**PROJECT PERFORMANCE REPORT**

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| **Project Title:** | Kate’s eCommerce Website | | |  | | **Date Prepared:** | | 10/4/2020 |
| **Project Manager:** | | Doug Blackburn |  | | **Sponsor:** | | Kate & Andria Thomas | | |

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| 10/4 Update - Accomplishments for This Reporting Period: Website hosting, content management system installed, database configured, image repository created, image formatting underway, website styles underway  10/25 Update - Accomplishments for This Reporting Period: I have continued to make good progress on the creation and build-out of the site. The primary focus over the last 3 weeks has been on populating the list of products to be offered in the webstore and various design elements that will play a critical role in the site – most notably the display of prior baked goods that customers can reference to help guide their purchasing decision. With the focus of the site being custom cakes, it is especially important that the customers of the site can see a physical representation of what their final product might look like – even if there are some variations between the product demonstrated online and the custom item they are selecting and ordering. |
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| 10/4 Update - Accomplishments Planned but Not Completed This Reporting Period: Thus far, although much of the effort has been around collecting the customer’s requirements and preferences, I’m on target with the tasks planned for this time period.  10/25 Update - Accomplishments Planned but Not Completed This Reporting Period: I’m still on target with the work that was planned for this reporting period – although I am going to have to make up time in order to achieve the 180-hour requirement. I’m assessing what other deliverables might be added to the project in order to fill any gap between hours invested and the 180-hour minimum requirement. |

Root Cause of Variances:

10/4 – N/A

10/25 - There is not a variance between the work planned and the work completed. I have completed some of the work in less time that was anticipated, so as noted above, I’m evaluating improvements or additions to the original scope that can be added in order to fulfill the 180-hour minimum requirement.  
  
  
  
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| 10/4 Update- Impact to Upcoming Milestones or Project Due Date:  I do not anticipate any negative impact, as the project is proceeding on pace and without significant challenges or interruptions.  10/25 Update- Impact to Upcoming Milestones or Project Due Date:  I expect the majority of the work to be complete in advance of the project due date, but as noted above, will be looking at enhancements or improvements that can be added to the project in order to meet the 180-hour minimum time requirement. I know that I will be spending a lot of time with the customer in demonstrating and documenting the processes they will follow to maintain the website. Much of it is intuitive, but I want to make sure they are comfortable and confident in maintaining the site. |
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Planned Corrective or Preventive Action:

10/4 - N/A

10/25 – Finding additional time to devote to the project in order to ensure that I meet the minimum 180-hour requirement. Fortunately, with many activities slowed or stopped as we continue to deal with the COVID-19 epidemic, I have availability of time to devote to the project.

Root Cause of Variances:

10/4 – N/A

10/25 - As the project remains on target with milestones and timelines, there are not variances to be assessed and reported upon.

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| 10/4 Update - Summary of Upcoming Tasks: Next major steps will involve the installation and configuration of the e-commerce storefront application and beginning the input of products, product variations, prices and othe product information. With formatting for the main pages nearing completion, I will also have to work on the formatting of the look and feel of the product pages to provide a consistent experience throughout the process of navigating main and storefront pages.  10/25 Update - Summary of Upcoming Tasks: The next phase of the project will begin pulling together all of the work performed to date and working directly with the customer to understand any improvements or enhancements they desire. The addition of a CRM component is something that I might suggest, so that they can store birthdays, anniversaries and other special dates and utilize those to encourage repeat business in the future. |
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Planned Corrective or Preventive Action:

10/4 - N/A

10/25 – Determine what other functions and tools might be beneficial for the website and utilize the gap in hours spent and the minimum 180-hour requirement to incorporate additional functionality and tools that might prove helpful to Kate.

10/4 Update - Accomplishments Planned for Next Reporting Period:  
Installation and configuration of storefront; input of initial product listing; template for import of additional items – particularly those with shared characteristics/options; formatting/design of product pages.

10/25 Update - Accomplishments Planned for Next Reporting Period:  
Built-out of actual storefront with a great number of products having now been added to the storefront. Review and adjustment of transactional pages to match the customer’s preferences and design goals. Begin the process of educating customer on the day to day functions they will encounter as they manage the storefront and website.

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**Risks**

| 10/4 Update - New Risks Identified:  N/A  10/4 Update - New Risks Identified: Ensuring that the work to be performed will fill the full 180-hour minimum requirement for the project. |
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**Issues**

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| 10/4 Update - Issue:  N/A  10/25 Update - Issue: Availability of the customer – as we approach the holiday season, I need to make sure that the customer remains committed to the time that will be required in the final stages of this project. As noted previously, I don’t expect this to be a problem given that COVID-19 is preventing travel to a considerable degree, there are deliverables that will require an investment of not only my own time, but also that of the customer. |
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**Comments**

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| **10/4 - As might be expected, bringing a website to life for an aspiring 12-year old entrepreneur has been a blast. It’s brought out both my and her creative side and she is reveling in the fact that she is the “boss” for this effort. ☺**  **10/25 – I am still enjoying this project and looking forward to the final outcome. Kate and her mom have started communicating the upcoming availability of the website and customers are anxious to see the full repertoire of prior designs and to be inspired by ideas they might not have previously thought of. I think this has the potential to add considerably to the business and worry only that my poor niece is going to have to spent so much of her time keeping up with orders. The good news…. When business is that good, I’ll advise that she reassess her prices and move her venture towards a specialty ‘boutique’ offering that demands a premium.** |