МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ  
РОССИЙСКОЙ ФЕДЕРАЦИИ

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**Отчет по лабораторной работе №3**

Дисциплина: «Project Management   
(Менеджмент разработки программного обеспечения)»

Тема: **«Результат проекта»**

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Самара 2018

Задание

**1. What is the final product of the project - method, technology, "semi-finished product", data/product?**

The final product will be a web application.

**2. Whom do you consider the target audience, the consumer of the product?**

Research laboratory staff, University professors, students, developers, of the optical system.

**3. What the market volume, I mean, how much money does the target audience spend per year now, what trends, how much will it spend in 5 years (at least approximately)?**

**If the project creates a new market by its appearance, then indicate new market expected volume.**

**Specify on the basis of what data the volume was counted.**

After studying the prices for software products of its competitors, the conclusion was made about the cost of the app. The price should be between $100 and $150. Accordingly, from here we can conclude about sales trends per year, the profit can range from $ 20000-30000.

According to the website rostec.ru, the global market of optical and optoelectronic technologies is increasing annually by 15%. Therefore, interest in this software product will only increase

**4. What are the competitors at the moment? If there is, then what is your solution better?**

3D-programs such as 3D Printed Surface Textures, Pixplant, Texture Painting, mathematical package.

This software will be more focused on solving problems of optical modeling.

**5. Is there already a consumer who needs the results of your project and, at least verbally, promised that he will use your solution?**

**How are you going to find customers?**

There are such consumers.

Through a visual demonstration of the software product at conferences, advertising on the Internet, brochures, distribution of free licenses for a month of use.