**Project Charter**

**ISMT E-101**

**Charles Cushing**

**PROJECT NAME**: Technology Reference Guide

**THE NEED**

In the emerging open sourced world of technology, it is difficult to sort through the relevant and appropriate technologies to employ for specific projects. Software Developers need to know where they should focus their attention to keep their skills up to date. Technology managers need to know which platforms are best suited to their needs and which ones are becoming obsolete. Many people in the information technology field need a comprehensive and unbiased source which monitors current trends in platforms and frameworks across different industries in order to make better informed decisions regarding the infrastructure and architecture of their own organizations.

**The One Sentence Summary**

We will implement a web site intended for IT industry professionals which collects data from industry publications, social media, and subject matter experts where users can quickly keep up to date on the emerging trends in IT by industry and technology space.

**Definition of Done**

The project will be considered done when the following 3 functional components have been implemented and verified to be working as intended by the product owner.

* Create a web site which allows subject matter experts to create content related to technologies where they are designated to be experts.
* Create a data warehouse which routinely collects data from industry RSS feeds and social media posts in order to rank and identify technology trends in IT.
* Create a public web site which presents technology trend data in an easy to understand and categorized hierarchy.

**The Why**

The rapidly changing world of IT has created a gap for industry professionals who are trying to keep pace and make informed decisions regarding the platforms and tools they use in their organizations. This site will bridge that gap and help guide better decision making across a wide variety of industries.

**WOW!  FACTOR**

Information Technology professionals will finally have a single source where they can keep up to date with the latest and greatest technologies. This site will categorize and rank the most relevant technologies today in an easy to understand and intuitive format. Predictive analytics algorithms will be used on the back end to help identify real trends in technology that do not rely on potentially biased input from subject matter experts.

**Project Priorities**

1. **Customer Satisfaction** – The success of the project will largely depend on how useful people find it.
2. **Quality** – Quality is always important, but the quality of the information on the site is particularly important because it will be a major factor in determining how useful people find it to be.
3. **Scope –** Actual resources for this project are very limited, so, keeping the scope of what we are trying to achieve will be important.
4. **Cost –** Most of the cost for the initial phase of this project will come from development and design hours from the team, which for now, is free.
5. **Team Satisfaction –** Most projects would not rank this as being high, however, since the team is not being paid, it is important that they find compensation in other ways, such as being satisfied with the work they are doing and taking ownership of the final deliverable.
6. **Schedule –** The project schedule is flexible, but the project scope is not.
7. **ROI –** Revenue generation will not be a priority for this project. Although it will become an important metric further down the road, right now, we want to focus on delivering a working site that people find useful. If we can achieve that, then we can start thinking about profit.

**PROJECT BOUNDARIES**:

The following items will be considered out of scope for this project.

**No advertising on the site** – We do intend to raise revenue on the site through advertising, however, we must first get enough traffic to the site before we can open a revenue stream through advertising. This will eventually be implemented by carefully balancing the goals of remaining unbiased and keeping the site useable and friendly.

**Content for the site will be limited to the following categories**

* Programming Languages
* Platforms and Operating Systems
* Cloud Service Providers
* Database Software
* Development Platforms
* Open Source Frameworks & Libraries
* Enterprise Security and Encryption
* Personal Productivity Software

**User Feedback mechanism for the site:** We will eventually want to open a way for our users to take part in our ranking process, however, for this project, it is considered out of scope.

**Annual Publication –** We are hoping to eventually have our major revenue stream through an annual publication which identifies the major trends we see in our data over the past year. For now, this will be considered out of scope as well.

**Marketing Campaign –** A limited marketing campaign will be made in order to gauge the market response to the site and to meet the usage metrics goals detailed below.

**PROJECT IMPERATIVES**

The following metrics must be met in order to call the project a success. The metrics are split into two categories; metrics for site usage and metrics for site content. We are not concentrating on revenue measures at this time.

**Usage Metrics** – This set of metrics measures the degree to which the site it being used. Data comes directly from the usage and log data generated by the web site.

* **Average Page Views per month:** We have a goal of a baseline of 15,000 page views per month after the site launch with 25% yearly growth thereafter.
* **Unique visitors per day:** Our goal is for a baseline of 50 unique visitors per day after the site launch with 25% yearly growth.
* **Unique Page views per User:** Our goal is for an average 10 page views per user per visit after the site launch and maintain that ratio to be between 10 and 15.

**Content Metrics** – This set of metrics measures the quantity and quality of content provided on the web site. Data is taken from the content database which provides data to the web site.

* **Content Turnover Ratio** – This is a general measure of how often old content is replaced with new. On average, this ratio should be at about 60 days. That is, a page dedicated to a particular technology will, on average, be updated every 60 days.
* **New Content Ratio** – This measures the amount of new technology content as a percentage of all the content. This should be at about 5%.
* **Old Content Ratio** – This measures the amount of old technology content which will be removed from the site as a percentage of all the content. This should also be at about 5%.
* **Number of content pages** – This is a baseline number for how many technology content pages should be available on the site. I am estimating this number to be a constant at around 1,000 pages.

**THE VISION**

The technology reference guide website is the recognized source for unbiased and comprehensive analysis of the most relevant technologies, platforms and frameworks used in the information technology field. This web site strieves to be the Consumer Reports equivalent for products and technologies related to the IT industry.

**CORE TEAM**

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| --- | --- | --- |
| **Name** | **Job Title** | **Responsibility** |
| **John S**. | Front end developer | Develops, deploys and maintains the design of the web site. |
| **Fred W** | Content Manager | Monitors and approves content submitted by subject manager experts. Ensures the quality of the content on the site. |
| **Greg L.** | Enterprise Software SME | Create and maintain content related to their assigned area of expertise. |
| **Amanda B.** | Open Source Framework SME | Create and maintain content related to their assigned area of expertise. |
| **Mueen D.** | Development Platform SME | Create and maintain content related to their assigned area of expertise. |
| **Kate W.** | Productivity Software SME | Create and maintain content related to their assigned area of expertise. |
| **Jason W.** | Product Manager | Directs the overall functionality of all components in the system. Maintains a list of prioritized features for each component. Provides a long term roadmap and plan for the web site. |
| **Steve Y.** | Database Architect | Designs, develops and maintains the data warehouse and BI system. |

**CRUCIAL STAKEHOLDERS**

|  |  |  |
| --- | --- | --- |
| **Name** | **Job Title** | **How will the project impact that stakeholder?** |
| Charles Cushing | Project Sponsor | This project is sponsored and funded by me. Also serves on the product team as the lead systems designer. |
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**STAKEHOLDERS**

|  |  |  |
| --- | --- | --- |
| **Name** |  | **How will the project impact that stakeholder?** |
| Software Developers | User | The major user base for the web site. They will use the site to determine which technologies they should focus on for keeping their skills up to date. |
| IT Managers | User | IT managers will use the site to identify real technology trends and to aid in decisions related to system infrastructure and architecture. |
| BDNA.com | Competitor | This site has a comprehensive list of enterprise software products, but does not categorize or rank them in any meaningful way. |
| G2Crowd | Competitor | This site is comprehensive in its listing of software products, however, there is not much in terms on unbiased ranking. |
| Subject Matter Experts | Content Provider | These are super users who are providing a majority of the content in their respective areas of expertise. |

**FEATURES**

**Must Have**

* A functioning web site which can be viewed by many different devices and is cross platform compatible.
* A functioning content management system which allows subject matter experts to add and update content on the site.
* A data warehouse and business intelligence platform which automatically collects and ranks content from RSS feeds and blogs throughout the internet.

**Nice to Have**

* A donation page which allows users to donate money to the site.
* A discussion board and comments section for users

**OPERATING ENVIRONMENT**

* The web site will be responsively designed using the Twitter Bootstrap CSS framework. The web site will be designed to use REST web services for providing data to the web site. This will allow the web site to eventually service other platforms as needed.
* The web site will be hosted using Amazon Web Services with a virtual server using the latest LAMP (Linux, Apache, MySQL, PHP) stack.
* The content management system will also be hosted on Amazon Web Services and will use Joomla for managing content submitted by the subject matter experts.
* The Data Warehouse and Business Intelligence System will be created using SQL Server and hosted on Windows Server 2008 R2.

**APPROVAL signature**

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**Sponsor                                Date**