:

- Build a user-friendly and visually appealing website that mimics the functionality of Instagram.
- Create a platform that fosters social interaction, allowing users to connect, share, and engage with others through photos.
- Provide a seamless and intuitive user experience, ensuring ease of use and navigation throughout the website.
- Establish a vibrant and active community of users who regularly contribute, engage, and discover new content.
- Ensure the security and privacy of user data, implementing robust measures to protect user accounts and personal information.
- Enable users to customize their profiles, express their creativity, and showcase their unique perspectives through photos and captions.
- Implement effective content moderation mechanisms to maintain a safe and respectful environment for all users.
- Support scalability to handle increasing user activity, ensuring the website remains responsive and performs well under varying loads.
- Continuously improve and enhance the website based on user feedback, incorporating new features and functionalities to meet evolving user expectations.
- Provide reliable customer support and timely assistance to address user inquiries, issues, and concerns.

Objectives:

- Develop user registration and authentication functionalities, allowing users to create and manage their accounts.
- Design and implement a visually appealing and user-friendly interface for uploading, editing, and managing photos.
- Enable users to interact with each other through features such as likes, comments, and follows.
- Implement a search functionality to enable users to discover and explore content based on their interests.
- Establish user roles and permissions to ensure proper user management, content moderation, and system administration.
- Implement robust security measures to protect user accounts, prevent unauthorized access, and safeguard user data.
- Optimize the website's performance to ensure fast loading times, smooth navigation, and responsiveness across devices.

- Develop algorithms and mechanisms to curate personalized content recommendations for users.
- Implement privacy settings and controls to allow users to manage the visibility and accessibility of their content.
- Continuously monitor and moderate user-generated content to maintain a safe and respectful community environment.
- Regularly gather user feedback and conduct usability testing to identify areas for improvement and implement necessary enhancements.
- Provide comprehensive documentation and support resources to assist users in navigating the website and resolving issues.
- Plan for future scalability, ensuring the website can handle increasing user activity and accommodate future growth.
- Regularly update and maintain the website, addressing any bugs, performance issues, or security vulnerabilities that may arise.
- Foster engagement and community building through campaigns, challenges, and collaborative features to encourage user participation and interaction.

3. Constraints

- **Time Constraints:** The project may have a specific deadline or time frame within which it needs to be completed. This constraint can affect the development, testing, and deployment phases, requiring efficient project management and prioritization of tasks.
- **Budget Constraints:** There may be financial limitations that affect the resources available for the project. This constraint can influence decisions related to hiring developers, purchasing software or hosting services, and acquiring necessary equipment or licenses.
- **Technology Constraints:** The project may need to adhere to specific technological requirements or constraints. For example, the website may need to be compatible with certain web browsers or operating systems, or it may need to integrate with existing systems or APIs.
- **Compatibility Constraints:** The website may need to be compatible with different devices, screen sizes, and resolutions. Ensuring responsiveness and usability across various platforms and devices can be a constraint that impacts design and development decisions.
- **Security and Privacy Constraints:** The project may need to comply with specific security and privacy regulations. This constraint may require implementing robust security measures, data encryption, and user privacy controls to protect user information and prevent unauthorized access.
- **Resource Constraints:** Limited availability of human resources, such as developers or designers, can pose a constraint on the project. This may require efficient resource allocation and potentially outsourcing certain tasks to meet project requirements.
- **Regulatory Constraints:** The project may need to adhere to legal and regulatory requirements, such as data protection laws or copyright infringement policies. These constraints can impact content moderation, user rights, and data handling practices.

- **Scalability Constraints:** The project may need to accommodate future growth and scalability. This constraint may require architectural considerations and the use of scalable infrastructure to handle increasing user activity and data volume.
- **Stakeholder Constraints:** The project's scope and objectives may be influenced by the needs, expectations, and constraints of stakeholders such as users, clients, or regulatory bodies. Balancing these requirements and managing stakeholder expectations can be a constraint.
- **Accessibility Constraints:** The project may need to comply with accessibility guidelines and ensure that the website is accessible to users with disabilities. This constraint may require incorporating accessibility features, such as screen reader compatibility and keyboard navigation.

4. Assumptions

- **User Internet Connectivity:** It is assumed that the target users of the website have reliable internet connectivity to access and interact with the platform. The website's features and functionality are designed based on this assumption.
- **User Device Compatibility:** It is assumed that the majority of users accessing the website will have devices (such as smartphones, tablets, or computers) that are compatible with modern web technologies. The website's design and development take into account typical device capabilities and screen sizes.
- **User Familiarity with Social Media:** It is assumed that the target users are familiar with using social media platforms, including features like posting, liking, commenting, and following. The website's user interface and interactions are designed based on this assumption.
- **Content Ownership and Permissions:** It is assumed that users will have the necessary rights and permissions to upload and share the content they post on the website. It is also assumed that users will respect copyright laws and not infringe upon the intellectual property of others.
- **Adequate Server Infrastructure:** It is assumed that the project will have access to sufficient server infrastructure or cloud services to host and serve the website, handle user traffic, and store user data securely. This assumption considers the scalability and performance requirements of the website.
- **Availability of Third-Party Integrations:** It is assumed that any third-party integrations, such as image processing libraries or social media sharing APIs, will be available and compatible with the project's technology stack. This assumption is necessary for incorporating desired features into the website.
- **Compliance with Applicable Laws and Regulations:** It is assumed that the project will comply with relevant laws, regulations, and industry standards regarding data privacy, security, and

content moderation. The project team will conduct the necessary research and adhere to legal requirements during the development process.

- **Adequate Testing and Quality Assurance:** It is assumed that appropriate testing procedures and quality assurance measures will be implemented to identify and rectify any bugs, issues, or vulnerabilities in the website. Thorough testing will be conducted before deployment to ensure a stable and reliable platform.
- **User Engagement and Adoption:** It is assumed that the target users will actively engage with the website, create and share content, and contribute to building a vibrant community. The project's success relies on user adoption and sustained engagement.

5. Risks

Technical Risks:

- a. **Integration Issues:** Difficulty integrating various components or third-party services into the website, leading to delays or functional limitations.
- b. **Performance Challenges:** Inadequate scalability or unexpected performance issues, resulting in slow loading times or system crashes under high user traffic.
- c. **Security Vulnerabilities:** Potential security breaches, data leaks, or unauthorized access to user accounts and personal information.
- d. **Compatibility Problems:** Compatibility issues with different web browsers, devices, or operating systems, affecting user experience and accessibility.

User Adoption and Engagement Risks:

- a. **Lack of User Interest:** Users may not find the website compelling enough to join and actively engage with the platform, resulting in low user adoption rates.
- b. **Competitor Dominance:** Strong competition from existing social media platforms may limit the website's ability to attract and retain users.
- c. **Changing User Preferences:** Evolving user preferences and trends in social media usage may affect the relevance and appeal of the website.

Resource Risks:

- a. **Insufficient Resources:** Limited availability of skilled resources, including developers, designers, and testers, which may cause delays in project milestones.
- b. **Budget Constraints:** Budget limitations that may impact the project's ability to procure necessary tools, technologies, or resources required for development and maintenance.
- c. **Dependency on Third Parties:** Reliance on third-party services, such as hosting providers or API providers, which could introduce risks related to service interruptions, data breaches, or changes in service terms.

Legal and Compliance Risks:

- a. Copyright Infringement: Users may upload copyrighted content without proper authorization, potentially leading to legal issues and copyright infringement claims.
- b. Privacy and Data Protection: Failure to comply with applicable privacy laws and regulations, resulting in penalties or loss of user trust due to mishandling of personal data.
- c. Content Moderation Challenges: Difficulty in effectively moderating user-generated content to prevent the dissemination of inappropriate or harmful material.

Project Management Risks:

- a. Scope Creep: Uncontrolled expansion of project scope, leading to increased costs, schedule delays, and potential compromise on quality.
- b. Communication Issues: Inadequate communication and collaboration among project stakeholders, resulting in misunderstandings, delays, and misaligned expectations.
- c. Stakeholder Management: Difficulty in managing diverse stakeholder interests, conflicting priorities, and decision-making processes.

6. Expected Outcomes

- Functional Website: The primary expected outcome is the development and deployment of a fully functional website that closely mimics the features and functionality of Instagram. Users should be able to register, login, upload photos, post captions, like and comment on posts, follow other users, and engage in social interactions.
- User Engagement and Growth: The website's success depends on user adoption and sustained engagement. The expected outcome is to attract a significant user base, encourage active participation, and foster a vibrant community where users regularly share and interact with content.
- Intuitive User Experience: The website should provide an intuitive and user-friendly experience, allowing users to navigate seamlessly through different sections, easily find and discover content, and perform actions with minimal effort. The expected outcome is a positive user experience that encourages users to spend time on the website and return frequently.
- Secure and Privacy-Compliant Platform: User data security and privacy are crucial. The expected outcome is to implement robust security measures to protect user accounts, prevent unauthorized access, and safeguard personal information. The website should comply with relevant data protection regulations and provide users with privacy controls.
- Scalability and Performance: The website should be capable of handling increasing user activity and scaling as the user base grows. The expected outcome is a responsive and performant website that can accommodate high traffic, ensuring fast loading times, smooth navigation, and uninterrupted user interactions.
- Content Moderation and Safety: Ensuring a safe and respectful environment is essential. The expected outcome is to have effective content moderation mechanisms in place to detect and remove inappropriate or harmful content. User reports and feedback should be addressed promptly, maintaining a positive community atmosphere.
- User Satisfaction and Feedback: User satisfaction is a key measure of success. The expected outcome is to receive positive feedback from users regarding the website's features, usability, and overall experience. Continuous user feedback should be gathered and considered for further improvements and enhancements.

- **Continuous Improvement:** The expected outcome is an iterative development approach that incorporates user feedback, industry trends, and technological advancements to enhance the website's features, address bugs or issues, and introduce new functionalities. Regular updates and improvements should be implemented to keep the website fresh and relevant.
- **Stakeholder Satisfaction:** The project's success also depends on meeting the expectations of stakeholders, such as clients, investors, and project sponsors. The expected outcome is stakeholder satisfaction with the delivered website, meeting project goals, objectives, and quality standards.
- **Business Growth and Monetization:** Depending on the project's objectives, the expected outcome may include opportunities for business growth and monetization. This can involve implementing advertising options, sponsored content, partnerships, or premium features to generate revenue and sustain the website's operations.

7. Target audience

- **Social Media Enthusiasts:** Individuals who actively engage in social media platforms and enjoy sharing their experiences, photos, and thoughts with others. They appreciate the ability to connect with friends, family, and like-minded individuals through online communities.
- **Photographers and Artists:** People who have a passion for photography, art, and creative expression. They seek a platform to showcase their work, gain exposure, and receive feedback from a wider audience.
- **Influencers and Bloggers:** Individuals who have established themselves as influencers or bloggers in specific niches, such as travel, fashion, fitness, food, or lifestyle. They leverage social media platforms to reach their followers, promote products, and share their expertise.
- **Social Media Users:** General social media users who enjoy staying connected with friends, following popular trends, and exploring new content. They are likely to use social media for entertainment, news updates, and discovering inspiring or relatable posts.
- **Brands and Businesses:** Businesses and brands looking to establish an online presence, promote their products or services, and engage with their target audience. They may utilize the platform for marketing, advertising, and building brand loyalty.
- **Digital Content Creators:** Individuals who produce digital content, such as vloggers, podcasters, and online creators. They may use the platform to share their content, attract followers, and collaborate with other creators.
- **Younger Demographic:** The website may particularly appeal to younger demographics, including teenagers and young adults, who are active social media users and early adopters of new platforms and trends.

8. Stakeholders

Clients/Project Sponsors: The individuals or organizations funding and initiating the project. They have a vested interest in the successful delivery of the website and expect it to meet their business objectives.

Users: The primary stakeholders are the users of the website who will interact with its features and content. This includes viewers, members, moderators, and administrators. Users' feedback, satisfaction, and engagement are crucial to the website's success.

Development Team: This includes project managers, developers, designers, and testers involved in building and maintaining the website. They play a key role in translating the project requirements into a functional website and ensuring its quality.

Marketing and Sales Team: They are responsible for promoting the website, attracting users, and driving user engagement. Their input and collaboration are essential for the success of marketing campaigns and user acquisition strategies.

Content Creators and Influencers: These individuals or entities actively contribute content to the website and can significantly impact user engagement. Their satisfaction and ability to effectively showcase their work are important to foster a vibrant content ecosystem.

Advertisers and Brands: Businesses or individuals interested in advertising or partnering with the website to reach the user base. Their satisfaction and return on investment are critical for maintaining revenue streams and supporting the website's operations.

Legal and Compliance Teams: Stakeholders responsible for ensuring the website adheres to applicable laws, regulations, and industry standards related to user privacy, data protection, copyright, and content moderation. Their involvement is crucial to mitigate legal risks.

IT and Infrastructure Teams: Stakeholders responsible for managing the website's hosting infrastructure, ensuring its availability, scalability, and security. Their expertise and support are essential for maintaining a stable and reliable website.

Investors: Individuals or organizations that have invested capital in the project. They have a financial interest in the project's success and expect a return on their investment.

Industry Regulators: Regulatory bodies or authorities that oversee online platforms, data privacy, or content moderation. Their compliance requirements and guidance can impact the website's operations and policies.

9. Executive Team

PM: will oversee the entire project and ensure that it is completed on time and within budget.

Developers: Full-stack .NetCore developers will be responsible for developing the application using the required technologies

DevOps: will be responsible for deploying and managing the application on a cloud infrastructure

QA: will be responsible for testing the application to ensure that it is functioning properly

10. Resource Allocation

Software Developers: 2 full-time employees for the duration of the development phase

QA Engineer: 2 full-time employee for the duration of the development phase

DevOps Engineer: 2 full-time employees for the duration of the development phase

Project Manager: 1 full-time employee for the duration of the project

11. Cost Allocation

Salaries(6 months):

- o PM/BA: \$6000
- o Software Developers: \$12000
- o Quality Assurance Engineer: \$9000
- o DevOps Engineer: \$12000

Software licenses: \$300

Equipment: \$2500

Infrastructure Cost:

- Cloud hosting services: **\$1200**

Total

Total budget for project for 6 months: \$43000