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# Project Review Report

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| **Project Name** | Miss & Mrs. Best Price(An E-commerce website) |
| **Project Team** | Cogent |
| **Team leader** | NipunModi |
| **Client** | Mr.Rajesh Grover |

**1. Project Summary**

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| **1.1 Project Summary** |
| *This project is all about an E-commercrce website.It will provide our client an online platform to increase his brand’s credibility ,and for customers,they will get an overview about the variety,pricing and quality of clothing which is available in the store.* |

**2. Conclusions of Project Review**

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| **2.1 Project Review** |
| The main objective of this project is to provide a way to our client , where he can promote his services or products online.This project is meeting all the requiremenst and expectation of our client. For future possibilities,this project is open for further development. |
| **2.2 Conclusions** |
| Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come.  With the rapid growth of products and brands, people have speculated that online shopping will overtake in-store shopping.  While this has been the case in some areas, there is still demand for brick and mortar stores in market areas where the consumer feels more comfortable seeing and touching the product being bought.  However, the availability of online shopping has produced a more educated consumer that can shop around with relative ease without having to spend a large amount of time.  In exchange, online shopping website has opened up doors to our client that would never be in business if they had to incur the high cost of owning a brick and mortar store.This website will provide direct access to all the products available on client’s store.   At the end, it has been a win-win situation for both customer and our client. |

**3. Lessons Learned**

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| **3.1 Lessons Learned** |
| * *Start small* * *Use short iteration* * *Better done than perfect.* * *Double your estimated project length* * *Develope an error handling landscape* * *Test the parts before the whole* |

**4. Recommendations for Future Work**

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| **4.1 Recommendations** |
| *If this project failed to meet its objectives or has generated/uncovered the need for additional work, then team cogent will be responsible to provide the correct outcome for this website.* |

**5. Ongoing Risks & Issues to be Aware of**

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| **5.1 Ongoing risks and issues** |
| * *Payment issues* * *Security issues* |

**Appendices**

Appendix 1: Objectives and Critical Success Factors

Appendix 2: Deliverables

Appendix 3: Milestones

Appendix 4: Communications Approach

Appendix 5: People

**Appendix 1: Objectives and Critical Success Factors**

1)Online value preposition

As the online space becomes more saturated, consumers will have a plethora of choice.  Defining an online value proposition/s enables your organisation to determine how you will differentiate your online offering to deliver something of value to your customers that they cannot get elsewhere. This is what is going to drive users back again and again to your site

2)Tackles the barriers head on

For traditional bricks and mortar stores in an industry like clothing, customers have the ability to view, touch and try the potential product but online this is simply not possible. So  detailed product descriptions and interactive imagery displaying the product from various angles are key as is a strong return policy or product guarantee. All of these elements will help to minimise the obstacles to purchase.

3)Trust

Building consumer trust online is important even if you are a large brand. If you are a new brand in the market, trust is even more important to position your organisation as a reputable online brand. As a result site needs to demonstrate it is the real deal – make contact numbers, address and email details prominent, clearly display privacy policy, ensure booking process is contained within a secure site, and highlight any accreditation or certification needed to operate in the industry – all of these help to build confidence that your site is credible.

4)Online and offline integration

If the consumer purchases an item online and returns it instore allow them to do so. Regardless of your online strategy consumers will see your organisation as 1 brand – not different channels thus integrating the 2 into 1 seamless experience should be the ultimate goal.

**Appendix 2: Deliverables**

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| **Planned Deliverables** | **Actual Deliverables** |
| *Prepare project plan* | *Identified the milestone and timelines of the project.* |
| *Design Wireframes* | *Design the layout of the website.* |
| *Login Module* | *Create a 1 step login page.* |
| *Sign up Module* | *Create a 1 step Sign up page.* |
| *Site care* | *Site care can include-content edits,website hosting,updation.* |
| *Functionality* | *Typically there will be additional functionality requirements such as a content management system, eCommerce, or custom features* |

**Appendix 3: Milestones**

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| *Milestone Description* | *Planned End date* | *Actual End date* |
| *Project team created and project initiated* | *January 2020* | *January 2020* |
| *End Of Planning(verify the validity of project plan and make sure project is setup for successful implementation)* | *February 2020* | *February 2020* |
| *End of Alpha(identifies if performance,values and requirement can be met.Priotize outstanding work)* | *March 2020* | *March 2020* |
| End of Beta(evaluate if product meets customer’s expectations and product rollout can proceed as planned. | May 2020 | May 2020 |
| End of product development | May 2020 | May 2020 |

**Appendix 4: Communications Approach**

***Project Team***

*Meetings every week and circulation of minutes*

*Weekly Project update (summarising actions and progress )*

*Regular emails, phone calls and sharing information electronically*

**Appendix 5: People**

***Team cogent contact info.***

*1)Nipun Modi(Team Leader)* [*201912038@daiict.ac.in*](mailto:201912038@daiict.ac.in)

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