College of Computer Information Sciences

Department of Software Engineering

Software Management Projects
SWE 342

E-COMMERCE WEBSITE

PROJECT SUPERVISOR
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Abstract

An online platform knows an e-commerce website enables business transactions via the internet. It makes it possible for buyers and vendors to communicate and do business in a safe and effective way.

An e-commerce website manages payments and product delivery, saves and processes customer information, and provides user-friendly functions like specific suggestions and simple checkout. Additionally, in order to increase sales, e-commerce companies frequently use marketing strategies including promotions, social media campaigns, and discounts.

Introduction

The ongoing coronavirus pandemic has had a significant effect on online shopping. With the increased restrictions on physical shopping and the need for social distancing, the demand for online shopping has grown drastically.

E-commerce, or electronic commerce, refers to the buying and selling of goods or services over the internet. It is an incredibly popular way for businesses to reach customers all over the world. E-commerce websites provide customers with a convenient, user- friendly platform to search for items, compare prices, read product descriptions, and complete transactions in a safe and secure environment. These websites often provide customer support, financial record-keeping, and online payment processing.

Offer customers a convenient way to shop online and make payments quickly and securely. They provide retailers with an effective way to manage products, track orders and inventory, and handle customer inquiries. E-commerce websites are user-friendly, secure and highly customizable to meet individual business requirements. With an e-commerce website, businesses can reach more customers and increase their sales faster, more efficiently.

1

Project Pre-initiation Tasks

1.1 Scope

The purpose of the system is to buy and sell online. the customer expects to provide a system that is available all the time and reduce the investment cost. The system manages user requests and enhances their experience.

1.2 Time

It takes about 7 months to build an e-commerce site. The design and development time is various, but the improvement of the site must be taken into account so that the revenue opportunity increases.

1.3 Cost [1]
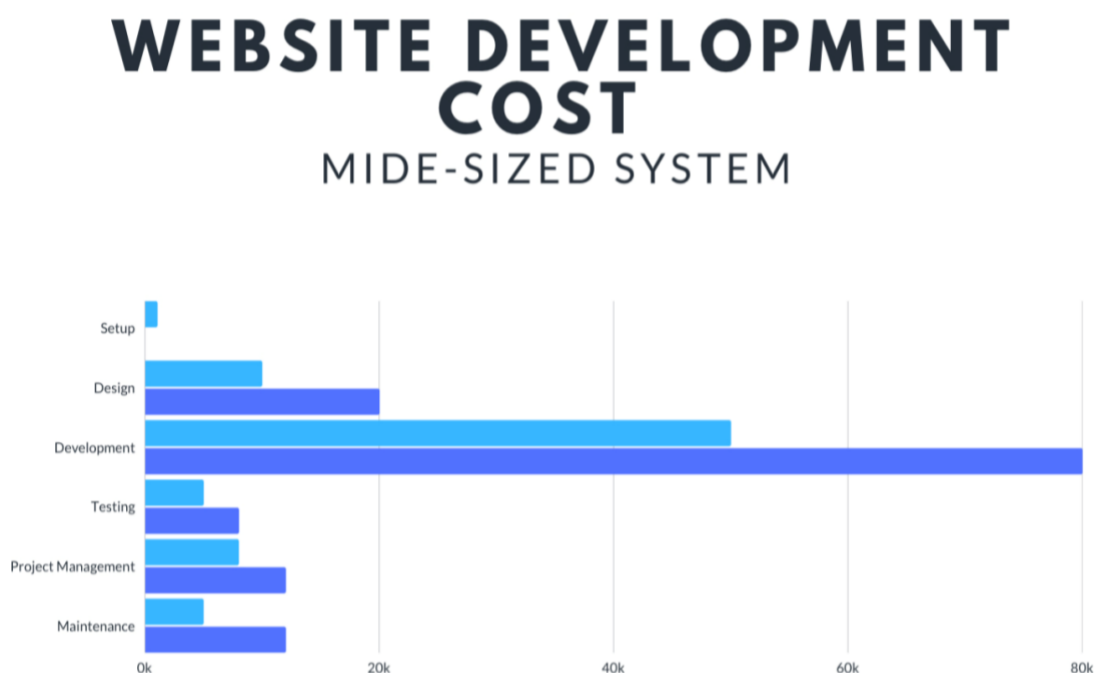
1.4   Project Sponsor [2]

The project sponsor who provides the direction and funding for the project.
The project sponsor in this project is Al Jouf chamber.

1.5   Project Managers [2]

Work with project sponsors, project team and other people involved in a project
 to meet project goals . The project manager in this project is Kadi Almasoud.

1.6   Meet With The Project Manager [2]

A meeting will be held with the project manager to review the
 Process and expect at on for managing the project.

1.7 Determine If The Project Need To Be Divided Into Smaller Projects

There is no need to divide the project into smaller projects.

1.8 Business Case

1.0 Introduction/Background [3]

Who'd have thought, a few decades ago, that we'd be buying the majority of our belonging online? From food to ready-to-wear clothing, from mobile telephones to footwear, gifts and spare parts – Can you name something that is not available online?

With almost 4,208.571.287 internet users currently (still increasing), there is no better opportunity for online companies to grow and become a successful business that your customers like.

While the value of online retailing is projected to hit $6.3 trillion by 2023 [4]. Managingionlineibusinesses of all shapes and sizes, can be difficult. Online commerce is huge and highly competitive and, if you cannot keep up, you will find it difficult to keep your head above water.

2.0 Business Objective

E-commerce website's business objectives include maximize prof table, optimize customer experience, increase customer loyalty, create strong brand recognition and visibility, and drive website traffic and leads. In order to accomplish these goals, it is important to develop an effective marketing strategy and research the target market, create an intuitive user experience and design a well-structured content plan. Additionally, you should develop an efficient logistics system to ensure a fast and simplified checkout process. Finally, a comprehensive SEO and analytics program should be implemented to ensure ongoing optimization and reporting.

3.0 Current Situation and problem/Opportunity Statement

Providing a site for buying and selling products and facilitating access to products to users. The customer displays the products for sale with the possibility of adding pictures and an explanatory description of the product. The client has access to user data. The user can communicate with the customer. The site contributes to serving the customer and enhancing his experience by carrying out strategies for continuous updating and development of goods. With the multiplicity and growth of e-commerce sites, experienced customers are sought to provide a unique and distinctive group of goods.

4.0 Critical Assumptions and Constraints

The critical assumptions and constraints you need to consider when creating an e-commerce website include the target audience, budget, technologyiinfrastructure, legal requirements, and customer service and support. Additionally, be sure to consider the possibility of scalability and mobile optimization, as well as the need for strong security and data protection measures. Finally, consider how marketing and analytics will be integrated into the website, as well as how user interface and user experience are going to be managed.

5.0 Analysis of Options and Recommendation

There are two options for addressing this opportunity:
- Do nothing. The business is doing well , and we can continue to operate without this new project.
- Design and implement the project.
  Based on discussions with stakeholders, we believe that option 2 is the best option.

6.0 Preliminary Project Requirements

- Developing a payment processing system.

- Establishing server-side functions.

- Conceptualizing a product catalog.

- Creating content pages; integrating a customer segmentation tool.

- Developing analytics capabilities.

- Establishing a content delivery network.

- Creating customer accounts; providing security measures for customer data.

- Streamlining shipping and fulfillment procedures.

- Establishing an order management system.

7.0 Budget Estimate and Financial Analysis

- The cost of one hour of work for the project manager is 100 SR, the project team is 80 SR and the outsource programmer is 120 SR.

- The cost of one unit of the hardware (PC/laptop) is 3000 SR.

- The cost of purchasing the SQL server is 2000 SR.

- The cost of purchasing software MS project 55 SR.

- The cost of other software (draw.io Class diagram, UseCase diagram, Activity diagram, Sequence diagram, etc.) 55 SR

8.0 Schedule Estimate

The Sponsor would like to see the project completed within 7 months, but there is some flexibility in the schedule.

9.0 Potential Risks [5]

As any project there are some potential risks that can happen while running an E-Commerce system you must watch out for:

- **Online Security:** There are number of security threat that need to be war of , including Malware, Phishing, Hacking and Spam.

- **System Reliability:** The Internet Service Provider (ISPs) server may crash, there may be errors in your online payments system, and there may be errors in the e-Commerce plug-in.

- **Privacy Issue:** Customers personal information could be compromise and use in spam, identity thievery and un wanted marketing.

- **Customer Disputes:** A customer may have not receive his order, his credit card may have been debited twice or the item the he receive did not match the on-line description.

- **Credit Card fraud:** Someone might use a credit card to make a purchase online or an other Hacker might use other customers.

- **Return-Goods:** Frequent product return headache increased cost in the supply chain and inability to sell items at the original price.

- **Warehousing and Logistics Issues:** You may run short of stock while your orders arrive, delay shipping or deliver a package to a wrong consignee.

Task

2   Project Charter

Project Title: E-COMMERCE WEBSITE

Date of Authorization: August 6

Project Start Date: August 6   **Projected Finish Date**: March 12

Key Schedule Milestones:

- Approve project proposal by August 15
- Deliver project document by March 12

Budget Information:

 The budget will be around 105095 SR for this project.

Project Manager:

Kadi Faiz**,** (+966) 54 516-8411, kadifaiz516@gmail.com

Project Objectives:

E-commerce website can be include providing a easy-to- navigate website design, offering competitive pricing and discounts, providing fast shipping times and delivery options, ensuring excellent customer service, and optimizing the website for search engines, create an intuitive user experience and design a well-structured content plan.

Main Project Success Criteria:

- The software must meet all written specifications and scope.
- Completed within budget and time.

Approach:

- Within twozmonths, develop a clear work breakdown structure, scope statement, and Gantt chart detailing the work required.

- Hold weekly progress review meetings with the core project team and the sponsor.

- Conduct thorough software testing per the approved test plans.

Roles And Responsibilities			
Name	**Role**	**Position**	**Contact Information**
Al Jouf Chamber	Spenser	CEO	info@ajcci.org.sa
Kadi Almasoud	Project Manager	Manager	kadifaiz516@gmail.com
Raghad Alshaim	Team Member	Testing expert	Ragh3d1@gmail.com
Retaj Ziad	Team Member	Analyst	retaj.ziad2002@gmail.com
Joury Alouthah	Team Member	Programmer	jourry8@gmail.com
Sign-off: (Signatures of all the above stakeholders)			
Hamdan Alsemreen(Hamdan)	Raghad Alshaim(Raghad)		Joury Alouthah(Joury)
Kadi Almasoud (Kadi)	Retaj Alrasheed(Retaj)		

Task

3 Project Management Plan

3.1 Scope Management Plan

3.1.1 Scope Statement

Project Title: E-Commerce website

Date: August 6

Created by: Kadi Faiz, project manager, kadifaiz516@gmail.com

Project Summery and Justification:

The website offers clients the best of the two worlds. It gives customers the opportunity to shop anytime and anywhere. It can improve the experience further with website that allow visitors to examine your goods in detail and chat to your employees.

Product Characteristics and Requirements:

- **Login In:** The website will allow the customer , staff , users to login.

- **Add Product:** The website will allow the customer and visitor to add product to shopping cart.

- **Purchase:** The website will allow the customer to make purchase.

- **Security:** The Website must provide several levels of security. All internal employees will have access to the entire Web application when they enter their security information to access the main.

- **Availability:** The Website must be available 24/7.

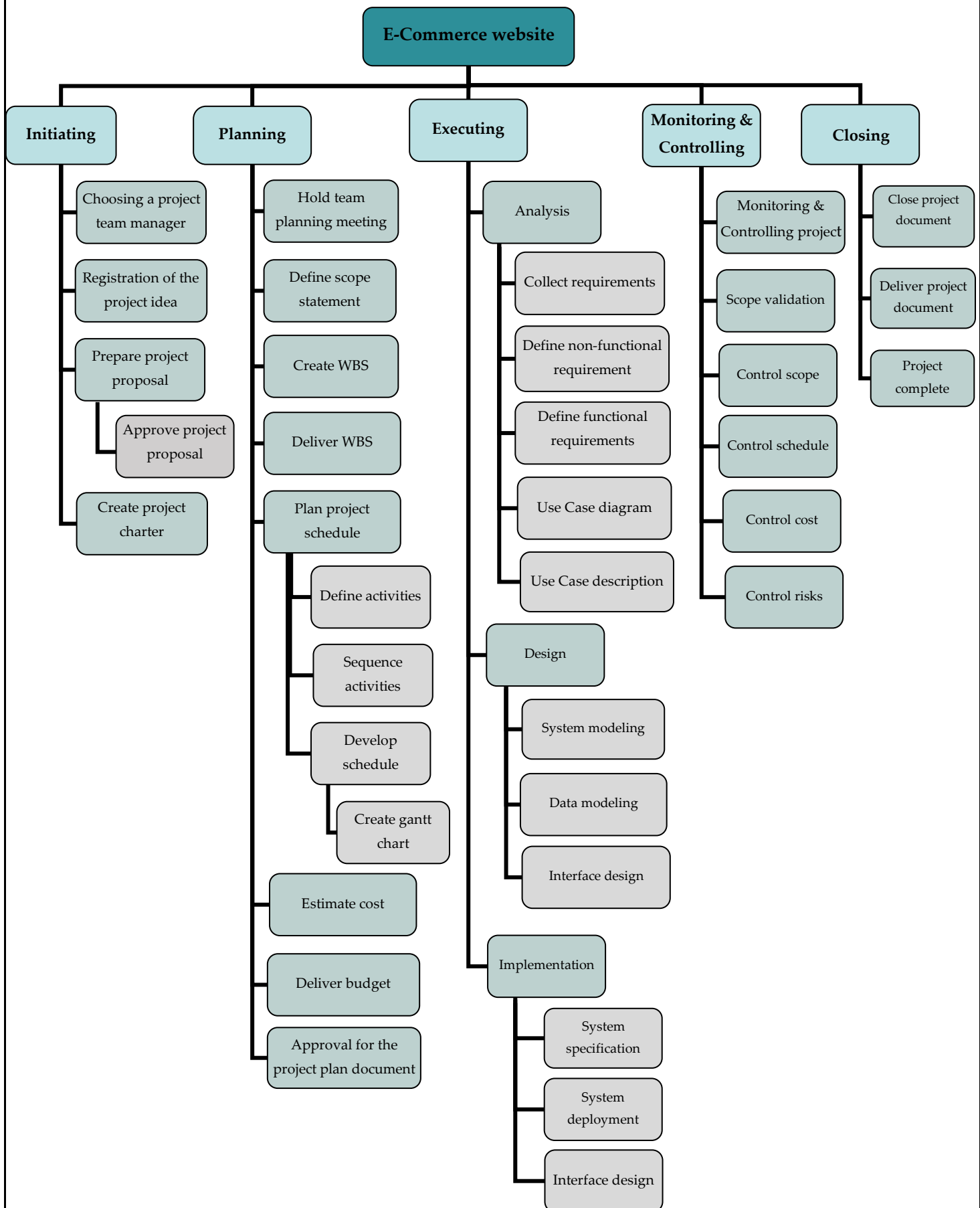**Summary of Project Deliverables:**

To reach an integrated project, the project will require us 7 months with the delivery of the project in phases starting with the project plan, analysis documentation, project design and finally, implementing the application and deliver it.

Project Success Criteria:

- The software must meet all written specifications and scope.

- Completed within budget and time.

3.1.2 Work Break Down Structure

E-Commerce website

Initiating
- Choosing a project team manager
- Registration of the project idea
- Prepare project proposal
  - Approve project proposal
- Create project charter

Planning
- Hold team planning meeting
- Define scope statement
- Create WBS
- Deliver WBS
- Plan project schedule
  - Define activities
  - Sequence activities
  - Develop schedule
    - Create gantt chart
- Estimate cost
- Deliver budget
- Approval for the project plan document

Executing
- Analysis
  - Collect requirements
  - Define non-functional requirement
  - Define functional requirements
  - Use Case diagram
  - Use Case description
- Design
  - System modeling
  - Data modeling
  - Interface design
- Implementation
  - System specification
  - System deployment
  - Interface design

Monitoring & Controlling
- Monitoring & Controlling project
- Scope validation
- Control scope
- Control schedule
- Control cost
- Control risks

Closing
- Close project document
- Deliver project document
- Project complete

3.2 Time Management Plan

3.2.2 Milestones

Milestones	Estimated Completion Timeframe
Approve project proposal	15/8/2022
Deliver WBS	8/9/2022
Approval for the project plan document	10/10/2022
Complete implementation	1/2/2023
Complete Monitoring and Control	3/3/2023
Deliver project document	12/3/2023

3.2.3 Gantt Chart

To see it more clearly:

https://docs.google.com/spreadsheets/d/1RilVAwVS0J43mMXy0TNU4sA0y1DlNb-l/edit?usp=sharing&ouid=10274684076228786995&rtpof=true&sd=true
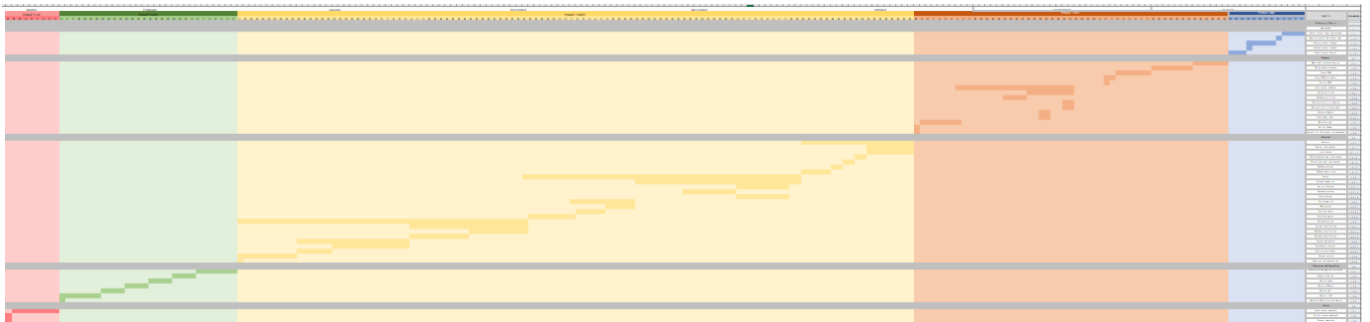
3.3 Cost Management Plan

Assumption Cost:

- The cost of one hour of work for the project manager is 100 SR, the project team is 80 SR and the outsource programmer is 120 SR.

- The cost of one unit of the hardware (PC/laptop) is 3000 SR.

- The cost of purchasing the SQL server is 2000 SR.

- The cost of purchasing software MS project 55 SR.

- The cost of other software (Word MS, draw.io WBS) is 0 SR.

- The cost of other software (draw.io Class diagram, UseCase diagram, Activity diagram, Sequence diagram, etc.) 55SR

WBS items	Units/Hrs.	Cost/Uni t/Hr.	Subtotals	WBS Level 2 Totals
Initiating				**2000 SR**
project manager	12	100 SR	1200 SR	
Project team	10	80 SR	800 SR	
Software (Word MS)	-	0 SR	0 SR	
Planning				**6140 SR**
project manager	35	100 SR	3500 SR	
Project team	33	80 SR	2640 SR	
Software (Draw WBS)	-	0 SR	0 SR	
Executing				**81455 SR**
Project analyst	100	80 SR	8000 SR	
Project designer	90	80 SR	7200 SR	

Software	-	55 SR	55 SR	
Project programmer	200	80 SR	16000 SR	
Outsource programmer	300	120 SR	36000 SR	
Software (visual Studio)	-	0 SR	0 SR	
Software (SQL server)	-	2000 SR	2000 SR	
Hardware (PC/laptop)	4	3000 SR	12000 SR	
Monitoring & Controlling				12000 SR
Project manager	72	100 SR	7200 SR	
Project team	60	80 SR	4800 SR	
Closing				
Project manager		100 SR	2500 SR	
Project team		80 SR	1200 SR	
Total project cost estimate				105095 SR

Conclusion

At the end it is not easy to mange an E-commerce system at first but with the right management, commitment, manage budgets, improve productivity, mitigate project risks, improve relationships with stakeholders and finally increase customer satisfaction and a little patient we can meet the project objectives.

References

[1] https://elogic.co/blog/ecommerce-development-cost/

[2] TextBook (information technology project management7e).

[3] https://www.mageplaza.com/blog/ecommerce-project-management.html

[4] https://www.oberlo.com/statistics/global-ecommerce-sales-growth

[5] https://www.floship.com/blog/_10-inevitable-ecommerce-risks/

[6] https://www.simplilearn.com/benefits-of-project-management-article