



ITECH3208 – Project 1

Project Vision Statement, Team Charter and Project Roadmap submission

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Group – 1

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Selected Project

Project name : Development of a Comprehensive E-commerce Website for the XYZ Medical Company (for the Indian Market)

Client : XYZ medical company – Abbas Shaik – ashaik@atmc.edu.au

Revision

Version	Date of Revision	List of Authors	Approved By	Brief Description
1.0	21/08/2024	Harmanpreet Singh Bedi	Team Members	Initial Plan is discussed and responsibilities are allotted.
		Devansh Mahajan		
		Sahejdeep Singh		
		Aakash		

Project Vision Statement

The vision is to create a responsive and user-friendly e-commerce platform for XYZ Medical Company that delivers an exceptional online shopping experience for the Indian market. This website will streamline product discovery, ordering, and customer support, making it easier for customers to find and purchase the medical supplies they need. (Prokopets, 2023)

By integrating real-time inventory updates, efficient admin controls, and seamless payment and shipping options, we will empower XYZ Medical Company to better serve its customers and optimize its operations. Our goal is to build a platform that not only meets the needs of the business but also delights its users, driving growth and success in the Indian market.

Project Introduction

Elaborated Vision Statement

The "Development of a Comprehensive E-commerce Website for XYZ Medical Company (for the Indian Market)" aims to revolutionize the way medical supplies are purchased and managed online. Building on the vision of creating a user-centric, aesthetically pleasing, and highly functional online platform that seamlessly integrates with XYZ Medical Company's brand identity, this project is focused on delivering a seamless shopping experience that caters to the unique needs of the Indian market.

The platform will feature a robust inventory management system, providing real-time stock updates and low-stock notifications, enhancing the efficiency of supply chain management. Through distinct portals for users, employees, and admins, the website will streamline operations, allowing end users to effortlessly browse and purchase products, while providing employees with customer and product insights. The admin portal will offer comprehensive control over products, orders, and customer data, ensuring that the backend operations are smooth and effective. (Wlangley, 2022)

Key features will include a dynamic homepage with search functionality, detailed product listings with filters, an intuitive checkout process with multiple payment options, and shipment integration tailored for the Indian market. Additionally, the website will incorporate a chatbot for real-time customer support, enhancing the overall user experience. (Wlangley, 2022)

This project aims to establish XYZ Medical Company as a leader in the Indian e-commerce space, providing a reliable, scalable, and user-friendly platform that meets the evolving needs of its customers and business operations.

Project Goals

1. Develop a Responsive E-commerce Platform :
 - Create a website that is compatible with all devices, ensuring a seamless user experience across desktops, tablets, and smartphones. (Marilou, 2023)
2. Enhance User Experience :
 - Design an intuitive and responsive layout and user-friendly navigation system to make it easy for customers to browse products, make purchases, and manage their profiles.
3. Implement Real-Time Inventory Management :
 - Integrate a system that provides real-time updates on stock levels, with automated low-stock notifications for the admin portal.
4. Create Multiple User Portals :
 - Develop distinct portals for end users, employees, and admins, each tailored to their specific needs and responsibilities within the website. (Marilou, 2023)

5. Optimize Product Discovery :
 - Incorporate advanced filtering and search functionalities, allowing users to find products based on various criteria such as brand, color, size, and price.
6. Secure and Streamlined Checkout Process :
 - Integrate multiple payment gateways, including credit/debit cards, PayPal, and Stripe, ensuring a secure and efficient checkout experience. (Marilou, 2023)
7. Integrate Shipment and Delivery Systems :
 - Partner with reliable carriers and integrate shipment tracking for the Indian market, ensuring timely and accurate deliveries.
8. Incorporate AI-Driven Chatbot :
 - Deploy a chatbot to assist customers with inquiries, provide real-time support, and offer order status updates.
9. Align with XYZ Medical Company's Brand Identity :
 - Ensure the website's design reflects the company's branding, maintaining consistency in visuals and messaging throughout the platform.
10. Ensure Scalability and Future-Proofing :
 - Build a platform that can scale with the company's growth and adapt to future technological advancements and market demands.

Stakeholders

Stakeholder	Benefit
XYZ Medical Company	Enhanced market presence, optimized inventory management, improved customer engagement, and increased sales.
Abbas Shaik (Client Representative)	Assurance that the website aligns with the company's brand identity and business goals.
End Users (Customers)	Streamlined shopping process, easy access to product information, secure payment options, and reliable delivery services.
Employees	Access to a dedicated portal to view customer and product data, improving internal efficiency without the ability to alter information.

Admins	Custom portal for effective management of products, orders, and customer data, ensuring smooth backend operations.
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Critical Features

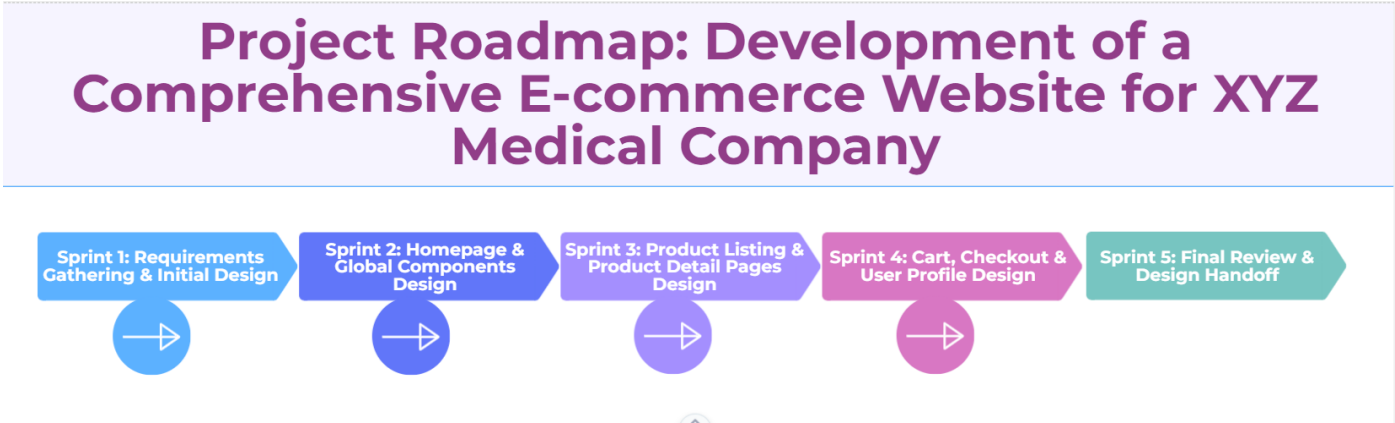
- Responsive and Aesthetic Design : A visually appealing and responsive website that ensures compatibility across devices. (Steele, 2024)
- User-Friendly Navigation : Simplified layout and intuitive navigation for an enhanced user experience. (Steele, 2024)
- Real-Time Inventory Management : Immediate updates on stock levels with low-stock notifications for admins.
- Multiple Portals : Dedicated portals for users, employees, and admins to manage various aspects of the business efficiently. (Steele, 2024)
- Advanced Product Listings and Filters : Detailed product pages with filters for easy product discovery.
- Secure Checkout and Payment Options : Integration of multiple payment gateways and secure checkout processes.
- Shipment Integration : Seamless integration with shipping carriers specific to the Indian market.
- Chatbot Integration : An AI-driven chatbot for customer inquiries and order status updates. (Duong, 2023)

Project Deliverables

Deliverable	Description
E-commerce Website	A fully functional and responsive e-commerce platform with integrated user, employee, and admin portals, real-time inventory management, secure checkout, and shipment integration. (Marilou, 2023)
Inventory Management System	A robust system that provides real-time updates on stock levels, generates SKU IDs for each product, and sends automated low-stock notifications to admins.
User Interface Design Artefacts	Visual designs, wireframes, and prototypes illustrating the layout, navigation, and overall aesthetic of the website, ensuring alignment with XYZ Medical Company's brand identity.
Admin Portal	A custom web interface for admins to manage products, orders, customers, and other backend operations effectively.

Employee Portal	A dedicated portal for employees to view customer and product data without the ability to make changes, enhancing internal efficiency.
Chatbot Integration	An AI-driven chatbot embedded within the website to assist customers with inquiries and provide real-time order status updates. (Duong, 2023)
Payment Gateway Integration	Integration of multiple secure payment options, including credit/debit cards, PayPal, and Stripe, to facilitate seamless transactions.
Shipment Integration	Integration with shipping carriers specific to the Indian market, including shipment tracking and delivery management.
User Manuals	Comprehensive guides for end users, employees, and admins, detailing how to navigate the website, utilize the portals, and manage products, orders, and inventory.
Technical Documentation	Detailed documentation covering the website's architecture, technology stack, database design, APIs, and integration points, ensuring maintainability and scalability. (Yakovlieva, 2024)
Usability Testing Reports	Reports summarizing the results of usability testing, including user feedback, identified issues, and implemented improvements to enhance user experience. (Yakovlieva, 2024)
System and Security Reports	Technical reports analyzing the system's architecture, security measures, and potential vulnerabilities, along with recommendations for ongoing security management.
Final Project Report	A comprehensive report summarizing the project's objectives, process, outcomes, and lessons learned, providing a complete overview of the project's success and areas for future improvement.

Roadmap



Sprint 1 : Requirements Gathering & Initial Concept Design

Goals :

- Gather detailed requirements from the client, focusing on branding, design preferences, and key functionalities. (Freibergs, 2023)
- Set up Jira board, make teams and groups and MS Teams workspace.

Expected Outcomes :

- A comprehensive requirements document outlining design preferences, branding guidelines, and functional needs.
- Initial concept designs and mood boards to guide the design process.

Definition of Done (DoD) :

- Requirements document reviewed and signed off by the client.
- Initial concepts are presented to and approved by the client.
- All assets (logos, color schemes, typography) are gathered and finalized.

Deliverables :

- Requirements Document
- Concept Designs and Mood Boards

Testable Outcomes :

- Client feedback and approval on initial concepts.

Sprint 2: Homepage & Global Components Design

Goals :

- Design the homepage layout, including key sections like the hero area, navigation, search bar, featured products, and promotional banners. (Freibergs, 2023)
- Develop global components such as headers, footers, and navigation menus that will be consistent across the site.

Expected Outcomes :

- High-fidelity wireframes for the homepage, showcasing layout, design elements, and user interaction flow.
- Wireframes for global components that ensure consistency across all pages.

Definition of Done (DoD) :

- High-fidelity wireframes are completed and reviewed by the team.
- Client signs off on the homepage and global components design.
- All necessary assets and design elements are documented and organized for development.

Deliverables :

- High-Fidelity Wireframes for Homepage
- Wireframes for Global Components (Header, Footer, Navigation)

Testable Outcomes :

- Client feedback and sign-off on wireframes.

Sprint 3: Product Listing & Product Detail Pages Design

Goals :

- Design wireframes for product listing pages, including filter options, pagination, and sorting functionality.
- Design wireframes for product detail pages, including image sliders, SKU display, variations, and add-to-cart options. (Levy, 2019)

Expected Outcomes :

- High-fidelity wireframes for product listing pages, detailing how products will be displayed and filtered.
- Wireframes for product detail pages that capture all necessary information and user interactions.

Definition of Done (DoD) :

- Wireframes for product listing and detail pages are reviewed by the team and client.
- Any revisions requested by the client are incorporated and approved.
- All design elements are documented and ready for the development phase.

Deliverables :

- High-Fidelity Wireframes for Product Listing Pages
- High-Fidelity Wireframes for Product Detail Pages

Testable Outcomes :

- Client feedback and sign-off on product listing and detail page wireframes.

Sprint 4: Cart, Checkout & User Profile Design

Goals :

- Design wireframes for the shopping cart, ensuring a clear and intuitive user flow.
- Develop wireframes for the checkout process, covering payment gateways, shipment options, and order review. (Levy, 2019)
- Design wireframes for user profile management, including order history, profile details, and login/logout functionalities.

Expected Outcomes :

- High-fidelity wireframes for the cart and checkout process that facilitate a smooth user experience.
- Wireframes for user profile management, ensuring ease of use and access to important user information.

Definition of Done (DoD) :

- Wireframes for the cart, checkout, and user profile are reviewed and refined based on feedback.
- Client signs off on all wireframes.
- All design elements are documented and prepared for development.

Deliverables :

- High-Fidelity Wireframes for Cart and Checkout
- High-Fidelity Wireframes for User Profile Management

Testable Outcomes :

- Client feedback and sign-off on cart, checkout, and user profile wireframes.

Sprint 5: Final Review & Design Handoff

Goals :

- Conduct a final review of all wireframes, ensuring consistency across designs and alignment with client requirements.
- Prepare all design assets for handoff to the development team, including detailed documentation and design guidelines. (Freibergs, 2023)
- Present the final wireframes to the client for approval. (Levy, 2019)

Expected Outcomes :

- A complete set of finalized wireframes, covering all aspects of the e-commerce website.
- Comprehensive design documentation and guidelines to facilitate the development process.

Definition of Done (DoD) :

- Final wireframes are reviewed, refined, and approved by both the team and client.
- All design assets and documentation are handed off to the development team.
- Client gives final approval on the design phase, marking the completion of the design and wireframe stage.

Deliverables :

- Finalized High-Fidelity Wireframes for the Entire Website
- Design Documentation and Guidelines

Testable Outcomes :

- Final client approval and sign-off on the complete design phase.

Jira Board Link

Jira is a popular project management tool developed by Atlassian, primarily used for tracking issues, bugs, and project progress in software development. It supports Agile methodologies, including Scrum and Kanban, allowing teams to plan, track, and manage tasks efficiently. Jira offers features like customizable workflows, reporting, and integration with various tools, making it versatile for both software and non-software projects. It's widely adopted by teams to improve collaboration, transparency, and productivity in project management.

Jira Board link for this project :

<https://itech3208.atlassian.net/jira/software/projects/KAN/boards/1>

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