

Project Plan

SneakerXplorer

Industry Partner	
Primary Instructor	Anjana Shah
Team Member	Evan James
Team Member	Marisa Tafadzwa
Team Member	Mustafa Isamail
Team Member	RJ Rose

Document Revision History

Revision #	Date
1.0	2023-10-08

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1. Executive Summary

The following describes the project to be executed.

Objective	SneakerXplorer is a web application to track down deals on a subset of items.
Corporate Goals Addressed	To broaden the market of deal trackers.
Planned Start Date	2023-09-13
Planned End Date	2024-03-29

2. Project Approvers, Reviews and Distribution List

Approvers, reviewers and distribution list

Project Role	Name	E-mail	Date
Team Member	Evan James	codingguyinteract@gmail.com	08-10-2023
	Marisa Tafadzwa	Tafadzwamarisa00@gmail.com	08-10-2023
	Mustafa Ismail		
	RJ Rose		

3. Scope

Define the sum total of all of its products and their requirements or features.

In Scope	Out of Scope
Price Comparison Engine: Is the main feature of SneakerXplore, whereby users can compare realtime sneaker prices across multiple retailers both online and physical .	Direct Sales: The platform will not directly sell sneakers to users. It focuses on providing information and facilitating connections with retailers.
Store Locator: A tool that enables users to find physical retailers near their location that sell specific sneakers.	Inventory Management: Detailed inventory management for retailers is not part of the scope. The platform will rely on retailers to update their own inventory.
Release Date Calendar: A calendar displaying upcoming sneaker release dates, complete with notifications and reminders for users interested in specific releases.	Offline Transactions: This platform will not handle offline or physical transactions
User Login and Registration: creating and managing user accounts securely.	Physical Sneaker Authentication: Physically authenticating sneakers to verify their legitimacy is not part of the platform's responsibilities.
Sneaker Search and Filter Functionality: Search functionality allowing users to find specific sneaker models. Filter options for users to refine search results based on brand, size, price range, and availability.	Ratings and Reviews: Reviews, ratings, and comments of any kind won't be implemented into this app.
Premium Subscriptions: Offering premium subscription tiers with added benefits, such as early access to sneaker releases and exclusive discounts.	Physical Retailer Management: Detailed management of physical retailers' information is not in scope, apart from basic store locator functionality.
Responsive UI/UX: User interfaces optimized for both web and mobile devices, ensuring seamless user experience across platforms.	
Notifications and Wishlist: Push notifications for price drops, and availability of saved sneakers. Wishlist creation allowing the ability to save sneakers to view at a later time.	

4. Deliverables

This project will deliver the following.

Deliverable	Description
Fully Functional Web and Mobile Application	A user-friendly web and mobile platform that offers real-time sneaker price comparisons, a release date calendar, store locators, user reviews, and personalized profiles. Users can make informed purchases, track releases, and discover the best deals. The application will be accessible across web browsers and mobile devices, ensuring a seamless user experience.
Backend System and Database	The development of a robust backend system and database infrastructure to support the storage of sneaker information, user profiles, and user interactions. This system will facilitate data retrieval, update, and synchronization between the web and mobile platforms, ensuring data consistency and responsiveness. The database will be designed for scalability and efficient data management.
Documentation and Testing	Comprehensive documentation, including system architecture, user guides, API documentation, and test cases. Rigorous testing will be conducted to ensure the platform's functionality, security, and scalability. This includes unit testing, integration testing, user acceptance testing, and performance testing to verify the platform's reliability and efficiency. Additionally, security measures and best practices will be documented to safeguard user data and privacy.
Affiliate Marketing Integration	Integration with affiliate marketing programs to generate revenue through referral links to sneaker retailers. The platform will track and manage affiliate partnerships, providing a source of income for the project.

5. Assumptions

This project makes the following assumptions;

Assumption #1	The availability of reliable and up-to-date data from sneaker retailers and brands for price comparison and release date information.
Assumption #2	User engagement and adoption of the SneakerXplore platform, with an expected increase in user activity over time.
Assumption #3	Retailers and affiliate marketing programs will collaborate with SneakerXplore to participate in the platform's affiliate marketing and advertising initiatives
Assumption #4	Users will accept and engage with advertisements displayed within the platform, contributing to the platform's revenue generation.
Assumption #5	The platform's premium subscription offering will attract a sufficient number of subscribers to justify the development and maintenance costs.

6. Dependencies

Internal Dependencies:

1. **Development Team:** The availability of a skilled development team with expertise in web and mobile application development.
2. **Data Sources:** Access to reliable and updated data sources for sneaker pricing, release dates, and other relevant information.
3. **Infrastructure:** The availability of necessary infrastructure, including servers, hosting services, and databases, to support the platform's functionality.

External Dependencies:

1. **Retailer Collaboration:** Cooperation and collaboration from sneaker retailers and brands to provide accurate pricing data, release dates, and participate in affiliate marketing programs.
2. **Mapping Services:** Integration with mapping services (e.g., Google Maps) for the store locator feature, requiring a stable and functional mapping service.

3. **User Adoption:** User engagement and adoption of the platform, which may depend on effective marketing and user outreach efforts.
4. **Ad Partners:** Cooperation from advertisers and sneaker brands for ad placement within the platform, including timely delivery of ad creatives.
5. **Affiliate Marketing Programs:** Collaboration with affiliate marketing programs for the successful implementation of affiliate links and revenue generation.

7. Risk Management

Potential Risk	Severity (H/M/L)	Likelihood (H/M/L)	Management Strategy
Data Inaccuracy from Retailers	High	Medium	Implement data validation checks and mechanisms to identify and rectify inaccurate data. Establish direct communication channels with retailers for data verification.
Low User Adoption	High	Medium	Develop a comprehensive marketing and user outreach plan to promote the platform. Offer incentives for early adopters. Continuously gather user feedback for improvements.
Insufficient Retailer Collaboration	High	High	Build strong relationships with retailers and provide incentives for participation, such as increased visibility on the platform. Diversify data sources for resilience.
Technological Challenges	High	Medium	Conduct rigorous testing during development to identify and mitigate technical issues. Maintain a skilled technical support team for prompt issue resolution.
Ad Revenue Shortfall	Medium	Medium	Implement effective ad placement strategies and regularly assess ad performance. Diversify revenue streams to reduce reliance on ad revenue alone.
Security Breaches and Data Privacy Concerns	High	Medium	Implement robust security measures, including encryption, firewalls, and user data protection. Conduct regular security audits and adhere to industry best practices.
Competitive Market Dynamics	Medium	High	Continuously monitor the competitive landscape and adapt the platform to address evolving market trends. Foster a strong and engaged user community for loyalty.

8. Communication

Reporting

The following reports will be produced;

Report	Audience	Frequency
Project Status Report	Project Team	Weekly
User Engagement Report	Team, Classmates, Professor	Once
Risk Assessment Report	Project Team	Weekly

Security and Compliance Report	Project Team	Monthly

Meetings

The following meetings/communication will be established;

Meeting	Purpose	Attendees	Frequency
Project Kick-off Meeting:	beginning of the project to set goals, roles, and expectations.	Project Team , Instructor	Once
Weekly Status Meetings:	To discuss project progress, challenges, and updates. Attendees: Project team, project manager, stakeholders. Frequency: Weekly.	Project Team	Weekly
Project Presentation	To present our project and the progress we have made so far	Project Team, Instructor, class Audience	Once

9. Task Listing (WBS- Work Breakdown Structure)

The following resource proposal template summarizes the resource hours committed to this project, upon final approval of this document.

Reference	Tasks	Duration	Dependency
A	Project Planning and Initiation	2 Weeks	FS
B	Research	1 week	FS
C	Project Summary	1 Week	FS
D	High level Requirements	1 Week	SS
E	Project Vision	1 Week	SS
F	Team Charter	1 week	FS
G	Project Plan	1 Week	FS

10. Gantt Chart

Create a detailed Gantt Chart from your Task Listing(Use any software tool and paste the image or upload as a separate file that can be opened as pdf/doc/xls)

Below is an example:

#Provided Gantt chart as pdf

11. Milestones

Major Activity or Milestone	Estimated Milestone Target date	Owner/Reviewer Team Members
Project Vision	1 October	Evan
Project Summary	1 October	Tafadzwa
User Stories & Personas	1 October	Mustafa
High level Requirements	1 October	RJ
Sprint Backlog	8 October	Evan
Product Backlog	8 October	RJ
Project Plan	8 October	Mustafa & Tafadzwa
Team Charter	8 October	RJ

12. RAM – Responsibility Assignment Matrix

Create a RAM from your Task Listing. A sample is shown below:

Project Team Responsibilities

Project Name: New Package Installation
Project Manager: Al Q. Hall

Task	John	Frank	Linda	Jean	Larry
Assess Requirements	P	S	S		
Design Business System			S	P	
Modify Purchased Package	S	P			
Modify In-House Procedures			P	S	
Testing	S				P
Implement New Package		P		S	
Train Staff		S		S	P

P = Primary S = Secondary

Project Name:	SneakerXplorer
Project Manager:	Anjana Shah

Tasks	Evan	Tafadzwa	Mustafa	RJ
Project Planning and Initiation	P	P	P	P
Research	P	P	P	P
Project Summary		S		
High level Requirements				P
Project Vision	P			
Team Charter				P
Project Plan	S	P		
User Stories & Personas			P	

Project Backlog				P
Spring Backlog		P		

13. Approval

The signatures below indicate their approval of the contents of this document.

Project Role	Name	Signature	Date
Team Member	Evan James	E.J	2023-10-08
Team Member	Rj Rose	R.J	2023-10-08
Team Member	Marisa Tafadzwa	T.M	2023-10-08
Team Member	Mustafa Ismail	M.I	2023-10-08