Project Charter for Group 10

**Project Title: The Football Shelf**

Project Manager : Dylan Pearson

Project start date: 04/08/2025 Project end date: 22/08/2025

E-Commerce Business Idea Concept

The proposed e-commerce project, The Football Shelf, aims to launch a dynamic online store specializing in football gear inspired by Premier League teams. The platform will offer a wide range of products—including jerseys filtered by team and gender to enhance user experience. The business will operate under a **Business-to-Consumer (B2C)** model, targeting individual fans, amateur players, and school teams across South Africa.

The project will leverage current digital trends such as mobile commerce, social media marketing, and personalization to build a loyal customer base and drive sales.

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| Project objectives: | Benefits: |
| 1 Develop a secure and scalable e-commerce platform | 1 Ensures long-term growth and protects customer data, building trust |
| 2 Implement team and gender-based products filtering | 2 Enhances user experience and boosts conversion rates |
| 3 Intergrate secure payment gateway and user authentication | 3 Facilitates smooth transactions and protects against fraud |
| 4 Introduce loyalty features and customer support tools | 4 Increase customer retention and brand loyalty |

**Stakeholder Requirements:**

* Customers expect a smooth and secure shopping experience. They want to easily browse gear by Premier League team and gender, complete purchases with confidence, and receive timely support if needed.
* Project Manager, require a scalable and maintainable system architecture using Vue.js and Node.js, with clean integration between frontend and backend components to support future growth.
* The backend developer needs secure authentication (like bcrypt), efficient database handling with MySQL, and well-documented APIs that make integration and debugging easier.
* The frontend developer is looking for modular Vue components, responsive design across devices, and reliable state management using Vuex to ensure a seamless user experience.
* The marketing lead wants SEO-friendly page structures, clear product categorization, and analytics tools to track user behavior and campaign performance.
* Admin users require a dashboard that simplifies inventory management, order tracking, and user account control, helping them run operations smoothly without technical bottlenecks.

**Project stakeholders:**

**Internal Stakeholders:**

* Project Lead (You): Responsible for overall coordination, decision-making, and delivery.
* Frontend Developer: Builds the user interface and ensures a smooth customer experience.
* Backend Developer: Manages server-side logic, database integration, and API functionality.
* Marketing Lead: Drives brand awareness, customer acquisition, and campaign performance.
* Admin Users: Operate the dashboard for inventory, orders, and customer management.

**External Stakeholders:**

* Customers: End-users who browse, purchase, and interact with the platform.
* Suppliers/Vendors: Provide the football gear and manage stock availability.
* Payment Gateway Provider: Ensures secure and reliable transaction processing.
* Delivery Partners: Handle logistics and shipping of products to customers.
* Regulatory Bodies: Ensure compliance with e-commerce, data protection, and consumer laws.
* Investors or Sponsors (if applicable): Interested in the platform’s growth and profitability.

**Deliverables:**

**Functional Requirements:**

* **User Registration and Login:** Secure sign-up and login functionality using bcrypt for password hashing.
* **Product Browsing and Filtering:** Users can browse gear by Premier League team and gender.
* **Shopping Cart and Checkout:** Add items to cart, modify quantities, and complete purchases.
* **Payment Integration:** Seamless and secure payment gateway (e.g., PayFast or Stripe).
* **Order Management:** Admins can view, update, and manage customer orders.
* **Inventory Management:** Admin dashboard to track stock levels and update product listings.
* **Customer Support Tools:** Contact form or live chat for customer inquiries.
* **Loyalty Program Features:** Optional points or rewards system for repeat customers.

**Non-Functional Requirements:**

* **Security:** Data encryption, secure authentication, and protection against common vulnerabilities.
* **Scalability:** Architecture that supports future growth in users and product listings.
* **Performance:** Fast page load times and responsive interactions across devices.
* **Usability:** Intuitive navigation and clean UI for both desktop and mobile users.
* **Reliability:** Minimal downtime and robust error handling to ensure consistent service.
* **Compliance:** Adherence to data protection laws (e.g., POPIA) and e-commerce regulations.

**Roles and responsibilities:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Surname** | **Role** | **Cellphone** | **Email** |
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**Scope and Out of Scope**

**Scope:**

* Building a responsive website using Vue.js and Vuex for frontend, and Node.js with Express and MySQL for backend
* Implementing secure user authentication and payment gateway integration
* Creating a dynamic product catalog with team-based and gender-based filtering
* Developing an admin dashboard for inventory and order management
* Launching loyalty features and customer support tools
* Ensuring scalability, security, and performance across all devices

**Out Scope:**

* **A fully functional e-commerce website** that allows users to browse, customize, and purchase football gear easily
* **A seamless user experience** with intuitive navigation, fast load times, and mobile compatibility
* **Secure and reliable transactions** through integrated payment gateways and encrypted user data
* **Efficient backend operations** including inventory tracking, order processing, and admin controls
* **Strong customer engagement** through loyalty programs, team-based promotions, and responsive support
* **Successful launch within 3 weeks**, meeting all technical and strategic goals outlined in the project charter

**Risk, Constraints and Mitigation**

**Risk and Mitigations**

1. **Security Breaches**

* Risk of customer data leaks, payment fraud, or site hacking
* Mitigation: Use SSL certificates, bcrypt for password hashing, and regular vulnerability scans

2. **Website Downtime**

* Server crashes during peak traffic (e.g., product launches or promotions)
* Mitigation: Choose reliable hosting, implement load balancing, and monitor uptime

3. **Payment Disputes & Chargebacks**

* Customers may dispute transactions due to delivery issues or product dissatisfaction
* Mitigation: Clear refund policies, real-time order tracking, and secure payment gateways

4. **Inventory Mismanagement**

* Overselling or stockouts due to poor tracking
* Mitigation: Integrate real-time inventory systems and automate stock alerts

5. **Poor SEO & Visibility**

* Low traffic due to weak search engine rankings
* Mitigation: Optimize product pages, use structured data, and invest in content marketing

6. **Customer Expectations & Service**

* Negative reviews from slow delivery or poor support
* Mitigation: Offer live chat, fast shipping options, and personalized experiences

7. **Intellectual Property Violations**

* Using team logos or player likenesses without proper licensing
* Mitigation: Secure rights or use generic branding where needed

**Constaints**

1. **Time Constraint**

* You’ve set a 3-week delivery window
* Impact: Limits how much can be built and tested; requires tight sprint planning and prioritization

2. **Budget Constraint**

* Fixed resources for development, hosting, and marketing
* Impact: May restrict premium tools, third-party services, or advanced features

3. **Technology Constraint**

* Stack includes Vue.js, Node.js, MySQL, and Express
* Impact: Limits integration options and requires team familiarity with chosen tech

4. **Licensing & Legal Constraint**

* Use of team logos or player likenesses may require permissions
* Impact: Branding and product design must comply with IP laws

5. **Resource Constraint**

* Limited team size and avail
* Impact: Affects development velocity and testing coverage

6. **Scope Constraint**

* Defined feature set: team/gender filtering, secure payments, admin dashboard
* Impact: Any scope creep could jeopardize timeline or quality

7. **Market Constraint**

* Targeting Premier League fans with gender-inclusive design
* Impact: Requires precise segmentation and UX alignment with user expectations

**Assumptions**

**Known & Non-Flexible Factors**

* The platform **must be built using** Vue.js, Vuex, Node.js, Express, and MySQL
* The **delivery window is set at 3 weeks** — no deadline extensions allowed
* The **target audience is Premier League fans**, with built-in gender-inclusive filtering — this audience focus cannot change
* User login and data handling **must follow secure standards**, specifically bcrypt and JWT
* Filtering by **team and gender is a core feature**, not optional or deprioritized
* The e-commerce experience must include **full shopping and payment workflows**
* The backend must include a **functional admin dashboard** for managing inventory and orders

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**Comments/Notes**

This initiative reflects my commitment to delivering a football gear e-commerce platform that is secure, user-centric, and tailored to Premier League fans. With a fixed technology stack and an unmovable 3-week deadline, every decision in this build is intentional and focused. We're not just launching a website—we're creating a customer experience shaped by inclusivity, performance, and clarity.

All assumptions, constraints, risks, and outcomes have been scoped with precision to ensure alignment, accountability, and success. What we're building is bold, relevant, and designed for impact. Let's deliver it with excellence.