***BOT CAR SEARCH***

**PROJECT CHARTER**

Version *1.0*

*01/04/2024*

**VERSION HISTORY**

| **Version #** | **Implemented**  **By** | **Revision**  **Date** | **Approved**  **By** | **Approval**  **Date** | **Reason** |
| --- | --- | --- | --- | --- | --- |
| 1.0 | *Tetiana Sozanska* | *01.04.2024* | Vitaliy Dorosh |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**UP Template Version:** 11/30/06

**TABLE OF CONTENTS**

[**1**](#_heading=h.1pxezwc) **INTRODUCTION 5**

[1.1](#_heading=h.49x2ik5) Purpose of Project Charter 5

[**2**](#_heading=h.2p2csry) **PROJECT AND PRODUCT OVERVIEW 5**

[**3**](#_heading=h.2et92p0) **JUSTIFICATION 5**

[3.1](#_heading=h.147n2zr) Business Need 5

[3.2](#_heading=h.3dy6vkm) Public Health and Business Impact 5

[3.3](#_heading=h.3o7alnk) Strategic Alignment 5

[**4**](#_heading=h.23ckvvd) **SCOPE 6**

[4.1](#_heading=h.4d34og8) Objectives 6

[4.2](#_heading=h.ihv636) High-Level Requirements 6

[4.3](#_heading=h.32hioqz) Major Deliverables 6

[4.4](#_heading=h.3rdcrjn) Boundaries 6

[**5**](#_heading=h.26in1rg) **DURATION 7**

[5.1](#_heading=h.lnxbz9) Timeline 7

[5.2](#_heading=h.35nkun2) Executive Milestones 7

[**6**](#_heading=h.1hmsyys) **BUDGET ESTIMATE 7**

[6.1](#_heading=h.41mghml) Funding Source 7

[6.2](#_heading=h.2grqrue) Estimate 7

[**7**](#_heading=h.vx1227) **HIGH-LEVEL ALTERNATIVES ANALYSIS 8**

[**8**](#_heading=h.3fwokq0) **ASSUMPTIONS, CONSTRAINTS AND RISKS 8**

[8.1](#_heading=h.1v1yuxt) Assumptions 8

[8.2](#_heading=h.4f1mdlm) Constraints 8

[8.3](#_heading=h.3j2qqm3) Risks 8

[**9**](#_heading=h.2u6wntf) **PROJECT ORGANIZATION 9**

[9.1](#_heading=h.19c6y18) Roles and Responsibilities 9

[9.2](#_heading=h.3tbugp1) Stakeholders (Internal and External) 10

[**10**](#_heading=h.2xcytpi) **PROJECT CHARTER APPROVAL 11**

[**APPENDIX A: REFERENCES 12**](#_heading=h.28h4qwu)

[**APPENDIX B: KEY TERMS 13**](#_heading=h.nmf14n)

[**APPENDIX C: GOALS 14**](#_heading=h.37m2jsg)

# INTRODUCTION

* 1. **PURPOSE OF PROJECT CHARTER**

The *Bot Car Search* project charter documents and tracks the necessary information required by decision maker(s) to approve the project for funding. The project charter should include the needs, scope, justification, and resource commitment as well as the project’s sponsor(s) decision to proceed or not to proceed with the project. It is created during the Initiating Phase of the project.

The intended audience of the *Bot Car Search* project charter is the project sponsor and senior leadership.

# PROJECT AND PRODUCT OVERVIEW

Many people dream of a new car, but constantly checking sales websites just isn't an option. And it's up-to-date information that becomes crucial for a successful purchase.

**That's exactly the problem we're solving!**

Instead of endless searching, our bot will track fresh car sale ads and send you notifications. It's fast, convenient, and you won't miss out on your perfect car again!

Team Composition: The development team comprises five skilled professionals including business analytic, two software engineers and QA testers.

Estimated Project Duration: 4 months

# JUSTIFICATION

* 1. **BUSINESS NEED**

In today's fast-paced world, consumers struggle to find the time to constantly monitor car sale websites for their ideal vehicle. This time constraint can lead to missed opportunities, particularly for deals on high-demand cars. Additionally, the sheer volume of information on various sales platforms can be overwhelming, making it difficult to identify the best fit.

There is a critical business need for a solution that simplifies the car buying journey for busy consumers. This solution should bridge the gap between a customer's needs and the ever-changing car sale landscape.

**Here's how a car sale notification bot addresses this need:**

* **Increased Efficiency:** The bot automates the search process, freeing up valuable time for consumers. They no longer need to spend hours scouring websites.
* **Improved Relevancy:** By personalizing notifications based on user preferences (budget, make, model, features), the bot ensures customers only receive alerts for cars that truly interest them.
* **Enhanced Opportunity:** Real-time notifications allow users to react quickly to new listings, potentially securing the best deals before they disappear.
* **Streamlined Decision Making:** The bot can aggregate information from various sources, providing a central location for users to compare features and pricing.

# SCOPE

* 1. **OBJECTIVES**

The objectives of the car sale notification bot are as follows:

* **Increase User Acquisition:** Attract a significant user base of car buyers looking for a more efficient search process. (e.g., Acquire 10,000 users within the first 6 months)
* **Enhance User Engagement:** Ensure users actively utilize the bot by sending relevant notifications and providing a user-friendly experience. (e.g., Maintain a user retention rate of 80% after the initial signup)
* **Improve Deal Discovery:** Deliver timely notifications for vehicles that match user preferences, allowing them to find their ideal car faster. (e.g., Increase the rate of users finding a car through the bot's notifications to 70%)
* **Simplify Decision-Making:** Offer features that help users compare car options and make informed purchase decisions. (e.g., Implement a comparison tool within the bot that allows users to side-by-side compare features and pricing of different listings)
* **Boost Customer Satisfaction:** Strive for high user satisfaction by providing a valuable service that streamlines the car buying journey. (e.g., Achieve a customer satisfaction rating of 4.5 out of 5 stars based on user feedback)
  1. **HIGH-LEVEL REQUIREMENTS**

The following table presents the requirements that the project’s product, service or result must meet in order for the project objectives to be satisfied.

| **Req. #** | **I Requirement Description** |
| --- | --- |
| **Search for ads** | **The bot should find new ads for the sale of cars on Auto.ria that meet the user's criteria.** |
| **Notifications** | **The bot should send users notifications about new ads that match their criteria.** |
| **Integration with Telegram** | **The bot must be available on Telegram so that users can receive notifications and manage their settings.** |
| **Ease of use** | The bot should be easy to use for people with different levels of technical literacy. |

* 1. **MAJOR DELIVERABLES**

The following table presents the major deliverables that the project’s product, service or result must meet in order for the project objectives to be satisfied.

| **Major Deliverable** | **Deliverable Description** |
| --- | --- |
| Save time | The bot helps users save time by searching for new ads for sale of cars. |
| Convenience | The bot notifies users of new ads that match their criteria. |
| Availability | The bot is available on Telegram, making it user-friendly.  Wide Choice: The bot provides access to ads from Auto.ria, giving users a wider choice. |
| Increase sales | A bot can help increase car sales as it makes ads available to a larger audience. |
| Increase brand awareness | A bot can help increase brand awareness as it will be used by many people. |

4.4 **BONDARIES**

Organizational aspects:

Team building: The project stimulates collaboration between participants from different fields, generating synergy and developing cross-functional skills.

Skill Development: Team members gain valuable experience and knowledge in gaming processes, tools and technologies, leading to their professional growth and empowerment.

Technical aspects:

Improvement of technical skills: Through hands-on experience in graphic design, programming, audio engineering and QA, project participants sharpen their technical skills, which contributes to their personal development and the overall technical potential of the team.

Optimizing development processes: Using lessons learned leads to improvements in development processes, methodologies, and best practices, which in turn increases the efficiency, quality, and scalability of future projects.

# DURATION

* 1. **TIMELINE**

* 1. **EXECUTIVE MILESTONES**

The table below lists the high-level Executive Milestones of the project and their estimated completion timeframe.

| **Executive Milestones** | **Estimated Completion Timeframe** |
| --- | --- |
| Completed Product Concept. | 10.03.2024 |
| Alpha Version Presentation. | 05.04.2024 |
| Beta Version Presentation. | 01.05.2024 |
| Project Release. | 20.05.2024 |

# HIGH-LEVEL ALTERNATIVES ANALYSIS

**Develop custom bot or use existing solution?**

* **Custom bot:** More control and customization, good for learning, but requires more time and resources.
* **Existing solution:** Faster and potentially cheaper, but less customizable.

**Choose based on:**

* **Priority:** Time & budget vs. control & learning.
* **Team expertise:** Can you build and maintain a custom bot?

**Data source options:**

* **Auto.ria (current):** Large pool, familiar, but limited reach.
* **Alternatives:** Other websites or APIs for wider reach and potentially more reliable data.

**Notification platform options:**

* **Telegram (current):** Widely used, familiar, but limited user interface.
* **Alternatives:** Mobile app or multi-platform approach for a richer user experience.

**Choose based on:**

* **Target audience:** Location and platform preferences.
* **Desired experience:** Basic notifications vs. engaging user interface.

# ASSUMPTIONS, CONSTRAINTS AND RISKS

* 1. **ASSUMPTIONS**

Assumption:

Data availability: The bot expects data about new ads to be available on Auto.ria in a format it can understand.

Data quality: The bot expects ad data to be clear, accurate and up-to-date.

Platform stability: The bot expects the Telegram platform to be available and stable.

User Behavior: The bot expects users to use its commands correctly and provide the required information.

* 1. **CONSTRAINTS**

Dependency on Auto.ria: The bot can only get data from Auto.ria. It cannot receive data from other websites or sources.

Data format: The bot can only process data in certain formats. If the data does not conform to these formats, the bot will not be able to process it.

Telegram capabilities: The bot is limited by the capabilities of the Telegram platform. It cannot perform actions that are not possible in Telegram.

Necessity of human assistance: A bot cannot completely replace human assistance.

* 1. **RISKS**

| **Risk** | **Mitigation** |
| --- | --- |
| Auto.ria might change its data structure or limit access to data scraping, hindering the bot's ability to collect new listings. | Explore alternative data sources (other websites, APIs) and implement mechanisms to handle potential data format changes on Auto.ria. |
| Development complexities or unforeseen technical issues may arise during bot development, causing delays and exceeding budget. | Utilize well-defined development methodologies, break down features into smaller tasks, and establish clear testing procedures. |
| The target audience might not find the bot valuable or struggle with its functionalities, leading to low user adoption. | Prioritize user experience through an intuitive interface, clear instructions, and gather user feedback to improve the bot's functionalities. |

# PROJECT ORGANIZATION

* 1. **ROLES AND RESPONSIBILITIES**

This section describes the key roles supporting the project.

| **Name & Organization** | **Project Role** | **Project Responsibilities** |
| --- | --- | --- |
| Vitalii Dorosh | Project Sponsor | Person responsible for acting as the project’s champion and providing direction and support to the team. In the context of this document, this person approves the request for funding, approves the project scope represented in this document, and sets the priority of the project relative to other projects in his/her area of responsibility. |
| Tetiana Sozanska | Project Manager | Person who performs the day-to-day management of the project and has specific accountability for managing the project within the approved constraints of scope, quality, time and cost, to deliver the specified requirements, deliverables and customer satisfaction. |
| Vitalii Dehod and Andrii Cheremshynskiy | Main developer | A person who is engaged in the program development of a project and is responsible for its operation. |
| Andrii Balitskiy | Quality assurance engineer | A person who is responsible for checking the project's performance and bugs. |
| Vita Katsydym | Business Analysis | Is a problem-solver who helps translate business goals into actionable plans |

# **PROJECT CHARTER APPROVAL**

The undersigned acknowledge they have reviewed the project charter and authorize and fund the *Car Bot Search* project. Changes to this project charter will be coordinated with and approved by the undersigned or their designated representatives.

| Signature: |  | Date: | 01.03.2024 |
| --- | --- | --- | --- |
| Print Name: | Vitalii Dorosh |  |  |
| Title: |  |  |  |
| Role: | Project Sponsor |  |  |

| Signature: |  | Date: |  |
| --- | --- | --- | --- |
| Print Name: |  |  |  |
| Title: |  |  |  |
| Role: |  |  |  |

**APPENDIX A: REFERENCES**

The following table summarizes the documents referenced in this document.

| **Document Name and Version** | **Description** | **Location** |
| --- | --- | --- |
| CDC\_UP\_Project\_Charter\_Car\_Bot\_v1.0 | The *”Car Bot”* project charter documents and tracks the necessary information required by decision maker(s) to approve the project for funding. The project charter should include the needs, scope, justification, and resource commitment as well as the project’s sponsor(s) decision to proceed or not to proceed with the project.  It is created during the Initiating Phase of the project. | *https://drive.google.com/drive/folders/1tJAZdsHhcYlJv9lxqXlpOuAXy5X3B\_lV* |