PROJECT DEFINITION

“Binary Bazaar”

Online Marketplace

INFO 2413 S10

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Table of Contents

[**Defining Project Responsibilities** 3](#_Toc473739512)

[**Stakeholder Analysis** 4](#_Toc473739513)

[**Milestone Chart** 5](#_Toc473739514)

[**Project Definition Form (PID)** 5](#_Toc473739515)

[**Total costs (attach a breakdown of the overall budget)** 7](#_Toc473739516)

[**2017/01/26 Meeting Minutes (“Corporate Agenda”)** 7](#_Toc473739517)

**Defining Project Responsibilities**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **PERSONNEL** | | | | | |
|  |  |  |  |  |  |  | |  |  |
| **TASKS/ACTIVITIES** |  |  |  |  |  |  | |  |  |
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**Stakeholder Analysis**

(“A stakeholder is anyone who’s affected by the results of your project. That includes your customers and end users, too. Make sure you identify all stakeholders and keep their interests in mind when you create your project plan.”)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stakeholder** | **Their interest or**  **requirement from the project** | **What the project needs from them** | **Perceived attitudes and/or risks** | **Actions to take** |
| Customers | Ability to buy products from companies they choose from. | This online marketplace will require a PayPal account. | Potential risk – Customers have not received their goods. | Making sure clients are responsible for lost goods and provide compensation. If clients are scamming the customers, they will be removed from the online marketplace and other form of punishments depending on legal. |
| Clients | Ability to create and manage an online store and interact with customers as well as other clients. | Clients can either choose templates or provide specific wireframes for creating their webpages. | Making sure payment methods and other entities are properly secure. | Providing security features so that clients feel safe when it comes to online business. |
| PayPal | Acquire a portion of the sales between the client and the customer. | Need to know what their policies are regarding online businesses | Making sure PayPal is not liable when it comes to transferring money between end users. | Reading their policies and notify both customers and clients about PayPal’s money transfer methods. |
| Cloud Service Provider | Payment for hosting our services | Need to know what different level of services they provide and choose the best one for our needs. | Potential Risk – whether or not we have control to troubleshoot when servers go down. |  |
| Shareholders | Interest – designing and implementing an online marketplace. | Acquired knowledge from courses already taken and additional research. | Attitudes - Cooperation within the group and our confidence in our abilities | Lots of research needs to be done in order to implement the online marketplace. |

**Milestone Chart**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **TIME [in suitable units – Hours, days, weeks, months, etc.]** | | | | | | | | | | | | | |
| **MILESTONES** | **Responsibility** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Milestone1:**  Task1  Task2  Teask3  … |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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**Project Definition Form (PID)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | | |
| **Project Title**: | Binary Bazaar | | | **Sponsor(s):** | | | William Corcoran  Lucas Magnien  Nirosh Ratnam  Yu-Tang Yu |
| **State below the link with the corporate agenda – the actual wording please.**  [2017/01/26 Meeting Minutes, defining the project.](#Agenda) | | | | | | | |
| **Project Background:** | | The project will provide an online marketplace for “grassroots” startups to showcase their business identities and products to likeminded, community-oriented individuals. | | | | | |
| **Project Benefits:** | | The focus of the project will be on ease-of-use, facilitating the rapid development of new identities and the introduction of new products to the marketplace community. This will provide new businesses with the fastest and easiest “proof-of-concept” possible. | | | | | |
| **Project Objectives:** | | As outlined in the agenda:   * Provide an online marketplace community for startups. * Encourage trade and communication between members of the community. | | | | | |
| **Project Deliverables:** | | * web-based service with attached database to facilitate the marketplace. * comprehensive client and customer portals to service, including access to social aspects and analytics. | | | | | |
| **This project will include:** | | | | **This project will not include:** | | | |
| This section defines the boundaries of the project. | | | | Planning details should not be included at this stage. | | | |
| **Success Criteria:** | | How you will measure the success of the project. NOTE: the success criteria must be measurable. | | | | | |
| **Constraints:** | | Examples here can be specific (a skill which the project team must have) resources, or a legal deadline – NOTE: only include time and money if you can quantify them. | | | | | |
| **Key Assumptions:** | | The assumptions you are making in putting this document together. | | | | | |
| **Project Manager:** | | Who fulfils this role and what they do. | | | | | |
| **Project Sponsor:** | | The sponsors of this project are the members of the group. | | | | | |
| **Project Board/Steering Group Members:** |  | | | **Project Team Members:** | | |  |
| **Budget➊** | | | | | | | |
| **Resource Costs:** | | | | | **Other Costs:** | | |
|  | | | | |  | | |
| **Total costs (attach a breakdown of the overall budget)** | | | | | | | |
| * VAT\*– Some projects may have important VAT issues. Have you spoken to accountancy to discuss these? | | | | | | | |
| **Start Date:** | 2017/01/26 | | | **Completion Date:** | | | 2017/04/06 |
| **Signature of Project Manager:** | | |  | | | **Date:** |  |
| **Approval from Sponsor:** | | |  | | | **Date:** |  |

**2017/01/26 Meeting Minutes (“Corporate Agenda”)**

1. Discussion about what the goals of the meeting should be.
   1. Instructor expects a fleshed-out concept of the project for presentation by next class, including some deliverables:
      1. Defining Project Responsibilities
      2. Stakeholder Analysis
      3. Milestone Chart (in unit hours)
      4. Project Definition Form
   2. It is decided that more conversation and brainstorming on the nature of the project is required, before the deliverables can be considered.
2. Details of project include:
   1. The project will be an online marketplace for “grassroots” startups; the marketplace should be as approachable and easy to use as possible, to allow the fastest path to exposure and sales as possible for potential clients, who wish to develop product ideas quickly.
   2. There are many online marketplaces. In an attempt to differentiate this one, the focus will be placed on the client identity, instead of on the product. The service (project) will analogize an actual marketplace or bazaar, in which potential customers walk through a common space, view storefronts, get a sense of the identities of the proprietors, and decide to enter a shop to browse wares.
   3. The service will essentially provide an online community in which clients (those with a storefront and product to sell) can be customers (those who shop in the bazaar) and customers can be clients.
   4. With this duality in mind, a mechanism will be included to facilitate “store credit”, which will allow clients to receive credit from other clients toward other products in lieu of hard payment for their product sales.
3. A discussion about general system (functional and nonfunctional) requirements has produced the following loosely-organized list:

* Client
  + default templates, additional templates
  + choose template
  + business analysis and financial statements
  + client storefront design – catalog design (customize store)
  + store catalogs (add, remove, change items)
  + update availability of catalog items
  + receive payment
* Customer
  + website – homepage to promote newly created companies, most popular, etc
    - Navigation:
      * select type of services
      * browse storefronts
        + storefront page
    - “About Us”; tutorials / FAQs / forum?
  + purchase items
  + manage cart (add/delete/checkout)
  + rating system (write review, rate review)
  + profile page (shows shares, likes, reviews)
  + pay for items/shipping
* Both
  + Account creation
  + Terms of Service are the same for both client and customer
  + Forward shipping cost to client from customer
  + Focus on “ease-of-use”
  + security (personal information)
  + product order forwarding
  + login

1. Before detailing the payment scheme and the service’s business model (for receiving payment), more information is needed regarding online payment services such as PayPal. Nirosh has agreed to do some preliminary research on this topic.
2. There was some discussion on a working title for the project. There was consensus on the idea that the title should in some way reflect the concept of a marketplace in the digital realm, but should also be interesting and “fun to say”, if possible. Some suggestions:
   1. Agora (right idea, but not really a “fun” word).
   2. Bit Bazaar (again, right idea, but might lead some to associate Bitcoin with the project).
   3. Binary Bazaar (a little too long)
3. The working title of the project, until another, more appropriate title is chosen, will be “Binary Bazaar”.
4. With a somewhat better understanding of the nature of the project, the group can now consider the deliverables expected for the next class.
   1. Defining Project Responsibilities will be completed by William.
   2. Project Definition form will be completed by Lucas.
   3. Stakeholder Analysis and Milestone Chart will be delegated and completed once the two former charts are completed.
5. Minutes and deliverables will be uploaded to GitHub repository for consideration and editing by all group members.