PROJECT CHARTER

Project information

Name: Flip Coin and Win

Start date: 2018-10-10

End date: 2019-02-15

Project objectives

* Publishing the app with desired functionalities
* Engaging Android phone users into installing the app
* Making people happy and excited to use the app frequently(preferably everyday)
* Making people do purchase coins using the app
* Making people share the app with their closed ones
* Earning a regular income of around 100$/day from the ads and inapp purchases after the settlement period

Project scope

* Creation of the app
* Testing the app in extreme conditions (server overload, too many users/too many interactions)
* Doing A/B tests and other necessary marketing stuffs to get high rankings
* Searching and applying the most suitable marketing campaigns/ ads to reach more users
* Doing regular and unplanned updates/ improvements/ marketing strategy changes to be able to reach and sustain 100$/day revenue (After project creation lifecycle ended)

Main Stakeholders

M.K. Arslan – project manager, coder

90-102 Łódź, Piotrkowska 80,

tel. 464354610, e-mail: mehakars@gmail.com

Travis Tyler – tester, coder

90-102 Łódź, Piotrkowska 85,

tel. 365930537, e-mail: tylert88@gmail.com

Milestones Overview

* 2018-10-25 – Researching similar approaches/apps

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* 2018-10-31 – Prototyping

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* 2018-11-07 – UI design

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* 2018-11-17 – General application logic coding w.out web implementation

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* 2019-01-01 – Back-end & multiplayer Integration

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* 2019-01-25 – UX final touches /Testing

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* 2019-01-31 – Alpha/Beta tests

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* 2019-02-14 – PR, marketing

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* 2019-02-15 – Publishing

Sources of funding

-Around 400 zł for ads-marketing / Own funds

-If project gets big enough another 400-1000 zł for gaining more

user acqusition / Own funds

-If project becomes a superhit, investor contracts can be considered

Initial cost estimation

500 zł.

Limitations and risks

Technical problems with database handling

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Possible legal issues with some countries’ regulations

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Not getting the desired popularity/cash flow following the project

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

M.K. Arslan