**SOW of the Project**

1. **Introduction**

We are a young progressive development company “Team 2”, located in Kyiv. We have great experience in development. We always offer the best solutions for our customers. That's why we are working with many popular companies around the world, such as Sinoptik.ua, Tabletki.ua, Nova Poshta LLC, Zakupka.com, and Allo.ua

Based on our experience, we ensure comprehensive support throughout the development of our product, ensuring it meets all your requirements. As a result, you’ll get a quality and user-friendly product.

Please, feel free to contact us through the details we would be putting forward in the proposal.

1. **Project background**

The project name is “Farm2Door”.

The product is a web platform with the possibility to develop a mobile app in the future for people 18-60 years of age, farmers, and small local food producers, which will help users find fresh quality products and others to find buyers for their products. We want to provide one large-scale place where local producers can find the final customer of their products and at the same time, people can get the freshest products as quickly as possible.

The project will include a list of sellers with a link to the location where they are located and a list of products they offer. The buyer will be able to choose the most suitable seller or the needed product on the website, taking into account the feedback from previous buyers and the rating on the site. It will also be possible to place and pay for the order by selecting the preferred delivery method. All this allows the buyer to receive the fresh desired product in just a few clicks. And all the seller has to do is pack the fresh product and send it to the buyer.

Involved parties are

1. the Client Company, which is the owner of the idea and budget;
2. the Vendor Company (our team), which is responsible to the Client for the product development;
3. Partner Companies, who are providing their services/products to sell;
4. Marketing company.

The project is lead by the Product Owner from the Client side and the Project Manager from the Vendor side.

**Goal:** Сreate a web platform that will help people all over Ukraine to buy the freshest and highest quality products directly from the manufacturers.

**Target Segment:**

* Customers from 18 to 60 years old;
* All types of farming from large enterprises to individuals.

**Benefits for the company:** Development of a unique product that can be adapted to any country and profit increase.

**Business goals:** Earn 1,000,000 customers and 1500 sellers in 1 year after launch to date 1.05.2025. Sell the rights to the platform for at least 1 country to 1.07.2025.

**Problem solved by the product:**

Buyers:

1. Receive direct access to the offer of small local producers - farmers;
2. Possibility to buy in one-click

Sellers:

1. Growth of sales:
2. Access to more buyers from all over Ukraine
3. Promotion of brand

**Advantages over others:**

* Telegram bot assistance;
* Loyalty system;
* Support;
* Customer-oriented solutions;
* Sellers rating system;
* Buyers rating system.

**Monetization Model:**

1. Fee from sellers;
2. Marketing for sellers (advertising).

**3. Scope**

We are going to develop a new product from scratch based on goals and market research (competitors' products).

The vision of the future of the requirement:

**Functional Requirements/Product Functions:**

**1) User Registration and Authentication:**

* Users (buyers and sellers) should be able to register and create accounts.
* The system should support secure authentication mechanisms.

**2) Profile Management:**

* Users should be able to create and manage their profiles.
* Sellers should have the ability to present their products, including descriptions, images, quantity, and prices.

**3) Product Listings:**

* Sellers should be able to create, edit, and delete product listings.
* Each product listing should include details such as name, description, price, quantity, and location.
* Buyers should be able to browse product listings based on categories.

**4) Search and Filters:**

* Users should be able to search for specific products, and sellers by location.
* Filters should be available to narrow down search results (e.g., by product type, and seller rating).

**5) Order Placement and Payment:**

* Buyers should be able to add products to a shopping cart and place orders.
* The system should support secure payment methods.
* Sellers should receive notifications of new orders.

**6) Order Tracking:**

* Buyers should be able to track the status of their orders in real time.
* Sellers should update the order status (e.g., packed, shipped) for transparency.

**7) Rating and Feedback:**

* Buyers should be able to leave ratings and feedback for sellers.
* Sellers should have a rating based on customer feedback.

**8) Location Services:**

* Sellers should provide their location details for mapping on the platform.
* Buyers should be able to search for sellers based on proximity.

**9) Messaging System:**

* A messaging system should facilitate communication between buyers and sellers.
* Sellers should be notified of inquiries and orders through the messaging system.

**10) Notification System:**

* Users should receive notifications for order updates, messages, and other relevant events.

**11) Delivery Options:**

* Buyers should be able to choose preferred delivery methods (e.g., local pickup, delivery).
* Sellers should have the option to specify delivery areas.

**12) Security and Privacy:**

* Implement secure data transmission and storage practices.
* Ensure the privacy of user information and transactions.

**13) Multilanguage - UA / EN.**

**14) Loyalty system.**

**Non-functional requirements:**

**1) Performance:**

* The system should support a minimum of 10,000 concurrent users without significant performance degradation.
* Page load times for product listings and other key pages should not exceed 2 seconds.
* Implement caching mechanisms to optimize response times.

**2) Scalability:**

* Design the system architecture to easily scale with an increasing number of users and transactions.
* Implement load balancing to distribute traffic evenly across servers.

**3) Reliability:**

* Aim for a system uptime of at least 99.9%.
* Implement regular backups of the database to ensure data integrity and quick recovery in case of failures.

**4) Security:**

* Utilize secure protocols (HTTPS) to protect data transmission.
* Implement encryption for sensitive user information such as passwords and payment details.
* Regularly conduct security audits and vulnerability assessments.

**5) Compatibility:**

* Ensure cross-browser compatibility for major web browsers (e.g., Chrome, Firefox, Safari, Edge).
* Design a responsive interface to support various devices, including desktops, tablets, and mobile phones.

**6) Usability:**

* The user interface should be intuitive and easy to navigate for users aged 18-60.
* Conduct usability testing to identify and address any potential user experience issues.
* Provide user documentation and support features for assistance.

**7) Reliability:**

* Define acceptable error rates for different system functions and ensure error handling mechanisms are in place.
* Implement monitoring tools to detect and address issues proactively.

**8) Regulatory Compliance:**

* Ensure compliance with relevant data protection regulations and standards (e.g., GDPR).
* Adhere to local laws regarding e-commerce transactions and customer data protection.

**9) Availability:**

* Define maintenance windows for scheduled updates and inform users in advance.
* Minimize downtime during maintenance activities.

**10) Interoperability:**

* Integrate the platform with commonly used payment gateways for seamless transactions.

**11) Linguistic Support:**

* Multilanguage support should not significantly impact the overall system performance.
* Ensure translations are accurate and culturally appropriate.

**12) Auditability:**

* Implement audit logs to track user activities, especially those related to sensitive operations.
* Provide administrators with the ability to review and analyze audit logs.

**13) Capacity Planning:**

* Regularly assess system capacity and plan for infrastructure upgrades as the user base grows.
* Establish criteria for when additional resources or server instances should be added.

**14) Environmental Considerations:**

* Ensure the system is environmentally sustainable by optimizing resource usage and minimizing energy consumption.

**4. Project deliverables**

**1) Requirement Specification (Document):**

* А document defining functional and non-functional requirements.
* Includes user stories, use cases, and system requirements.

**2) User interface:**

* Responsive and user-friendly website design.
* Intuitive navigation for Users.

**3) Backend Development:**

* Creating a reliable back-end system.
* Implementation of user authentication and authorization.
* Integration of order processing and payment systems.

**4) Set up of Test System:**

* Implementation of testing tools for functional and performance testing.
* Thorough testing to ensure system reliability.

**5) Set up of Live System:**

* Website deployment on live servers.
* Setting up production environments.
* Implementation of monitoring tools to check system status in real-time.

**6) Data Migration:**

* Ensuring data integrity and accuracy during the migration process.

**7) User Training:**

* Development of materials for user education.
* Providing guides to customers on how to use the website.

**8) Documentation:**

* Compilation of full documentation for developers, administrators, and end users.
* User guides for both farmers and customers.
* Technical documentation defining the system architecture and API.

**9) Quality Assurance:**

* Implementation of quality control measures during the entire development process.
* Thorough testing to identify and fix any issues.
* Constant monitoring and improvements based on user feedback.

**10) Maintenance and Support:**

* Creating a support system to answer questions and solve user problems.
* Regular updates and maintenance to ensure system performance and security.

**5. Tools for tracking the schedule**

* Jira;
* Confluence;
* Slack;
* Gantt Chart Tools.

**6. List of schedule management techniques and technologies used for the project**

1. **Decomposition of the project on tasks (WBS);**
2. **Critical path according to WBS and milestones:**
* List of tasks;
* Dependencies defining;
* Visualization (Gantt chart);
* Time estimation (estimation by analogs and 3-point estimating);
* Critical path defining.
1. **Schedule management:**
* Schedule management plan based on Earned Value Management and time estimations of Critical path;
* Meeting with project stakeholders according to Sprint meetings plan.
* Performance reviews per sprint:
1. actual start and finish dates;
2. Sprint Burndown chart in Story points.

 **7. Reporting management plan for the client**

**Form:** Sprint Iteration Progress Report.

**Responsible person:**

* Project Manager.

**Client Contact:**

* Product Owner from the Vendor side.

**Delivery method:** email.

**Frequency:** once per Sprint.

**Content:**

* Percent of user stories that were done during the Sprint from Sprint Backlog;
* Sprint Burndown Chart;
* Amount of Bugs that were found and ones that were fixed;
* Updated Risk Register - detail any risks or issues that have arisen and their impact on the project. Include mitigation strategies;
* Provide an overview of the Project status, highlighting achievements/milestones reached;
* Schedule a review meeting with the Client (upon request) to discuss the Report;
* Approval of the Reporting Management Plan.

**8. Milestones**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **№** | **ID** | **Name** | **Start** | **Finish** | **Duration** | **% of done** |
| 1. |  | Project Kickoff |  |  |  |  |
|  | 1.1 | Define project objectives, scope, and initial requirements | 28/2/2024 | 07/03/2024 | 7 |  |
|  | 1.2 | Establish project roles and responsibilities | 20/3/2024 | 22/3/2024 | 3 |  |
|  | 1.3 | Conduct a kickoff meeting with the project team and stakeholders | 25/3/2024 | 25/3/2024 | 1 |  |
|  | 1.4 | Set up project infrastructure (communication channels, tools, etc.). | 25/3/2024 | 26/3/2024 | 1 |  |
| 2. |  | Requirements Gathering Complete |  |  |  |  |
|  | 2.1 | Finish collecting and documenting all project requirements | 25/3/2024 | 02/4/2024 | 7 |  |
|  | 2.2. | Validate requirements with stakeholders to ensure accuracy and alignment | 03/4/2024 | 04/4/2024 | 1 |  |
| 3. |  | Design Approval |  |  | 15 |  |
|  | 3.1 | Obtain approval for the finalized UI/UX designs | 23/4/2024 | 23/4/2024 | 1 |  |
|  | 3.2 | Ensure the design aligns with the client's expectations and project goals. | 24/4/2024 | 24/4/2024 | 1 |  |
| 4. |  | Development |  |  |  |  |
|  | 4.1 | Begin the development phase of the project | 06/5/2024 | 06/5/2024 | 1 |  |
|  | 4.2 | Start coding and implementing features according to the approved design | 07/5/2024 | 07/5/2024 | 1 |  |
|  | 4.3 | Identify and integrate third-party services or tools | 08/5/2024 | 28/6/2024 | 38 |  |
| 5. |  | Testing and Refinement |  |  |  |  |
|  | 5.1 | Conduct testing activities, including unit and integration testing | 24/6/2024 | 26/6/2024 | 2 |  |
|  | 5.2 | Refine and address any issues identified during testing | 26/6/2024 | 27/6/2024 | 1 |  |
| 6. |  | Beta Testing and Feedback |  |  |  |  |
|  | 6.1 | Release the beta version to a selected group of users for testing | 28/6/2024 | 01/7/2024 | 2 |  |
|  | 6.2 | Collect feedback on usability, functionality, and any issues encountered | 01/7/2024 | 02/7/2024 | 2 |  |
| 7. |  | User Acceptance Testing (UAT) |  |  |  |  |
|  | 7.1 | Conduct UAT with a broader user group, including the client and end-users | 01/7/2024 | 02/7/2024 | 2 |  |
|  | 7.2 | Validate that the system meets user expectations and requirements | 03/7/2024 | 09/7/2024 | 5 |  |
| 8. |  | Final Revision and Adjustments |  |  |  |  |
|  | 8.1 | Make final revisions and adjustments based on feedback | 15/7/2024 | 25/7/2024 | 9 |  |
|  | 8.2 | Ensure the platform is polished and ready for production | 25/7/2024 | 26/7/2024 | 1 |  |
| 9. |  | Landing |  |  |  |  |
|  | 9.1 | Customer team training | 29/7/2024 | 02/8/2024 | 5 |  |
|  | 9.2 | Test | 05/8/2024 | 05/8/2024 | 1 |  |
|  | 9.3 | Feedback | 06/8/2024 | 06/8/2024 | 1 |  |
| 10. |  | Post-Launch Review and Documentation |  |  |  |  |
|  | 10.1 | Conduct a post-launch review to assess the overall success of the project | 19/8/2024 | 20/9/2024 | 25 |  |
|  | 10.2 | Document user guides, technical documentation, and maintenance instructions | 20/9/2024 | 23/9/2024 | 2 |  |
| 11. |  | Project Closure and Evaluation |  |  |  |  |
|  | 11.1 | Officially close the project, including administrative tasks and lessons learned. | 23/9/2024 | 25/9/2024 | 2 |  |
|  | 11.2 | Evaluate project success against initial objectives | 25/9/2024 | 27/9/2024 | 2 |  |

**9. Assumptions**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| As.1 | **Title** | **Description** | **Date** | **Status** | **Risk lvl (1-5)** |
| As.2 | Product lifespan | We assume that the platform will be in demand for at least 10 years (min 500000 deals per year, after the year of release) | 28.02.2024 | Actual | 4 |
| As.3 | Language Settings | We assume that most of the Users of the platform will be in Ukraine, so Ukrainian and English UI will be enough | 28.02.2024 | Actual | 1 |
| As.4 | Products quantity | We assume that the average Seller will have no more than 50 unique products on the Platform | 28.02.2024 | Actual | 2 |
| As.5 | GDPR | We assume that the norms of GDPR will be constant during the planned product lifespan | 28.02.2024 | Actual | 2 |
| As.6 | Google Ads | We assume that Google Ads rates for views and clicks will not fall | 28.02.2024 | Actual | 2 |
| As.7 | Partner ads | We assume that our application will be interesting for 3rd parties to place advertisements | 28.02.2024 | Actual | 4 |
| As.8 | User Engagement | Users will actively engage with the platform | 28.02.2024 | Actual | 4 |
| As. 9 | Internet connection | Users will have a stable internet connection | 28.02.2024 | Actual | 3 |
| AS.12 | Timeline | Our team will be enough for this project | 28.02.2024 | Actual | 2 |
| AS.13 | Time | We will save 10% of the time at each sprint | 28.02.2024 | Actual | 2 |