Second Hand

Project Charter

Contents

Abbreviation:

HMEA - Hosting, maintenance, employment, and agreement

Project Purpose

Type: *Opportunity/Problem*

We all need to have particular "things" except water, food, and air in our lives to continue/ease our lifestyle; "things" include clothing, household appliances, furniture, and many others. The problem is although everyone wants to utilize brand-new of those items, some (might be big portion of population) people cannot afford it, conversely, the others buy more than they need or renew the existing one frequently. Nevertheless, <u>it is feasible to turn this problem into an opportunity</u>, in addition, by following win-win policy. To be more precise, those who cannot even find a place to accommodate those items earn significant amount of cashbacks by selling for affordable price to those who is not able to buy them from the shop.

The aim of the project is to build a C2C platform that will:

- Sell the secondhand items for affordable price
- Recommend the items based on the analysis of customer's previous purchase(s)
- Assist on the reduction of pollution rate and wastefulness by the reuse and recycle of certain products

Objectives and Success Criteria

Objective:

The main scope of the project is to build a platform that will help some people "get rid of extra weights" as well as get back a percentage of money spent on particular product, at the same time, give an opportunity to some people to own a product for an affordable price which in turn helps to diminish the wastefulness and pollution rate.

Payment type (*manual* - during delivery or *online* - via platform) for the product(s) **is out of the scope of this project** and will be organized between the seller and buyer.

Success criteria:

- Fully functional-responsive, user-friendly, and easily utilized platform must be delivered
- Signed contract with the freight transporting service for the delivery of heavy products must be acquired
- Hosting of the platform and payment for maintenance to the appropriate service provider must be completed
- 2 people for customer support and 1 person for system administration must be hired

Note: As agile methodology is planned to be applied in case of acceptance, development of recommendation algorithms and mobile application are not included in the success criteria yet.

High-level Requirements

№	Requirement
RQ1	Attractive frontend development
RQ2	Backend development and database configuration taking API metrics into account respectively
RQ3	Hosting
RQ4	Maintenance

RQ5	24/7 customer support
RQ6	Data science algorithms for recommendation of the items
RQ7	Mobile application
RQ8	Home to home delivery

Milestones

№	Milestone
M1	Approval of project plan
M2	Building team members from users/customers
M3	Building backend and frontend of the platform
M4	Setting up hosting
M5	System testing
M6	Finding a service provider and paying for maintenance
M7	Hiring people for customer support and system administration
M8	Launch of platform

Budget and Time Estimations

As mentioned above, methodology of the project is planned to be agile; thus, it requires a different approach to traditional project budgeting and timing estimations (ex. parametric, three-point).

Precision-alignment approach was used to estimate budget and time. In this approach, it is essential to prioritize the business deliverables of the project; moreover, it is more budget and less estimation oriented.

List of high-level requirements was taken as a baseline to break down the project into relatively smaller chunks; budget and time estimations were given based on the sophisticated research over previous experience of the company and guidance from developers.

Task	Time (week)	Budget ($/week)
Frontend development	24-52	290
Backend development	24-52	865
DS algorithm implementation	4-8	100
Mobile application development	26-52	1350
Signing a contract with transporting service (at least for half a year)	4-16	900
Hosting	1-4 days	150
Testing	20-40	1600
Maintenance	1-4	500
Employment (2 CS + 1 SA people)	3-6	2520 * 2 + 1400

This gives broad and relatively higher budget range of $145,140 +- 35% ($95,220 – $195,060) excluding HMEA. By prioritizing the tasks, which allowed a segregation among "must haves", "should haves", and "nice to haves", tighter and acceptable budget and time range were obtained.

Task	Time (week)	Budget ($/week)	Priority
Frontend development	*32-44*	*290 (9,280-12,760)*	*1*
Backend development	*32-44*	*865 (27,680-38,060)*	*1*
DS algorithm implementation	4-8	100	2
Mobile application development	26-52	1350	3
Signing a contract with transporting service	*8-12*	*900 (23,400)*	*1*
Hosting	*2-3 days*	*150 (3900)*	*1*
Testing	*24-36*	*1600 (38,400-57,600)*	
Maintenance	*2-3*	*500 (13,000)*	*1*
Employment (2 CS + 1 SA people)	*4-5*	*6440 (167,440)*	*1*

According to the priority level of the tasks, lower and upper limit of time and budget estimations were calculated and demonstrated below:

Note: HMEA costs were calculated for *half a year* of serving and kept in separate intentionally to give more specific product budget estimation.

Budget: $92000 +- 18% (+ ~208K for HMEA) 75360 108420

Time: 9 +- 2 months (38 +- 6 weeks)

Importance Factors
Scope and Quality: 50%

Budget: 15%

Time: 35%

Risk Management
Constraints

№	Constraint
C1	Colors used in frontend design will match the colors that represent the company
C2	Seller's identity (excluding those who are popular/known over social media, celebrities) should be kept unknown to the buyer
C3	Refunding will not be applicable to clothing
C4	BEO should be reached within 1.5 - 2 (max) years
C5	ROI cannot be <= 35%

Assumptions

№	Assumption
A1	Getting feedbacks from customers may assist on developing varied customer segmentation techniques
A2	Advertisement of the platform over social media may both increase the sales rate and push other people to raise awareness on wastefulness

A3	Modern, professional platform and optimized backend processing may distinguish the business from competitors
A4	Offering monthly discounts on certain products under the control of owner may increase CLV
A5	Having smooth and trusted return/refund policy may let customers to carry out confident shopping

Risks

№	Risk
R1	Security threats including cyberattacks, hacking into the platform
R2	Privacy issues of the users' (sellers and buyers) personal data
R3	Budget and time dedicated to the project requirements exceeds the estimated values
R4	SEO measures may have rapid change anytime in which considerable drop in platform traffic may be observed
R5	Unexpected system failures may lead to downtimes, crashes, as a result, customer disputes

Stakeholders

№	Name	Position	İnternal /External	Project Role	Contact Info
1	Louis McCarthy	CEO	Internal	Project sponsor	lmccarthy@techwelt.com
2	Sabina Yashar	PMO Director	Internal	Project manager	syashar@techwelt.com
3	Mike Garcia	Team member	External	Frontend developer	mikegarcia@gmail.com
4	Charlie Smith	Team member	External	Backend developer	charliesmith@gmail.com
5	N/A yet	Team member	External	System admin	N/A yet
6	N/A yet	Team member	External	CSR	N/A yet
7	N/A yet	Team member	External	CSR	N/A yet
8	James Cameron	Product Manager	Internal	Advisor	jcameon@techwelt.com
9	Selin Aksoy	Resource Manager	Internal	Resource provider	syildirim@techwelt.com
10	Richard McCain	Marketing Manager	Internal	Advisor	rmccain@techwelt.com
11	Finn Schneider	Finance Manager	Internal	Advisor	fschneider@techwelt.com
12	Emma Müller	PR Manager	Internal	Advertiser	emuller@techwelt.com

№				
13	Altun Yıldırım	Lawyer	Internal	Lawyer	ademirel@techwelt.com
14	Maria Ferne	N/A (from users)	External	System tester	mferen@detailedtesting.com
15	Bernard Franklin	Director of transporting service	External	Transport partner	bfranklin@carryanywhere.com
16	Özgür Foster	-	External	Maintenance partner	ofoster@fixit.com
17	N/A	Customers	N/A	N/A	N/A

№	Description of Duty and Interest	Level of Influence	Channel of Communication
1	Project sponsor holds overall responsibility of the project's success, acts as a decision executive, and targets the rise in annual revenue of the company	High	E-mail/In person
2	Project manager plans, systematizes, and directs the project towards the completion on time, budget, and within scope, works with all stakeholders and gets paid	High	E-mail/In person
3	Frontend developer implements visual elements of the platform that users see and gets paid	High	E-mail/In person
4	Backend developer builds the technology that powers application, server, and database all together, integrates the work of frontend developer and gets paid	High	E-mail/In person
5	System admin takes the control over whole system, monitors efficiency, troubleshoots issues, ensures security, and gets paid	High	E-mail/In person
6	CSR stays on the online/in person duty of answering questions, solving problems and performs weekly reporting to project manager and gets paid	High	E-mail/In person
7	CSR (same as above)	High	E-mail/In person
8	Advisor on product management learns the scope of the project, makes analysis on whether it is worth to add the platform into the list of released products of the company	Middle	E-mail/In person
9	Resource provider ensures that required equipment and archive data of previous-relevant projects are provided	Middle	E-mail/In person
10	Advisor on marketing management jointly works with advisor on product management to discuss the marketing point of view	High	E-mail/In person
11	Advisor on finance management jointly works with advisor on product management to debate the financial point of view	Middle	E-mail/In person

12	Advertiser, obviously, works on the promotion of the platform over social media, market accordingly and gets paid	High	E-mail/In person
13	Lawyer deals with of all legal issues/matters happening on B2B2C2C and gets paid	Middle/High	E-mail/In person
14	System tester will be needed during the development of the platform to avoid the delay; she conducts a versatile testing of the product, delivers the results of her analysis to improve the design and operation perspectives and gets paid (this process may repeat several times depending on the analysis results)	High	E-mail
15	Transporting partner gets 3% of monthly payment only from the purchases that needs transporting service	Low/Middle	E-mail
16	Maintenance partner jointly works with system admin and keeps IT infrastructure up to date by implementing necessary enhancements to platform and gets paid	Middle/High	E-mail
17	Customers are interested in using the platform and giving feedback which in turn will let us work on the weaknesses	High	N/A