**SPM Task 04**

**Project Title:**

Kasheer Shawls – E-commerce Platform

**Scope Statement**

**I. Justification:**

There is a strong demand for authentic Kashmiri shawls and traditional products worldwide, but buyers face difficulty in accessing original, high-quality items online. The Kasheer Shawls platform aims to bridge this gap by promoting Kashmiri craftsmanship globally and empowering local artisans through digital exposure.

**II. Deliverables:**

1. A fully functional, mobile-responsive **e-commerce website**.
2. **Admin dashboard** to manage products, categories, orders, and customer accounts.
3. **Secure payment gateway integration** for safe transactions.
4. **Customer registration**, profile management, and **order tracking** features.
5. **Product review and rating system** to build customer trust and improve transparency.
6. Basic **analytics dashboard** for monitoring sales and website performance.

**III. Assumptions:**

1. Users will have access to stable internet and basic understanding of online shopping.
2. Reliable courier and shipping partners will be available for domestic and international deliveries.
3. Third-party payment gateway services (like JazzCash, Stripe, PayPal) will be accessible for integration.
4. The development tools (WordPress, WooCommerce, PHP/Laravel) and hosting services will be affordable and available.

**IV. Constraints:**

1. **Budget** is limited to essential expenses (hosting, domain, minimal marketing).
2. **Timeline** is fixed: project must be fully completed within 3–4 months (one semester).
3. **Team size** is small (3–4 students), and all members are balancing this project with other academic responsibilities.
4. Scope needs to remain **focused** on MVP features initially to ensure timely delivery.

**📊 Work Breakdown Structure (WBS)**

**1. Requirements Gathering**

1. **1.1** Research standard features of successful e-commerce websites.
2. **1.2** Conduct basic market research and identify target customers' needs/preferences.
3. **1.3** Gather technical requirements for hosting, security, and payment integration.

**2. Design**

1. **2.1** Website UI/UX Design:
   1. Home Page
   2. Product Listings Page
   3. Single Product Detail Page
   4. Checkout and Payment Page
   5. Customer Account Pages
2. **2.2** Admin Dashboard Design:
   1. Product Management
   2. Order Management
   3. Customer Management
   4. Reporting/Analytics Section

**3. Development**

1. **3.1** Frontend Development:
   1. Implement UI using HTML, CSS, JavaScript.
   2. Ensure responsiveness and mobile-friendliness.
2. **3.2** Backend Development:
   1. WordPress with WooCommerce OR PHP/Laravel with MySQL.
   2. Integrate user authentication, product management, and order handling.
3. **3.3** Payment Gateway Setup:
   1. Integration of payment solutions (JazzCash/Stripe).

**4. Testing**

1. **4.1** Website Functional Testing:
   1. Product search, add to cart, checkout, order placement, account login/register.
2. **4.2** Admin Dashboard Testing:
   1. Add/edit/delete products, manage orders, view customer details.
3. **4.3** Security Testing:
   1. Test secure data transmission (SSL), secure login, and payment data protection.

**5. Deployment**

1. **5.1** Hosting and Domain Setup:
   1. Purchase hosting plan and domain name.
   2. Set up server environment and CMS if using WordPress.
2. **5.2** Final Website Launch:
   1. Deploy completed website.
   2. Conduct final round of usability testing.
   3. Initiate soft launch (invite initial users for feedback).

**Reflection:**

Task 04 provided a clear understanding of how critical **scope definition** is for project success. A well-defined scope statement and WBS ensure that the team stays focused, organized, and aligned with the limited timeline, budget, and human resources available for the Kasheer Shawls project.