# Project Charter Plan

Fashion Trend Collection Website

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## Executive Summary

In recent years, streetwear and some fashion brands have attracted more and more young people's attention and pursuit. Through various channels such as social media, young people gradually begin to pay attention to the brands and latest events of these brands and related celebrities or brand managers. But for people who have just contacted and started to be interested in fashion trend culture, they always don't know where to get information such as brand background, purchase methods, latest single products, relevant news about brand managers or celebrities. My project Fashion Trend Collection Website allows people who are interested in fashion trend culture to get everything they want to know about brands more quickly and conveniently.

## Project Purpose/Justification

### Business Need/Case

This website is for those who are interested in everything related to fashion trend culture. The website not only focuses on the products of various brands, but also includes the stories behind the brands, characters, and related consultations. The website can also provide users with a full range of services such as brand purchase channels and discount information.

### Business Objectives

The goal of this project is to attract more people who are interested or want to try to get in touch with fashion trend culture to this website. The goal is to provide users with a simple and convenient experience.

- Provide users with a list of all collected brands classified by style.
- Provide users with a list of all collected brands classified according to their regions.
- Provide users with a list of all collected brands in alphabetical order.
- Provide users with comprehensive information about the selected brand.

# Project Description

This website allows users to find the information they need in any way they like. The website mainly revolves around the brand. Users can get almost all information about a brand, including information about the brand itself and related characters, events, items, and so on.

## Project Objectives and Success Criteria

The objectives which mutually support the milestones and deliverables for this project have been identified. To achieve success on the Fashion Trend Collection Website project, the following objectives must be met:

- Develop a website homepage and develop a simple and attractive interface for it.
- Develop and design two main lists. They are the country list and the style list respectively.
- After clicking into each specific category, the brands will be arranged in alphabetical order.
- Display complete information for each brand, including basic background information, brand founders, new product displays of the season, purchase channels, brand-related characters, and the latest events related to the brand.

## Requirements

The project must meet the following list of requirements in order to achieve success.

- The website must be thoroughly tested to eliminate errors before deployment.
- The website must achieve the established goals when it is completed.

Additional requirements may be added as necessary, with the project sponsor approval, as the project moves forward.

## Constraints

The following constraints pertain to the Fashion Trend Collection Website project:

- There is no budget associated with the project.

- The project will be completed by the project manager alone.
- Time is limited, and the work will be completed in the free time between classes and work.

Assumptions
The following is a list of assumptions. Upon agreement and signature of this document, all parties acknowledge that these assumptions are true and correct:

- The website will be updated throughout the development process.
- There will be some outside assistance as provided as part of the UALR Capstone II course.
- Addition or subtraction of features may occur.

## Preliminary Scope Statement

The Fashion Trend Collection Website project will include website content collection, operation mode design, interface design, and more. All personnel, hardware, and software resources of the website will be managed by the project manager. All design, development, and testing of the website will be completed by the project manager. All project work will be independent of daily and ongoing operations. This project will conclude when the final report is submitted by the end of the spring 2022 semester.

## Risks

The following risks for the Fashion Trend Collection Website project have been identified. The project manager will determine and employ the necessary risk mitigation/avoidance strategies as appropriate to minimize the likelihood of these risks:

- Viruses, hackers, and other network security threats.
- Failure of the hardware used to develop this project.
- Due to a lack of professional practical experience, work progress may be slow.

## Project Deliverables

The following deliverables must be met upon the successful completion of the Fashion Trend Collection Website project. Any changes to these deliverables must be approved by the project sponsor.

- Provide a website that has been fully deployed.
- Documentation listing project steps.
- Update website content information as needed.

## Summary Milestone Schedule

The project Summary Milestone Schedule is presented below. As requirements are more clearly defined this schedule may be modified. Any changes will be communicated by the project manager.

| Summary Milestone Schedule | |
|---|---|
| **Project Milestone** | **Target Date** |
| Project Start | 12/30/2021 |
| Data collection | 01/15/2022 |
| Design Website Interface | 02/15/2022 |
| Programming | 03/30/2022 |
| Testing Website | 04/10/2022 |
| Documentation | 04/20/2022 |
| Project Complete | 04/30/2022 |

**Summary Budget**

The development of this project will take place without a budget currently, but that could change in the future.


**Project Approval Requirements**

When all the initially set goals are achieved, the Fashion Trend Collection Website project will be a success. If the website is helpful to all fashion trend lovers, then the project is a success for the project manager. Success will be determined by the Project Manager, Ruiyang Ma, who will also authorize the completion of the project.


**Project Manager**

Ruiyang Ma is the named Project Manager for the duration of the Fashion Trend Collection Website project. He alone is responsible for all project deliverables.

## Authorization

Approved by the Project Sponsor:

Project Sponsor: _____      Date: _____