



SCOPING DOCUMENT

Project: Customer Website in Mobile Coupon (mCoupon)

Client: Aquafruit Media

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1. EXECUTIVE SUMMARY

This document is a scoping document for customer website, called Mobile Coupon (mCoupon). The Business Objectives (Chapter 2) will introduce about what is the mCoupon, business proposition and opportunity. In the following section, the existing system of mCoupon: Administration System and Mobile Application (Mobile App) are described (Section 2.2, Chapter 2). Section 2.3 will discuss some possible customer website design, such as main functions with their capacities, database and future work. Deliverables is in Section 2.4.

Chapter 3 will include project scope, its constraints, impact of the project and personal roles and responsibilities. Chapter 4 is project approach that will describe how to implement this project, such as create mockup view diagrams and discuss website design team, creating host environment to create customer website and test, and report version changing. The Project Estimate in Chapter 5 will estimate schedule of development project lifecycle. The Gantt chart will show the development processes. Checkpoints will enable the programmer to review progress of the project.

2. BUSINESS OBJECTIVES

2.1 BUSINESS OBJECTIVES

Aquafruit Media is a creative professionals technology support company, which offers their technology services specifically targeted at businesses and individuals. Aquafruit is developing a product called Mobile Coupon (mCoupon).

mCoupon is a discount coupon service provided to customers via their mobile phones. The goal is to create the environment to launch and process mobile couponing campaigns efficiently. A mobile coupon is defined as ‘a coupon sent to and stored on a mobile phone that can be exchanged for a rebate, a financial discount etc. at a retailer or merchant when the consumer purchases a product.’

In brief, mobile coupons and rebate are used to increase sales and promote consumer loyalty. mCoupon is targeting one broad core market: all people 12yo+ who own a mobile phone and are connected to a national telco carrier. The programme will provide a new choice to target people who dislike paper coupons and who are more mobile-savvy. In comparison with traditional coupons, the mobile coupon will be more convenient and easy to keep.

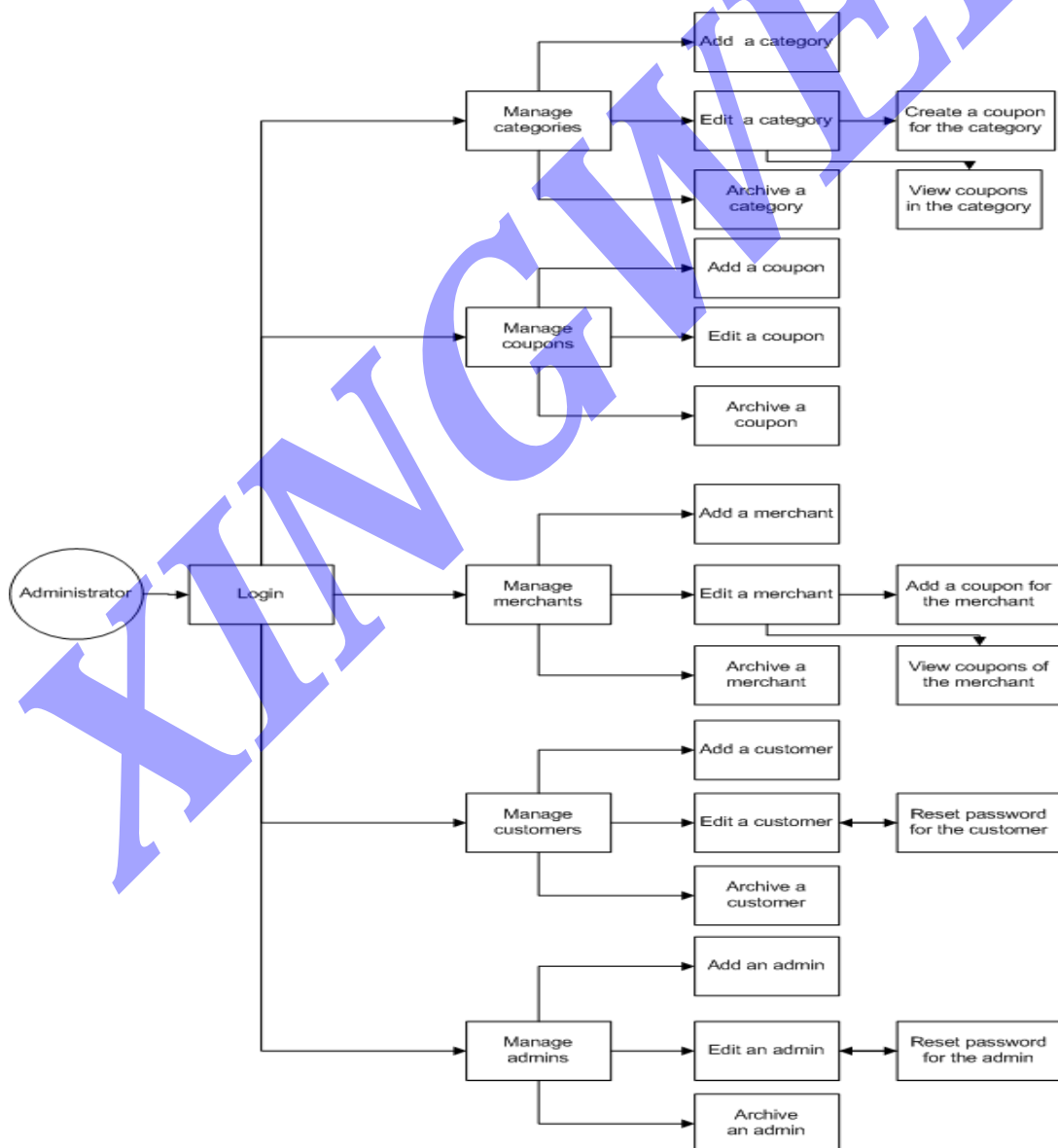
According to the requirement manual of mCoupon by Aquafruit, the existing system of this project includes an administration system and mobile application programme. They require the creating of a customer focused website to promote mobile coupons, which reach users who use other mobile devices, such as iPad, laptop, E-book or desktop and so forth.

2.2 EXISTING SYSTEM

Mobile Coupon consists of an Administration system and a Mobile Application, which already existed. The following sections will introduce each system.

2.2.1. DATA FLOW DIAGRAMS (DFD)

Administration System DFD



Mobile App DFD



2.2.2. ADMINISTRATION SYSTEM

The administration websites deals with and manages coupons. It includes 6 main function which will be introduced below. The following will show the capabilities of each function.

2.2.2.1. USER ACCOUNTS AND ACCESS LEVELS

There are two levels users. One is the admin user and the other is the support user.

Admin user

- **Login** - Admin users can login administration websites with username and password.
- **Edit profile** - Admin users can change password, email address, first name and last name.
- **Manage users** - Admin can add additional support users and other admin users and update and delete user account.
- **Logout** - log off the backend

Manage Merchants, Manage campaigns and Manage Categories sections will be explained below (See section).

Support users

The support users have limit functionality. They can only login to edit profile, manage customers and logout.

2.2.2.2. MANAGE MERCHANTS

- **Create account of Merchant**

Admin users create the Merchant accounts. They fill Merchant information in detailed form, such as name, phone number, mailing address, state country and logo notes etc.

- **Archive Merchants account**

It is very important that Merchant account is only archived if there are no active coupons.

- **Edit merchant account**

The admin user can edit all fields except the unique identifier auto assigned to the account upon creation

- **Search Merchant account**

The admin user can use Merchant's name or email address to perform a search.

2.2.2.3. MANAGE CAMPAIGNS

The campaigns belong to a Merchant account. A merchant account can have more than one campaign

- **Create a campaign under the merchant account.**

The account includes

- 1) Merchant name
- 2) Campaign owner
- 3) Email address
- 4) Category – it works for search by category
- 5) Campaign offer
- 6) Retail price
- 7) Offer price
- 8) Savings
- 9) Campaign short description
- 10) Campaign long description
- 11) Fine print
- 12) Campaign cycle (optional)
- 13) Start date and end date
- 14) Bar code (image and number)
- 15) Log
- 16) Notes
- 17) Publish state

- **Edit campaign** - Edit campaign name and bar code, which cannot be change if the campaign is active.

- **Search Campaign** - Search can be performed by merchants name, category name or campaign name.
- **Archive Campaign** – for every expired campaign will be archived automatically based on campaign end date and provide manual backup if required.
- **Duplicative Campaign** - The existing campaign can be duplicated to create new campaign and reduce time to fill detail but must be have its own unique identifier.

2.2.2.4. MANAGE CATEGORIES

Categories are collection of campaigns collated form a number of merchants activates. Campaigns are displayed as coupon s to customers on the web and app.

- **Create a new Category** – It has to with category, icon and description.
- **Archive Category** - If there are no active campaigns listed under the specific category.
- **Rename Category**
- **View Category** – Display list of categories. When customers click the categories button, they can view the list of campaigns in one active category.

2.2.2.5. MANAGE CUSTOMER ACCOUNTS

- **View customer accounts**

Administrator and support users should have the facility to view list of customer accounts. Detailed information of a customer can be viewed by clicking on their name from the list or by searching for an account.

Support users can only view the following information about a customer:

- 1) Customer name
- 2) Mobile
- 3) Email
- 4) Preferred categories
- 5) Coupons viewed
- 6) Coupons saved to favorites

- **Search for customer** - Admin is allowed to search customer with name, mobile or email address.
- **Edit customer account**

An administrator and support staff can edit customer information and perform the following functions

- 1) Reset customer password
- 2) Change email address
- 3) Archive (suspend) account
- 4) Un-archive (un-suspend) account
- 5) Writing notes (activity history)

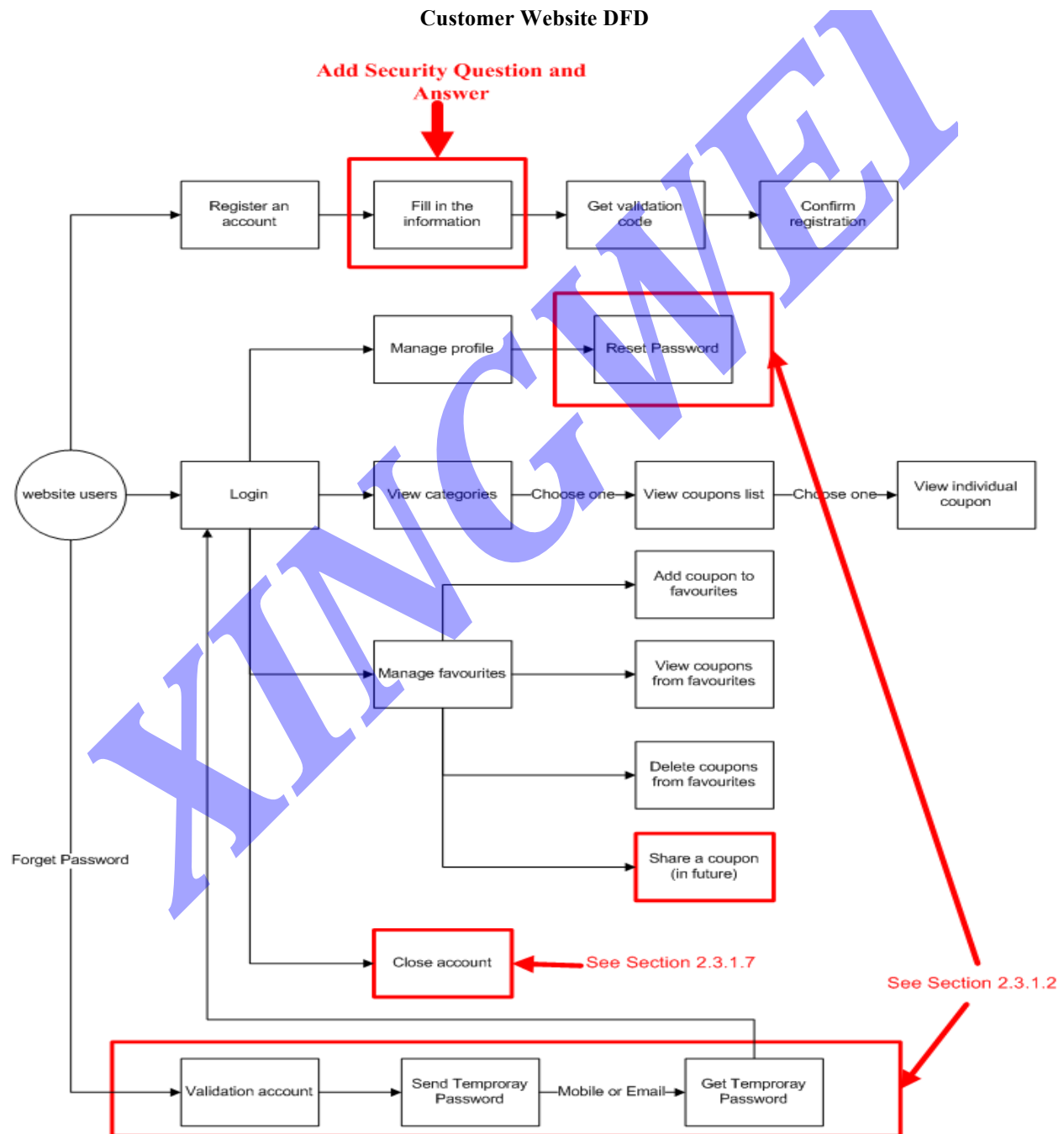
The mobile number associated with a customer account cannot be edited since this is a unique identifier.

2.2.3. MOBILE APPLICATION (MOBILE APP)

Mobile application works in mobile platform for customers. Customer can download and install Mobile App in their smart mobile phone. They also can create an account and search their favorites coupon from categories, view, add and share with friend. It is similar customer website (see Section 2.3.1).

2.3 PRODUCT DESCRIPTION (EXTEND SYSTEM PROPOSITION)

According to Aquafruit's requirement, this project will be creating a customer focused website to extend and promote mobile coupons. Considering to customer operation, it is similar with Mobile App. The main function will be designed in below.



2.3.1. MAIN FUNCTIONS

2.3.1.1. CREATING CUSTOMER ACCOUNT

There are three steps: **1. Register**, **2. Verify account**, **3. Create account** in creating a customer account.

Step 1. **Register** – It is always significant for any website. If customers do not have account, they cannot login and use the service. Customer has to fill all register information in form.

The register information include:

- 1) Username
- 2) Password
- 3) Confirmation Password
- 4) First Name
- 5) Last Name
- 6) Gender
- 7) Date of Birthday
- 8) Post Code
- 9) Email
- 10) Address
- 11) State
- 12) Mobile Phone number
- 13) Security question and answer (validation customer)

Step 1. **Verify account** - After customers complete registering information, the verify page will show in the screen. The server will send a generate verification code to customers mobile number as an SMS or email address. Customer will need to re-enter this number to continue with the create account process.

Addition actions:

- 1) Push notification (on/off) - Using current mobile or email
- 2) Selection - Using mobile or email (Default by email)
- 3) Enter new mobile or email address

Notes: If the verify code is not correct when re-enter in step 2 or customer doesn't receive the code in mobile phone or mail. It will provide addition actions to resend verification code in step 2.

Step 2. **Create account** - When verify code that is received from customer's mobile or email was validated successfully, the customer account should be created and should be auto signed-in to

the website. Customer also can see introduction webpages with links to download mobile app and to select their preferred categories.

2.3.1.2. RESET PASSWORD

Reset password is very important when customer has forgotten his password. The solution is that forgetting password link will show in login page. Once click this link, it go to reset password page. (Sending temporary password) When customer have required for password to be reset, the server will send the temporary password to them. Customer has the option to choose between Mobile and Email to receive their temporary password. When customer logs in using temporary password, they should be directed to their profile page to update the password.

There is a security problem than how to identify the account is correct. Therefore, it must be validation the customer. One solution is set security question in register and customer filled their answer which record in database. When customer requires reset password, it must be answer the question correct. It has to check the customer account existing in database or not before answering security question.

2.3.1.3. EDIT PROFILE

Customer has to be login, they can edit their profile. There are some options editable in following.

- 1) Password
- 2) First Name
- 3) Last Name
- 4) Gender
- 5) Date of Birthday
- 6) Post Code
- 7) Email
- 8) Address
- 9) State
- 10) Mobile Phone number
- 11) Security question and answer
- 12) Push notifications (on/off), when notification are turned on, customer will get notified via app when new coupons become available for their preferred categories
- 13) Preferred categories - select or un select multiple categories

2.3.1.4. VIEW CATEGORIES

Once login, customers should be able view all active categories. The Category name, short description and total number of active coupon with this category will be displayed in the Category Screen. If the category does not have any active coupon, the name will be grey.

2.3.1.5. VIEW COUPONS

Customers should be able to view all active coupons and view specific coupons.

- **View coupon list**

Customers should be able to view all active coupons for their preferred category, by clicking on relevant active category. The following information should be displayed for each coupon.

- 1) Campaign offer
- 2) Campaign short description
- 3) Campaign promo image
- 4) Savings
- 5) Campaign end date (redemption date)
- 6) Merchant Logo

Additions actions:

- 1) Add to favorites after view coupon.
- 2) Share coupon on society website such as Facebook, Twitter, LinkedIn, and foursquare.
- 3) Email coupon - Customer can send the link to friend email or their email.

- **View individual coupon**

Provide customer with the facility to click on a coupon from the list to view additional details and barcode for redeeming. The following information should be display,

- 1) Campaign offer
- 2) Campaign short description
- 3) Campaign promo image
- 4) Savings
- 5) Campaign end date (redemption date)
- 6) Merchant Logo

- 7) Campaign long description
- 8) Campaign fine print
- 9) Barcode
- 10) Promo code

When a customer views the individual coupon, it should be added to the campaign impression count and this data will be used for generating campaign report for the merchant.

Additions actions:

- 1) Add to favorites after view coupon.
- 2) Share coupon on society website such as Facebook, Twitter, LinkedIn, and foursquare.
- 3) Email coupon - Customer can send the link to friend email or their email.

2.3.1.6. MANAGE FAVORITES

- **Add coupon to favorites** - Customers should be provide with the option to add coupon to Favorites in order to redeem at later date and for easy access.
- **View coupons from favorites** - A list of saved active coupons should be displayed when customer clicks on “Favorites” menu. Customer can click a coupon to view additional information along with barcode.

Additions actions:

- 1) Add to favorites after view coupon.
 - 2) Share coupon on social website such as Facebook, Twitter, LinkedIn, and foursquare.
 - 3) Email coupon – Customer can send the link to friend email or their email.
- **Delete coupons from favorites** – Customer is allowed to delete any coupon from favorites list.
 - **Sort coupons** - Provide customer with the facility so sort coupons by expiry date and by Merchant’s name.

2.3.1.7. CLOSE ACCOUNT

Customer should be able to close account via website only through a close account option with comments that is why they are close the account. Customers will not be allowed to close account via mobile app. This function only has in websites.

For comments of closing account, it will be multiple choices. Customer also can give their opinion without existing choices. This information will be used by admin manage report in the future.

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2.3.2. FUTURE WORKS

MANAGE REPORTS (EXTEND IN ADMINISTRATION SYSTEM)

The administrator can generate reports based on Campaigns or Merchant activities.

- **Campaign**

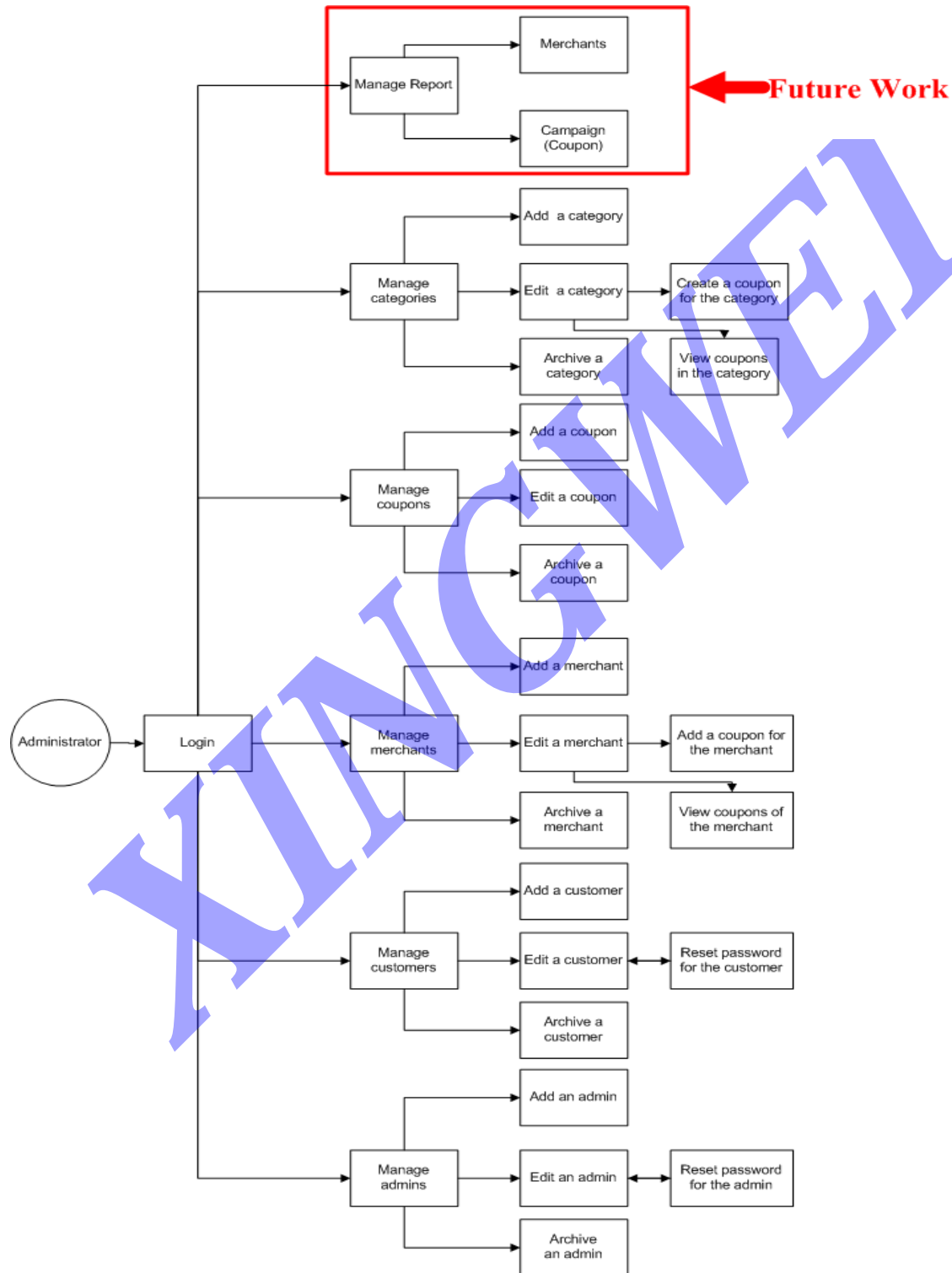
The data or the report is based from the campaign start date to end date or custom date rang defined by the administrator.

Collocation the customers' gender, group age, post code (Percentage breakdown or each state) and impressions for view or add to favorites of this campaign.

- **Merchant**

Display summary date with merchant information, category, list campaigns and its each information, number of impressions.

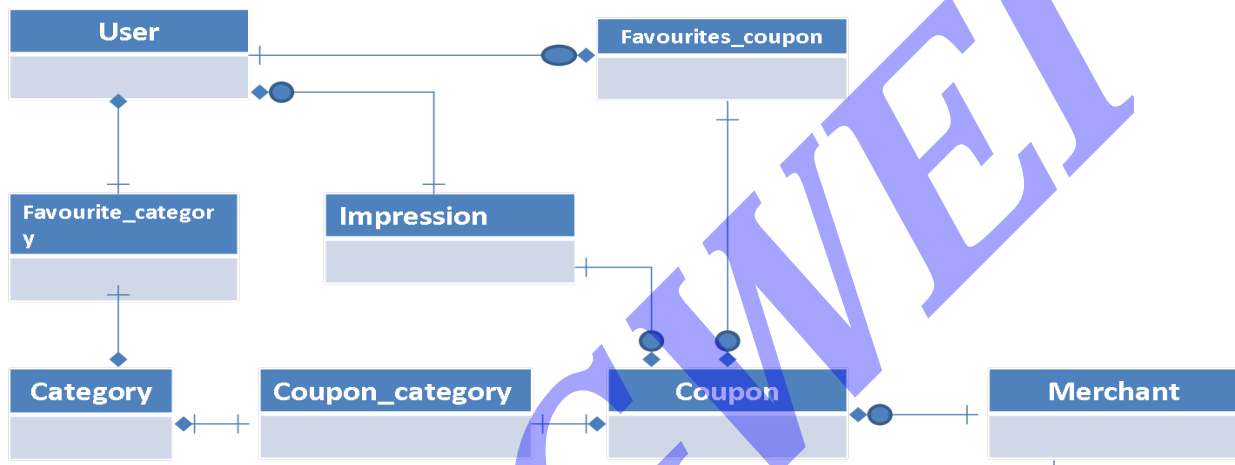
New Administration Data Flow Diagram



2.3.3. DATABASE

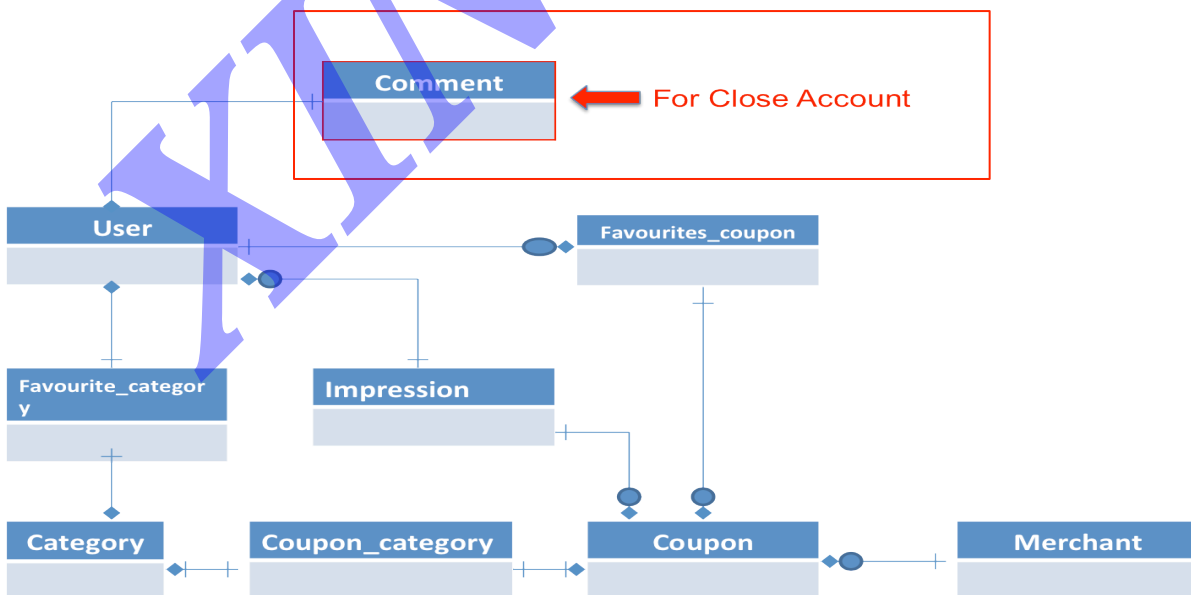
2.3.3.1. DATABASE E-R DIAGRAM

- Existing System



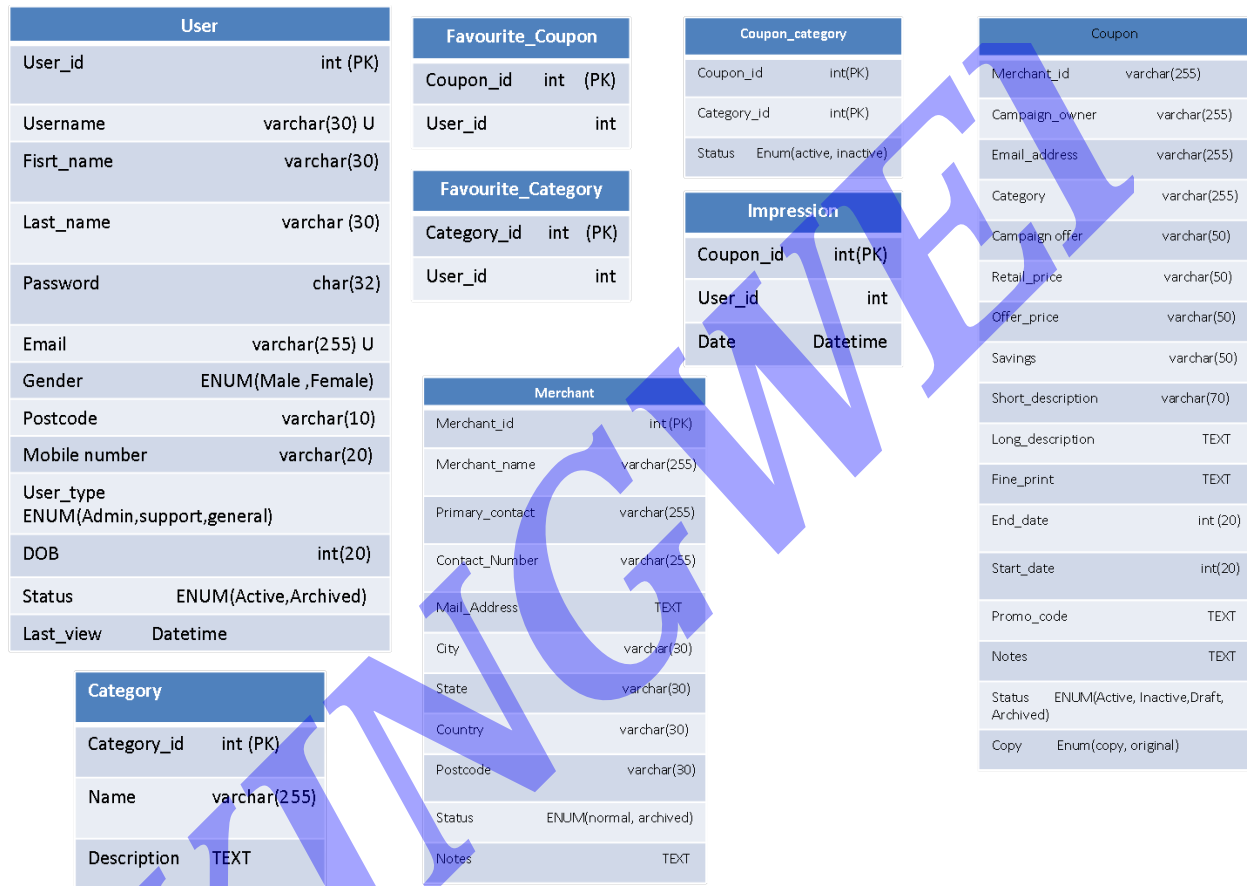
- Extend System

Extend system database is the same as Existing Database E-R Diagram (above). Comment table is for admin collect comments of customers close their account.



2.3.3.2. DATABASE ARCHITECTURE

- Existing System



• Extend System

User	Favourite_Coupon	Coupon_category	Coupon
User_id (PK) int	Coupon_id int (PK)	Coupon_id int(PK)	Merchant_id varchar(255)
Username varchar(30) U	User_id int	Category_id int(PK)	Campaign_owner varchar(255)
Fisrt_name varchar(30)		Status Enum(active, inactive)	Email_address varchar(255)
Last_name varchar(30)			Category varchar(255)
Password char(32)			Campaign offer varchar(50)
Temporay_Password char(32)			Retail_price varchar(50)
Email varchar(255) U			Offer_price varchar(50)
Gender ENUM(Male ,Female)			Savings varchar(50)
Postcode varchar(10)			Short_description varchar(70)
Mobile number varchar(20)			Long_description TEXT
User_type ENUM(Admin,support,general)			Fine_print TEXT
DOB int(20)			End_date int(20)
Status ENUM(Active,Archived)			Start_date int(20)
Security_Q text			Promo_code TEXT
Q_Answer text			Notes TEXT
Last_view Datetime			Status ENUM(Active, Inactive,Draft, Archived)
			Copy Enum(copy, original)

Category	Merchant	Comment
Category_id int (PK)	Merchant_id (PK) int	Comment_id int(PK)
Name varchar(255)	Merchant_name varchar(255)	User_id int
Description TEXT	Primary_contact varchar(255)	Comment text
	Contact_Number varchar(255)	Close_Date Datetime
	Mail_Address TEXT	
	City varchar(30)	
	State varchar(30)	
	Country varchar(30)	
	Postcode varchar(30)	
	Status ENUM(normal, archived)	
	Notes TEXT	

User table

- Add new column **Temporary_password** to achieve function reset password.
- Add new two columns - **Security_Q** (Security Question) and **Q_answer** for validation customer in, fill register information and Reset password.

Create a new table Comment in Database. It is collection data for admin make report. (In the future)

Table Comment include following attributes:

- **Comment_id** - It is a number of rows in the Comment table and it is primary key.
- **User_id** – It is foreigner key reference User table (**User_id**). Admin can find customer information via **User_id**.
- **Comment** – It collects a reason of a customer close own account.
- **Close_date**

2.4 DELIVERABLES

Deliverables included:

- A new service – Customer websites of mCoupon. (See section 2.3.1 chapter 2)
- New version database (see section 2.3.3 chapter 2)
- Customer documentation
- Project Final report.

Deliverables excluded:

- Merchant document (Option)
- Investor document (Option)
- Implementation of the customer website which is automatically update with existing system. Administration system, database, Mobile App and customer websites work in synchronization

3. PROJECT DESCRIPTION

3.1. SCOPE

Includes:

It includes 7 main functions of customer websites and new Database. (See detail in 2.3.1)

- 1) Creating Customer account (section 2.3.1.1)
- 2) Reset password (section 2.3.1.2)
- 3) Edit Profile (section 2.3.1.3)
- 4) View categories (section 2.3.1.4)
- 5) View coupons (section 2.3.1.5)
- 6) Manage favorites (section 2.3.1.6)
- 7) Close account (section 2.3.1.7)

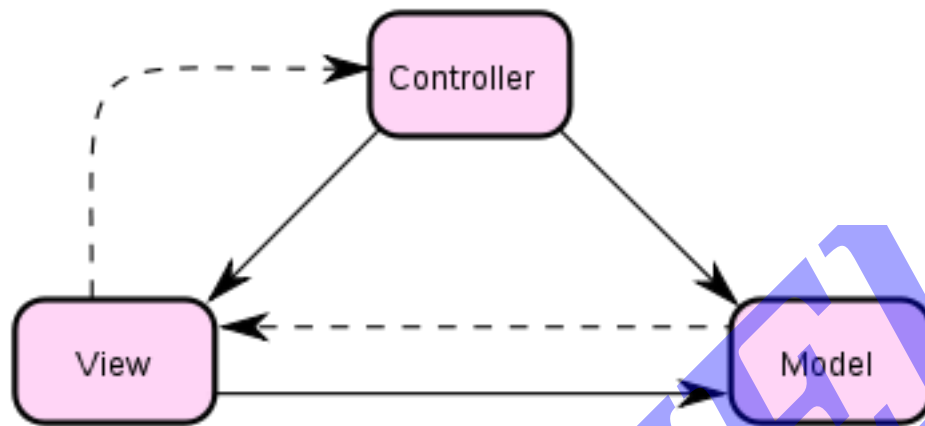
Does Not Include:

- 1) Merchant document (Option)
- 2) Investor document (Option)
- 3) Manage Report in administration system. (Option)
- 4) Get verify code from mobile or email for creating account. (Option) It will be hard access mobile server.
- 5) Manage Report (Option)
- 6) Sharing coupon in social website (Option) which relevant in 2.3.1.5 view coupon and 2.3.1.6 manage favorites.
- 7) Send temporary password to mobile as SMS or email (Option). It will be difficult solve in 2.3.2 Reset password
- 8) Once customer login, they can download mobile app in the main page. But the mobile App will not include in this project and not promise mobile app work in mobile.

3.2. PROJECT CONSTRAINTS

- The Project of customer website extend on existing system of mCoupon is a 20 weeks WIL project. It is projected at 800 hours work. 200 hours will be spent on the scoping document.
- The project will use following technology.
 - 1) **PHP framework (CodeIgniter)** - CodeIgniter is good at in build a small or medium website. It also reduces developer works and lifecycle of development project.
 - 2) **HTML** – HyperText Markup Language (HTML) is the main markup language using in development of client website page
 - 3) **JavaScript** – JavaScript is a prototype-based scripting language that is dynamic, weakly typed and has first-class functions. It is a multi-paradigm language, supporting object-oriented, imperative and functional programming styles. It is primarily used in the form of client-side JavaScript, implemented as part of a Web browser in order to provide enhanced user interfaces and dynamic websites.
 - 4) **JQuery or JQueryUI** – JQuery is a cross-browser JavaScript library designed to simplify the client-side scripting of HTML. This enables developers to create abstractions for low-level interaction and animation, advanced effects and high-level, theme-able widget. The modular approach to the JQuery library allows the creation of powerful and dynamic web page and web applications.
 - 5) **MySQL** – It is the world's most used relational database management system that runs as a server providing multi-user access to a number of databases.
 - 6) **CSS** – Cascading Style Sheets (CSS) is a style sheet language used to describe the presentation semantics (the look and formatting) of a document written in a markup language. Its most common application is to style web pages written in HTML and XHTML. “CSS is designed primarily to enable the separation of document content from document presentation, including elements such as the layout, colors and fonts.” (W3C, “What is CSS”, retrieved 14 February 2012) This separation can improve content accessibility, provide more flexibility and control in the specification of presentation characteristics, enable multiple pages to share formatting, and reduce complexity and repetition in the structural content (such as by allowing for table less web design).
- **Architecture**

Model/view/controller (MVC) is “a software architecture, currently considered an architectural pattern used in software engineering. The pattern isolates “domain logic” (the application logic for the user) from the user interface (input and presentation), permitting independent development, testing and maintenance of each (separation of concerns).” (“model-view-controller”, aspnet4.com, retrieved 14 February 2012)



Model/View/Controller concept. The solid line represents a direct association, the dashed an indirect association.

Use of the MVC pattern results in applications that separate the different aspects of the application (input logic, business logic, and UI logic), while providing a loose coupling between these elements.

3.3. DEPENDENCY LINKAGES

- Use or existing database.
- API integration with existing systems.
- Work with design team to construct mCoupon.

3.4. IMPACTS

- Learn PHP framework – CodeIgniter will cost extra time.
- JavaScript and CSS should take time to practice. CSS will be always modified with web page design.
- JQuery is new language of development website. It also cost time to learn it.
- Access mobile server for receiving verity code and temporary password will be difficult. It will spend time search solutions.
- Website performance depends on host environment and authority. It also will take long time to make sure the email function works in test.

3.5. MEASURES OF PROJECT SUCCESS

- 2.1 Completion of project and achieve main functions which are designed in section 2.3 in Chapter 2.
- 2.2 Each functions and capabilities can be performance well.
- 2.3 Website should be created in clearly structure base on MVC.
- 2.4 All code should be with suitable and good style comment to describe each function behavior.

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3.6. ROLES AND PROJECT STAKEHOLDERS

Roles

The following role definitions are being applied to the resources assigned to this project, which from sample scope document by Eric Stallsworth on September 20, 2011:

Project Sponsor	Provides executive team approval and sponsorship for the project. Has budget ownership for the project and is the major stakeholder and recipient for the project deliverables.
Project Owner	Provides policy definition to the Project team. Resolves all policy issues with the appropriate policy owners in order to provide a clear, decisive definition. Makes final decisions and resolves conflicts or issues regarding project expectations across organizational and functional areas. The project owner and the project manager have a direct link for all communication. The project manager will work directly with the project owner on all policy clarification.
Project Manager	Provides overall management to the project. Accountable for establishing a Project Charter, developing and managing the work plan, securing appropriate resources and delegating the work and insuring successful completion of the project. All project team members report to the project manager. Handles all project administrative duties, interfaces to project sponsors and owners and has overall accountability for the project.
Steering Committee	Provide assistance in resolving issues that arise beyond the project manager's jurisdiction. Monitor project progress and provide necessary tools and support when milestones are in jeopardy.
Stakeholder	Key provider of requirements and recipient of project deliverable and associated benefits. Deliverable will directly enhance the stakeholders' business processes and environment. Majority of stakeholders for this project will be agency heads, CIO's and project management representatives.
Team Member	Working project team member who analyzes, designs and ultimately improves or replaces the business processes. This includes collaborating with teams to develop high level process designs and models, understanding best practices for business processes and partnering with team members to identify appropriate opportunities, challenging the old rules of the business and stimulating creating thinking, and identifying organizational impact areas.

Stakeholders

Identify stakeholders by role.

Name	Role
Aquafruit Media	Project Sponsor
Aquafruit Media	Project Owner
Scott Malpass (Aquafruit Media)	Project Manager
Vandy Mau	Steering Committee Member
Matt Carter	Steering Committee Member
Marcus Randall	Steering Committee Member
Scott Malpass (Aquafruit Media)	Steering Committee Member
Xing Wei	<i>Team Member</i>

4. PROJECT APPROACH

PLANNED APPROACH

- The project draft design and process will use Mockup builder for website interface, starts on 17 February during 3 weeks. After client confirm design, customer website first version will be created under PHP framework - CodeIgniter with database, html, JavaScript and JQuery etc., which will cost 4week. The rest of weeks will modify project and test it.
- The test will follow the customer website DFD (see beginning of section 2.3.1). Each function should be tested by unit test or model test. Website should look good and has suitable layout.
- Meeting twice with supervisor Matt Carter a week.
- Making monthly report or project status document to revise project.
- Keeping in touch with client by email and get feedback of project, which will be used to modify project.

5. PROJECT ESTIMATES

5.1. ESTIMATED SCHEDULE

Key Project milestones relative to project start are as follows:

Project Milestones	Target Date
Project Start	16/01/2012
Scoping document (200 hours)	16/02/2012
Draft design, process with justification	09/03/2012
Initial set of deliverables in draft format for client feedback	06/04/2012
Revisions of deliverables	4/05/2012
Final report along with other deliverables and presentation	01/06/2012
Project Completion	01/06/2012

5.2. RESOURCE REQUIREMENTS – TEAM AND SUPPORT RESOURCES

Not all resources required are known at the scope statement development stage of a project. Team and support resources may be estimated, however, based on what is known about the deliverables and the approach. Resource assumptions are stated here as well.

The following personnel resources are required to complete this project:

Personnel Resource Types	Quantity
Website Developer	1
Supervisor	2
Project Manager	1
Total Personnel Resources	4

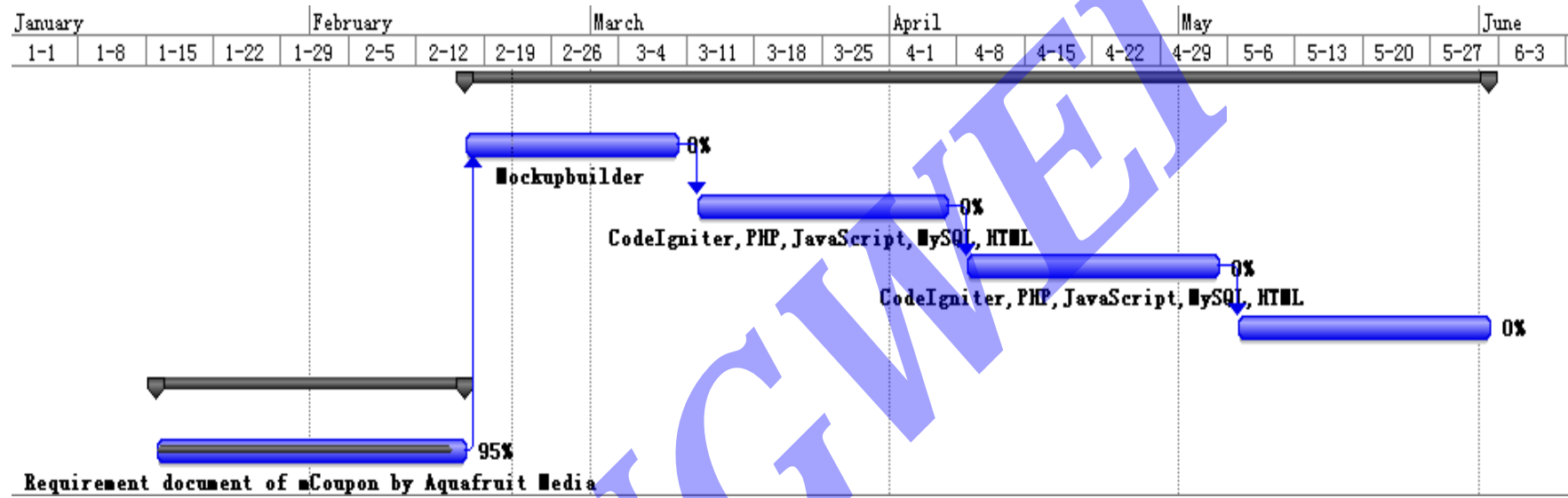
5.3. CHECKPOINT/ FUNDING SCHEDULE

It is recommended that the project identify project checkpoints or phase review hold points based on specific project events.

Event	End Date	Checkpoint
Project Milestones	Target Date	
Project Start	16/01/2012	
Scoping document (130 hours)	16/02/2012	
Draft design, process with justification	09/03/2012	
Initial set of deliverables in draft format for client feedback	06/04/2012	
Revisions of deliverables	4/05/2012	
Final report along with other deliverables and presentation	01/06/2012	

5.4. GANTT CHART OF SCHEDULE

ID	Task Name	Duration	Start	Finish	Resource Names
	% Complete: 0%	76 days	Fri 12-2-17	Fri 12-6-1	
2	Draft design, process etc. with justification complete	16 days?	Fri 12-2-17	Fri 12-3-9	Mockupbuilder
3	Initial set of deliverables in draft format for client feed-back	20 days?	Mon 12-3-12	Fri 12-4-6	CodeIgniter, PHP, JavaScript, MySQL, HTML
4	Revisions of deliverables	20 days?	Mon 12-4-9	Fri 12-5-4	CodeIgniter, PHP, JavaScript, MySQL, HTML
5	Final report along with other deliverables	20 days?	Mon 12-5-7	Fri 12-6-1	
	% Complete: 1% - 99%	24 days	Mon 12-1-16	Thu 12-2-16	
1	Scoping document complete	24 days?	Mon 12-1-16	Thu 12-2-16	Requirement document of mCoupon by Aquafruit Media



6. PROJECT CONTROLS

Typical project controls are Steering Committee Meetings, Monthly Status Reports, Risk Management assessment and mitigation planning and monitoring, Issue Management, Change Management, and Communication Management.

6.1. STEERING COMMITTEE MEETINGS

Meeting twice a week with Matt Carter.

6.2. MONTHLY STATUS REPORTS

- Weekly log will clearly demonstrate that members is investing the 40 hours a weekly works
- Give presentation or Reports for project breakdown status.

6.3. RISK MANAGEMENT

Ensure the project risks and associated mitigation actions are monitored and controlled in accordance with Risk Management Plan

6.4. ISSUE MANAGEMENT

Project-related issues will be tracked, prioritized, assigned, resolved, and communicated in accordance with Project Management Procedures:

Issue descriptions, owners, resolution and status will be maintained on an issues database in a standard

Issues will be addressed with the Project Owner and communicated in the project status report.

6.5. CHANGE MANAGEMENT

The change control procedures to be followed will be consistent with Project Management Procedures and consist of the following processes:

A Change Control database will be established by the project manager to track all changes associated with project effort.

All Change Requests will be assessed to determine possible alternatives and costs.

Change Requests will be reviewed and approved by the project owner.

The effects of approved Change Requests on the scope and schedule of the project will be reflected in updates to the project plan.

The Change Control database will be updated to reflect current status of Change Requests.

6.6. COMMUNICATION MANAGEMENT

The following strategies have been established to promote effective communication within and about this project:

The Project Manager presents the project status to the Project Owner on a weekly basis; however, ad hoc meetings will be established at the project manager's discretion as issues or change control items arise. The project manager provides a written status report to the Project Owner on a monthly basis and distributes the project team meeting minutes. The Project Owner will be notified via email on all urgent issues. Issue notification will include time constraints, and impacts, which will identify the urgency of the request for service.

The project team will have weekly update/status meetings to review completed tasks and determine current work priorities. Minutes will be produced from all meetings.

The project manager will provide the project sponsors with project team minutes and steering committee status reports.

A project collaborate web site will be established on the Internet to provide access to the project documentation by geographically dispersed project members.

6.7. AUTHORIZATION

This section sets out who has authority to approve scope statement, authorize project changes, approve and accept project deliverables.

The Scope Statement will be approved by:

- The Project Manager
- The Project Owner
- The Project Sponsor

Project Changes will be approved by:

- The Project Owner

Project deliverables will be approved/accepted by:

- The Project Owner
- The Project Sponsor
- The key Stakeholders

Specific task responsibilities of project resources will be defined in the Project/work Plan

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7. SCOPE STATEMENT APPROVAL FORM/SIGNATURES

Scope Statement Approval Form

Project Name: Customer website (mCoupon)

Project Manager: Scott Malpass (Aquafruit Media)

The purpose of this document is to provide a vehicle for documenting the initial planning efforts for the project. It is used to reach a satisfactory level of mutual agreement between the project manager and the project sponsors on the objectives and scope of the project before significant resources are committed and expenses incurred.

I have reviewed the information contained in this Scope Statement and agree.

Name	Signature	Date
Vandy Mau		
Matt Carter		
Marcus Randall		
Scott Malpass (Aquafruit Media)		
Xing Wei		

The signatures of the people above relay an understanding in the purpose and content of this document by those signing it. By signing this document you agree to this as the formal Project Scope Statement.

8. WORKS CITED

- I. “What is CSS”. World Wide Web Consortium. Retrieved 14 February 2012.
< <http://www.w3.org/standards/webdesign/htmlcss/whatcss> >
- II. “Model–view–controller”. aspnet4.com. 2 June 2011. Retrieved 14 February 2012
< <http://aspnet4.com/asp-net-4-thoery/model-view-controller/> >

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9. APPENDIX

Glossary

Abbreviation	Full Name
12yo+	Over 12 years-old
telco	Telecommunication
mCoupon	Mobile Coupon
MVC	Model/View/Controller
DFD	Data Flow Diagram
API	Application Programme Interface
SMS	Short Message Service
HTML	HyperText Markup Language
CSS	Cascading Style Sheets
Admin	Administrator
E-R Diagram	Entity-Relationship Diagram