

Scope Statement

Project Name: West Coast Air Adventures website

Date: 30 March 2006

Prepared By: David Harris 300069566

1. Project Justification

Mike Dixon, Director of Marketing has proposed that the company create a professional website that has information about the company, it's flights and activities in the West Coast area. The site will also have a booking section where customers can purchase package holidays online. These package deals include transport both to and within the West Coast and high quality hotel accommodation. The website has one month to be up-and-running and has an estimated budget of \$12,820.

2. Product Requirements and Characteristics

1. The website will allow customers to both gain information and book holidays in the West Coast. The information must be concise, relevant and up-to-date. The external links to further information must be relevant, and tested to be still working.
2. The website shall be designed such that the pages are fast to load, but it also looks attractive and above all, professional.
3. The booking system must be backed by well-known and trusted security architecture.
4. A search function will also be developed in order for customers find appropriate information. This function should be fast and accurate. It could be contracted out or done in-house.
5. The website shall be standards-compliant and thus able to be viewed in different browsers on different operating systems.
6. The website must always be functional except when down for scheduled maintenance. This shall be undertaken at the appropriate time of day to minimise user inconvenience. Warning of this maintenance must be given.

3. Summary of Project Deliverables

i) Project Management-related Deliverables:

Business case, charter, team contract, scope statement, WBS, schedule, cost baseline, status reports, final project presentation, final project report, lessons-learned report, and any other documents required to manage the project.

ii) Product-related Deliverables

1. Information: The site must have relevant and up-to-date information about WCAA's flights and the company itself, package deals, hotels and activities in the West Coast area.
2. Links: The site must have relevant and up-to-date links to other sites so customers can get more information.
3. Address: The website address (URL) must be chosen carefully to ensure it is found by customers and search engines.
4. Bookings: The site must have a feature to book the package deals online. This must be done in a secure fashion. There must be an accurate currency converter so customers know exactly how much they are being charged.
5. Contacts: The site must have a 'contact us' feature so customers can ask questions directly. This system needs to be able to inform us that a question is waiting.
6. Design: The site must be fast loading but also look attractive, professional and trustworthy.
7. User Input: The site must be able to incorporate other features suggested by users and staff that are deemed useful or add to the value of the business.

4. Project Success Criteria

The goal is to complete the website in one month, for no more than \$13,000. This includes the design, construction and addition of data to website. In order for the website to be useful and draw customers and therefore bookings, the information must be relevant, concise and up-to-date.

The project is a success if we achieve our goal of increasing the number of package holiday deals sold to international visitors by 50% within the first year of the launch of the website. Another goal of the website is to increase the public image of the company.

Work Breakdown Structure

Project Name: West Coast Air Adventures website

Date: 30 March 2006

Prepared By: David Harris 300069566

1. Initiating

- 1.1 Determine/assign project manager
- 1.2 Identify key stakeholders
- 1.3 Prepare business case

2. Planning

- 2.1 Hold project kick-off meeting
- 2.2 Prepare team contract
- 2.3 Prepare scope statement
- 2.4 Prepare WBS
- 2.5 Prepare schedule and cost baseline
 - 2.5.1 Determine task resources
 - 2.5.2 Determine task durations
 - 2.5.3 Determine task dependencies
 - 2.5.4 Create draft Gantt chart
 - 2.5.5 Review and finalize Gantt chart
- 2.6 Identify, discuss and prioritize tasks
- 2.7 Tender website design company
- 2.8 Tender website hosting company

3. Executing

- 3.1 Requirements gathering meeting with website design team
- 3.2 Website contents
 - 3.2.1 Information about WCAA Ltd, and their flights
 - 3.2.2 Information about hotels in the West Coast area
 - 3.2.3 Information about transportation
 - 3.2.4 Information about holiday packages
- 3. Information about activities
 - 3.3 Booking and credit card system
 - 3.4 Website design
 - 3.5 Website construction
 - 3.6 Website hosting
 - 3.7 Website testing
 - 3.8 Website promotion
 - 3.9 Website public release
 - 3.10 Project benefits measurement

4. Controlling

- 4.1 Status reports

4. Closing

- 5.1 Prepare final project report
- 5.2 Prepare final project presentation
- 5.3 Lessons learned