NYU SCHOOL OF PROFESSIONAL STUDIES

LE CASSEL

BLOODY MARY

PROJECT CHARTER

PROJECT MANAGEMENT IN INFORMATION AGE

A. GENERAL PROJECT INFORMATION

PROJECT NAME	Le Cassel's e-Order
BRIEF DESCRIPTION	Development of an online ordering system for a local bakery - Le Cassel
BUSINESS SPONSOR(S)	Le Cassel's owner Ms. Céline
PROJECT MANAGER	Parithi E
DATE & VERSION	March 2, 2024. Version 1.

B. PROJECT TEAM

E, Parithi

Li, Ula

Liu, Yuxin

Nguyen, Anh

C. EXECUTIVE SUMMARY

The project aims to address 'Le Cassel', a local bakery's need for an online ordering system to efficiently manage dessert orders and meet customer expectations. Over a duration of three months, the project will progress through key milestones, starting with requirement gathering and analysis, followed by system design and prototyping, development and testing, and finally deployment and training. By implementing this online booking system, the bakery anticipates streamlining its operations and enhancing the overall customer experience. The estimated budget for the project will cover development costs, testing, deployment, training, and any required software licenses or infrastructure expenses.

D. PROBLEM FORMULATION

D.1. UNDERSTANDING THE CURRENT SITUATION

Currently, Le Cassel operates in a traditional manner, relying primarily on walk-in customers and phone orders for their dessert offerings. The absence of an online ordering system means that customers cannot conveniently place orders through digital channels, limiting the bakery's reach and potentially leading to missed sales opportunities. Additionally, the manual order-taking process results in inefficiencies and errors in order processing. From a technological standpoint, the bakery lacks an integrated system to manage orders, inventory, and customer data, which could hinder its ability to scale operations and adapt to changing market demands. Overall, while Le Cassel enjoys a loyal customer base and a reputation for high-quality desserts, there is a clear need to modernize its operations and embrace technology to remain competitive.

D.2. PROBLEM STATEMENT

Le Cassel faces several critical challenges that necessitate the implementation of an online ordering system. Firstly, the absence of a digital platform for ordering limits the bakery's ability to cater to the evolving preferences of customers who increasingly prefer the convenience of online transactions. This leads to missed sales opportunities and a potential loss of market share to competitors with online ordering capabilities. Secondly, the manual order-taking process is prone to errors and inefficiencies, resulting in delays in order processing and fulfillment, as well as customer dissatisfaction. Thirdly, the lack of an integrated system for managing orders, inventory, and customer data hampers the bakery's operational efficiency and scalability. Without technological intervention, Le Cassel risks falling behind competitors and failing to meet the expectations of its customer base in an increasingly digital marketplace. Therefore, there is an urgent need for the bakery to implement an online ordering system to streamline operations, enhance customer experience, and maintain its competitive edge in the food industry.

E. PROPOSED SOLUTION

E.1. OBJECTIVES

The objective of the ‘Le Cassel’s e-Order’ project is to design, develop, and implement a comprehensive online ordering system for the local bakery 'Le Cassel.' The system aims to streamline the ordering process, enhance customer experience, and increase operational efficiency for both the bakery and its customers

E.2. SCOPE

The project encompasses the following key deliverables:

- Customer-facing website: A user-friendly interface allowing customers to browse bakery products, place orders, and make online payments.
- Order management system: An internal platform for bakery staff to receive, process, and fulfill online orders efficiently.
- Integration with existing systems: Seamless integration with Le Cassel's inventory management and accounting systems.
- Mobile responsiveness: Ensuring the online ordering system is accessible and user-friendly on various devices.

E.3. ASSUMPTIONS

The project is approached with the following assumptions:

- Le Cassel provides accurate and up-to-date product information and images.
- Bakery staff will be adequately trained to use the new online ordering system.
- Reliable internet connectivity for both customers and bakery staff.

E.4. CONSTRAINTS

The identified constraints are as follows:

- Budget constraints may limit the extent of customization and features.
- Time constraints with a fixed 3-month timeline for project completion.
- Existing infrastructure limitations may impact the speed of implementation

E.5. RISKS

The potential risks include:

- Technical Risks: Potential challenges in integrating the new system with existing bakery software.
- User Adoption: Resistance from customers or staff in adopting the new online ordering process.
- Security Concerns: Risks related to online transactions and customer data security.
- Scope Creep: Uncontrolled changes or additions to project requirements during the development phase.
- External Dependencies: Delays caused by third-party services or external factors beyond the team's control.

E.6. TIMELINES & MILESTONES

A brief overview of the timelines & milestones are as follows:

Month 1: Planning and Design

- Define project requirements and specifications.
- Design user interfaces and system architecture.
- Finalize technology stack and development tools.

Month 2: Development

- Implement front-end and back-end functionalities.
- Integrate with existing systems.
- Conduct testing and debugging.

Month 3: Deployment and Optimization

- Launch the online ordering system.
- Monitor system performance and address any issues.
- Provide training to bakery staff.
- Conduct user acceptance testing.
- Finalize documentation and handover to Le Cassel.

Note: Milestones may be subject to adjustment based on ongoing project evaluation.

F. IMPLEMENTATION STRATEGY

F.1. RECOMMENDED IMPLEMENTATION PLAN

Requirement Gathering and Analysis:

The initial step involves thorough consultations with key stakeholders, including bakery staff and management, to grasp their specific needs. Simultaneously, an analysis of current business processes, customer preferences, and operational challenges will define detailed requirements for the online ordering system. Efforts will also focus on identifying existing technology infrastructure and potential integration points for a streamlined implementation.

System Design and Prototyping:

The next phase entails crafting a comprehensive system design rooted in the collected requirements, prioritizing scalability and adaptability for future enhancements. Interactive prototypes will be generated to provide a visual representation of the user interface and experience, with feedback from bakery stakeholders actively integrated. Additionally, the database architecture will be meticulously defined to guarantee the efficient management of orders, inventory, and customer data.

Development and Testing:

Commencing the development stage, priority will be given to constructing the online ordering platform with user-friendly interfaces and a commitment to seamless order processing. Robust security measures will be implemented to safeguard customer data and ensure transactional safety. The process will undergo rigorous testing, encompassing functionality, performance, and user acceptance testing, aimed at identifying and promptly addressing any potential issues.

Training and Support:

Conducting thorough training sessions for bakery staff will ensure their familiarity with the new online ordering system. Simultaneously, a dedicated support system will be established to promptly address any queries or issues arising during the initial implementation phase. Feedback loops from both staff and customers will be actively sought to drive continuous improvement in system performance and enhance the overall user experience.

Marketing and Promotion:

Crafting a robust marketing strategy will be pivotal in promoting Le Cassel bakery's new online ordering system to both existing and potential customers. Leveraging diverse channels such as social media, email campaigns, and in-store promotions, the aim is to generate awareness and foster adoption. This phased implementation plan ensures a seamless transition to a modernized, digital operation, allowing the bakery to overcome current challenges and establish a strong position for sustained success in the competitive food industry landscape.

G. EVALUATION OF ALTERNATIVES

G.1. ALTERNATIVES

Alternatives Considered	*Ramifications*
Take No Action	**Pro(s):** 1. Avoids the immediate costs and efforts associated with implementing a new system. 2. No disruption to the existing staff and customer routines. **Con(s):** 1. Missed opportunities for increased sales and customer engagement. 2. Increased vulnerability to competitors with online ordering capabilities.
Implementing a Third-Party Online Ordering Platform	**Pro(s):** 1. Rapid implementation with minimal development effort. 2. Potential access to a ready-made customer base. **Con(s):** 1. Limited customization may not fully align with Le Cassel's unique needs. 2. Dependency on third-party platform updates and policies. 3. Transaction fees or subscription costs could impact profitability.
Hybrid Solution - Phone App for Orders	**Pro(s):** 1. Can serve as a transitional step toward a fully integrated online system. 2. Potentially appeals to a broader customer base. **Con(s):** 1. Development and maintenance costs for a separate app. 2. Potential confusion for customers navigating between phone and online orders.

G.2. EVALUATION CRITERIA

The evaluation criteria are as follows:

- Customer Satisfaction
- Alignment with Business Objectives
- Costs
- Operational Efficiency
- Competitive Edge

H. RESOURCE REQUIREMENTS

Resource Requirements is a comprehensive overview of what is needed to successfully implement an effective online ordering system for Le cassel.

H.1. PERSONAL RESOURCES

Project Manager : The project manager who is responsible for overseeing the development and implementation of the system - Parithi E

Development Team : The team of developers, designers, and testers who build, test, implement, and maintain the system - Ula Li, Yuxin Liu, Anh Nguyen

Bakery Staff: The staff at Le Cassel who perform ordering, manage inventory, and deliver service, and will develop firsthand experience with the online ordering system.

H.2. TECHNOLOGY RESOURCES

Hardware: The hardware needed for hosting the system, such as servers and computers.

Software: The software needed for developing the system, such as programming languages, frameworks, and databases.

Internet Connection: A stable and high-speed internet connection for online transactions and order processing.

H.3. FINANCIAL RESOURCES

Funds: The funding resource comes from the bakery's owner.

Budget: The allocation of funds for system development, testing, training, and any required software licenses or infrastructure expenses.

H.4. TIME RESOURCES

Project Timeline: The length of time needed for completing the system - 3 months.

H.5. TRAINING, TEST AND SUPPORT

Training and Testing Materials: Materials needed for training bakery staff and testing the system, such as video tutorials, troubleshooting guides, and feedback mechanisms.

Customer Support: Plan for customer support channels such as live chat to assist customers

with the online ordering process.

H.6. LEGAL AND REGULATORY REQUIREMENTS

Compliance Requirements: The laws and regulations the system has to comply with, such as data protection regulations and payment card industry standards.

H.7. RISK MANAGEMENT

Risk Assessment: Potential risks and challenges, such as technical issues and security breach, that may arise during the development of the system need to be identified and assessed.

Risk Mitigation Strategies: Strategies to mitigate risks, such as security measures and backup plans.

I. METRICS OF SUCCESS

The Metrics measure the success of the project, the online ordering system, and Le Cassel.

I.1. QUANTIFIABLE BENEFIT

Revenue Growth: Increase revenue by 20% within the first six months of implementing the online ordering system.

Cost Savings: Reduce order processing costs by 15% through automation and streamlined operations within the first year.

Time Savings: Reduce order processing time by 60% within the first year.

I.2. QUALITATIVE BENEFITS

Customer Satisfaction: Conduct a satisfaction survey after each customer order. Achieve a minimum average rating of 4 out of 5 stars.

Bakery Reputation: Enhance the bakery's reputation by ensuring customer satisfaction, guaranteeing user friendly interface, and pioneering marketing tactics, such as having promotion when using the online ordering system.

I.3. PILOT RESULTS

System Performance: Track the number of bakery staff and customers using the online ordering system within the pilot phase. Ensure the system can handle a minimum of 100 simultaneous users. Analyze and take immediate response within 24 hours when a system error occurs.

Customer Feedback: Review customer feedback to identify strengths and weaknesses in the system.

J. APPROVAL SIGNATURES

The signatures of the people below document approval of the formal Project Charter. The project manager is empowered by this charter to proceed with the project as outlined in the charter.

Signature	Printed Name	Role	Date Signed
	Céline A	Project Sponsor	Mar 2, 2024
	Parithi E	Project Manager	Mar 2, 2024