Project attributes are the characteristics or elements that define a project. They guide its planning, execution, and success.

**1. Objectives-**The project’s purpose and desired outcomes.

**i.e** The objective of the car dealership website project is to enable online car listings, provide an easy-to-use platform for customers to browse and purchase cars, and allow admins to manage inventory efficiently.

**2. Scope-**The boundaries of the project, specifying what will and won’t be delivered.

**i.e** Customer features like browsing cars, filtering, and scheduling test drives.

Admin features such as adding listings, viewing statistics, and managing leads.

Integration with payment systems and social media.

**3. Resources-**The inputs required for the project, including team, technology, and budget.

**Team:** Project manager, developers, UI/UX designers, and QA testers.

**Technology:** MERN stack (MongoDB, Express, React, Node.js), cloud hosting (e.g., AWS), and payment APIs like Paystack or M-Pesa.

Budget: Kes.10,000 for initial development and Kes.1,000/month for maintenance.

**4. Stakeholders-**People or entities impacted by the project or contributing to it.

**i.e** Primary stakeholders: Business owners, website administrators, car dealership staff.

Secondary stakeholders: Customers, service providers (payment gateways, hosting services).

**5. Deliverables-**Tangible or intangible outputs of the project.

**i.e** Fully functional car dealership website.

Admin dashboard for inventory and lead management.

Mobile-responsive design for customer ease.

API documentation for future integration.

**6. Timelines-**The schedule with milestones and deadlines.

**i.e** Phase 1 (2 months): Requirements gathering and UI/UX design.

Phase 2 (3 months): Backend and frontend development.

Phase 3 (1 month): Testing and deployment.

**7. Risks-**Potential challenges or obstacles.

**i.e** Delays in gathering requirements from stakeholders.

Budget overruns due to unanticipated complexities.

Security risks with payment gateway integration.

Technical difficulties during deployment.

**8. Success Criteria-**Standards to measure the project’s success.

**i.e** Website receives 5,000 visitors within the first month of launch.

At least 100 inquiries or test-drive bookings in the first three months.

Positive feedback from both customers and admins on usability.