Preliminary Project Plan



**INFO3020 – Project Design**

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Version History

|  |  |  |
| --- | --- | --- |
| Version | Date Changed | Reason |
| 1.0 | October 21st, 2014 | Initial revision. |
|  |  |  |
|  |  |  |

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# Project Description

<Product> is a mobile designed tool for buying and selling goods and services online.

# Project Purpose

While other competitors exist in similar markets, we believe we can far extend their reach through a number of unique features. For example, everything in our application is designed around anonymity,

# Project Objectives

## Number of Users Objective

In the following periods of time, we plan to achieve the following number of people with our application installed on their device.

|  |  |  |  |
| --- | --- | --- | --- |
| Month | 1 | 3 | 12 |
| # of Users | 25 | 100 | 5000 |

## Number of Listings Objective

In the following periods of time, we plan to achieve the following number of product or service listings created on our platform.

|  |  |  |  |
| --- | --- | --- | --- |
| Month | 1 | 3 | 12 |
| # of Users | 12 | 50 | 2500 |

# Project Requirements

* People will be able to download our application from the device specific application marketplace
* Users will be able to browse listings on their mobile device
* Users will be able to post questions and get answers from listings they look at
* Users shall be able to arrange for item and service purchases

# Project Assumptions

* Money for a minimum of 6 months of infrastructure expenses such as servers and any additional corresponding costs
* 6 months salary for the entire project team (Oh wait! We’re paying you!)
* The project team has enough previous experience with building client server mobile applications using a service oriented architecture infrastructure

# Project Constraints

Time – This project has a strict timeline in order to match up with the schedule of our timetables and courses. This project will start on October 15th, 2014 and terminate at the end of the 2014 school year.

Resource Cost - This project is expected to consume a full time 40 hour per week schedule from each of the members in the project team.

External Cost -- External services will need to be purchased at additional cost. These costs may include but are not limited to data storage, application hosting, and graphical design.

# Project Boundaries

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Version 1 Release 1**   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Listings Database | Payment Module | Users Database | Android Client Application | iOS Client Application | Landing Page | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Version 1 Release 2**   |  |  |  | | --- | --- | --- | | Desktop Listings Viewer | Commercial Partner Selling Tools | Targeted Marketing | |

|  |  |
| --- | --- |
| **Stretch Goals**   |  | | --- | | BlackBerry 10 Client Application | |

# Project Risks

Data Loss – In any case we happen to lose application or user data, all attempts will be made in recovering said lost data. Should said data not be recoverable and is directly related to the user, all efforts will be made to publicize the data loss.

Application Downtime – Should our application servers go down, we will follow procedures listed in the application downtime recovery document.

Overrunning Project Scope – Should the project show signs of running past the deadline, the product creators shall follow procedure to correct said overrun and bring the project back on track.

Third Party Duplicating Our Business Model – Should another party introduce a platform similar to ours, the project team shall meet and decide what action if any is most appropriate

# Project Deliverables

* A mobile application for both Android and iOS that allows the user to perform general functionality such creating and browsing listings, searching, asking questions, and making purchases
* An online landing page marketing our application
* A simple online web site for browsing listings made with the mobile app on your desktop computer

# Project Milestones

|  |  |
| --- | --- |
| Milestone # | Description |
| 0 | Hand in Team Agreement |
| 1 | Hand in Investigation Report |
| 2 | Hand in Planning Documents |
| 3 | Hand in Risk Analysis |
| 4 | Hand in Project Concept Presentation |
| 5 | Present Project Concept |
| 6 | Capstone Demo and Presentation |

# Project High Level Work Breakdown Structure

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Level 1 | <Product> | | | |
| Level 2 | Application Service | Mobile Client Applications | Landing Page | Online Listings Browser |
| Level 3 | Authorization  Listings  Users  Listing Q&A | Authorization  Listings  Users  Listing Q&A | Screen Mockups  Page Design | Authorization  Listings  Listing Q&A |

# Rough Order of Magnitude Estimate

|  |  |  |  |
| --- | --- | --- | --- |
| Effort | Hours | Cost | Duration |
| Low | 2,500 to 3,500 | $500 | 6 months |
| Medium | 3,000 to 4,000 | $1,000 | 6 months |
| High | 4,000 to 6,000 | $2,500 | 6 months |

# Appendix A

## Terminology

Users – A user corresponds to a single installation of our application on a device.

Listing – A listing is a single product or service advertisement that has been created on our platform.

Device – A portable computer often but not always referring to a handheld computer running a mobile operating system

Platform – A general term used when referring to project infrastructure, software, or anything to do with our application.