

**Project Charter**

**Project Name**

Southern Drip E-Commerce Business

**Focus Area**

Incorporating an e-commerce business model to create and develop a successful online business. We will create an easy to use website that provides stylish and comfortable young adult clothing at an affordable price with an option to become a paid member with exclusive access to limited merch in order to return a profit.

Vision statement:**To spark innovation in the next generation**.

**Prepared By**

|  |  |
| --- | --- |
| **Document Owner(s)** | **Project Role** |
| Chance Alverson | Project Team Member |
| Michael Bennish | Project Manager |
| Sid Jetani | Project Team Member |
| Collin Ober | Project Team Member |
| Devin Rice | Project Team Member |
| Riley Schmitt | Project Team Member |
| Zoey Vu | Project Team Member |

**Project Version Control**

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| --- | --- | --- | --- |
| **Version** | **Date** | **Author** | **Change Description** |
| A | 3/3/20 | PM Michael Bennish | Preliminary Scope and Charter Draft |

**1. PROJECT CHARTER PURPOSE**

The Southern Drip Team will determine and identify the necessary steps for developing an e-commerce website that encompasses a combination of business models. Our website will illustrate these models throughout our business. We will examine each business model and how we can incorporate it into our website. Each Southern Drip member will do extensive e-commerce research to discover possible solutions for our new e-business. The Southern Drip Team will become more knowledgeable on how to approach building an e-business from ground level. The model we will focus on is Business to Consumer.

**2. PROJECT OVERVIEW**

Our project’s mission is to develop a new and successful e-commerce business using a combination of e-commerce business models such as Patagonia, Supreme, and Zumiez where customers can shop from the comfort of their PC. The site will use a Business to Consumer model, and we will examine the possible ways that this model can be maximized to develop a premier online business.

**3. PROJECT SCOPE**

**3.1 Scope Statement**

Create an E-commerce channel for Southern Drip business. Customers can shop as guests or as members by paying for a monthly of yearly subscription. Customers that do not have a subscription may not access membership only features. However, customers can view the limited time products that are offered each month but are restricted from purchasing them. Members will have more benefits like access to limited merchandise, presale, mystery box, and express shipping. Members and regular customers may not view any admin pages or change any of the web design. Staff can easily manage inventory, view reports, and add promotions. Staff has access to member and customer information.

**3.2 Goals and Objectives**

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| --- | --- |
| **Goals** | **Objectives** |
| * To create a website that allows customers to securely purchase/order merchandise from Southern Drip. * To offer quality apparel via exclusive releases and mystery boxes. * To offer a paid membership to our customers. * To make a profit * Business to Consumer model | 1. To satisfy our stakeholders by providing above average returns. 2. List of site requirements: 3. Customer authentication 4. Admin authentication 5. Sort products 6. View products 7. Order products 8. Return products 9. Membership/Subscription offerings 10. Mystery Box offerings 11. To offer products that appeal to college students and/or young adults. 12. To have the site ready for launch by May 1st. 13. To utilize the skills of all 7 team members plus consultants. |

**3.3 Project Deliverables**

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| --- | --- |
| **Milestone** | **Deliverable** |
| 1. Milestone 1 | * Project Pitch * Project Charter |
| 1. Milestone 2 | * Analysis and Design Documents |
| 1. Milestone 3 | * Implementation Checkpoint 1 |
| 1. Milestone 4 | * Implementation Checkpoint 2 |
| 1. Milestone 5 | * Final Solution/Video |

**3.4 Project Estimated Costs & Duration**

* *Costs:*
* Inventory/Inventory Space - $50,000
* Employee Salary - $400,000
* Software/Licensing - $150,000
* Training - $5,000
* Office Expenses - $125,000
* Computers/Technology - $75,000
* Rights to Database - $5,000
* Product Development - $30,000
* Supplies - $10,000

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| --- | --- | --- | --- |
| **Project Milestone** | **Date Estimate** | **Estimated Cost (Points)** | **Confidence Level** |
| Milestone 1 | 3/5/2020 | 50 | Medium/High |
| Milestone 2 | 3/20/2020 | 150 | Medium/High |
| Milestone 3 | 4/8/2020 | 100 | Medium/High |
| Milestone 4 | 4/24/2020 | 100 | Medium/High |
| Milestone 5 | 5/1/2020 | 400 | Medium/High |

**4. PROJECT CONDITIONS**

**4.1 Project Assumptions**

* Website that integrates components of Patagonia, Supreme, and Zumiez into one e-commerce site
* Apply the B2C e-commerce business model
* Faster is better – small incremental changes to website speed performance will have a major effect on sales
* Budget will be enough to cover all needs
* End users will be able to test the site before deployment

**4.2 Project Risks**

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| --- | --- | --- | --- | --- |
| **#** | **Risk Area** | **Likelihood** | **Risk Owner** | **Project Impact-Mitigation Plan** |
| 1 | Establishment in Market | Medium | Southern Drip | Differentiation our products and ideas will create a foothold in the market. Without a foothold we will not be able to have brand recognition. |
| 2 | Over Budget | Low | Southern Drip | We will keep tracking of each spending transactions that we do. This could make us go into deeper dept at the launch of the website. |
| 3 | Time | High | Southern Drip, Investor | With what we have planned it could possibly go over the time schedule that was put in place. By following the scope and limit changes that are made will prevent us from slowing down production. |
| 4 | Suppliers | Medium | Southern Drip | With the addition of new products and ideas choosing a correct supplier of materials is crucial. |
| 5 | Customers | High | Southern Drip | The fashion industry is constantly changing from trends in culture. What we could do is use our social media to keep up with what is popular as well as interview customers to find what they really like. |

**4.3 Project Constraints**

* **Budget -**With an investor giving us $850,000 this will be the budget that Southern Drip be limited by.
* **Competition -**Companies like Supreme, Patagonia, or any strong e-commerce apparel website really is who Southern Drip will be competing with.
* **Time -**There is a deadline of May 1, 2020, so this is when we will have to have a working product done by.
* **Risk -**The quality of products and the demand of customers, since taste and demand are volatile in the fashion industry.

**5. PROJECT STRUCTURE APPROACH**

* Project manager will conduct weekly project meetings. The Project manager will be responsible for delegating work and assigning project duties. The Project manager will communicate via phone and GroupMe.

**6. PROJECT TEAM ORGANIZATION PLANS**

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| --- | --- | --- |
| **Project Team Role** | **Project Team Member(s)** | **Responsibilities** |
| Project Manager | Michael Bennish | Oversees the entire project |
| Project Team Member | Chance Alverson | Product Design Specialist |
| Project Team Member | Sid Jetani | Troubleshooting / IT Support |
| Project Team Member | Collin Ober | Programming Specialist |
| Project Team Member | Devin Rice | Database Specialist |
| Project Team Member | Riley Schmitt | Database Specialist |
| Project Team Member | Zoey Vu | Programming Specialist |

**7. APPROVALS**

**Approval area**

* Working login, logout and forgot password for customers and admins
* Customer can create account and purchase/cancel subscription
* Customer can update information
* Customer can add items to wish list
* Working random items in a mystery box
* Staff can view reports
* Staff can update information for products
* Staff can release new items every month

**Project Charter:**

* **Approved By:** Steve Nolan
* **Date:** 3/5/2020

**8. STAKEHOLDERS**

* Customers
* Suppliers
* Employees
* Investors
* Government
* Society

**User Stories:**

“A \_\_\_\_\_\_\_\_\_ will \_\_\_\_\_\_\_ because \_\_\_\_\_\_\_\_.”

1. **Navigation:**A customer will navigate our website because they want to view our products.
2. Navigate to our website through a web browser
3. Customer will see our home page, with multiple tabs that will direct them to our shop, an about page, a gallery of our products, and a membership exclusive page.
4. **Membership Login:**A customer with membership will login to their account because they want access to exclusive offers and deals.
5. Customer will click account (avatar) button in the top right of the screen
6. Customer will enter email and password into the textboxes under Sign-In header
7. Customer will click Login button and be redirected to the main page where a membership tab will become available
8. **Logout:**A user will click the Logout button because they are done shopping and want to sign out of their account.
9. User will click account (avatar) button in the top right of the screen
10. User will click the Logout button
11. User will be prompted with a message box telling them they have successfully logged out
12. User will press OK button and be taken back to the home page
13. **Create Account:**A prospective member will create an account because they want to access the perks of being a member. A customer may visit the page to view the different subscription options available. Non-account-holders are able to checkout as guests when making a purchase.
14. User will click account (avatar) button in the top right of the screen
15. User will enter first name, last name, email, password, and DOB into the textboxes under Create Account header
16. User will click Create Account button
17. **Purchase Subscription:**
18. User will be prompted with subscription options and select monthly subscription (fast shipping, able to purchase member exclusive items) or yearly subscription (express shipping, exclusive items, presale)
19. User will select radio button of subscription they want
20. User will enter name, card number, expiration date, and cvv into the text boxes to add a valid payment method
21. User will select Confirm button to finish creating account and be redirected to main page
22. **Cancel Subscription:** Members will cancel the subscription when they want to
23. Member will click account (avatar) button in the top right of the screen
24. Member will select *Cancel Subscription*
25. Member will confirm cancellation
26. **Tracking Page**: A customer will visit the Tracking page because they want to check on the status of their package or initiate a return.
27. User will click the Tracking Button
28. User will enter their order number
29. User will be shown the different checkpoints their package has passed through

* Ex. Order was received
* Ex. Order was processed
* Ex. Order was shipped
* Ex. Order was sent out for delivery

1. User will be able to make returns (explained below)
2. **Returns**: A customer will return item(s) because they changed their mind or received an unwanted gift.
3. A customer can click the Tracking button which will take them to the Tracking page (explained above)
4. After entering their order number, a customer can click the Return button to initiate a return.
5. Once clicked, the customer will be asked if they are sure and will also be asked a few questions

* Ex. Why are you returning?
* Ex. What can we do to improve your experience?

1. The customer can then click a button to download their return shipping label
2. **Shop Page:**A customer will visit our Shop page because they want to view the products available and possibly make a purchase.
3. When on the home page, the user can click the Shop button/tab which will lead them to a page that has pictures and info listed for every product for sale. This page will also have a column on the left side that allows the user to narrow down the results. These options will allow them to filter by...

* Item type (All, t-shirts, hats, pants, shoes, accessories etc.)
* Price
* Size
* Release date

1. When browsing the products, a customer will be able to click on a product to see more details (pictures and descriptions)
2. When the customer is done looking at the details, they can click the X button in the top right of the window to go back to where they were on the shop page.
3. **Shopping Cart:**A customer will add an item to their shopping cart because they want to purchase the item(s).
4. If the customer would like to purchase that product, they will select their desired item details (sizing, color, etc.)
5. Customer will add the item(s) to the cart using Add to Cart button
6. Once the customer is ready to check out, customer will click Proceed to Checkout button which will be at the bottom of the page.
7. **Shipping Options:** A customer, when checking out, will choose their preferred shipping option because they may have specific needs/desires.
8. A customer will select between overnight shipping, 2 day shipping, and normal shipping.
9. Members will get 2 day shipping for free, but will have to pay for overnight shipping.
10. Guest customers will get normal shipping for free, but will have to pay for 2 day and overnight shipping.
11. When they pick a shipping option, that option and the respective dollar amount will be added to the cart.
12. **About Page:** A customer will visit our About page because they are interested in learning more about our company and/or the way our business works.
13. When on the home page, the user can click the About button/tab which will lead them to a page that describes...

* How/when we started business
* Current info (location(s), # employees, etc.)
* How our business works
* FAQ
* Our social media links

1. **Gallery Page:** A customer will visit our Gallery page because they want to see pictures of our products being worn by other customers.
2. A customer, when on the home page, can click the Gallery button which is on the top of the screen in the main menu.
3. After clicking the Gallery button, the customer will be able to scroll up and down a page of pictures of customers wearing our products.
4. **Forgot Password:**A customer will click the Forgot Password button because they do not know their password and need a new one.
5. A customer will enter the email for the account
6. A customer will click verify button to see if the email valid
7. The application will show customer the security questions
8. A customer will enter the answer
9. If the answers are correct, the application will ask customer to come up with new password
10. **Contact Us:** A customer will fill out the Contact Us form because they want to ask us a question or make us aware of something.
11. A customer will fill out personal info to contact
12. A customer will input the order number
13. A customer will put in the question and send the claim using Send button
14. **Mystery Box:**A customer will buy a mystery box because they enjoy the unique experience of being surprised and are willing to take the risk of not choosing their product(s).
15. A mystery box will contain 4 items: 2 apparel items, 1 accessory, and 1 exclusive item (exclusive to mystery boxes)
16. The customer will select their sizes from a drop-down menu before adding the box to their cart.
17. It will be priced at $100.
18. **Update Products** An employee will update the products page to reflect what is available because our company will release new items every month
19. An employee will remove the current items at the end of the month.
20. An employee will insert the next month’s items release at the start of the following month.
21. **Admin Login:** An admin will login to their account because they want to view different reports or add/edit listings.
22. Admin will click account (avatar) button in the top right of the screen
23. Admin will enter email and password into the textboxes under Sign-In header
24. Admin will click Login button and be redirected to an admin page with access to reports, inventory levels, and customer information
25. **Customer report:**An admin will display the customer report to keep track with the customer/membership in the system
26. Admin will select customer report page
27. Admin will see and be able to select the customer
28. Admin will update and delete the customer’s information
29. **Update Limited Products:** An admin will change the listing after the end of the month for the new line or products.
30. Admin will select limited product customer page
31. Admin will replace products with new listing
32. Admin will update description of products
33. **Change Inventory and Price:** An admin will change the inventory or price because they have decided that it needs to be done.
34. Admin will select any product that is listed
35. The admin will change what is left available
36. If sold out the admin will change availability to say “Sold Out”
37. If inventory is too low or high the admin will increase or decrease the price
38. **Wish List:** A customer will add an item to their wish list because they want the item, but they do not want to buy it themselves or at that moment.
39. When a customer is browsing our products, they are able to click on the Add to Wish List button (next to the add to cart button)
40. After they click this button, a message box will pop up and let them know that they have successfully added the item to their wish list.
41. Customers will be able to send their wish list to friends or family.