
Project Scope

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1 Project Description

We plan on developing a website for the Chalmers Pub Crawl. The features we've decided to implement are as follow:

- The queue length at the different pubs.
- Opening hours.
- A map of where the pubs are located.
- Special drinks.
- Information about pub activities.

The site will show a list of each pub and from there the user can decide to know more about a specific pub by pressing on it. Each pub will have a personalized page with their name, signature drink, food, activities, the section and the queue length.

The length of the queues will be reported by the attendees. It will not be in numbers, instead it will be a subjective measure, such as simply long or short queue.

Our external stakeholder is a student that is a frequent visitor to the Pub Crawls. The goal of this project is to make the pub crawl more fun by providing information on the pubs, like queue times. This way, the time spent in queues can be reduced and give users more time to spend in pubs.

1.1 Minimum Viable Product

A website with the following functions:

- List of pubs available
- Queue time for the pubs

2 Business Model Canvas

2.1 Key Partners

Who are our Key Partners and Suppliers?

- The committees on Chalmers that are participating in the Pub Crawl.
- Student union at Chalmers.

Which Key Resources are we acquiring from partners?

- Information about queues, opening hours, menu etc.
- Their expectations of the applications.

Which Key Activities do partners perform?

- They supply us with data.

2.2 Key Activities

What Key Activities do our Value Propositions require?

- Receiving information from the students and the committees.
- Keeping our website up to date.

Customer Relationships?

- Getting the committees aboard.
- The website needs to be used by students.

2.3 Key Resources

What Key Resources do our Value Propositions require?

- A web domain
- Students going to pubs
- Committees responsible for the pubs on Chalmers

Our Customer Relationships?

- Communication

2.4 Value Propositions

What value do we deliver to the customer?

- Information about the pub crawl which makes it more fun for students.
- Queue updates, which can make the crowd more evenly distributed.
- Keep information updated and available for all students, for instance information in English.
- Creates a connection between the pubs and student who will take part in a crawl

Which one of our customer's problems are we helping to solve?

- Having to stand in long queues.
- Not knowing where to find the different pubs.
- Lack of information in general.

What bundles of products and services are we offering to each Customer Segment?

- A website to both the partners and customers.

Which customer needs are we satisfying?

- The need for information.

2.5 Customer Relationships

What type of relationship does our Customer Segments expect us to establish and maintain with them?

- Keeping the website up to date

How costly are they?

- Depending on the cooperation of the Student Union, it might be time consuming to maintain relationships

2.6 Channels

Through which Channels do our Customer Segments want to be reached?

- Through the web application
- Through the student union.
- Through each different pub and division on Chalmers.

2.7 Customer Segments

For whom are we creating value?

- The attendees of the pub crawl.

Who are our most important customers?

- The more experienced attendees that visit a lot of pubs and want to help with spreading information.

2.8 Cost Structure

What are the most important costs inherent in our business model?

- The work and time put in by the group over the project's course to create the product.
- The cost of running and maintaining the website.

2.9 Revenue Streams

- Advertising from companies interested in reaching the students
- Pop-up ads, partnerships and possibility of the organizers (the student union) subscribing to or buying the service.

3 Mock Up



Figure 1: The first page of our application. Here the user will be able to see weather and important news regarding the pub crawl.

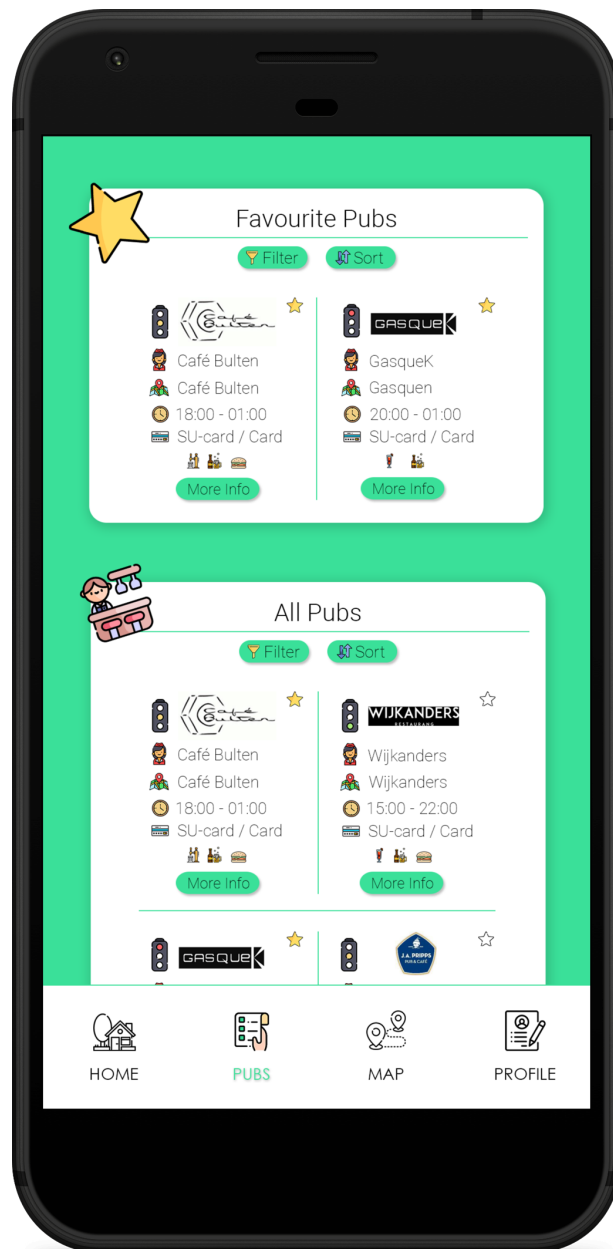


Figure 2: The list view of the pubs with information on opening hours, queue time and if there is food. If you click on 'More Info', a new window opens with more detailed information on the pub, like an overall description of the pub and its signature drink.

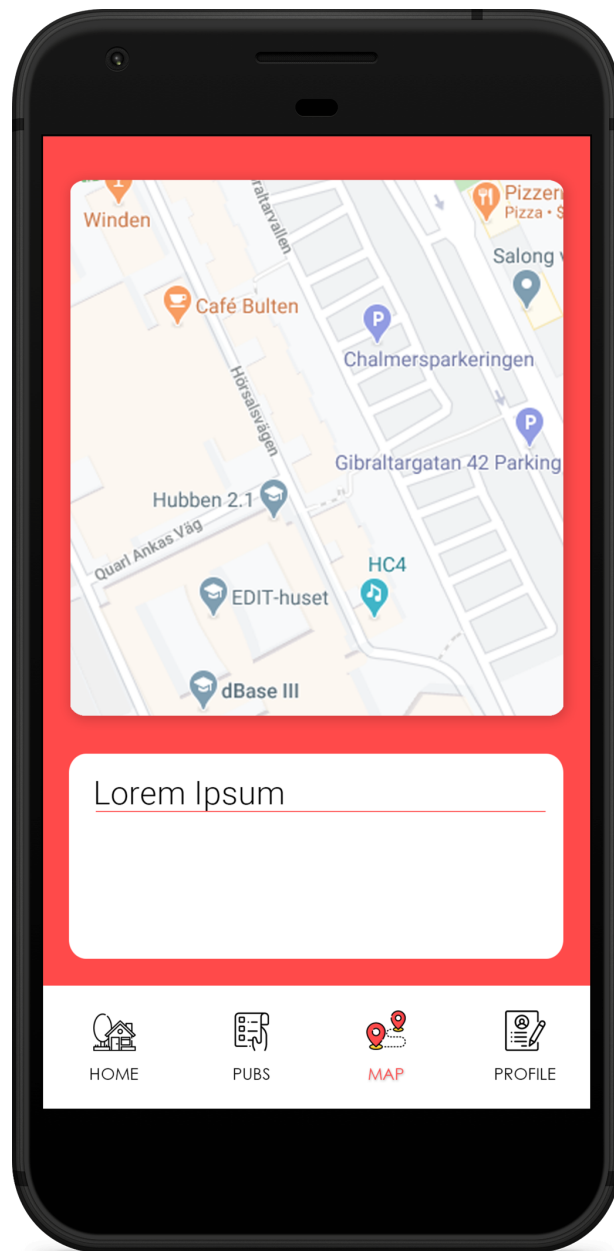


Figure 3: The map of the Chalmers Pub area. Users can find the locations of the different pubs and 'check in' at one of them to show their friends where they are currently located.



Figure 4: The Profile page for our users. This page will include special functions for the users.