

Information page

ENGG4800 – Project Management

Proposal submission

☒ White paper | ☐ Final proposal

Project title:

Linking Uni

Group no:

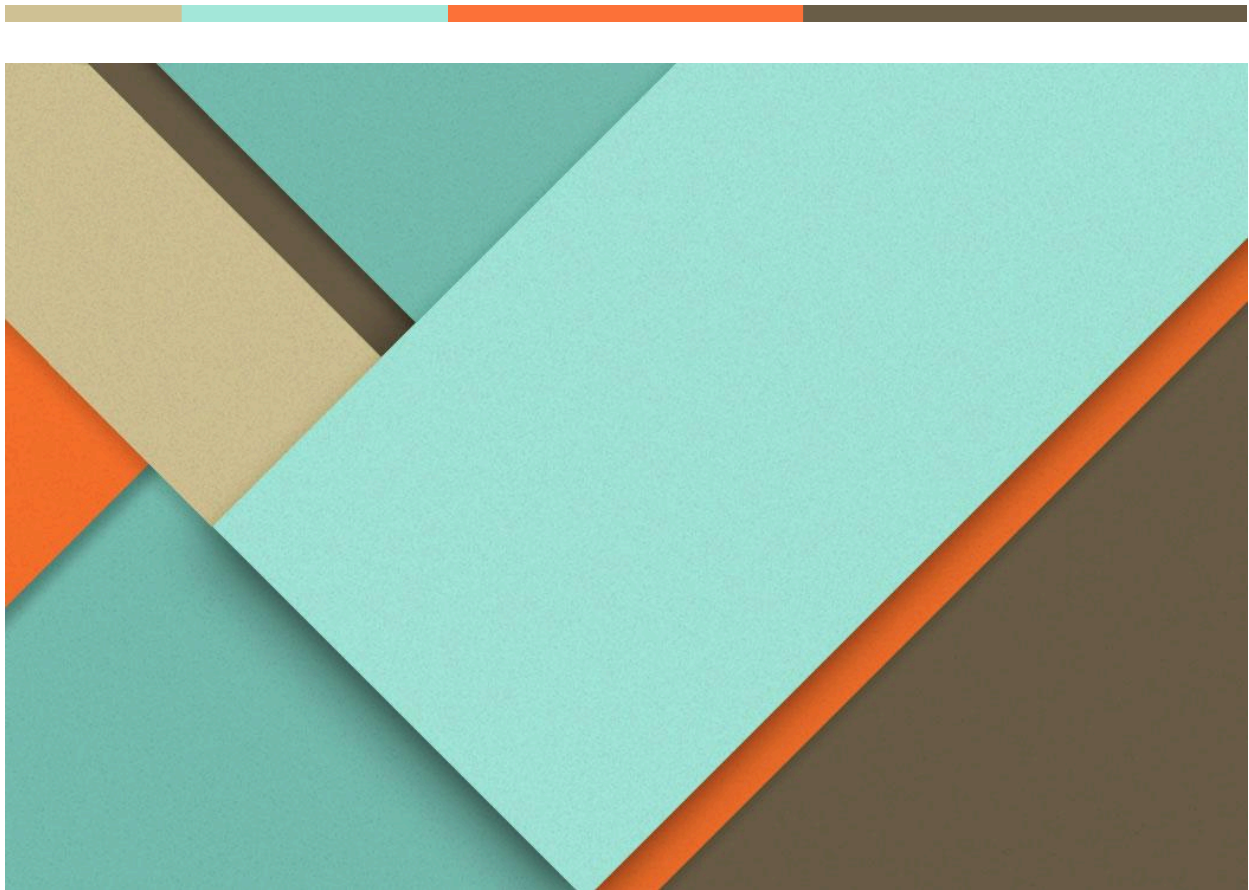
Team16

Date of submission:

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Linking Uni App

25/03/2025

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1 Executive summary

1.1 totally overview

1.1.1 Project overview

This white paper aims to design a mobile app for university students in Australia to help each other, providing multiple functions such as Trade second-hand goods, Share academic resources, Exchange employment information, Commission-Based Help Service.

The purpose is to enhance the closeness of the connection between students, fill the gap in the market for adaptive platforms dominated by Australian students and also international students, and make profits by taking students' daily life behaviors as the entry point. This white paper is mainly divided into three parts: basic Introduction, Significance, Methodology and detailed analysis.

1.1.2 Goals and strategies

The goals of the project is to provide a one-stop application platform that integrates multiple services for users on Australian university campuses, addressing the practical needs of students and faculty in their daily studies, life, job hunting, and collaboration. The strategies of the platform include:

- 1) Exclusive user market positioning: Clearly focusing on the group of students and faculty at Australian universities, enhancing user authenticity and accuracy;
- 2) Identity verification system: Implementing strict identity verification to ensure the authenticity of user identities and the accuracy of information;
- 3) Integration of multifunctional modules: Integrating modules for second-hand transactions, academic resource sharing, employment information exchange, and commission task delegation services;
- 4) Diverse profit models: Ensuring stable and continuous income for the platform through corporate advertising, paid content promotion, and commission earnings.

1.1.3 Competitive advantage

- 1) Existing mainstream social and transaction platforms generally have problems such as difficulty in distinguishing true and false information and unclear user identities. The platform adopts a strict university authentication system to ensure the authenticity of users and increase user trust.

2)Traditional campus social platforms have single functions and require users to frequently switch between multiple platforms. "Linking Uni" integrates services into a single application to improve platform stickiness.

3)Through data analysis and artificial intelligence algorithms, it actively recommends content that users are interested in, improving user satisfaction and usage frequency.

1.2 White paper overview

1.2.1 Basic introduction

This section introduces the basic situation of the project. It first confirms the project scope and design objectives, and then designs a basic project plan based on the specific situation of the project, including technical feasibility and technical limitations, and designs project progress milestones.


1.2.2 Significance

This part mainly analyzes the innovation, necessity and profit model of project design. Specifically, teachers and students in Australian universities lack a safe and reliable on-campus transaction and cooperation platform, and the existing social platforms are mixed with information, and it is difficult to verify their identities. The "Linking Uni" application developed by this project establishes a credible and efficient exclusive trading platform through real-name identity authentication and clear user classification, providing second-hand trading, employment information, academic sharing and task entrustment services. In terms of the market, the scale of Australian university users is large enough to support the stable operation of the platform. The platform's profit model is clear, including paid exposure, advertising revenue and transaction commissions , which effectively solves the pain points of service demand on campus.

1.2.3 Methodology and detailed analysis

This module is divided into three main parts:

1)show the integration of WBS with the OBS.The project is divided into seven phases: Planning and Organization, Project Management, Design, Development, Testing, Deploy/Install, and Maintenance.Finally, we get the integrated graph



2) Completed the project's AON, which is allocated according to the project's time (300 days). After conducting a project needs analysis, the entire project is divided into various parts from beginning to end, and then the design time and planning time of each part of the project are determined, which is determined by the personnel allocation of each part and the difficulty of the project part. After planning the time of each part, the AON design diagram and critical path of the project are planned according to the necessary relevance of the project.

3) A reasonable allocation of the project budget based on the project's various expenses. The budget is divided into personnel budget, operation budget and equipment budget. The personnel budget is calculated and adjusted based on the average salary provided by the Australian government, while the equipment budget and operating budget depend on the market price.

ps. All images have clearer versions available in the appendix.

2 Introduction and Brief project statement

2.1 Objective

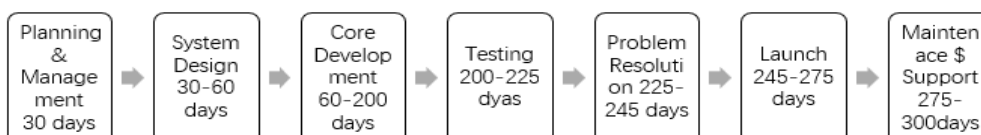
The objective of this project is to develop an application named 'Linking Uni', which will only be available for registration by 'Australian university students and faculty members.' This app aims to provide a safe and efficient online environment for the university community to interact with each other including trading second-hand goods, sharing academic resources, and exchanging employment information. Unlike traditional platforms that lack user authenticity and the reliability of exchanged information, the application aims to provide a secure and efficient online interactive environment for the university community by implementing an identity authentication process.

2.2 Deliverables

Mobile App that can allow users to register, post, search, communicate, and perform other operations on multiple platforms. An authentication module ensures that the user is enrolled or employed. Develop an integrated platform for the four major functional modules

- 1) Trade second-hand goods
- 2) Share academic resources
- 3) Exchange Employment information
- 4) Commission-Based Help Service

2.3 Milestones



2.4 Technical requirements

- 1)The application must comply with relevant local laws and the regulations of the app store.
- 2)The application must be authenticated with an Australian university.
- 3)The app must be running normally without any error reports.
- 4)All user data and personal information must be kept secure.
- 5)Supports advertising by enterprises and paid exposure of user content and uses a third-party payment platform to process transactions.
- 6)The app needs to be adapted to iOS and Android and has a certain degree of platform compatibility.
- 7)The platform needs to integrate four major modules: second-hand trading, commissioned help, academic exchanges and employment information, to achieve efficient interconnection and trusted interaction between college users in terms of circulation of goods, daily collaboration, knowledge sharing and career development.

2.5 Limits and exclusions

- 1)This app is only available for registration by Australian university students and faculty members
- 2)The mobile terminal is only compatible with Android 8+ and iOS 12+.
- 3)This application does not bear any responsibility for the authenticity and safety of offline transactions.

2.6 Project timeline

The project will run for around 300 days.

2.7 Project priority matrix

	Function Performance	&	Time	Cost
Enhance	✓			
Constrain			✓	
Accept				✓

3 Significance

3.1 Innovation of the project

Many students and faculty members have various service and trade needs. For example, some students may want to hire a professional photographer at a reasonable price to take their graduation photos. Others, who live alone and have busy schedules, might need occasional help with cleaning or cooking.


At the same time, some students believe that the projects they have completed through group collaboration are highly feasible. For example, directing majors may wish to turn their short video assignments into full-scale films and seek investment. Similarly, computer science students may develop software they consider viable and hope to sell it to companies. However, due to limited time and networking channels, they struggle to gain the necessary exposure. Existing platforms mix various users without differentiation, making it difficult to find reliable opportunities. Currently, there is no dedicated platform within Australian universities for facilitating transactions between students and faculty members.

3.2 Value

For students and faculty, this app provides a reliable trading platform. All users must register with an account that verifies their identity, such as a student ID or employee number. After registration, users will be categorized with distinct markers: undergraduate students (pink), graduate students (blue), faculty members (green), staff (black), and outsourced employees (yellow). This categorization helps users verify identities and assess the reliability of posted information. Additionally, freshmen and new employees can use this platform to adapt more quickly to their academic and professional environments.

For companies, investing in the platform allows them to advertise their products or services on the app, fund promising student projects listed in the "Employment" section, and generate revenue when these projects enter the market. Additionally, companies can post verified job advertisements, ensuring legitimacy and reliability.

For the app, revenue can be generated through paid exposure for listings. For example, students eager to sell second-hand goods can pay extra for increased visibility. Likewise,



companies will pay for advertisements. Once the platform reaches a certain level of profitability, scholarships and charitable funds can be established to benefit society.

3.3 Gap

Currently, no similar app or website exists within Australian universities. Most students rely on popular platforms like Xiaohongshu and Instagram, which are not designed for academic communities. These platforms lack proper identity verification, making transactions inconvenient and prone to fraud. This app aims to solve these issues by providing a secure and efficient marketplace where users can quickly find trustworthy products and services.

3.4 Market stability

According to the data provided by The University of Queensland, there are 6607 (full-time equivalent) staff and 52,328 students in school[1] (Statistics are accurate as at December 2017). Australia's higher education is at the first-class level in the world, there are 44 universities in Australia out of which 39 are public universities and 5 private universities[2], [3]. So many potential users are enough to support the operation of the app.

Additionally, companies recognizing the app's market potential will be inclined to invest, and innovative student projects can attract corporate funding. The app can maintain stable profits by charging users for premium exposure, taking transaction fees, and collecting advertising revenue from companies.

Beyond financial sustainability, the platform will contribute to environmental protection by promoting second-hand transactions, reducing waste, and encouraging sustainable consumption. Once profitable, the app can also establish scholarships and charitable funds to support students in need, ultimately benefiting both the academic community and society at large.

4 Methodology and detailed analysis

4.1 WBS-OBS

Our Linking Uni App project is divided into seven main phases: Planning and Organization, Project Management, Design, Development, Testing, Deploy/Install, and Maintenance.

4.1.1 Planning and organization

This phase is managed by the project management team, which is responsible for determining the functional requirements of the app, estimating the total time required for project completion, and collaborating with the finance team to determine the project budget.

4.1.2 Project management

The project management team is responsible for overseeing the entire project, including resource allocation, risk analysis, and communication between departments. Additionally, they collaborate with marketing, finance, software design/testing, and product and customer support teams for progress updates, management, and meetings.

4.1.3 Design

This phase is primarily handled by the software design/testing team, which is responsible for both functional and technical design. The technical design includes developing language specifications and data flow design, while the functional design consists of user interface design, the software development model, and the general logic of the app. These are the fundamental components of the app design.

4.1.4 Development

This phase focuses on implementing the core functionalities of Linking Uni through coding. It includes the development of the chat system, payment system, identity verification system, advertisement and promotion features, as well as a database to support the app's operation.

4.1.5 Testing

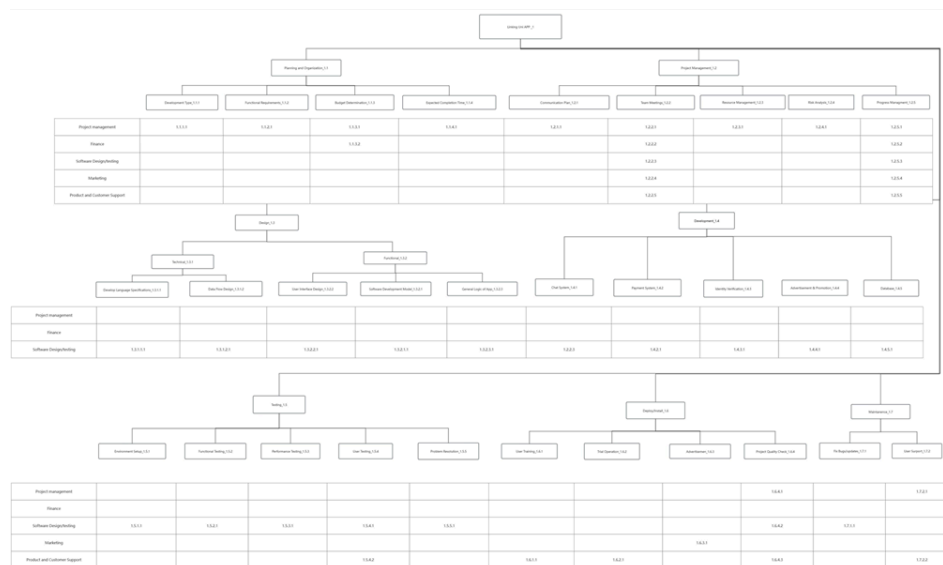
The software design/testing team is responsible for conducting environment setup, functional testing, performance testing, and problem resolution. Additionally, they collaborate with the user testing team to ensure comprehensive software testing.

4.1.6 Deploy/Install

The product and customer support team is responsible for user training and trial operation. The marketing team handles advertisement efforts to promote the app. Project management, product and customer support, and software design/testing teams jointly oversee the project quality check.


4.1.7 Maintenance

The project management and product and customer support teams are responsible for post-launch maintenance, including fixing bugs, updates, and providing user support.



4.2 AON project network

4.2.1 Overview



In the process of formulating the AON for this project, we developed the critical nodes and critical paths in accordance with the previously existing WBS assignment of tasks. And time planning was done based on multiple factors

4.2.2 Methods we use to plan for AON

1)Market Research

We conducted market research on the time required for each project, and by browsing through the business plans of various related software engineering projects on the Internet and asking the seniors who have already been employed in Internet enterprises, we can roughly formulate the minimum/maximum completion time for each individual project based on the number of team members and the volume of the project. And according to the time and priority of the project to determine the critical nodes and critical path.

2)Internship Experience of Team Members

Each team member has experience working or interning in an Internet company, and based on this experience, we can compare our projects with those of our former company to optimize our time allocation.

3)Based on Actual Situation


Due to the independent and innovative nature of our projects, we need to take into account our own budget and technical capabilities to plan a reasonable time for the completion of each project, which was the subject of many meetings and discussions.

4.2.3 Establishment of the AON Critical Path

Based on the time allocation, we used Critical Path Analysis (CPA) to identify the most important task chain in the project and ensure that these tasks receive priority resource allocation. The tasks on the critical path determine the overall project duration, so their time allocation is particularly critical.

By analyzing each task node and its dependencies within the project, we identified the following key nodes and critical path:

1)Planning & Management



This phase involved defining the broad user requirements and determining what core functionality the software was to fulfill, for which we allocated 30 days to ensure that we were headed in the right direction.

2)System Design

The system design phase is very important as we need to plan the front-end and back-end to ensure that our future work is accurate and efficient. Therefore, we have allocated 30 days for this phase.

3)Core Development

This was the core phase of the project, and due to its complexity and limited manpower, we needed to complete each module step by step, and we allocated 140 days for this phase.

4)Testing

During the testing phase, we wanted to make sure that each module was stable and acceptable to the market, for which we planned 25 days.

5)Problem Solution

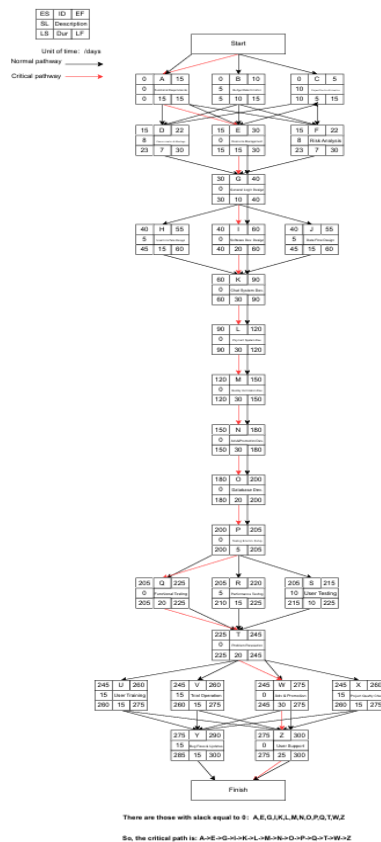
We then had to address all the issues we found during development and testing, and we allocated 20 days for this phase.

6)Launch

The launch phase is very important for our ability to capture the market, and we will be heavily advertising and promoting in many ways, for which we have allocated 30 days.

7)Maintenance & Support

After the software went live, we predicted that new problems would arise on multiple fronts, so we allocated 20 days for maintenance and user support.




4.3 Budget

4.3.1 Budget plan explanation

The budget estimation adopts a Bottom-Up Approach, meaning that each department and specific task's actual needs and costs are estimated individually, and then the totals are aggregated to form the overall project budget. For detailed amounts, please refer to the total budget.xlsx and wage estimate.xlsx files.

4.3.2 Wage costs

In order to estimate the salary cost, we researched on the job sites of major software companies for different positions, then combined with our own total budget, and the actual content of each of our segments, we finalized the daily salary for different positions, we are proposing to recruit two front-end engineers (A,B) with a salary of AUD 240 per day, two back-end engineers (C,D) with a salary of AUD 360 per day, and One Operations and Maintenance (E) with a salary of AUD 200 per day, two Testing (F,G) with a salary of AUD 200 per day, one Project Manager (H) with a salary of AUD 400 per day, two Marketing (I,J) with a salary of AUD 300 per day, and one Finance (K) with a salary of AUD 200 each and



every day, and then combined with the actual number of days of work in the AON, we calculated the total salary expenses.

4.3.3 Office rent

We finalized the approximate monthly rent after asking the real estate agent, already on the office space rental website, and combining it with the fact that we want to meet the needs of 10-20 people in the office, and then initially set a one-year lease term.

4.3.4 Workstation costs

When estimating the cost of a workstation, we surveyed local brick-and-mortar stores and online stores like Officeworks and JB Hi-Fi. Make sure that a workstation at this price will meet the programmer's programming needs.

4.3.5 Laptop costs

We also needed to buy laptops for our daily office and home office. We looked at mid-to-high-end products from well-known brands such as Apple, Dell and Lenovo to determine an approximate price.

4.3.6 Server and Internet fees

The budget for server and internet costs was based on pricing information from various service providers, including cloud service platforms such as AWS, Google Cloud and Microsoft Azure. We evaluated server configurations and bandwidth requirements and then multiplied the approximate price by the number of months of usage.

4.3.7 Office Equipment costs

Office equipment costs include desks, chairs, printers and other storage equipment. We determined the approximate expenses based on surveying online and offline brick-and-mortar stores and combining common sense.

4.3.8 Additional costs

On a day-to-day basis, we may incur meeting costs, travel expenses, etc., and we have estimated these costs as well.

4.3.9 Employee subsidies

In order to attract employees to join the company, we have set up transportation subsidies food and beverage subsidies, etc. by referring to the welfare standards of other companies.

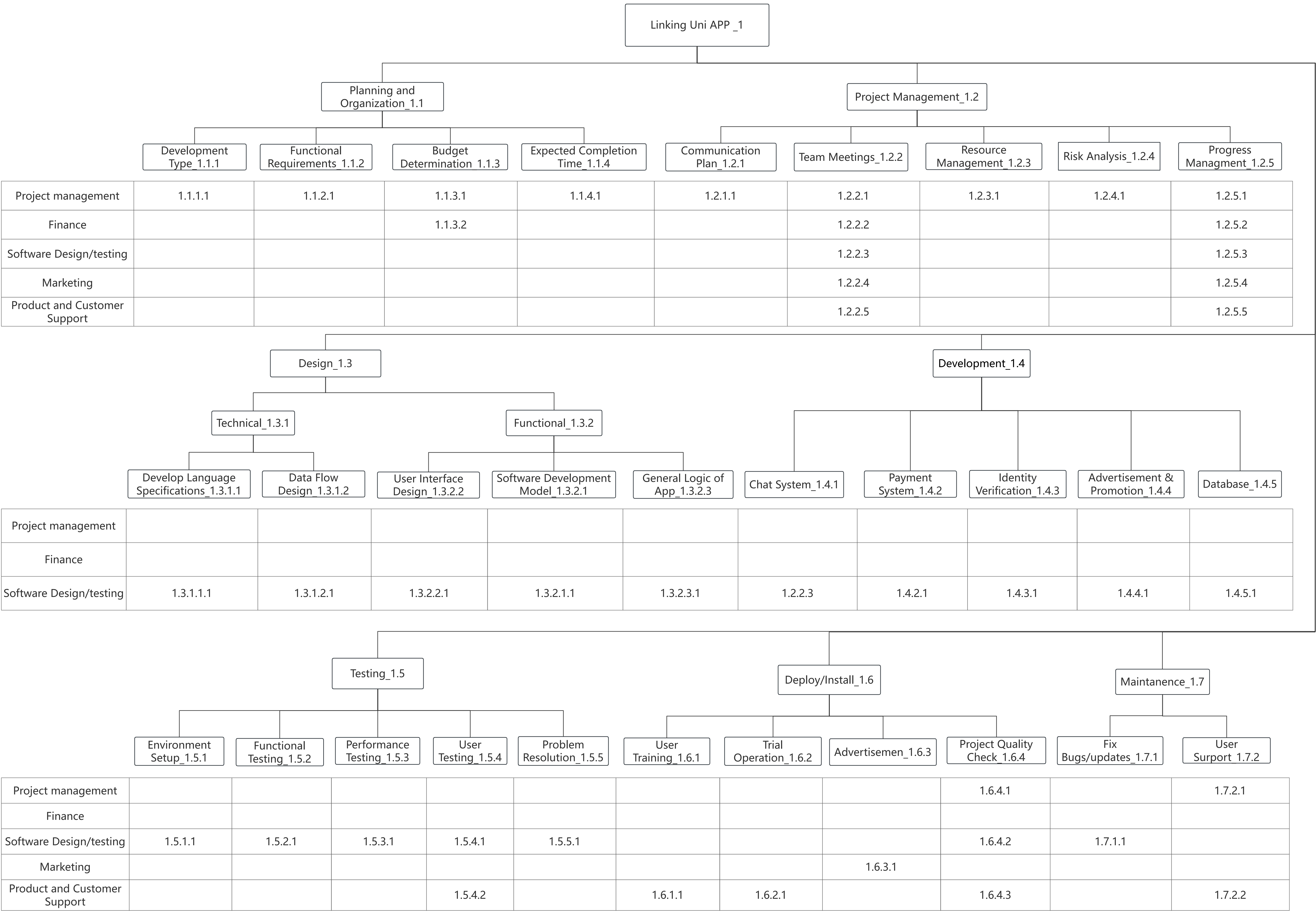
Items	Price estimate	Method			
Wage cost	301200	For details, see the wage estimation table.			
Office rent	600000	50000 per month x 12=600000			
Workstation	40000	4000 per unit x10=40000			
Laptop	15000	3000 per unit x 5=15000			
Server and internet fees	48000	4000 per month x 12=48000			
Office equipment costs	10000	Desks, chairs, printers, telephones, etc.			
Additional costs	50000	Monthly company team-building, business trip, client meeting, and other expenses			
Employee subsidies	26400	Including transportation, meal allowances, and other subsidies, approximately 200 per person per month			
Total costs	1090600				

Software Development Model	A,B,C,D	40-60	24000	240X2X20+360X2X20=24000
General Logic of App Development	A,B,C,D,H	30-40	16000	240X2X10+360X2X10+400X10=16000
Chat System	A,B,C,D	60-90	36000	240X2X30+360X2X30=36000
Payment System	A,B,C,D	90-120	36000	240X2X30+360X2X30=36000
Identity Verification	A,B,C,D	120-150	36000	240X2X30+360X2X30=36000
Advertisement & Promotion System	A,B,C,D	150-180	36000	240X2X30+360X2X30=36000
Database Development	C,D	180-200	14400	360X2X20=14400
Testing				
Environment Setup	F,G	200-205	2000	200X2X5=2000
Functional Testing	F	205-225	4000	200X20=4000
Performance Testing	G	205-220	3000	200X15=3000
User Testing	A	205-210	2400	240X10=2400
Problem Resolution	G	225-245	4000	200X20=4000
Deploy/Install				
User Training	A	245-260	3600	240X15=3600
Trial Operation	B	245-260	3600	240X15=3600
Advertisement & Promotion	I,J	245-275	18000	300X2X30=18000
Project Quality Check	F	245-260	3000	15X200=3000
Maintenance				
Bug Fixes & Updates	E	275-290		
User Support	E	275-300	5000	25X200=5000
Total Cost				301200

References

- [1] "The University of Queensland." [Online]. Available: <https://web.archive.org/web/20180112051312/http://www.uq.edu.au/about/fast-facts>
- [2] "Wikipedia." [Online]. Available: https://en.wikipedia.org/wiki/List_of_universities_in_Australia
- [3] "theguardian." [Online]. Available: <https://www.theguardian.com/australia-news/2025/jan/15/australian-college-of-theology-44th-university-status>

Appendix

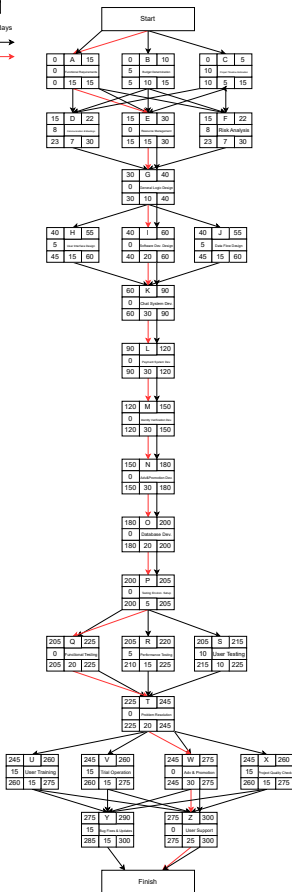


ES	ID	EF
SL	Description	
LS	Dur	LF

Unit of time: days

Normal pathway →

Critical pathway →



There are those with slack equal to 0: A,E,G,I,K,L,M,N,O,P,Q,T,W,Z

So, the critical path is: A→E→G→I→K→L→M→N→O→P→Q→T→W→Z

Items	Price estimate		Method	
Wage cost	301200		For details, see the wage estimation table.	
Office rent	600000		50000 per month x 12=600000	
Workstation	40000		4000 per unit x10=40000	
Laptop	15000		3000 per unit x 5=15000	
Server and internet fees	48000		4000 per month x 12=48000	
Office equipment costs	10000		Desks, chairs, printers, telephones, etc.	
Additional costs	50000		Monthly company team-building, business trip, client meeting, and other expenses	
Employee subsidies	26400		Including transportation, meal allowances, and other subsidies, approximately 200 per person per month	
Total costs	1090600			
Software				
Development Model	A,B,C,D	40-60	24000	240X2X20+360X2X20=24000
General Logic of App Development	A,B,C,D,H	30-40	16000	240X2X10+360X2X10+400X10=16000
Chat System	A,B,C,D	60-90	36000	240X2X30+360X2X30=36000
Payment System	A,B,C,D	90-120	36000	240X2X30+360X2X30=36000
Identity Verification	A,B,C,D	120-150	36000	240X2X30+360X2X30=36000
Advertisement & Promotion System	A,B,C,D	150-180	36000	240X2X30+360X2X30=36000
Database Development	C,D	180-200	14400	360X2X20=14400
Testing				
Environment Setup	F,G	200-205	2000	200X2X5=2000
Functional Testing	F	205-225	4000	200X20=4000
Performance Testing	G	205-220	3000	200X15=3000
User Testing	A	205-210	2400	240X10=2400
Problem Resolution	G	225-245	4000	200X20=4000
Deploy/Install				
User Training	A	245-260	3600	240X15=3600
Trial Operation	B	245-260	3600	240X15=3600
Advertisement & Promotion	I,J	245-275	18000	300X2X30=18000
Project Quality Check	F	245-260	3000	15X200=3000
Maintenance				
Bug Fixes & Updates	E	275-290		
User Support	E	275-300	5000	25X200=5000
Total Cost				301200

Team Members' Contributions to the Proposal

Student 1: Chuke Meng

In the project, I first participated in the group discussion and determined the basic issues such as the project theme, project time, project budget, etc. Then I assigned tasks to each team member. In the writing of the white paper, I was mainly responsible for reviewing the drafts submitted by everyone, raising questions and discussing solutions and integrating them, coordinating the conflicts between the drafts submitted by each member. I sorted out the full text and white paper format, wrote the Executive Summary of each part, summarized the problems in each part, and finally transformed each part into the final draft submitted.

Student 2: Yiqun Wang

In this project, I was mainly responsible for writing the entire project scope section, which is the basis for the proposal. This included clearly defining the overall goal of our application, "Linking Uni," determining key deliverables, refining technical requirements, outlining the timeline, and setting practical limits for the application's functionality. I also actively participated in group discussions, such as determining the name of the application.

To be more specifically, First, I clarified the purpose of the project – to develop a safe and practical app for Australian university students and staff to support second-hand trading, academic exchanges, job information sharing and commission-based help services. I then detailed the main deliverables, including a mobile app, an authentication module and the integration of four main service modules. In addition, I was responsible for drafting the technical requirements, ensuring that they met core system functions such as legal and regulatory requirements, Android/iOS compatibility, data security and advertising and third-party payment integration. I also summarized the project constraints and exceptions, including device compatibility restrictions and clear user eligibility. To support project planning, I identified the main milestones and development phases using an AON diagram. In addition, I reclassified the tasks into seven high-level functional modules – planning, design, development, testing, release and maintenance – and set a corresponding timeline for each module. This task required me to have a thorough understanding of both the technical and strategic aspects of the project. I ensured that the scope of the task was complete, realistic and consistent with the overall goals of the team, and provided a basis for related parts such as budget, scheduling, risk assessment and task allocation.

Student 3: Yujia Long

First, I actively organized discussions among team members to select a project topic. I carefully listened to each member's proposal, acknowledged well-thought-out ideas, and raised questions and opinions on controversial suggestions. Additionally, I proposed innovative topics for discussion with the team. Once the topic was finalized, I collaborated with my teammates to discuss the app's theme and revenue model, introducing novel concepts and summarizing key points.

Furthermore, for the white paper preparation, I proposed a detailed division of labor plan, which was recognized and accepted by the team. In the white paper section, I was responsible for drafting the Work Breakdown Structure (WBS) by defining manageable work packages. Then, I integrated the WBS with the Organizational Breakdown Structure (OBS) to create a clear and structured table. While working on WBS and OBS, I referred to relevant literature and organized discussions among team members to refine project details, ultimately compiling the final content into the white paper.

Additionally, in the budget evaluation, I collaborated with teammates to discuss calculation methods and created a labor cost estimation table. This helped the project apply a bottom-up approach for budget estimation. Finally, I reviewed and cross-checked each completed section by team members, identifying any issues and providing revision suggestions where necessary.

Student 4: Yixin Wang

I carefully reviewed the proposed project ideas and selected those that interested me the most. After consulting with the team, I suggested multiple revenue-generating strategies. I actively participated in group discussions, contributed to problem-solving, introduced new ideas, and worked with my teammates to discuss department structures and budget allocation.

During the proposal writing process, I was primarily responsible for drafting Section Four: The Significance of the Project.

In this section, I highlighted the project's innovative aspects, emphasizing that no similar software currently exists in Australia. The most valuable feature of this project is its ability to provide a new, secure, and stable trading platform for all university students and faculty members. The market gap is evident, making this app highly meaningful and necessary.

Given that Australia is a leading country in education with a large population of students and faculty members, the market potential is significant. This project has the capability to attract corporate investments, secure funding, and generate substantial revenue. Once the app achieves a certain level of profitability, we can establish scholarships and charitable funds to support those in need, benefiting both students and society.

Through my contributions to the proposal, I believe I have significantly enhanced our team's ability to secure funding for the project.

Student 5: Chongwang Wang

In the AON and Overall Budget Calculation processes of this project, I played a key role. My main contributions include the following aspects:

1.AON

I identified the critical nodes and the critical path, and allocated a reasonable amount of time for each node in conjunction with market research and network information gathering. After that, I drew the AON diagram of the project.

2. Budget Calculation

During the budget estimation process, I used a bottom-up approach to divide the entire project where budgets need to be generated into smaller items, which were later summarized. Finally, I estimated the overall budget and made sure that it was reasonable and would not fluctuate greatly during the subsequent practice.