**MIS 4596**

**Project Charter**

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| ***Project Title*** | The Move | ***Product/Process Impacted***  | Deciding on a nightlife option |
| ***Start Date*** | 1/16/18 | ***Organization/Department*** | Temple MIS |
| ***Target Completion Date*** | 5/1/18 | ***Champion*** | David Schuff |

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|  |  | Description |  |
| **1. Project Description** |  | Urbanites everywhere are regularly faced with the challenge of deciding where to go for an enjoyable night out. No tool exists which aggregates crowdsourced information solely on bars to aid people in the decision-making process. As a result, people often frequent the same handful of places, or take a risk on an unknown option that does not suit their tastes. Our solution will address this problem by allowing users to search through bars based off of pertinent criteria, view the real-time crowd level of establishments in a geographic area, and view the social experiences people are enjoying at bars through Instagram integration. Additionally, it is difficult for bar owners to reach their prospective customers and incentivize them to visit the bar. Our app will allow bar owners to push advertisements to users for a reasonable price. This project will help customers experience the best nightlife and help bar owners increase their foot traffic and revenue.  |  |
| **2. Project Scope** |  | This “Process” begins with a user checking the application and ends when the user has decided on a bar to visit. Within scope:* Logging in with Instagram account
* View list of bars categorized under a certain “vibe”
* View “vibes” that are currently trending and recommended for you
* View a description of each bar which lists dress code, cover charge, average drink price, typical music selection (objective categorized criteria)
* View bars in a navigable map environment
* View heat map which shows geographic areas that are currently crowded (using beacon technology)
* View Instagram posts that have been tagged at certain establishments
* Send users option to review a bar after beacon technology suggests they have visited it
* Allow bar owners to pay to send a push notification to all users in geographic area
* Allow bar owners to pay to have preferential placement in list
* Philadelphia area bars

Not within scope:* Instagram account creation
* Instagram posting
* Written reviews (we allow for objective categorization only)
* Bar tab payment
* Information regarding food
* Non-Philadelphia area bars
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| 1. **Project Goal and Deliverables**
 |  |  | **Metrics**  | **Baseline** | **Current** | **Goal** |  |
| 1. Assist app users in visiting a bar that they will find enjoyable
 |  |  | Customer satisfaction. (“I am satisfied with the nightlife option I decided on”) | **U**nknown | Unknown | 80% |  |
| 1. Increase revenue for client bars/clubs
 |  |  | % revenue increase | N/A | N/A | 10% |  |
| 1. High volume of app downloads
 |  |  | Number of app downloads | 0 | 0 | 40,000 in first year | Note: this is if we reach 10% of Philadelphia’s millennial population |
| **4. Business Results Expected** |  | If we meet our download goal and gain numerous business clients we will earn considerable revenue, and eventually profit. We project a 5 year net benefit of $116,500. This assumes an exponential growth in user base as we expand to new cities and the network effect grows.  |  |
| **5. Team members** |  |

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| Bridgette Brodnyan |

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Sean DoughertyKevin LynchMarlea Tremper |  |
| **6. Support Required and risks** |  | A SME in geographic information systemsA SME in bar operationsRisk: App does not catch on (we will be reliant on network effects)  |  |
| **7. Customer Benefits** |  | App users will have much more information at their disposal to use in deciding with establishment to visit. Visiting an establishment with prior information on the crowd level, music, dress code, and drink prices will increase the likelihood of them enjoying themselves. Business clients will have the ability to push information and advertisements to prospective customers, which will increase their revenue.  |  |
| **8. Technology Architecture** |  | Justinmind – a prototyping tool that all four group members have experience with. Theoretically – Instagram integration, geographic information systems, beacon technology, app servers, database servers.  |  |
| **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  | All | Notes (following brainstorming sessions), and formal documentation  | 1/16/17 | 2/7/17 |
| Analysis | Marlea and Kevin | Notes and diagrams | 2/7/17 | 2/14/17 |
| Design | Bridgette and Sean | Diagrams and Screen prints | 2/14/17 | 3/1/17 |
| Implementation: Construction | Marlea and Bridgette | JIM Prototype files  | 3/1/17 | 4/1/17 |
| Implementation: Testing | Sean and Kevin | JIM Prototype files | 4/1/17 | 4/7/17 |
| Installation | All  | Finished JIM prototype and PowerPoint presentation  | 4/15/17 | 4/15/17  |