**Support A Rattler Milestone 1**

Team Tech Titans

Widly Delone, Terrel Brown,

Jalyn Baker, Sasha Creavalle

October 1, 2023

**Table of Contents**

1: Title

2: Table of Contents

3-6: Project Charter

7-8: Budget, Scope, & Time Estimates

9-10: SWOT Analysis

11-12: Team Contract

13-14: Team Meeting Agenda & Meeting Minutes

**Project Charter**

| **1. General Project Information** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Project Name:** | | | Support a Rattler | | | | | |
| **Executive Sponsors:** | | | Vanessa Coote | | | | | |
| **Department Sponsor:** | | | Vanessa Coote | | | | | |
| **Impact of project:** | | | The impact of this project will be to raise student entrepreneurship and provide services to students who reside on campus and cannot receive the services that off-campus students are able to receive. Doing so will increase student engagement in their social, academic, and business lives. | | | | | |
| **2. Project Team** | | | | | | | | |
|  | **Name** | | | **Department** | | **Telephone** | **E-mail** | |
| **Project Manager:** | Widly Delone | | | CIS | | 7868126753 | Widly1.delone@famu.edu | |
| **Team Members:** | Jalyn Baker | | | CIS | | 4049142087 | jalyn1.baker@famu.edu | |
|  | Sasha Creavalle | | | CIS | | 7024986472 | sasha1.creavalle@famu.edu | |
|  | Terrel Brown | | | CIS | | 9548575771 | terrel1.brown@famu.edu | |
|  |  | | |  | |  |  | |
|  |  | | |  | |  |  | |
|  |  | | |  | |  |  | |
|  |  | | |  | |  |  | |
|  |  | | |  | |  |  | |
| **3. Stakeholders *(e.g., those with a significant interest in or who will be significantly affected by this project)*** | | | | | | | | |
| Larry Robinson - University President | | | | | | | | |
| Shawnta Friday-Stroud - Dean of FAMU School of Business & Industry | | | | | | | | |
| William Hudson - VP of Student Affairs | | | | | | | | |
| Students | | | | | | | | |
|  | | | | | | | | |
| **4. Project Scope Statement** | | | | | | | | |
| **Project Purpose / Business Justification** *Describe the business need this project addresses* | | | | | | | | |
| Support a Rattler is an application that enhances the FAMU community and experience. This app will connect local small businesses with the student population, providing students with easy access to essential services while empowering entrepreneurs to market their products directly to their peers on campus. This initiative aims to elevate the student experience, promote economic growth, foster community engagement, and generate revenue for the university, aligning with FAMU's mission to create a vibrant and interconnected campus environment that benefits both students and the local community, while addressing the importance of supporting black businesses | | | | | | | | |
| **Objectives (in business terms)** *Describe the measurable outcomes of the project, e.g., reduce cost by xxxx or increase quality to yyyy* | | | | | | | | |
| * Enhance Student Entrepreneurship by 20%: Foster professional development for student entrepreneurs by easing the process of the clientele search, empowering them to gain practical experience in managing and growing their businesses. * Achieve Campus Self-Sufficiency: Increase the percentage of essential campus services provided on campus to 80%, reducing reliance on external people and enhancing campus sustainability. * Diversify and Expand Services: Increase the variety and number of services accessible to FAMU students by five through the application and gain at least 500 student users * Generate Revenue: Generate at least $50,000 in revenue within the first year through partnerships, advertising, and transaction fees, which can be reinvested to further enhance the Support a Rattler platform. | | | | | | | | |
| **Deliverables** *List the high-level “products” to be created (e.g., improved xxxx process, employee manual on yyyy)* | | | | | | | | |
| * Platform for businesses to list and sell their product/service * Platform for students to consume these products and communicate with the owners * E-commerce functionality * User registration and profile management * In-app messaging (business to consumer) * Business analytics * Reviews * User friendly UX/UI * Provide an efficient way for student businesses to find clientele * Provide an easy way for students/consumers to access the services that they need * Streamline booking/buying process | | | | | | | | |
| **Scope** *List what the project will and will not address (e.g., this project addresses units that report into the Office of Executive Vice President. Units that report into the Provosts Office are not included)* | | | | | | | | |
| * This project addresses the needs of FAMU students, students not enrolled in FAMU will not be considered * This project addresses the needs of FAMU student businesses. Businesses that do not belong to a current FAMU student not be considered * This project encompasses hair, nail, aesthetician, photography, graphic design, cooking, tutoring services, etc. as well as clothing lines and other product-based companies * Provides FAMU student businesses with marketing materials (pictures, reviews, direct business to consumer communication) and e-commerce functionality * Provides FAMU students with access to various services and products encouraging them to support a fellow rattler | | | | | | | | |
| **Project Milestones** *Propose start and end dates for Project Phases (e.g., Inception, Planning, Construction, Delivery) and other major milestones* | | | | | | | | |
| Milestone 1: BUSINESS PLAN ( September 10th, 2023 - October 1st, 2023)   * Brainstorm project ideas and create a group dynamic * This includes a short biography on all group members * Skills that each group member has knowledge on that will be valuable to the project. * Selecting a project idea, then creating a business plan for the project.   Milestone 2: (Start day October 6th - TBD)   * Creating a use case for the system and how it is going to be used by customers & businesses * Creating a WBS, Gantt chart, and Network Diagram for the system * Creating a detailed document of the project's requirements * Agenda and meeting minutes document.   Milestone 3: (October 27th - TBD)   * Creating and completing a Data Flow Diagram (DFD) * Creating and completing a Request For Quotation (RFQ) * Completing a wireframe for the project * Completing the marketing material for the system * Creating and completing the style guide   Milestone 4: (November 10th - TBD )   * Creating and completing Risk Register * Completing the data dictionary * Completing the learning report | | | | | | | | |
| **Major Known Risks (including significant Assumptions)** *Identify obstacles that may cause the project to fail.* | | | | | | | | |
| **Risk Rating (Hi, Med, Lo)**  **Time Management Med**  **Technical Challenges (coding/programming) Lo**  **Market competition Lo**  **Scope creep Lo**  **Payment processing issues Med**  **Technology compatibility Med**  **User Experience challenges Hi** | | | | | | | | |
| **Constraints** *List* a*ny conditions that may limit the project team’s options with respect to resources, personnel, or schedule (e.g., predetermined budget or project end date, limit on number of staff that may be assigned to the project).* | | | | | | | | |
| * Funding, being a startup company at times funding for our company can be scarce * Level of Expertise, the level of Expertise needed to develop an application can be a problem having to outsource programmers can get costly * Operate under tight timelines to bring our products/services to market, which can alter our ability to iterate and refine Support-A-Rattler * Entering a highly competitive market with social media with limited demand can alter Support-A-Rattlers growth potential. * Legal and regulatory hurdles can delay and restrain us from coming to market as soon as possible. | | | | | | | | |
| **External Dependencies** *Will project success depend on coordination of efforts between the project team and one or more other individuals or groups? Has everyone involved agreed to this interaction?* | | | | | | | | |
| * Depending on different teams to work cohesively * Having student participation in regard to using a newer application * Having the right amount of traction overall going towards our application can cause future problems * Economic hardships can affect our success depending on the economy. | | | | | | | | |
| **5. Communication Strategy** *(specify how the project manager will communicate to the Executive Sponsor, Project Team members and Stakeholders, e.g., frequency of status reports, frequency of Project Team meetings, etc.* | | | | | | | | |
| Communication will be primarily through email and Zoom between all sponsors, managers, and team members | | | | | | | | |
| **6. Sign-off** | | | | | | | | |
|  | | **Name** | | | **Signature** | | | **Date (MM/DD/YYYY)** |
| **Executive Sponsor** | | Vanessa Coote | | |  | | | 10/1/2023 |
| **Department Sponsor** | | Vanessa Coote | | |  | | | 10/1/2023 |
| **Project Manager** | | Widly Delone | | | Widly Delone | | | 10/1/2023 |
| **7. Notes** | | | | | | | | |
|  | | | | | | | | |

**Budget, Time, Scope Estimates**

#### **Budget**

| **WBS Categories** | **Approx.**  **Time (hr)** | **Cost/hr** | **Total** | **Total Cost** |
| --- | --- | --- | --- | --- |
| 1. Project Initiation |  |  | **$50,000** | **$50,000** |
| 1.1 Confirm Scope and Deliverables | 100 | $150 | **$15,000** |  |
| 1.2 Develop a Work Plan | 100 | $150 | **$15,000** |  |
| 1.3 Set Up Project Team | 133 | $150.38 | **$20,000** |  |
| 2. Data Review, Planning, and Research |  |  | **$55,000** | **$ 55,000** |
| 2.1 Research & Review Existing Apps of similar type | 150 |  | **$55,000** |  |
| 3. Application Design |  |  | **$75,000** | **$75,000** |
| 3.1 Design User Interface | 167 | $ 149 | **$25,000** |  |
| 3.2 Design User Experience | 167 | $ 149 | **$25,000** |  |
| 3.3 Complete Prototyping and Wireframing | 167 | $ 149 | **$25,000** |  |
| 4. Development |  |  | **$95,000** | **$95,000** |
| 4.1 Develop Backend | 233 | $ 150.21 | **$35,000** |  |
| 4.2 Develop Frontend | 200 | $ 150 | **$30,000** |  |
| 4.3 Integrate Database | 200 | $ 150 | **$30,000** |  |
| 5. Implementation |  |  | **$100,000** | **$100,000** |
| 5.1 App Deployment and Configuration | 233 | $150.21 | **$35,000** |  |
| 5.2 Integration with Third-Party Services | 200 | $ 150 | **$30,000** |  |
| 5.3 User Account Setup and Validation | 200 | $ 150 | **$30,000** |  |
| 6. Quality Control and Assurance |  |  | **$75,000** | **$75,000** |
| 6.1 Functional Testing | 167 | $ 149 | **$25,000** |  |
| 6.2 Performance Testing | 167 | $ 149 | **$35,000** |  |
| 6.3 Ensure all requirements are met and integrated | 0 | 0 |  |  |
| 7. Soft Launch |  |  | **$115,000** | **$115,000** |
| 7.1 Launch a soft-less powerful version of the Support-A-Rattler | 567 | $149 | **$85,000** |  |
| 7.2 Ware-test the soft launch | 372 | $149 | **$25,000** |  |
| 7.3 De-bug | 133 | $133 | **$10,000** |  |
| 8. Project Closure |  |  | **$10,000** | **$10,000** |
| 8.1 Documentation | 67 | $149 | **$10,000** |  |
| 8.2 Project Closure |  |  |  |  |
| **Subtotal** |  |  |  |  |
| **Reserves** |  |  |  | **$367,700** |
| **Total** | **3,290** | **$3,149.79** | **$575,000** | **$ 575,000** |

#### **Time & Scope Estimates**

| **WBS Categories** | **Internal time/hours needed to develop app for 1000 users** | **Time/hours needed to develop app for 10,000 user** |
| --- | --- | --- |
| 1. Project Initiation |  |  |
| 1.1 Confirm Scope and Deliverables | 100 | 1000 |
| 1.2 Develop a Work Plan | 100 | 1000 |
| 1.3 Set Up Project Team | 133 | 1300 |
| 2. Data Review, Planning, and Research |  |  |
| 2.1 Research & Review Existing Apps of Similar Type | 150 | 1500 |
| 3. Application Design |  |  |
| 3.1 Design User Interface | 167 | 1670 |
| 3.2 Design User Experience | 167 | 1670 |
| 3.3 Complete Prototyping and Wireframing | 167 | 1670 |
| 4. Development |  |  |
| 4.1 Develop Backend | 233 | 2330 |
| 4.2 Develop Frontend | 200 | 2000 |
| 4.3 Integrate Database | 200 | 2000 |
| 5. Implementation |  |  |
| 5.1 App Deployment and Configuration | 233 | 2330 |
| 5.2 Integration with Third-Party Services | 200 | 2000 |
| 5.3 User Account Setup and Validation | 200 | 2000 |
| 6. Quality Control and Assurance |  |  |
| 6.1 Functional Testing | 167 | 1670 |
| 6.2 Performance Testing | 167 | 1670 |
| 6.3 Ensure all requirements are met and integrated | 0 |  |
| 7. Soft Launch |  |  |
| 7.1 Launch a soft-less powerful version of the Support-A-Rattler | 567 | 5670 |
| 7.2 Ware-test the soft launch | 372 | 3720 |
| 7.3 De-bug | 133 | 1330 |
| 8. Project Closure |  |  |
| 8.1 Documentation | 67 | 670 |
| 8.2 Project Closure | 0 |  |
|  |  |  |
| **TOTAL** | **3,723** | **37,230** |

# **SWOT Analysis**

| Strengths | 1. Allow for the “FAMU Dollar” to be spread around campus 2. Give a platform to student entrepreneurs to gain notoriety 3. Provide a space where students can purchase local goods 4. The platform is straightforward to use, allowing users to post ads quickly and find what they need with minimal effort. 5. It fosters a sense of community as users interact with one another and share information about local products and services. 6. It is designed for local transactions, making it ideal for buying and selling items within a specific geographic area. |
| --- | --- |
| Weaknesses | 1. Limited user base: This will affect the app’s ability to grow and gain popularity 2. Seasonal usage: This means that the app will only be at peak usage during fall or spring semesters when most students are on campus. 3. Adoption barriers: This means that not all students will be able to use the app due to older devices, accessibility issues, or even low storage on their devices. 4. Quality Control: In shorter terms, how will we ensure users that the services on the app are not subpar or fraudulent? 5. Trust & Safety: Building trust amongst students and entrepreneurs through the app is important because it needs to be handled properly to ensure participation in the app. 6. Feedback and Iteration: Seeing as there are many students on campus, keeping up with feedback and committing to the needs and preferences of students on the app could end up being very demanding. |
| Opportunities | 1. Market Expansion: Support a Rattler can expand its user base to other university campuses, increasing its impact and revenue potential 2. Partnerships: Support a Rattler can partner with local businesses, student organizations, or even SBI to increase the app’s scope and overall user experience 3. Integrating more services: Expanding beyond services and goods, the app could have features pertaining to event listings, job listings, or local promotions, attracting a wider user base. 4. Increased In-App features: Features like messaging, smart scheduling, AI, etc. can be integrated to improve the overall user experience. 5. User Gamification: Integrating a points/rewards system, leaderboard, or badges on both the service receiver and provider end can increase engagement. 6. Specialized Marketing Campaigns: Marketing efforts can be tailored to specific campus events (Homecoming, football games, etc.) or student needs to boost engagement during peak times. |
| Threats | 1. Failure to acquire users and maintain/grow engagement 2. Competition to existing platforms that may provide a similar experience 3. Development challenges that prevent us from creating a valuable product or user experience 4. Data privacy on the business and consumer side, especially regarding card information 5. Possible dependency on a third-party service or API 6. Failure in marketing or promotion 7. Legal requirements on the state and federal level regarding data and business operations 8. Misuse of the app to try and scam student consumers |

**Team Contract**

Team Name: \_\_\_\_Tech Titans Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_October 1st, 2023\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

| GOALS: What are our team goals for this project?  What do we want to accomplish? What skills do we want to develop or refine? |
| --- |
| 1. The team goal for this project is to enhance our systems design, programming, database management, and our project management skills. 2. We want to provide users with a system that will motivate them to become entrepreneurs throughout campus with an app that will get them discovered for their specific skills. 3. We want to provide the customers with access to on-campus services that they are looking for. |
| EXPECTATIONS: What do we expect of one another in regard to attendance at meetings, participation, frequency of communication, the quality of work, etc.? |
| 1. In regards to attendance we expect one another to hold ourselves accountable for attending the meetings, participation throughout the meetings, and to stay in contact with one another if help is needed. 2. This is important because, if one of us is struggling with a specific task or objective and we do not ask for help or communicate properly, it will cost the project time and will put us behind schedule. 3. Make sure we follow the rubric for each project task and objective. |
| POLICIES & PROCEDURES: What rules can we agree on to help us meet our goals and expectations? |
| 1. Communication is key, meaning we should keep each other up-to-date throughout the project’s life cycle. 2. Complete individual tasks assigned and regroup to summarize each project objectives. 3. Ask for help, clarification, and verification when needed for a project task. 4. Summarize previous project objectives ahead of new project objectives in order to stay on track, at every meeting. |
| CONSEQUENCES: How will we address non-performance in regard to these goals, expectations, policies and procedures? |
| 1. The first occurrence will result in a reminder. 2. A second occurrence will result in a warning, 3. The third occurrence will result in a warning and it will be mentioned to the professor that you are not putting in work or effort within the group project. 4. The fourth occurrence will result in termination from the group project since you are not contributing positively to the project. |

We share these goals and expectations and agree to these policies, procedures, and consequences.

Team member name- Widly Delone

Team member name- Jalyn Baker

Team member name- Creavalle

Team member name- Terrel Brown

**Agenda & Meeting Minutes**

**9/10**

**AGENDA:**

1. During this meeting, our agenda was to:
   1. Create a team name
   2. The chosen communication method & how frequently we would meet
   3. Our approach logistically towards the project workflow and collaboration
   4. An analysis of our group dynamics
   5. We covered a brief introduction for each team member to create a short professional biography sketch for each team member.
2. This meeting took place on September 10th from 4 pm-5 pm on Zoom.

**9/17**

**AGENDA:**

1. During this meeting, our agenda was to:
   1. Create a business plan for Tech Titans Company.
   2. Create an executive summary, company description section, market research, Service line, & marketing/sales info section.
2. Once we finished all those objectives, we created a section for Project Ideas.
   1. Project Ideas template included:
      1. Project’s general information. I.e.; project title, project number, project manager, and documented date.
      2. Background information about the idea.
      3. An idea Statement section, which included the project’s justification, the expected outcome, & the strategic alignment.
3. This meeting took place on September 17th, from 4 pm-5pm on Zoom, and from 5-7 pm outside of Zoom.

**9/24**

**AGENDA:**

1. Review what was done last week
   1. Business plan
2. Go over what tasks need to be completed
   1. Project Charter
   2. SWOT Analysis
   3. Budget Scope & Time Estimates
   4. Team Contract
3. Begin dividing work

**10/01**

**AGENDA:**

1. Review pre-submission for project charter and make necessary changes
2. Worked on SCOPE, Time, and budget estimates
3. Worked on the Task list for project
4. This meeting took place on Zoom on October 1st, 2023, from 5:10 pm - 8:30 pm.

**Meeting Minutes:**

* Project choice: Support a Rattler
* Decided to distribute Milestone 1 responsibilities and due dates
  + Project Charter & SWOT Analysis: 9/28
  + Budget Scope & Time Estimates & Team Contract: 10/1