

# ASSIGNMENT 1: PROJECT PROPOSAL

IS Consulting Organization  
September 30, 2021

## Introduction

An information system including a website and social media accounts, to support transactions and advertising purposes thus spread the company nationwide.

## Body of proposal

### **1. Project client and team members**

Team members (G18):

Name	Email address
Luong Trac Duc Anh	<a href="mailto:anhltdswh00875@fpt.edu.vn">anhltdswh00875@fpt.edu.vn</a>
Nguyen Tuan Minh	<a href="mailto:minhntswh00766@fpt.edu.vn">minhntswh00766@fpt.edu.vn</a>
Phan Nhat Minh	<a href="mailto:minhpnswh00574@fpt.edu.vn">minhpnswh00574@fpt.edu.vn</a>
Nguyen Le Van	<a href="mailto:vannlswh00342@fpt.edu.vn">vannlswh00342@fpt.edu.vn</a>

Client information:

Company name: Baby Hut

Client: James George

### **2. Project description (1)**

- Organisation background:
  - Growing baby equipment sales and rental chain.
  - Interested in a business opportunity and filling a market niche.
  - Want to provide extra services and baby products for hire or sale to compete with other baby equipment chains.
  - Has been investigating opportunities that involve the use of mobile and online technologies to enhance the offering of the company.
- Organisation structure:
  - Product management: Peter Hamill, Angel White
  - Marketing and business management: James George
- Problem faced:
  - 5 stores in Melbourne have their software but are not directly linked together.
  - There must be an improvement in the information system to monitor performance and provide support.
  - The reservation system is appalling since there is no system to support the section and information is kept on sticky notes, which is informal.
  - No system to take in feedback from customers.

- Goals and objectives: (2)
  - Create a website and information system for the 5 Baby Hut Stores in Melbourne as well as for expansion purposes.
  - Reduce management costs: little manpower is needed for website management.
  - Developing business relations (with customers)
  - Providing a unique customer experience: Through captivating user's interface.
  - Increasing the number of loyal customers: Improve customer service, get feedback for the baby equipment by implementing a communication system.
  - Boosting the efficiency of services:
  - + In-stock products, sales, and rentals of the company are neatly recorded in a shared data server.
  - + Figures on sales and rental can be compared store by store by using a weekly report-generating system.
  - Developing relevant targets: boost traffic, collect users' data.
  - Making a responsive e-commerce website: Can be accessed through various devices, from mobile to computers.
  - Increasing sales: Satisfactory services mean more customers and increased sales.

Requirements list: (3)

No.	Requirements	Functional	Non-functional
1	A website easy to maintain and upgrade		Extensibility, Maintainability (Optimised theme and plugin used)
2	Easy navigation throughout the website		Usability (Page layout optimization)
3	Mobile compatibility		Interoperability (Page liquidity, can use additional CSS for mobile interface)
4	Use Google Analytics to track where the customers come from and how long they stay on the website	Built-in function	
5	High security to prevent hackers		Security (Plugins: <i>Jetpack</i> for security, <i>BackupGuard</i> for daily backups)
6	Search engine optimization	Can be related to no.4	
7	Customer maintenance	Built-in function	
8	Process a loan for baby	Built-in function	

	equipment		
9	Maintenance	Maintainability, used to record and store purchases and rental details	
10	Baby equipment sale through the website	Requirement for system (Related to maintenance)	
11	Overdue loans	Built-in function	
12	Return a loan	Fines are calculated through standard rental charge	
13	Reservation	Can be linked to customer maintenance	
14	Renewals	Built-in function	
15	Delivery and pick up service	Built-in function	

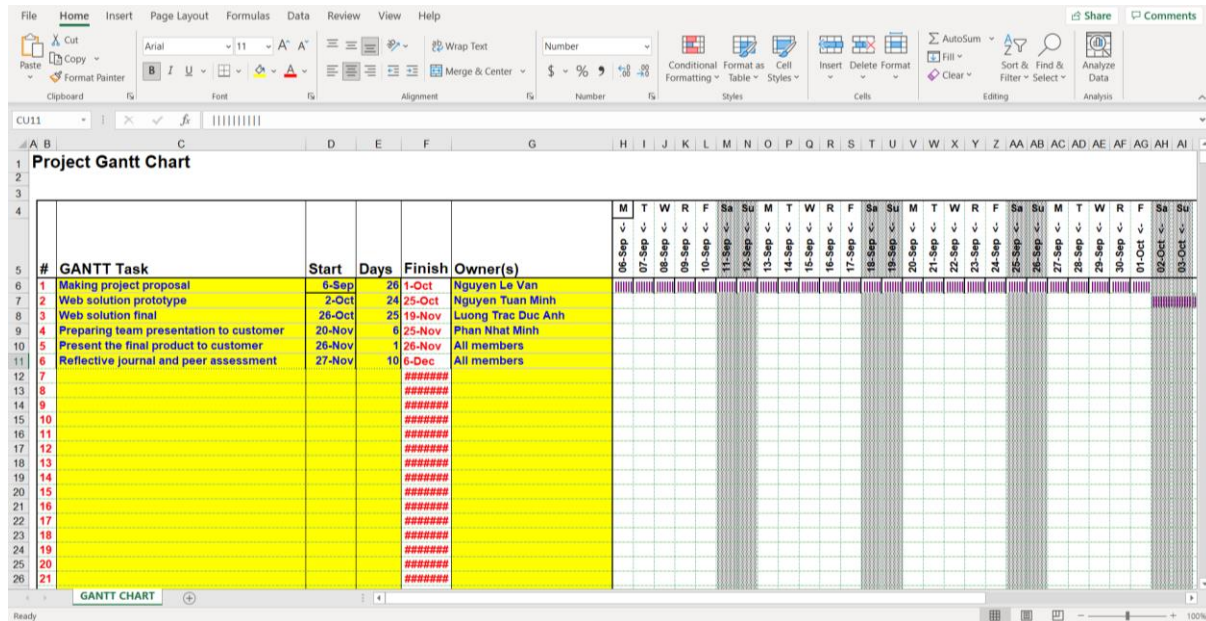
### 3. Project scope (4)

Scope description	<p><b>In scope:</b></p> <ul style="list-style-type: none"> <li>- A fully developed information system for the whole organization, including all shops nationwide.</li> <li>- Items for hire and/or sale are logically displayed in the “Shop” section according to specific categories.</li> <li>- Services and membership for monthly and yearly subscriptions.</li> <li>- Develop a help centre for general guidelines.</li> <li>- A communication system to monitor incoming phone calls, messages (for direct help and/or booking reservation).</li> <li>- Create an instruction menu for the sales and advisor team to clearly understand how the system can be worked with and monitored efficiently.</li> </ul> <p><b>Out of scope:</b></p> <ul style="list-style-type: none"> <li>- Website’s ongoing maintenance and upgrades.</li> <li>- Develop a staff management system.</li> </ul>
Project deliverables	<ul style="list-style-type: none"> <li>- A well-functioned website with features mentioned in the <u>Requirement list</u> that can provide services throughout the country.</li> </ul>

## 4. Project schedule (12 weeks)

### Project Gantt Chart (5)

*This Gantt Chart will be attached to our assignment upon submission.*



## 5. Project risks (4)

Risk	Impact	Likelihood	Action plan
The project costs more than the estimation budget.	6	7	Make a careful plan and re-estimate the amount of expenditure.
The project lacks data to be worked on (data of customers)	4	4	Conduct surveys to get more information about what the clients need.
Activities in the project take longer than expected, namely planning, designing, and getting the customer's approval. Need to improve the performance of team members.	6	5	Apply the 'Agile' project management method (6) to: <ul style="list-style-type: none"> <li>- Give out flexible, higher quality, and user-friendly deliverables.</li> <li>- Increase communication efforts from all team members.</li> <li>- Plan out a clear schedule with deadlines to increase commitment and productivity.</li> </ul>

- The project's actual cost can be more than the estimated budget.
- Ex: This risk could happen due to the poor planning of expenditure and the inaccurate budget estimation or the increase in demand of features the clients want to have.

- The amount of data to finish the project is in a shortage.
  - Ex: Sometimes, when timelines are tight, pushing data to the project for further development can be problematic as user data is missing because not enough is collected.
- It takes longer to finish an activity in the project.
  - Ex: When the amount of work needs to be done is overloaded or the requirements and the tasks are too difficult for the team in charge to complete on time with the schedule.

## 6. Acceptance and approval (4)

No.	Categories	Name
1	Project title	Information system for Baby Hut
2	Deliverable	Online working website and internal system for store management
3	Project team members & signatures	Luong Trac Duc Anh
		Nguyen Tuan Minh
		Phan Nhat Minh
		Nguyen Le Van
4	Client name	James George
5	Client signature	<i>James George</i>
6	Signature date	9/30/2021
7	Verification method	Inspections and test run by the client

September 30, 2021

ISCO Manager

Client

*Anh Luong*

*James George*

Luong Trac Duc Anh

James George

## Summary

- 5 different Baby Hut stores across Melbourne are needed to have their websites link together effectively.
- The use of mobile technology should be upgraded when enhancing Baby Hut's main website.
- The clients and the members should enhance a high-level improvement in the information technology to monitor the work of clients as well as receive customers' feedback.
- A reservation system should also be developed to save information, a weekly report system should be delivered so that items could be compared.
- Additional surveys for customers are also required to be fully conducted.
- 15 required systems mentioned in 'required lists' should be fully upgraded, only opening more shops when all the systems meet all the regulations.
- Risks relating to products' cost could be the most important to minimize, which means estimation in budgets should be fully considered.
- All the risks should be fully demonstrated in a form of a matrix, as well as be connected to a case study with sufficient explanations.

## Reference list:

- (1) Swinburne Online (2021) *ICT10001 Baby Hut information* Available at: <https://swinburne.instructure.com/courses/38935/pages/case-study-information> (Accessed 28 October 2021)
- (2) Builderfly (2021) *What are the Objectives of Ecommerce? – An Expert Guide* Available at: <https://www.builderfly.com/what-are-the-objectives-of-ecommerce-an-expert-guide> (Accessed 28 October 2021)
- (3) Swinburne Online (2021) *Thinking about requirements* Available at: [https://swinburne.instructure.com/courses/38935/pages/2-dot-3-thinking-about-requirements?module\\_item\\_id=2391489](https://swinburne.instructure.com/courses/38935/pages/2-dot-3-thinking-about-requirements?module_item_id=2391489) (Accessed 28 October 2021)
- (4) Swinburne Online (2021) *Your project* Available at: [https://swinburne.instructure.com/courses/38935/pages/3-dot-3-your-project?module\\_item\\_id=2391496](https://swinburne.instructure.com/courses/38935/pages/3-dot-3-your-project?module_item_id=2391496) (Accessed 28 October 2021)
- (5) Gilmore (2012) *12 Gantt Chart Examples for Project Management* Available at: <https://www.teamgantt.com/blog/gantt-chart-example> (Accessed 28 October 2021)
- (6) Swinburne Online (2021) *Project Methodologies* Available at: [https://swinburne.instructure.com/courses/38935/pages/3-dot-4-project-methodologies?module\\_item\\_id=2391497](https://swinburne.instructure.com/courses/38935/pages/3-dot-4-project-methodologies?module_item_id=2391497) (Accessed 28 October 2021)