

# GROCERY GO PROJECT PLAN

"No More Wandering— Just Grocery Go!"

Albert DeLaCruz, C----- J----, M----- C----,  
U----- A-----, P---- B-----





# TABLE OF CONTENTS

PROJECT  
SCOPE  
& SCHEDULE

01

TEAM ROLES &  
DISTRIBUTION

02

FINANCIALS &  
RESOURCES

03

04

ANALYSIS &  
ASSESSMENTS

05

INNOVATIONS  
& LESSONS  
LEARNED





01

# PROJECT SCOPE & SCHEDULE

Introduction and Schedule Breakdown

WHAT IS “GROCERYGO?”

# The Wholesale Club Navigation App

GroceryGO is a **smart navigation** app made for **wholesale club shoppers**.

It helps users quickly find products, navigate large store layouts, and even schedule pickups through services like UberEats, Instacart, and Grubhub.

For wholesale clubs, it boosts efficiency, improves customer satisfaction, and encourages repeat visits.

**GroceryGO makes shopping faster, easier, and smarter.**





# DELIVERABLES/OBJECTIVES

**Functional mobile application (iOS and Android)**

**Store layout map integration**

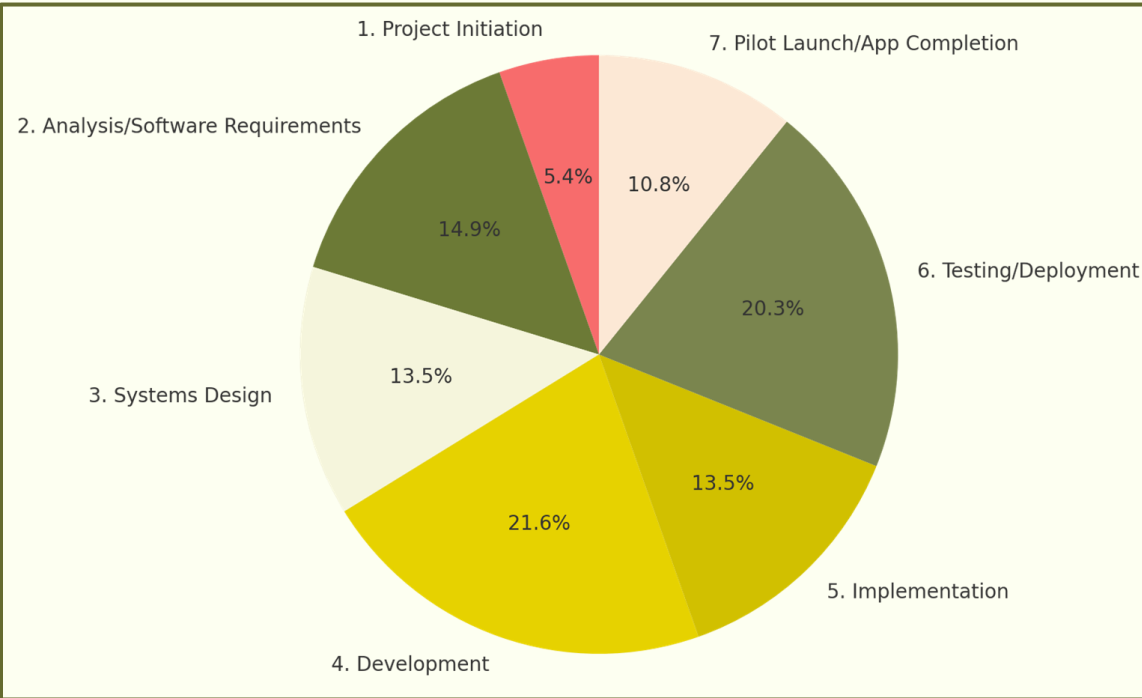
**Product search, user insights, and in-store navigation features**

**Delivery service integration (UberEats, Grubhub, Instacart, etc.)**

**Community features for user-contributed content or feedback.**



# PROJECT SCHEDULE: BREAKDOWN



**Project Initiation:** 32 hours  
(4 days | Feb 17 – Feb 21)

**Analysis/Software Requirements:** 88 hours  
(11 days | Feb 27 – Mar 10)

**Systems Design:** 80 hours  
(10 days | Mar 17 – Mar 27)

**Development:** 128 hours  
(16 days | Apr 2 – Apr 18)

**Implementation:** 80 hours  
(10 days | Apr 28 – May 8)

**Testing/Deployment:** 120 hours  
(15 days | May 14 – May 29)

**Pilot Launch/App Completion:** 64 hours  
(8 days | Jun 3 – Jun 11)

# PROJECT SCHEDULE: TASKS IN EACH PHASE

## 1. Project Initiation

- Define project goals, scope, and timeline
- Assemble team and secure stakeholder alignment

## 3. Systems Design

- Design app architecture, interface layout, and navigation structure
- Plan backend systems (store maps, inventory sync, etc.)

## 2. Analysis/Software

- Gather user needs from wholesale shoppers and staff
- Define technical and functional app requirements

## 4. Development

- Build core features: product search, store map, navigation tools
- Develop integration points (e.g., checkout, UberEats/Grubhub)

# PROJECT SCHEDULE: TASKS IN EACH PHASE

## 5. Implementation



- Configure app for real store environments
- Sync live inventory and store layout data with backend

## 6. Testing/Deployment



- Run usability tests and fix bugs
- Prepare app for launch across devices (iOS/Android)

## 7. Pilot Launch/App



- Release app in selected stores for real-world use
- Gather feedback and prepare for full-scale rollout

## Completion





02

# ROLES & DISTRIBUTION

Roles and Major Teams, Stakeholders/Sponsors, Distribution of Tasks

# PROJECT ROLES AND TEAMS

## Leadership & Management

Oversee the project direction, coordination, and stakeholder communication.

- Project Manager
- Project Co-leader
- Project Sponsor



## Strategy & Planning

Defines the project's foundation through research, requirements, and system design.

- Business Analyst
- Technical Lead/Architect



## Design & User Experience

Focused on ensuring the app is visually intuitive and functionally smooth for users.

- UX/UI Designer



## Development & Infrastructure

Responsible for building, integrating, and deploying the app.

- Development Team Lead
- DevOps Engineer



## Quality & Support

Ensure the app performs well and users receive necessary guidance.

- QA Engineer
- Customer Support Lead



## Launch & Promotion




These roles support rollout success through communication and engagement.

- Marketing Manager



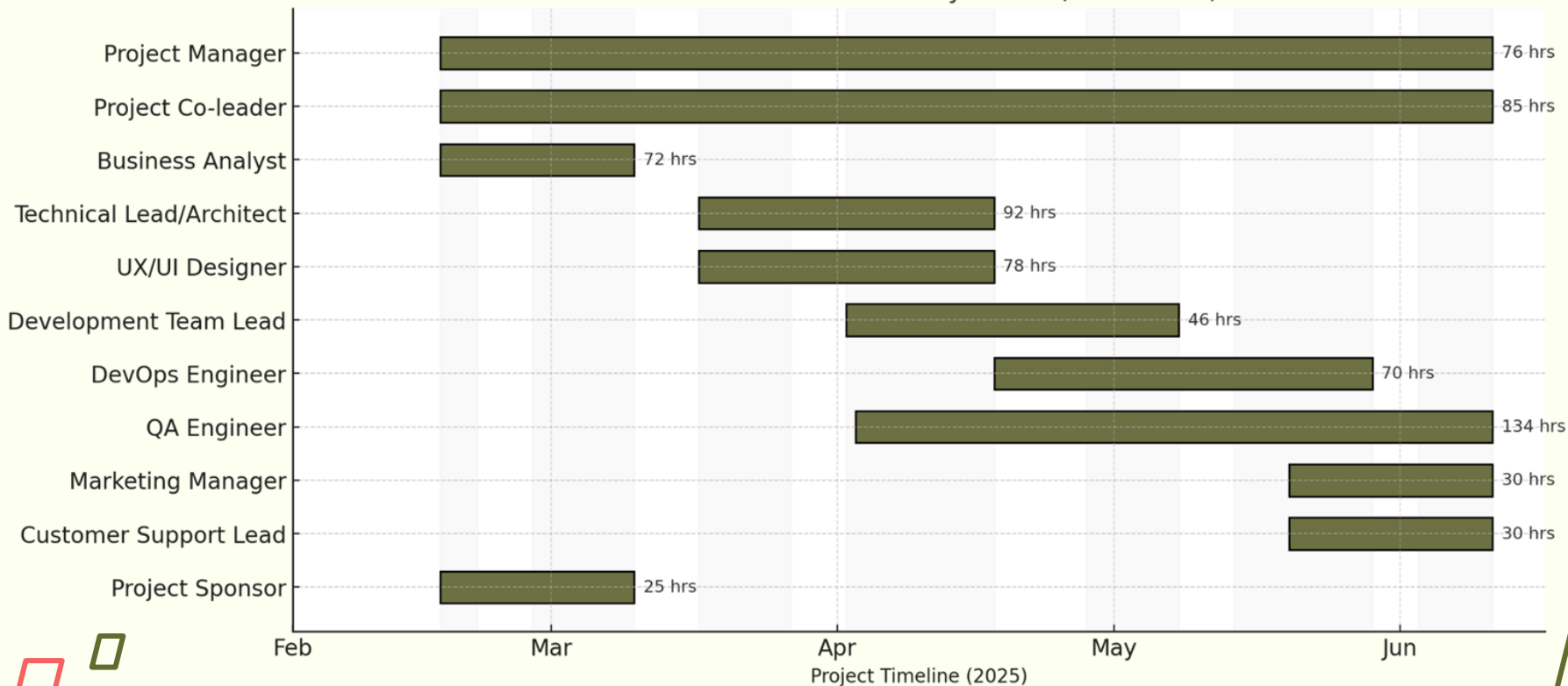


# MAJOR STAKEHOLDERS/SPONSORS

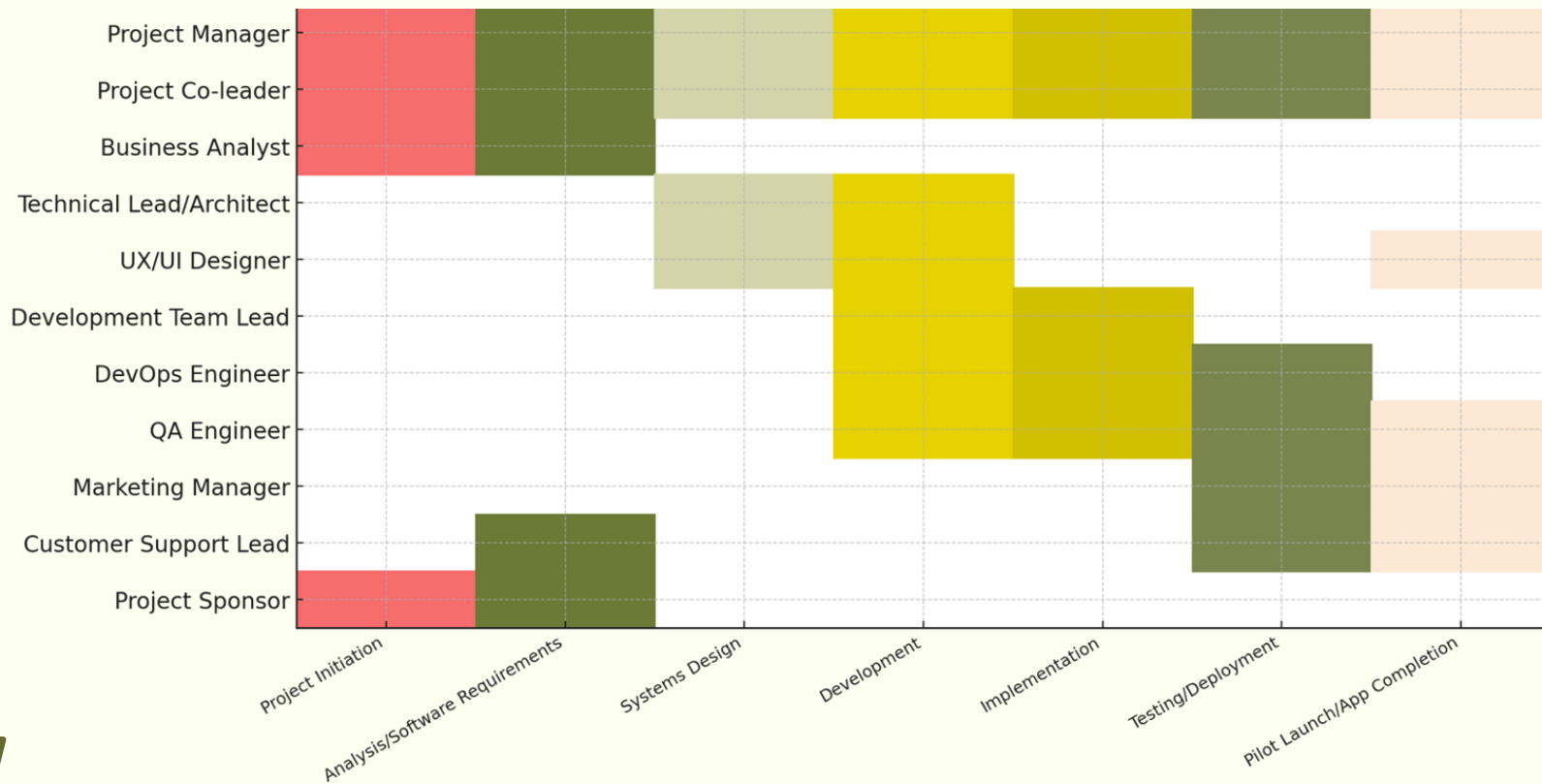
1. **Project Sponsor** – Senior executive backing the project financially and strategically
  2. **Wholesale Club Retail Partner(s)** – The warehouse store(s) adopting and funding the app, e.g. Costco or Sam's Club
  3. **IT Department Leadership** – Overseeing technical feasibility and infrastructure
  4. **Marketing Department Head** – Supporting brand alignment and promotional success
  5. **Operations Manager** – Ensuring the app supports day-to-day store operations
  6. **Customer Experience Director** – Advocating for features that improve in-store shopper satisfaction
- 
- 
- 

# PROJECT ROLES: DISTRIBUTED OVER TIME

Team Role Involvement by Phase (with Hours)



# ROLE INVOLVEMENT BY PHASE





03

# RESOURCES & FINANCIALS

Major Resources Used, Financial Benefits



# GENERAL RESOURCES

## TECHNICAL

### Development Tools & Platforms

iOS and Android SDKs

Backend frameworks (Node.js, Firebase, etc.)

Version control (e.g., GitHub)

### Design Software

Figma, Adobe XD, Photoshop for UI/UX

### Project Management Tools

MPM for tracking milestones and tasks

### Testing Tools

Insomnia, Postman, SoapUI for app and API testing

## DATA

### Store Layout Maps

From participating wholesale clubs

### Inventory Feeds

Real-time stock updates

### User-Contributed Content

For feedback and crowd-sourced navigation tips

### APIs for Delivery Integration

From UberEats, Instacart, Grubhub, etc.

## FINANCIAL

**Development Budget** \$400,000–\$500,000 as outlined

### Marketing Budget

For the app launch campaign

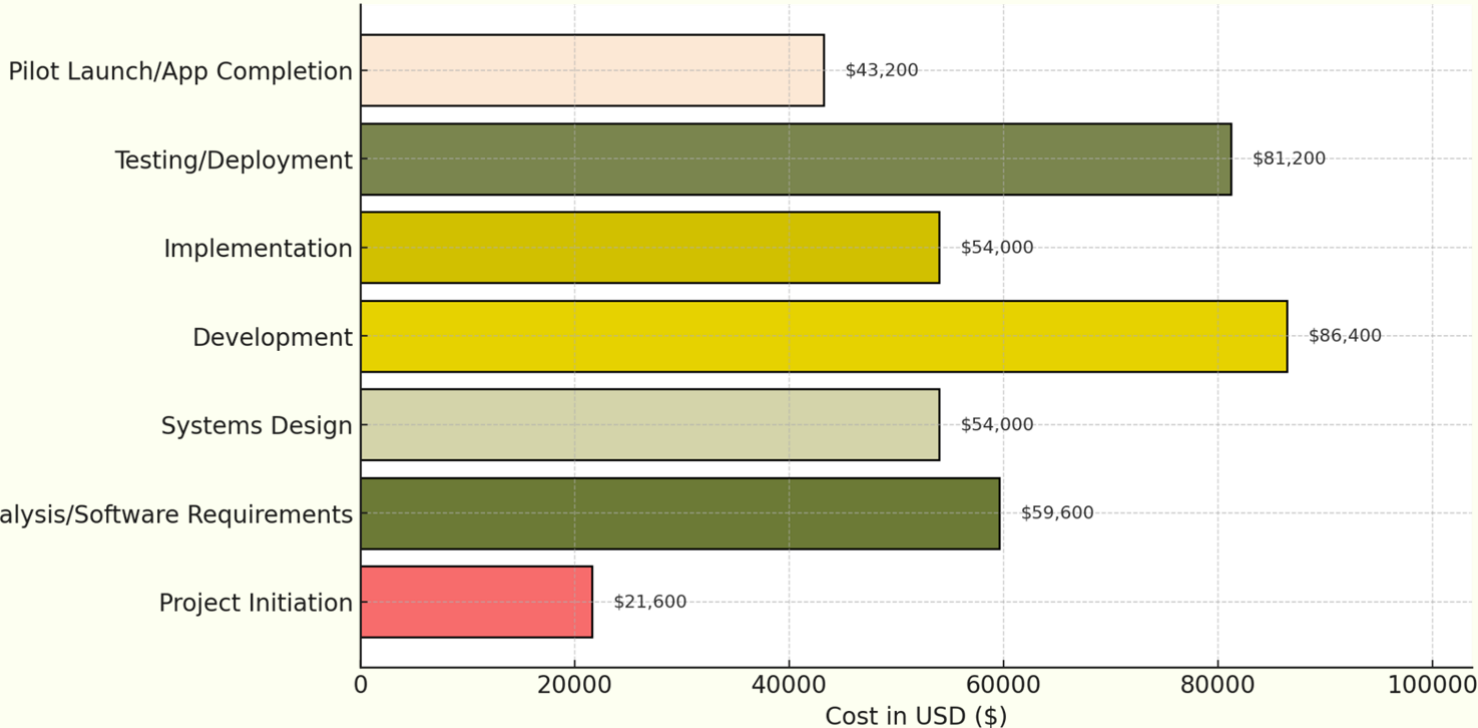
### Maintenance & Support Allocation

For post-launch updates and customer service



# FINANCIAL DISTRIBUTION

Estimated Budget Allocation by Project Phase (Total: \$400,000)



Estimated  
Budget:  
\$500,000

About \$100,000  
is kept as a  
Contingency  
Reserve, and is  
therefore not  
displayed on  
the bar graph



# Financial Benefits of \$100K Unused Budget

**Emergency Buffer – Covers unexpected costs or delays**

**Increased Trust – Shows strong financial planning**

**Feature Expansion – Room to add upgrades later**

**Marketing Budget – So we can promote the app, via: social media, ads, etc.**

**Post-Launch Support – Funds for support, fixes, feedback, etc.**



04

# ANALYSIS & ASSESSMENTS

Qualitative/Quantitative Needs & Benefits, Risk Management and  
Communications Plan



# NEEDS & BENEFITS



## QUALITATIVE


**Subjective improvements to user experience and operations**

- 1. Improved In-Store Experience**  
Users can easily navigate large warehouse layouts
  - 2. Increased Customer Satisfaction & Loyalty**  
Personalized features like product search and layout maps enhance convenience and encourage return visits
  - 3. Modern Brand Perception**  
Positioning the store as tech-forward and customer-centric appeals to younger, tech-savvy shoppers
- 
- 



## QUANTITATIVE

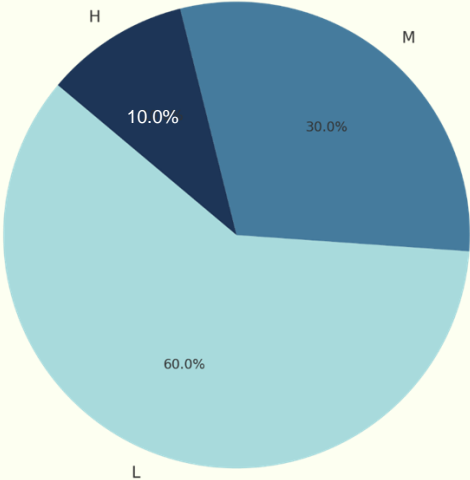
**Measurable impacts that support ROI and business performance**

- 1. Reduced Shopping Time**  
Customers may complete trips up to **25–35% faster**, improving store efficiency and foot traffic flow.
  - 2. Increased In-Store Sales**  
Guided navigation and featured promotions can lead to a **5% boost in average purchase size**.
  - 3. Higher Retention & App Engagement**  
User data and pilot tests may show that **users who use the app return 15% more frequently** than those who don't.
- 

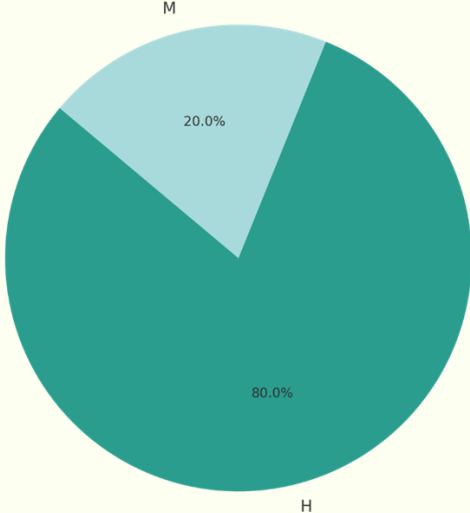
# RISK MANAGEMENT PLAN

Risk	Impact	Likelihood	Impact Level	Trigger	Responsibility	Response Plan
Indoor Positioning Challenges	Delays from testing different location tracking tech.	H	H	Major tracking inaccuracies found in testing.	Project Manager	Test multiple tracking methods like Bluetooth, Wi-Fi, and sensor fusion.
External System Integration	Delays from API limits, formats, or poor documentation.	M	H	Delayed access or poor API documentation.	Development Team	Add error handling, validate data, and maintain early communication.
Data Corruption	Data loss or instability causing rebuilds and app issues.	M	H	Crashes or failed data validation during testing.	Development Team	Perform automated, frequent backups of key data stores.
UI/UX Challenges	Poor usability leads to delays and bad user feedback.	M	M	Testing shows navigation or design issues.	UX Designer	Do research, usability testing, and create a solid design system.
Tech Becomes Obsolete	Loss of edge if core tech is discontinued or outdated.	L	H	Disruptive tech emerges or key components are discontinued.	Operations Team	Monitor tech trends and design the app to adapt easily.
Store Partnership Ends	Loss of store access, data, or deployment capability.	L	H	Termination notice or conflicting policy changes.	Partnerships Manager	Set clear contracts and maintain strong partner relationships.
Regulatory Changes	Legal changes may require major app updates.	L	H	New privacy or data tracking laws enacted.	Legal Team	Stay current with laws and build compliance into the design.
Infrastructure Costs	High costs threaten budget and sustainability.	L	H	Costs exceed estimates or app usage spikes.	Finance Team	Forecast costs thoroughly and build scalable infrastructure.
Key Staff Loss	Losing experts disrupts development and causes delays.	L	H	Sudden resignation or team restructuring.	Project Manager	Share knowledge, document processes, and plan for replacements.
Performance Issues	App may lag or glitch in certain scenarios.	L	M	Tests or users report slowdowns or inefficiencies.	QA Team	Test performance broadly, optimize code, and use caching.

Risk Likelihood Distribution



Risk Impact Level Distribution



# COMMUNICATIONS PLAN

Document	Author or Coordinator	Required Date or Frequency	Recipients	Action Required	Comments
Risk Assessment Document	Ulysses Alonso	Monthly	Project Team	Update risk assessments	Monitor risks and update responses
Progress Reports	Project Manager	Weekly	Stakeholders	Share weekly project updates	Include risks and next steps
Change Requests	Project Team	As Needed	Change Control Board	Submit and track change requests	Follow change control process
Meeting Minutes	Meeting Facilitator	After Each Meeting	Meeting Attendees	Distribute meeting minutes	Ensure accuracy and completeness
Communication Plan	Project Manager	Project Kickoff	Project Team, Stakeholders	Share communication plan	Keep plan current if needed
User Research and Usability Testing Reports	UX Designer	After Each Testing Phase	Project Team	Share UX findings and suggestions	Use research to guide design
Technical Documentation	Development Team	Throughout Development	Development Team	Document technical specs	Keep docs current and accessible
Store Partnership Agreements	Partnerships Manager	Before App Deployment	Store Partners	Finalize store agreements	Ensure clarity and completeness
Regulatory Compliance Reports	Legal Team	As Required by Regulations	Regulators	Submit compliance documents	Track regulatory changes
Infrastructure Cost Analysis and Forecasts	Finance Team	Initial and Quarterly	Project Team	Analyze and forecast costs	Keep forecasts up-to-date
Knowledge Sharing and Documentation Repository (e.g., Wiki, Shared Drive)	Project Team	Ongoing	Project Team	Share knowledge and docs	Foster team collaboration
Performance Testing Reports	QA Team	After Each Testing Phase	Development Team	Report performance test results	Use results to optimize app
Incident Reports	Operations Team	When Incidents Occur	Project Team, Stakeholders	Report and resolve incidents	Learn from issues and fix them
Post-Mortem Analysis	Project Manager	After Project Completion	Project Team, Stakeholders	Review project lessons	Improve future projects

- Project communication is **structured and role-specific**, with documents like progress reports, meeting minutes, and risk assessments regularly shared by designated team members.
- **Testing, technical, and compliance documentation support decision-making**, covering areas like usability testing, performance, cost forecasts, and legal obligations.
- Documents are **time-triggered or event-driven**, including weekly updates, post-meeting minutes, and as-needed change requests to maintain real-time alignment.
- **Post-project insights** and ongoing knowledge sharing **help teams improve future performance** and ensure continuity through centralized documentation and reviews.



05

# INNOVATIONS + LESSONS LEARNED

That's it. It's in the title.



# INNOVATIONS OF GROCERYGO



<ul style="list-style-type: none"><li>• <b>Smart Indoor Navigation</b> Uses store layout maps and real-time inventory to help users locate products quickly.</li></ul>	<ul style="list-style-type: none"><li>• <b>Delivery Service Integration</b> Seamless support for UberEats, Instacart, and Grubhub to schedule grocery pickups.</li></ul>	<ul style="list-style-type: none"><li>• <b>Real-Time Aisle Updates</b> The app can reflect dynamic in-store changes like restocks, moved products, or temporary promotions—keeping navigation accurate and up to date.</li></ul>
<ul style="list-style-type: none"><li>• <b>Personalized Shopping Experience</b> Product recommendations, saved shopping paths, and loyalty-based features.</li></ul>	<ul style="list-style-type: none"><li>• <b>Modular Design for Scalability</b> Built to expand across multiple store formats and third-party partners.</li></ul>	<ul style="list-style-type: none"><li>• <b>User-Contributed Feedback</b> Shoppers can submit navigation tips, product locations, and experience notes.</li></ul>





# LESSONS LEARNED

<ul style="list-style-type: none"><li>• <b>Collaboration Makes a Difference</b> Working together, assigning roles early, and supporting each other allowed the team to function smoothly and stay on track.</li></ul>	<ul style="list-style-type: none"><li>• <b>Communication Is Key</b> Open dialogue, giving and receiving feedback, and asking for help when needed built trust and efficiency.</li></ul>	<ul style="list-style-type: none"><li>• <b>Diverse Teams Lead to Growth</b> Being randomly grouped exposed us to different strengths, ideas, and approaches– broadening our learning.</li></ul>
<ul style="list-style-type: none"><li>• <b>Time Management Is Crucial</b> Balancing individual tasks with team deadlines taught us how to manage time effectively and stay accountable.</li></ul>	<ul style="list-style-type: none"><li>• <b>Flexibility Encourages Better Outcomes</b> Letting go of the “my way is best” mindset helped us embrace new perspectives and strengthen the final product.</li></ul>	<ul style="list-style-type: none"><li>• <b>Accountability Builds Reliability</b> Showing up, doing our part, and being dependable created a strong foundation for team success.</li></ul>



# THANK YOU!

## CONTACT US:

 **Email:** support@grocerygoapp.com  
 **Phone:** +1 (555) 123-4567  
 **Website:** [www.grocerygoapp.com](http://www.grocerygoapp.com)  
 **Address:** 123 Startup Lane, San Francisco, CA 94105