**Submission Materials**

Submission Field :

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Student Number: **D10126532**  
Course Code: **D230A** (Master in Computing, Advanced Software Engineering).  
Year: 2

**Project Plan Overview**

**General project background**

On-line Business Name Generator with domain name and social media availability checker plus integrated dictionary, thesaurus and word generator service.

**What the software aims to do (summary)?**

Deciding on a company name is a difficult process, you may come up with a catchy name but then that domain name may not be available. Many creativity hours are spent conjuring up names and then checking for digital real estate availability.

This software aims to make this process somewhat easier with the main functionality integrated into a single AJAX web page where the user can enter multiple idea names and check availability (in domain names and social networks) in the background and give traffic light feedback on availability. Dictionary/thesaurus look-ups will also work in the same way.  The interactivity/responsiveness is important so that the creativity can continue while the technical checks are performed.

Also a native mobile app with the same responsiveness will enable entrepreneurs to try out and record their ideas while out and about away from the business where the best ideas can occur.

The website service will be offered freely, however it will contain ads targeted at new businesses to generate revenue.

The site will also securely save their ideas through logins. A premium service will allow users to remove ads and share name ideas with colleagues which in turn can rate and comment.

**High level view of the end deliverables**

1. HTML5/jQuery website design mock-ups for desktop browsers.
2. Design mock-ups for iOS apps.
3. Work with Marketing to design SEO campaign document.
4. Web services and infrastructure design document,
5. Server side Web services code that supports the functionality described in summary above integrated with an appropriate/scalable cloud infrastructure.
6. Server side website code that uses business functionality of 4 to deliver 1-3 to customer devices.
7. Plan for on-going maintenance and new functionality.

**What problem is it solving (Objectives)?**

* From the user point of view: The creativity stop gap created while waiting to see if name idea can be supplanted in the digital real estate landscape
* From our point of view: generate a new revenue stream and once deployed should require a moderate level of engineering to maintain – in order to generate maximum profit.

**What has caused the need for the project?**

Business opportunity.  Own experience.

**Scope of Work (outline format or text)**

As described in “High level view of the end deliverables”.

**What is and what is not to be included as part of the project?**

In addition to the “High level view of the end deliverables”:

* Infrastructure monitoring and statistics to monitor service availability/stability and decision to scale.
* SEO monitoring and statistics to use in selling of advertising.

Not included:

* A decision was made not to have a responsive design website for mobile version of the product as its success depends on the responsiveness of the service and a native app will outperform a mobile browser client.

**Who will use it and how it will impact users?**

* Entrepreneurs
* Company directors
* Product marketers.

**Rough time estimate**

The will run 6 – 9 months in duration and will approximately cost 200K in salary and software costs.

Number and type of resources involved:

* 1 Lunix expert with experience of setting up a scalable virtual service in the cloud.
* 2 Server side software engineers with experience of building distributed applications.
* 1 User Experience designer whom can produce HTML5 for use in server side code.
* 1 SEO designer for  2-3 weeks
* 1 iOS software developer
* 1 Software Tester
* 1 Project Manager

**Project management processes (high level)**

Use an Agile process to drive the project.  There are small components to the product which can be used in sprints for software development.

**Reporting and communication processes to be used**

* All hands meeting once a week with Project Manager to assess progress and issues, project manager to report only issues and possible slippage to CTO.
* All technical staff to have daily meetings on progress, issues and brainstorming. Project Manager to attend on request only.
* Use online project management software to communicate work items, brainstorming

**List of project stakeholders**

* CEO
* CTO
* Marketing Manager
* Project Manager
* Cloud service provider
* Advertisers
* Users

**A list of project assumptions**

1. Reuse existing/open source software to provide the following functionality:
   1. User authentication
   2. SEO monitoring/statistics
   3. Infrastructure monitoring/statistics
2. Existing support for software engineering processes
   1. Source Code management
   2. Nightly build infrastructure
   3. On-click deployment to test/live

**Constraints**

Maximum budget: 250K.