MIS 4596
Project Charter

Project Title	Philly Nights	Product/Process Impacted	Nightlife Decision Making
Start Date	09/22/2015	Organization/Department	Management Information Systems
Target Completion Date	11/17/2015	Champion	Munir Mandviwalla

		Description	
1. Project Description		This app will help Philadelphians go to bars or clubs. Many customers don't know where to go, because they are not sure which bars or clubs will fit their preferences in cost (cover charge, drink specials) and atmosphere (crowd age, music, line wait). Additionally, customers will have the ability to use continuously updated information that has been collected by the app and user updates to inform themselves on the key criteria at potential locations without having to leave their home.	
2. Project Scope		Work in scope includes collection of continuously updated data and providing information on the bars and clubs to consumers. Additionally, researching various technologies to see which is the most efficient and realistic for the project. Also, the team will interview a bar in Philadelphia to understand whether they would want to participate in our solution and how they would benefit. Lastly, providing a prototype and presentation of the solution to the champion. Work outside of scope includes adding features to make our solution similar to existing solutions. There will be no rating systems, GPS features (similar to YELP), or in-depth information on the places. There will be no focus on restaurants or other social eateries, besides bars and clubs. The boundaries of the project will only affect consumers who live in Philadelphia or are familiar with the area. Also, the project will only affect Philadelphia bars and clubs. All other customers and places are out of the project scope. The specific parts of the overall problem we will focus on are providing real-time data to consumers and the technology needed for the consumers to be able to obtain and contribute information. We will also focus on what data we would want our consumers to have, and how the data will be collected.	

1. Project Goal and Deliverables	Metrics	Baseline	Current	Goal	
• Quick collection of accurate information about bars and clubs. • Simple user interface on app to encourage customer usage. • Deliver accurate working demo of application.	Consumer Downloads	0	0	**250 new users in the first month.**	
	Bar/Club Subscriptions	0	0	**60 bars/clubs subscribed in Year 1.**	
	Revenue	0	0	**$100,000 gross revenue in Year 1.**	

4. Business Results Expected	Revenue will come from bar/club owners in the form of a monthly subscription and from bar/club goers in app downloads.. Aside from revenue, we expect our customers to rely on our app when choosing bars or clubs that meet their preferences. In addition, consumers will decrease time spent deciding on where to go. We also expect to see an increase in foot traffic in bars and clubs that are presented on the app.

5. Team members	The team consists of Elizabeth Calise and Annamarie Filippone. The team's champion is Munir Mandviwalla. Our mentor is Jeff Hamilton, an SVP at Pfizer, and will be the one we can go to for guidance.
6. Support Required and risks	Outside help may be required to utilize the JustInMind prototyping tool to its fullest. It has been a while since anyone on the team has used the tool, so we may need to watch tutorial videos in order to reacquaint ourselves with it. A major risk with this project is acquiring a large number of bar and club subscriptions. Without these, there will be no information for nightlife-goers to search for, rendering our app pointless. Another risk, as with all app development, is user adoption. The benefits of this app need to be communicated to potential customers so they understand why the app will help them and thus, why they should download it. A third risk with this project is continued use of the app. Its success in contingent upon customers continually updating information about bars/clubs, so if customers were to stop updating, people would no longer have a use for it.
7. Customer Benefits	Nightlife goers will be able to search potential bars based on key criteria (crowd, music, coverage charge, etc). This will greatly reduce the time and effort that customers put in to find their ideal location. In addition, they are able to update key information for their location, which will help fellow users. Bar and club owners will benefit from being able to differentiate themselves among great competition and market themselves to consumers.
8. Technology Architecture	JustinInMind is the tool that will be used to prototype our application. All team members have at least some experience with this tool from MIS 3504. Crowd Sight SDK is a third-party technology that will be utilized starting Year 3, to provide reports and dashboard about customers to bar/club owners through webcam analysis.

9. Overall schedule/Work Breakdown Structure (Key milestones & dates)	**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	Annamarie Filippone	Project Proposal, Charter, and Business Model	9/22/15	11/12/15
Analysis	Annamarie Filippone	Notes, Market Research, Third-Party Technology Info	9/29	11/14/15
Design	Elizabeth Calise	Prototype Mockups	10/6	11/16/15
Implementation: Construction	Annamarie Filippone	Prototype	10/20	11/16/15
Implementation: Testing	Elizabeth Calise	Prototype	10/27	11/16/15
Installation	Elizabeth Calise	Prototype	11/3	11/17/15