



IS480 Project Proposal
Herbidex

Rhinos

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Team Members:

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- Gwendoline TAN Wan Xin (wx.tan.2013@sis.smu.edu.sg) – Backend Developer
- Kenneth LEE Bozheng (kenneth.lee.2013@sis.smu.edu.sg) - Quality Assurance
- LIM Kim Yong (kimyong.lim.2013@sis.smu.edu.sg) – Frontend Developer
- Joshua CHEONG Sheng Jie (sj.cheong.2013@sis.smu.edu.sg) – Business Analyst

Faculty Supervisor:

- TBC

Sponsor and/or Clients (if any):

Herbidex

- Jonathan (jonathan@herbidex.com) - Sponsor
- Hayden (hayden@herbidex.com) - Sponsor
- Delfina (delfina@herbidex.com) - Sponsor

Project Overview

Project Description

Herbidex Mobile is an E-commerce Mobile Application which allows users to purchase natural health products from their personal Android Device. The goal of this project is to provide users with a seamless mobile shopping experience featuring functions such as barcode scanning for product information and attractive incentive schemes through the use of loyalty points. It will also serve as a platform for trusted affiliates of Herbidex to reach out to customers and showcase their products. Our target consumer base will be working adults in their mid-twenties to the middle-aged who want to maintain their overall wellness despite their hectic schedules.

Success Metrics

Specifically, the commercial success of this project can be measured by the following: 1) the ability to drive additional revenue for Herbidex on top of its main E-commerce website, 2) the number of repeat purchases made through the mobile application and 3) user stickiness, measured by the number of users who return to the mobile application for information. We intend to utilize agile software development practices in creating a Minimally Viable Product for our client, while the measurement of the abovementioned key metrics, amongst others, will help us reiterate the mobile application for the better.

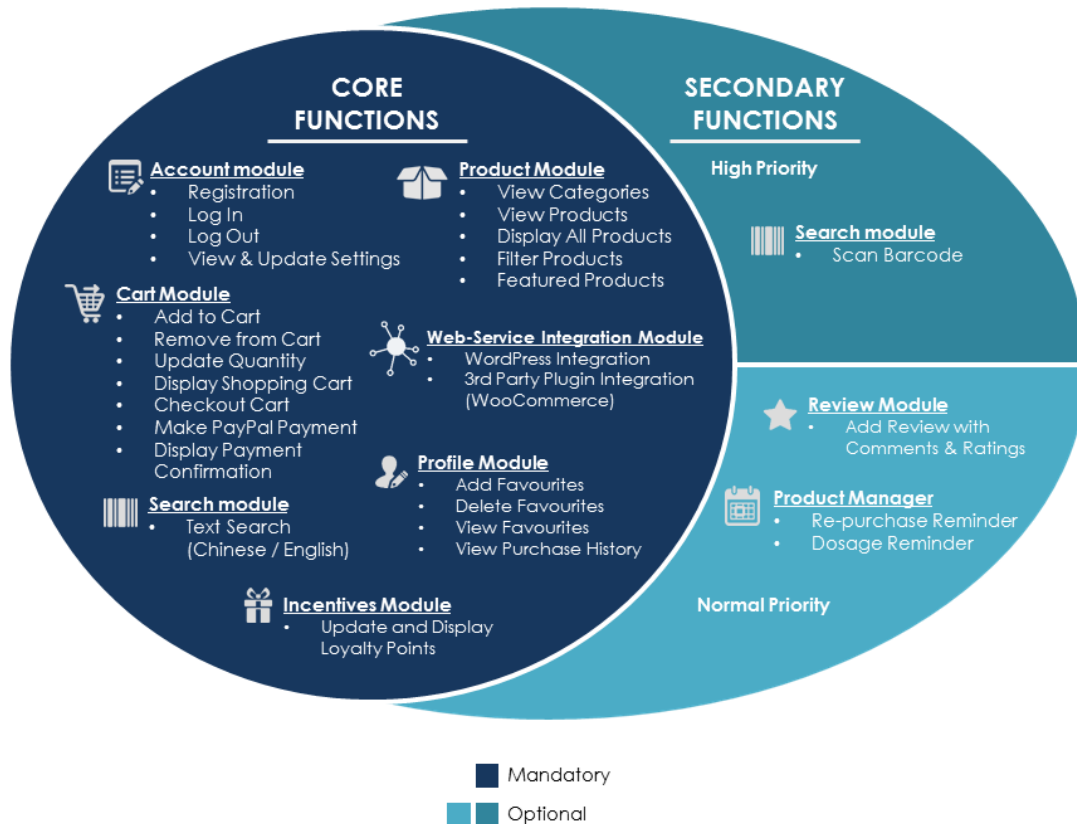
Stakeholders

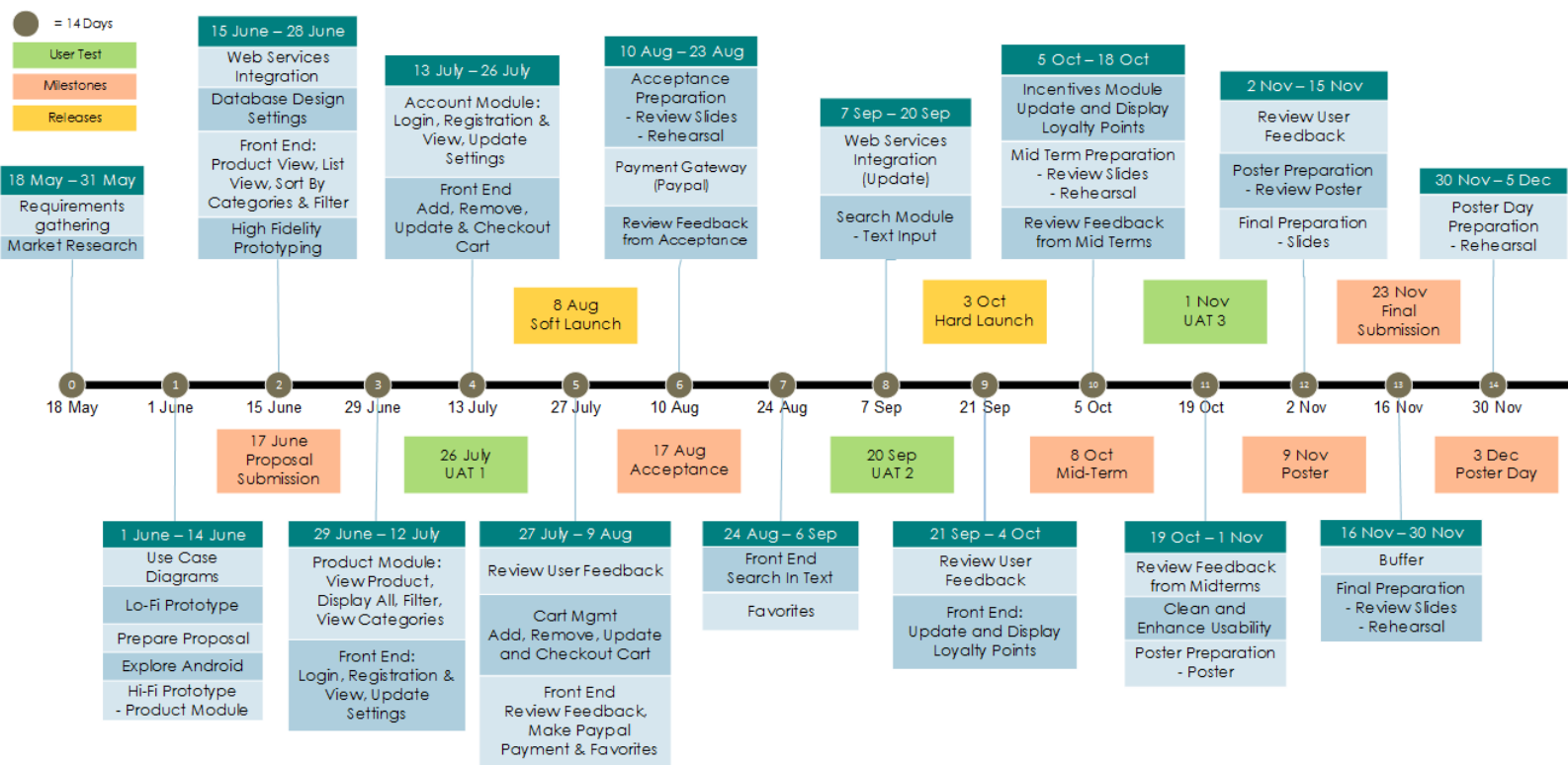
Sponsor	Singapore Management University, School of Information System Alumni: Jonathan, Hayden, Delfina
User	Working adults who are interested in herb products

Deliverables

An E-Commerce Mobile Application built on the Android platform which has a strong focus on user experience. Users will be able to browse or shop from the products listed by Herbidex on the application as well as earn loyalty points and upload reviews on purchased products.

Project Scope and Timeline





Risks Management: More risks will be updated on this [page](#)

S/N	Risk Type	Description	Mitigation Strategy
1	Technology Risk	Unfamiliarity with technology, namely Android Platform as well as the WordPress backend platform	<p>Project Manager: Allocated four weeks for the developers to learn and explore Android development, as well as WordPress integration.</p> <p>Lead Developer: To find out what is the effort required for Android Development, and to advise the Project Manager on the planning of schedules.</p> <p>Quality Assurance: To find out what are the best Android development practices from resources such as websites and other Android developers. To create a solid test plan to ensure that code review is conducted, and that bugs are minimized through comprehensive regression testing.</p>
2	Technology Risk	Access to backend server may not be granted, or has high availability risks	<p>Lead Developer: To duplicate a copy of the WordPress backend server on our own website resources. This will serve as the development platform. Hence, the risk of server availability is borne by the team and can be controlled better.</p> <p>Project Manager: To keep in close contact with the Project Sponsors to ensure the backend server codes are up to date with our development platform.</p>
3	Business Risk	Scope Creep: Project requirements may change along the way, owing to change of business requirements or new ideas that the project sponsors may have	<p>Project Manager: Adjust the schedule when sponsors expectation changes. Seek opinions from team about possible changes to be made to the schedule. Scoping is to be clearly documented to ensure sponsors and our team is on the same page. We will also process change requests, on a case by case basis, using a change management process to ensure the change is valid and acceptable.</p> <p>Lead Developer: To update the PM pre-emptively if there are change in requirements that will likely cause project schedule delays.</p> <p>Business Analyst: Through comprehensive market research, the Business Analyst will lead the team in researching the best practices of other existing ecommerce platforms. Hence, armed with our familiarity with the market, our requirements gathering and scoping of the project will be more comprehensive. Further, we are able to value add more to our sponsors ideas.</p> <p>Team: In line with agile software development practices, we will meet up with sponsors regularly every 2 weeks to ensure that expectations are aligned, and that prompt and consistent feedback is given.</p>

Resource and reference

- Platform:** Android 4.0.3, **API:** WooCommerce RESTful APIs, Custom-written APIs, **Programming Language:** Java, PHP, **Software:** Android Studio, Photoshop, Notepad++, GitHub