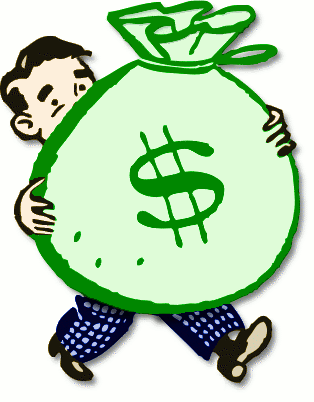
**“Money On The Go” SMART PHONE APPLICATIONS**

***PROJECT PLANNING ~ PartII-A***

*IS663 - Team Project, NJIT*

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1. Process Overview

In this section, the document will lay out a SWOT analysis, emphasize on the selected process model, user stories through product backlog, project plan, and in the next sections, elaborate on risk management involve with this plan and integration with other brokerage companies.

**1.1 Process Model**

By definition, software process model is a set of correlated actions that leads to the making of a software product. In short term, it is a streamlined illustration of a software process. Scrum Agile method will be best suited process model for this project.

Scrum is an iterative and incremental agile software development method for managing software projects, product and application development. According to Schwaber (2011), “It has been used to manage complex product development since the early 1990s. Not a process or technique for building products; rather, it’s a framework within which you can deploy various processes and techniques.” It is a process within which people can address complex adaptive problems, while productively and creatively delivering products of the highest possible value. It consists of time boxed iterations and each iteration produces. They implements items on the PBL/sprint backlog, delivering value to the customer often. The scrum master is responsible for removing impediments to the ability of the team to deliver the sprint goal/deliverables. The role involves that the scrum master prevents interference during iteration. In addition, the scrum master is both a teacher and a referee. Scrum enables the creation of self-organizing teams by encouraging co-location of all team members, and verbal communication between all team members and disciplines in the project.

A key principle of Scrum is its recognition that during a project, the customers can change their minds about what they want and need (often called requirements churn), and that unpredicted challenges cannot be easily addressed in a traditional predictive or planned manner. Scrum iteration is called a sprint. The sprint is a "time boxed" effort, i.e. it is restricted to a specific duration. The duration is fixed in advance for each sprint and is normally between one week and one month. This ensures an appropriate amount of time is spent planning without allowing waste in the planning process. The daily scrum meeting is conducted to keep track of daily project progress. During sprint review meeting, the scum master and the product owner access the product and provide their feedbacks for either new changes to be incorporated to the product or the product release.

**1.2 Project Backlog (User Stories)**

The product backlog is an ordered list of "requirements" that is maintained for a product. It serves as the single source of requirements for any changes that will be made to the product. The earliest development of it only lays out the initially known and best-understood requirements. The product backlog evolves as the product and the environment in which will be used evolves. The product backlog consists of all features, functions, requirements, enhancements, and changes that will made to the product future releases.

The user stories are as follows:

- Profile

* As an app member, I want to modify my profile page to fit my style.
* As an app member, I can add and delete many accounts to my profile.
* As an app member, I can update my accounts.
* As an app member, I can rate and send reviews/feedback about the app (Note: through a link or extra page on the app).
* As an app member, I can view my investments in different categories.
* As a user, I want to have more accurate prediction.
* As a user, I can customize my dashboard.
* As a user, I want the app very easy. So, a few days I become familiar with it.
* As a user, I can view the stock market charts.
* As an app administrator, I can edit any app member profile.
* As an app administrator, I can modify the app to fit customers need.

- News:

* As an app visitor, I can read reviews on the home page.
* As an app visitor, I see the apps’ features.
* As an app administrator, I can set/update fee per version.
* As an app administrator, I can modify the app to fit customers need.

- FAQs

* As an app visitor and member, I can read FAQs.
* As an app administrator, I can maintain an FAQ section.

- Resource

* As an app member, I can update the app when updates are available.
* As a user, I need to keep my information safe.
* As a user, I want to get real time quotes.
* As an app administrator, I can maintain and make updates available for user to use.

- Home Page

* As an app visitor, I want to see apps.
* As an app user, I would like to receive daily news.
* As an app visitor and member, I want to read good reviews from current or former users.
* As an app member, I need to know as soon as I open the page if updates are available.
* As an app member, I want to be able to select automatic update.
* As an app member, I want to be able to get back and forth to all pages in the app.
* As an app administrator, I would like to have some flexibility as to where things appear to accommodate different types of content.

- What is Money On The Go?

* As an app visitor, I want there to be a section of the app that tell me a bit of what “Money On The Go” is.
* As an app administrator, I can create the content of What is Money On The Go section.

- Membership

* As a person, company, I can join Money On The Go app free of charge for the basic version or by paying a little fee for the upgrade, professional version.
* As someone who wants to manage all his investment in one application, subscribe tp the appropriate app.
* As an app administrator, I can set fees for appropriate apps’ version
* As a corporation sponsor, my logo is displayed on appropriate page accordingly
* As someone about to subscribe, I can pay appropriate fee is need it.
* As corporations, banks involve with the app retrieval data, security must be enforced.

*1.2.1 Product Backlog Ranking*

|  |  |  |  |
| --- | --- | --- | --- |
| No. | User Story | Priority (1-4) | Estimation (day) |
| 1 | As a user, I need to log in/register while keeping my information safe. | 1 | 7 |
| 2 | As an app user, I can create an account, add and delete many accounts to my profile. | 1 | 2 |
| 3 | As a user, I want to Sync all accounts in single dashboard. | 1 | 5 |
| 4 | As a user, I want to see all hidden fees | 1 | 3 |
| 5 | As an app user, I can update my accounts. | 2 | 2 |
| 6 | As a user, I want to have real time update (new charges on accounts, new fees & Taxes). | 2 | 5 |
| 7 | As a user, I want to receive a recommendation | 2 | 7 |
| 8 | As an app user, I can view my investments in different categories (chart & tools). | 2 | 4 |
| 9 | As a user, I want to read more about the app’s features. | 2 | 3 |
| 10 | As a user, I want to have a weekly summary. | 3 | 2 |
| 11 | As a user, I want to be able to select automatic update. | 3 | 2 |
| 12 | As a user, I can customize my dashboard. | 3 | 6 |
| 13 | As an app user, I want to modify my profile page to fit my style. | 4 | 3 |
| 14 | As an app user, I can rate and send reviews/feedback about the app. | 4 | 4 |

**1.3 Project Plan & SWOT**

For Project Plan, please refer to the Project Management booklet. Below is Money on the Go SWOT Analysis.

**Internal**

**External**

2. Risk Management

The three possible risks management Money on the go team will be facing are: the integration with other brokerage companies - revenue model generation - accuracy of investments forecasting.

**2.1 Integration with Other Brokerage Companies**

Money on the go app will be link with third party brokerage companies when the user first register and add all accounts from all investment institutes. The user will be required to plug in his/her usernames and passwords. To avoid any data privacy and security breach, Money on the go will not store the user information into its database. The app will be using SSO (Single Sign On) which is a blind verification process what will authenticate the user inputs and link it to the appropriate financial institute. The app is encrypted by 256-bit SSL security, the same level banks, and brokerages companies use.

**2.2 Revenue Model Generation**

One of the major risk that surface was how Money on the go will make money and be profitable since it will be free of charges? Well, Money on the go sources of revenue will be engender from advertising revenue generated through media partnerships and management fees shares negotiated with third party investment advisers and broker dealers. Money on the go will also receive services fees and commission from the broker deal or a portion of the management fees from the investment advisory when it recommends a broker dealer or investment adviser to users’ and they decide in their sole discretion to use the broker dealer or hire the investment advisers. Money on the go will also generate significant revenue when it lunches the premium version which will required a monthly service fees for users to enjoy more features and more saving.

**2.3 Accuracy of Investments Forecasting**

With the premium version, Money on the go will be introducing option to buy and trade stocks to its users based on their portfolio. Knowing how constantly the stock market changes, predicting accurately what when you buy, sell, trade to the users will be very challenging in order to for them to remain loyal to the company. Money on the go will be using some sophisticate algorithms and machine learning to make the prediction.

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