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CS 413 2018-2019 Fall

PROJECT CHARTER

Project AYOUTO

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1. Introduction

This is a project charter document for the project named Ayouto, an innovative online platform for selling, purchasing and dealing cars. This document is written to describe the project's vision and goals; organization, roles and responsibilities. It also identifies the main shareholders as well as its deliverables, risks, assumptions and constraints.

2. Preliminary Scope Statement and Product Definition

Ayouto is a project to create an online platform for advertising, selling and purchasing cars directed to automobile manufacturers as well as common people. The final product will be a robust online web page accessible from the public internet.

The final product will have the following features:

- The automobile manufacturers will be able to:
  - Register and login to the platform via invite
  - Create and manage company profile, to describe their company and products
  - Advertise and sell their brand new products by its price, description, pictures, video, and other specifications. Products will include car accessories as well.
  - Provide customization options for the end users
  - Promote their products via advertisement on our platform
  - View reviews from the customers
  - Provide online support to its customers
  - Receive money from sales directly
- Normal users who want to sell products will be able to:
  - Register and login to the platform
  - Advertise and sell their second hand cars by its price, description, pictures, video, and other specifications.
  - Provide contact details for connecting with their customers
  - Review and analyze reviews by their customers

- Normal users who want to purchase a car will be able to:
  - Register and login to the platform
  - Search and filter products by its:
    - State (brand-new/second-hand)
    - Price
    - Model
    - Year
    - Other specifications
  - Purchase a car directly from a manufacturer with credit/bank card
  - Contact other users for purchasing second hand cars
  - Rate other users who sell cars, and manufacturers and their products
  - Follow manufacturers to be updated about new products via email
- Platform will have multi-language support. English and Turkish initially.
- Platform will be easy to navigate
- Platform will have mobile-friendly interface

3. Project Purpose

Ayouto is an ambitious project aimed to disrupt the process of selling and purchasing cars. Today, in order to buy a car, a person usually has to visit multiple different online platforms, or dealerships and search through their catalogs. There are also some online webpages, which allow users to advertise second hand cars. However, they lack in innovation and market share as they are not totally dedicated to this market. In Ayouto project, we want to solve this problem. By bringing together various automobile manufacturers as well as second hand cars in the same platform, Ayouto plans to revolutionize the market of car industry. Our customers will no longer have to go to the trouble of visiting different platforms specific to a brand, or a dealership, to find their dream car. Also we will introduce new potential customers to automobile manufacturers, by bringing them together and opening up an opportunity to reach to each other's audience. In the end, Ayouto aims to eliminate dealerships, and dominate the market for selling cars.

4. Project Shareholders

The project shareholders for the Ayouto project are as follows:
- Project team: Ferhat Serdar Atalay, Imran Hajiyev, Gunduz Huseynli, Metehan Kesekler
- Project manager: Gunduz Huseynli
- Project sponsor: Haluk Altunel
- Ayouto customers:
    - Automobile manufacturers
    - Normal users

Project manager is a high level and high interest shareholder, thus he will be informed about the projects status daily, in meetings by the team.

Project sponsor is a high power and low interest shareholder, and so he will be informed by the project's status by weekly emails, and in person presentations by the manager and via deliverables by the project team.

Our customers are low power and low interest shareholders, and as a result they will be informed via the project status blog, or public announcements.

5. Project Organization

Since the project team is limited to 4 engineers, working part time on the project, projectized organization structure suits best to our needs. In this organization structure, all team members will be working on multiple parts of the project, that are close to their experience and skills. They will all directly report to the manager with their progress, and manager will be overseeing all aspects of the project directly. Also, manager will have be taking part in low level tasks, such as software development and deploying the project, in order to mitigate the risk from the low number of team members working on the project.

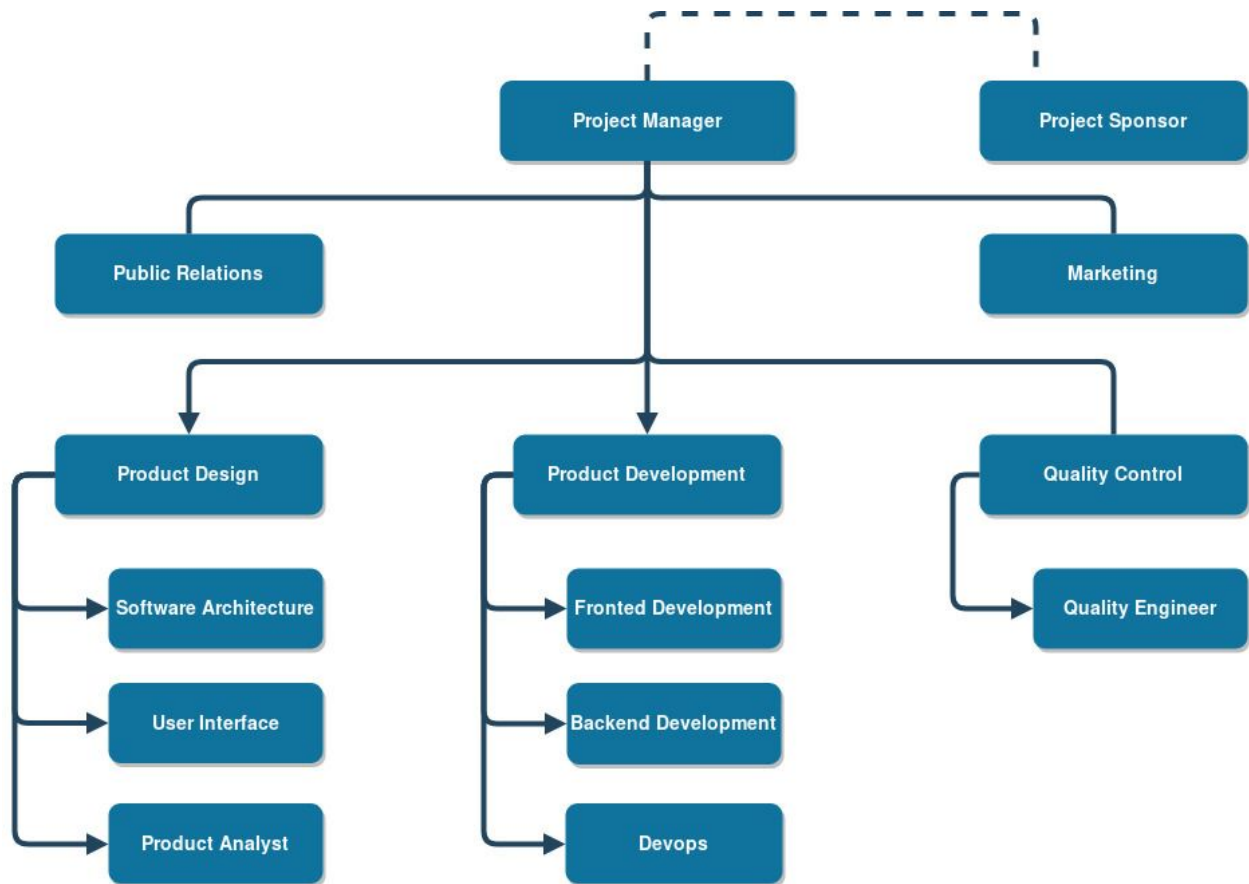Project organization is described in the following chart:

Image 1: Ayouto Project Organization Chart

6. Roles and Responsibilities

The roles and responsibilities in the Ayouto project are listed below:

6.1 Project Sponsor: Haluk Altunel
Project sponsor is responsible for determining the general guidelines for the project that will be followed by the project team. He will also play an important part in assessing whether the project has succeeded or not.

6.2 Project Manager: Gunduz Huseynli
Project manager will be responsible from all stages of the project, from its initiation to its end. He will design the schedule, budget, communications plans for the project. He will manage the team, in project design, development and testing stages, as well as guide the public relations and marketing representatives for their tasks. He will also be responsible for communication between the project team and the sponsor.

6.3 Public Relations: Metehan Kesekler

Public relations representative will meet with the potential customers, and receive their feedback, with one to one interviews, or by conducting polls. All feedbacks will be considered and discussed by the team and changes will be made according to feedbacks.

6.4 Marketing: Ferhat Serdar Atalay, Imran Hajiyev

Marketing representative will be responsible for meeting with automobile manufacturers and conveying their feedback for the Ayouto back to the project manager. He will also be responsible for convincing these companies, to buy and use our final product by explaining the features and why they should use it instead of other similar softwares.

6.5 Product Design: Project Team

Whole project team will be responsible for the design process

6.5.1 Software Architecture: Gunduz Huseynli, Metehan Kesekler

Software architects will be responsible for the both high-level and low-level design of the complete system.

6.5.2 User Interface: Metehan Kesekler, Ferhat Serdar Atalay, Imran Hajiyev

User interface team will work on the mockups, and design of the user interface for the Ayouto platform.

6.5.3 Product Analyst: Ferhat Serdar Atalay, Imran Hajiyev

Product analyst team will work together with product manager to choose the project scope, and carry out domain and requirements analysis.

6.6 Product Development: Project Team

Whole project team will be responsible for development of the product.

6.6.1 Frontend Development: Metehan Kesekler, Ferhat Serdar Atalay, Imran Hajiyev

Fronted developers will be responsible for developing the user interface of the Ayouto platform.

6.6.2 Backend Development: Gunduz Huseynli

Backend developer will be responsible for developing the backend of the Ayouto platform. They will also design, and manage the database for the platform, and develop any other required service for other parts of the system.

6.6.3 Devops: Gunduz Huseynli

Devops team will be responsible for researching and introducing new technology that will facilitate and improve the development process. They will also be responsible for deploying, and maintaining the final product.

6.6 Quality Control: Imran Hajiyev

Quality control engineer will work with project manager to check the quality of the final product. He will also be responsible for developing tests to maintain the quality and progress throughout the development process.

7. Milestones and Deliverables

Below are the proposed deliverables by the project team.

Deadline	Deliverable	Delivered to
22.10.2018	Project Charter	Sponsor
03.11.2018	Requirements Document	Sponsor
14.11.2018	High Level Design / Mockup	Sponsor
17.11.2018	First (crude) implementation iteration	Project Manager
25.11.2018	Low Level Design	Sponsor
27.11.2018	Second implementation iteration	Project Manager
10.12.2018	Final Project Report	Sponsor
14.12.2018	Final implementation iteration	Project Manager
17.12.2018	Project Demo (to sponsor)	Sponsor
01.01.2019	Soft market launch	Public

8. Effects of the Project

Below are the anticipated effects of the Ayouto project:
- Facilitate the automobile selling and purchasing process online
- Decrease the number of dealerships and standalone brand webpages, and gather various brands and customer groups together
- Dominate the local market as Ayouto in Turkey, and open to international markets

9. Assumptions and Constraints

The technical capability of the team members are assumed to be high enough to undertake and successfully deliver such a project. Also team members are assumed to be well equipped with domain knowledge, or have the abilities to gather such expertise upon need. Furthermore, all team members are assumed to dedicate significant effort into the Ayouto project throughout the whole course of this project.

One of the main constraints is time, as our sponsor wants a functional product in a very short amount of time. Also it must be considered that none of the team members are able to dedicate their full time into this project, as they each of them have their side work as well.

Another significant constraint would is financial resources, since the team will not receive any money from the sponsor for developing and completing the project. Thus, team members must rely on their own limited financial reserves.

Finally, another main constraint is the number of people working in the team, as it is limited to only 4 people.

10. Success Criteria

Ayouto's success criteria will be judged mainly based on the demo planned to be carried out on the third week of December 2018. The project will be successful, if the desired product could be developed without exceeding budget, or time goals. In the end, project should be appealing to both automobile manufacturers with its business opportunities, and its customers with its ease of use and appealing offers. The end product should also satisfy the project sponsor.

11. Initial Risks

Exceeding the deadlines: There is a medium risk of not reaching the deadlines proposed in milestones section, due to the limited resources of the project. This risk will be managed by the project manager by continuous monitor of the project progress.

Team members leaving the project: There is also a low risk of team members leaving the project, in the initial stages of the project. This is minimized by learning each team member's passion for the project, and their workloads during the predicted development timeline.

Producing successful final product that will dominate the local market and satisfy the project sponsor. This is a positive risk that team will work very hard to increase to the maximum.