**SPM Task 03**

**Project Title:**

Kasheer Shawls – E-commerce Platform

**Stakeholder Analysis:**

| **Stakeholder** | **Interest** | **Influence** | **Strategy** |
| --- | --- | --- | --- |
| Business Owners | High | High | Regular meetings, sprint reviews, and updates |
| Customers | High | Medium | Early feedback collection through MVP releases and surveys |
| Web Developers (Project Team) | Medium | High | Continuous collaboration using Agile sprints and daily stand-ups |
| Payment Gateway Providers | Medium | Medium | Early integration planning and collaboration during relevant sprints |
| Shipping/Courier Partners | Medium | Medium | Setup during MVP phase, coordination for shipping module |

**Feasibility Study:**

1. **Technical Feasibility:**
   1. Easily developed using WordPress (WooCommerce), with flexibility to expand using custom plugins.
   2. UI/UX designed in Figma for rapid iterations.
2. **Economic Feasibility:**
   1. Low initial development cost.
   2. Open-source tools minimize licensing expenses.
   3. Marketing and scale-up planned based on early sales performance.
3. **Operational Feasibility:**
   1. Directly addresses the need to promote Kashmiri shawls via a scalable online platform.
   2. Regular user feedback ensures operational improvements.
4. **Legal Feasibility:**
   1. Compliance with local e-commerce laws (consumer rights, data protection policies).
   2. Terms of Service and Privacy Policy drafted during early sprints.
5. **Schedule Feasibility:**
   1. Agile-based 3–4 months schedule fits semester timeline.
   2. 2-week sprint cycles allow progressive delivery and continuous evaluation.

**Recommendation:**

✅ **Proceed with Agile Methodology.**  
The Kasheer Shawls project is feasible on all grounds — technical, economic, operational, legal — and fits the schedule through Agile sprints ensuring faster development and regular improvements.

**Connection with SDLC/PLC (Task 02):**

1. **Stakeholders** are engaged **continuously** through **Agile sprints** (similar to SDLC flow: Gather Requirements → Sprint Plan → Develop/Test/Deploy).
2. **Feasibility checks** are built into early sprints, aligning with **Project Life Cycle (PLC) Initiation and Planning phases**.
3. **Sprint Reviews** act as **milestone evaluations** at each PLC phase checkpoint.
4. **Launch Plan** after final sprints fits the **Execution and Closure phases** of PLC.
5. **Feedback loops** ensure alignment of user expectations with platform evolution — a core reason why Agile was chosen.

**Reflection:**

This task emphasized how critical it is to align **stakeholder management** and **feasibility analysis** with the selected SDLC model.  
By using Agile, the Kasheer Shawls project ensures rapid iteration, cost control, continuous user involvement, and maximum chances of product-market fit — essential for launching a successful e-commerce brand within a limited timeline.