PROJECT BRIEF

Project: **E-Commerce Website for Skanda.**

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PRINCE2

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1   Project Brief History

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Signed approval forms are filed in the Management section of the project files.

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1.4   Distribution

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Name	Title	Date of Issue	Version
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Project Brief

3   Purpose

This project brief describes the whole idea of the E-commerce website development project for SKANDA. This document contains a brief description of the project's background and context. It includes deliverables, project activities, milestones, and the project management structure for the initial phase of the project. The reporting requirements, risk management, quality assurance, and documenting lessons learned were all stated in the project brief. The primary goal of this suggested E-commerce website is to address Skanda's present issues and problems in managing the process and extending the business as an online store across the country. This paper discusses the authorities involved in putting this planned initiative into action and the project's history, description, and primary business case. This document discusses the authorities involved in implementing this proposed project and the project's history, definition, business case overview, customer quality expectations, acceptance criteria, and risks.

4   Background

SKANDA, owned by Mrs Sari Samarasundara, is a well-reputed clothing brand in Sri Lanka, where the main outlet is located at Borella, Sri Lanka. SKANDA manufactures high-quality batik and hand-painted garments. SKANDA by Sarasi Samarasundara has a diverse product portfolio that includes sarees, tops, scarves, shirts, bedsheets, and pillows, among many other things.

Their ultimate goal is to empower the business while providing high-quality customer service by fulfilling customer expectations.

On the other hand, the COVID-19 pandemic has had a significant impact which caused the sales risk and revenue drop on business. To expand the business while boosting revenue and following up with evolving technology, the company has decided to use the digital platform and adapt the business to both online and physical.

5   Project Definition

An E-commerce website for 'SKANDA' by Sarasi Samarasundara is to be implemented by our team as the proposed project that assists in managing the company's daily operations, including daily orders management. The key stages of Skanda's proposed E-Commerce website are as follows:

● Design and develop a modern E-Commerce Website for Skanda.

● Deploy the proposed E-Commerce website.

- Test and provide maintenance for the website.

- Provide website management requirement documentation for the management of 'SKANDA' by Sarasi Samarasundara.

The main goal of this project is to design and develop a modern E-Commerce website for SKANDA that will allow them to handle their daily orders through an online store using a user-friendly admin panel. Furthermore, the proposed system or website will simplify clients and SKANDA management to operate with online money via a payment gateway. This aids in the improvement of client relations and the expediting of order confirmation across the country. This proposed website will host using a database and separate admin and customer web interfaces. In the future, maintenance and updates will be provided.

The project's outcome should be a fully functioning E-Commerce website under four main categories as admin panel, graphical user interface, AI-based Chatbot assistant and the payment gateway, with the following functionalities:

Admin panel
- Login and sign-up feature.
- CRUD operations.
- View and manage customer Orders.
- View and Respond to customer feedback.

Graphical user interface
- Login and sign-up feature.
- Capability to maintain a user profile.
- Shopping cart feature.
- Search filters based on customer preferences.
- Spinning wheel feature to collect customer email addresses by providing discounts.
- The payment gateway for transactions.

Chatbot
- Direct customers to the appropriate sections of the website based on their choices.
- Calculate the delivery time and cost based on the customer's requirements.
- Direct customers to special deals and discounts.
- Check for the availability of required products.
- When a consumer's request is beyond the chatbot's capabilities, hand over the conversation to a customer service representative.

6   Outline Business Case

The suggested E-commerce website can be fine-tuned and modified to boost the efficiency of 'SKANDA' and give a consistent appearance and feel to customers. Furthermore, targeting island-wide clients will be advantageous, allowing Skanda to develop its company in this pandemic situation. As a result, the website, as mentioned above, may reduce the company's physical expenditures while its online business expands and extend functionality.

7   Customer's Quality Expectations

There are several ways to ensure the quality of a website, and the following measures will determine the final product's quality.

- **Usability** – The E-commerce website should be created and developed to correspond with the standards & limitations defined in the planning stage. All functionalities should be tested in various scenarios, including unexpected ones. Check to see if the website can consistently produce the desired results.

- **Reliability** – The reliability of the website derives from the usability as mentioned above of the website.

- **Responsiveness** – The system must be viewable on any modern web browser and any modern device, including computers, smartphones, and tablets.

- **Learnability** – With minimum IT literacy, any user should be able to utilise the website.

- **Maintainability** – The ability to troubleshoot issues and modify and extend functionality.

- **Functionality** – Ensuring the functionalities of payment processes, editing related content from the admin panel, updating any announcements regarding sales, promotions and festivals, admin-customer interactions, AI chatbots.

- **Appearance** – The proposed website should be visually appealing, professional and well-polished. It should reflect the business's image.

8   Acceptance Criteria

The proposed E-commerce website requires the following requirements to accept it as a fully functional E-Commerce website with total customer satisfaction;

Functional Criteria

- Adding items to the cart by the user to purchase products.

- Viewing products on the website.

- Managing the user profile by using create/edit/delete functionalities.

- The random offer or discount that a user from the spinning wheel won will be emailed to the customer.

- Ability to process online payments through a payment gateway.

- Ability to view and manage orders on the website.

- Managing items and performing add/edit/delete product item tasks.

- Managing product categories and the ability to add/edit/delete product categories

- Artificial Intelligence based chatbot function for assisting users.

Non-functional Criteria

- The website must be reliable, available at any time, and easily maintainable.

- All data must be protectively stored.

- Security is one of the critical non-functional acceptance requirements for the customers and the company management.

- Perform under large traffic with a large number of orders.

- Maintaining and securing the website database is essential.

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9   Any Known Risks

The project team currently faces no significant risks except persistent communication problems with the CEO of the 'SKANDA' by Sarasi Samarasundara and the emerging COVID-19 pandemic. However, the team might face scheduling risks when implementing the project due to the short period and changing functionalities according to the user.

10 Use Case Diagram

SKANDA by Sarasi Samarasundara: E-Commerce Website