

Project Charter

LaBita Online Shopping Site Improvement Project (LOSSI)

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HBL

INFORMATION SYSTEMS CONSULTING FIRM

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## Introduction

User interviews and surveys centered on shopping experience and usability factors have uncovered inefficiencies in some of LaBita’s online shopping account features. The three reoccurring issues that were the most mentioned are:

1. The start-to-end process for doing returns is not condensed in one clear area of the Orders account page, causing returns to be a lengthy and confusing process, inefficient in both its initiation and status tracking.
2. Interface is not compatible with all devices and OS types.
3. Color combinations create unappealing visual clashes and UI lacks user-friendly visualization for color-blind customers.

## Project Purpose

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. Our second objective is to ensure our platform be accessible and consistent in its functionality across multiple devices and operating systems. Though a more aesthetic-oriented objective, further customer satisfaction requires that our UI enable a visual experience that is most appealing, engaging, and color-blind friendly.

## Business Case

LaBita gift store will enhance customers’ shopping experience by improving the online-shopping site using feedback collected from online shoppers. Upon successful implementation, the project will contribute to increased customer retention and drive traffic, which in turn will have a positive impact on LaBita’s revenue. According to research, 65% of a company’s business comes from existing customers.[[1]](#endnote-2) Hence, LaBita will benefit from purchases made by existing customers as well as the recommendations they will give to others.

## Business Requirements

The LaBita online shopping site is optimized for different electronic devices to make shoppers' experiences as friendly as possible. Returning or exchanging purchased items is easy for online shoppers. A clear return policy is available at the shopping cart section. The return item task is done on a single page to allow simple navigation and avoid lengthy process. The shopping site is also inclusive through its accessibility to color blind customers.

## Assumptions

* Customers provided honest feedback on surveys.
* An increased budget will be approved if the cost of the project is underestimated.
* All employees assigned to the project are available and have the capacity to complete tasks on schedule throughout the duration of the project.
* IT will be able to support the project if technical difficulties such as system errors or connection problems arise.

## Constraints

* The website might not be compatible with a very old/outdated device and operating system.
* Domain and Server hosting costs might vary during the project.
* Lack of resources to cover testing and post-implementation maintenance.
* Available time, managers or project sponsor must allocate towards project.

## Risks

* During the redesign process, like the transition or testing, some important features may be knocked offline, which could disrupt site functionality and affect business revenue.
* Decrease in traffic conversions due to implemented changes that still don’t offer any improvement in the ease of order functionalities.
* Bugs or errors that fall through that weren’t corrected during development.
* Cost increases due to underestimations of project schedule and milestone dates.

## Project Deliverables

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

* A shopping cart optimized for use conditions on laptops, mobile devices and tablets.
* A smoothly working return or exchange option is available on a single page. A clear return policy is visible in the shopping cart section.
* 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 Milestones

|  |  |  |
| --- | --- | --- |
| Milestone Date | Milestone Name | Milestone Description |
| [Oct 1] | Planning | Budget outline, research, feedback analysis, site outline, and site map is reviewed |
| [Dec 1] | Design | Wire frames, page color visualizations, and design is reviewed |
| [Feb 1] | Development | Coding, validation, multi-device & browser testing, and final developments reviewed |
| [April 1] | Launch | New features launched onto online shopping website |

## Project Manager

Hana Franklin is the project manager for the LaBita online shopping site improvement project. She is an excellent business professional with 10 years of experience in the industry. Hana managed several of HBL’s most successful projects that range from small to large degrees of complexities. Her high-quality skills include project management, website systems, server systems, agile scheduling and Microsoft project.

***10.1. Project Manager Roles and Responsibilities***

The project manager's responsibilities include:

* Ensure a clear project plan is prepared, and it is accepted by all stakeholders.
* Build a strong team with a balance in the project area of knowledge.
* Leads the implementation of the project as per the agreed scope, cost and schedule.
* Establish and maintain formal and informal communication mechanisms with project stakeholders.
* Identify risks and risk management strategies.
* Monitor project progress and ensure timely corrective actions are taken as necessary.
* Ensure proper documentation is applied to all aspects of the project.
* Evaluate project performance.

## Project Roles and Responsibilities

|  |  |  |
| --- | --- | --- |
| Name | Role | Responsibilities |
| Hugh Allen | Risk Management Team Lead | * Lead the risk management team to ensure risk identification, analysis and mitigation. |
| Joan Noah | QA Lead | * Plan and complete testing in all stages of testing. * Find bugs and draw up bug reports for developers. * Maintain traceability to requirements to ensure that all requirements are tested. |
| Krishna Aarush | IT Lead  Web Developer | * Front-end development to create client-side of site features working on any device and browser. * Back-end development to create server-side of site that may include database changes and CMS development. |
| Stacy Ernias | UX/UI Expert | * Evaluate requirements of projects based on user feedback. * Develop wireframe design to solve functionality and UX issues. |
| Hana Franklin | Project Manager | * As listed in *Section 10.1* |
| Lauren Wallace  Bersabel Abera  Hita Kadam | Business Analysts | * Help identify opportunities for process and software improvement through data analysis. * Help test new features and create system documentation. |

## Project Methodology and Tools

***12.1. Product Development Methodology***

The online shopping site improvement project is small size, short time schedule and less complex. Hence, the project life cycle methodology, agile, will be used for the duration of this project.

***12.2. Meetings and Communication Structure***

In-person project review meeting will be held after each project milestone. Meetings are scheduled for the fifth business day after each milestone date listed in section 9 of this document. The exact days of meetings will be communicated to project stakeholders through the project manager, and an electronic mail is used for this purpose. Meeting minutes will be recorded and documented at HBL database for future reference.

The project manager also provides recurrent updates to LaBita Business owners through formal and informal communication mechanisms.

***12.3. Project Management Tools***

Microsoft project is used for developing a schedule, assigning resources to tasks, tracking progress, managing the budget, and analyzing workloads (Task Progress Tracking Tool)

Previously undertaken web system improvement projects will be reviewed, and the project builds up on the learnings from past experiences.

## Authorization

Approved by:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: September 8, 2021

Hana Franklin

Project Manager, LaBita Gift Store PLC.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: September 8, 2021

George Brown

Finance Manager, LaBita Gift Store PLC.

1. Kiniulis, M. (2021, June 10). *Customer Acquisition vs. Customer Retention: What Data Says?* MARKINBLOG. <https://www.markinblog.com/customer-loyalty-retention-statistics/>. [↑](#endnote-ref-2)