PROJECT DOCUMENTATION

PROJECT BRIEF

Project: **E-commerce website for Caramels and Almonds**

Release: June 2023

Date: 18th June 2023

PRINCE2

Author: Hasini Jayasekara Vithanage (Scheduling Manager)
                     A.S De Silva (Risk Manager)

Owner: Dr. Yasas Jayaweera (Project Executive)

Client: Caramels and Almonds by Senuthi Wijesinghe

Document Ref: Project_Brief_CaramelsandAlmonds

Version No: 1.0

1   Project Brief History

1.1   Document Location

This document is only valid on the day it was printed.

The source of the document will be found on the project's PC in location

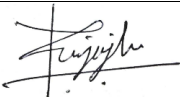## 1.2   Revision History

Date of this revision: 18/06/2023

Date of Next revision: -

Revision date	Previous revision date	Summary of Changes	Changes marked
18/06/2023	-	First issue	

1.3   Approvals

This document requires the following approvals.

Signed approval forms are filed in the Management section of the project files.

Name	Signature	Title	Date of Issue	Version
Dr.Yasas Jayaweera		Project Board	17/06/2023	1.0
Pruthuvi Wijesinghe		Project Manager	17/06/2023	1.0
Miss. Senuthi Wijesinghe		Client	17/06/2023	1.0

1.4   Distribution

This document has been distributed to:

Name	Title	Date of Issue	Version
Pruthuvi Wijesinghe	Project Manager	17/06/2023	1.0
A.S.De Silva	Risk Manager	17/06/2023	1.0
R.S.Senarathna	Quality Manager	17/06/2023	1.0
H.M.Pumudi Chamalka Kumari Herath	Start-up Manager	17/06/2023	1.0
Hasini Jayasekara Vithanage	Scheduling |Manager	17/06/2023	1.0

2   Table of Contents

Page

Project Brief

3   Purpose

This project brief explains the entire concept of the e-commerce website that will be developed for 'Caramels and Almonds.' The project background and context are briefly described in this document. This proposed e-commerce website's main goal is to handle the current difficulties of 'Caramels and Almonds' in controlling the procedure. This document discusses the project's background, definition, outline business case, customer quality expectations, acceptance criteria, and risks.

The project brief document includes the scope of work of the project board, project manager, and team that will be working under the project manager. If any modifications are requested by the client, those should be included in the document with the latest version.

4   Background

'Caramels and Almonds', owned by Miss Senuthi Wijesinghe, is a well-reputed online cake business in Sri Lanka. 'Caramels and Almonds' was introduced in 2021. Birthday cakes, wedding cakes, anniversary cakes, cupcakes, and brownies are some of the main items they sell. They do focus on making cakes from scratch using traditional methods of baking with wholesome ingredients. They have gained the attention of people by ensuring the freshness and quality of each cake and also by having a fair price.

'Caramels and Almonds' had to face the COVID-19 pandemic, which had a significant impact during the start of their business. This caused sales risks and a revenue drop in their business.

Currently, orders are placed through their Instagram account. Also, customers can place orders by contacting them through WhatsApp. Having a website will have many benefits for them when managing many orders at once. It will help them manage orders efficiently, and the customers will be able to place orders easily within a few minutes.

5   Project Definition

An e-commerce website for 'Caramels and Almonds' is to be developed by our team as the proposed project that assists in managing day-to-day customer orders efficiently. The key stages of the proposed website are as follows:

- Design and implement a simple, user-friendly e-commerce website for Caramels and Almonds.
- Test and provide maintenance for the website.
- Deploy the proposed system.
- Create a user manual for the management of Caramels and Almonds.

The main objective of this proposed project is to implement an e-commerce website for 'Caramels and Almonds' that will help them manage their daily orders. The customers will be able to sign up or log in to the system and place orders. The proposed website will be hosted using a database. There will be separate admin and customer user interfaces. In the future, maintenance and updates will be provided.

The proposed e-commerce website should be fully functional in four main categories. They are the admin panel, user interfaces, AI-based chatbot assistant, and payment gateway, with the following functionalities:

Admin panel:

- Login and sign-up
- Perform add, update, and delete operations
- View customer orders
- Manage customer orders

User interfaces:

- Login and sign-up interfaces
- Category management
- A shopping cart
- Search operation
- A spinning wheel for the customers to win gifts

- A payment gateway

Chatbot:

- Communicate with the customers and provide the necessary information

6   Outline Business Case

The world is evolving, and as a result of emerging technologies, new methods are constantly being introduced. The proposed e-commerce website can be improved to boost the efficiency of 'Caramels and Almonds' and give it a consistent appearance to the customers. As mentioned before, 'Caramels and Almonds' is using a manual system to place orders, which is outdated and will make it difficult to compete with other online businesses that use modern technology and methodologies. Hence, the main goal is to design and implement a fully functional and user-friendly website. This website will be capable of handling customer orders as well as competing with other online businesses.

7   Customer's Quality Expectations

There are various ways to ensure the quality of a website. The below-mentioned points will determine the quality of the website as expected by the client.

- Functionality - Providing the correct functionality is very important to the success of a website.
- Usability - The development of this website should be done in accordance with the standards and limitations specified during the planning stage. Each component should be evaluated in various kinds of expected and unexpected situations. Make sure that the website regularly produces the outcomes the client is looking for.
- Maintainability - Should be able to change and expand functionality, as well as address problems.
- Learnability - Any user should be able to make use of this website with minimal IT knowledge.
- Responsiveness - Any modern web browser and any current device, such as a computer or a smartphone, must be able to view the system.

- Appearance - The proposed website should have a professional appearance with user-friendly interfaces.

8   Acceptance Criteria

To be approved as a fully functional e-commerce website with complete client satisfaction, the proposed website must meet the following criteria:

Functional Criteria -

- Manage the available cakes by performing add, update, or delete operations
- View and manage orders
- Manage the categories of available cakes
- View available cakes on the website
- Perform the add-to-cart operation
- Manage the prizes won by the customers using the spinning wheel
- Manage payments through a payment gateway
- Provide an artificial intelligence-based chatbot function for assisting

Non-functional Criteria -

- Protect all user information
- Maintain the database effectively
- The website should be available at any time
- Provide a reliable website
- The website should be easy to navigate

9   Any Known Risks

Currently, there are no risks faced by the project team, but the team might face some risks when implementing the project due to the short time period. However, the risks are noticeable and mitigated by the knowledge of the technologies and the management of the project team.