

## MIS 4596 Project Charter

<b>Project Title</b>	InstaFresh	<b>Product/Process Impacted</b>	Food Delivery Process
<b>Start Date</b>	9/15/2016	<b>Organization/Department</b>	MIS 4596
<b>Target Completion Date</b>	12/06/2016	<b>Champion</b>	Patrick Bern

	Description	
<b>1. Project Description</b>	Farms and farmers markets are seeing low sales and are forced to hand their fresh products over to grocery stores to be injected with pesticides in order to receive sales. There are also a percentage of customers who would like to shop for fresh produce items but do not because farms and farmers markets are too far and usually open once a week in the spring or summer seasons. This project will create a direct link from farmers to consumers with the use of an application. This direct link will help boost the sales of farmers and give customers an easier access to fresh farm items.	
<b>2. Project Scope</b>	To provide a platform that allows consumers to get produce and other ingredients from local farmers delivered to them on-demand. This process begins when a customer places an order with the application and ends when the customer receives their order.	

1. Project Goal and Deliverables		Metrics (propose specific metrics for your project, e.g., cost reduction, time reduction, customer satisfaction, etc.)	Baseline	Current	Goal	
Deliverables <ul style="list-style-type: none"> <li>A farmer to customer app that gives consumers a calm consciousness that their food is organic and has few health risk while also letting farmers sell their food directly thus increasing gross sales.</li> </ul> Goals <ul style="list-style-type: none"> <li>Increase gross sales for farmers</li> <li>Gain profit from app usage</li> <li>Customer satisfaction which is measured by app reviews</li> </ul>		Daily Active Users	50	0	100	

		Farmers Gross Sales Increase	9%	0	30%	
		App Profit Margin	12%	0	16%	
		Customer Satisfaction	30%	0	95%	

<p><b>4. Business Results Expected</b></p>	<p>Participating farmers will see an increase in revenue and a reduction of cost due to no fee to stock their consumables. A percentage of profit comes from our company handling delivery where we charge \$10 to the customer per delivery. The delivery fee is waived if customers spend over \$50. We will also add a 10% charge to all baskets through the app.</p>
<p><b>5. Team members</b></p>	<p><i>Patrick Burns</i>- The sponsor of the project and also the champion. He will be available if anyone needs any expert guidance during the duration of the project</p> <p><i>Lamar Dixon</i>- Business Analyst that is able to bridge the gap between business problems and technology solutions.</p> <p><i>Darryl Jones Jr</i>- Business Analyst</p> <p><i>Nicholas Stambolian</i>-Technical Architect</p> <p><i>Ryan Trapp</i>- Technical Architect who has previous experience developing applications. Good organizational skills as well as programing skills that will prove beneficial when developing a final deliverable.</p> <p><i>Celynna Zoleta</i>- Business Analyst who is tech savvy and also able to write and review any project documents when needed. Very efficient in using JustInMind software and can help with testing, designing, and building the application.</p>

<p><b>6. Support Required and risks</b></p>	<p>Some of the support we may require is to hire people for our customer service center and delivery drivers. With these people, we will be able to deliver products within the promised time frame and answer any inquiries customers may have. Without these individuals, we may not be able to accomplish our project goal.</p> <p>A risk that we may face is the food being spoiled during delivery. With that being said, we need to provide drivers with storage that won't make our food perishable.</p>			
<p><b>7. Customer Benefits</b></p>	<p>This project will help health conscious consumers get in touch with organic farmers directly, which means products can be bought and sold at a lower cost. Customers will not only be able to shop for individual grocery items, but also be able to buy all ingredients from a recipe and have everything sent to them with just one click of a button. Customers will have more incentive to buy fresh products from this application and therefore boosting the sales of farmers.</p>			
<p><b>8. Technology Architecture</b></p>	<p><i>-JustInMind Prototype</i>, the program that will be used to make the prototype of the application. Everyone on the team has experience and is familiar with using this software.</p> <p><i>-Mobile devices</i>, the application will be accessible on all smartphones (Apple and Android) to ensure all consumers can easily access it. All members on the team are very tech savvy will be able to help in testing the application on their devices if needed.</p> <p><i>-Database/Servers</i>, will be used to manage all of the following information:</p> <ul style="list-style-type: none"> <li>● customer (Name, address, ratings, customer ID, etc.)</li> <li>● delivery drivers (name, type of car, location, hours worked, etc.)</li> <li>● farm and farmer (name, location, products, ratings, etc.)</li> <li>● farmer's market (location, county, address, inventory, etc.)</li> <li>● payments and payment methods</li> </ul> <p><i>-Central Help Desk Office</i>, in charge of providing help to question about farmers, app updates and maintenance, and shipping details</p> <p><i>-GPS Systems</i>, needed to help our drivers navigate between deliveries</p>			
<p><b>Overall schedule/Work Breakdown Structure</b> (Key milestones &amp; dates)</p>	<p><b>Responsible individual</b></p>	<p><b>Output (notes, diagrams, interviews, screen prints)</b></p>	<p><b>Date started if in progress Or Expected completion date</b></p>	<p><b>Date completed or date completion is expected</b></p>
<p><b>Planning</b></p> <ul style="list-style-type: none"> <li>● Project proposal</li> <li>● Project charter</li> <li>● Business goal</li> <li>● Target market</li> </ul>	<p>All team members</p>	<p>-basic web research about the farm and grocery industry</p>	<p>9/10/2016</p>	<p>9/20/2016</p>

<ul style="list-style-type: none"> <li>• Status report #1</li> <li>• Industry research</li> </ul>		-documents uploaded to Owlbox		
<u><b>Analysis</b></u> <ul style="list-style-type: none"> <li>• Present status report #1 to class</li> <li>• Revised proposal and project charter</li> <li>• Status report #2</li> <li>• Solution ideas</li> </ul>	Darryl Lamar	-documents uploaded to Owlbox -Team meetings once a week to discuss solution ideas -Competitor analysis -Financial documentation	9/21/2016	9/29/2016
<u><b>Design</b></u> <ul style="list-style-type: none"> <li>• Start a JustinMind prototype made shareable to other group members</li> <li>• Create a name for the application</li> <li>• Revise proposal and project charter to accommodate changes</li> </ul>	Celynna Nicholas	-Nick created the main interface idea for the prototype -documents uploaded to Owlbox	9/29/2016	10/04/2016
<u><b>Implementation: Construction</b></u> <ul style="list-style-type: none"> <li>• Present status report #2 to class</li> <li>• Status report #3</li> <li>• Updated JustinMind prototype</li> <li>• Meeting with mentor and sign off</li> </ul>	Celynna Nicholas	-documents uploaded to Owlbox -Began creating the prototype based on Nick's interface idea -Prototype has been shared with Celynna -breakout room was reserved for mentor meeting	10/05/2016	11/29/2016
<u><b>Implementation: Testing</b></u> <ul style="list-style-type: none"> <li>• Present status report #3 to class</li> <li>• Status report #4</li> <li>• Project site</li> <li>• Revised charter</li> </ul>	All team members	-documents uploaded to owl box	11/29/2016	12/01/2016

<ul style="list-style-type: none"> <li>● Updated prototype</li> <li>● Present status report #4 to class</li> <li>● Status report #5</li> <li>● Second meeting with mentor and sign off</li> <li>● Presentation dry run</li> </ul>		<ul style="list-style-type: none"> <li>-ideas for use cases have been discussed</li> <li>-second meeting with mentor at tech center breakout room</li> <li>-dry run during class was over the time limit, will work to ensure we don't waste too much time</li> </ul>		
<p><b><u>Installation:</u></b></p> <ul style="list-style-type: none"> <li>● Final charter</li> <li>● Final prototype</li> <li>● Final project site</li> <li>● Final slide deck</li> <li>● Presentation</li> </ul>	Ryan	<ul style="list-style-type: none"> <li>-Ryan completed the last changes to the project site</li> <li>-Celynna and Nick finished the prototype</li> <li>-documents uploaded to owl box</li> </ul>	12/02/2016	12/06/2016