Bazaar Ceramics Project

Scope Document



Institute of Technology Australia

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# Project Goals

The goal of the Bazaar Ceramics Project is to implement an ecommerce website with a shopping cart module, online payment gateway and an admin dashboard, in order to promote their company, their products and acquire real time data of their commercial performance.

With the implementation of the system, Bazaar Ceramics hopes to

* Reduce marketing related costs without compromising their presence on the market.
* Expand their reach on interstate and international markets
* Modernize the company’s image
* Optimise their production strategy by accessing punctual and reliable sales figures
* Increase customers retention
* Shift their main source of profit to online customers, to possibly reduce the cost of renting their premises.

Bazaar Ceramics goals reflect those of many modern companies approaching the possibilities offered by online shopping, with a reduction in costs being the leading reason for changing from the previous business structure to a digital one.

# Requirements

To increase the chances of reaching the goals set by the Bazaar Ceramics, the system needs to address specific requirements in term of what the system should do, how it should do it and how it should look like.

* The website should be responsive. With the majority of online shoppers making purchases from their mobile devices, and with the number constantly increasing, it is required that the website is capable to render on a variety of devices and screen sizes without negatively impacting the user experience.
* The system should implement a shopping cart module. While browsing the website, customers should be able to select products they are interested in and add them to a shopping cart that they can manage. It is reqired that the system is capable of creating a shopping cart for customers, with the possibility of adding products, removing them or modifying their quantity.
* The website should have an admin dashboard. Administrators of the website should be able to manage the account of the customers registered on the website, the inventory of the products displayed on the website, and should see up to date sales figures. It is required that the system would contain a dashboard accessible only with admin credentials, that would allow the administrators to view, add, delete and update customer accounts and products in the database. It is also required that the system would provide punctual and accurate sales figures in the form of graphs.
* Customer should be able to register an account on the website. When visitors register an account, they gain access to the shopping cart and checkout functionalities of the website. It is required that the system allows customers to create a profile, protected by email and password credentials and to update the details within it.
* Customers should be able to navigate the website to access information about Bazaar Ceramics, the company’s contacts, select category of products and view the related catalogue and view offers and events. It is required that the website would contain
  + About us page with company information
  + Contact us page with company address, phone, email and a contact form
  + Home page with special offers and events

It is also required that every page on the main navigation layer is reachable from a navigation bar on the top of the screen of each page.

* Customers should be able to directly contact Bazaar Ceramics. The website should provide a contact form where customers can eneter a message and send it to the company. It is required that the *Contact us* page includes a contact form to collect the name and email of the cutomers, and a field to enter a message to send directly to the Bazaar Ceramics.
* The website should have a simple and elegant design. The focus on each page should be on the tasks and information relevant to that page, with as few other elements as possible. It is required that the website makes use of a limited color palette that relies on slight changes in hue between different sections of a same page and that the element on screen highlight the actions and information suggested by a page’s name.
* The website should provide customers with a payment gateway to purchase items from the website. When a customer decide to buy a item, an option to checkout should be available, with a form to collect shipping details and payment detail to finalize the payment. It is required that the system contains a page with forms to collect shipping and payment details and integrates with the necessary thrid party pyment processing systems.
* The system should streamline order processing. When purchases are made by a customer, the system should record the data. It is required that the transactions made on the website are recorded in the database and that the system provides a way for the administrator to retrieve them.
* The system should produce automated sales figures reports. With the records of the customers transactions, the systems should be able to create a graphical representation of the sales numbers. It is required that the system retrieves sales data from the database and render them to the adminstrators in the form of graphs.

# Major Deliverables

The following list describes the deliverables, in the form of products, documents and services that will be produced, provided and handed to the customer during or at the conclusion of the Bazaar Ceramics Porject lifetime.

* Source Code files of the software system, including images or copy used in the website.
* Business Requirements document idenitfying the needs of the company and the proposed solutions
* Technical specification document detailing the technical aspects of the proposed solution
* Problem Statement document describing the problems the system proposes to address
* Scope document (this document) specifying the scope fo the system
* Work Breakdown Structure detailing tasks and timeline of the project
* Project Plan describing the approach to project management for the project
* Website Archtiecture defining the structure of the website
* Site Map defining the navigation structure of the website
* Prototypes or mockups used as reference to discuss the system
* Database design and archtecture defining the structure of the database
* Test plan describing the process of testing and items to be tested
* Test Summary report summarising the results of the tests conducted
* Test acceptance report finalizing the end of the tests and the acceptance on part of the customer
* Project closure document finalizing the closure of the project.
* Training provided to administrators of the system

# Key Milestones

Using an Agile methodology implies that no phase in the project life cycle can be considered truly cocnluded until the project is declared completed itself.

However an overview of the different phases and of the key indicators of their significant evolution can be useful to track the progress of the project toward its conclusion.

Milestone 1 – Business requirements

The first milestone is reached when the requirements have been defined. At this point in the project life cycle, developer and stakeholders have a clear idea of what the system shoud be and what it proposes to do. The issues, needs and opportunities of the company have been identified and documented and an high level plan of how the system is going to act on them, exists and is well understood by everyone involved in the project.

The deliverables that should have been produced to reach this milestone are

* Business requirements document
* Problem statement document
* Scope document

Milestone 2 – System Design

If the first milestone is reached once what the system should do has beend idnetified, the second milesote is reached once how the system should do it is defined.

The features and characteristics of the system and their implementation should be described in detail.

A timeline of the project evolution should be documented and everyone involved in the project should know what is going to be done, how and when. The deliverable of this milesotne are

* Technical requirements
* WBS
* Project Plan
* Website architecture
* Site Map
* Prototypes and Mockups
* Database design and architecture

Milestone 3 – Development & Testing

The third milestone is reached once the development and testing of the website are concluded. In the iterative nature of Agile, the process of developing and testing happens for every feature and is concluded only when the product is considered completed in agreement by the developer and the project sposnor.

The deliverable that marks the third milestone is the

* Source code

Milestone 4 – Testing

The fourth milestone consists of the acceptance testing. It is reached once the client performs the testing of the application and declare that the website satisfies the criteria identified in the requirements phase. The deliverable produced to reach this milestone are

* Test plan
* Test summary
* Test acceptance

Milestone 5 - Project closure

The final milestone simply represents the official closure of the project, with the project closure document signed off by the client. The deliverable that indicates the reaching of this milestone is

* Project closure document

Agile Considerations

The model proposed above offers an overview of the project life cycle and key milestone, from the perspective of a waterfall methodology and as such holds little meaning when adopting an Agile approach. Despite this it can be still usefull as a reference to compare the different methodologies and how they approach the concept of deliverable and milestones.

In Agile, milestones are represented by use cases and features. Each feature identified is developed and tested and a working version fo the prodcut is delivered at the end of each iteration. The end of an iteration can be considered as a milestone in itself.

The next iteration will implement a new set of features that will define the next milestone. This is repeated until all the features, or at least the features that constitue the MVP have been implemented.

An iteration doesn’t consist of only the code produced, but also of the related documentation and practices such as meetings and lessons learned.

An example of how milestone would work in Agile is given below

🡪

1. Brief: the features to be worked on in the upcoming iteration are decided and discussed 🡪
2. The features are implemented and tested 🡪
3. The client provides feedback on the implementation of the features 🡪
4. The cleint feedback is integrated in the development and testing is done again 🡪
5. The client provide feedback.
   * Need more changes 🡪 Back to point 4
   * Positive feedback 🡪
6. Documentation os produced 🡪
7. Debrief and lessons learnt 🡪 Milesotne reached. Back to point 1 until project conclusion.

The above model describes how features are implemented in Agile. The successful implementation of a feature represents in itself a milestone.

# Assumptions and Constraints

Assumptions

Scope: The scope defined for the project reflects the objectives and boundaries of all the parties involved and will not change during the project life cycle.

Although a divergence from the original scope can be expected and the development methodology implemented has the necessary flexibility to accommodate a certain measure of change, at the time of writing this document the success of the project is assumed on the current scope.

Stakeholders Involvement: One of the main parameters on which the success of the project depends, is the degree of involvement of the project sponsor and of any other stakeholder.

To ensure that the system is being developed according to the client vision, the developer needs regular meetings and feedback from the persons involved with the project.

For the success of the project it is assumed that the project sponsor and any other stakeholder are willing to put the time and effort required and that agree on the same shared goals and objectives.

Minimal Viable Product: The project sponsor and the developer agree on what constitue a Minimal Viable Product (MVP).

The system will be developed following an Agile methodology. Agile is an iterative development model that focuses on the incremental implementation of features.

To make this methodology effective, the importance, priority and optionality of the features should be defined.

Data: The development of the system involves the design and implementation of a database. The correctness of the database design depends on the accuracy of the data used to define its architecture.

It is assumed that the organizational documentation and any other source provided by the client to extract the data needed, is accurate and reflects the real needs of the company.

Imagery and Copy: For development purposes, sample images can be used as long as their size shape and positioning reflects the requirements, but the full completion of the system in its production-ready form depends on the provision by the client of the images and content files that they wish to implement.

It is assumed that the client will provide timely the files required.

IT Infrastructure: The system will be developed according to the IT Infrastructure specifications provided by the client.

Bazaar Ceramics has a Microsoft Server 2019 running Microsoft IIS 10.0.

For the successful implementation of the system the IT Infrastructure must be as described by the client and in working conditions.

Merchant Account: To fulfill the online payment functionalities of an ecommerce website, the client needs to provide a merchant account in order to interface with the Stripe payment gateway API.

APIs: The system will provide different payment options to its customers. Both options rely on thrid parties APIs.

It is assumed that both APIs are available to the client and will be, for the foreseeable future.

CONSTRAINTS

Scope: As part of the agreement between the developer and the project sponsor, a scope for the project is defined and set the boundaries of each party role and reposibilities.

Timeframe: The is concluded by the end of March 2021

Budget: The project is concluded within the agreed budget of AU $2500.00

Privacy: The system and related deliverables all comply with the Australian regulations as dictated by the Privacy Act 1988 and subsequent revisions.

The act specify the boundaries for the collection, usage and distribution of data considered sensitive.

By sensitive data are intended all the information that are personal to the user of the system, which include identity, history or financial information.

Accessibility: The system is realized in accordance to the guidelines expressed in the Disability Discrimination Act 1992 and subsequent revisions.

The act provides guidelines that define the features and characteristics a system must have in order to be accessible to people with disabilities.

These include the use of the *alt* attribute in

IT Infrastructure: The product is compatible with the IT infrastructure currently available to Bazaar Ceramics

* Microsoft Server 2019
* Microsoft IIS 10.0

Cross Browser compatibility: For any company interested in reaching international markets, browser compatibility is a major consideration.

There are several browsers used around the world, each one with different versions and not one works exactly like another one.

To ensure the broader possible reach, the system is developed applying the standards and following the guidelines that ensure compatibility with the largest possible numbers of browsers.