FALL 2021

CONSUMER SHOPPING ENHANCEMENT APP

Project Charter

Prepared by:
Cyril Mendoza,
Maddeline Frey, Alexis
Michelson, Tristan
Roman, Natalie Douglas

Prepared for:
Steering Committee

Address: 6312 Farmers Road Circle, San Diego, CA, 92114
Website: www.farmersway.com

Farmer's Way

FEEL THE FRESH

FARMER'S WAY

TABLE OF CONTENTS

Farmer's Way

FEEL THE FRESH

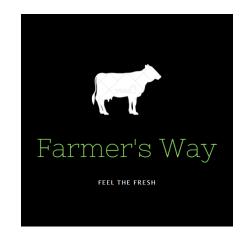**Project Name:** Consumer Shopping Enhancement App

Project Number: FALL92114

Project Start: September 9, 2021

Expected End Date: December 15, 2021

Project Manager: Will Smith

Project Sponsor: Dr. Robert Judge, CIO, Farmer's Way

Revision History:

Version	Date	Revision Made
v.1	**9/1/2021**	

Prepared By:

Document Owners	Organization Role
Tristan Roman	Business Analyst
Cyril Mendoza	Business Analyst
Maddeline Frey	Business Analyst
Natalie Douglas	Financial Analyst
Alexis Michelson	Business Analyst

1. Project Background

Farmer's Way grocery stores are located in the greater San Diego area. They were established five years ago and currently have four locations over the city of San Diego. The company has begun to see a decline in sales due to being outweighed by their other grocery competitors. The company has created a project team to develop a software application to enhance the customer shopping experience and increase sales. Farmer's Way's motto is *"Feel the Fresh"*, which focuses on quality food items while creating an easily accessible way to grocery shop.

Farmer's Way had exponential success within the first two years of opening, but has begun to see a decline in customer interest and sales. The current grocery industry is extremely competitive, and Farmer's Way has been continuously outweighed by Ralph's, Trader Joe's, Vons, and other grocery stores in the area. Since Farmer's Way is a fairly new company, they have yet to implement an application to strengthen their customer service and create an easier shopping experience like their other competitors. A solution to these current challenges is creating a Farmer's Way software application with many beneficial features. Farmer's Way hopes to grow and diversify the company's revenues, grow market share and expand locations to a national scale, as well as utilizing innovative technology to enhance the customer experience.

2. Organizational Alignment

Farmer's Way has set forth growing and diversifying revenue streams, growing market share through increasing consumer interest and loyalty, differentiating consumer shopping offerings through technology, and nullifying weaknesses and capitalizing on market opportunities as their long-term organization strategies. The consumer shopping enhancement app will align with the organizational goals of Farmer's Way in various ways. First, the app will produce a new revenue stream and grow the overall company's revenue based upon a subscription model. Another way organizational strategy is supported by the app is through it striving to increase consumer interest, loyalty, and acquisition through never-before-seen, value-added grocery app features. With implementing a monthly subscription to this application, customers will continue to be provided with useful features and promotions that will improve their overall shopping experience. Furthermore, through use of innovative software and technology the app uses, differentiation against competitors is achieved. Lastly, convened data from the Marketing department's SWOT analysis shows the app will lessen the weakness of not matching competitors' app offerings and capitalize on a market opportunity by providing an app with features not seen in competitors' apps.

3. Major Project Objectives

The aim of this project is to generate an app for Farmer's Way that will provide customers the ability to create a more personalized shopping experience and increase accessibility to it's stores and products. By

providing an innovative app that has new, modern features compared to competitors, shoppers will be provided with a unique and convenient grocery shopping experience. What makes this app so unique and competitive against competition are its array of features. These features include:

- ❖ Notifications of new arriving products
- ❖ See real-time products in stock
- ❖ Store map to help customers locate products and ingredients
- ❖ Shopping list tracker
- ❖ Suggested shopping lists generated off customers personal preferences and dietary restriction needs
- ❖ Recipe suggestions and cooking tutorials
- ❖ Coupons and promotion
- ❖ The ability to put in a grocery order for pick up
- ❖ Store finder

These features will allow for customers to create their own customized shopping experience and cut the time spent looking for ingredients and products throughout the store, searching for dietary substitutions, thinking of recipes and even cutting out the time spent shopping with the pickup option.

4. Project Success Criteria

The project has a set of criteria that define its success. The first representation of success deals with the production version of the consumer app having minimal software glitches at time of roll out. The second success criterion is the project reaching at least 10,000 monthly concurrent consumer memberships within one year of project completion.

5. Approach

- ❖ Develop understanding of key tasks during kick-off meeting with project team
- ❖ Utilize a hybrid SDLC made up of waterfall and agile methodologies
- ❖ Establish schedule for feature creation
- ❖ Develop each feature of application in an iterative manner, using a pool of predefined features
- ❖ Develop understanding of how application touches in-store processes
- ❖ Develop relevant metrics for measuring performance of application against organizational strategies

6. Preliminary Financial Analysis

Benefits from the application are valued at a range between $800,000 and $1,200,000. The benefits are attributed to the membership fee with a sustained volume of members and an increase in consumer spending brought about by the application's features. A preliminary estimate of the costs associated with this project is between $140,000 and $200,000. This cost range originates from in-house labor, servers, new technology, and media creation for various features of the application. Taking an average estimate of benefits ($1,000,000) and costs ($170,000) from each of their respective ranges, the ROI for this project is 488 percent. This ROI represents how efficient the consumer shopping enhancement application is at providing financial value to Farmer's Way. At a future phase of the project, a more thorough financial analysis will be conducted.

7. Critical Assumptions

The following text represents critical assumptions associated with the consumer shopping enhancement application. First, it is assumed that the in-house IT department of Farmer's Way has the necessary capabilities in skills and performance to provide a fully functional consumer experience enhancement application. Another assumption is that the development of the application will not impede upon the daily operational responsibilities of the IT department. Lastly, the estimated project duration of three months is satisfactory for development of said application.

8. Project Constraints

The project has a variety of constraints. The foremost limitation deals with the physical resources of the IT department. The IT department has daily obligations outside of projects to fulfill, thus the availability of the developers is a limiting factor. Another constraint pertains to the time allotted for the project's duration. The project team should produce a production-ready version of the consumer application within three months of the start date. Furthermore, the time constraint acts upon the results in that the project's estimated duration does not allow for additional application features, in excess of features explicitly listed in project objectives, to be provided.

9. Potential Risks

There are countless potential risks when it comes to creating an app for a grocery store. As technology advances, hackers become more skilled at finding loopholes to access sensitive information and cause security breaches. With the Farmer's Way app, customer privacy is the number one priority. The app's software engineers will ensure that all technical aspects of the app are up to date, which will significantly reduce the chances of security breaches. The app will also require the use of a strong authentication process to carefully identify real users and bots, who can potentially steal private information. In addition to security risks and breaches, the lack of interest in the store app can affect profitability and overall in-store satisfaction. Furthermore, not obtaining enough resources, such as availability of software developers, is another risk which would cause delays in the development of the app.

10. Analysis of Options and Recommendations

There are three options to consider for this project:

1. Invest and release the personalized Farmers Way app using the in-house IT department to stand out from competitors, expand customer interest and loyalty while also increasing profit.
2. Reach out to pre-existing consumer shopping applications and negotiate to include Farmers Way into their application, not receiving as much additional profit or customization.
3. Do nothing. The company is sufficient without a new project.

Adhering to the analysis, option one would be the most valuable in achieving the company's strategic objectives.

11. Roles and Responsibilities

Name	Role	Position/Organization	Contact Info
Robert Judge	Sponsor	Farmer's Way, CIO	rjudge@farmersway.com
Will Smith	Project Manager	Farmer's Way, PMP from PMO	wsmith@farmersway.com
Thomas Dodge	Back-end Developer	Farmer's Way, IT department	tdodge@farmersway.com

Kevin Nguyen	Front-end Developer	Farmer's Way, IT department	knguyen@farmersway.com
Li Chen	Back-end Developer	Farmer's Way, IT department	lchen@farmersway.com
Jehu Bhimarao	Software Developer	Farmer's Way, IT department	jbhimarao@farmersway.com
Emily Williams	QA Lead	Farmer's Way, IT department	ewilliams@farmersway.com

12. Preliminary Estimate of Milestones

Milestone #	Description	Estimated Date
1	Beta Version	November, 2021
2	Production Version	December, 2021

13. Authorization

By signing in the section below, you have thoroughly reviewed and analyzed the information contained in this project charter and agree to the project continuing into the next phases.

Role	Name and Position	Signature	Date
Project Sponsor	Robert Judge, CIO		
PMO Director	Aubrey Graham, PMO Director		
Project Manager	Will Smith, PMP		

Comments

(Handwritten or typed comments from stakeholders, if applicable)