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**Summary Report**

Project Objectives

The objective of this project is to create the basic foundations for my jewelry reselling company. If this company turns out to be profitable and successful, I could turn this into a part-time side hustle in addition to my main job as a software engineer at Raytheon Technologies. I originally got this idea when I went to a chain of jewelry pawn shops in Tucson Arizona, and I was amazed at how cheap all the jewelry in the pawn shops were. Not only were they very cheap at only hundreds or a few thousand dollars at most, but there was also a lot of discounted jewelry. They had a specific section where all the jewelry in the section was 50% discounted. This gave me a very great business idea. I figured that if I am surrounded by all this cheap jewelry in Tucson, I may as well start a side hustle where I buy off the cheap jewelry and resell it to the more expensive cities like New York City at a higher price and potentially make a good profit off of it. This could especially be profitable if I am to specifically dedicate myself to buying the 50% discounted jewelry. They may have discounted the jewelry because they couldn't find anyone in Tucson who is willing to pay such a high price for it but I can bet that once you market it in a more expensive and richer city you will definitely be able to sell it at a higher price. Therefore, my main business idea is centered around that, but I should also expand my business to being open to the possibility of buying jewelry from anyone, not just in the pawn shops in Tucson, therefore this is why I still need a company website in the end.

As a young man who is still relatively new to the professional workforce with only one year of professional work experience, I'm at an age where it's very important for me to focus on making and saving money. People like me at a young age are usually spending more than they are saving, but I do not wish to become one of them. My dad educated me on finance when I was still in high school, so I understand the importance of saving early on for retirement. Being one of the people who live paycheck to paycheck not only destroys the possibility of saving for retirement but also misses out on the opportunity to invest your savings in the stock market and make even more money. Even though my job as a software engineer is enough to help me build up savings, investing my time in a side hustle will help to supplement the savings build-up. Not only does this jewelry reselling company help me build up additional savings, but it can also give me learning experience in the field of entrepreneurship. Being an employee at a well-respected company like Raytheon Technologies is a pretty good and long-term career, but that doesn't necessarily mean that I want to stay in that for the rest of my life. We are still working 40 hours a week full time and you do not have too much flexibility in your schedule. Therefore, my hope is that if this jewelry trading business becomes big and successful enough, eventually I could quit my current full-time job and focus on this business full-time so that I become my own employer and decide my own schedule.

Project Approach

The first, most basic approach to this project was to figure out what exactly would I need. To find out what I would need, I would need to ask myself what exactly would my jewelry reselling business need. At first, I figured that I should work on a company website for my future company since developing a website requires web development which aligns with the software component of this course. However, later on, I suddenly realized that what's more important than a company website is a business plan. Therefore, I have also added a business plan to the course project submission. A business plan is a preliminary blueprint and a plan on how exactly this business is going to work the economics behind it, and how I plan to organize and run it. Looking back at it, I should have focused on building the business plan first before the website, but that's okay because I would need both anyway.

To plan out what I need for the business plan, I Googled "business plan template" online and the results showed that for a business plan, you generally need a marketing analysis section so that you know the marketing situation for the business sector you are in. The organization and management section is to plan out how exactly do I plan to organize and manage this business. Even if it's only me who's running it for now, I still need a documented plan. The service offered section goes into detail about what exactly is the service I am offering in my business, which may sound like a stupid question but it's still important to document it. Marketing and Sales is about how exactly do I market and sell the service I am offering based on the marketing analysis I constructed earlier. The funding plan is about how to provide the initial round of investment and funding to start this company. In the future after this course, I may add more sections into this business plan but this is what I'm focused on for now.

For the website, I realized that I needed multiple pages. Most websites do not just list all of their information in a single web page, they have multiple pages to specialize and categorize what they have. Therefore, for my website, in addition to the homepage that I already created, I would also need a sales page to list sales, an inquiry page to submit inquiries, an about page to talk about the company, and a contact us page to list contact info. Each of these web pages will need a menu toolbar that can allow the user to easily navigate between all the pages. I also need at the very least a plan to advertise my company to potential clients. All these will serve as the basic building foundations for making it a commercial website.

Definition of Done

In terms of this overall business, there is not really a Definition of Done because this company is basically a wicked problem. There is only better, or worse, not yes or no. If the business is a big success, it's not "problem solved," it's "find out how to make it more successful." My most fundamental goal is to make as much money as possible.

For this course project, however, here is the Definition of Done:

* All webpages for the website are developed and finished
* The business plan is all written and finalized
* The advertising plan is finalized
* Plans are finalized for hosting the website and future development

Agile Principles and Practices Explored

Assessment

After assessing the overall progress and accomplishments that I have made throughout the five sprints, I can say that I am pretty satisfied with what I have done. However, there are still 4 user stories that are still unfinished relating to the PHP server issue and trying to figure out a good design for the sales web page. Those are the remaining backlog that I still need to work on. Regarding the PHP issue, I now believe that it's probably because I need to pay for a server before I can have it receive inquiry submissions. The sales web page just requires some additional time and work and I should eventually be able to figure out a good design for it. Unlike the other web pages where it is just HTML text or an HTML form, the sales web page also needs individual grids that each have a sale on them, and that is something that is a little trickier to figure out.

Even for the backlog tasks that are already completed, there is likely still much to improve. Most of the web pages may be complete, but given the overall emptiness of most of them, I'm sure I can add more to the pages. There's still a relatively small amount of interactive graphics for the user to interact with. The web page background is still all white and I need to make it a color that is more appealing to the audience. My business plan also likely needs more sections and more additions and changes made to it in the future as I get deeper into starting and developing my business. If my website generates a lot of viewers, there's a good chance that I might consider selling ads on my website so that they can serve as a supplemental form of revenue to help offset my expenses.

Contrast with Waterfall? Method

I feel that compared to the waterfall method, the agile method is a very good and far better project management methodology for working on the stuff that I am working on. However, this does not mean that the waterfall method is a bad method, it depends on the nature of the project. The main difference between the two methods is that the waterfall method involves developing and executing a fixed plan for the project, while the agile method involves flexible and iterative Sprints that allow for constant value delivery. The agile method is faster and more flexible than the waterfall method, but it also requires a good deal of ability to think creatively as well as self-management.

This course project that involves developing a jewelry trading website and a business plan is my own personal self-employment project, therefore, it can afford to have the degree of flexibility that is needed for the agile methodology. Since I self-manage myself and make my own rules and do not require too much planning and documentation for it, the agile method is most suitable. I do not need to go through a project planning phase beforehand unless I am about to invest a lot of money into this company. If I had to do this project using the waterfall method, I would not have made as much progress as I did. A lot of my time would have been spent in the project planning phase, and waiting until I come up with a satisfactory project plan before I even do any work. From a business owner's perspective, this is very counterproductive and it would be time wasted that I could have spent doing better stuff.

I, however, understand that in some projects, the waterfall method is the best and only method that is viable. I know this because I work at Raytheon Technologies, which is a defense contractor that specializes in developing missiles for the military. The projects that involve developing missiles almost always heavily utilize the waterfall method. Whenever you are working on something that involves building or designing missile components, it always involves a lot of paperwork to qualify the manufacturing or testing process with the government. Missiles are very dangerous and are crucial for national security, if you just start building a new kind of missile without a lot of planning in advance, you may get a defective missile that explodes before it is launched or something. Therefore, the waterfall method is mandatory in missiles and pretty much anything that involves aerospace development.

Conclusion

In the end, I do not think that this project is anywhere close to complete yet. This is mostly because there wasn't enough time for me to finish it given the limited time available this semester and also because I had to make a change to the course project proposal very late in the course project. I was also not too good at managing the time appropriately at the end given my slight late submission so that is something I should work on in the future.

Despite not being able to complete all of the user stories and tasks for this project, I still think that I learned a lot from this project. I did indeed fulfill my learning goals completely when I intended this course project to not only help me build upon my existing knowledge in agile methodology but also in web development and business development. It probably would have been best if I had informed the professor that I was going to add a business plan to my course project proposal, but hopefully, it shouldn't be a problem. I may continue to do this course project individually on my own after this course ends just to help me expand my knowledge in agile methodology because I believe that a person should always keep learning in order to improve and get better.

I'm thankful for the experience that this course project was able to offer me since it has served as the primary motivator for me to finally put my effort into starting up my own business. Generally, taking the first baby steps in something new is always the hardest because not only are you navigating a new environment for the first time but you also have to build up the motivation to do so. The time pressure of completing this course project in a timely manner solved the issue of motivation for me. I look forward to my future success in this company.