**IMAT2603 |Agile Methods & Development**

**PROJECT BRIEF**

*For* **Business Scenario: USED CAR SALES**

Your *Scrum* project team of developers has been contracted, and tasked to envision and to create a "user-friendly" and "minimalist" **‘Used Car Sales’** commercial and aesthetically pleasing website, for a hugely popular and thriving automobile business in your local community in "Reading", to advertise and sell their cars via the internet. It is worth noting that the business specialises typically in inexpensive and economical cars, and cars with low insurance ratings; most of their clientele are young people, and students.

As a minimum requirement, the company wants its customers to be able to search for the car they want e.g. by make, model, minimum price, maximum price, age and colour. Additional requirements could be a blog, a car rating system, a facility for customers to email queries, a tool to check a vehicle’s history, a facility to obtain a quote for car insurance, a facility to obtain a quote for those customers wishing to sell or part-exchange their cars etc.

It is up to your *Scrum* project team, to decide what your **‘Used Car Sales’ website** is called, what it looks like, what information goes onto the page etc., but you have to be able to get your ideas across to and collaborate with the *stakeholder* — the *Product Owner,* who will in addition, provide you with a specification of the core features that the business would want included in the new site.

Product Owner: **Dr S.X. Laurence**