**The Bear Stick Project Overview**

This project is to create a strategic document for a new/updated user friendly e-Commerce solution for the client. The old website [www.thebearstick.com](http://www.thebearstick.com) needs improvements to make the site more user-friendly and the overall look of the website to attract more customers.

**Project Approach**

The project is to complete a document outlining ways to sell products and/or services to the world over the internet. Due to the time constraint of the project that the Iterative and Incremental approach is best suited for the task. The team who will be working on this assignment will consist of the following people. I have also estimated the amount of time of each member based on the college’s 1 hour of class = 1 hour of homework method.

Interactive Media Students

Willow Blasizzo (4hrs per week for 13 weeks)

Dyna-Ann Dolph (4hrs per week for 13 weeks)

Computer Programmer Students

Erik Oliphant (4hrs per week for 9 weeks)

David Modin (4hrs per week for 9 weeks)

The professors overseeing the project are Troy Mangatal and Kevin Element. The Project Manager is Willow Blasizzo.

**Project Objectives**

* Utilize social media eg. Facebook and Twitter to increase product exposure
* Introduce client to training methods that will ensure social media tools are up to date
* Make the website more user friendly
* Condense information on the website
* Make the website better for e-Commerce
* Use terms and visual aids that are easy to understand

**Project Deliverables**

* Diagrams and proto-types to easier understand the changes
* A strategic document

**Constraints**

We only have 13 weeks to complete excluding the Computer Programmer Students, who only has 9 weeks to complete the strategic document.

**Risk and Feasibility**

The primary risk is the project taking too long to complete. Along that risk if the project is completed to fast the quality will suffer. Managing time wisely and keeping a weekly timesheet will help mitigate this risk. Another risk is that the client is not computer savvy. Using non-technical terms and explaining it in ways will help mitigate this risk completely. The project is feasible if we roll out drafts of ideas and verify that the direction we are going is correct.