SWE30010 - Managing IT Project

Class: Fri 08:00 DT7.2 - **Tutor:** Pham Thi Kim Dung

GROUP 1: The Beavers

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Project Proposal[1]: *Let's Shop E-commerce Website*

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Synopsis

Let's Shop: Powering Your Tech Dreams in Hanoi's Heart

Hanoi's vibrant streets are filled with digital energy, and its residents seek a seamless way to embrace the latest technologies. Let's Shop steps into the market, a tailor-made e-commerce platform catering specifically to local demand.

Local Gems, Global Choices: Leaving generic products behind, Let's Shop features a diverse selection of electronics, reflecting Hanoi's uniqueness. We handpick international household names and local favourites, from smartphones to home appliances.

Effortless Shopping: Our user-friendly website prioritises simplicity, guiding customers through a smooth shopping experience. Customers can easily browse, compare, and add items to their carts. Secure payment gateways guarantee peace of mind at checkout.

Convenience Delivered: We know our customers' time is precious. They can track their order every step of the way and choose between speedy home delivery or convenient store pickup for added flexibility.

Data-Driven Decisions: Let's Shop goes beyond simple selling. Our integrated analytics dashboards reveal valuable insights into customer trends and preferences, allowing us to refine and personalise their shopping journey constantly.

Beyond Products: We foster a vibrant community with product ratings and reviews, encouraging customers to share their experiences and make informed purchasing decisions.

Fostering Hanoi's Core: While Let's Shop strives to be a comprehensive solution, some aspects fall outside our current focus. We currently facilitate online transactions, leaving inventory management to individual sellers. International shipping and a mobile app are yet to be options but remain future possibilities.

Let's Shop is more than just an online store; it bridges local needs with global possibilities. We aim to become the ultimate destination for Hanoi residents seeking a convenient, reliable, personalised electronics shopping experience.

Background

The rise of digital technology has transformed the retail landscape worldwide, and Vietnam is no exception. In Hanoi, the capital city known for its bustling markets and vibrant commerce, there is a growing demand for a localised online platform that caters to the electronics market.

The proposed project aims to develop an e-commerce website dedicated to selling electronics specifically for the residents of Hanoi. This platform will provide a wide range of electronic products and cater to local needs and preferences.

Scope

Objectives

The primary objective of this project is to develop a user-friendly e-commerce website dedicated to selling electronics to the residents of Hanoi. The platform will be designed to cater to the specific needs and preferences of the local market, offering a wide range of electronic products from both international and local brands.

Specifications

- **User Roles**: The website will have two roles: Customer and Admin. The Admin Panel will be separated from the customer's user interface.
- **User Experience**: Provide an intuitive user interface that ensures the shopping experience and simple navigation.
- **Product Range**: Offers a wide range of electronic products from both global and local brands.
- **Product Placement**: Items added to the cart can be checked out and create orders.
- **Secure Payment**: Integrate safe payment gateways from established third-party providers.
- **Order Delivery**: Monitor the order status and email the user of changes.

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[1] This document is by no means a "full project proposal". It has been simplified and customised for the purposes of SWE20001 teaching. The full project proposal includes many other sections which have not been discussed during the first few weeks of SWE20001 teaching.

- **Data Analytics**: Integrate statistic charts and graphs into the admin panel, providing insightful information about the customer's trends and pain points.
- **User Group**: Customise the product offerings to the local market in Hanoi, Vietnam and provide a 'store pickup' option for customers who prefer to collect their purchases from a physical location.
- **Ratings and review**: Upon receiving the order, the customers can provide feedback through ratings and reviews for each purchased product.

Out of scope

While we aim to provide a comprehensive e-commerce solution, certain aspects are beyond the scope of this project:

- We will not be managing the physical inventory of products. The platform will serve as a medium for online transactions, and the responsibility of inventory management lies with the respective sellers.
- The platform will not offer international shipping. At this stage, the service is localised to Hanoi.
- We will not be developing a mobile application for the platform. The focus is creating a responsive website that works well on various devices.

Deliverables and schedule

Initial Release Schedule of the Product backlog items

No.	Item	Dependencies	Business Value (1 least – 10 most)	Release Schedule (Sprint 1 | 2 | 3 | …)
F1	Design database schema	None	7	Sprint 1
F2	Design system architecture	F1	9	Sprint 1
F3	Set up tech stack and environment	F2	8	Sprint 1
F4	Design rough wireframes	F2	6	Sprint 1
F5	Design an interactive prototype	F4	8	Sprint 1
F6	Set up SMTP server for email delivery and OTP mechanism	F3	7	Sprint 2
F7	Set up user roles, develop user registration and login authentication	F3	9	Sprint 2
F8	Develop admin screens for product, category, and order monitoring	F3	8	Sprint 3
F9	Develop user screens for product browsing and filtering, shopping cart, and order placement	F3	9	Sprint 3
F10	Integrate secure payment for transaction	F3	10	Sprint 4
F11	Create Admin dashboard with data analytics providing customer insights and trends	F3	8	Sprint 5
F12	Develop customer ratings and reviews for purchased items	F9	7	Sprint 5
F13	Deploy app into production	F10, F11, F12	10	Sprint 6
F14	Monitor app performance, gather feedback and reviews for future improvements	F13	9	Sprint 7

Deliverables

- Online electronic store website (fully functional application)
- Source code (all binaries, config files)
- Social media page
- Comprehensive admin manual (online & downloadable)
- Detailed system training program for admin
- Ongoing maintenance and support

Schedule

- **Sprint 1:** January 22 - February 5
- **Sprint 2:** February 6 - March 1
- **Sprint 3:** March 2 - March 29
- **Sprint 4:** March 30 - April 26
- **Sprint 5:** April 27 - May 24
- **Sprint 6:** May 25 - June 21
- **Sprint 7:** June 22 - July 19
- **Sprint 8:** July 20 - August 9

TEAM'S RESPONSES TO THE TASK

Team member	Option	Detail Notes
Trac Duc Anh Luong	Agree	The synopsis is clear on what the final product has to offer. The scope is detailed and correctly highlights the project's objectives, specifications, and requirements that are out of scope.
	Disagree	The backlog should be adjusted. Backlog items should be simple, and Sprint 1 should cover more tasks to maximise the team's efficiency.
Minh Nghia Nguyen	Agree	The product backlog appears positive overall. With well-stated objectives and product features, the scope and summary are comprehensive.
	Disagree	Some backlog items are technical and may need to be more understandable to stakeholders who are not in IT.
Cong Anh Nguyen	Agree	In general, the backlog looks outright and realistic. The scope accurately identifies the project's objectives, specifications, and out-of-scope needs. It is thorough.
	Disagree	The schedule should be adjusted to utilise the team's efficiency.
Gia Minh Nguyen	Agree	The structure of a Product Backlog report is promised. Each step is detailed. The scope does illustrate the essential functions and elements of the project. There are also out-of-scope aspects that the project might be misunderstood for.
	Disagree	The backlog needs to fit more. The first sprint should include more tasks to optimise the team's performance. Overall, we need fewer sprints and more phases in one sprint.
Dat Tran Dinh	Agree	Overall, the product Backlog looks promising. The scope and synopsis are detailed, with well-defined objectives and product features.
	Disagree	The Product Backlog items are too detailed and specific; they could be adjusted, and more tasks could be added at Sprint 1 to increase the team efficiency.
Anh Duc Nguyen	Agree	The project proposal is clear and well-structured, and the synopsis highlights the project's product's unique selling points, benefits and innovative features. The most essential parts, such as scope and backlog items, are well done. They give a clear overview of what to be achieved in the project and the roadmap (what steps to be done in which sprint)
	Disagree	The product backlog should be considered again in terms of task allocation of each sprint. Moreover, some backlog items are technical, so they may need to be explained to non-IT stakeholders.