

Project Charter – E-Commerce Website Development

Project Name: Online Store Redesign & Optimization

Project Manager: Sruti Shaji

Start Date: 01-Oct-2025

End Date: 31-Dec-2025

Version: 1.0

1. Project Purpose / Justification

The purpose of this project is to redesign and optimize the company's e-commerce website to improve user experience, increase online sales, and streamline order processing. This project will align with business objectives of customer satisfaction, operational efficiency, and revenue growth.

2. Project Objectives

- Redesign the website for better UX/UI and responsiveness.
- Implement a new order tracking system.
- Reduce website downtime and improve load speed.
- Train internal staff for website management and customer support.

3. Scope

In Scope:

- Frontend redesign (desktop & mobile).
- Backend development and feature customizations.
- Integration with ERP and CRM systems.
- User training & documentation.

Out of Scope:

- Digital marketing campaigns.
- Product photography or content creation beyond existing content.

4. Deliverables

- Fully functional, responsive e-commerce website.
- Backend system integrated with ERP.
- User manuals and training sessions.
- Deployment and go-live plan.

5. Stakeholders

Role	Name / Department	Responsibilities
Sponsor	CEO	Approve budget & scope
Project Manager	Sruti Shaji	Plan, execute, monitor project
Developers	Off-shore team	Website development & deployment
QA	QA Lead	Test functionality & usability
Business Analysts	In-house team	Gather requirements & ensure alignment
Trainers	Sruti Shaji	Conduct staff training sessions

6. High-Level Milestones

Milestone	Planned Date
Requirement Gathering	10-Oct-2025
UI/UX Design Completion	31-Oct-2025
Backend Development Completion	30-Nov-2025
Testing & QA	15-Dec-2025
User Training	20-Dec-2025
Go-Live	31-Dec-2025

7. Assumptions

- Development resources are available throughout the project.
- All stakeholders provide timely approvals.
- No major scope changes occur after initial approval.

8. Constraints

- Budget limited to \$50,000.
- Fixed go-live date to coincide with peak sales season.
- Limited availability of internal staff for training sessions.

9. Risks & Mitigation

Risk	Probability	Impact	Mitigation
Delay in design approval	Medium	High	Schedule weekly review meetings
Development bottlenecks	Medium	Medium	Use agile sprints & track progress in Jira
Data integration issues	Low	High	Conduct early ERP system testing

10. Approval Signatures

Name	Role	Signature	Date
CEO	Sponsor	_____	_____
Sruti Shaji	Project Manager	_____	_____