Golden Legs Running Project Charter

Project purpose and justification

Golden Legs running began as a race management group and has expanded to three retail outlet locations specializing in athletic apparel, running shoes, and race management. Our client wants to start and eCommerce site to expand sales. He would also like an online community where his clients can share training strategies, personal workout information, upload photos, and perform many standard activities associated with a typical a social networking site. The client also wants to use the site we create to communicate directly with his clients as opposed to the email distribution list he currently uses.

Project objectives

1. Redesign of the current website that is powered by Drupal
2. A functioning eCommerce system that allows for sales of merchandise on the site
3. User profiles with customizable content and the ability to submit community accessible user-generated content
4. An integrated communication system that allows updates to be posted on the site and single-sourced to social networking sites

Success Criteria

Successful completion and implementations of the above objectives.

High-level requirements

1. A functioning website powered by Drupal
2. Migrating existing pages to new site
3. Establishing a system where users can create profiles according to the client's expectations
4. Developing a system for the client to communicate with his customer base through the Drupal site and social networking sites
5. A functioning eCommerce component to the website [UPDATE 10/20/10: The client has informed us that this is now low priority]

High-level project description

1. Work with the client to register new domain names and obtain new hosting. The hosting company will have to offer Drupal integration and support.
2. Install and customize a Drupal site with the modules necessary to implement project goals.
3. Transfer prior content from the client's existing website according to the his specifications. Update content and add inventory content for the eCommerce portion of the site.
4. Work with the client to develop an overall image for the site.
5. Develop a system to add user profiles and permissions and set up forms for user-generated content.
6. Develop communication system that meets the client's specifications using available modules (if any).
7. Bring eCommerce website online and test functionality.

High-level risks

Securing users' personal and financial information is our primary concern and this aspect of

the project carries the most risk. We will work to implement modules that are rated highly on customer security in order to mitigate risk associated with the transmission of secure data.
We are also aware of the risk of creating a system that is too complex for the client to efficiently manage. We will try to limit the scope of our design to ensure the client is able to administer the site.
We are hoping to mitigate risk associated with catastrophic system failure by using a stable installation of Drupal 6.

Summary milestone schedule
- October 13: Meet with clients in class; establish a contact person for your group and develop a list of follow-up questions to be emailed to client, if needed. Establish individual team member roles.
- October 20: Complete existing content audit; list of additional/modified deliverables to instructor; begin to develop site plan and architecture. Begin to develop Drupal site: modules, theming.
- November 3: XML output and single-sourcing to print.
- November 10: Placement of content; development of theme and visual branding/identity; finalize XML to PDF
- November 15: Finalize Project 2; write self- and team-critique memos; prepare final presentations (15-25 minutes)
- Detailed milestones will be available to the instructor on our Basecamp site

Summary budget
There are no finances allocated to this project.

Project approval requirements
The project will be approved to proceed when the client and instructor have approved our project charter.

Assign project manager responsibility
Instead of having a project manager, we have decided to make each team member responsible for the following areas:
Carmen: eCommerce
Erica: user profiles
Ed: Client liaison and finishing work
Andrew: Communication Systems

Authority for sponsoring project
Mark Scott and Jahna Otterbacher are responsible for sponsoring the project.