МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ  
РОССИЙСКОЙ ФЕДЕРАЦИИ

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**Отчет по лабораторной работе №3**

Дисциплина: «Project Management

(Менеджмент разработки программного обеспечения)»

Тема: **«Project outcome»**

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**ASSIGNMENT**

One of the most critical issues in the project idea developing are issues related to the project budget (Assignment1).

Answer these questions:

1. What is the final product of the project - method, technology, "semi-finished product", data/product?
2. Whom do you consider the target audience, the consumer of the product?
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.

1. What are the competitors at the moment? If there is, then what is your solution better?
2. 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?

**ANSWERS**

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

The final product of the project will be a “semi-finished product” of a recommendation service. The finished service must be configured under the theme of your company / startup, then deploy the database and server with the finished application. By configuration means setting your own logo, filling the database with content and installing ready-made additional modules of the system (geolocation, graphics, etc.). Also, open source status allows you to edit the source code of the semi-finished service.

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

The target audience of the product is small business, start-ups, entertainment aggregators, media and other companies with public content that need to be advertised to users using “smart” recommendations.

**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.**

It is very difficult to estimate the volume of the market based on user spending on recommender systems, since the growth in popularity of such systems is growing very fast every year. Over the past ten years, any self-respecting company of home appliances and electronics has acquired even a primitive recommendation system. Also, almost any online store is able to give its users products for their needs. If you indicate the largest players on this market, then the first place will be Google Ads and Amazon contextual advertising platform. Among the music services recommendations in the modern world is a mandatory attribute. Users will no longer use the music application, which does not select songs by taste.

For small proponents of services and products on the market of recommender systems, it is difficult to find tools for competent recommendations. Usually these are special libraries for programming languages ​​— quite flexible and convenient. But it is very expensive to write a recommender system from scratch, even using special libraries. There are no ready-made services that a regular administrator can set up, either very few or they are not very well-known.

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

There are not so many competitors at the moment as it may seem at first glance. For example, Relap.io - a large recommendation service, which gives up to 30 million recommendations per month and serves more than 1000 sites, may seem like a major competitor. But considering it and the draft advisory service, you can notice one big difference. This project, unlike the one described above, is a turnkey system. It does not provide a separate recommendation tool for any system; it is itself a system. Calculating recommendations for a system and being a complete system of recommendations are two completely different things.

**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 is one consumer who expressed the need for this service. Consumer base can be dialed through the "cold" calls to various institutions. Also useful is the contextual advertising of the service in Google Ads, it brings “hot” user calls. Clients will be small firms that need to customize the service. In addition, a paid version of the setup tool for companies that want to customize everything will bring profit.