**Project Scope Statement**

**LaBita Online Shopping Site Improvement Project (LOSSI)**

**September 15, 2021**

**HBL**

**INFORMATION SYSTEMS CONSULTING FIRM**

**OMIS 690 – Information Technology Project Management**

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| **PROJECT NAME** | **DATE SUBMITTED** |
| LaBita Online Shopping Site Improvement (LOSSI) | 09/08/2021 |
| **PROJECT SCOPE DESCRIPTION** | |
| This improvement project will develop and implement a dedicated return page resulting in a clearer and more organized return process and tracking for users. Additionally, LOSSI will improve the interface compatibility of the shopping cart so that a good user experience can be accessed with more devices and OS types. Lastly, this project will result in improved color design for appeal and a color-blind friendly experience. | |
| **ACCEPTANCE CRITERIA** | |
| * Users can find information about initiating returns and tracking returns from one page. * Color schemes of interface meet color-blind friendly specifications. * Shopping cart of website visually demonstrates compatibility across Android, iOS, and Windows mobile operating systems, and Windows, macOS, and Linux computer operating systems. | |
| **PROJECT OBJECTIVES:** | |
| A great customer experience is a top priority for LaBita’s online shopping platform. The purpose of this improvement project is to take the feedback data collected and translate them to action items that improve our user’s experience on the shopping site. One of the ways to achieve this objective is to ensure that the necessary steps required for users to accomplish their desired task, such as order returns, are easy to navigate and simple to understand. The second objective is to ensure the shopping cart interface be accessible and consistent in its functionality across multiple devices and operating systems. Though a more aesthetic-oriented objective, further customer satisfaction drives our third objective for our UI to provide a visual experience that is most appealing, engaging, and color-blind friendly. | |

## Project Deliverables

The project delivers enhanced features of an online shopping site that enhance and simplify LaBita’s customers’ ecommerce experiences. The specific project outputs that improve the ecommerce system are:

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| **NO.** | **DESCRIPTION** |
| 1 | A shopping cart optimized for use on laptops, mobile devices, and tablets of different operating systems. |
| 2 | A smoothly working return or exchange option is available on a single page. A clear return policy is visible in the shopping cart section. |
| 3 | LaBita’s online shopping site is color accessible for color-blind shoppers. The text color, background, and size on the website matches the standards set for color blind people. There is a text label beside each color of a product available for sale. Pictures of sales items are accompanied with useful descriptions to help color blind shoppers better understand how the product appears. |

## Project Exclusions: Out of Scope

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| This project **will NOT accomplish or include** the following: | * Site improvement action items pulled from customer feedback surveys submitted post September 10, 2021. * Maintenance, tracking, and measurement of live site once the new version has been deployed. |

## Project Constraints

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| **PROJECT START DATE** | 09/08/2021 |
| **LAUNCH / GO-LIVE DATE** | 09/13/2021 |
| **PROJECT END DATE** | 04/01/2022 |
| **LIST OTHER DATES / DESCRIPTIONS OF KEY MILESTONES** | Planning stage will be finalized by 10/01/2021   * Budget outline, research, feedback analysis, site outline, and site map is reviewed   Project design is ready by 12/01/2021   * Wire frames, page color visualizations, and design is reviewed   The development phase is completed by 02/01/2022   * Coding, validation, multi-device & browser testing, and final developments reviewed   Project is launched on 04/01/2022   * New features launched onto online shopping website |
| **BUDGET CONSTRAINTS** | Total project budget: $30,000 |
| **QUALITY OR PERFORMANCE CONSTRAINTS** | * The existing system must not be interrupted, and new website improvements must not interfere with live customer shopping. * All security standards must be considered. |
| **EQUIPMENT / PERSONNEL CONSTRAINTS** | * Assigned project team must fit project tasks around their day-to-day operations and responsibilities. |

## Project Assumptions

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| **NO.** | **ASSUMPTION** |
| 1 | A change budget will be set aside to implement a request for change to scope characteristics or respond to validity of previously defined assumptions. |
| 2 | Dedicated IT will be assigned and available to support the team members if any technical difficulties arise. |
| 3 | Project deliverables would be complete and ready for testing as per schedule. |