Made with love

**Team members:**

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**Project charter**

Official project name:

Made With Love

Project main sponsor:

|  |  |
| --- | --- |
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| E-mail | Naguib \_sawiris@gmail.com |
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Project manager:

|  |  |
| --- | --- |
| Name | Roaa Essam |
| E-mail | [Roaa\_Essam@gmail.com](mailto:Roaa_Essam@gmail.com) |
| Phone number | 01111111110 |

Purpose of the project:

1. To help small start-ups managers reach a larger audience and raise their income
2. We can exploit all our resources
3. Preserving the history of handcrafts and supporting it
4. To open creativity doors for young minds
5. Increase the company’s revenue and offer more jobs

Business Case:

|  |  |
| --- | --- |
| Company goals | How the project meets it |
| Increasing revenue | The project aims to increase the company’s revenue by 2 streams:   1. Service fees paid by the sellers as a percentage of the total price of the product sold using the application 2. Premium services of sellers such as featured products |
| Getting into e-commerce | E-commerce is glowing up really fast these days which would help the company in reaching more customers and increasing its key demographics |
| Get a better reputation in the market | By helping small business sellers to have a platform where they can increase their sales and revenue, the company should gain a great reputation |

Key deliverables of the project:

Our services to sellers:

1. They can sell their products on a large platform to reach larger audience
2. They can feature their products to reach more people
3. They can compare their prices with other products and set a reasonable price

Our services to customers:

1. They enjoy scrolling through many options and filtering the results
2. They can enjoy a delivery service offered by our company
3. A free exchange and return policy
4. Better customer service

General statement:

1. Collecting information about the project.
2. Use python in coding the application
3. Gathering personal data of the people working in crafts and handmade

4- Testing the program and see if there are errors that we can fix.

5-we will finish the program and publish it.

Timeline:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week0 – Week3 | Week4 – Week7 | Week8-Week11 | Week 11- Week 13 | Week 14 – Week 15 |
| Defining requirements and working on the software and marketing plan | Working on the online marketing campaign and the development of the application | Continuing working on the application and the offline marketing campaign | Working on the database and middle ware starts | Working on the security systems |

|  |  |  |  |
| --- | --- | --- | --- |
| Week16 – Week19 | Week20 – Week23 | Week24-Week27 | Week 28- Week 31 |
| Testing starts | Criteria tests are held | Final approval and surveys | Closing and launching |

Summary budget:

|  |  |  |  |
| --- | --- | --- | --- |
| Feature | details | Min cost | **Max cost** |
| Platform | Android | 80000 | 110000 |
| Architecture | Middle size project | 20000 | 25000 |
| Design | MVP (using standard components) | 30000 | 40000 |
| security | Out of the box Security (HTTPS communication) - For initial MVP versions | 25000 | 35000 |
| data | Offline (persistent storage) | 20000 | 25000 |
| Admin and other features | **Push Notification Favorites feature (like / dislike) Shopping Cart Search (like Amazon)  Rating & reviews (like Yelp)**  **Media Uploading Images Manipulation (Picture parameters / Picture filters / Advanced (colleagues, separate picture elements editing))**  **Manipulation with Device** | 20000 | 20000 |
| Online and offline Marketing | **Social media marketing and offline campaigns** | 200000 | 260000 |
| Testing | **To make sure all the features are working properly** | 40000 | 45000 |
| Closing | **Final approvals and tests and launching** | 40000 | 45000 |

**Total cost = 475,000 – 605,000**

Project assumptions:  
 **Cost assumptions**  
1-The total budget of the project will not exceed and can cover back the capital used.  
2- The total cost of daily operations will remain unchanged.  
3- We will get the cost of application after one year of releasing it.  
  
**software assumptions**1- no logical errors In application coding, therefore, the user can easily use the App without any problem.  
2- High-secure application as the result of using HTTPS communication - For initial MVP versions.  
3- Comfortable design for all users.  
4-The team will write the code in Java.  
5-All the physical devices such as laptops, computers, mobile phones, printers, and more are in good condition to be used when conducting the project.  
  
**Schedule assumptions**  
1- all tasks will be delivered before the deadline.  
2- Data base will arrive as planned within the project schedule  
   
**resources assumptions**1- Funding for App will be provided by various companies as needed.  
2- The team members won’t leave the work before the releasing of the applications.  
3-Collaborate with the Human Resource department in monitoring and supervising the staff members involved in the project by keeping track about their performance.

**Constraints**  
1- We must adhere to mentioned schedule.  
2- We must offer higher quality application than competitors in the same field.  
3- The budget plan must be followed accurately.

High-level risk:

Data loss: is a major inconvenience that disrupts the day-to-day function of any information-based business.

Network downtime: The probability of network downtime during client usage of software.

Cost risk: A shortage or mismanagement of project funds resulting from an inflated budget or other constraints is a threat to the project’s completion.

**Product Scope description:**

This project aims to offer a special product that will help small start-ups and independent talented craftsmen to sell their products on a big platform to reach a higher audience and take their mind of delivers, returns, and exchanges. It also allows customers to scroll through various exceptional products and choose wisely to get without worrying about quality or payment ways.

**Product acceptance criteria:**

1. A fully working android and IOS application
2. A functional dashboard so sellers can upload their products
3. Backup and Restore testing have been completed successfully.
4. All requirements have been formally approved.

Requirements (customer section): {

The customer will find in the product:

handmade products.

The customer will be able to reach and communicate with every and each one of the product makers for inquiries.

Products are guaranteed to be of high quality

The customer should be able to return the product if it has a flaw.}

**Project Deliverables:**

* Proposal: a proposal is a detailed file that displays the purpose of the project and the services it can provide in addition it clearly states the services we are willing to offer to the stakeholders.
* Drawings and documents: it’s important to save the designs drafts in case we update any of them in the future.
* Market research: it shows our competitors and how the customers would hypothetically respond to our product.
* Performance report: it shows which parts to focus on updating and the suggestions from customers and clients through surveys.
* Legal registration number and all paper contracts.
* Software: a mobile application will be provided.

**Project exclusions:**

1. We do not buy and sell, the application acts as a marketplace (e-commerce platform)  
     
   **Project constraints:**

Deadlines:

Product teams need to move according to the established timeline. High priority phases must be done by their deadlines prioritize. Anticipation of roadblocks helps you to launch products on time.

Cost control:

Controlling the budget requires being aware of the original budget, approved costs, forecasted costs, actual costs, and committed costs. If there are any changes to scope or if unforeseen risks have an impact on the approved budgets, the project manager will need to review the level of impact and take corrective action as needed.

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**WBS**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Element | Code | Description | Recourse | Criteria | Cost | Millstone | Person |
| Application software plan | 1.2 | We will put the plan which we will follow in app development, which programming language, and which features will we need. | Developers of the team | The plan should meet the project deliverables. | 10000 | 4 weeks | Developers of the team |
| Marketing plan | 1.1 | It is a plan that defines an advertising strategy that a team will implement to generate leads and reach its target. | The CMO of the project | The success of marketing plan depends on sales achievement of the app. | 10000 | 2 weeks | The CMO of the project |
| Front end development | 1.2.1 | The front end includes components that make up the user interface, which is what the end user will see when opening the app. | Developers of the team | Achievement of software assumption and the opinions of users, how much they feel comfortable when using the app. | 70000 | 4 weeks | Developers of the team |
| Backend data base | 1.2.2 | The back end is part of the application that is hidden from the user; this part is responsible for data processing. | Backend developers | The success of this part depends on how the data will be complete and secure. | 50000 | 6 weeks | Backend developers |
| Interface and graphics | 1.2.3 | The process of designing application interface, colors, fonts, logos and etc. | Graphic designers | When the users feel comfortable with the design. | 40000 | week | Graphic designers |
| Database implementation | 1.2.2.1 | Storing the data using open-source database management. | Database team | Finding no errors in the data. | 25000 | 3 weeks | Database team |
| Middleware development | 1.2.2.2 | Middleware is software that lies between an operating system and the applications running on it. | Developers of the team | Achievement of software assumption. | 25000 | 2 weeks | Developers of the team |
| Security subsystems | 1.2.2.3 | Make the application totally secure for the users and for the owners of the application | Cyber security team | Achievement of security assumption. | 35000 | 2 weeks | Cyber security team |
| testing and releasing plan | 1.3 | This stage will decide if we continue to close the app or return to the plan stage | Teams’ managers |  | 20000 | 4 weeks | Teams managers |
| Criteria tests | 1.3.1 | Testing the criteria that we put to every part of the application by writing test cases that cover all the requirements defined in the document, get test cases reviewed by the QA lead and Execute test cases and detect any bugs. | QA engineers | How the test result met all above criteria | 30000 | 2 weeks | QA engineers |
| Final approval | 1.3.2 | The stage of closing and release the application If the criteria tests success. | QA engineers, Teams managers |  | 35000 | 2 weeks | QA engineers, Teams managers |
| Online marketing | 1.1.1 | Set of tools and methodologies used for advertising for the app services through the internet for instance, making Facebook page to share posts about the app. | Marketing Team | Get the great number of ad views. | 100000 | 2 weeks | The CMO and his team |
| Offline marketing | 1.1.2 | Set of tools and methodologies used for advertising for the app services offline (from TV ads or street banners) | Marketing Team | How these ads will affect people positively. | 150000 | 2 weeks | The CMO and his team |

**WBS dictionary:**

**Responsibility Matrix:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Project manager | Application developer | Database administrator | Marketing manager | Tester |
| Create the application | **C** | **R** |  |  | **S** |
| Market research | **A** |  |  | **R** |  |
| Database management | **C** |  | **R** |  |  |
| Testing the application | **C** | **S** |  |  | **R** |
| Marketing campaign | **A** |  |  | **R** |  |

R = Responsible

S = Support

C = Consult

A= Approve

**Project Network:**

![Diagram, engineering drawing

Description automatically generated]()

**![Diagram

Description automatically generated]()Resource constraints:**

**![Chart

Description automatically generated]()Budget Baseline**:

![Table

Description automatically generated]()

**Risk Monitoring:**

|  |  |  |
| --- | --- | --- |
| Risk | Details | Handling |
| Data loss | The data of the transactions and orders can get lost or deleted | backup files regularly to multiple locations with encryption. |
| Network downtime | The application may stop working because of errors with the server | Examine your system for both external and internal weaknesses.  Have a redundant network connection.  Employ a backup power connection. |
| Cost risk | The expected cost may be greater than the estimated budget | Research the market efficiently before estimating a certain budget and have a smaller backup budget for emergencies |