PROJECT DOCUMENTATION

**PROJECT BRIEF**

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| Author: | S. K. Helani Sihara Jayawardena  (Scheduling Manager)  M. Sonali Silva (Start-up Manager) |
| Owner: | Dr. Yasas Jayaweera (Project Executive) |
| Client: | SKANDA by Sarasi Samarasundara. |
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# 1 Project Brief History

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The source of the document will be found on the project's PC in location

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## 1.3 Approvals

This document requires the following approvals.

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

| **Name** | **Signature** | **Title** | **Date of Issue** | **Version** |
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| Dr. Yasas Jayaweera |  | Project Board | 02/17/2022 | 1.1 |
| Adithya Narasinghe |  | Project Manager | 02/17/2022 | 1.1 |
| Mrs. Sarasi Samarasundara |  | Client | 02/17/2022 | 1.1 |

## 1.4 Distribution

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| --- | --- | --- | --- |
| Adithya Narasinghe | Project Manager | 02/17/2022 | 1.1 |
| M. Sonali Silva | Start-up Manager | 02/17/2022 | 1.1 |
| J. M. Pasindu Lawantha Bandara | Quality Manager | 02/17/2022 | 1.1 |
| Madapathage Don Kanishka Gimhan | Risk Manager | 02/17/2022 | 1.1 |
| S. K. Helani Sihara Jayawardena | Scheduling Manager | 02/17/2022 | 1.1 |

# 2 Table of Contents

[1](#_heading=h.gjdgxs) Project Brief History 2

[1.1](#_heading=h.30j0zll) Document Location 2

[1.2](#_heading=h.1fob9te) Revision History 2

[1.3](#_heading=h.3znysh7) Approvals 2

[1.4](#_heading=h.tyjcwt) Distribution 2

[2](#_heading=h.3dy6vkm) Table of Contents 3

[Project Brief 4](#_heading=h.1t3h5sf)

[3](#_heading=h.4d34og8) Purpose 4

[4 Background 4](#_heading=h.2s8eyo1)

[5](#_heading=h.17dp8vu) Project Definition 4

[6](#_heading=h.3rdcrjn) Outline Business Case 6

[7](#_heading=h.26in1rg) Customer’s Quality Expectations 6

[8](#_heading=h.lnxbz9) Acceptance Criteria 7

[9](#_heading=h.35nkun2) Any Known Risks 8

[10 Use Case Diagram 8](#_heading=h.1ksv4uv)

# 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. On the other hand, SKANDA's e-commerce website attracts new clients to its online store, grows its customer base, and boosts its trustworthiness. Having an e-commerce website will give the store more credibility.

Furthermore, it will be more advantageous to target island-wide clients with an e-commerce website than starting brick and mortar stores islandwide. Moreover, this will allow SKANDA to continue their business without physical stores, which was a major setback for SKANDA and many other businesses, which were affected by the pandemic. Digital advertising is one of the benefits of the SKANDA e-commerce website to promote products & services immediately. It is inexpensive compared to traditional channels and easily adjusted to suit the budgetary constraints. 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.

## 9 Any Known Risks

Currently, the following risks have been identified in regards to the proposed system. This is not a comprehensive list that assesses all potential concerns; rather, it is a list of issues that the team found based on their preliminary research.

* Planned technology stack might not support all the features that are in the scope. So far, this shouldn’t be an issue. But there are some incompatibilities that can only be identified while developing the system. This can be mitigated by either changing the technology stack or by adjusting the scope to what’s technically feasible. The decision on which mitigation to use will be decided upon based on the impact it has on the already completed work.
* There might be scenarios where the team might be constrained due to the approach used to implement. One such example is the use of many plugins to create the required functionality and experience in the website, which might lead to the slowdown of the website. So, then the team has to evaluate the conditions and figure out contingencies and sort that on a case by case by case basis.
* After the deployment, the demand for the website can be much higher than the initial expectations, which might lead to the slowdown or complete unavailability of the website. So, the team must monitor the website traffic after the deployment to ensure that the chosen hosting environment is capable of handling the demand and if it’s not capable, upgrade the plan or migrate the website to a different service provider which can handle the demand.
* Due to the tight timeline, there can be scheduling issues which can ultimately lead to the delay of the pre-agreed timelines. So, there should be buffers included while deciding the timeline, and the scheduling manager should always keep track of the progress and come up with mitigation plans when things are being delayed

## 10 Use Case Diagram

