**Sample Only**

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**Document Type**: Midpoint Status report

**Revision Number**: 1.0

**Project Name**: EZScoot

## Problem Definition

In building out this model, we are looking to achieve the following goals.

* **Gauge the feasibility of the EZScoot concept for a target geographical area:** The fundamental premise of the EZScoot business model is - people needing to get around the city rent scooters at a low price for a short period of time. The volume and pattern of hires is dependent on several factors such as demographics, traffic congestion, availability of convenient public transportation, parking etc. These factors will not be directly modeled. Instead, a stream of projected demand (hires) that takes these factors into account will be presented to the model as input. The model will focus on the various aspects of meeting this projected demand and help assess their effectiveness, thus enabling an assessment of the viability of the venture. This will include the initial amount of investment, periodic investments, operating costs, profit margins, cash flow, Rental pricing required for the business to break even within a specific amount of time etc.
* **Measure the effect of customer satisfaction and utilization**: Every time a “walk away” event occurs (A “walk away” is when a customer wanting to hire a scooter leaves without one due to lack of availability) the customer satisfaction measure drops. While there are several other factors that determine customer satisfaction, this model only looks at “walk away” events as the most significant measure. The effect of a drop in customer satisfaction may affect previously projected rental volumes negatively. At the same time, it may require additional investments (or a restructuring of existing investments) to boost availability. The negative publicity due to a drop in customer satisfaction may lead to additional operating costs such as advertising, promotions etc. Similarly, a rise in customer satisfaction will have different effects on volume projections & operating costs. The model will focus on the relationship between the customer satisfaction (level of service provided), volume of scooter rentals & operating costs. These will have an effect on the profitability of the business and will help answer the feasibility question.

## Who does what

| **Task** | **Owner** | **Status** | **Due Date** |
| --- | --- | --- | --- |
| Data Gathering |  | In Progress | 11/16/2008 |
| Gathering the list of excel functions and deciding which will be used to construct the model |  | In Progress | 11/15/2008 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Task** | **Owner** | **Status** | **Due Date** |
| Clarification from the TA/Prof regarding whether we are constructing a model or a tool |  | Done – Clarified that it has the makings of a model rather than a tool | 10/30/2008 |
| Model Construction – Modeling the scooter hires projection |  | In Progress | 12/04/2008 |
| Model Construction – Modeling Investments and Costs |  | In Progress | 12/11/2008 |
| Model Construction – Modeling utilization and customer satisfaction  |  |  | 12/18/2008 |
| Model Construction – Generating Cash Flow, ROI and price point |  |  | 12/18/2008 |
| Execution, Testing & QA |  | Not Started | TBD |
| User Guide  |  | In Progress | TBD |
| Reference Guide |  | Not Started | TBD |
| Final Report |  | Not Started | TBD |
| compliance check lists |  | In Progress | TBD |

## Refined Schedule and Budget

The refined budget is as follows

|  |  |  |
| --- | --- | --- |
| **Activity** | **Resources required** | **Time required ( in Hours)** |
| Planning | Modeler | 6 |
| Modeling | Modeler | 20 |
| Execution, Testing & Quality Assurance | Modeler | 20 |
| Documentation | Modeler | 10 |
| **Total**  |  | **56**  |

The refined schedule is as follows

|  |  |  |
| --- | --- | --- |
| **Milestone** | **Completion Time** | **Deliverables** |
| Project initiation | 10/23/2008 | Accepted Project Proposal |
| Completed design | 11/2/2008 | High level design document, Model Skeleton |
| Mid Point Status Check | 11/13/2008 | Mid point status report |
| Project Presentation | 1/15/2009 | Final Report, Reference Guide, User Guide, Project Model  |