

Project Planning & Management

1) Project Objective:

Project Description:

An online platform that gathers emerging local brands in one place, allowing them to showcase and sell their products easily without high marketing costs while providing a seamless and secure shopping experience for users.

Problem Statement:

- Small business owners struggle to reach a wide audience due to high marketing costs.
- Lack of a unified platform that aggregates these local brands.
- Consumers need an organized and easy shopping experience to access high-quality local products.

Project Goals:

- Enable emerging local brands to establish a digital presence easily.
- Provide a smooth and secure shopping experience for users.
- Offer free or low-cost marketing tools for store owners.

Target Audience:

- **Small business owners and local brands:** Seeking a platform to showcase their products without high marketing costs.
 - **Consumers interested in local products:** Looking for unique, high-quality products while supporting the local economy.
 - **Entrepreneurs and e-commerce beginners:** Wanting to enter the market without creating an independent online store.
 - **Online shopping enthusiasts:** Preferring an easy and reliable shopping experience within an integrated platform.
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2) Project Scope:

- Individual online stores for each seller.
- Seller dashboard for managing products and orders.
- Multiple payment methods (cards, e-wallets, cash on delivery).
- Well-organized categories and product listings.
- Seamless and user-friendly shopping experience.
- Customer reviews and ratings.
- Support for Arabic and English languages.
- Internal delivery management (collaboration with delivery companies).
- Internal payment processing (reliance on external payment gateways).

3) Deliverables:

- Wireframes for the platform.
 - Complete UI/UX Design.
 - Interactive Prototype.
 - Planning, analysis, and design documentation.
 - Initial marketing plan to attract users and sellers.
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4) Tasks & Timeline:

Main Task	Subtasks	Deadline
Project Planning & Management	Define project scope and goals	21 March 2025
	Identify key stakeholders	
	Develop project timeline and milestones	
BMC Review	Finalize Business Model Canvas	21 March 2025
	Conduct market analysis	
	Validate business assumptions	
Requirements Gathering	Identify user needs and pain points	21 March 2025
	Define platform features and functionalities	
	Research competitors	
System Analysis & Design	Develop wireframes and user flows	21 March 2025
	Design UI components and branding elements	
	Create interactive prototype	
Final Presentation & Testing	Conduct usability testing	9 May 2025
	Debug and resolve issues	
	Prepare final project demo	

5) Resources & Tools:

Technical Tools:

- **Design:** Figma, Photoshop, Illustrator
- **Task Management:** Figma (FigJam)
- **Team Communication:** Discord

Human Resources:

- **UI/UX Designer:** Responsible for interface and experience design.
 - **Project Manager:** Oversees scheduling and team coordination.
 - **Marketing Specialist:** Attracts sellers and users to the platform.
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6) Risk Management:

Potential Risks	Mitigation Strategies
Design does not follow user-centric principles	Prioritize user needs and ensure intuitive interactions
Poor user experience (UX) design	Conduct user research and usability testing to validate design decisions.
UI inconsistency	Establish a design system with standardized components.
Navigation complexity	Implement intuitive and user-friendly navigation flows.
Accessibility issues	Ensure compliance with WCAG (Web Content Accessibility Guidelines).
Slow design iteration process	Use rapid prototyping and get early feedback from stakeholders.