

# Project Plan

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Location: Fontys University of Applied Sciences

Student: Ovidiu-Andrei Carlan  
[o.carlan@student.fontys.nl](mailto:o.carlan@student.fontys.nl)

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## Who is the client?

The company called Sneaker Wave, which specializes in selling sneakers and accessories of various categories, is the client to whom we will offer our services. Email correspondence with our client should be sent to [o.carlan@student.fontys.nl](mailto:o.carlan@student.fontys.nl).

## Who are we?

We are a business that specializes in developing software solutions for many types of business issues. Email us at [o.carlan@student.fontys.nl](mailto:o.carlan@student.fontys.nl) to get in touch.

## Current situation

The company presently operates a physical store in Eindhoven

## Problem description

The company is dealing with a number of issues that are affecting their visibility and capacity to reach customers outside of their current area. Without a website, the company is only able to draw clients through foot traffic and word-of-mouth advertising, which can make it challenging to grow their clientele or compete with other shoe stores who have a significant online presence.

Without a website, the shop might also miss out on possibilities to display its inventory, share details about new releases or sales, or even accept orders and handle payments online. Their commercial operations may become less efficient as a result, and managing inventory and sales may become more challenging.

## Problem solution

In order to address these challenges, the store needs to invest in developing a software solution that can serve as an online catalog of products, information about upcoming releases or events and an online store for customers to make purchases.

## Project goals

The project's objectives are as follow:

1. Help boost business revenue by reaching out to more people through an online store.
2. To improve customer satisfaction by providing a convenient and hassle-free shopping experience through the online store.
3. To streamline operations and reduce costs by automating certain processes and leveraging the scalability of an online store.
4. To gather valuable data and insights about customer preferences and behaviors through the online store, which can be used to inform future business decisions.
5. To enhance the company's brand and reputation by offering a modern and innovative shopping experience through the online store.

## Deliverables

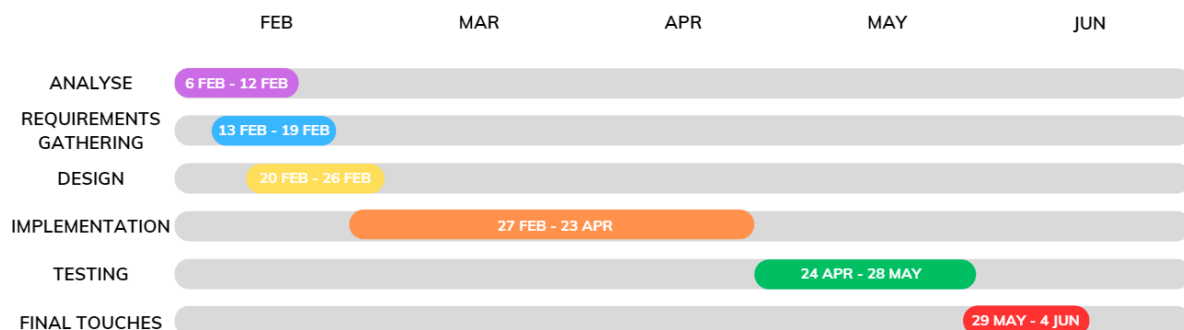
The following will be included in the software solution's final submission:

- The up-to-date project plan.
- User Requirements Specification document (URS)
- Test plan document with up-to-date test reports
- Software solution

## Non-deliverables

Hardware tools, instructions manuals and user training will not be provided.

## Phasing



### Phase 1: Analysis and design

- Description: Gather all the needed information in order to start implementing
- Estimated time of delivery: End of Week 2

## Phase 2: Documentation

- Activities:
  - Activity 1: Create Project Plan document
  - Activity 2: Create User Requirements Specifications document
  - Activity 3: Create Test Plan document
- Estimated time of delivery: End of Week 4
- Deliverables:
  - Deliverable 1: Project Plan document
  - Deliverable 2: URS document
  - Deliverable 3: Test Plan document

## Phase 3: Implementation

- Activities:
  - Activity: Implement software solution
- Description: Work on implementing the starting features of the application
- Estimated time of delivery: End of Week 18
- Deliverables:
  - Deliverable 1: Software solution

## Phase 4: Testing

## Phase 5: Deployment