

**International School**

# PROJECT GROUP

**CMU-SC 246 VIS**

**DOCUMENT NAME**

**Version 1.0**

**Date: 21 February, 2024**

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**PROJECT INFORMATION**

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| **Project acronym** | GROUP PROJECT | | |
| **Project Title** | E-Commerce App | | |
| **Start Date** | 20 April 2024 | End Date | 24 May 2024 |
| **Lead Institution** | International School, Duy Tan University | | |
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**DOCUMENT NAME**

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| --- | --- | --- | --- |
| **Document Title** | Online store management system | | |
| **Reporting Period** | 25 – May – 2024 | | |
| **Author(s)** | All members | | |
| **Role** | Developer | | |
| **Date** | 24/05/2024 | **Filename** | CMU-CS 246 VIS Project Document |

**REVISION HISTORY**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Version** | **Date** | **Comments** | **Author** | **Approval** |
| 1.0 |  | Initial Release | RW Team |  |
| 1.1 |  | Update Database | RW Team |  |
| 1.2 |  | Update Database | RW Team |  |

Document Approval

The following signatures are required for approval of this document

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**1. PROJECT PLAN:**

1. **Set goals:**
   * Define the primary objectives of the website, such as increasing sales, improving customer satisfaction, or expanding market reach.
   * Establish specific, measurable goals, such as increasing website traffic by a certain percentage or achieving a certain conversion rate.
2. **Research and analysis:**
   * Conduct market research to identify target customers, their preferences, and buying behaviors.
   * Analyze competitor websites to understand their strengths, weaknesses, and unique selling points.
   * Use tools like Google Analytics, market reports, and surveys to gather relevant data.
3. **Identify requirements:**
   * Create a detailed list of features and functionalities required for the website, considering both customer-facing features (e.g., product catalog, shopping cart) and administrative features (e.g., order management, inventory tracking).
   * Prioritize requirements based on importance and feasibility within the project scope and timeline.
4. **Design interface:**
   * Develop wireframes and mockups to visualize the layout and structure of the website.
   * Design user-friendly interfaces with intuitive navigation and clear calls-to-action.
   * Ensure consistent branding elements, such as logos, colors, and typography, throughout the website.
5. **Choose platform and technology:**
   * Select a suitable web development platform or content management system (CMS), such as WordPress, Shopify, or custom development using frameworks like React or Angular.
   * Choose programming languages, database systems, and other technologies based on project requirements, scalability, and developer expertise.
   * Consider factors like security, scalability, and integration capabilities when choosing technology stack.
6. **Development and testing:**
   * Develop the website according to the defined requirements and design specifications, following best coding practices and standards.
   * Implement responsive design to ensure the website is optimized for various devices and screen sizes.
   * Conduct thorough testing, including functional testing, usability testing, and compatibility testing across different browsers and devices.
   * Address any bugs or issues identified during testing and make necessary refinements.
7. **Deployment and maintenance:**
   * Deploy the website to a web hosting server or platform, ensuring proper configuration and security measures are in place.
   * Set up backups, monitoring, and performance optimization tools to maintain website uptime and performance.
   * Establish a schedule for regular updates, security patches, and maintenance tasks to keep the website secure and up-to-date.
8. **Marketing and promotion:**
   * Develop a marketing strategy to promote the website and attract visitors, incorporating tactics such as search engine optimization (SEO), social media marketing, email marketing, and content marketing.
   * Create compelling content, such as product descriptions, blog posts, and videos, to engage and inform potential customers.
   * Monitor website analytics and performance metrics to measure the effectiveness of marketing efforts and make adjustments as needed.

**PREPARE SALES MANAGEMENT PROJECT PLANNING**

1. **Define project objectives:** Set specific goals that the project aims to achieve, such as increasing sales revenue, improving customer shopping experience, or optimizing sales processes.
2. **Market research and analysis:** Understand the target market, competitors, and customer needs to gain insights into the business environment.
3. **Define project scope:** Clearly outline the scope of the project, including the features and functionalities of the sales management system, support services, and other requirements.
4. **Schedule planning:** Define the project phases, identify tasks, and estimate the time required for each task. Create a detailed schedule to manage and track project progress.
5. **Resource identification:** Identify the resources needed for the project, including human resources, equipment, software, and finances.
6. **Budget planning:** Estimate the costs associated with the project, including development costs, operating costs, and future maintenance costs.
7. **Risk management:** Identify and assess potential risks in the project and develop plans to mitigate or address them.
8. **Task assignment:** Define specific tasks and assign them to team members, ensuring everyone understands their responsibilities.
9. **Project communication:** Establish communication channels and schedules for the project, including meetings, progress reports, and team communication.
10. **Performance evaluation:** Define key performance indicators (KPIs) and criteria to evaluate the project's performance and ensure that objectives are achieved.
11. **Change management:** Establish procedures to manage and control changes in the project scope, schedule, or budget.
12. **Evaluation and learning:** Plan for project evaluation after completion and document lessons learned to improve future projects.
13. **Responsibility assignment:** Clearly define roles and responsibilities for each team member in the project.