

## Scenario: Relaunching the "VitalNest Wellness" Website

**Business Name:** VitalNest Wellness

### Business Overview:

VitalNest Wellness is a mid-sized company specializing in health and wellness products which include organic supplements, skincare, and holistic therapies. The firm was established five years ago. The business has grown steadily but has faced increased competition and customer expectations for a seamless digital experience. The current website is outdated. Stakeholder feedback disclosed poor usability, slow load times, and limited e-commerce functionality.

To address these issues, VitalNest has decided to relaunch its website. Broad goals include an enhanced user experience, improved online sales, and strengthened customer engagement. The updated site will include new features such as:

- **Product Catalog Redesign:** A cleaner layout with improved filtering options.
- **Subscription Service:** Limited to high-demand products, offering convenience for returning customers.
- **Customer Reviews Integration:** Building trust through visible feedback on product pages.
- **Customer Dashboard:** Allowing users to track orders and manage subscriptions (interconnected with the catalog and subscription service).

### Scope for the Business Analyst:

The BA will lead the effort to ensure business requirements align with stakeholder expectations, trace features to business goals, manage communications, and proactively handle risks. These documents will be shared with a project manager on a future date to enhance overall project planning and execution.

**Deliverables:** (All to be completed on 1 March 20xx)

1. **Stakeholder Register:** Identify key stakeholders, their roles, influence, expectations, and communication needs.
2. **Traceability Matrix:** Map requirements to business objectives and ensure all needs are tracked throughout the project lifecycle.
3. **Communications Plan:** Outline communication methods, frequency, and target audience for project updates and deliverables.

4. **Risk Register:** Identify potential risks, their likelihood and impact, mitigation strategies, and owners.

#### **Stakeholder Overview:**

- **The CEO (Project Sponsor)** provides strategic oversight and final approval. They are currently supportive. The CEO's primary interest is strategic alignment with business goals. Level of impact is high. Level of influence is also high. The CEO wants to be communicated with at monthly steering meetings. The CEO works out of the head office from 9:00 AM to 6:00 PM. Stated success criteria is to achieve business objectives through the website.
- **The Internal Project Manager** oversees project execution, managing timelines and resources. They are supportive. Their main interest is completing the project on time and within budget. The level of impact is high, and the level of influence is also high. They prefer daily stand-ups and weekly progress updates. The project manager operates from the head office from 9:00 AM to 6:00 PM. Success is defined as completing the project on time and within budget.
- **The Marketing Lead** ensures the website aligns with brand strategy and drives customer engagement. They maintain a neutral attitude. Their primary interest is brand consistency and enhanced user engagement. The level of impact is medium, and the level of influence is medium. They prefer bi-weekly marketing check-ins. The marketing lead works out of the head office from 9:00 AM to 6:00 PM. Success is defined as increased customer engagement post-launch.
- **The IT Manager** ensures seamless technical integration and oversees data migration. They maintain a neutral attitude. Their key interest is ensuring technical functionality. The level of impact is medium, but their influence is high. They prefer technical syncs with the IT team. The IT manager works in the IT department from 9:00 AM to 6:00 PM. Success is defined as a launch with no critical technical issues.
- **The Web Development Vendor** is responsible for developing and delivering the new website. Their attitude is positive. Their key interest is completing the project on time. The level of impact is medium, and the influence is medium. They prefer milestone reviews to stay aligned. The vendor works externally and adjusts hours as needed. Success criteria are delivering the website to agreed specifications.

- **The Customer Representative** provides insights into user expectations and tests new features. They are supportive. Their main interest is ensuring a user-friendly experience. The level of impact is low, and the level of influence is low. They participate in UAT sessions and provide feedback forms. Their schedule is flexible. Success is measured by positive feedback from customers.

### **Requirements Overview:**

**Redesigning the Product Catalog:** As part of the website relaunch, VitalNest Wellness prioritized enhancing the product catalog. The marketing team believes that a cleaner layout with better filtering options will significantly improve the customer browsing experience. The redesigned catalog will allow customers to find products more easily through filters like categories, price range, and product ratings. However, this redesign comes with challenges, as some long-time customers may resist the changes, preferring the familiarity of the old interface.

The marketing team, led by the Marketing Lead, is driving this initiative, ensuring the new design aligns with the company's brand strategy. This feature is critical to the relaunch, given its direct impact on user engagement and customer satisfaction. Testing will be conducted through User Acceptance Testing (UAT), with customers providing feedback on the catalog's usability.

This product catalog redesign is interconnected with the personalized dashboard, ensuring that products and filters align with the data visible to users on their dashboard. With the marketing team in the lead, this requirement has high priority and must be completed without delays to maintain the project timeline.

**Introducing a Subscription Service:** One of the new features of the website is a subscription service which aims to boost customer retention by allowing customers to opt-in for recurring deliveries of high-demand products. The CEO, acting as the project sponsor, believes this feature will provide a competitive edge by offering convenience to returning customers.

However, to avoid overextending resources, the subscription feature will initially be limited to a handful of popular items. The development of the subscription service is being managed by the external web development vendor, who is working to ensure customers can sign up, manage their plans, and cancel subscriptions as needed. This feature is also tied to the dashboard functionality, where customers can easily view and manage their subscriptions. Delays from the vendor could impact the launch. Regular milestone reviews are being conducted to track progress.

When ready, the feature will undergo UAT testing to validate that it functions smoothly. If successful, the subscription service will help VitalNest Wellness build lasting relationships with customers, enhancing loyalty and engagement.

**Managing Data Migration:** Transitioning to a new website comes with significant technical challenges, especially in terms of data migration. The IT Manager is responsible for ensuring all customer information, order histories, and product data are seamlessly transferred from the old platform to the new one without any loss or downtime. This process must also adhere to strict data security guidelines to prevent breaches or data loss.

The success of the migration is critical. Errors could lead to customer dissatisfaction or operational disruptions. Data migration testing will be conducted to confirm that all data is accurately transferred and fully accessible on the new site. This part of the project has a medium priority, given its indirect impact on customer experience, but it remains a potential risk if not executed correctly. The IT team will work closely with the external vendor to ensure smooth data integration with other site features, including the dashboard.

**Building a Personalized Dashboard:** The heart of the new website will be a personalized dashboard. Here customers can track their orders, manage their subscriptions, and view past transactions. This feature, championed by the Customer Representative, is designed to give users better control over their interactions with the company. By making their order history and subscription plans easily accessible, the dashboard will enhance transparency and trust between VitalNest Wellness and its customers.

The dashboard must work seamlessly with both the product catalog and the subscription service, ensuring all information is synchronized and easy to navigate. However, the project team anticipates integration challenges, as multiple systems must communicate effectively for the dashboard to function properly. UAT sessions will be conducted to gather feedback from users and ensure that the dashboard meets expectations. With its direct impact on customer satisfaction, this feature has been assigned high priority.

The customer representative emphasized the dashboard must be user-friendly. The goal is to increase engagement and reduce friction in the shopping experience. Feedback from these sessions will be crucial to making any last-minute adjustments before the official launch.

**Communications Requirements:**

**Kickoff Meeting:** At the start of the project, the Project Manager will host a kickoff meeting to align all stakeholders on the project's goals, scope, and timeline. The BA will participate. This meeting serves as the official launch of the project and ensures everyone understands their roles and responsibilities from the outset. Key participants include internal teams, the external web development vendor, the CEO, and other key stakeholders. The meeting can take place in-person or virtually, depending on availability.

This meeting is crucial to set expectations, discuss potential risks, and ensure all stakeholders are aligned on the project's strategic goals. It will also serve as an opportunity to address any initial concerns or questions from team members. Since this is a one-time event, it is essential that everyone attends and participates actively to kick things off on the right note.

**Weekly Progress Updates:** The Project Manager will send weekly progress updates to keep internal teams, and the vendor informed of project developments. These updates will be shared via email and collaboration tools to maintain transparency and identify any issues early. The weekly reports will highlight key accomplishments, potential risks, delays, or blockers, and provide a snapshot of what to expect in the following week. The BA will provide assistance as needed.

The purpose of these updates is to ensure the team stays on track and issues are identified and escalated in time. Consistent communication between the internal teams and vendor will help to maintain momentum and foster a collaborative working environment. Weekly updates will also provide a record of project activities, ensuring accountability and transparency throughout the project lifecycle.

**Monthly Steering Committee Meetings:** The CEO (Project Sponsor) will lead monthly steering committee meetings with executive leadership and key stakeholders to discuss the project's alignment with the organization's strategic goals. These meetings will take place virtually to accommodate all participants and provide a platform to discuss high-level issues, such as timelines, risks, and resource needs.

The objective of these meetings is to ensure that the project stays aligned with the overall business strategy. If the project scope or priorities need to shift, these meetings provide the forum to make those decisions. Key deliverables, risks, and any major roadblocks will be discussed to keep the leadership team informed and engaged.

**User Acceptance Testing (UAT) Sessions:** The Customer Representative will coordinate User Acceptance Testing (UAT) sessions with a select group of customers and internal teams to validate the new website's functionality and usability. These sessions will be conducted either in-person or virtually, depending on the participants' availability.

The purpose of these sessions is to gather feedback on the site's features, ensuring they meet customer expectations before the official launch. UAT will focus on key elements such as the product catalog, subscription service, and personalized dashboard. The feedback from these sessions will be used to fine-tune the final product, ensuring that any necessary adjustments are made before going live.

**Launch Announcement:** The Marketing Lead will take charge of the launch announcement, which will be shared through email, social media platforms, and the company's website. This announcement will inform internal teams and customers about the launch of the new website, creating excitement and driving initial engagement.

The announcement will emphasize the new features and the improved customer experience that the website offers. Marketing efforts will focus on showcasing the subscription service and the personalized dashboard to encourage customer adoption. This communication is critical to ensure that customers are aware of the changes and know how to take advantage of the new offerings.

**Post-Launch Review:** After the website goes live, the Project Manager will host a post-launch review to assess the project's overall performance and gather lessons learned. This review will be conducted virtually to allow all stakeholders to participate, including internal teams, the vendor, and executive leadership.

The goal of this session is to evaluate what went well, what challenges were encountered, and what could be improved in future projects. The team will review whether the project met its original objectives, stayed within budget and timeline, and successfully delivered the new website. Documenting these learnings will be essential for improving processes and planning for future initiatives.

**Risk Overview:**

**Vendor Delays:** One of the key risks in the website relaunch is the possibility of delays from the external web development vendor. The vendor is responsible for building and delivering the new features, and any failure to meet deadlines could impact the entire project timeline. The project team is closely monitoring vendor milestones to ensure progress remains on track. However, if the vendor misses any interim deadlines, this could trigger a delay in the overall launch.

To respond to this risk, the project manager and vendor have established regular milestone reviews and will enforce accountability through monitoring mechanisms. Should delays occur, the project team will explore alternative ways to stay on schedule, such as reallocating internal resources. This risk falls under the schedule category, with a high probability and significant impact on the project's success.

**Conflicting Priorities Between Marketing and IT Teams:** Another challenge involves conflicting priorities between the marketing and IT teams. Marketing is focused on delivering a customer-centric design, while the IT team is concerned with technical feasibility and data integrity. These differences have the potential to cause disagreements that delay feature development or lead to a compromise in feature quality.

The project manager is actively working to align the two teams by facilitating open communication and regular check-ins to avoid misunderstandings. If frequent disagreements are reported during team meetings, this could indicate that the risk is materializing. To address conflicts, mediation sessions will be conducted to ensure both teams stay focused on the project's common goals. This risk is categorized as scope-related, with a moderate probability but a potentially high impact if left unresolved.

**Customer Resistance to the New Interface:** VitalNest anticipates some resistance from long-term customers who are accustomed to the current website layout. These customers may find the new interface challenging to navigate, resulting in reduced engagement with the new features. This poses a threat to customer retention, as dissatisfied users may turn to competitors if they experience difficulties.

To respond to this risk, the customer representative will take proactive steps to gather feedback during user acceptance testing (UAT) sessions. Additionally, the company will provide tutorials and training materials to familiarize customers with the new interface. If negative feedback begins to emerge after the launch, it will indicate that the risk has occurred. This risk falls under the stakeholder engagement category, with moderate probability and high impact on customer satisfaction.

**Data Migration Issues:** A critical technical risk involves the data migration process. As the company transitions from the old platform to the new one, there is a chance that data may be lost or corrupted, leading to significant operational disruptions. Maintaining data security throughout the migration is also a priority to protect customer information. If errors are detected during test migrations, this risk could become a reality.

The IT manager will conduct multiple test migrations before the final launch to reduce the likelihood of issues. However, if the migration fails, it could result in lost customer records or order histories, eroding trust in the brand. This risk falls under the technical category, with a high probability and severe impact on business operations.

**SEO Impact on Website Traffic:** Launching the new website could temporarily disrupt the company's search engine rankings, leading to a drop in organic traffic. The relaunch involves changes to the site's structure and content, which search engines may take time to re-index. This could affect sales and customer acquisition in the short term.

The marketing lead is preparing for this by running SEO campaigns to support the new site's visibility. Additionally, the team will monitor website analytics closely during the first week after the launch. If a significant traffic drop is observed, immediate SEO interventions will be deployed to mitigate the impact. This risk falls under the SEO and marketing category, with a low probability but moderate impact on the company's performance.