**Project Charter Plan**

**Madonna’s web: A reservation Website for madonna’s garden resort and event center**

**madonna’s garden resort and event center**

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Table of Contents

[Executive Summary 3](#_Toc129606232)

[Project Purpose/Justification 3](#_Toc129606233)

[Business Need/Case 3](#_Toc129606234)

[Business Objectives 4](#_Toc129606235)

[Project Description 4](#_Toc129606236)

[Project Objectives and Success Criteria 4](#_Toc129606237)

[Requirements 4](#_Toc129606238)

[Constraints 5](#_Toc129606239)

[Assumptions 5](#_Toc129606240)

[Preliminary Scope Statement 5](#_Toc129606241)

[Risks 5](#_Toc129606242)

[Project Deliverables 6](#_Toc129606243)

[Summary Milestone Schedule 6](#_Toc129606244)

[Summary Budget 6](#_Toc129606245)

[Project Approval Requirements 6](#_Toc129606246)

[Project Manager 6](#_Toc129606247)

[Authorization 7](#_Toc129606248)

# **Executive Summary**

With the development of information technology, reservation systems have become a critical component of businesses, especially in the leisure industry. However, Madonna's Resort is still using a manual approach for reservations, which involves pen and paper to reserve the customer's desired date in the resort. This method has led to various challenges for the resort, including double bookings, negative reviews, and conflicts in reservations. The resort staff has attempted to digitize their reservation system by using Google Forms and spreadsheets. However, this approach has also resulted in conflicts in reservations and difficulties in accessing reservation data. For instance, staff occasionally use spreadsheets when Google Forms are inaccessible, leading to discrepancies and conflicts in reservations. Moreover, with the use of multiple reservation listings, keeping track of reservations has become increasingly difficult, leading to a collision of reservation, and booking schedules. This incident occurred when a customer walked into the resort and was told their selected day was available, only to find out later that the resort was already booked by another person. The resort staff stores data in a Google spreadsheet where the results of the Google Forms and the compiled data from pen and paper are stored. They also record room reservations per day on paper to know what facilities to prepare. However, as the number of rows and columns in the spreadsheet increases, combined with the use of multiple papers that have reservation data, the current method of reservation and booking becomes increasingly difficult to access.

Also, since the spreadsheet is easily accessible, any staff member can manipulate it, either by accident or with intent, which can cause problems in their reservation listings. The use of multiple reservation listings can create a confusing reservation system that can cause many problems, like double bookings, making it hard to keep track of reservations. Some paper listings can get lost or misplaced, leading to missed opportunities and lost revenue.

# **Project Purpose/Justification**

Reservation systems are essential in the leisure industry, especially for resorts, due to the development of information technology. Digitalized reservation systems allow Madonna’s Resort to expand their operations and cater to customers in real-time. As they provide countless benefits, such as reducing double bookings, minimizing conflicts in reservations and bookings, keeping track of reservations and bookings, and preventing revenue loss. By using the reservation system project of YouNIX for Madonna’s Resort it can provide better customer service and enhance their overall customer experience. They can also have accurate data on their customers' preferences, which can help in marketing and targeting promotions. In summary, a well-developed reservation system can help resorts streamline their operations, increase efficiency, and provide a better customer experience for Madonna’s resort.

## **Business Need/Case**

Technology is becoming more advanced as well as the people who are also adapting in this new era. Madonna’s resort can benefit from a reservation system in several ways. First, it can help the business to manage its bookings and reservations efficiently, ensuring that all customers receive the services they require. This can lead to increased customer satisfaction and returning customers. And because their current system is a manual approach which uses pen and paper the process is more laborious unlike adapting to an innovative technology which is the reservation system that helps the business to cater to customers reservation. They handle their reservation using their Facebook page and this is where they also answer the inquiries of their customers. This type of technology, being the reservation system, can be an essential tool for Madonna’s Resort, who are looking to improve their operations and enhance customer satisfaction.

## **Business Objectives**

Madonna's Garden Resort and Event Center is a newly opened leisure facility in Malvar Batangas. It is established in 2021 to cater to customers who want to unwind outside Metro Manila. Madonna’s resort aims to give their customers satisfaction with the services they offer, like their facilities wherein customers can book overnight stay in the resort. The business aims to market their business using their social media platform which is their Facebook page. For them to attract new customers to the resort, they give a promotional discount to increase the number of their reservations and to have a positive review that will help them to gain new customers that will profit the business.

# **Project Description**

The Madonna's Reservation System aims to improve the reservation process of Madonna's Garden Resort and Events Place in a digitalized manner. The reservation system provides effective and accurate reservation schedules that will help the business gain recognition not just on social media platforms but also on their website, allowing customers to easily make bookings. Moreover, the system offers various features that will assist the staff in reducing manual work such as encoding, generating sales reports, and managing bookings without the need for pen and paper. The system also includes online monitoring capabilities, providing an additional layer of convenience and efficiency.

The project is expected to be completed by **July 30, 2023.** This includes the deployment of the system and other added features, functionalities, and quality testing that is needed to avoid problems in running Madonna’s website.

## **Project Objectives and Success Criteria**

The project's main objective is to develop a website that offers a reservation management system for Madonna's Garden Resort and Event Center. The specific objectives of the project are to create a website that enables the resort to keep track of customer reservations and bookings in real-time through a single platform, eliminate schedule conflicts completely, reduce unauthorized modifications of booking records by 70%, achieve 100% accuracy in sales computation, generate monthly sales reports, sales per booking and reservation, and transaction reports.

## **Requirements**

To be successful, this project must satisfy the following conditions:

* The system must be tested to ensure the quality and functionality of the website to avoid errors.
* The project must be tested and examined by the stakeholders and the resort's owner to meet the expectations the project team promises to the resort's owner.
* Project team must have a clear understanding of the client's goals and objectives for the website.
* Project team must define the scope of the project, including the features and functionality required.
* The project team must consult the client if there are changes and suggestions that need to be fixed or added to the system.
* Project team must incorporate the social media to the website to help build the client's brand and connect with their customers.

## **Constraints**

There are several constraints that the project manager must consider for this project:

* Time constraint: The project team may have a limited amount of time to complete the project on time. The team uses a Gantt chart to prioritize tasks and work efficiently to meet the deadline.
* Budget constraint: Because of the limited budget for the project, the project team must be creative and find ways to maximize the available resources to deliver a high-quality website.
* Legal and regulatory constraints: The website may need to comply with certain legal and regulatory requirements, such as data protection, privacy, and accessibility laws. The developers must research and understand these requirements before designing and developing.
* Technical constraints: The website may need to meet certain technical requirements, such as compatibility with different browsers and devices, or compliance with web standards and accessibility guidelines.

## **Assumptions**

These are the following assumptions in creating Madonna’s website:

* Assumption about the target audience: Assume that the website's target audience is interested in the services offered by your client, and that they are likely to use the website to find more information or make a purchase.
* Assumption about the website's purpose: Assume that the website's primary purpose is to promote the resort, and to address the reservation issues.
* Assumption about the client's goals: Assume that the client's main goal is to increase their online visibility and market share, and that the website is a useful tool to achieve this.
* Assumption about the client's competition: Assume that the client's industry is highly competitive, and that their website needs to stand out from their competitors to attract and retain customers.
* Assumption about the website's functionality: Assume that the website needs to be easy to use, visually appealing, and responsive to different screen sizes and devices to meet the needs of the customer.

## **Preliminary Scope Statement**

 The scope of this project is to develop a website with a reservation system for Madonna’s Garden Resort and Events Center. This will involve the account management system that consists of report management, blog management, account management, management reservation and lastly the photo gallery. Once the project is already completed and functioning the system may now be used by Madonna’s management. The system may now reduce the double bookings that the resort experiences. The current process is a manual approach where the staff uses pen and paper to preserve customer dates resulting in conflicts in booking. With the use of this digitalized manner Madonna’s resort may serve their guests online.

# **Risks**

There are several high-level risks that the project team has identified as applying to this project. The project manager will determine and employ the necessary risk mitigation/avoidance strategies as appropriate to minimize the likelihood of these risks:

* **Lack of resources:** There is a risk that the project may not have access to sufficient resources (e.g., personnel, budget, equipment) to complete the project as planned.
* **Scope creep:** There is a risk that the scope of the project may expand beyond its original boundaries, leading to delays and cost overruns.
* **Dependencies on external parties:** The project may be dependent on the cooperation and performance of external parties, which could lead to delays or other issues.
* **Changes in technology:** There is a risk that changes in technology or industry standards may impact on the project, requiring additional work or resources.
* **Security vulnerabilities:** There is a risk that the project may be vulnerable to security breaches or data loss, which could have serious consequences.
* **Human error:** There is a risk that mistakes, or errors made by project team members could impact the project.
* **Unforeseen circumstances:** There is a risk that unforeseen circumstances (e.g., natural disasters, market shifts) could impact the project in unexpected ways.

# **Project Deliverables**

The following project deliverables features will help the resort and the customer to access Madonna’s web to have an easier experience in their reservation in the resort.

**Customer:**

1. Reservation Process: Using Madonna’s website in reserving the desired date of the customer will be easier because of the user-friendly UI that can be easily understood by the customer who wants to reserve in the resort. It also protects the data privacy of the customer.
2. Track reservation status: The customer can now check the status of their reservation using the reference number generated by the system.
3. Madonna’s website: Using the website the customer can familiarize himself with what is inside of Madonna’s resort. Customers can view the blogs and photo gallery of the website.

**Madonna’s Resort Reservation and Website Management System:**

1. Manager Account: To be used by the staff of Madonna’s resort the owner can assign his/her staff and create their account to have access to specific management.
2. Manage Reservation: to maintain and keep track of the customer's reservation, the staff can now view its reservation details.
3. Manage Blogs: To have the latest update about the resort they can now post news and promotions to entertain new and old customers and to have a positive review of the resort.
4. Manage Photo Gallery: This feature will help the customer of Madonna’s resort to be familiar with the place and its facilities without going to the resort physically.
5. Manage Sales: This will help the resort to keep track of the daily sales of Madonna’s Resort.

# **Summary Milestone Schedule**

The Project Summary Milestone Schedule is outlined below. Please note that as the project progresses and requirements become more clearly defined, this schedule may be subject to modification. Any changes made to the schedule will be communicated by the project manager during project status meetings.

|  |  |
| --- | --- |
| **Summary Milestone Schedule – List Key project milestones relative to project start** | |
| Project Milestone | **Target Date (mm/dd/yyyy)** |
| * Project Starts | 03/21/22 |
| * Signed and Approved Project Charter | 06/20/22 |
| * Project Plan Approval | 11/08/22 |
| * The Project Go Live | 03/13/23 |
| * Updating of Project Management Papers | 06/30/23 |
| * Archiving of files and documents | 07/14/23 |
| * **Project Complete** | 07/30/23 |

# **Summary Budget**

The image below shows a summary budget for the project, including the proposed cost category, description, and their estimated costs. This budget is necessary for the successful completion of the project.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Madonna’s Reservation Website** | | | | | |
| **Budget:        PHP 2,535,361** | | | **Project Durations: 12 months** | | |
| **Project Cost Management** | | | | | |
| Workforce Cost Estimate | | | | | |
| **Roles** | **Average Salary (Monthly)** | **Total Salary** | | **Headcount** | **Total Cost (12 Months)** |
| Junior Developer | PHP 29,375 | PHP 352,500 | | 2 | PHP 705,000 |
| Junior UI/UX Developer | PHP 28,784 | PHP 345,408 | | 1 | PHP 345,408 |
| Junior QA Tester | PHP 27,971 | PHP 335,652 | | 1 | PHP **335,652** |
|  |  | **Maintenance** | |  |  |
| Maintenance (After project closure) | PHP 2,001 | PHP 24,001 | |  | PHP 24,001 |
|  |  | **Contingency Cost** | |  |  |
| Estimated Contingency Cost | PHP 4,186 |  | |  | PHP 50,240 |
| Estimated Project Cost | PHP 56,500 |  | |  | PHP 678,001 |
|  |  | **Indirect Cost** | |  |  |
| Utilities | PHP 24,350 |  | |  | PHP 292,000 |
| Internet Subscriptions | PHP 1,000 |  | |  | PHP 12,000 |

# **Project Approval Requirements**

# The success of Madonna’s Web will be achieved if the documentations, diagrams, and the system itself are already functioning. In addition, the system should be quality tested to ensure the quality of the system. The quality assurance plan ensures that the website meets all project objectives and requirements. Lastly, the project sponsor will authorize the completion of the project.

# **Project Manager**

The Project Sponsor has full authority in terms of giving the go-signal to execute plans and any changes needed thereof.  On the other hand, the Project Manager has the responsibility for managing and executing this project according to this Project Plan. The project team will consist of personnel from the administrative, product development, and quality assurance group.

The project manager will work with all resources to perform project planning. All project and subsidiary management plans will be reviewed and approved by the project sponsor. All funding decisions will also be made by the project sponsor. Any delegation of approval authority to the project manager should be done in writing and be signed by both the project sponsor and project manager.

# **Authorization**

Approved by the Project Sponsor:

Date: April 11, 2023

Michael James Gnilo

Project Client, Madonna’s Resort