

Consumer Shopping Enhancement Application

PROJECT TEAM:

TRISTAN ROMAN

CYRIL MENDOZA

MADDELIN FREY

ALEXIS MICHELSON

NATALIE DOUGLAS

MIS460

PROFESSOR ROBERT JUDGE





Let me tell you a story...

Welcome Mariana...



Project Background



Farmer's Way is a grocery store operating 4 locations in the San Diego area



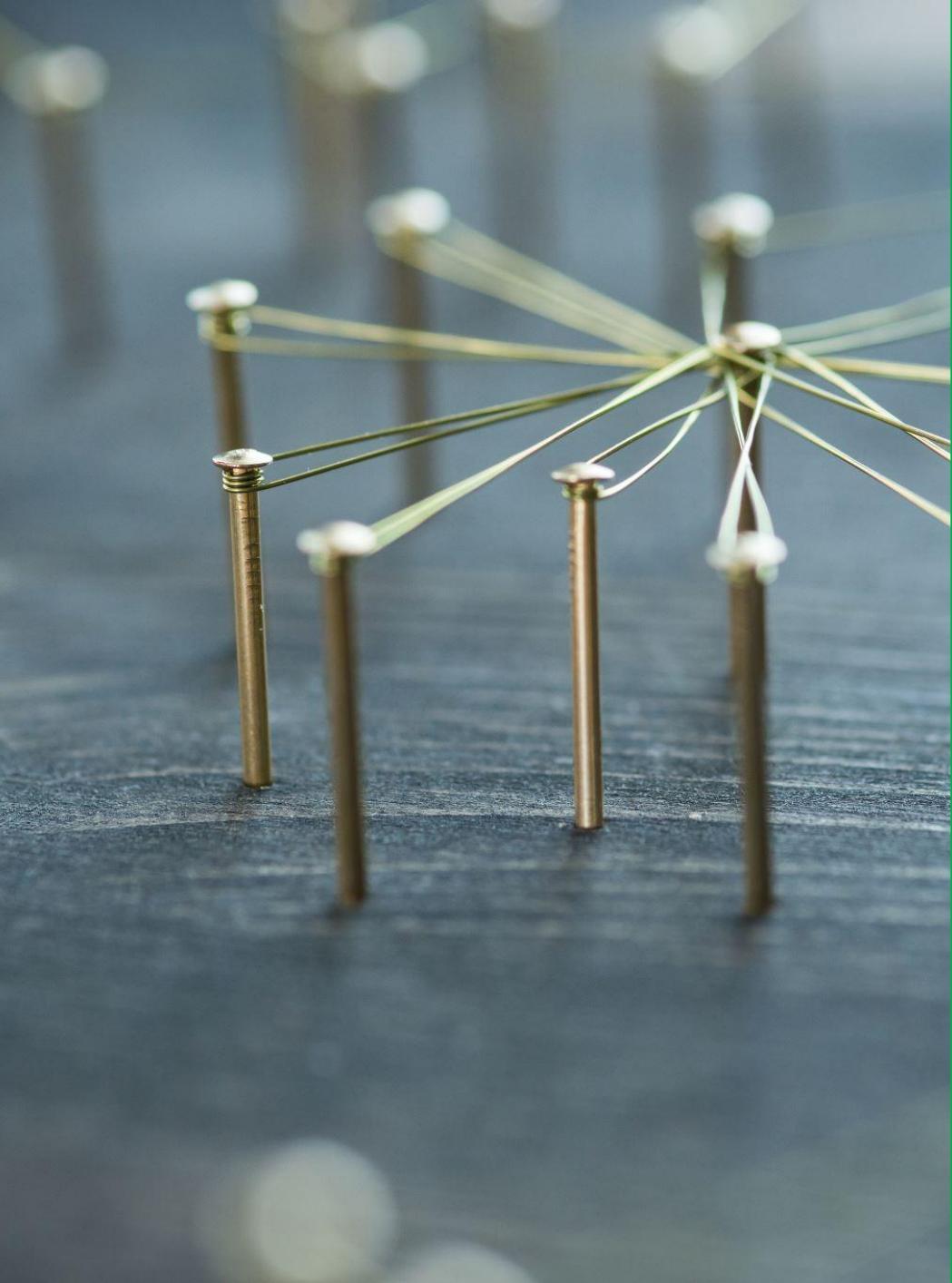
Sales and consumer interest decline due to grocery competitors



A mobile application was proposed to remedy the challenges faced



Expected timeframe: Oct. 4 2022 – Mar. 22 2023 or 6 months



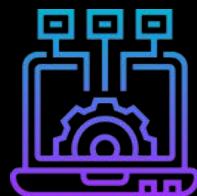
Organizational Alignment



To diversify and grow revenue streams



Grow market share through increased consumer interest and loyalty



Use technology to differentiate consumer offerings

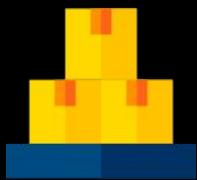


Nullify and capitalize on SWOT analysis

Application Features



Notification of newly arriving products



Stock of products in real-time



Use augmented reality to find product in store



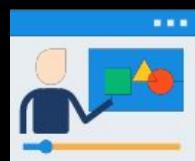
Shopping-list tracker



Personalized shopping lists



Recipe suggestions based off shopping list



Cooking tutorials



Coupons and promotions



Curbside pick up



Store finder

A close-up photograph of a person's hands typing on a laptop keyboard. The hands are positioned over the center of the keyboard, with fingers pressing keys. The laptop has a light-colored trackpad and a dark keyboard. The background is blurred, showing what appears to be a colorful patterned cloth.

General Approach



Finalize requirements with stakeholders



Establish schedule for feature creation



Use a hybrid SDLC to iteratively develop



Utilize various software tests to ensure quality



Deploy the app and hand it off to IT dept.

Success Criteria



Software is free of glitches and defects



Positive feedback from consumers on app's features



10% increase in year-over-year revenue



5,000 monthly consumer memberships within one year



Financial Merits



Projections were constantly updated



Top-down and bottom-up estimates



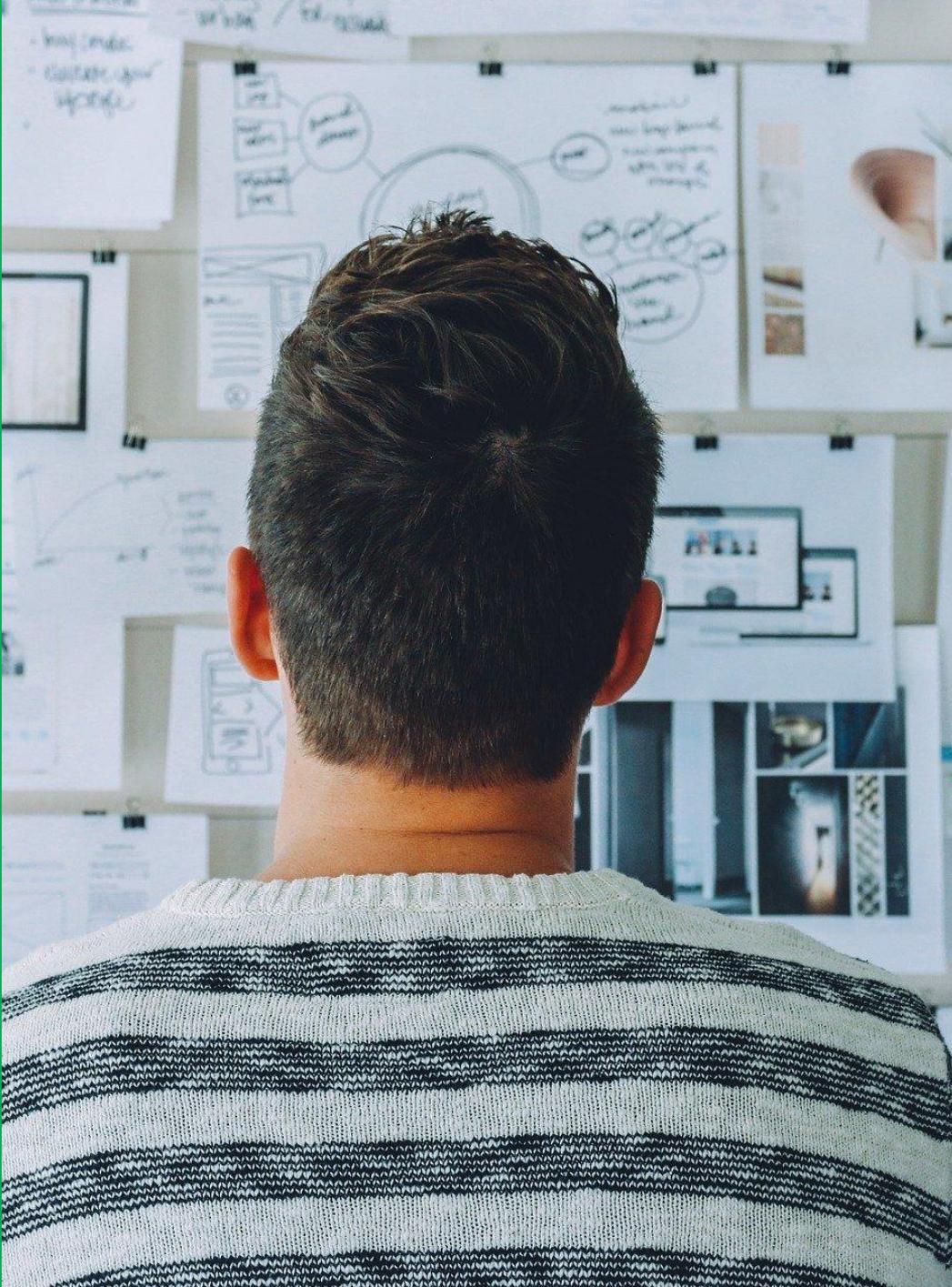
Estimated total benefits: \$1 million



Estimated total costs: \$515,130



Net benefits: \$484,870 / ROI: %94



Critical Assumptions



In-house IT dept. has necessary capabilities to handle development



Other areas will be procured



Quality is most important



Development of app will not impede on daily operations of IT dept.



Critical Constraints



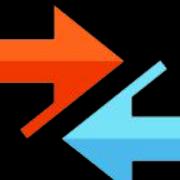
Quality produces tradeoffs



Labor resources create limitations



The capacity to deliver of external resources



Scope of project acts on other constraints



Critical Risks



Lack of consumer interest



Hardships affecting external resource providers



Key labor resources becoming ill or leaving



Competitors quickly reproducing app features



Maintenance and cybersecurity costs

Options and Recommendations



Develop the consumer app in-house



Utilize pre-existing consumer shopping services



Do nothing



Living Documents



Timeframe changed from 3 to 6 months



Cost changed from \$170K to \$515K



Project planning documents are alive

A photograph showing a person with long blonde hair, wearing a blue shirt, sitting at a desk and writing in a spiral-bound notebook with a black pen. The desk also has a calculator and another piece of paper with some calculations on it.

Issues in Planning



Keeping project members on same page



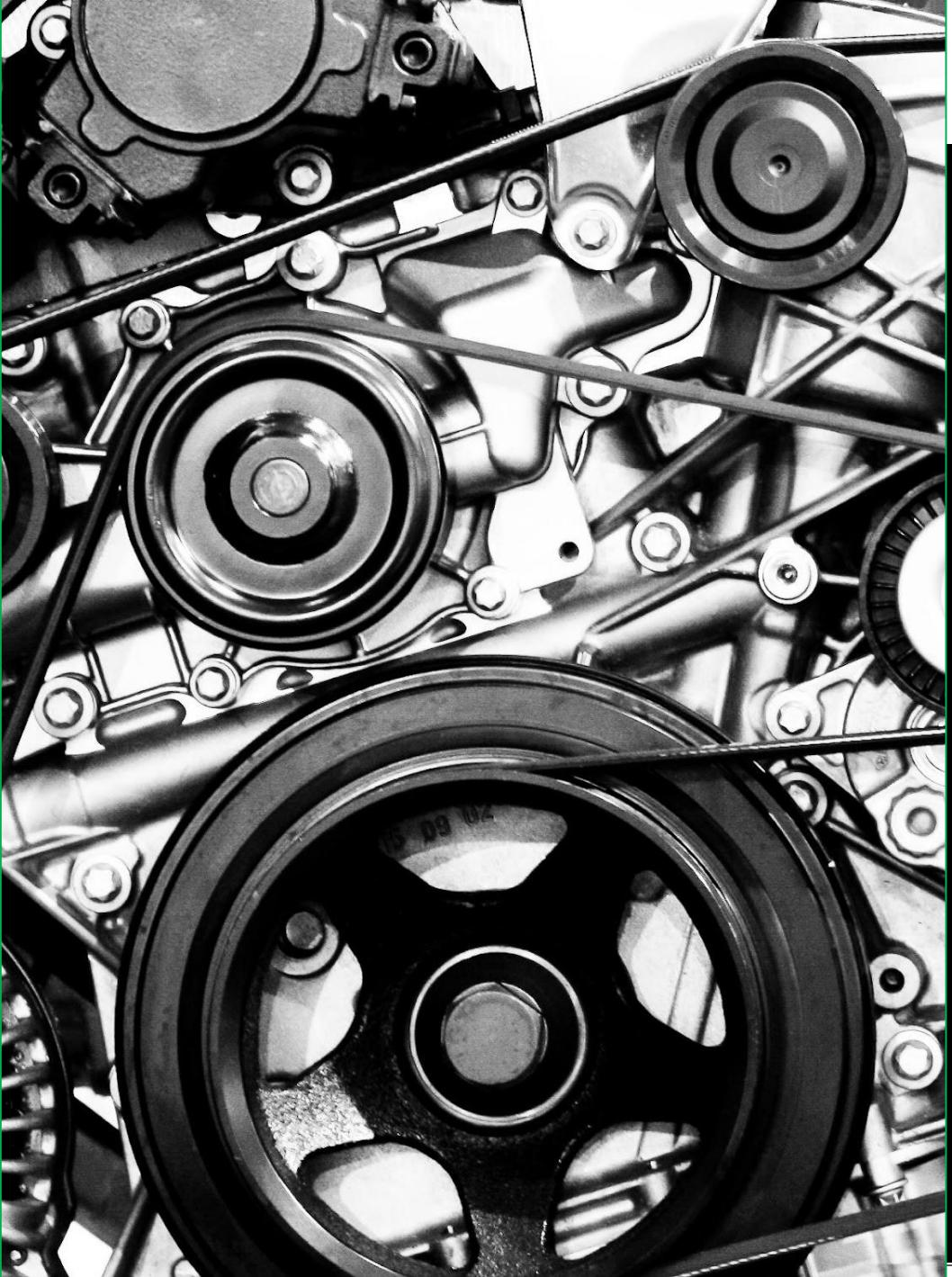
Various unrealistic estimates



Repeating information held in other documents



Quantifying risk probability



Favorite Part of Project



Carried out project planning with efficiency



Everyone contributed to the team's overall success



Completed all project deliverables without team conflict



Lessons Learned



Good communication effects output



Working as a team is beneficial



How content is delivered matters



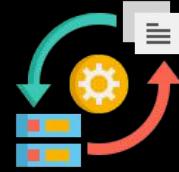
Being able to change on the fly is beneficial



A good process can replicate quality work



Last Words



Enact change that transforms organizations



Projects create value for many



Bolster the success of future endeavors



Benefit the employees that work on them

