



***RETRO GAMES STORE***

PROJECT CHARTER

Version *1.0*

*02.25.2024*





# VERSION HISTORY

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| --- | --- | --- | --- | --- | --- |
| **Version #** | **Implemented By** | **Revision Date** | **Approved By** | **Approval Date** | **Reason** |
| 1.0 | Serhii Budnik | 27.02.2024 | Vitaliy Dorosh | 28.02.2024 |  |
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**UP Template Version:** 11/30/06





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## INTRODUCTION

### PURPOSE OF PROJECT CHARTER

The ”Retro Games Store” project charter documents and tracks the necessary information required by decision maker(s) to approve the project for funding. The project charter should include the needs, scope, justification, and resource commitment as well as the project’s sponsor(s) decision to proceed or not to proceed with the project. It is created during the Initiating Phase of the project.

The intended audience of the project charter is the project sponsor and senior leadership.

## PROJECT AND PRODUCT OVERVIEW

Welcome to Retro Games Store, your ultimate online haven for diving back into the golden age of gaming. Who are we? A team of dedicated retro gaming enthusiasts committed to bringing you an unparalleled selection of classic video games and consoles. What do we offer? From the legendary 8-bit adventures to the epic 64-bit sagas, our collection spans the most iconic titles and systems of the '80s, '90s, and early '00s. When did our journey begin? Founded in 2010, we've spent over a decade curating and expanding our inventory to ensure every click uncovers a treasured piece of gaming history. Where can you find us? Exclusively online, we cater to gamers worldwide, making it easier than ever to relive the classics right from the comfort of your home. Step into Retro Games Store, where every game unlocks a memory.

Estimated Project Duration: 4 months

## JUSTIFICATION

### BUSINESS NEED

Justification for a Retro Games Store hinges on the timeless appeal of nostalgia and the enduring popularity of classic video games among various demographics. This venture taps into the growing market of collectors, enthusiasts, and new generations of gamers seeking authentic retro gaming experiences. The resurgence of interest in vintage games, driven by their simplicity, charm, and challenge, underscores a unique business opportunity. Unlike modern games, retro games offer a straightforward yet deeply engaging gameplay experience that has seen a revival in popularity, making this a viable niche market.

Business Need in the Retro Games Store context encompasses several dimensions:





## SCOPE

### OBJECTIVES

The objectives of the ”Retro games Store” are as follows:

* + - 1. **Preservation of Gaming History:** There's a significant cultural and historical value in preserving and providing access to retro games. These games are not just entertainment; they're part of the digital heritage. A business focused on this area serves the need for preservation and education, providing a library of sorts for gaming history enthusiasts.
    - 2. **Nostalgia Marketing:** For many, retro games evoke fond memories of childhood and simpler times. There's a strong emotional connection that can be leveraged through nostalgia marketing, appealing to adults looking to recapture part of their youth. This emotional pull creates a dedicated customer base.
    - 3. **Unique Gaming Experiences:** Modern gaming, with its emphasis on graphics and multiplayer online experiences, doesn't always satisfy gamers seeking the unique charm, challenge, and mechanics of retro games. There's a market demand for the distinct storytelling and gameplay that only these games provide.
    - 4. **Affordability and Accessibility:** Retro games, being older, are often more affordable than the latest releases, making them accessible to a wider audience. This affordability, combined with the convenience of online access, meets the need for cost-effective entertainment options.
    - 5. **Collectibility and Investment:** The collectible nature of retro games and consoles has seen a significant upswing. For some, it's a hobby; for others, an investment. There's a growing need for a trusted source that offers rare finds, ensures authenticity, and provides value assessments.

### HIGH-LEVEL REQUIREMENTS

Creating a comprehensive table of requirements is essential for the successful launch and operation of an online retro games store. Below is a structured overview that outlines the key requirements across various categories essential for achieving the project's objectives:

|  |  |
| --- | --- |
| **Req. #** | **Requirement Description** |
| Website Design | The website should be easy to navigate, with a clean, nostalgic design that appeals to the target audience. The website must be fully responsive and offer a seamless experience on both desktop and mobile devices. |
| Product Catalog | A well-organized and searchable catalog of retro games and consoles, including descriptions, images, and prices. Product Authenticity and Condition Details. |
| Customer Accounts | Option for users to create accounts to track orders, wishlists, and view purchase history. |
| Technical  Data Backup and Recovery Plan | Regular backups and a solid recovery plan in case of data loss or website downtime. Implementation of security protocols to protect the website and customer data against cyber threats. |

### MAJOR DELIVERABLES

The following table presents the major deliverables that the project’s product, service or result must meet in order for the project objectives to be satisfied.

|  |  |
| --- | --- |
| **Major Deliverable** | **Deliverable Description** |
| Launch-Ready Website | A fully functional, user-friendly e-commerce platform optimized for selling retro games and consoles, including all necessary features for operation. |
| Initial Product Catalog Setup | A detailed catalog of available products at launch, including descriptions, pricing, and stock levels, integrated into the website. |
| Marketing and SEO | Execution of a marketing plan targeting the retro gaming community, alongside SEO best practices to ensure high visibility online. |
| Cybersecurity Measures Implementation | Implementation of security measures to protect customer data and transactions, including SSL certificates and data encryption. |

### BOUNDARIES

Inclusive Boundaries:

Website Development: Creation of a user-friendly e-commerce platform for retro games and consoles, emphasizing mobile responsiveness and ease of use.

Inventory Management: Sourcing and cataloging an initial inventory of retro products, complete with detailed descriptions and pricing.

Payment Processing: Implementing a secure, versatile online payment system to safeguard customer transactions.

Customer Support: Setting up a comprehensive support system, including FAQs and a ticket-based helpdesk.

Marketing Strategy: Developing and executing a targeted marketing plan to reach retro gaming enthusiasts via SEO, content marketing, and social media.

Exclusive Boundaries (Out of Scope):

Physical Store: Opening or operating physical retail locations is out of scope.

Modern Gaming Products: The store will exclusively sell retro games and hardware; modern titles and consoles are excluded.

Product Manufacturing: No creation of custom hardware or merchandise.

Game Development: The project will not engage in developing or publishing new games.

International Localization: Initial focus is on the primary market without specific localization for international markets.

User Sales/Consignment: Direct sales only; user-to-user sales and consignment services are excluded.

## DURATION

### TIMELINE



### EXECUTIVE MILESTONES

The table below lists the high-level Executive Milestones of the project and their estimated completion timeframe.

|  |  |
| --- | --- |
| **Executive Milestones** | **Estimated Completion Timeframe** |
| Completed Product Concept. | Three weeks after task is define |
| Alpha Version Presentation. | Month after main concepts is approved |

|  |  |
| --- | --- |
| **Executive Milestones** | **Estimated Completion Timeframe** |
| Beta Version Presentation. | Month after alpha version is released |

## HIGH-LEVEL ALTERNATIVES ANALYSIS

1. Customization Level: Offers the highest degree of customization to meet specific business needs, user experience requirements, and unique branding for the retro gaming niche.
2. Scalability: Custom systems can be designed with scalability in mind, but this often comes at a higher initial development cost and longer time to market.
3. Cost: Typically, the most expensive option due to the need for specialized development skills, both for initial development and ongoing maintenance.

## ASSUMPTIONS, CONSTRAINTS AND RISKS

### ASSUMPTIONS

This section identifies the statements believed to be true and from which a conclusion was drawn to define this project charter.

1. We are developing the project without funding as such, so our assumption is that we will have free access to the necessary services and resources
2. Assumes a stable and conducive development environment including hardware infrastructure, network connectivity, and development software to support efficient collaboration and productivity.
3. Assumes player interest and engagement with the concept and genre, driving user acquisition, retention, and monetization opportunities.

### CONSTRAINTS

This section identifies any limitation that must be taken into consideration prior to the initiation of the project.

1. Constraints on financial resources available for the project, requiring careful budget allocation and cost management throughout the development lifecycle.
2. Constraints on project timeline necessitating efficient resource allocation, task prioritization, and risk mitigation strategies to meet deadlines and launch milestones.
   1. **RISKS**

|  |  |
| --- | --- |
| **Risk** | **Mitigation** |
| Market Saturation | Implement aggressive marketing campaigns to target specific segments of the retro gaming community and attract early adopters. |
| Technical Challenges | Implement robust cybersecurity measures, such as encryption protocols, firewall protection, and regular security audits, to safeguard customer data and prevent cyber threats. |
| Customer Acquisition | Offer incentives, such as discounts, promotions, and loyalty programs, to encourage repeat purchases and foster customer loyalty |
| Changing Consumer Preferences | Anticipate demographic changes and evolving gaming preferences by diversifying product offerings and targeting emerging market segments, such as nostalgic millennials, collectors, or retro gaming enthusiasts. |

## PROJECT ORGANIZATION

### ROLES AND RESPONSIBILITIES

This section describes the key roles supporting the project.

|  |  |  |
| --- | --- | --- |
| **Name & Organization** | **Project Role** | **Project Responsibilities** |
| Vitaliy Dorosh | Project Sponsor | - Develop project plans, timelines, and budgets - Coordinate tasks and resources - Monitor progress and ensure project milestones are met - Manage communication among team members and stakeholders - Ensure adherence to project requirements and objectives |
|  |  |  |
| Vasylchuk | Web Developer | Person who performs the day-to-day |
| Oleksandr |  | management of the project and has specific |
|  |  | accountability for managing the project within |
|  |  | the approved constraints of scope, quality, |
|  |  | time and cost, to deliver the specified |
|  |  | requirements, deliverables and customer |
|  |  | satisfaction. |

|  |  |  |
| --- | --- | --- |
| **Name & Organization** | **Project Role** | **Project Responsibilities** |
| Bukevych Illia | Web Developer  Graphic Designer | Develop the e-commerce platform  Design the visual elements of the website |
| Budnik Serhii | Graphic Designer  Content Writer | Design the visual elements of the website  Create engaging content |
| Yednak Ivan | Quality Assurance Tester | Test website features and functionalities to identify bugs and errors. Conduct usability testing to ensure a smooth and intuitive user experience. |

## PROJECT CHARTER APPROVAL

The undersigned acknowledge they have reviewed the project charter and authorize and fund the ”Retro games store” project. Changes to this project charter will be coordinated with and approved by the undersigned or their designated representatives.

Signature: Date: 28.02.2024

Print Name: Vitaliy Dorosh



Role: Project Sponsor

Signature: Date:

Print Name: Role:

## APPENDIX A: REFERENCES

The following table summarizes the documents referenced in this document.

|  |  |  |
| --- | --- | --- |
| **Document Name and Version** | **Description** | **Location** |
| CDC\_UP\_Proje ct\_Charter\_Starl ight  version 1.0 | The *”Retro Games Store”* project charter documents and tracks the necessary information required by decision maker(s) to approve the project for funding. The project charter should include the needs, scope, justification, and resource commitment as well as the project’s sponsor(s) decision to proceed or not to proceed with the project. It is created during the Initiating Phase of the project. | [*https://github.com/illyaBkvch/retrogames\_store/tree/documents*](https://github.com/illyaBkvch/retrogames_store/tree/documents) |