Project Proposal

Top Deal Auto Website

Company: Top Deal Auto Melbourne, Australia

Software: Car Selling Website

Team name: Prestige K/DA

Team Members:

Name	ID	Roles
Pham Duc Linh	103792371	Product Owner - BA
Pham Anh Vu	103806447	Solutions, IT Architect
Nguyen Thanh Dat	103804881	Project Manager - Scrum Master
Tran Tuan Nam	103792643	Lead Developer (BE)
Phung Xuan Tung	103792054	Lead Developer (FE)

Tutorial class: Fri 1:00 PM DT7.2

Tutor's Name: Dr. Pham Thi Kim Dzung

Synopsis

Top Deal Auto, founded by Bill Joyce and partners, is an Australian car retailer with three yards and showrooms. The company prioritizes customer and employee relationships, ensuring buyers only purchase suitable cars. Customers have the flexibility to cancel trading activities.

Established in 1972 in Melbourne, Top Deal Auto faced challenges against major competitors Ford and Holden. By 1978, a loyal customer, now a famous star, chose their Melbourne yard as a TV show backdrop, boosting their reputation. This led to Top Deal Auto becoming the preferred supplier for local businesses and government agencies.

Bill Joyce and partners have retired, and their children now run the business. Currently, Top Deal Auto aims to enhance its services by developing a more professional website accessible on various devices, catering to the growing demand both locally and interstate.

Background

The project under consideration involves the development and enhancement of Top Deal Auto's online presence. Top Deal Auto, a longstanding car retailer in Australia founded by Bill Joyce and partners, initially faced challenges in the competitive market during the 1970s. However, their fortunes changed in 1978 when a loyal customer, now a prominent figure, showcased their Melbourne car yard in a TV show. This pivotal moment catapulted Top Deal Auto to become the preferred car supplier for local businesses and government agencies. With the retirement of Bill Joyce and partners, the next generation now manages the business. The current initiative focuses on creating a more professional and responsive website accessible on multiple devices. This strategic move aims to improve services locally and cater to the growing demand both within the region and across state borders. The project aligns with Top Deal Auto's commitment to adapt and thrive in the evolving automotive market.

Scope

In this project, the primary objective is to re-design and optimize the online presence of Top Deal Auto through the development of a more professional and responsive website. The overarching goal is to meet the growing demand for their services within the local market and extend their reach interstate. The software capabilities encompass the creation of an intuitive and user-friendly interface, ensuring seamless navigation for potential buyers. Specific goals include the implementation of a comprehensive car catalog, facilitating easy browsing and search functionalities. Additionally, the website will enable users to initiate and manage trading activities, providing a user-driven experience. The system will incorporate multi-device compatibility, allowing accessibility across various platforms. It is crucial to note that while this project focuses on the website's improvement, aspects such as internal business processes, inventory management, and external marketing strategies are considered outside the scope of this endeavor. The primary focus is on enhancing the customer-facing online platform to elevate Top Deal Auto's market presence.

Deliverables and schedule

In terms of what we're delivering, it's essentially a brand-new and improved Top Deal Auto website. You'll have a fully operational site that's easy to use for both customers and staff. We'll hand over all the necessary files and documents, including the "behind-the-scenes" code that makes the website work. To make things even simpler, we'll provide a user manual that explains how to use the website and a training program to get everyone up to speed. Think of it as getting a complete package – a modern website ready to go, and everything you need to know to make the most of it. If there's anything you need ongoing help with, we can discuss that too, but for now, our focus is getting this user-friendly and efficient website up and running for Top Deal Auto.

Initial Release Schedule of the Product backlog items

No.	Item	Dependencies	Business Value (1 least – 10 most)	Release Schedule (Sprint 1 | 2 | 3 | …)
F1	Allow users to see all cars selling	None	9	Sprint 1
F2	Allow users to search for cars by model name, make, type	F1	9	Sprint 1
F3	Allow users to sign up for an account	None	8	Sprint 1
F4	Allow user to see a car's detailed information	F1, F3	9	Sprint 1
F5	Allow a site admin to log in to separate admin portal	None	9	Sprint 1
F6	Allow Admin to add/remove car(s) to the website	F5	9	Sprint 1
F7	Allow Admin to edit a car's information (name, make, model, price,...)	F5	9	Sprint 1
F8	Allow admin to see all users' basic information	F5, F3	9	Sprint 1
F9	Allow admin to see a user's detailed information	F5, F3	8	Sprint 1
F10	Allow user to see their own information	F3	9	Sprint 2

F11	Allow user to edit their own information	F3	7	Sprint 2
F12	Allow an user to have their own cart		8	Sprint 2
F13	Allow an user to add a car to their cart	F12	9	Sprint 2
F14	Allow an user to see the cars in their cart	F13	9	Sprint 2
F15	Allow an user to head to checkout with the items in the cart	F14	9	Sprint 2
F16	Allow an user to checkout with Credit Card and Debit Card information	None	9	Sprint 3
F17	Allow an admin to view all transactions	F16	9	Sprint 3
F18	Allow an admin to search transactions by including but not limited to price, customer, name, car, make, model, date, …	F17	9	Sprint 3
F19	Allow an user to view their own past transactions	F16	8	Sprint 3
F20	Allow an user to cancel their own pending transactions	F19	8	Sprint 3
F21	Allow an user to receive an email update for their transactions' state	F19	8	Sprint 3
F22	Allow an user to request a refund for their transaction	F20	8	Sprint 3
F23	Allow an user to contact customer support	F3	7	Sprint 3

Group's final decision

Member	Decision Explanation
Pham Duc Linh (Product Owner)	After thoroughly reviewing the project proposal, I am pleased to express my full agreement and confidence in our team's ability to successfully initiate and complete this project. Drawing on our past experience with similar endeavors and considering the well-prepared scope, I believe we are well-positioned for success. I appreciate the effort invested in outlining the project's objectives, milestones, and deliverables. I look forward to witnessing the team's dedication and expertise in action, confident that we will meet and exceed the outlined expectations.
Nguyen Thanh Dat	Reflecting on the project proposal and the insights shared, I am equally optimistic about our team's potential to excel in this endeavor. The comprehensive nature of the proposal, coupled with our collective experience in similar projects, sets a strong foundation for success. It's evident that meticulous planning and strategic foresight have gone into defining the project's goals and framework. This detailed groundwork enhances my confidence in our ability to not only achieve the set objectives but also to innovate and adapt as the project progresses. The alignment of the team's skills and the project's requirements promises a synergy that I anticipate will lead to outstanding outcomes. As we embark on this journey, I am enthusiastic about the prospects of harnessing our team's talents and witnessing the transformative impact of our collaborative efforts.
Tran Tuan Nam	I wholeheartedly endorse the comprehensive background, scope, outlines, and tasks outlined in this project document. The provided information is not only detailed but also presented in a concise manner, offering a solid foundation upon which our team can confidently build and execute this project. The clarity and specificity of the document provide us with a clear roadmap, ensuring that we are well-informed and properly equipped to tackle the challenges ahead. With such a robust foundation, there is no doubt that our team possesses the necessary insights and understanding to navigate the complexities of the project efficiently. I am confident that with this detailed information, our collective efforts will result in the successful and timely completion of the project objectives.
Pham Anh Vu	After reviewing the proposal and the product backlog, I strongly disagree with the scheduling of the delivery of the project as I feel the schedule is way too rushed and leaves too little overhead for potential mistakes, bugs and problems, which will either lead to an unfinished product or missed deadline. I suggest that the sprint schedule should either be more relaxed, or needs constant updates to account for unexpected problems.
Phung Xuan Tung	With all the factors in mind, I agree with the project with a determined scope and timeline. I think it is important to have a clear vision of what we want to achieve and how we will get there. Having a defined scope and timeline will help us to plan our tasks, allocate our resources, and monitor our progress. It will also prevent us from getting distracted by

	unnecessary features or changes that could delay our delivery. I believe that by following the scope and timeline, we can create high-quality results that meet the expectations of our clients and users.
Group Final Decision	
The final decision of the group met with the majority of agreement on the project initiation with adjustments due to some odds in the planning process. Our team targeted to develop a fully functional website with the restrictions stated in our scope; further development will be updated in the product backlog in the future.	