SIMPLE BUSINESS CASE TEMPLATE

LOGO

SUBMITTED TO		SUBMITTED BY	JKLM-R-esales
TO THE ATTENTION OF		POINT OF CONTACT	
ADDRESS		ADDRESS	
PHONE		PHONE	
EMAIL		EMAIL	
DATE SUBMITTED		DELIVERY METHOD	

REASON FOR THE PROJECT

Describe why the project is needed, problems with the current situation, and why a change to the status quo is required. List the features, technology, equipment, benefits, and competitive advantages of this project.

Most popular e-commerce websites are currently deficient in the areas of data visualization and product tracking. Many sought after features such as price history, trends, price drop alerts, and detailed product specs are non-existent. With many users resorting to third party websites or browser extensions to meet their needs. We believe that our website can improve on these deficiencies and combine a range of services into one succinctly presented platform.

Our project intends to provide all the benefits of a normal e-commerce site. Such as a product search bar, shopping cart, checkout, etc. While additionally providing the functionality described in the first paragraph. Ex. price history. These added features will give our platform an edge by combining the e-commerce space with the review/affiliate marketing space, cutting out the middleman. Many consumers are simply looking for reassurance before taking the final steps to purchase a product, and we want them to get that reassurance from our own platform.

This project will be built mainly with HTML, CSS, JS, and an open source products API. As well as some open source JS libraries to aid in creating the functionality that we want.

OPTIONS

Describe briefly the different options for completing the solution. For example, to design a brochure, you could use templates from a word processing package, hire a designer, or design it yourself using clip art.

This project has a few different options available to achieve the results that we desire. First of all we are interested in creating a number of graphs and visualizations for our products. To achieve this we have several options, such as creating our own javascript graphs using canvas, using an open source JS library such as chart.js, or creating static image graphs ahead of time.

Secondly our website will be composed of a number of pages that we could choose to construct in a variety of ways. One method would involve completely building our project from scratch, including the specifics of our design, theme, and color. Another method could utilize pre-built libraries such as bootstrap to aid us in the construction of things like nav bars and form elements that ordinarily take some additional time. Or we could use a mixture of the two as well as online style guides and design templates to simplify the process further.

BENEFITS

Describe anticipated improvements from the project. How can this project help the organization? For example, if we buy a license to a desktop publishing program, do we save on outsourcing our newsletter design?

The benefits of our website are the features we can provide to the user, using data from api's, the user has access to a lot more info than what you would usually get from a regular website. With data visualization of our products, the user can see what product would suit them the best as well as reviews we can pull from amazon purchases to see how other purchasers found the product.

COSTS

How much will the project cost? Include contingency costs to cover overruns for risk events. Include ongoing maintenance and operational costs for the project.

Assuming we each get minimum wage, dividing the tasks and such with each member equally, we can assume that we will each work around +/- an hour to an hour and a half till the final submission day.

70 days (sept 24 – dec 7)

4 members (Jeremie, Kyle, Lucas, Mark)

$15.65 (minimum wage)

4 x 15.65 = 62.6 a day +/- 7.8

62.6 x 70 = $4382

+/- (70 x 7.8 = $546 for extra 30 mins a day for 70 days per person) = $4382 - $4928 for developing the website assuming no problems occur

Let us say each problem would take an additional 2 hours to fix, this would be around $31 in additional costs

RISKS

Describe the risks to the project, such as extra costs and more work than anticipated.

Using the 3 risks categories of Sutherland we assess:
Financial- The financial resources of the project are extremely limited, so any changes in prices due to economic fluctuation would deeply affect the budget, preparing for that scenario the wages of the members were fitted with precision to allow for extra income in case of need.
Business- For business risks we can assess that competition with larger brands is always dangerous since our resources are a lot smaller and we could be easily outmaneuvered by a bigger and more experienced team making a better web-service in a smaller time frame.
Technical- The biggest technical risk is the API implementation since of all 4 members only one has experience with that kind of task.

SCHEDULE

Indicate how long the project will take, milestones, and how long before the benefits become apparent. Also, note if the time buffer is included in this estimate.

The project is scheduled to be done in 13 weeks, from September 9 to November 26 with an extra foressen maintenance period from September 9 to December 3. Each week is going to correspond to an Agile sprint with deliveries roughly each 2 weeks. Weekly meetings are scheduled on Saturdays from 12:30 to 1:30 PM.

-Week 01 (sept. 9- sept. 16): Hiring process, candidates evaluations.
-Week 02 (sept.16 - sept. 23): Assignment of roles and brainstorming of themes that match the project.
Deliverable: Roles document.
-Week 03 (sept. 23 - sept. 30): Placeholder "under construction" page, brief project description, gitHub for the project, Software Process discussion and decision.
-Week 04 (sept. 30 - oct. 7): Business case for the project.
Deliverables: README.md file for the GitHub, gitignore file for Git, basic html and css files with the pages created, document with software process discussion and decision, and business case document.
-Week 05 (oct. 7 - oct. 14): Design the website, debate the requirements.
-Week 06 (oct. 14 - oct. 21): Prototype for the website.
Deliverables: Sitemap and prototype with placeholder for the features.
-Week 07 (oct. 21 - oct. 28): Designing components for the features, presentation preparation.
Deliverables: Presentation slides, prototype files.
-Week 07 (oct. 28 - oct. 29): "Products" feature designing (Feature 1), implementing feedback from prototype.
-Week 08(oct. 29 - nov. 4): Feature 1 implementation, Shopping cart feature designing (Feature 2).
Deliverables: website files with 1 working feature.
-Week 09 (nov. 4 - nov. 11): Feature 1 testing, feature 2 implementation.
-Week 10 (nov. 11 - nov. 18): Feature3 (data visualization) design, feature 2 testing
Deliverables: 2 working basic feature
-Week 11(nov. 18 - nov. 25): Feature 3 implementing, feature 3 testing
-Week 12 (nov. 25 - nov. 26): end to end testing of the entire project
Deliverables: Final delivery of the entire project with all the GitHub files and the entire webpage, presentation on the project.
-Week 12 (nov. 26 - dec. 03):
Deliverables: Final report document.

ASSESSMENT

What are the costs of not doing the project? For example, will the newsletter be suspended indefinitely? What happens if the project isn't undertaken? Can the organization afford the project?

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RECOMMENDATION

Sum up and recommend why the project is a good idea.

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DISCLAIMER

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