[M&L E-commerce]

Project brief

Providing a full and firm foundation for the initiation of the project.

[M&L E-commerce Project Brief, version 1.0]

Contents

1 Project definition

The present project consists of the development and implementation of an e-commerce that inaugurates M&L store presence on the internet.

The main objectives of the project are:

1. Produce an e-commerce that enables M&L products to be sold over the internet, and also acts as an online advertising space for the company. Finally, it should be possible to generate relevant management reports of the data gathered by the e-commerce;

2. Deliver a functional website within 2 months of the start of the project that allows M&L to launch online advertising;

3. Releasing the final version of the e-commerce within a 6-month period, so that the company is able to coordinate the final product of this project with deliveries of other projects of the same program.

The scope of the project can be found in Section 3 "Outline Project Plan" of this document. The detailed version within that section also encompasses the development activities of the following product groups: Database, Components, Home Page and Shopping Basket.

So far, no restrictions on the execution of the project have been found. Regarding the tolerances of this project, the client emphatically expressed the need to deliver the project within the 6-month time window.

2 Outline business case

The project was proposed to meet the need of M&L Stores plc to establish a web presence. The company is also interested in expanding its operations abroad, so the exploitation of the online environment both to attract new customers and to increase the reach of its advertising will be fundamental to the company's future expansion plans.
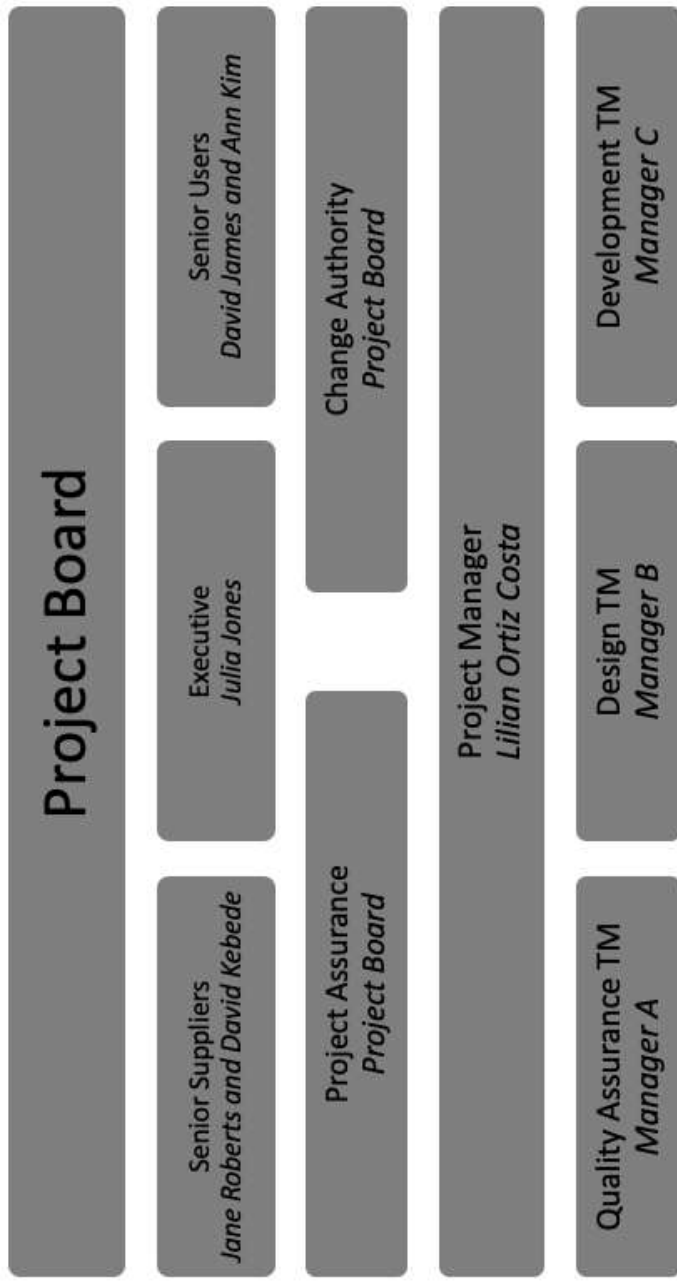
3 Project product description

As previously mentioned above, the final product of the project is the e-commerce of the company M&L Stores plc. Guidelines for the definition of acceptance criteria have not yet been provided, nor have the quality expectations been informed by the customer. However, product development aims to meet PRINCE2 quality standards. The methodology chosen for software development reflects the quality purpose defined by PRINCE2, since testing is one of its foundations.

4 Project approach

M&L E-commerce will be built under the XP software development methodology. Details on the reasons that led to the choice of this methodology can be found in the first section of this document (Comparative of Methods).

5 Project management team structure

Project Board

Senior Suppliers *Jane Roberts and David Kebede*	Executive *Julia Jones*	Senior Users *David James and Ann Kim*
Project Assurance *Project Board*		Change Authority *Project Board*
	Project Manager *Lilian Ortiz Costa*	
Quality Assurance TM *Manager A*	Design TM *Manager B*	Development TM *Manager C*

6 Role descriptions

All role descriptions were explained in detail in section 2 of this document, namely "Project Memorandum".