Project Charter

Project Title: Cleckhudderfax Online Megastore
Sponsored By: The British College, Thapathali, Kathmandu
Manager: Rohit Pandey
Leader: Dikson Rajbanshi
Target Customer: Traders

Version Control

Version	Date	Summary of changes
1.0	2/24/2020	Initial Version

Project Justification

   As the national chains have invested in the development of a larger store in the area, the local traders of Cleckhudderfax have joined hands and resolved to make a joint e-commerce portal to their shops.

   The local traders seem to be fully aware of the possible conflict that may arise along with the competition with the larger supermarket, hence a well-built e-commerce platform would be hugely beneficial for the traders to avoid that and expand their market. Additionally, traders would get the chance to save their money that may have been used for the physical store, and the customer management system is the right tool for running an efficient business. Furthermore, there is a possibility that the shop opening hours and the working hours of the local customers in the area coincide, resulting in lower customer retention.

   Thus, a web-based shopping system would be the solution for this problem as it would provide a 24/7 shopping zone resulting in the increase of customer count and retention. The e-commerce business carries the potential to grow immensely, thus the existing business of the local traders would have the chance to thrive and expand continuously along with numerous opportunities for newer traders.

Project Scope

The joint online e-commerce project will include the following goals:

- The joint e-commerce portal will increase the number of monthly generated leads by 20% in comparison to the physical stores within 6 months of deployment. This will be attained through the increased exposure of the products among the customers along with the 24/7 shopping zone provided through the portal.
- The e-commerce platform will increase the monthly sales of the joint traders by 15% by 4 months. This can be achieved through increased customer retention and improved ease in shopping for groceries.
- The portal will increase the average user (traders/ customers) satisfaction by 10% measured through surveys before and after the online shopping portal has been deployed within 6 months. This will be achieved through the improved ease of access for the customers to explore the products and ease of product management for the traders.
- The product will reduce the support and management costs used in the physical stores by

15% by the 4th month. This will be realized through the change of customer flow from local physical stores to online shopping as well as automized billing for both the traders and customers.

Requirements:

Customer Interface
- Multiple interface designs but must include one encapsulating the heritage of the area
- Total of 5 traders initially, but can grow up to 10
- Unique products for each trader
- Product browsing without being signed in
- Browse/search products by shop or by product type
- Basket feature to hold all goods which requires a single payment
- Registration and Login system
- Logged in users can access and update their basket
- Logged in users can update their account details
- Email verification for account registration and details update
- Slots selection for pickup
- Payment gateways for online payment (Must include PayPal and Stripe is an option)
- Feedback and rating system

Trader Interface
- Product management using a CMS (Content Management System)
- Trader account allowing access and update of product and account details
- Feedback response system
- Report on goods orders and payment received

Management Interface
- Database dashboard showing periodic reports
- Daily report on orders placed for that day showing the required details
- Weekly and monthly reports on sales and products delivery

Major deliverables:
1. E-commerce website including customer, trader and management interface
2. Database dashboard linked to e-commerce site and management interface based on Oracle Apex

Duration

Initial prototype presentation – 24th March 2020
Deployment for testing – 18th April 2020
Final product submission – 2nd May 2020

Estimated Budget

No initial hardware requirements.
Hours per week per person 8-10
Team of 5
Hence total hours min: 8*5*12 = 480hours max: 10*5*12= 600hours

Roles and Responsibilities

Name	Role
Dikson Rajbanshi	Co-ordinator, Specialist, Monitor Evaluation
Prasansa Dahal	Specialist, Complete Finisher, Plant
Susan Khatri	Resource Investigator, Implementor, Shaper
Surya Shrestha	Implementor, Resource Investigator, Complete Finisher
Alok Raj	Shaper, Team Worker, Plant

Communication and Collaboration Tools

Communication Tool:
- Slack: Used for communication and team meetings. Integrated addons for updates from other applications.

Collaborations Tools:
- Trello: Used for progress tracking by creating and assigning tasks as cards
- Taiga.io: Used for task tracking using Agile Scrum
- Microsoft Project: Used for project timeline and task assignment

Versioning Tool:
- GitHub: Used for software development version control. Also, used as common online storage point for project documentation