* **Project Estimate**
* **Bottom-up method:**

**Effort:**

**Initiating phase:**

* should have a team of 4 and will take 1 week (40 hours).
* Employee for each step and each one will have

**Planning phase:**

* should have a team of 2 and will take 2 weeks (80 hours).

**Executing phase:**

* should have a team of 3 and will take 2 weeks (80 hours).

**Monitoring & controlling phase:**

* should have a team of 2 and will take 2 weeks (80 hours).

**Closing phase:**

* should have a team of 2 and will take 1 week (40 hours).
* **Total effort: (40) \*4 +(80) \*2 + (80) \*3 +(80) \*2 + (40) \*2 = 800 working hours**
* **Total Duration: 1+2+2+2+1= 8 weeks**

**Human Cost:**

**Initiating phase:**

* 4 employees, each will cost 4800/month (30/hour).

**Planning phase:**

* 2 employees, each will cost 5600/month (35/hour).

**Executing phase:**

* 2 junior developers, each will cost 7200/month (45/hour).
* 1 senior developer will cost 8800/month (55/hour).

**Monitoring & controlling phase:**

* 2 testers. Each will cost 8800/month (55/hour).

**Closing phase:**

* 2 employees will cost 4800/ month (30/ hour).

**Other Costs:**

**Media ads:**

* Should have media ads which will cost 40000

**Digital ads:**

* Should have digital ads all over the internet which will cost 40000
* **Total Cost: (4800) \*4 +(5600) \*2 + (7200) \*2+ 8800 +(8800) \*2 + (4800) \*2 + 40000+40000= 160,800 $**
* **Assumption list**
* Enough Budget
* Enough Duration
* All team members must work through their working hours
* Integration with google should be done ASAP