George Brown College Group 19

ABC Retail System

COMP 2151 Agile Software Development
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Contents

Business Case

1. EXECUTIVE SUMMARY

This business case outlines how the ABC Clothing Project will address current business concerns, the benefits of the project, and recommendations and justification of the project. The business case also discusses detailed project goals, performance measures, assumptions, constraints, and alternative options.

1.1. Issue

Because of an expanding to e-retail service due to COVID-19, ABC Clothing Corp has moved to set a new business model over past year. As we continue to support more clients not only in Ontario, but the system difficulty has also been encountered. As our workforce expands, legacy frame systems have become inadequate to effectively manage administrative activities. In order to more effectively manage administration, reduce cost and increase profits, it is very important or us to build new website. By building new frame system, employees will assume more efficient tools to manage business and securely accessing stocks and orders from clients.

1.2. Anticipated Outcomes

Moving to a centralized web-based business platform will enable ABC Clothing Corp to manage customer related issues (i.e. managing customer inquiries, current stocks, new arrival clothes list). This technology migration will reduce overhead costs associated with the large workforce currently required to manage tasks based on on-site business. The company will also benefit from timelier and more accurate on managing customer related issues and internal information as well.

1.3. Recommendation

The web-based platform is compatible with all other current IT systems and will improve the efficiency and accuracy of reporting throughout the company. Implementing technology will achieve desired results are:

- Employees will be able to enter and edit their data regardless of where they located (on site or work from home).
- All data will be immediately accessible for all departments for quality control and applied to the customer service. This will reduce the time for each department to manage and find data.
- Employees will have the ability to register for training which reduces the burden on managers and training staff.

1.4. Justification

Implementing new system for e-commerce and management tools will result in greater

efficiency with regards to company resources and business processes. This project is also aligned with corporate strategy since technology has been used to improve the way we operate the business. Among all alternatives that we have analyzed, this project was selected for customers' good as well as improve employee's work efficiency.

Initial estimates for the project are:

- 10% reduction in overhead costs in the first 12 months.
- 50% immediate decrease in time to manage product data.
- 25% immediate decrease in the amount of time it takes to resolve customer inquiries.

2. BUSINESS CASE ANALYSIS TEAM

The following individuals comprise the business case analysis team. They are responsible for the analysis and creation.

Role	Description	Name/Title
Executive Manager	Provide executive support for the project	Ashley Baek, VP Operations
Technology Support	Provides all technology support for the project	Eric Wang, VP Information Technology
Process Improvement	Advises team on process improvement techniques	Jesse Huges, Process Team Lead
Project Manager	Manages the business case and project team	Naveen Jose, Project Manager
Software Support	Provides all software support for the project	Tan Loi Ngo, Software Group Lead

3. PROBLEM DEFINITION

3.1. Problem Statement

Since the business was off-line based before Covid-19 Pandemic happened, ABC Clothing Corporation has faced to significant decrease amount off profit they make and received numbers of inquiries from customers about shipping and online shopping option. For last year, ABC Clothing Corp has hired numbers of employees to manage new arrivals and check stock to prepare curbside pickups. This problem has impacted on the profit as well.

3.2. Organizational Impact.

The project will impact ABC Clothing Corporation in several ways. The following provides a high-level explanation of how the organization tools and processes will be

affected:

Tools: the existing legacy administration platform will be phased out completely as the project is stood up and becomes operational. This will require training employees on the management tools.

Processes: with the project comes more efficient and streamlined administrative data management services. This improved efficiency will lessen the burden on employees and provide customers better experiences with CS team.

Roles and Responsibilities: since project will implement a new program and tool to the business, ABC Clothing Corporation will need to change the organizational structure within the company. The company will require to make a new team only for the online shopping management. Company will be going to reduce the size of team for indoor shopping and expand the team size for the customer service as well.

Hardware/Software: in addition to the software and licensing for the project ABC Clothing Corporation will be required to purchase additional servers to accommodate the platform and its anticipated growth for the next 5 years.

3.3. Technology Migration.

To effectively implement new tool and data from our legacy platform, the new web-based platform, a phased approach has been developed which will result in no disruption to day-to-day operations, administration and manage data activities. The following is a high-level overview of the phased approach:

Phase 1: Hardware/Software will be purchased, and Webpage will be created in the web-based environment and tested by the IT Development Team

Phase 2: IT Development team will start implement previous data tool and retrieve all the data and rearrange it to the new platform. All the system required for the transaction and customer service tools will be implemented as well.

Phase 3: All employees will receive training on the new web-based platform.

Phase 4: The web-based platform will go live, and the legacy mainframe system will be archived and stood down.

4. PROJECT OVERVIEW

ABC Clothing Corporation web application project provides detail for how this will address Company's current business problem. The overview consists of a project description, goals and objectives for the project, project performance criteria, project assumptions, constraints, and major milestones. As the project is approved and moves forward, each of the components will be expanded to include a greater level of detail.

4.1. Project Description

The project will review and analyze potential products to replace ABC Clothing Corporation's legacy business platform and data management system with a web-based platform. This will be done by build a completely new website and will slowly replace current profit structure for the next 3 years. Once selected, the project will replace source of revenue for the business and this will be going to expand business in not only in Toronto, but also towards to across Canada.

This project will result in greater efficiency of manage product, customer general data and administrative operations and monthly reporting, significantly lower managing cost and providing employees with greater autonomy and flexibility.

4.2. Goals and Objectives

The ABC Cloth Corporation Web application Project directly supports several of the corporate goals and objectives established. The following table lists the business goals and objectives that supports company and how it supports them:

Business Goal/Objective	Description
Timely and accurate reporting	Web based tool will allow real-time and accurate reporting of all orders and manage product data
Improve staff efficiency	Fewer administrator and Customer Service clients are required for managing activities will improve efficiency of work

4.3. Project Performance

The following table lists the key resources, processes, or services and their anticipated business outcomes in measuring the performance of the project. These performance measures will be quantified and further defined in the detailed project plan.

Key Resource/Process/Service	Performance Measure
Reporting	The web-based system will automatically record all orders and refunds to calculate monthly gross sale amount.
Software and System Maintenance	Decrease in cost and staff requirements as system maintenance will be reduced from once every month to once every 6 months with the new system.
Staff Resources	Online base retail service will be going to give in house staffs opportunity for change their career path.

4.4. Project Assumptions

The following assumptions apply to the ABC Clothing Corp web-application project. As project planning begins and more assumptions are identified, they will be added accordingly.

- All staff and employees will be trained accordingly in their respective data entry, cs management tools and product administration methods on the new web-based system
- Funding is available for training
- Funding is available for purchasing hardware/software for web-based system
- All department heads will provide necessary support for successful project completion
- Project has executive-level support and backing

4.5. Project Constraints

The following constraints apply to the ABC Clothing Corp Web-application project. As project planning begins and more constraints are identified, they will be added accordingly.

- There is no basic template of web application therefore it can take more time to build application from scratch.
- There are a limited source financially since business are not going well for past year.
- As implementation will be done internally and not by the product developers or vendors, there will be limited support from the hardware/software providers.

4.6. Major Project Milestones

The following are the major project milestones identified at this time. As the project planning moves forward and the schedule is developed, the milestones and their target completion dates will be modified, adjusted, and finalized as necessary to establish the baseline schedule.

Milestones/Deliverables	Target Date
Project Charter	04/03/2021
Project Plan Review and Completion	04/05/2021
Project Kickoff	04/06/2021
Phase I Complete	04/10/2021
Phase II Complete	04/22/2021
Phase III Complete	05/14/2021
Phase IV Complete	06/20/2021
Closeout/Project Completion	06/30/2021

Product Vision Statement

For	people
Who	want an easy way to buy clothes and save their time.
The ABC Clothes	is a web-based clothing store
That	allows customers to purchase items from the website
Unlike	existing solutions that require customers to buy from physical stores
Our product	will provide a totally web-based shopping experience

Agile Team Charter

Project Name: ABC Clothing Corp.

Vision:

Through platform sales, reduce the rental costs of offline stores and the expenses of sales staff. There is an intuitive understanding of various sales data.

Mission:

Create an ABC online retail clothing store that enables sales online and have a clearer understanding of store sales, inventory, and profits.

Success Criteria:

1. Implement online shop before June 1, 2021.

2. 50% of offline stores will be closed after 3 months.

3. Dismiss too many offline shop assistants after 3 months.

Project Team:

Name	Role	Contact Number
Ashley	Shop owner	123-658-9951
Eric	Technology Manager	123-658-9952
Jack	Courier	123-658-9953
Jesse	Customer Service Manager	123-658-9954

Rules of Behavior:

1. All team members will always respect and trust each other and complete each task on time.

2. Accept the feedback with an open mind and conduct friendly discussions.

3. We will commend and celebrate the achievements of all individuals and teams.

4. Turn off all personal mobile phones before the meeting or discussion.

5. We will take responsibility and be responsible for our actions.

Communications:

1. Daily meetings are held at 10AM every Monday.

2. If no other accidents happen, employees must attend the meeting in person.

3. The tasks on the Kanban board are updated at 9 AM every day.

4. Meeting minutes will be sent within 24 hours of each meeting.

5. If the meeting must be cancelled (convene another meeting), the person in charge will notify you as soon as possible.

User Personas

Administrator

James ***Uses the Online store for:*** ● Receiving or paying cheque ● Using technology to add and delete products. ● Analyze products quality.	James is 25 years old. He studied at the University of Toronto and completed four years of business management with honors. He did an internship at Amazon during school and has experience in managing online stores. He wanted to gain more work experience in the management field, so she found a job at ABC online retail clothing store. ● *Goals:* Increase the variety of clothing types, hoping to find the clothing you like directly on the Internet. ● *Needs:* Increase the publicity of the online store and improve the brand awareness.

Technical Manager

John	John is 23 years old, bachelor degree. He has majored in Computer Programming Analyst at George Brown College. He is bilingual in Vietnamese and English. He wanted to gain more work experience in the field of customer service, so he found a job at ABC online retail clothing store.
Uses the Online store for: ● Technology Data management(computer). ● Academic support. ● Virtual assist for internal use.	● *Goals:* Create a complete data store, which is more convenient to use. ● *Needs:* Update computer equipment and improve computer storage

After-Sales Client

 Anna ***Uses the Online store for:*** ● Help customers solve after-sales problems. ● Return products. ● Maintenance and refund with orders.	Anna is 30 years old. She has dealt with after-sales issues at Costco and has considerable experience. When you come to the ABC online retail clothing store for personal reasons, you will have more time and more convenient mediation after the online sales. ● *Goals:* Try our best to help customers and deal with problems. ● *Needs:* employees understand all the clothing designs in the store to avoid unnecessary problems.

Customer Service Manager

Mina

Uses the Online store for:

- Help customers find apparel.

- Assist online customers.

- VOIP communicate at operation time.

Mina is a second-year student at Seneca College. She has worked part-time in service fields such as Walmart. She hopes to gain more work experience in the customer service field, so she found a job at ABC online retail clothing store.

- *Goals:* Try our best to help customers.
- *Needs:* Understand the design features of all clothing and the preferential policies in the store.

Prioritized Product Backlog with User Story

Priority	Product Backlog Items	User Story #	User Story	Story Point
1	Website promotion	1	As an administrator, I want to advertise the business, so it gets more customers.	1
6	Database storage	2	As an administrator, I want customer reviews for feedback on products	1
5	Fashion Design	3	As an administrator, I want a weekly report so I can evaluate and improve store performance.	15
2	Automated order notice	4	As an administrator, I want automated emails so customers can be notified of sales.	1
4	Customer preference	5	As an administrator, I want to survey customers at checkout so desired items can be added the store catalogue	4
14	User Information	6	As a technical manager, I want users to create an account, so their information is stored.	5
13	Express checkout	7	As a technical manager, I want users to be able to navigate to cart so they can easily checkout.	3
15	Bulk Option	8	As a technical manager, I want item quantity listed so customers can buy in bulk	1

3	Automate Restock System	9	As a technical manager, I want automated ordering, so apparel do not go out of stock.	15
12	Discount planning	10	As a customer service manager, I want to offer a discount so less popular products can be sold	2
11	Recommendation Options	11	As a customer service manager, I want related items displayed for easier browsing.	15
10	Contact Pop-up	12	As a customer service manager, I want VoIP service to easily communicate with customers	2
7	Automated Cancel Order	13	As a customer service manager, I want to be able to cancel an order if a mistake was made	4
8	Order Summary Details	14	As an after-sales client, I want details of every purchase so customers can be refunded.	8
9	After Sales Concerns	15	As an after-sales client, I want to replace damaged products, so the customer is satisfied.	5

Story to Task Mapping

User Story: As an administrator, I want to advertise the business, so it gets more customers

Tasks:

1. Track the number of customers and the products they look for every day.
2. Advertise the products that have less business mainly in social media.
3. Check the number of vies for the advertisements and focus one the most vied ones.
4. Take a survey from the customers about from where they learned about the products.

User Story: As an administrator, I want customer reviews for feedback on products

Tasks:

1. Take the review from the customers of the products they bought on there last visit and there suggestions.
2. Find the cons pros and cons in the review.
3. Trying ton keep up the good quality of the products and improve the bad reviewed products.
4. Focus on the revies on the previously bad revied products.

User Story: As an administrator, I want a weekly report so I can evaluate and improve store performance

Tasks:

1. Collect data from the review setup, business advertisement survey and employs hours list.
2. Making sure that the product feedback system works well.
3. Creating a system to Use the work force in more efficient way.
4. Storing the data for the reviewing purposes.

User Story: As an administrator, I want automated emails so customers can be notified of sales.

Tasks:

1. Access the email id of the customers from the database.
2. Create the e mail for the sale available and send it all the customers.
3. Access the emails from the customers those are saved in the database.
4. Using the analysis from the old e mails from the customers, Creating automated e mail system with drafted messages for the possible scenarios.

User Story: As an administrator, I want to survey customers at checkout so desired items can be added the store catalogue.

Tasks:

1. Taking a survey from the customers about the products that they want us to add in the products.
2. Make a list of products that most of the customers was looking for.
3. Add the items in the (Regular Inventory Products) list.
4. Get the supplies in the next inventory.

User Story: As an administrator, I want a weekly report so I can evaluate and improve store performance

Tasks:

1. In the survey add the quality of customer services and reasons for their review.
2. Compare the review from different shifts.
3. Find the common reasons.
4. Solve the problem by rescheduling the employs or improving human resource department.

User Story: As a technical manager, I want users to create an account, so their information is stored.

Tasks:

1. Creating/ updating the website and app in a good user-friendly manner.
2. Asking and storing basic details about the customers.
3. Editing the data will be easier for the customers.
4. Increasing the users by adding more online Features like Express order.
5. The customers who use the Express order will be provided fast services at the store in a different counter.

User Story: As a technical manager, I want users to be able to navigate to cart so they can easily checkout

Tasks:

1. Checkout button will be provided in every page of all the products.
2. Add more items will also be provided in the checkout page.

User Story: As a technical manager, I want item quantity listed so customers can buy in bulk.

Tasks:

1. Most of the products will be made available in huge quantity.
2. The default quantity of the products will be given as bulk.
3. The offers for the bulk purchase will be clearly shown in the page.

User Story: As a technical manager, I want automated ordering, so apparel don't go out of stock.

Tasks:

1. The system will collect data of the products sales from both the store and the online orders every hour.
2. The Updated data will be used in the inventory data.
3. The order for the products will be placed if the number of products in stock at the store will go less than 40% or so.

User Story: As a customer service manager, I want to offer a discount so less popular products can be sold

Tasks:

1. The data of the sales of each product and the increase in sale for each product can be easily access from the system.
2. The number of products available can be accessed from the inventory page.
3. The information can be used to make proper Discounts for the products with less sale and more stock.
4. Offers can be updated using the changes that the Discounts made in the past time period.

User Story: As a customer service manager, I want related items displayed for easier browsing.

Tasks:

1. Using the information from the search history from each customers, products will be displayed for them in a tab at the bottom of the home page.
2. Information about the products will be saved as multiple lists according to different categories like price rage and items type.
3. More like this tab will be shown at the bottom of the page for each item.

User Story: As a customer service manager, I want VoIP service to easily communicate with customers

Tasks:

1. VoIP service will be available in the navigation bar the top so that it can be access from any page.

User Story: As a customer service manager, I want to be able to cancel an order if a mistake was made

Tasks:

1. Cancel the order option will be available at the server side just like the costumer side.
2. Canceling an order will be easy for the service manager because the reason can be easily delivered to the customer from the server side.

User Story: As an after-sales client, I want details of every purchase so customers can be refunded.

Tasks:

1. The information of every customers is stored in the system which include their personal details and the products they bought, the price and the date on which they bought the products.
2. A value will be given for every costumer in the system.
3. The customers will be provided with refunds according to their value.

User Interface (Web Application)

1. **Create Account Page - Customer**

ΛBC SHOP

Q Search

Sign In | Register

| Home | Women | Men | Kids & Baby | Shoes | Beauty | Sale |

Create Account

* Required

Email *

abcshop@abc.com

First name *

Last name *

Create password *

Create password *

☐ You agree to our Privacy policy and Terms & Conditions.

Next

Customer Services
- Contact Us
- Order Status
- Shipping
- Return & Exchange

About Us
- Stores & Event
- Services
- Careers

2. Product Searching Page - Customer

ABC SHOP

Search: Adidas

Sign In | Register

| Home | Women | Men | Kids & Baby | Shoes | Beauty | Sale |

You Searched for "Adidas"

Home / All Results

Category —
Kids & Baby
Men
Women

Brand +

Price +

Size +

Gender +

Colour +

Adidas originals
Logo Patch Snap-Hem
T-Shirt
$60.00

Adidas originals
Cropped Sweatshirt
$75.00

Adidas originals
Trefoil Cotton T-Shirt
$40.00

Adidas
Graphic Logo Hoodie
$80.00

Adidas
Sportswear Fitted Ribbed
Tank Top
$45.00

Adidas originals
3-Stripes French Terry
Hoodie
$130.00

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3. View Bags - Customer

ABC SHOP

Search: Adidas

Welcome, Tan Loi Ngo

Home   Women   Men   Kids & Baby   Shoes   Beauty   Sale

Shopping Bag (2)

Adidas originals
Trefoil Cotton T-Shirt $40.00   X

Edit : 1 -

◉ Ship it   ○ Pick Up in store

Adidas originals
3-Stripes French Terry
Hoodie $130.00   X

Edit : 1 -

◉ Ship it   ○ Pick Up in store

Order Summary

Subtotal	$170.00
Shipping	Free
GST/HST	$22.10
Estimated total	**$192.10**

Apply Promotion Code   +

Check Out

Customer Services
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4. Check Out Page - Customer

ABC SHOP

Q Adidas

Welcome, Tan Loi Ngo

Home   Women   Men   Kids & Baby   Shoes   Beauty   Sale

Shipping address

* Required

First name *

Last name *

Address *

Apt, suite, company (opional)

City *   Province *

Postal Code   Country *

☑ Billing address is the same as shipping address

Payment

Card number *

Expiration date *   Security Code *

Shopping Bag (2)

Adidas originals
Trefoil Cotton T-Shirt

$40.00 x 1

Adidas originals
3-Stripes French Terry
Hoodie

$130.00   x 1

Order Summary

Subtotal	$170.00
Shipping	Free
GST/HST	$22.10
Estimated total	**$192.10**

Apply Promotion Code   +

Check Out

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5. Order Cancel Page - Customer

ABC SHOP

Welcome, Tan Loi Ngo

| Home | Women | Men | Kids & Baby | Shoes | Beauty | Sale |

ORDERS

RETURNS

INVOICES

PAYMENT DETAILS

PERSONAL DETAILS

LOG OUT

ORDER DETAILS

Order Number: #1991219

Shipping Address
Tan Loi Ngo
15 King st W, M4A 5R3
Toronto, ON, Canada
+1 647 999 7777

Order Date: 04/01/2021

Billing Address
Tan Loi Ngo
15 King st W, M4A 5R3
Toronto, ON, Canada
+1 647 999 7777

Adidas originals
Trefoil Cotton T-Shirt

Edit : 1 -

$40.00 ☑ ⟩

Adidas originals
3-Stripes French Terry Hoodie

Edit : 1 -

$130.00 ☑

Cancel   **Back**

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6. Monthly Revenue Reports Page - Admin

ABC SHOP

Welcome, Admin

| Dashboard | Orders | Catalogue | Customers | Reports | Setting |

Sales by Year

Year : 2021

Month	Orders	Gross Sales	Discounts	Returns	Shipping	Tax	Total Sales
1	1500	$320,376.12	-$10,558.82	-$18,016.61	$20.875.00	-$41,648.90	$271,026.79
2	2000	$415,050.75	-$12,605.35	-$51,650.12	$53,205.00	-$53,956.597	$350,043.68
3	2500	$575,765.79	-$22,748.98	-$40,752.67	$55832.65	-$74,849.55	$493,247.24

Customer Services
- Contact Us
- Order Status
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- Return & Exchange

About Us
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7. Add Product Page - Admin

ABC SHOP

Welcome, Admin

| Dashboard | Orders | Category | Customers | Reports | Setting |

Categories
Brands
Size
Gender
Products ▶
Colour

Add New Product

Barcode

Product name *

Description

Colour : White ▼

Brands: Adidas ▼

Size

Gender: White ▼

Categories:

All

Kids & Baby

Men

Women

Shipping

Requires Shipping: ⦿ Yes ◯ No
Free Ground Shipping: ⦿ Yes ◯ No
Weight (lbs) :

Dimensions (inches) :

W   H   L

Pricing

Price *   Sale *   Cost

Quatity:

Availability: Available ▼

Date: 04/01/2021 📅

Add   **Cancel**

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8. Customer Order Lists Page – Admin

ABC SHOP

Welcome, Admin

| Dashboard | Orders | Catalogue | Customers | Reports | Setting |

| All Orders | New | Processing | Pending | Hold | Complete | Cancelled |

Orders - ALL

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ID	Total	Customer Name	Email	Payment Method	Status	Order Date	Updated
1535	$775.80	Aidan Nguyen	Aidan@gmail.com	Credit	Processing	March 25th, 2021	March 26, 2021
1536	$1200.00	John Swift	John@gmail.com	Credit	Cancelled	March 25th, 2021	March 25th, 2021
1537	$1100.00	Jack Ngo	Jack@gmail.com	Credit	Complete	March 25th, 2021	March 25th, 2021
1538	$1100.00	Jack Ngo	Jack@gmail.com	Credit	Complete	March 25th, 2021	March 25th, 2021
1539	$1100.00	Jack Ngo	Jack@gmail.com	Credit	Complete	March 25th, 2021	March 25th, 2021
1540	$1100.00	Jack Ngo	Jack@gmail.com	Credit	Complete	March 25th, 2021	March 25th, 2021
15341	$1100.00	Jack Ngo	Jack@gmail.com	Credit	Complete	March 25th, 2021	March 25th, 2021
1542	$1100.00	Jack Ngo	Jack@gmail.com	Credit	Complete	March 25th, 2021	March 25th, 2021
1543	$1100.00	Jack Ngo	Jack@gmail.com	Credit	Complete	March 25th, 2021	March 25th, 2021

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