

**Cardinal Consulting**

**Project Charter**

Version 1.0

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# **1 Overview**

## **1.1 Executive Summary**

Animikii is an Indigenous technology agency that builds websites for clients using their own content management system (CMS) called YikeSite. Once the site is completed, Animikii provides clients with training on using the CMS so that clients can independently maintain their sites. Since its creation in 2004, YikeSite has not had any major updates or overhauls, causing the system to become dated. The main issue is that the CMS is difficult to use causing clients to struggle with maintaining their sites. The objectives of this project are to find a solution that improves client usability by making the system more intuitive and faster to update. The project will aim to find a feasible solution to this problem which overhauls the current CMS in order to meet the client requirements.

## **1.2 Context**

Animikii has been in the web development industry since 2004 and initially YikeSite was a suitable content management system for Animikii developers and their clients as the company was beginning to take shape and take on clients. Since then the advances in the field of website design have grown exponentially in terms of features and functionality, resulting in the needs of consumers and developers to change as well. Over the past 15 years Animikii seen their client base grow to over 200 clients who now have the desire to easily manage their websites with a more user friendly approach. The Animikii developers are struggling to meet Client needs as the current infrastructure is severely outdated making the creation of a website with the desired features a much more time consuming task than it should be. Developers are also tasked with client support as the non-intuitive UI can lead to issues requiring a developers expertise and intervention to solve. With a competitive market of content management systems, Animikii desires an update to the current CMS in order to meet client needs or if not possible, a complete overhaul of the system. This update to the system must provide developers with the tools to efficiently perform their tasks on the back-end and have a seamless transition on the front-end in order to maintain client satisfaction.

## **1.3 Need**

YikeSite CMS is in need of a large scale re-design or complete rebuild if the goals of this project are not feasible within the current system. While YikeSite has been satisfactory in the past, it's current features are leaving developers bottlenecked, causing projects to be completed slower and often falling short of client expectations.

### **1.3.1 Issues For Developers**

YikeSite does not support many common features in modern web development. This results in many projects going over budget despite the team's best efforts. Developers are unable to integrate many tools they would otherwise be using and are limited to the capabilities of YikeSite. Furthermore, YikeSite lacks common solutions for problems frequently encountered on client websites. This leads to developers repeatedly creating solutions from scratch, which takes more time and creates inconsistencies between projects.

The issues outlined for the development team are not only creating immediate business concerns but are also causing internal issues with the company. Developers are frustrated with the system and often are needed to meet the demands of management that the system was not intended to solve.

### **1.3.2 Issues For Clients**

The most immediate need for clients is a process of upkeeping their websites in a straightforward manner. Currently, YikeSite offers some in-browser client editability of their websites, but many changes must still be made in the admin portal. This admin portal can be too overly complex for the client to navigate and often leads to an undesired outcome and the client having to contact Animikii for assistance.

On top of this, client expectations for the design of their website are often not met. Complex and modern design patterns are often infeasible for the system. This doesn't allow the development team to keep up with the client's wishes as web development technology increases its capabilities.

### **1.3.3 Issues For Management**

The current struggles with YikeSite are taking up too much of management's time. Developers are constantly pushing for changes and bringing up issues with the system when they find themselves blocked in delivering project features to clients. Non-technical management staff are also frequently unaware of the capabilities and limitations of the system, making it difficult to manage projects.

## **1.4 Scope**

The main focus of this project is the analysis and redesign of the current website infrastructure. This includes, but is not limited to, the potential replacement of the current tree structure with a newly imposed modular setup that will allow for greater website functionality. Included within this modular setup is a proposed solution that will be able to extract existing data from licensee websites, and automate the extraction process into precise data containers. A new database structure will be implemented for the storage of these data containers. We will be in communication with the CEO of the company to determine the value of a new system that is compatible with the old system. This is to say if there is potential value to allow old existing sites

to operate within the new model without having to change the structure, the avenue will be explored.

Not included in our scope will be the customer service response to users and licensees following the completion of the project. As such during the implementation process we will be in communication with the Animikii developers. Nor will we be responsible for the continued maintenance of the old system. If there are YikeSite licensees operating on the old system they will have a grace period to get familiar with the new system before they move to a new system.

## **1.5 Stakeholders**

The key Animikii stakeholders in this project are as follows.

### **1.5.1 CEO**

The CEO oversees all aspects of the company. His responsibilities include ensuring the company grows steadily in influence, stability, and monetary value. The CEO initiated the project with the following primary motivations:

- becoming more competitive with modern CMSs
- improving developer efficiency
- improving user satisfaction

### **1.5.2 Developers**

Animikii developers are responsible for creating and maintaining websites within the system. Typical actions may include:

- Creating a new site and initializing basics such as web hosting, domain management, and data storage
- Editing sitewide appearance
- Creating data entry fields for content editing staff to populate

Animikii developers are domain experts in the system. They are familiar with the current workflow despite pain points. Their primary objectives for the completed project are:

- Greater control over workflow
- Reduced complexity of typical developer actions

### **1.5.3 Auxiliary Staff**

This label includes any Animikii workers with a non-technical job description, including but not limited to traditional management staff, project managers, administrators, and technical writers. These individuals have responsibilities that include populating any given system-created site with content such as text and photos. They may also edit existing content. They operate within the layout created by developers within the system and do not make large structural changes to sites. Their primary objectives for the finished project are:

- Easier navigation
- More intuitive content editing functionality

## 1.6 Objectives

The YikeSite optimization plan must satisfy the following objectives and constraints from the RFP:

- Data must be separate from page construction
- New data storage solutions must be able to be integrated using the current CMS
- New data storage solutions must be backed up
- Users with admin privileges must be able to access and modify a site from within a web browser
- Reliability of system must meet standards of 95%
- Availability of system must keep downtime to under 1 hour per week

On top of following the given objectives and constraints from Animikii's Request for Proposal additional measurables will be added to help us analyse the user and developer satisfaction. The measurables are as follows:

- User measurables:
  - Time to launch website
  - Average time spent managing websites
  - Client Satisfaction (survey)
- Developer Measurables:
  - Average budget of projects
  - Time to finish projects
  - Developer satisfaction (survey)

Cardinal Consulting will aim to bring down a users time to launch a website and average time spent managing website by 20% while increasing user satisfaction by 10%. Looking at the developer and management side of things we intend on bringing project budget down on average by 15%. Cardinal consulting upgrades to the system look to reduce bottlenecks and bring down time to finish projects by 30% while bringing up developer satisfaction by 10%. This is a preliminary set of goals that may change based on client feedback but it will help Cardinal consulting with the direction of the project moving forward.

## 1.7 Glossary

Term	Definition
CMS	Content Management System.

YikeSite	A CMS system built by Animikii for creating custom websites and managing hosting.
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## 2 Project Approach

### 2.1 Work Item List

Work Item	Description	Delivery Date
Project Charter	Project overview and plan	Oct. 15
Prototype Delivery	Presenting prototype to the client	Nov. 5
Requirements Analysis	Requirements analysis section of final report to be completed and submitted for feedback	Nov. 6
Final Project Presentation	Presentation of our solution findings	Nov. 19
Final Report	Detailed report of our proposed solution	Dec. 4

### 2.2 Release Plan

Work Item	Description	Delivery Date
Project Charter	Project overview and plan	Oct. 15
Proposed Solution Meeting	Discuss proposed solution feasibility with Animikii	Oct. 18
Prototype Delivery	Presenting prototype to the client	Nov. 5
Prototype Feedback Meeting	Gathering in-depth feedback from Animikii on the delivered prototype and accepting any change requests	Nov. 5
Requirements Analysis	Requirements analysis section of final report to be completed and submitted for feedback	Nov. 6
Final Project Presentation	Presentation of our solution findings	Nov. 19
Final Report	Detailed report of our proposed solution	Dec. 4

## 2.3 Risks

Risks	Probability	Impact	Mitigation Measures
Existing clients having issues navigating the new system	Low	High	The new system will be tested extensively by internal non-technical staff who have experience navigating the system from the client's point of view. This will simulate navigating actual clients to the new system as accurately as possible before release.
Pushback from Licensees	Low	Medium	Licensees will be made aware of upcoming changes to the system as soon as possible. Upon release, the old system version will still be available to licensees for a period of time in order to let them get acquainted with the new system before moving their existing clients/projects.
Project going over budget	High	High	Domain experts of YikeSite within the organization will be heavily leveraged to give insights on the feasible scope and objectives of the project.
Imbalance of solving problems for Developers and Clients	High	High	While meetings developer needs are an objective of this project, bringing greater product value to the client will remain a priority. Features to the system will need to support a clear need from the client's perspective before they are implemented.

## 2.4 Team Organization and Roles

Team Member	Role	Skills
Ceilidh Torrance	System Analyst	Cost analysis and time management.
Jacob Jones	Interface Design	Adobe suite experience and video game interface design experience.



Ryan Woodward	System Analyst	System testing and debugging experience.
Gulshan Lalari	Web Developer	Website programming and user experience on similar sites.
Hannah Bishop	Marketing Manager	Market knowledge, interpersonal skills and sales experience.
Darian Sampare	UI Designer	Programming, extensive experience with Yikesite, and front end coding experience.

### 3 Approval

IN WITNESS WHEREOF this Agreement has been duly executed by the Parties on the \_\_\_\_ day of \_\_\_\_\_, 2019.

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Jeff Ward, Animikii CEO

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Jeff Doctor, Strategist

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Hannah Bishop

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Jacob Jones

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Gulshan Lalari

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Darian Sampare

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Ceilidh Torrance

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Ryan Woodward