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Project Charter –

WizBiz Online Retail Portal

Flinn Houston

364316721

Red Opal Innovations

Version 1

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# Project Charter

## Project Information

### Title

WizBiz Online Retail Portal (WORP)

### Client

WizBiz Pty. Ltd.

### Start Date

15/07/2021

### Expected Completion Date

11/11/2021

### Budget Information

Client Finance Manager has approved $150,000 capital expenditure for this project.

### Project Manager

Flinn Houston

04 3403 6668

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### Project Description

The WORP Project is a six-month project to deliver online retail portal functionality to WizBiz, targeting the Australian consumer market. The web-based retail portal will meet the client’s design requirements, will be hosted internally to the client’s organisation, will be scalable and capable of supporting a large weekly transaction volume, and will cover the full retail transaction cycle.

### Expected Benefits

The WORP project will deliver significant initial and ongoing cost savings to WizBiz. By leveraging online retail portal functionality, the client will be able to realise access to the Australian consumer market for approximately 60 % of the cost of fitting out traditional retail shopfronts. The client will continue to see ongoing cost savings in terms of lower overheads associated with online retail as compared with traditional brick and mortar retail. With the high penetration of online retail into the Australian consumer marketplace – particularly among computer component and peripheral consumers – the client will experience more rapid growth in the market without sacrificing market share as compared with traditional retail.

### Project Governance

The client project sponsors are Sally Smith and Shane Jackson, the client project owner is Gail Winters, and the ROI project manager is Flinn Houston. For full details of project key stakehoders and stakeholder approval, please refer to the Stakeholders and Approval section below.

## Approach

### Problem Statement

WizBiz aims to provide a range of quality computer components and peripherals to the public at a competitive price.

WizBiz have conducted an initial study of retail outlet costs and have requested an online retail portal to be scoped as an alternative.

WizBiz have a budget of $150,000 and six months available to allocate to this project.

### Goals

The goal of this project is to deliver an online retail portal to the client, enabling the client to capture the desired Australia-wide online retail market in computer components and peripherals, in a six-month timeframe.

### Objectives

1. Determine project scope and obtain approval to proceed
2. Analyse business requirements and update agreed deliverables
3. Secure resources
4. Design system against business requirements, develop functional specification
5. Develop system against design and functional specification
6. Perform unit testing, integration and performance testing, and user testing
7. Deliver user training
8. Deliver system documentation
9. Deploy pilot and test with pilot user group
10. Deploy total system
11. Postimplementation review

### Project Deliverables

Design, development, testing and and implementation of a web-based retail portal inclusive of the following features and meeting the following requirements:

Features:

* Administrator function supporting product data entry and maintenance, and customer record maintenance
* Customer access via secure web portal, including:
  + Customer user registration and login functionality
  + Customer validation
* Product catalogue, including:
  + Product categorisation by categories including brand and segment, with multiple categorisations allowed
  + Ability for customers to view products, and navigate between different products
  + Ability for customer to filter products by category, with multiple filters allowed
  + Ability for customers to search products, including by category
  + Backend product data fields including product code, name, description, cost, sale price, and brand, with only some fields displayed to the customer
* Retail shopping cart functions, including:
  + Ability to add/remove products
  + Ability to view and edit cart contents
  + Transfer of cart contents to checkout for sales transaction
  + Association of cart contents with user account
* E-commerce functions, including:
  + Ability for validated users to securely transact sales, including secure payment functionality
  + Support for multiple transaction methods including credit card
  + Provision of transaction and shipping information to customer, including order confirmation and shipping confirmation
* Package label printing
* Order and picking slip printing
* Reporting functions, including:
  + Sales reporting
  + Stock quantity reporting
  + Low stock reporting
  + Goods purchased reporting
  + Goods shipment reporting

Requirements:

* Designed in line with requirements identified by WizBiz key stakeholders
* Robust and highly available
* Hosted redundantly
* Hosted internally to WizBiz with geographically separate primary and secondary hosting sites
* Scalable, supporting initially 1000 transactions per week and up to at least 50,000 transactions per week
* Able to support hundreds of product items
* Able to generate dozens of management reports
* Intuitive and clean customer UX
* Capable of securely storing confidential information, including customer personal information and commercially sensitive information.
* Capable of verifying user validation status before accepting a payment
* Capable of verifying payment confirmation prior to order fulfilment

Other project deliverables:

* Documentation package
* Administrator training

### Scope

The project scope is design, development, testing and and implementation of a web-based retail portal inclusive of all deliverables described above. Training and documentation will be included as part of project delivery. The project scope includes software design and development, but excludes hardware procurement and network design or development.

Integration of the web-based retail portal with an external inventory management system, features supporting goods shipment (except for labelling and reporting functions), and features supporting international sales are excluded from the current project scope but may be included in the scope of a future project.

## Stakeholders and Approval

Project approval by the Project Sponsors, Project Manager, and Project Owner is require prior to project initiation. Approval is indicated by signatures in the table below

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Role | Name | Organisation / Position | Contact Information | Approval (Signature) |
| Project Sponsor | Sally Smith | WizBiz Owner | s.smith@wizbiz.com.au |  |
| Project Sponsor | Shane Jackson | WizBiz Owner | s.jackson@wizbiz.com.au |  |
| Project Manager | Flinn Houston | ROI Projects Consultant | 043403 6668  flinn.houston@roi.com.au | F Houston |
| Project Owner | Gayle Winters | WizBiz General Manager | g.winters@wizbiz.com.au |  |
| Client Stakeholder | Alison Garmen | WizBiz IT Manager | a.garmen@wizbiz.com.au | N/A |
| Client Stakeholder | Joshua Aspley | WizBiz Finance Manager | j.aspley@wizbiz.com.au | N/A |
| Client Stakeholder | Annette Wilson | WizBiz Purchasing Manager | a.wilson@wizbiz.com.au | N/A |
| Client Stakeholder | Lillian Groves | WizBiz Distributions Manager | l.groves@wizbiz.com.au | N/A |

## Comments

*(key stakeholders to provide comments here)*

## Version Control

|  |  |  |  |
| --- | --- | --- | --- |
| No | Effective | Approved By | Updates |
| 1 | 05/08/2021 | Flinn Houston | Initial release |