

Thank you Elham, Hello everyone, my name is Ali, and I will take you through the Cost Planning of this project.

Slide 11: Cost Planning Script:

The cost planning table highlights the detailed resource allocation for the Farmers' Market Setup and Launch project. Human resources constitute the largest expense, amounting to €8,300, based on the hours required for tasks such as project management, vendor coordination, and marketing execution, all at a cost of €20 per hour. Material costs, including 300 flyers, 30 posters, and 100 forms, add up to €650, ensuring effective outreach and administrative efficiency. Tools and parts from suppliers, essential for setting up the market infrastructure, account for €300 and €10,500, respectively. This meticulous breakdown ensures that every aspect of the project is financially accounted for, facilitating smooth execution and resource optimization.

Slide 12: Total Project Costing Script:

The total project costs are summarized to provide a clear picture of financial planning. Resource costs, which include expenditures for human resources, materials, tools, and operational needs, amount to €19,750. In addition, a risk surcharge of €4,400 has been allocated to cover potential unforeseen challenges, ensuring financial flexibility throughout the implementation. This brings the total project budget to €24,150. By carefully balancing core expenses and contingency provisions, we ensure the project remains financially stable and well-prepared for any uncertainties.

Thank you for your attention as we reviewed the Farmers' Market Setup and Launch project. This concludes the project plan section, and now we will transition to the Agile Project overview.

Slide 14: Health Track - Agile Project Overview Script:

Health Track is a dynamic mobile app designed to empower users in monitoring and achieving their health and fitness goals. By integrating features like wearable device syncing, personalized notifications, and progress tracking, Health Track provides users with a seamless and engaging experience. Our agile approach emphasizes iterative development, ensuring we adapt to user feedback to deliver maximum value. Business objectives include attracting 50,000 active users in the first year, forming partnerships with device manufacturers, and generating revenue through premium subscriptions and ads.

Slide 15: Key Functionalities Script:

Health Track offers a comprehensive suite of functionalities designed to cater to diverse user needs. These include:

1. **User Registration:** Simplifies onboarding by creating personalized profiles.
2. **Activity Tracking:** Enables users to monitor steps, calorie consumption, hydration levels, and sleep patterns to maintain a healthy routine.
3. **Goal Setting and Insights:** Provides users with the ability to set achievable fitness goals while offering data-driven insights to track progress effectively.
4. **Wearable Integration:** Seamlessly connects with wearable devices, allowing real-time syncing of health data for a more comprehensive user experience.
5. **Reminders and Notifications:** Customizable reminders help users stay on track with hydration, exercise, and other health activities, ensuring consistent engagement.
6. **Gamification Features:** Includes badges, challenges, and motivational rewards to encourage users to stay consistent and achieve their health goals.

These functionalities, coupled with an intuitive interface, make Health Track a powerful tool for fitness enthusiasts and health-conscious individuals, ensuring both engagement and measurable results.

I'll now pass it to Shakiba, who will continue from here and delve deeper into product vision board, user stories and MVP