Software Project Management
Winter 2023

Mini-Hackathon

Group 13

Team Members	ID	Role
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1. Executive Summary

Cocktail DB is the debut company in the sales of cocktails that are enjoyable in the winter and summer. This feasibility study covers the Cocktail DB's consideration of an online platform. This document will cover the products and services, technology considerations and staffing and schedule needed to successfully implement the website.

2. Description of Products and Services

Cocktail DB is currently working on creating an online platform for selling its existing product line and launching new services. Until now, Cocktail DB has been available in stores nationwide for 5 years. However, the recent and unfortunate pandemic changed the flow of the company's progress. Looking at the bright side of this, we have decided to use this as an opportunity to create a platform where old and new customers can purchase our products online. Our online platform would also provide our unique recipes and sales of ingredients for anyone to try at home. By offering its products through an online platform, Cocktail DB will be able to capitalize on the growing trend of online sales within the drink beverage industry.

The proposed additional that Cocktail DB will be providing as a result of this study would be the provision of recipes and ingredients for customers to make their own cocktails at home if they choose to.

3. Technology Considerations

Cocktail DB would require an adequate technological infrastructure to provide an online platform for the customers to purchase their products. The Cocktail DB will maintain a simple and easy website that has the following functionality:

- The website should maintain a product list with descriptions.
- The user should be able to search for recipes, images of specific cocktails, ingredients and filter by nonalcoholic and alcoholic products.
- The website should contain a functionality for customers to conduct online transactions easily and in a secure manner.
- The website should consider creating a functionality to target existing and potential customers through methods such as emailing lists, advertisements and discounts.

Since this is the first online platform created by Cocktail DB, the expertise to build this platform is not available in the company. Therefore, Cocktail DB would have to consider outsourcing this expertise to design and build the website.

4. Organization and Staffing

Cocktail DB would require additional staffing to successfully implement the online platform. All these positions will work with the existing departments.

1. Online Project Manager - Responsible for planning and decision making. Every other staff member would report to the manager.
2. Frontend developers - Responsible for frontend development.
3. Backend developers - Responsible for backend development.
4. Quality Assurance manager - Responsible for testing the system and making sure the system meets the requirements.

5. Schedule

The Cocktail DB project is expected to take 10 days from recruiting staff to system testing. Many of the foundations of the software such as high internet speed availability and web server capability are already available. Upon approval, a detailed schedule will be created from the network diagram.