WDYWTE
PROJECT CHARTER
Target Completion: May 4, 2015

OVERVIEW

1. Project Background and Description

Sometimes we need help deciding what to eat. With unlimited options, personal preferences & dietary restrictions the task of deciding where to eat & having a fruitful experience can be extremely complex. Places get old, we get bored, our tastes change, we change the way we eat, we meet new friends. People need a tool that helps them discover food that matches, and expands their tastes. WDYWTE helps us explore the culture around us. Our objective is to help you find food you'll love, and find food you should try. Connecting the people of Philadelphia to the Food of Philadelphia.

2. Project Scope

In Scope:

- Development of mobile application
- Restaurant suggestions & ability to order from application
- Personality profiles with unique or guest login capabilities
- Restaurants details by area
- User has the ability to rate, comment & suggest restaurants to others
- Retained account information [optional] (ie credit card, address, etc)

Out of Scope:

- Web interface

3. High Level Requirements & Deliverables

Project deliverables must include the following:

- Development of application prototype
- Development of core business documentation
- Development of project website
- Delivery of project presentation consisting of 12 slides

4. Support Required & Risks

At this point, we're focusing most of our meeting time on developing a business case. We could leverage someone who has knowledge of standalone applications. Learning about ways to make users feel like a community is one benefit that we have identified as being really valuable.

Risks:

As the semester rapidly approaches the midpoint, we need to get started on a prototype ASAP. Before we do this, we need to create a persona and multiple use cases so that we can make our prototype as functional as possible. If we don't start preparing for the prototype, our group could run into some issues.

5. Metrics

Metric Type	Baseline	Goal
Customer Satisfaction	Low	High
Customer Retention (application downloads/suggestions)	Low	High
Restaurant Subscription Rates / Involvement (restaurants registered with the application, featured charges, information/deals offered)	Low	High

6. Expect Business Results & Customer Benefits

Expected business results will be heavily dependent on customer rates (ie downloads/suggestions). These are a primary driver for our organization. Without high customer retentions we will not have the ability to attract new and retain registered restaurants. Our main income source are based around the orders placed.

Our application is directly for the customer to use; it's separate from an organization. Ultimately our company will be named after our app, and its purpose will be to support and develop the application.

7. Technology Architecture

Tools Utilized include:

- Google drive to collaborate and organize materials for the project: We're all experienced with this tool
- Wordpress to formally present and document our ideas: We're all experienced with this tool
- JustInMind to prototype our application: We're all experienced with this tool

8. High-Level Timeline/Schedule

Project Phase	Responsible Team Member	Output (notes, diagrams, interviews, screen prints)	Planned Start	Planned Completion
Planning	Andrew, Jada	RACI Chart, Progress Plan and Map	1/27/2015	2/10/15
Analysis	All Team Members	Individual use cases, personas, business rules, constraints	2/4/2015	3/15/15
Design	Allen, Zach	JustInMind prototype	2/10/15	2/24/15 (first revision) 4/18/15 (second revision)

Final Presentation	All Team Members	In addition to all previous outputs; the development of a cohesive slide deck and project website.	3/20/15	4/27/15

PROJECT TEAM

We are a team of five senior MIS students (Zach Ceheslsky-DeAngelo, Allen Dowling, Jada Goodwin, Simranjit Kaur and Andrew Tauskey) will be developing a prototype of an new application. The app is not for use in a business setting; the app is to be used by smartphone users who are looking for a fun way to choose what to eat and explore the cuisine options around them. We all have similar organizational and communication skills. Allen has coding experience, so we have his expertise at our disposal. Communication details can be located below.

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