



PROJECT CHARTER PLAN

TRANQUIL WATERS WEBSITE DESIGN

**NEW LEAF TIME DESIGNS
3000 SPARKS ROAD
ALEXANDER, AR 72002**

2020



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EXECUTIVE SUMMARY

The aim of the Tranquil Waters website is to provide an online presence for a company that deals in the sales and distribution of fish, aquarium related products, and local services. This website will be an all-inclusive tool for those new to the fishkeeping world. Not only will it include introductory educational material, but it will also be a space for product exploration and purchasing.

PROJECT PURPOSE/JUSTIFICATION

Business Need/Case

As with most start-up companies, having an online presence can play a vital role in the success or failure of a new business. We are in an age of technological advancement where more and more consumers flock to the web where they can find almost instantaneous results for their queries. Having that explorable online presence can be the difference between someone coming to shop at your business or simply skipping over it entirely.

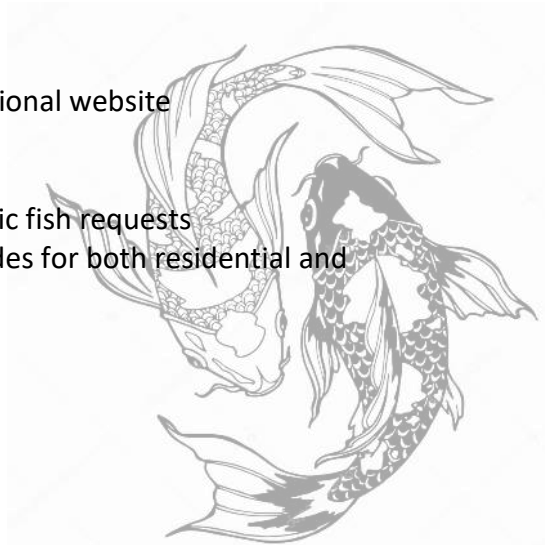
While many consumers know about large chain stores like PetSmart or Petco, many might not know about their limitations when it comes to product availability and diversity. The advantage of a privately owned company like Tranquil Waters lies in the personalized experience a customer could come to expect.

The goal of Tranquil Waters is to provide a more intimate experience for the customer where they are free to explore and educate themselves at their own leisure should they choose to. With a fully functioning website that allows customer requests for the imports of certain exotic fish species – as well as providing local aquarium set-up and maintenance services – I believe Tranquil Waters will set itself apart from any other aquatics store in the area.

Business Objectives

The goals of the Tranquil Waters website are as follows:

- Draw in potential customers with a fun, easy to use educational website
- Provide basic aquarium setup guides
- Be a one-stop shop for general aquarium product needs
- Provide both local and national shipping for approved exotic fish requests
- Provide a list of local aquarium services the business provides for both residential and commercial customers



PROJECT DESCRIPTION

The Tranquil Waters website project will be an educational tool and resource – as well as an introduction to the Tranquil Waters business – for aquarium hobbyists. The website will be created using the cloud-based web developer Wix.com. The goal of this project is to create a fresh, innovative website that is attractive to customers and also compatible with mobile platforms.

Project Objectives and Success Criteria

The objectives for the success of this project will be outlined below. In order to achieve success with the Tranquil Waters website project, each objective must be completed within the designated time and budget allocations.

- Develop project charter and present to advising staff within the next 10 days
- Present website design/format ideas within 30 days
- Review and address staff recommendations within 35 days
- Complete solution design within 90 days
- Acquire rights to use Wix.com by 2/1/2021
- Design website and begin testing by 4/1/2021
- Deploy solution by 5/1/2021

Requirements

This project must meet the following list of requirements in order to achieve success.

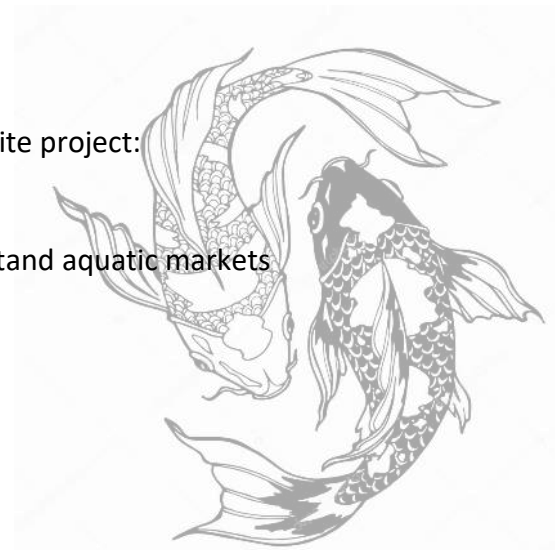
- Project design must be approved by advising staff
- Project design must be completed by December 2020
- An account must be setup with Wix.com to effectively use their web development tools
- Project will need to be tested by a sample audience to pinpoint possible bugs

Additional requirements may be added as necessary, with project advisor approval, as the project moves forward.

Constraints

The following constraints pertain to the Tranquil Waters website project:

- Project manager is responsible for all work
- Funding must be available for Wix.com account
- Personalized research must be expanded to better understand aquatic markets



Assumptions

The following are a list of assumptions. Upon agreement and signature of this document, all parties acknowledge that these assumptions are true and correct:

- This project has the full support of the project advisors
- The purpose of this project will be communicated throughout the design and implementation processes
- This project is for a theoretical business and will not actually be used for the sales or distribution of fish and fish related products

Preliminary Scope Statement

The Tranquil Waters website project will include the design, testing, and delivery of an educational and interactive company website. All hardware and software tools will be provided by the project manager. All work completed on the project will rely solely on the project manager. Funding for this project will be managed and limited by project manager. This project will conclude when the final report is submitted to project advisors within 15 days of project testing.

RISKS

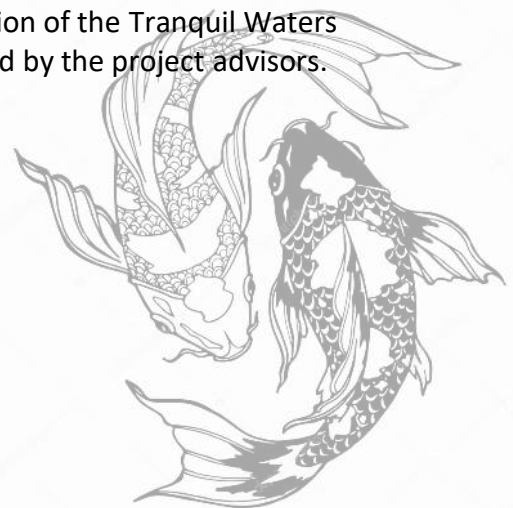
The following risks for the Tranquil Waters website project have been identified. The project manager will determine and employ the necessary risk mitigation/avoidance strategies as appropriate to minimize the likelihood of these risks:

- Potential disruptions with hardware during designing and testing phases
- Limited knowledge of certain programming languages related to project goals
- Time and resources will be limited due to only one person working on the project

PROJECT DELIVERABLES

The following deliverables must be met upon the successful completion of the Tranquil Waters website project. Any changes to these deliverables must be approved by the project advisors.

- Fully functioning deployable website
- Final report for project
- Recommendation list for future changes/requirements



SUMMARY MILESTONE SCHEDULE

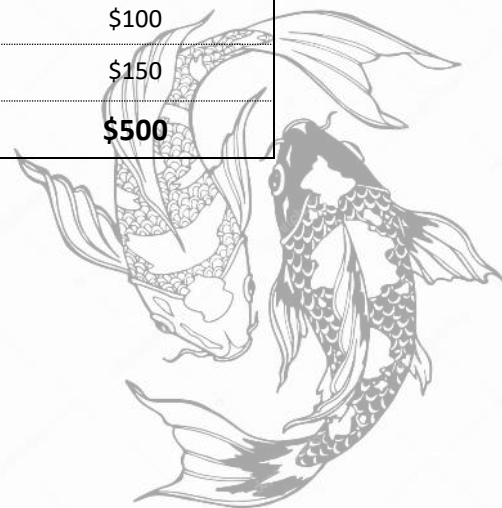
The project Summary Milestone Schedule is presented below. As requirements become more clearly defined, this schedule may be changed. Any changes will be communicated with project advisors.

Summary Milestone Schedule – List key project milestones relative to project start.	
Project Milestone	Target Date (mm/dd/yyyy)
• Project Start	9/30/2020
• Complete Project Design	12/7/2020
• Acquire Hardware and Software	2/1/2021
• Complete Project Simulation with New Hardware/Software	03/01/2021
• Perform Project Simulation and Testing	04/01/2021
• Submit Final Report	05/01/2021
• Project Complete	05/15/2021

SUMMARY BUDGET

The following table contains a summary budget based on the planned cost components and estimated costs required for successful completion of the project.

Summary Budget – List component project costs	
Project Component	Component Cost
• Personnel Resources	\$250
• Hardware	\$100
• Software and Licensing	\$150
Total	\$500



PROJECT APPROVAL REQUIREMENTS

The Tranquil Waters website project will know completion once it has been fully deigned, tested, and approved by the project advisors. A final report will be given outlining project details from start to finish. The final report will be accompanied by a project demonstration for project advisors and fellow peers.

PROJECT MANAGER

Katelyn Meints will be the project manager for the entirety of the Tranquil Waters website project. Ms. Meints will be responsible for all tasks, funds, scheduling, communication, and research regarding the project. Ms. Meints will also be responsible for finding a target audience to test the project website for proper usage and potential bugs. Any additional funding requirements will be made at the discretion of Ms. Meints. Updates on project advancements will be given to project advisors at regular intervals.

AUTHORIZATION

Approved by the Project Sponsor:

 <Project Sponsor>
 <Project Sponsor Title>

Date: _____

