

Waterfall Methodology Project Overview Documentation

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Waterfall Methodology -Project Overview Documentation



Cosmetic Trial Booking System

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Role: Business Analyst

Project Type: Academic / Portfolio Demonstration

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Confidentiality: Internal / Demonstration Purposes Only

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Deliverable: Project Vision Document (PVD)

1. Project Overview

ShadeSync: A Strategic Framework for Personalized, Expert-Guided Makeup Trial Sessions Driving Customer Adoption and Sales Growth in Cosmetics Retail Marketing

ShadeSync is an in-store experiential analytics initiative designed to transform cosmetics retail engagement through personalized, expert-led trial sessions. By integrating certified beauty professionals into the customer journey, the framework enables real-time shade-matching, product education, and guided decision-making—bridging the gap between digital product discovery and offline brand immersion.

This strategic pilot addresses key business challenges faced by cosmetics retailers

ShadeSync's solution enhances customer experience through real-time trial bookings, personalized recommendations, and data-driven insights—driving higher conversion, retention, and brand affinity.

Key Highlights:

- The project aims to develop a **mobile booking and engagement platform** for cosmetic trial sessions.
- Customers can **schedule personalized beauty trials at certified partner stores** through the application.
- The platform connects customers with **professional agents** who conduct in-store sessions tailored to individual **skin types and preferences**

2. Project Objectives & Goals

The primary objective of the **ShadeSync initiative** is to develop a **mobile booking and engagement platform** that enables customers to seamlessly schedule and manage personalized cosmetic trial sessions at certified partner stores. The platform aims to deliver a superior customer experience by combining digital convenience with expert in-store consultation, creating a bridge between online interest and offline product engagement.

The project is designed to achieve measurable business and operational goals that support both customer satisfaction and commercial growth.

Key Objectives:

- Enable customers to **book and manage trial sessions** through an intuitive mobile application.
- Empower certified agents and partner stores to **update availability, manage bookings, and conduct expert-led sessions**.
- Increase customer engagement and brand loyalty through **personalized experiences and post-session feedback loops**.
- Drive recurring revenue opportunities through **subscription models and promotional campaigns**.
- Strengthen data-driven marketing initiatives by capturing **customer preferences and behavioral insights**.

3. Stakeholders Identification:

Role	Responsibility
Project Sponsor	Provides strategic direction, funding approval, and ensures alignment with

	organizational goals.
Business Analyst (You)	Gathers requirements, defines project scope, documents business processes, and ensures stakeholder alignment.
Project Manager	Oversees timelines, resources, risk management, and overall project execution.
Development Team	Designs, develops, and integrates the mobile application functionalities.
UI/UX Designers	Create user-centric interfaces, ensuring intuitive navigation and consistent brand identity.
Store Managers / Certified Agents	Manage booking availability, conduct trial sessions, and record customer feedback or outcomes.
Customers (End Users)	Use the mobile app to book, attend, and review trial sessions, providing feedback for continuous improvement.
Marketing Team	Promotes the app, manages customer acquisition, and monitors engagement campaigns.
IT Support / System Administrator	Handles technical support, system maintenance, and ensures uptime and data security.

4. Project Scope

The **ShadeSync Mobile Booking and Engagement Platform** will focus on enabling customers to schedule, manage, and experience personalized cosmetic trial sessions at certified partner stores. The project's scope defines the key functionalities that will be delivered in this phase and outlines what will remain outside the current implementation boundaries.

In Scope

- Development of a **mobile application** for booking and managing in-store cosmetic trial sessions.
- Integration with **store backend systems** for agent availability, session management, and updates.
- Implementation of **payment and subscription handling** within the app.
- **Notification and reminder system** for booking confirmations, session alerts, and feedback requests.
- **Basic analytics and reporting features** for store agents to track bookings and customer engagement trends.

Out of Scope

- Physical store operations and manual in-store documentation processes.
- Integration with **third-party logistics or e-commerce platforms** (planned as a future enhancement).
- Advanced AI-based skin analysis or product recommendation systems (beyond trial session scope).
- External marketing integrations outside of the app's core functionality.
- No Staff Booking Flow , that can be managed by store manually

5. High-Level Requirements Summary

These business requirements define the strategic capabilities that the ShadeSync platform must deliver to meet customer expectations, operational efficiency, and commercial goals.

BR-01: Customer Onboarding & Session Discovery

- The system must enable new customers to register and securely log in to the mobile application.

- Customers must be able to view available cosmetic trial session types upon successful login.
- The platform must allow customers to filter sessions based on store location and availability.

BR-02: Booking Experience

- Customers must be able to select a preferred store, date, time, and session type for their cosmetic trial.
- The system must display only available slots to ensure accurate booking and avoid scheduling conflicts.

BR-03: Booking Management

- Customers must be able to edit booking details prior to confirmation.
- The system must dynamically update slot summaries based on customer interactions with the booking interface.

BR-04: Payment & Confirmation

- Customers must be able to complete payments for trial sessions through secure in-app transactions.
- The system must send booking confirmations upon successful payment and store transaction records for future reference.

BR-05: Cancellation & Rescheduling

- Customers must be able to cancel or reschedule their bookings within the app.
- The system must validate refund and cancellation policies before processing changes.

BR-06: Refund Processing

- The system must send confirmation messages for approved refunds or cancellations.
- Refund details must be retrieved from the integrated payment gateway and reflected in the customer's session history.

BR-07: Session Data & Personalization

- The system must store and retrieve session data for each customer to support personalized engagement.
- Customers must receive tailored product recommendations based on their trial session outcomes and preferences.

6. High-Level Timeline and Phases

The **ShadeSync** project will follow a structured, phase-based delivery approach to ensure controlled execution, quality assurance, and timely deployment. Each phase is designed to deliver a key milestone, building progressively toward the launch of the mobile booking and engagement platform.

Phase	Duration (Tentative)	Key Deliverables
Initiation	Week 1	Project Charter, Stakeholder Register, Preliminary Scope Statement
Business Requirements	Week 2–3	Business Requirements Document (BRD)
Analysis & FRD	Week 4–5	Functional Requirements Document (FRD), Use Cases
Design	Week 6–7	UI/UX Wireframes, System Design Specifications
Development	Week 8–12	Mobile Application Build, API Integrations
Testing	Week 13–14	Test Plans, UAT Reports, Issue Resolutions
Deployment	Week 15	Production Release, Deployment Checklist, Go-Live Report
Post-Implementation Review	Week 16	Performance Evaluation, Lessons Learned Report

Summary:

The project is expected to be completed within approximately **16 weeks**, including the post-implementation review. The timeline may be refined during the planning stage based on resource availability, technical feasibility, and stakeholder feedback.

7. Expected Business Benefits

ShadeSync addresses a critical gap in cosmetics retail: the disconnect between digital product discovery and in-store customer engagement. While online platforms offer convenience, they often lack the personalized guidance and tactile experience that drive confident purchasing decisions in beauty retail. By introducing a mobile-first booking platform for expert-led trial sessions, ShadeSync creates a hybrid engagement model that blends digital accessibility with in-store personalization. This initiative is expected to:

- Increase conversion rates by enabling real-time, expert-guided product trials.
- Enhance customer satisfaction through seamless booking and tailored recommendations.
- Drive recurring revenue via subscription models and promotional campaigns.
- Support data-driven marketing by capturing customer preferences and session outcomes.
- Strengthen brand affinity and loyalty through personalized, high-touch experiences.
- ShadeSync is positioned as a strategic pilot with scalable potential across multi-location retail chains, offering measurable ROI through improved engagement, retention, and operational efficiency

8. Risks and Assumptions

Key Risks

Risk	Impact	Mitigation Strategy
Low customer adoption	Reduced ROI and engagement	Pilot launch with targeted marketing and incentives
Agent availability conflicts	Booking failures or poor customer experience	Real-time scheduling sync and buffer slots
Technical glitches during booking/payment	Loss of trust and revenue	Rigorous QA testing and fallback mechanisms
Data privacy concerns	Compliance violations	Secure authentication and GDPR-compliant data handling
Store-level operational delays	Session disruptions	Training and onboarding for store staff and agents

Assumptions

- Customers are willing to book trial sessions via mobile apps.
- Partner stores have certified agents available for scheduled sessions.
- Payment gateways and backend systems are ready for integration.
- Marketing campaigns will support initial adoption and feedback collection.
- Feedback loops will be used to refine the experience post-launch

9. Expected Deliverables from Initiation Phase

The initiation phase will establish the foundation for project execution by defining the vision, scope, and stakeholder alignment necessary for successful delivery.

Deliverables include:

- **Project Charter / Initiation Document** outlining purpose, objectives, and scope.
- **Stakeholder Register** detailing roles, responsibilities, and communication needs.
- **Preliminary Scope Statement** defining inclusions and exclusions.
- **High-Level Schedule / Phase Plan** indicating major project milestones.
- **Initial Risk and Assumption Log** for early project tracking and mitigation planning.

10. Project Approval / Sign-Off

Project Title: Cosmetics Trail Session Booking Platform

Prepared By: sankeerthana, Project Manager

Prepared For: -----

Date: 16 October 2025

Name	Role	Organization	Signature	Date
Priya Sharma	Business Owner	GlowMart Pvt. Ltd.	_____	_____
Rohit Mehta	Project Manager	GlowMart Pvt. Ltd.	_____	_____
Ananya Patel	Backend Developer	TechNova Solutions	_____	_____
Deepika Rao	Store Manager	GlowMart Branches	_____	_____
Sanjay Verma	Quality Specialist	GlowMart QA Team	_____	_____

This Project Vision Document will be reviewed and approved by the Business Owner, Product Owner, and Technical Lead. Once signed off, the project will proceed to Phase 2: Business Requirements Gathering.

 **Deliverable:** Project Vision Document (PWD)