

Project Proposal

Ayagano Aitbek SE-1902

1 Executive Summary

One of the problems of digital marketing and advertising is analyzing web traffic that comes in and from the resources and targets. To solve this, web application should be created. There are few aspects that's need to be taken into consideration about the application. The application should be divided into frontend and backend parts. While the frontend part should be not only user friendly, but also provide users with very easy and comfortable access to the main functions of the application, backend part should be designed in the way it could handle high and consistent workload. Web application should provide users with the link, and with this link they will be able to see the statistics about the people and devices following a link. The duration of development is three months.

2 Background

2.1 History

Idea for this project came from another side project called 'SAKTAN.KZ', car insurance web-aggregator, when team faced the problem of presenting real numbers of redirected visitors to partner's websites. At this point it became clear that there was no tool suitable enough for this project on the market. So, creation of a web-traffic analyzer of our own was the next logical step.

2.2 Requirements

There are a vast number of tools that can be used to track and collect information, but there are few problems related to them. Firstly, they are not easy to use and not universal for different systems. Secondly, most of them are bind to the system they are created for.

2.3 Solution

To track web traffic between target resources application should provide users with some gates in form of a universal link, so that it would not be binded to a particular system. It also should be capable of handling traffic inside highload systems and should be able to be generated not only on the web application itself, but remotely, by the API requests.

3 Proposal

In the background section above, you have described the general basis upon which the project will be created. You've described the problem or opportunity that exists in the business and the solution that the project needs to deliver. In this section, it is now time to describe the project that you are proposing is initiated.

3.1 Vision and Goals

Cut advertisement costs and provide the people an opportunity to collect web traffic data about their users and resources.

1. Prepare initial platform for customers by 1st February
2. Conduct survey considering availability of product by 15th February
3. Finish the project and publish online documentation about the usage of product and API by 1st March

3.2 Deliverables

Project Deliverables		
Title	Description	Notes
Project plan	The plan with key aspects of the project that must be done	Project plan include information about duration, contributors, resources and etc.
Web-Application	Application which will help to create, manage and collect data from their links.	Web application should meet customers needs.
API	The API that customers can use to create links dynamically in their systems.	The API will be very helpful, if we consider integrating with other systems.

3.3 Timeframe

The project needs to be finished by May 2022. It needs to be tested and polyshed, so that the whole system will be automated and can exist without interventions. By 1st January we need to find simillar solutions and make research on them to determine possible risks and issues. By the 1^{st of} March the web application and API should by done. Next month should be spent on advertising the product, finding first customers and getting their feedback on what can be imprvoved and developer further.

3.4 Resources

Project Resources		
Type	Quantity	Notes
People	2	For that project we need one backend developer and one frontend developer.
Database	1	For storing all the data that will be collected and managed by the customers.
Domain and hosting	1	To provide the access to our customers

3.5 Budget

This project is our initiative, so project do not have any sponsors. The expenses are not so big, on the development stage the expenses can be cut to minimum. Also, the final product can be monetized with the subscription business model, so it will cover all the expenses on production stage.

3.6 Ownership

Project Ownership		
Role	Name	Contact Details
Project Sponsor	NOBODY	
Project Customer	NOBODY	
Project Manager	Tursynkulova Akbota	akbota.tursynkulova@astanait.edu.kz

3.7 Reporting

The project is our initiative, and we have a small team, so we don't have to do a lot about reporting. Despite that, we are thinking about finding our potential customers as soon as possible, so that we could make changes in the product correspondingly to their vision.

3.8 Risks & Issues

Project Risks		
Risk	Details	Likelihood
Lack of knowledge	Currently, we lack experience in a technology that we will be actively using during the development phase.	Medium
Slow response from customer	Customers might doubt our product's reliability and need.	Low

Project Issues		
Issue	Details	Impact
Lack of time	We are team of 2, and it is very hard to maintain such a big project in such a small team.	High
Low jurisdictional knowledge	Working with such important data as personal data of clients and their bank data may require additional security measures from the inside, in the project code and from the outside, in consultation with a lawyer.	Medium

3.9 Implications

It is very hard to determine whether the traffic is coming from a particular resource, with the growth of digital marketing, the problems of analyzing the traffic between a variety of resources can impact on the marketing and acquisition cost.

3.10 Success Criteria

- Project is a completed-on time
- Project simplified process of delivering of timetable
- Project meets functional requirements
- Project meets non-functional requirements
- Awareness about the project of the target audience riced to the appropriate level

3.11 Authorization

Project Sponsor

Customer

Name:

Name:

Position:

Position:

Date: __ / __ / __

Date: __ / __ / __

4 Appendix

4.1 Supporting Documentation

Homepage. AITU. (2021, August 29). Retrieved December 26, 2021, from <https://astanait.edu.kz/>