**CS691 - Computer Science, Fall 2020**

**Project Initiation Document**

Project: Craving!

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Completion Date: 09/13/20

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|  |  |  |  |

Approvals

This document requires the following approvals:

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| Shubham Trivedi | Product Owner | *Shubham Trivedi* | 9/13/20 | 3.0 |
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Distribution

This document has been distributed to:

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# Document Purpose

This is the Project Initiation Document (PID) for “Cravings!” application project. This document defines the scope and objectives of the project along with segregating the underlying tasks and deliverables. It also outlines the roles and responsibilities of project team members and provides estimated costs incurred in implementation of the project. The project will be managed and driven as per this document’s guidelines and the overall success of the project will be measured against the criteria mentioned in this document.

This document also covers the following aspects of the project:

* Implementation approach for the “Craving Application Project”
* Roles, responsibilities, functions and activities of project team members
* Products, processes, benefits, outcomes, and impact analysis
* Communication metrics between team members and stakeholders
* Project risks, quality criteria, project controls and exceptions

As the project advances, this document would be referred to while taking decisions on critical project aspects. This document will also be updated regularly with the outcome of these discussions and their relevant timelines. At each phase of the project, the ‘Project Initiation Document’ will be used as a guide in managing the project and as a yardstick in measuring the success of the project and its deliverables.

# Background to the Proposed Work

As the proverb goes “You are what you eat”. In our daily lives we have become so busy that we are often not able to eat our food on-time, in the right quantity and with enough nutrition. This issue becomes more pronounced as you move more up the corporate ladder and our lives become more cluttered. As per new studies, your productivity is directly linked to your nutrition and it can have a serious impact on personal, social and work life balance.

There are various parts to consider while having a healthy and timely diet plan, such as:

* **Food Menu**

For a wholesome meal, an individual needs to build a complete meal plan taking care of various nutrients and the right quantity of food at the right time in a day. This often depends on the cuisine that the person follows.

* **Allergy care**

Based on the individual food allergy profile, their food ingredients need to be adjusted specifically to avoid any adverse health effects, but at the same time being nutritious.

* **Food Schedule**

Maintaining the right number and right time for meals is essential for proper metabolism and health. This should be consistent across the day, week, month and even throughout the year for better results.

* **Food Delivery**

Getting fresh food delivered at your doorsteps is often a problem since food prepared at home loses its freshness and process and packaged readily available food may have a lot of preservatives and be less healthy.

* **Diet insights and suggestions**

Every diet plan must be regularly reviewed with a nutritionist and adjusted accordingly to changes in body for best health**.**

* **Fun-Time**

Everyone deserves a treat occasionally. We are here to help spice up our customers’ diets to add new flavors.

This project aims at setting up your profile and leaving it up to our team to deliver you delicious, healthy food on time at your place.

# Vision

The goal of our project is to bring our brand, mission, and company values to life via an online state-of-the-art application that will be user friendly to both our end customers as well as our internal users. Our goal is to bring our vision of a customized and personalized “self-replenishing freezer” to life. The goal is to deliver delicious chef-crafted, organic meals that are easy to prepare in just two steps to our customers’ doorsteps.

# Project Objectives

* Create user friendly platform that will be easy to use by both - end customers as well as internal employees
* Create the platform that will be useful for working individuals, beginner cooks or people who simply do not like cooking
* Provide high quality ingredient products to customer at affordable prices
* Provide easy access to nutritional products that will be put together by professional chefs to provide the most health benefits and collected directly from farmers, and other organic food suppliers
* Provide two convenient shopping experiences one subscription based and one retail based
* Provide a vast variety of products to each customer segment such as: smoothies, breakfast bowls, hot/cold beverages, as well as retail merchandise such as travel mugs, breakfast bowls, cooking utensils, etc...
* Provide highly nutritional products that take few minutes to prepare allowing customers to save their time, and spend it on other fun activities
* Provide customers the ability to create their food profiles where they can chose the food they love, food they do not tolerate due to taste preferences, or the food they have allergies
* Provide customers with the list of products based on their food profiles, thus allowing them to save significant amount of time browsing through each product that they might not like
* Provide customers the ability to browse the full list of products by clicking on the ‘view all’ button disregarding their food profile choices
* Food preservation, since the ingredients are frozen and food waste reduction due to pre-portioned meal kits and use of recyclable packaging materials
* Provide customers the ability to contact customer support in cases where order was not delivered, damaged, or if they have general inquiry about the products or membership.
* Provide fast overnight delivery service to ensure the products are fresh and still frozen, if frozen items were part of the order
* Provide customers with easily maintainable delivery schedule, that can be skipped or cancelled at any time
* Offer easily maintained subscription that can be cancelled at anytime or simply paused
* Different forms of payment options

# Project Scope

The application Craving! will include the functions that are related strictly to the online business operations. The application will not integrate the functions related to:

* **HR services**
  + payroll administration, administering company programs and benefits, recruitment, training and development of the employees, all the employees’ related databases;
  + services will be handled by the headquarters and will use the 3rd party applications, or another company developed application that is developed strictly for HR administrative purposes.
* **Accounting services / Payment merchants** 
  + processing of payments, accounts payables, and accounts receivables, will be handled by other 3rd party applications, that will be connected to company bank accounts, and will pull the data from the “Craving!” application database and handle the actual payment process;
  + the application Craving! will simply store the number of subscriptions and retail items sold with their related prices and calculated totals.
* **Marketing services**
  + handled by headquarters;
  + application Craving! will not have any interfaces related to marketing services.
* **Client support services**
  + application will provide the forms for customers to fill out and submit queries and complaints for review and automatically send an email to the customer service department that will handle them.
* **Food & beverage development**
  + application Craving! will have the database with recipes available for display to the end customers;
  + actual development of the recipes will be handled outside of the application by the food and beverage department of the company.
* **Wholesale groceries / farms / manufacturers of retail merchandises**
  + application Craving! will not have the interface related to the ordering of the products required in the recipes, this will be handled by the warehouse operations department;
  + application Craving! will have the database with all of the recipes/product names;
  + application will have the databases of the retail items available in stock;
* **Digital media ads**
  + application Craving! will have the database with the list of available advertisements to be displayed on our online store pages
  + database will have the information on the number of months the ad content should be available for display on the store and the revenue produced
* **Packaging material suppliers and distributors**
  + delivery services will be handled by the warehouse;
  + the restocking and availability of packaging materials will be handled by other 3rd party or other company owned applications;
  + application Craving! will only supply the address’ and order numbers to the warehouse distribution center and receive notifications back that the order was shipped.

The impact of the project:

* Geographically the project will be servicing only US region due to perishability of the products, and only in states where overnight shipping is available from our warehouse to the end customers;
* Financially as a part of a bigger company, the online user application will generate revenue in US Dollars for the company.

Project will deliver:

* **Working user interface that will allow customers:**
  + Register/Sign up
  + Login
  + Place the orders
  + View cart
  + Cancel orders
  + Submit customer support inquiries
* **Home page interface where customers can:**
  + Browse the retail products
  + Browse the subscription items
  + View ad content displayed
* **Profile interface where customers can:**
  + Add their address and payment information
  + Create their favorite food and foods to avoid profile
  + Select their subscription plans
  + Skip their delivery
  + Cancel their subscription plans

# Business Case

|  |  |
| --- | --- |
| **Application Name** | Craving! |
| **Type of business model** | Online recurring/subscription revenue business model and advertising business model |
| **Target audience of external users**  **(Customer Segments)** | For whom are we creating value?  Individuals who:   * want to pursue a healthy life-style * are too busy to spend time on buying separate highly perishable ingredients * prefer low-cost, high quality ingredients * are beginner cooks and do not like cooking or spend a lot of time on preparing meals   Who are our most important customers?   * Working individuals, who tend to work long hours; * Busy moms and dads; * Young adults that want to follow the healthy-lifestyle trend; * Teenagers that like sweets, and hate eating fruits and vegetables. |
| **Groups of internal stakeholders, users** | Do we need a product development group?  Yes, food and beverage development and innovation is the key to our business, as each item requires a full service crafted recipe development. Hire professional cooks who will develop and pre-cook the ingredients for the recipes. Automated conveyor that will sort the ingredients into ready to ship containers.  Do we need a sales group?   * Company’s website will be the main sales generator; * Article publications on food blogs that would bring the traffic to our website; * Social Media ads.   Do we need a finance group (accounts payable, receivable)?  3rd party that offers full financial services with an easy to use platform for our headquarters’ administrative offices. This is a subscription-based model, we need a finance group to keep track/monitor recurring payments. The business is set up where we receive the payment first and the user begins their subscription. Therefore, an Accounts Receivable team would not be necessary as we will never run into a case where we are being owed.  Do we need a customer support team?  Yes, our business model is subscription based, and we need to motivate our clients to stay long term with us. Therefore the customer support team is needed.  Do we need an advertising management group?   * A small group that would reach out to different bloggers, and other social media websites, that would post articles about our company or mention it in some way; * The ad management group will also be responsible for advertising side of the platform |
| **Value propositions** | What value do we deliver to the customer?   * Food preservation, since the ingredients are frozen; * Food waste reduction since the meal kits are pre-portioned; * High-quality products for affordable prices   Which one of our customer’s problems are we helping to solve?  Time saving since the food takes minutes to be prepared because the idea is to offer “two-step-prep” products. For instance, add liquid and blend the smoothie, add hot liquid to a breakfast bowl and microwave, etc.  What bundles of products and services are we offering to each Customer Segment?   * Smoothies; * Breakfast bowls; * Hot/Cold Beverages; * Separate accessories (does not require subscription service).   Which customer needs are we satisfying?  Healthy and trendy life-style, since nowadays everyone is busy and people usually have no time to cook or grocery shop, but everyone wants to eat healthy. |
| **Key resources** | What Key Resources do our Value Propositions require?   * Access to the farmers and/or other food suppliers; * Food and beverage development and innovation team; * Client support team to keep clients satisfied and maintain their subscriptions; * Supply of packaging materials and dry ice to keep the food frozen/cold/fresh while it’s being delivered; * Different forms of payments for the service; * Fast delivery services.   Our Distribution Channels?   * Online website; * Article publications on food blogs bringing the traffic to our website where the sales will be made; * Social Media; * Delivery service companies.   Customer Relationships?  Since this is a subscription business model, customer satisfaction is the key, therefore offering excellent customer support is a must.  Revenue Streams?  Three main revenue streams:   * Subscription plans; * Selling of individual items that do not require subscriptions; * Digital Media Ad Agencies. |
| **How the system is used** | What are the main business use scenarios?   * The customer creates the account at Cravings.com website, providing the name, delivery address and recurring payment information; * Once the client is registered and logged in they can select the subscription plan from 5 available options; * The customer is given an option to skip the delivery on the certain weeks/months depending on the selected plan, if the customer is for instance on vacation or simply wants to have a break from the service; * The client is given the ability to create a profile of favorite ingredients and also ingredients to avoid due to food allergies or other food intolerances; * Once the client’s food preferences profile is created the list of available products that excludes the “foods to avoid” are shown on the screen for the customer to create their subscription box, therefore saving the client the trouble of looking at each item's ingredients list and wasting time; * The customer is also given the ability to show all products disregarding their “favorite food profile”, if the client wants to share their meal kits with other family members or visiting friends; * The customer keeps adding the items to the shopping “box” until the limit, based on the selected plan, is reached. * Application also allows “one-time” buyers to shop for food accessories like travel mugs, breakfast bowls, cooking utensils, etc… * The website has the Contact Us page where customers can fill the form in case their order was not delivered, damaged, ask general questions, has difficulties to login etc... * The website allows the customers not only skip the delivery but cancel the subscription service |
| **Revenue generation, Revenue streams** | * Tiered weekly and monthly subscriptions based on the customer selected plans.   **Weekly plans:**   1. Individual plan - includes 7 containers; 2. Friends plan - includes 14 containers; 3. Family plan - 21 containers.   **Monthly plans:**   1. Individual plan - includes 26 containers; 2. Family plan - 42 containers.  * Advertisements |
| **Key Partners/Suppliers**  **(Stakeholders)** | * Wholesale grocery stores; * Farms that are growing organic fruits and vegetables; * Hired professional chefs; * Digital Media Ad Agencies |
| **Expected Benefits** | * “Two-step-prep” products offer time saving for busy individuals, that either do not have time to shop and cook or simply do not like cooking; * Deliver **healthy** smoothies and two-step-prep breakfast meals, based on client’s favorite ingredients, keeping in mind people with allergies and other food intolerances; * Allow clients to save money and prevent the food waste - since the ingredients are frozen and each meal is pre-portioned prevents the highly perishable ingredients to go bad; * Greater nutritional value since the food is frozen, therefore allowing for all the nutrients to be preserved as soon as the fruits and vegetables are harvested. |
| **Known Prototypes** | * **Daily Harvest**   <https://www.daily-harvest.com/app/home>   * **Green Blender**   <https://greenblender.com/smoothies/recipes>   * **Genius Juice**   <https://geniusjuice.com/> |

# Assumptions

|  |  |  |  |
| --- | --- | --- | --- |
| Assumption | Validated by | Status | Comments |
| Application Craving! is a part of the bigger organization | Cravings! product team | Confirmed | Therefore all of the out-of-scope items outlined in Project Scope sections can be handled by other departments |
| Sufficient capital was raised to afford the project development | Cravings! product team | Confirmed | Therefore all of the out-of-scope items outlined in Project Scope sections can be afforded |
| Application Craving! will adhere to all of the in- and out-of-scope items | Cravings! product team | Confirmed | All of the in- and out-of-scope items are listed in the Project Scope section |
| Application functionalities will not be limited to this PID document | Cravings! product team | Confirmed | If during the requirement specifications and functional reviews any additional ideas surface they might be included in the project |
| All of the team members roles will remain unchanged throughout the project development | Cravings! product team | Confirmed | All members of the team agree with the assigned roles and will attend the Project II course in Spring 2020 semester |
| All of the team members will adhere to the project controls | Cravings! product team | Confirmed | All the controls are outlined in the Project Controls section |

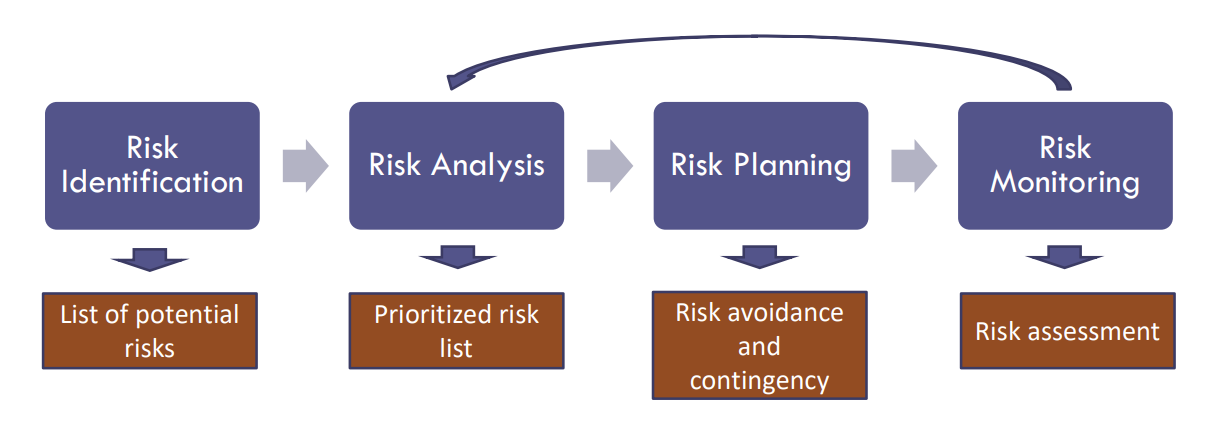
# Constraints

The aspects that need to be taken into consideration before delivering this product are:

1. **User friendly Platform** - Developing this application for all types of user spectrum in a user-friendly manner and responsive web design.
2. **Time** - Need to consider time required for deliverables as each team member has other classes and thus have other work obligations.
3. **Risk** - If unforeseen events happen, it might result in the increased time, cost, resources and potentially reduced quality with higher risks of delivery.
4. **Cost** - Cost can be a potential constraint as the production team needs to take care of food preparation and timely delivery to the valued customers.
5. **Quality** - For any food organization, QA is of utmost importance. If the QA team finds that quality of deliverable is going bad, more resources like a professional chef monitoring may be required and that can result in increased costs. Along with food quality control, we are committed to deliver the best application, user friendly and works great to meet all of its purposes and is QA reviewed and tested before each implementation is rolled out
6. **Resources** - If ample amounts of resources are not available like manpower, raw food items, machinery, cooks; delivery time will increase which will result in unhappy customers and that will affect total revenue and business.
7. **Limitations** - There are certain limitations to this project such as:
   1. Funding to this start-up project. Funding is also discussed in the Assumptions section of this PID document.
   2. Development/coding - all the team members are still in the learning phase.

# Risk Management Strategy

|  |  |  |  |
| --- | --- | --- | --- |
| Risk | Probability | Impact | Mitigation Method |
| Customer not happy with preparation of meals or quality of ingredients | Low | High | Double checking the ingredients from the farmers to ensure grade A ingredients and test batches of foods in the kitchens to ensure great flavor |
| Issues with Website malfunctions | Medium | High | Have Engineers on-call for immediate assistance if our website crashes due to hackers, high traffic or payment malfunctions |
| Late Order delivery | High | High | Provide the customer with a Customer Service line, so if they are waiting too long for their driver, they can call the customer hotline and someone will reach out to the driver with an update of how long the delivery will take. |
| Mix Up of Ordered Items | Medium | High | We will implement a supply chain process that will ensure each item is linked with the correct customer. If items ever get mixed up, we must be able to rectify the situation as quickly as possible and get the right orders to the customers through double checking tags to make sure the right order is with the right customer |



**Risk Identification:** The initial stage where the team constructs a list of potential risks that the team may face in developing their application or running the business

**Risk Analysis:** Understanding how each risk affects the business and laying out an order of which risk poses the most detrimental effect to the business and which ones are the least detrimental

**Risk Planning:** This is the proactive stage where the team creates and puts in place a plan of action for when/if a risk/issue occurs. This step might be the most critical because it shows the management how well each risk might be handled and what effect each risk would have on the project if the system to handle it fails.

**Risk Monitoring:** This is a continuous process in which the team keeps track of each process going on in the business and how potential risks can come up in real time.

Main Strategies

**Avoid Risk:** The first strategy our project team members will attempt to do is avoid both the risks that we have laid out and the risks that we did not anticipate. We will do this by putting in systems in place that can ensure quality foods, on-time deliveries and seamless supply chain operations are met.

**Control/Mitigate Risk:** Next, our team must understand that some risks will happen, but when they do the team must have a procedure to handle the risks so, if anything does happen, they cause a negligible amount of damage. This can be having a backup order, so if there is an issue with the customer’s order, the business can replace their meals with the backup order free of charge.

**Accept Risk:** This type of risk is one that the business believes will happen from time to time, regardless of systems that have been put in place to handle them. An example is a late delivery. The business cannot predict traffic, weather or other factors that might cause the driver to be late for an order and when this happens, there must be a procedure in place to let the customer know that the order is on the way and maybe they may receive a coupon for their next order.

**Transfer Risk:** This is a type of risk where the team must understand that it does not have the necessary resources to handle all of the issues that may happen in the business. In this case, we outsource this to third party businesses who are trained in handling these specific cases. An example can be a health insurance company who can pay for medical bills of drivers in accidents or a web security firm who can handle hackers who attempt to hack into the app and order meals for free.

# Deliverables

|  |  |  |
| --- | --- | --- |
| No | Artifact Name | Responsible Party |
| 1 | Project Plan | PM (Irina Sachovska) |
| 2 | PID document | PM (Irina Sachovska) |
| 3 | BRM Diagram; User Roles | Product Owner (Shubham Trivedi) |
| 4 | Context Diagram; System Interface Table | Lead BA (Onye Ohiaeri) |
| 5 | Architecture Diagrams (Logical, Process views) | Lead Dev/DBA (Midhuna Manchi / Tejashri Parurkar) |
| 6 | Business Requirements | Product Owner (Shubham Trivedi) |
| 7 | RCT (includes func. decomp., suppl. reqs) | Lead BA (Onye Ohiaeri) |
| 8 | Use-Case Diagrams (UML) | Lead BA (Onye Ohiaeri) |
| 9 | Activity Diagram (UML) | Lead BA (Onye Ohiaeri) |
| 10 | Data-flow Diagrams (logical, physical) | Lead BA (Onye Ohiaeri) |
| 11 | Functional Requirements (user stories) | Lead BA (Onye Ohiaeri) |
| 12 | Class Diagrams | Lead Dev (Midhuna Manchi) |
| 13 | Sequence Diagrams | Lead Dev (Midhuna Manchi) |
| 14 | ER Diagrams (conceptual, logical) | DBA (Tejashri Parurkar) |
| 15 | Table Specifications (Data Dictionary) | DBA (Tejashri Parurkar) |
| 16 | Source Code sample (part of Demo) + GitHub repository slides (images) | Lead Dev (Midhuna Manchi) |
| 17 | Test Plan document | Lead QA (Irina Sachovska) |
| 18 | Presentation, Application Demo | All (Team) |

# Stakeholders

**Internal Stakeholders**

|  |  |
| --- | --- |
| Stakeholder | Interest |
| Online application product team, that includes product owner, project managers, business analysts, software developers, DBAs, and QA/testers. | Provide easy to navigate thought-through state-of-the art application that will help lure more customers generating revenue stream for the company in the long run |
| Food & beverage development team of professional chefs | to create the chef-crafted, organic, and delicious foods to be delivered to customer’s doorsteps, all ready to enjoy in minutes due to our “two-step-prep” recipes, that as a result will be generating long term revenue stream for the company |
| Client support team | to bring excellent service to our customers ensuring that they are fully satisfied with our products and stay loyal to our company, generating long term revenue stream by staying subscribed to our services due to outstanding customer support |
| Marketing team | help our product reach more customers and bring traffic to our online application, as a result generating revenue |

**External Stakeholders**

|  |  |
| --- | --- |
| Stakeholder | Interest |
| Wholesale grocery stores | to gain revenue, by supplying our food & beverage development team with high quality ingredients to create high-quality organic products |
| Manufacturers | to earn profits, by supplying our online store with high-quality retail items |
| Organic farm owners | to gain revenue, by selling their organic products to us |
| Digital Media Ad Agencies | to earn profits, by providing us with the advertisement content, which in turn will allow our company to charge them fees for advertising the content on our web-store application |
| Potential customers including, but not limited to - working individuals, who tend to work long hours, busy moms & dads, young adults, teenagers, etc... | to save time on grocery shopping and cooking, follow the healthy-lifestyle trends, to eat healthy nutrients without eating plain and boring broccolis, because let's face it, no teenager ever said that they like broccolis; |
| Packaging materials suppliers | to gain revenue, by providing us with the high quality, reasonably priced packaging materials |
| Distributors/delivery service companies | to earn profits, by providing us their services that will allow our company to safely deliver the products to the end customers in a timely fashion |
| Payment merchants | to earn revenue, by allowing us to integrate their payment services into our online application |

# Project Team

A screenshot of a cell phone

Description automatically generated

**RACI Table**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Project Roles** | | | | | |
| **Process Area** | **Project Tasks** | Project Manager | Product Owner | Dev Lead | BA Lead | QA/Tester | DBA |
|  |  |  |  |  |  |  |  |
| Project Management | Develop a project plan | A, R | C | C | C | C | C |
| Provide cost estimate | A, R | C | I | I | I | I |
| Hire resources | A, R | I | I | I | I | I |
| Establish a project portal on SharePoint | A, R | R | I | C | I | I |
| Maintain a project risk and issue log | A | R | C | R | C | C |
| Provide project status reports | A,R | R | I | R | I | I |
| Requirements | Perform requirements analysts | A | R | C | R | C | C |
| Gather business requirements | A | R | I | R | I | I |
| Produce functional requirements | A | I | C | R | C | C |
| Design | Produce high-level design specs | A | I | C | R | I | C |
| Produce data model | A | I | C | C | I | R |
| Produce detailed design specs | A | I | C | R | I | R |
| Coding | Establish a code repository | A | I | R | I | C | C |
| Develop component code | A | I | R | I | C | C |
| Testing | Develop a test plan | A | C | I | C | R | I |
| Establish a test repository | A | I | C | I | R | C |
| Develop test specifications | A | C | C | C | R | C |
| Execute testing, report defects | A | I | I | I | R | I |
| Conduct defect review calls | A | I | C | R | R | C |
| Produce, deliver defect metrics | A | I | I | R | R | I |
| Support test environments | A | I | R | I | C | R |
| Deployment | Produce a deployment plan | A | I | R | C | C | R |
| Produce deployment procedures | A | I | R | I | I | R |
| Deploy software into production | A | I | R | I | I | R |

# Project Plan

The team will be following the Agile development methodology and the project will be managed in a way so that the best use will be made of the time and the resources available to the team. Following the agile methodology will allow the team to refine the tasks and find the loopholes that need to be fixed earlier in the development process.

The team has scheduled the following milestones to attain at specified timelines –

**Milestone 1:** Initial project plan completed due September 15, 2020

To achieve this milestone the team worked on the assigning the team roles, worked on thorough business case, developed the project initiation document that includes the RACI table. The team also developed the project plan to ensure that the time and resources are utilized in the most efficient way and the project does not fall behind the schedule.

**Milestone 2:** Requirements completed due October 6, 2020

To achieve this milestone the team will be working on the BRD and context diagrams, define system interfaces as well as the system requirements types. The team will need to define the business requirements and functional decompositions and requirements, as well as produce the RCT document. The team will need to produce the UML diagrams and logical data flow diagram.

**Milestone 3:** Design completed due October 27, 2020

After the system and user interface designs are completed, the team will be working on the ER diagrams, DB specs and physical diagram as well as work on the architecture design to achieve the third milestone.

**Milestone 4:** Coding completed due November 3, 2020

To achieve the fourth milestone the team will be required to produce the class and sequence diagrams and work on the GUI and functionality design.

**Milestone 5:** Testing completed due November 10, 2020

After the team will produce the test plan document, evaluate the features to be tested, design and execute test cases and analyze the test results and if the test results will be positive the team will successfully achieve the fifth milestone.

**Milestone 6:** Project Presentation due November 24, 2020

Fully functional application demonstration will be the achievement of the final milestone.



# Project Controls

All of the controls described below will be applied to the internal stakeholders, as the controls over the external stakeholders are out of scope for this project

The board meetings will be held on a weekly basis and all stakeholders’ presence will be mandatory for every meeting that will be scheduled. The board meetings will be held via Zoom sessions to ensure all the stakeholders adherence to the CDC policies and recommendations regarding Covid19. The project manager will be responsible to organize the meetings at the convenient time for all of the stakeholders ensuring that each stakeholder will be able to attend and that enough time will be allocated to cover all of the required materials in depth. The purpose of the board meetings will be to ensure that the project activities are reviewed and completed on time which will in turn guarantee that every milestone will be completed with no delays resulting in the successful outcome of the project. In addition to the weekly board meetings additional two or three sessions will be conducted throughout the week that will be more concise to ensure that each stakeholder will be ready with the assigned tasks and to discuss unforeseen roadblocks and issues that might arise while working on the specific activity.

All of the stakeholders will be receiving the reports and documentations related to the project in advance of the scheduled meetings over the email as well as every stakeholder will have access to the google documents drive where they will be able to locate all of the project related materials and documentation. All the coding material will be stored on GitHub and each stakeholder will have access to the repository. Additional reports created after the meetings will be shared via the email with the stakeholders and after they will be approved will be stored in google documents drive. Professor Chernak will be the recipient of the final drafts of the deliverable reports and the reports will be distributed via the email or the google drive link if the files exceed the size limit of the email.

All of the communications between the stakeholders will be done via the following means:

1. Email;
2. Slack;
3. WhatsApp;
4. Zoom Sessions;
5. Phone.

There will be no limit to the communication exchanges. Each stakeholders’ opinion will be taken into account and discussed until the agreement satisfies each member.

Each stakeholder will be allowed to miss a meeting, but is required to advise the project manager or another stakeholder, about the absence ahead of time, so that better time can be found that would work for everyone and if time allows meeting can be rescheduled without jeopardizing the project. If the absence is indeed unavoidable, the absent stakeholder is required to get in touch with the project manager or another stakeholder to get the details of the missed meeting and ensure that the tasks that must be completed by the absentee are known and delivered meeting the due date.

In cases where there are unforeseen events, each stakeholder is required to put in extra work to cover all the gaps that might come up and clear all of the roadblocks in order for the project to be delivered on time.

Each milestone of the project will be thoroughly reviewed and discussed in depth and each stakeholder will be held responsible and accountable for the assigned activity. Every activity completed by each stakeholder will be reviewed by every member and suggestions for improvements will be made and strongly encouraged.

# Communication Plan

|  |  |  |  |
| --- | --- | --- | --- |
| Stakeholder | Frequency | Type | Purpose |
| Wholesale grocery stores | Daily | Call / Email - Both | 1. Call: In order to navigate through the delivery address or discuss/confirm order in case a supply is out of stock, not available, eligible for replacement  2. Email: To receive order confirmation, bill receipt/invoice or any legal transactions as a part of proof/ customer copy  3. Handled by the warehouse operations department |
| Manufacturers | Monthly | Email | 1. Discuss monthly revenue, losses, causes that might have led to the loss and decide what can be done for improvement  2. Handled by the warehouse operations department |
| Organic farm owners | Daily | Call/ Email - Both | 1. Call: We need to contact in order to make deals regarding food supplies as per requirements  2. Email: For financial transactions  3. Handled by the food and beverage department of the company and by the warehouse operations department |
| Digital Media Ad Agencies | Monthly | Email | 1. To communicate with Ad agencies about what/which types of ads to be shown on our website and all financial aspects related to it  2. Handled by headquarters and provided to Craving! application for ad display |
| Marketing Agency | Monthly | Video conference | 1. Digital media ad agencies need to show us what kind of ad template they’ve created. With video conferencing, we can better understand each other and work on business strategies  2. Handled by the headquarters |
| Potential customers including, but not limited to - working individuals, who tend to work long hours, busy moms & dads, young adults, teenagers, etc... | 24 \* 7 | Call/ Email | 1. We are committed to delivering the best experience to our customers. If a customer is not satisfied with what they’ve got/ a product is not up to the mark/ they’ve received a wrong order by mistake, they can contact customer service department by phone or submit an online form available on Cravings! platform that will deliver their email to the customer service department |
| Packaging materials suppliers | Yearly - As per requirement | Email | 1. All the packaging material is ordered in bulk yearly, but if in case we run out of materials, we may ask the packaging company to send the material as per requirement  2. Handled by the warehouse operations department |
| Distributors/delivery service companies | Every 15 months | Email | 1. Distributors / delivery service companies are hired with a 15-month contracts  2. Handled by the headquarters |
| Payment merchants | Every 5 years | Email | 1. We reach out to payment merchants while launching the application. Every 5 years, we check the latest market trends/ feasibility for us and our valued customers with existing payment types. If not satisfied, we change it otherwise extend the contracts.  2. Handled by the headquarters and decision on the payment type is provided to Craving! application to make available on the platform. |