

MIS 4596

Project Charter

Project Title	<i>Outta-Towner</i>	Product/Process Impacted	Traveling/Language Learning
Start Date	<i>1/30/16</i>	Organization/Department	<i>MIS</i>
Target Completion Date	<i>4/20/16</i>	Champion	<i>ERIC SAMUELS</i>

	Description
1. Project Description	<p>Studying abroad in a foreign country can be intimidating and frightening when one does not know the lay of the land and/or the language in the place visiting. Outta-Towner hopes to bridge the cultural and language gap by providing an application that will allow locals and tourist to connect. Our travel and language learning app will serve as a platform where tourists can link up with natives of the land in order to practice a new language and/or have someone to tour the new country with. By requiring a detailed questionnaire, having users fill out a profile and connecting to social media accounts, Outta-Towner will match a local and a tourist together for a new cultural experience.</p>

<p>2. Project Scope</p>	<p><i>Building the app</i></p> <ul style="list-style-type: none"> • Have users link to profile to Facebook in order to create a more personal account • Once account is linked via Facebook or personal e-mail, users will create a detailed profile outlining the language they would like to learn/practice, their native tongue and which country/area they would like to tour • Outta-Towner will also provide interactive games to allow the local and tourist to virtually practice expanding their language skills <p><i>What are the boundaries (start and end points)?</i></p> <ul style="list-style-type: none"> • To begin to create the app, our group must brainstorm, collaborate ideas and conduct research. By doing so, we can overcome the boundaries of creating an app that already exists and/or is too similar to another existing app. • Our end point boundaries include making sure that Outta-Towner is fully functional and provides an useful service to our users. <p><i>What specific parts of the overall problem will you focus on?</i></p> <ul style="list-style-type: none"> • Helping tourists and locals become cultured through learning a new language and meeting new individuals of another culture/country • Language barrier that comes from visiting/living in a new country • Not knowing places to go/visit when in a new land • Having trouble meeting new people while in a new county
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<p>1. Project Goal and Deliverables</p>	<table border="1"> <thead> <tr> <th data-bbox="787 1029 1015 1144">Metrics</th> <th data-bbox="1015 1029 1144 1144">Baseline</th> <th data-bbox="1144 1029 1339 1144">Current</th> <th data-bbox="1339 1029 1575 1144">Goal</th> </tr> </thead> <tbody> <tr> <td data-bbox="787 1144 1015 1312">Customer satisfaction</td> <td data-bbox="1015 1144 1144 1312">0/5 (No customers to conduct a baseline)</td> <td data-bbox="1144 1144 1339 1312">2/5 (Once up & running, we predict to have at least a 2/5 rating)</td> <td data-bbox="1339 1144 1575 1312">4/5 (Within 1 year, our goal is to have an 80% positive user rating)</td> </tr> <tr> <td data-bbox="787 1312 1015 1480">Amount of signups</td> <td data-bbox="1015 1312 1144 1480">0 (No current users)</td> <td data-bbox="1144 1312 1339 1480">100 (Predict a minimum of 100 users upon app's launch)</td> <td data-bbox="1339 1312 1575 1480">1000 (Goal of 1000 signups a year after app launches)</td> </tr> <tr> <td data-bbox="787 1480 1015 1659">Amount of meetups</td> <td data-bbox="1015 1480 1144 1659">0 (No users to conduct meetup count)</td> <td data-bbox="1144 1480 1339 1659">15 (Predict a minimum of 15 initial meetups)</td> <td data-bbox="1339 1480 1575 1659">300 (Hope to have 300 successful meetups 1 year after launch)</td> </tr> <tr> <td data-bbox="787 1659 1015 1816">Repeat users</td> <td data-bbox="1015 1659 1144 1816">0 (No users initially)</td> <td data-bbox="1144 1659 1339 1816">0 (Will not have repeat users until a few months after launch)</td> <td data-bbox="1339 1659 1575 1816">200 (Goal of 200 users to have meetup more than once in the first year)</td> </tr> <tr> <td data-bbox="787 1816 1015 1990">Survey</td> <td data-bbox="1015 1816 1144 1990">Pre-app creation survey</td> <td data-bbox="1144 1816 1339 1990">Survey after launch of app to get feedback/initial thoughts</td> <td data-bbox="1339 1816 1575 1990">Survey sent out after every meetup and answered fully 4/5 times</td> </tr> </tbody> </table>	Metrics	Baseline	Current	Goal	Customer satisfaction	0/5 (No customers to conduct a baseline)	2/5 (Once up & running, we predict to have at least a 2/5 rating)	4/5 (Within 1 year, our goal is to have an 80% positive user rating)	Amount of signups	0 (No current users)	100 (Predict a minimum of 100 users upon app's launch)	1000 (Goal of 1000 signups a year after app launches)	Amount of meetups	0 (No users to conduct meetup count)	15 (Predict a minimum of 15 initial meetups)	300 (Hope to have 300 successful meetups 1 year after launch)	Repeat users	0 (No users initially)	0 (Will not have repeat users until a few months after launch)	200 (Goal of 200 users to have meetup more than once in the first year)	Survey	Pre-app creation survey	Survey after launch of app to get feedback/initial thoughts	Survey sent out after every meetup and answered fully 4/5 times
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		App interface functionality	Prototype	First-Edition (with possible glitches)	Fully function application
4. Business Results Expected	We expect to have a minimum of 1000 users after year 1 and hope to steadily grow our target audience with more research and surveys to better serve the users of Outta-Towner				
5. Team members	Our team consists of Julia Knable, Eric Samuels and Marcos Jordan. Eric Samuels will be serving as our team’s champion. Julia will be responsible for the business side of our project by heading the deliverables (project proposal, progress reports, etc), Eric will be in charge of developing the prototype for Outta-Towner and Marcos will assist Eric with the prototype in addition to creating the website. For guidance, our group hopes to use the skills and expertise of our mentor.				
6. Support Required and risks	<p>Resources: Outta-Towner will require the use of Google Mobile Analytics to track traffic and better understand our users. Additionally, we will need startup funding in order to develop and create the app. This capital will also go towards marketing Outta-Towner and other promotional tools.</p> <p>Obstacles: Initially, we see a problem will incentives for the tour guides/locals to use Outta-Towner. We also want to make sure that our travel application keeps a platonic reputation and is not confused for as a place for “hook-ups”.</p>				
7. Customer Benefits	<p>Outta-Towner will help customers of the organization by:</p> <ul style="list-style-type: none"> • Improving language skills • Allow users to learn about foreign culture • Create friendships/relationships <p>Possible risks that Outta-Towners could have on its users:</p> <ul style="list-style-type: none"> • Risks that come with meeting people through a mobile application 				
8. Technology Architecture	<p>Specific tools/technologies that Outta-Towner will use:</p> <ul style="list-style-type: none"> • Justinmind • Survey tool (Survey Monkey, Qualtrics) • Social networks (Facebook) <p>Experience of team members with these tools?</p> <ul style="list-style-type: none"> • Well-versed in all tools 				

9. Overall schedule/Work Breakdown Structure	Responsible individual	Output (notes, diagrams, interviews, screen prints)	Date started if in progress Or Expected completion date	Date completed or date completion is expected
Planning	JK, MJ, ES	Surveys, interviews, screen prints,	1/30/16	4/20/16
Analysis	JK	Results from analytics (Google Mobile)	1/30/16	4/20/16
Design	ES	Justinmind prototype	1/30/16	4/20/16
Implementation: Construction	MJ	Justinmind prototype	1/30/16	4/20/16
Implementation: Testing	MJ	Justinmind prototype	1/30/16	4/20/16
Installation	MJ	Justinmind prototype	1/30/16	4/20/16