# Project Charter

# **pacaward**

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## 1.Project Description

**Pacaward** is a CLO Android application that combines with Fidel API. The app integrates Fidel SDK so the user can link debit/credit cards to the app. When one of these linked cards is used to complete a purchase that has a discount available on the app, this discount is redeemed automatically and the app sends a transaction notification to the user, which is also made visible in the app.

## 2. Business Objectives and Success Criteria

The business goal is to get the attention of the users to this app even though there are many like it on the market. For this to happen the app must be user friendly (easy to use) and reliable. The success of the app comes from what can make it stand out from the rest, the ratio of quality/quantity of partner brands and their discounts is the main one.

## 3. Vision

Pacaward is a simple CLO app, allows the user to link cards, view offers and view the transactions made.

For future work the user will have some graphs with statistical data.

## 4.Assumptions

- Many identical mobile applications as a consequence of the booming market.

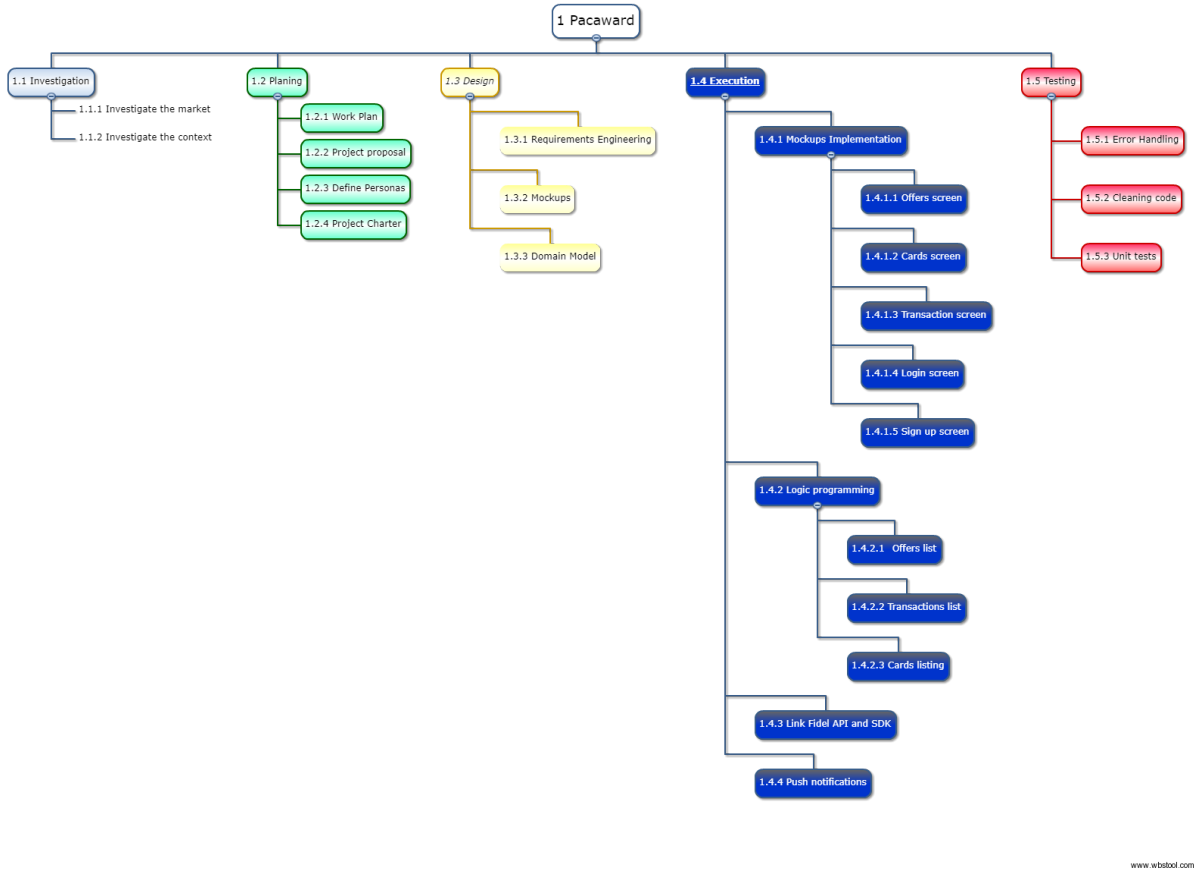
## 5.Constraints

- Inexperience in the development of mobile applications.

## 6.SWOT Analysis

| ***Strengths*** | ***Weaknesses*** |
|---|---|
| Simple app;<br>AWS, Java, using Fidel as a live commercial API;<br>Real live demo with real credit cards. | Not many functionalities beyond the core. |
| ***Opportunities*** | ***Threats*** |
| Booming market;<br>Portugal is a perfect market for cashback offers;<br>First card-linked app in Portugal. | There are a lot of identical apps;<br>Market Competition. |

# 7.WBS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