



Week 2 : Project Overview and WBS

PJM6025: Project Scheduling and cost plan
Professor – Mimi Wan

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Project Overview

The Main objective of the project to improve the business of Cappy's Pizza & Sub Boston by improving their online presence. This can be done by:

- Creating a Social Media Campaign to increase awareness of the Cappy's Pizza & Sub
- Revamping Cappy's Pizza & Sub website
- Developing a new pizza application for Cappy's Pizza & Sub



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M O B J E C T I V E S

T

Specific

Measurable

Achievable

Relevant

Time-bound

- Increase social media engagement by 20% and increase sales by 15% through the development of a pizza app and revamp of the website.

- Track website traffic using Google Analytics and improve Search Engine Optimization to find the website in top 10 search within Boston.

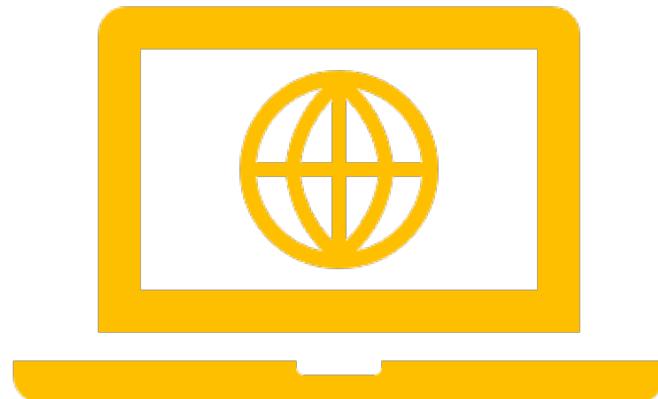
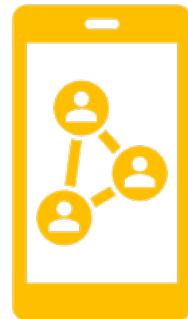
- Increase social media posts frequency and quality of content and use targeted ads and optimize the website for search engines.

- Increase awareness of Cappy's pizza and attract new customers.

- Achieve the objective in the next 6 months.

High level Scope

- **Redesign of the website:** With the help of improved navigation, visual appeal, and user experience, our project intends to make Cappy's Pizza Outlet's website better.
- **Social media optimization:** Aims to optimize Cappy's Pizza Outlet's social media presence by creating and managing content that engages the target audience.
- **Mobile app development:** To develop a mobile app that enables customers to order food, track their orders, and interact with Cappy's Pizza Outlet on the go.

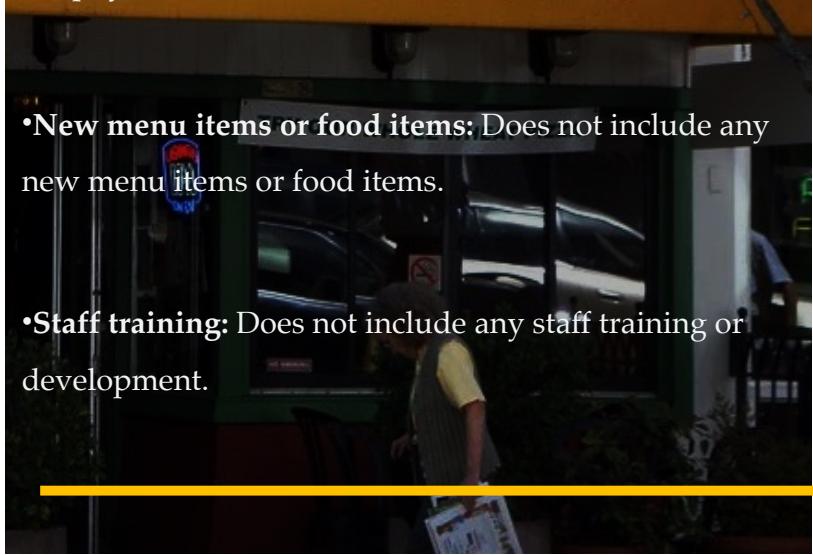




Out of Scope



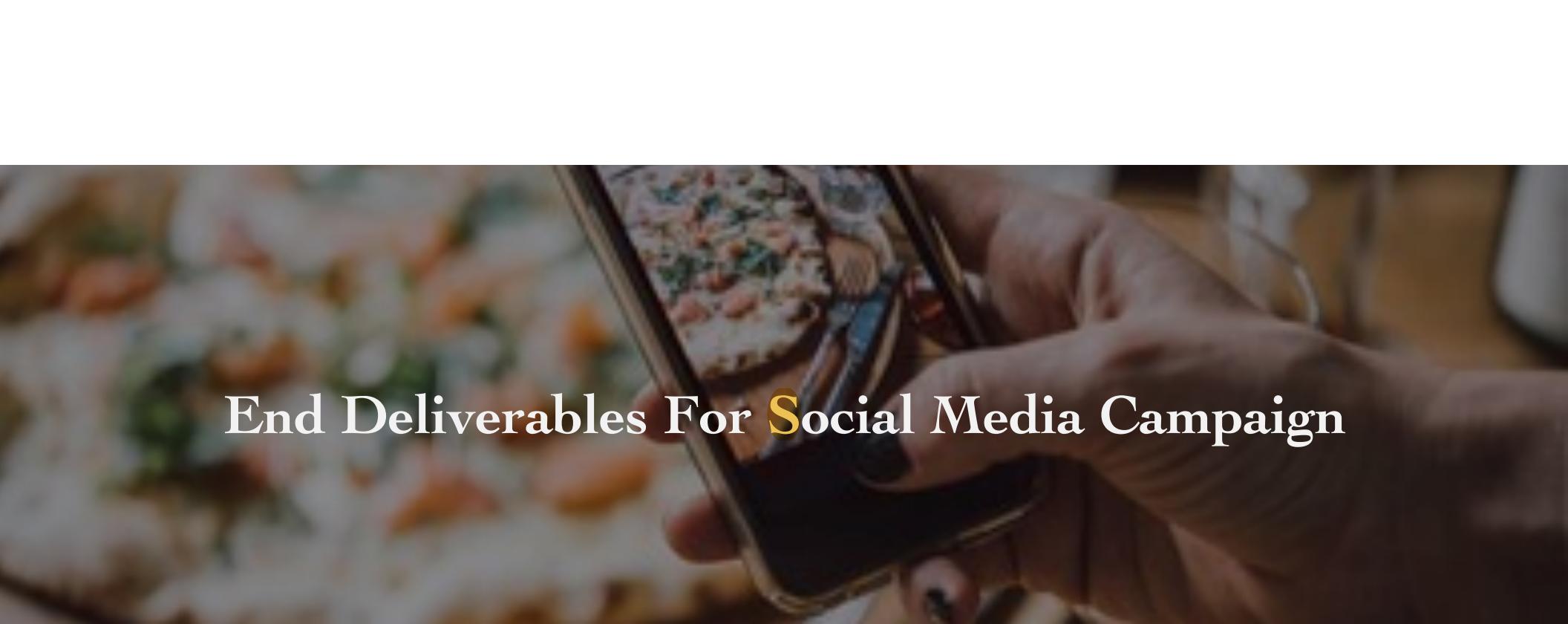
- **Physical store redesign:** The scope of our project does not encompass any modifications or refurbishments to the physical retail locations.



- **New menu items or food items:** Does not include any new menu items or food items.

- **Staff training:** Does not include any staff training or development.





End Deliverables For Social Media Campaign

Create a content calendar for the campaign

Write Social Media posts and captions

Design social media graphics and visuals

Revamping the Website and Marketing Collateral



Content strategy



Design and Develop to
revamp the website

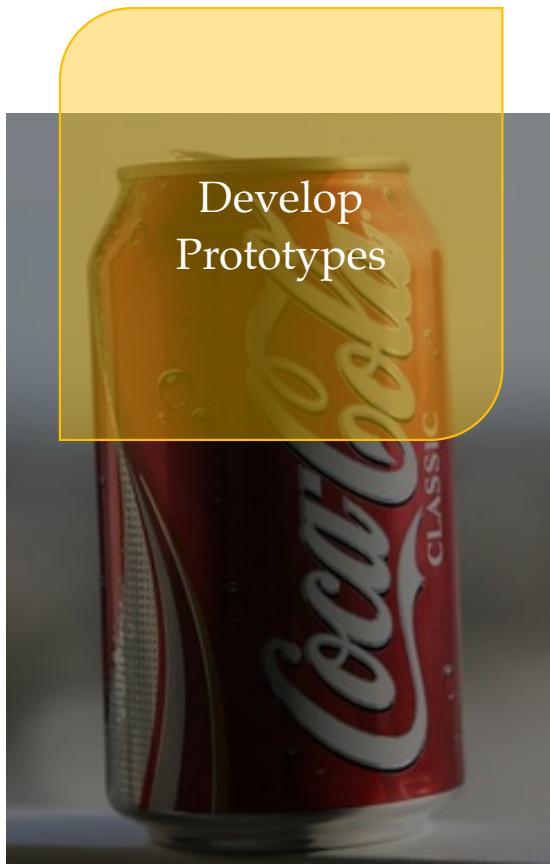


Quality Assurance

Cappy's Pizza Application



Create and Design
User flow
diagrams

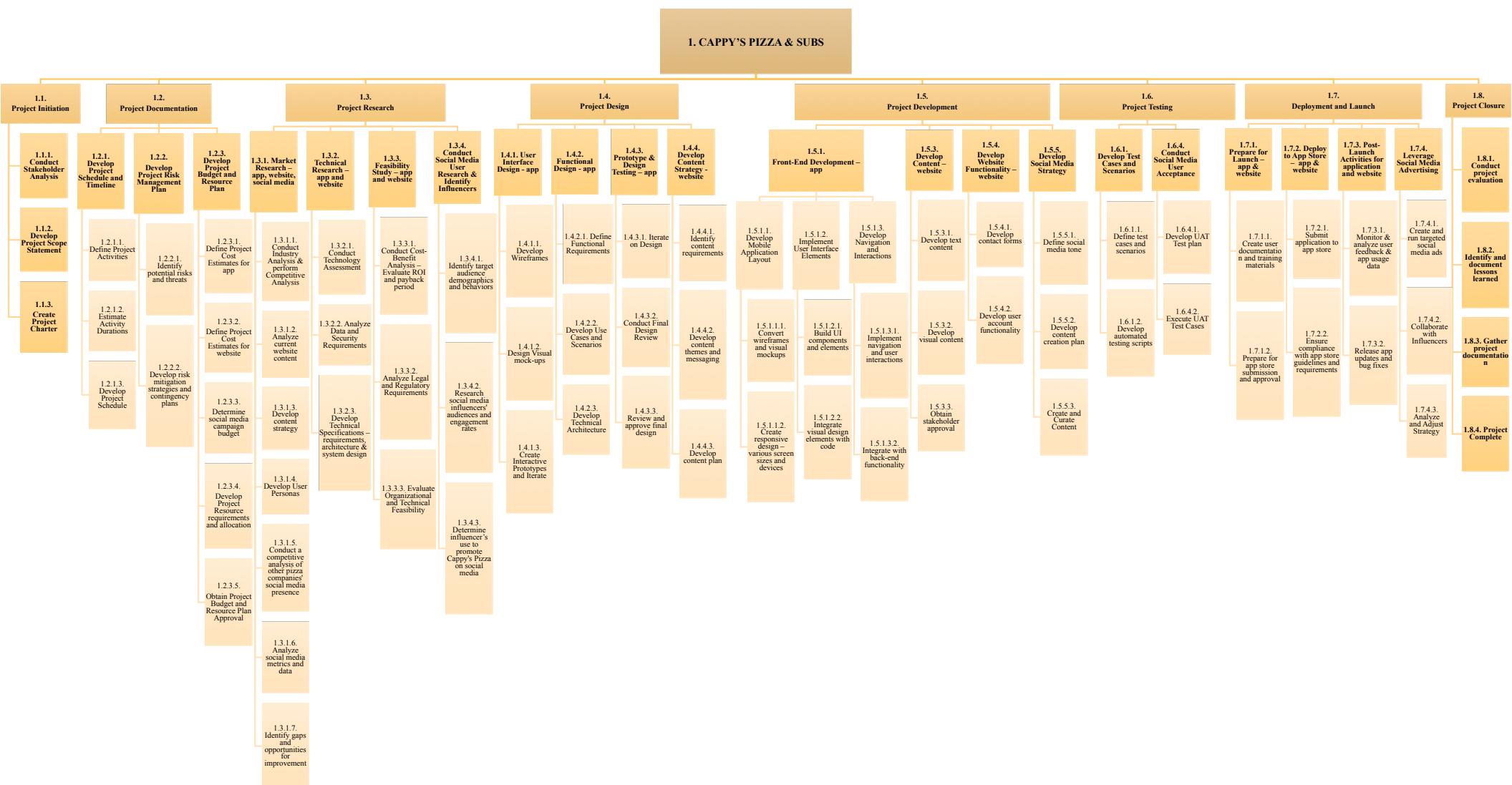


Develop
Prototypes



Develop Front-
end

WORK BREAKDOWN STRUCTURE





THANK YOU