

Project Planning Phase

Project Planning

Date	06 Nov 2025
Team ID	25E251B56BC5016B4484596B39025A8F
Project Name	CRM Application for Jewel Management - (Developer)
Maximum Marks	2 Marks

1. Overview

Project Planning is the phase where the overall roadmap of the CRM Application development is created. It defines **what needs to be done, when, by whom, and how**, ensuring that the project is completed on time, within scope, and with the desired quality. For the **CRM Application for Jewel Management**, the plan focuses on building a scalable and user-friendly solution for jewelry businesses that automates customer management, billing, inventory tracking, and marketing.

2. Project Objectives

- To design and develop a **centralized CRM system** for jewelry business operations.
- To implement features like **customer management, billing automation, loyalty programs, and analytics**.
- To ensure **system scalability, performance, and security**.
- To deliver the solution within the defined **timeline and budget**.

3. Project Scope

In Scope	Out of Scope
Customer management and loyalty tracking	Third-party jewelry design software integration
Real-time inventory and billing system	Blockchain-based jewelry tracking
Automated marketing campaigns (SMS, email)	Offline desktop-only version
Analytics and reporting dashboard	Integration with non-digital legacy systems

4. Project Deliverables

Phase	Deliverables
Requirement Analysis	Problem statement, user stories, use case diagram
Design Phase	Architecture diagram, UI/UX mockups, database schema
Development Phase	Functional CRM modules – Customer, Inventory, Billing, Marketing
Testing Phase	Unit, integration, and performance testing reports
Deployment Phase	Hosted application on cloud (AWS/Firebase)
Maintenance Phase	Bug fixes, updates, user feedback incorporation

5. Project Timeline (Example – 12 Weeks Plan)

Week	Milestone / Activity
Week 1–2	Requirement Gathering and Analysis
Week 3–4	System & Database Design
Week 5–8	Backend and Frontend Development
Week 9–10	Integration & Testing
Week 11	Deployment and Final Review
Week 12	Documentation and User Training

6. Roles and Responsibilities

Role	Responsibilities
Project Manager	Oversees project execution, ensures timelines and budget adherence
Developer(s)	Code backend and frontend modules, integrate APIs
UI/UX Designer	Design intuitive user interface and experience
Database Administrator	Design and maintain database schemas
Tester / QA Engineer	Perform functional, integration, and performance testing
Client / Stakeholder	Provide feedback and approve deliverables

7. Resource Requirements

Category	Resources
Hardware	Laptops/Desktops, Internet Connectivity
Software	Node.js/Django, React.js, MySQL/MongoDB, Git, VS Code
Cloud Services	AWS/Firebase for hosting and data backup
Testing Tools	Postman, Jest, Selenium
Communication Tools	Slack, Trello, Google Meet, GitHub

8. Risk Management Plan

Potential Risk	Impact	Mitigation Strategy
Delay in requirement finalization	High	Conduct early review sessions with stakeholders
Data migration errors	Medium	Implement automated data validation scripts
Integration failures	Medium	Use modular API-based architecture
Scope creep (new requests)	High	Follow change control procedure
System downtime	Low	Use cloud auto-scaling and regular backups

9. Quality Assurance Plan

Stage	Quality Measures
Requirement Phase	Detailed documentation and client validation
Design Phase	Architecture review and peer validation
Development Phase	Code reviews, version control, continuous integration
Testing Phase	Unit, system, and user acceptance testing
Deployment Phase	Load testing and performance optimization

10. Communication Plan

Activity	Frequency	Tool Used
Team Standup Meeting	Daily	Google Meet / Slack
Progress Update	Weekly	Trello / Jira
Client Review	Bi-weekly	Zoom / Email
Documentation Review	End of Each Phase	GitHub / Google Drive

11. Monitoring and Evaluation

- Track project progress using **Agile methodology** (Scrum / Kanban).
- Maintain a **Project Tracker Dashboard** for tasks, bugs, and deliverables.
- Regular milestone reviews to ensure on-time delivery and quality adherence.

12. Expected Outcomes

- A fully functional **web-based CRM Application** for jewelry management.
- Improved **customer relationship handling and business efficiency**.
- Automated **sales, inventory, and marketing workflows**.
- Centralized, secure, and scalable business data management system.

13. Gantt Chart (Example – Textual View)

Week 1–2: [████████████████████] Requirement Analysis
Week 3–4: [████████████████████] System Design
Week 5–8: [██] Development
Week 9–10: [████████████████████████████████] Testing
Week 11: [████████████████] Deployment
Week 12: [████████] Documentation & Training

14. Conclusion

The **Project Planning** phase provides a structured roadmap for the successful development and deployment of the **CRM Application for Jewel Management**. Through effective resource allocation, risk mitigation, and milestone tracking, this plan ensures the delivery of a **high-quality, efficient, and scalable CRM system** that enhances productivity and customer satisfaction in jewelry businesses.