The user-friendly app exclusively for FAMU students to enjoy ride sharing services.

**FAMUber**

Founded 2024

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# **PROJECT CHARTER**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. General Project Information | | | | | | | | |
| Project Name: | | | **FAMUber** | | | | | |
| Executive Sponsors: | | |  | | | | | |
| Department Sponsor: | | | **Vanessa Coote** | | | | | |
| Impact of project: | | | Rideshare service exclusive to FAMU students | | | | | |
| 2. Project Team | | | | | | | | |
|  | **Name** | | | **Department** | | **Telephone** | **E-mail** | |
| Project Manager: | Zharia Tucker | | |  | | 678-545-5737 | Zharia1.tucker@famu.eduS | |
| Team Members: | Sean Lang | | |  | | 904-305-6685 | Sean1.Lang@famu.edu | |
|  | Cole Holloman | | |  | | 813-753-7400 | Cole1.Halloman@famu.edu | |
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| 3. Stakeholders *(e.g., those with a significant interest in or who will be significantly affected by this project)* | | | | | | | | |
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| 4. Project Scope Statement | | | | | | | | | |
| **Project Purpose / Business Justification** *Describe the business need this project addresses* | | | | | | | | | |
| The purpose of this project is to provide exclusitivity to FAMU students that do not have access to transportation. The means of this service is to alleviate the stress of campus safety and enchance the community found within the FAMU community. | | | | | | | | | |
| **Objectives (in business terms)** *Describe the measurable outcomes of the project, e.g., reduce cost by xxxx or increase quality to yyyy* | | | | | | | | | |
| Enhance campus safety  Support Acadmic acceleration | | | | | | | | | |
| **Deliverables** *List the high-level “products” to be created (e.g., improved xxxx process, employee manual on yyyy)* | | | | | | | | | |
| User-friendly mobile app  Employee Driving Test  Rideshare reviews | | | | | | | | | |
| **Scope** *List what the project will and will not address (e.g., this project addresses units that report into the Office of Executive Vice President. Units that report into the Provosts Office are not included)* | | | | | | | | | |
| This project addresses the limited transportation channels offered to the students of Florida Agricultural and Mechanical Servies | | | | | | | | | |
| **Project Milestones** *Propose start and end dates for Project Phases (e.g., Inception, Planning, Construction, Delivery) and other major milestones* | | | | | | | | | |
| Inception: 8/30/2024-9/29/2024  Planning: 10/1/2024-12/1/2024  Construction:3/1/2024-8/1/2024  Delivery:12/1/2024- | | | | | | | | | |
| **Major Known Risks (including significant Assumptions)** *Identify obstacles that may cause the project to fail.* | | | | | | | | | |
| |  |  | | --- | --- | | **Risk** | **Risk Rating (Hi, Med, Lo)** | | Student Drivers | High | | Shortage of drivers | High | | Low need for students | Medium | | | | | | | | | | |
| **Constraints** *List* a*ny conditions that may limit the project team’s options with respect to resources, personnel, or schedule (e.g., predetermined budget or project end date, limit on number of staff that may be assigned to the project).* | | | | | | | | | |
| Constraints include the schedule’s of drivers and their availability  Cars Available | | | | | | | | | |
| **External Dependencies** *Will project success depend on coordination of efforts between the project team and one or more other individuals or groups? Has everyone involved agreed to this interaction?* | | | | | | | | | |
| University Support  Student Need/Acceptance | | | | | | | | | |
| 5. Communication Strategy *(specify how the project manager will communicate to the Executive Sponsor, Project Team members and Stakeholders, e.g., frequency of status reports, frequency of Project Team meetings, etc.* | | | | | | | | | |
| The project manager will communicate via email and weelky meetings. | | | | | | | | | |
| 6. Sign-off | | | | | | | | | |
|  | | | Name | | | Signature | | | Date (MM/DD/YYYY) |
| Executive Sponsor | | | Vanessa Coote | | |  | | |  |
| Department Sponsor | | |  | | |  | | |  |
| Project Manager | | | Zharia Tucker | | |  | | | 09/29/2024 |
| 7. Notes | | | | | | | | | |
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FAMUber SWOT Analysis

**Strengths**

Targeted Solution:

This app is designed for the students at Florida A&M University and will deliver all-around transportation assistance throughout campus. A key focus, here, is tied to the higher chances of better user engagement and retention.

Safety Focus:

In the age of commodification, safety features like driver background checks and in-app emergency protocols have emerged as key differentiators for services fighting to lead a fiercely competitive market. Students and their families are all worried concerning security issues.

Revenue Opportunity:

Allow students who have a car to offer rides, this way they can make money. This might be especially enticing for anyone working to pay for part of their college education.

Community Engagement:

The interface of app breaks down the wall between students and promotes student-2-student interactions which creates a community environment. This can help foster a support network and improve the campus experience.

**Weaknesses**

Limited Market Size:

The app was used to enter by one university so its reach is restricted. As a result, this can reduce scaling, and profitability compared to genome-wide services.

Student Participation Dependency:

One of the most critical pieces is creating value for both riders and drivers. The app may not be sustainable if few students use it, possibly resulting in the app's inability to generate rides.

Legal and Insurance Issues:

Student drivers may not have the appropriate insurance coverage for ride-sharing, potentially exposing them and the app to legal liabilities. If an accident occurs during a ride, questions about liability and coverage can arise, complicating insurance claims and possibly leading to lawsuits. Additionally, local laws and university policies may impose restrictions or requirements for operating a ride-sharing service, which the app must navigate carefully.

Operational Challenges:

Even the most basic ride-sharing logistics, similar to keeping track of rides or safeguarding against unsafe passengers or disputes, consume resources. This could be sophisticated in terms of people or technology.

Technology Barriers:

This may also cause difficulties for some students if they are not as competent with mobile technology. User-friendliness is a key factor for widespread use.

**Opportunities**

Partnerships:

Working with student groups, local businesses or the university can also increase visibility and credibility, potentially leading to features promoting a promotion or discount offered to users.

Expansion Potential:

If successful, the model could be replicated in other universities or campuses nearby, increasing market penetration and user pool.

Enhanced Features:

In a car-hailing app, you might add features like car-pooling or scheduled rides and loyalty programs to enhance user experience and increase retention rates.

Awareness Campaigns:

By employing campus marketing strategies such as social media campaigns, distributing flyers or setting up information booths on campus can publicize the app and teach students how they benefit from it.

**Threats**

Competition:

On the other hand, the likes of Uber and Lyft (two established ride-sharing services you've likely heard of) could quickly pivot to hit university campuses as well, offering stiff competition.

Regulatory Issues:

Local transport regulations, mandatory insurance securities and safety laws can all significantly impact operations and must be worked around carefully.

Safety Concerns:

A safety protocol is vital because incidents involving safety, if accidents or misconduct happen, will shatter the app's reputation and discourage users.

Technology Issues:

Developers may run into technical issues, crashes or bad user experiences which can be frustrating and cause trust to drop. It is important to conduct continuous testing and updating for the proper functioning.

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**Project Team Contract**

Team Name: The Dynamic Quad Date: 9/28/2024

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| --- |
| GOALS: What are our team goals for this project?  What do we want to accomplish? What skills do we want to develop or refine? |
| We hope to accomplish creating a safe way for famu students to travel around campus. This alternative is expected to be cheaper than other rideshare apps in the area such as Uber and Lyft. Skills that can be developed are App Development and time management. |
| EXPECTATIONS: What do we expect of one another in regard to attendance at meetings, participation, frequency of communication, the quality of work, etc.? |
| We expect to hold each other accountable in communicating with one another and consistently meet twice a week as agreed upon. |
| POLICIES & PROCEDURES: What rules can we agree on to help us meet our goals and expectations? |
| Always communicate when a task is not understood or needs assistance  Maintain integrity  Ensure Collaboration |
| CONSEQUENCES: How will we address non-performance in regard to these goals, expectations, policies and procedures? |
| Non-performance will be addressed by initially speaking with said member that are not meeting goals. If expectations are still not being met, the team will reach out to the professor for further action. |

We share these goals and expectations, and agree to these policies, procedures, and consequences.

Zharia Tucker

Team member name

Sean Lang

Team member name

Naser Halloum

Team member name

Cole Holloman

Team member name