CONESTOGA
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Assignment - 2

Team	4 – Loblaws (alias used - Loblyst)
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Course	Information Technology Business Analysis Capstone Project
Section	08
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Due Date	18-09-2024

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1. Problem Statement

Loblyst struggles to implement its e-commerce platform and adapt to
the rapidly changing retail environment powered by digital changes. Today, it is only offering this service within the GTA, which somehow reduces its customer base. Moreover, the website contains non-user-friendly interfaces, issues with the website functionality, and slow loading, which altogether make a poor customer experience. These limitations are really preventing Loblyst from enhancing operational efficiency and meeting growing customer expectations. Addressing these issues is vital to achieving growth, ensuring long-term profitability, and competing in the market.

2. Project Scope document

Project Title	Loblyst E-commerce Platform Enhancement
Date	16th September 2024
Scope Definition	• Extending the Loblyst e-commerce services to new geographic markets beyond the GTA region. • Enhance the website navigation, user interface/user experience, and speed of loading the pages. • Order management system includes integrating the payment gateway and handling and organizing delivery processes. • To improve site usability and retain compatibility with mobile devices and other browsing platforms (Loblaw, 2023, p. 5).
Project justification	• Currently, Loblyst's e-commerce platform is targeted only in the Greater Toronto Area (GTA), hence restricting customer reception (Loblaw, 2018, para. 1). • Customer experience suffers due to the non-user-friendly interface of the website, its functionality, and slow-to-load pages. • Solving such problems will increase effectiveness, enhance customer satisfaction, and increase the company's competitiveness.
Characteristics and requirement	• **User-Friendly Interface**: Make guided navigation as smooth as possible for a desktop as well as for a mobile version. • **Improved Website Speed**: The website should load in at least 3 seconds to provide the best user experience. It would help avoid customer abandonment due to slow websites. • **Scalability**: The platform should be scalable to cope with the expansion beyond GTA and support increased traffic without any performance compromise. • **Seamless Functionality**: No failed search, browsing, or payment.

User Acceptance Criteria	• **Load Time**: Website speed should not take more than 3 seconds to load. • **UX/UI Feedback**: Receiving good feedback from the sample size customers after the launch of the product. • **Error-Free Experience**: A main indicator would be that less than 5% of total users report issues or errors after launching the website. • **Increased Customer Reach**: There should be a measurable increase in orders originating from outside the GTA.
Project Management Deliverables	• **Project Plan**: Provided with time frame, cost breakdown, and other necessary checkpoints. • **Plan Charter**: Officially authorizes the project, outlining objectives, scope, stakeholders, and key milestones. • **Team Charter**: Establishes the working agreements, roles, responsibilities, and communication expectations among team members. • **Risk Assessment**: Identifies risks and mitigation strategies for potential cost and timeline issues. • **Work Breakdown Structure (WBS)**: Breaks down the project into manageable tasks and deliverables. • **Status Reports**: Regularly, send a meeting update showing the progress made on the project. • **Testing Plan**: Development of a test plan and test map so that the application will work on different devices and browsers. • **Stakeholder Management Plan**: Defines how to engage and communicate with stakeholders throughout the project. • **Change Management Plan**: Outlines how changes to the project scope, schedule, and budget will be handled. • **Quality Management Plan**: Defines the quality standards, processes, and controls for the project. • **Lessons-Learned Report**: Captures the key takeaways and insights from the project to inform future work.
Product Deliverables	• **New E-commerce Platform**: Landing page and 5 pages of a fully functional website that is faster, easier to use, and easier to scale. • **Mobile-Friendly Design**: Fully responsive and adapted for mobile and Tablet devices. • **Expanded Service Area**: It can be concluded that it provides the company's ability to process orders from regions beyond the GTA. • **Improved Order Fulfillment**: Better and more efficient order completion and shipping interface.

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Inclusions	• **Geographic Expansion**: The project will include extending Loblyst's e-commerce services beyond the GTA to selected regions based on feasibility analysis (KWC) • **UI/UX Enhancements**: Redesign and optimization of the website's navigation, improving ease of use across mobile and desktop devices. • **Payment Gateway Integration**: Secure and seamless integration of a payment system for new regions. • **Order Management Improvements**: Streamlined order management, including enhancements to inventory, delivery tracking, and communication with customers about order status. • **Mobile Optimization**: Ensure full responsiveness and compatibility across various mobile devices and operating systems. • **Testing and QA**: Extensive testing, including user acceptance testing (UAT), performance testing, and browser/device compatibility checks.
Exclusions	• **New Product Features**: Development of new product categories or offerings will not be included in this phase. • **Marketing Campaigns**: The marketing and promotional activities for the expanded platform will not be part of the development project. • **Third-party Vendor Integration**: Additional integrations with third-party vendors outside the existing payment gateway will not be covered in this scope. • **Onsite IT Infrastructure**: The project will not include upgrades or changes to Loblyst's onsite IT infrastructure. • **Post-Launch Maintenance**: Ongoing maintenance and support after the initial 3-month post-launch period are excluded from the scope.
Constraints	• **Budget:** The project is constrained by a predefined budget, limiting the scope of customizations and features beyond the core objectives. • **Timeline**: The platform expansion and enhancements must be completed within three months to align with the company's fiscal year plans. • **Regulatory Compliance:** The new platform must adhere to regional data protection laws (e.g., GDPR, PIPEDA) and payment security regulations. • **Resource Availability**: The availability of key team members and external vendors is constrained to their current project commitments and timelines. • **Technological Constraints**: The project must work within the limitations of existing e-commerce platform technology and infrastructure.
Assumptions	• **Stable Vendor Integrations:** It is assumed that existing third-party vendors (payment gateways, delivery partners) will continue to function without the need for major revisions during the project lifecycle. • **Customer Feedback**: It is assumed that customer feedback gathered during the testing and soft launch phase will reflect the broader market's response and will be used for further refinements post-launch. • **Traffic Growth Projections**: The projected traffic increase from geographic expansion will not exceed 30% during the first quarter post-launch, allowing the existing infrastructure to handle the initial surge.

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• **Platform Adaptability**: The current platform architecture will be flexible enough to accommodate required changes without extensive redevelopment or system overhauls.   • **Continuous Stakeholder Support**: It is assumed that internal stakeholders will remain engaged throughout the project and provide timely feedback during key decision points and reviews.

3. Project charter

1. General Project Information		
Project Name:	Loblyst E-commerce platform enhancement	
Impact of project:	High	
2. Project Team		
	Name	**E-mail**
Project Manager:	Vaishnavi Gopal Wadhwa	Vwadhwa9083@conestogac.on.ca
Team Members:	Janviben Jayantibhai Patel	Jpatel8912@conestogac.on.ca
	Ahmed Adhil Mohamed Muzahir	Amohamedmuzahir3484@conestogac.on.ca
	Ota Adesina	Oadesina9777@conestogac.on.ca
	Simran Rattu	Srattu2253@conestogac.on.ca
	Soji Koshy	Skoshy0087@conestogac.on.ca
3. Stakeholders		
Loblyst Management Team		
Loblyst Customers		
Project Team		
Project Sponsor		
4. Project Scope Statement		

Project Purpose

The purpose of this project is to understand and analyse the current operational challenges faced by Loblyst in the E-commerce sector. Currently Loblyst's E-commerce operations are mainly focused on GTA area only,hence restricting customer reception. Moreover, customer experiences issues in userfriendlinesss of the website interms of UI/UX experience of the website. With this analysis, we aim to develop innovative strategies to resolve these key issues, focusing on improving efficiency in e-commerce operations, customer satisfaction, and overall profitability and delivering value to customers.

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Objectives (in business terms)

- Identify the key challenges in the E-commerce sector.
- Analyse the e-commerce market and the effective competitiveness of Loblyst in the Canadian market.
- Increase the product offerings to attract more customers.
- Optimized supply chain processes and streamline operations.
- Increase the Brand Value and Sales growth.

Scope

This project will thoroughly analyse the E-commerce operations of Loblyst, identify the key challenges they face and provide recommendations for improvement to enhance the competitiveness and operational efficiency. This project will incorporate following processes:

- Data Collection related to sales, customer feedback, analytics and deriving meaningful insights.
- Analyse industry trends, competitive position, and customer choices.
- Benchmark the current situation with the existing competitors in the market.
- Develop strategic recommendations to enhance operational efficiency.

The following activities will not be covered under the scope of the project:

- The actual implementation of the recommendations.
- Cost return analysis of the implementation.
- The actual changes to the existing product or processs.
- Third party vendor integration
- Onsite IT Infrastructure
- Post Launch Maintenance

The scope of area of our project is as follows:

- Extending the loblyst operations beyond GTA area.
- Enhance the website navigation , UI/UX, and website loading performance.
- Order management system integrating payment gateway and handling delivery.
- Improve site usability and retain compatibility with mobile devices and other browsing platforms.

Deliverables

- Comprehensive analysis report of key findings on Loblyst Operations
- Summarised Key findings and actionable recommendations.
- Requirement Elicitation Documents

Project Milestones

- Project Kick-Off/ Problem Identification – Week 2
- Requirement Elicitation – Week 5
- Analysis of the findings – Week 10
- Draft Report -Week 11
- Final Report submission – Week 13

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Major Known Risks (including significant Assumptions)

Risk	Risk Rating (Hi, Med, Lo)
Limited Access to the company's Data	Hi
Competitor Data and Market trends	Med
Bottlenecks in implementation of the recommendations	Med

Constraints

- Predefined Budget
- Resource Availability
- Time Constraints in accessing and analysing the data
- Issues in Approaching the Stakeholders
- Governing or regulatory issues
- Technological Constraints

Assumptions

- The Project Team has the necessary skills and resources to conduct the analysis.
- Relevant Data will be accessible and obtained.
- Platform adaptability to necessary changes remains same.
- Stakeholders will be available to gather more information on timely manner.
- Third party vendors will be able to integrate without major revisions.
- Customer feedback received during the testing and soft launch will reflect the overall market response and can be used for further upgrades.

5. Team Operating Principles

- Open Communication through regular review meetings.
- Accountability.
- Collaboration and constructive feedback
- Adaptability
- Continous Improvement

6. Sign-off

Roles	Name	Signature
Project Manager	Vaishnavi Gopal Wadhwa	*V. G. Wadhwa*
Associate PM	Janviben Jayantibhai Patel	*J. J. Patel*
Research Lead, Business Analyst (BA)	Ahmed Adhil Mohamed Muzahir	*A. Adhil*
Technical Lead, Business Analyst (BA)	Ota Adesina	*O. Adesina*
Documentation Lead, Business Analyst (BA)	Simran Rattu	*S. Rattu*
Communication Lead, QA Tester	Soji Koshy	*Soji Koshy*

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4. Business Analysis Approach Document

Methodology: For this project, we will be using Agile due to its flexibility and progressive elaboration, which will allow us to collaborate with stakeholders, release a minimum viable product and adjust requirements as they change. (IIBA, 2015, p. 26)

Documentation Formality: Throughout this project, we will adopt medium formality. All documentation will be structured and formal; communication will be informal (weekly in-person discussions, WhatsApp group chat and Teams chat). (IIBA, 2015, p. 27)

Process to Follow:

1. **Initiation Phase:** Define project goals, scope, and key deliverables.
2. **Requirements Gathering:** Work with stakeholders [sub-store managers, web development team, UX designers, customers, Loblyst IT team], conduct Interviews and workshops, and send out surveys and questionnaires to gather functional and non-functional requirements.
3. **Resource and Task Allocation:** Determine the necessary resources, materials and labor (Deswal. N, 2024, para. 1).
4. **Design:** Develop wireframes for the integrated subsites and enhanced features (add-to-cart, user-friendly interface).
5. **Implementation:** Iterative development in sprints, focusing on one feature at a time (enhancing load times, showing pickup locations, adding to cart).
6. **Testing & Feedback:** Conduct usability tests and gather customer feedback after each sprint. Focus on load time efficiency and ease of use for new users.

Deliverables

1. **Business Requirements Document (BRD):** This document will outline the need to expand and integrate other subsites, the importance of improving website performance for Loblyst's' business objectives, and how it will increase customer satisfaction and revenue. It will specify the scope boundaries (load time, add-to-cart functionality, pickup locations) for this project. (Habayeb. B, 2023, para.1)

2. **Functional Requirements Specification:** This will include detailed descriptions of the functionalities required to handle integrations with other store subsites. It will also include user stories, such as adding items to the cart and making payments. (Habayeb. B, 2023, para.2)

3. **Non-Functional Requirements Document:** Specifies performance, security, usability and scalability requirements, such as boosting load times and ensuring the website can handle traffic increases post-integration; details security measures such as encryption, authentication, and access control. (Habayeb. B, 2023, para.3)

4. **Data Models:** It will map how product data, inventory, customer data, and store locations are stored and integrated. For example, how pickup locations within 2-5km are calculated based on a customer's location will be part of this model. (Habayeb. B, 2023, para.4)

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5. **Process Models:** This will define how orders move through the system, how inventory will be updated across subsites, and how location data for pickup points is processed, which will help streamline the integration and expansion process. (Habayeb. B, 2023, para.6)

6. **User Interface (UI) Prototypes:** This helps visualize improvements to the website's user interface, making it more user-friendly. Prototypes will demonstrate how users add items to their cart, identify local pickup locations, and navigate subsites. (Habayeb. B, 2023, para.7)

7. **Traceability Matrix:** This will map functional and non-functional requirements (like load time cart functionality) to specific deliverables, ensuring that all project aspects are implemented and tested. (Habayeb. B, 2023, para.8)

8. **Risk Assessment and Mitigation Plan:** Risk assessment will ensure integration issues, performance bottlenecks, or data inconsistencies are identified and mitigated early. (Habayeb. B, 2023, para.9)

9. **Cost-Benefit Analysis (CBA):** Assess whether integrating the subsites and implementing new functionalities will deliver sufficient return on investment. This helps justify the project's budget and resource allocation. (Habayeb. B, 2023, para.10)

10. **Impact Assessment Report:** Examines the impact of integrating subsites on overall system performance, customer satisfaction, and business operations. It will ensure that the new features improve the customer experience without negatively affecting other aspects. (Habayeb. B, 2023, para.11)

Activities

1. **Stakeholder Interviews:** Conduct interviews with internal teams, customers, and store managers. (IIBA, 2015 p. 30)
2. **Surveys & questionnaires:** To gather information, opinions, and other relevant information to help build a business analysis approach. (IIBA, 2015, p. 30)
3. **Workshops:** To brainstorm improvements and prioritize requirements. (IIBA, 2015, p. 30)
4. **Task:** Breaking down the work into iterations. (IIBA, 2015, p. 30)
5. **Prototyping:** Create prototypes to test the user interface and flow. (IIBA, 2015, p. 30)
6. **Testing:** Perform usability and performance testing for load times and add-to-cart functionality. (IIBA, 2015, p. 30)

Involvement

Stakeholder	Time Required	Availability	Accountability
Loblyst IT Team	50%	Full Time	Ensure technical feasibility
Store Managers	20%	Part-Time	Provide store-specific requirements
Web Development Team	100%	Full Time	Develop and integrate new features
UX/UI Designers	40%	Full Time	Improve website interface
Customers	As needed	Survey Feedback	Provide usability feedback

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Plan Of Work

Loblyst Plan Of Work

Activity plan	Milestone	Week 1	Week2	Week3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
Define project goal		█												
Define Scope		█												
Identify & Analyse Stakeholders		█												
Identify & Analyse Risk			█											
Develop BRD			█											
Elicicitate requirements			█											
Web Design														
Design layout				█										
Home page design				█										
Feature design					█									
Product listing						█								
UI/UX design						█								
Website Implimentation														
Domain & Hosting	Performance test						█							
Website Development	runs sucessfully						█							
Website Testing	for website							█						
User Review														
Customer rating review										█	█			
Qestioner & survay review										█	█			
Analze reviews and feedback												█		
Training of Employees														
Train loblyst staff													█	
Closing and Sign-off														
Final Presentation													█	█

(Note: Week 8 column contains the text "BREAK" displayed vertically.)

(Slide Team, n.d., p. 1)

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5. The business stakeholder engagement plan

Stakeholder Engagement Plan						
Role	**Stakeholder**	**Category**	**Interest**	**Influence**	**Expectation**	**Communication Approach**
Project Sponsor	Loblyst Executive Leadership	Internal	Increased market share, ROI, and strategic alignment	High	Timely delivery, staying within budget, and meeting business goals	Bi-weekly executive summary reports, quarterly milestone meetings
Project Manager	Vaishnavi Wadhwa	Internal	Project success, budget adherence, timeline management	High	Efficient project execution, stakeholder alignment	Daily stand-up meetings, weekly progress reports, direct communication with team and stakeholders
Development Team	Developers, QA Testers	Internal	Successful platform development and testing	Medium	Clear requirements, achievable deadlines, support for issues	Detailed technical documentation, weekly sprint reviews, Slack/Teams for daily queries
Business Analysts	Ahmed Adhil, Simran Rattu	Internal	Proper business analysis, clear project requirements	Medium	Proper requirement gathering and implementation	Requirement gathering sessions, weekly review meetings
User Experience (UX)/UI Designers	External Consultants (if applicable)	External	Optimized UX/UI, customer satisfaction	Medium	Clear guidelines, timely feedback on design iterations	Design review workshops, bi-weekly check-ins with development team
Marketing Team	Loblyst Marketing Department	Internal	Expansion of service area, increased visibility	Low	Clear understanding of platform capabilities and limitations	Monthly update meetings, post-launch performance reports
Finance Team	Loblyst Finance Department	Internal	Budget adherence, cost tracking	High	Regular updates on financial progress	Monthly budget reports, cost variance analysis updates
IT Infrastructure Team	Loblyst IT Department	Internal	Stable infrastructure, minimal disruptions	Medium	Proper coordination for infrastructure scaling and deployment	Bi-weekly technical coordination meetings, emergency incident response plans
Customer Support Team	Loblyst Customer Support	Internal	Ability to handle inquiries post-launch, platform usability	Low	Clear understanding of platform changes, minimal disruptions	Knowledge-sharing sessions, updated FAQs, internal training
Third-Party Vendors	Payment Gateway Providers, Logistics Partners	External	Successful integration, smooth operations	Medium	Clear communication, stable technical interfaces	Vendor coordination calls, email updates, integration status reports

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Role	Stakeholder	Category	Interest	Influence	Expectation	Communication Approach
End-Users	Existing and New Customers	External	Enhanced user experience, faster load times, improved functionality	Low	Easy-to-use, responsive, and secure platform	Customer feedback surveys, beta testing phases, post-launch UX/UI surveys
Regulatory Authorities	Regional Compliance Bodies	External	Data security, compliance with regional laws	Medium	Full compliance with regulations (e.g., GDPR, PIPEDA)	Legal and compliance reports, regular audits
External Consultants	Consulting Firms (if applicable)	External	Success of specific project elements (e.g., compliance, design)	Medium	Clear guidelines, timely feedback, alignment with requirements	Periodic check-ins, deliverable reviews, and progress reports
Stakeholder Management Team	Janviben Jayantibhai Patel, Simran Rattu	Internal	Ensuring all stakeholders are engaged and informed	High	Timely communication, clarity of responsibilities	Bi-weekly stakeholder update meetings, issue resolution channels

Resource Allocation

Task Assigned	Resource	Start Date	End Date	Status
1. Logo Designing	Adhil	11-09-2024	11-09-2024	Done
2. Problem Statement	ALL	12-09-2024	14-09-2024	Done
3. Project Scope document	Janvi, Adhil, Vash	14-09-2024	17-09-2024	Done
4. Project charter	Soji	14-09-2024	17-09-2024	Done
5. Business Analysis Approach Document	Ota	14-09-2024	17-09-2024	Done
6. The business stakeholder engagement plan	Vash, Simran	14-09-2024	17-09-2024	Done
7. Documentation & Formatting	Vash	17-09-2024	17-09-2024	Done
8. Review	ALL	17-09-2024	17-09-2024	Done

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