**PROJECT SCOPE STATEMENT**

Project Title: Flip Coin and Win Android Application Development

Project Manager: M.K. Arslan

Project In-Scope:

* Creation of the prototypes by taking ideas/opinions from real users
* Creation of the Android application
* Creating the project in a suitable design(MVC) to be able to be used by the incoming apps of the company
* Keeping the application bug free before/during the real world usage
* Making the application among top 10 apps in its category
* Creating a cash flow 100$/ day after the settlement period of the application
* Making the marketing activities in variety of media channels and keeping the costs as low as possible according to the budget
* Creating the user base and collect the necessity data from the users to be able to use in the next applications
* Monitoring the analytics closely during all lifecycle of the project
* Depending on the success of the project, contacting with the big players(investors) for support for the current and next projects

Project Out of Scope:

* Making the purchases and money transfers by 3. party vendors other than Google itself (Paypal etc..)
* Creating libraries for any part of the project
* Creating a custom architecture for multiplayer gaming in mobile phones
* Selling the user data to other companies
* Preparing an extremely detailed project plan, such as for big business enterprises

Product Deliverables:

* The application itself
* Well crafted design to be able to further utilized for the next applications
* Automated google ads optimizer system to maximize the user pool with the least cost
* Creating some extra packages for further purchasing after initial release and growth
* An easy template based website for more publicity

Acceptance Criteria:

* Application will be fully functional upon releasing
* Alls tests will be done and app will be bug free before release.
* Before the production release, Alpha and Beta releases will be done and some possible modifications will be implemented according to the user feedbacks
* The code itself shall never be revealed on public or any version control system
* Most of the possible legal conflicts will be solved long before the app is relased

Assumptions and Constraints:

* Project will be finished according to the timetable. Any constraints other than extra 2 months will be slightly problematic.
* Future legal conflicts or future PlayStore conflicts because of a policy changes may also limit the flexibility of the application, so suitable design and explanation must be implemented.
* Without first initial advertisements, app publicity may be lower than expected so extra budget may be required. This extra budget should be used very wisely not to pass to the negative financial situation.
* Firebase and Play Game services, which create the backbone of the structure may also subject to change. That’s why, latest frameworks, SDKs and latest practices should be implemented to get minimum damage in the future
* Similar applications may be created during the production process, so an eye must be kept on the market and best UX practices should never be underestimated.

**Date of approval: Prepared by: Approved by:**

31.10.2018 M.K. Arslan M.K. Arslan