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| **Project description Exam Planner** |

**Group 4**

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“Puppr”

1. **Background description**

Pets have been one important part of the human life since prehistoric times (Pet | animal, 1998) and, as time progresses, their role in people’s lives grows exponentially. With pets being considered members of the modern family, the latest figures show that 80 million European households alone have a pet (The Important Role Pets Have In Society - FEDIAF, 2020). The history of pets is intertwined with the process of animal domestication, and it is likely that the dog, as the first domesticated species, was also the first pet (Pet | animal, 1998). Dogs popularity only grew with time, mostly due to their friendly and helping nature, but also their health and physical benefits (cdc.gov, 2019), a study conducted in 2018 noting that “approximately 900 million people are dog owners” (Sundra Chelsea, 2018).

Due to the amount of pet owners nowadays it is only natural that the pet markets all over the world are growing and evolving at dramatic rates. From pet food, to toys to pet insurance, the American Pet Products Association (APPA) reported that Americans alone spent $69.5 billion on the pet industry in 2017 (Here's a Look at the Pet Markets Trends Around the World, 2018). Online markets and platforms are the newest and most convenient method of shopping. Dog lovers have access to a wide array of online markets and social platforms such as Instagram or Facebook but few of them are made specifically for them. Because of this, the demand for an online place where the dog-loving community can gather and interact, organize events and socialize is on the rise.

Famous platforms such as Facebook and Instagram handle this demand quite poorly and offer no benefits or special features for the dog loving users they have. More specific platforms and applications like Dogster, Chewy and FitBark aid with ordering food, monitoring dog’s health and adoption, but still none offer a place for only dog lovers to share their pictures, post, comment and interact with other owners.

1. **Problem statement**

The main problem is dog owners not having their own personal place to socialize.

* 1. What features would dog owners like to have on the social platform?
  2. How could owners connect to each other more easily?
  3. What are social platforms today lacking in?
  4. How do people organize events for their pets?

1. **Definition of purpose**
   * We want to create a social platform for dog owners centered around dogs because the market is lacking and demand is rising among the target audience.

1. **Delimitation**

The product will not:

* have private messaging between users because the application focuses on the community on a larger scale.
* run on mobile platforms because it is designed for Windows machines.
* support video formats or file sharing because the focus of the program is text and picture formats.
* feature an online marketplace because it is intended only for social use

1. **Methodology**

**Use of SCRUM**

The whole team will start each sprint by having a SCRUM meeting on Wednesday and setting the goals. At the end of each sprint, there will be a period of testing and documenting the progress made and what still requires work.

Another important SCRUM meeting will be held at the end of the sprint in order to decide the goals for the next sprint.

**Roles**

Bogdan Mezei - Product owner

Lukas Suslavicius - SCRUM master

Daria Maria Popa - SCRUM team

Natali Munk-Jakobsen - SCRUM team

**Sprint length**

Each sprint will have a total duration of 7 days, starting on Wednesday and ending on the following Wednesday.

**Number of sprints**

13 sprints starting March 4th ending on June 4th.

1. **Time Schedule**

The Semester Project has 10 ECTS, which results in approximately 280 hours of work per student.

The iterations will begin starting with the 4th of March and end before the final deadline, the 4th of June. Each will have a span of exactly one week.

![timeline
]()![A screenshot of a cell phone

Description automatically generated]()The time schedule, including the major goals set by the team, is split based on the four phases: Inception, Elaboration, Construction and Transition.

1. **Risk assessment**

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| Risks | Description | Likelihood Scale: 1-5 5 = high risk | Severity Scale: 1-5  5 = high risk | Product of likelihood and severity | Risk mitigation e.g Preventive & Responsive actions | Identifiers | Responsible |
| Risk 1 | Lack of time before hand-in | 2 | 5 | 10 | Preventive: Working with SCRUM by following sprint goals strictly.  Responsive: We try to take the unnecessary features out and prioritize the main structure | Falling behind on sprint goals.  Falling behind on deadlines | Whole team |
| Risk 2 | Client-server communication errors | 3 | 5 | 15 | Preventive Work:  Testing and maintaining the server  Responsive Work:  Isolating and solving the problem | Server not responding properly | Whole team |
| Risk 3 | Failing to integrate the database with the system | 2 | 5 | 10 | Preventive Work: Designing the database and connections carefully  Responsive: Checking database structure and related codes | Irrelevant/incorrect information | Whole team |
| Risk 4 | Choosing goals poorly | 2 | 3 | 6 | Preventive Work:  Checking sprints carefully together as a team  Responsive Work:  Changing the goals of the sprints | Not being able to finish a sprint | Product Owner |

1. **Sources of information**

Atitwa, Sundra Chelsea 2018, How Many Dogs Are There In The World?, WorldAtlas, viewed 23 February 2020, <<https://www.worldatlas.com/articles/how-many-dogs-are-there-in-the-world.html/>>.

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