UNIT 2 Assignment

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IT299- IT Interactive Project

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Project charter (from Chapter 3):

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| Project Charter   |  | | --- | | I. General Information |   Project name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Project number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Sponsor name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   |  |  |  |  | | --- | --- | --- | --- | | II. Project Overview | *Describe the product or service of the project, the reason the project was undertaken, and the purpose of the project.* | | | |  | PhotoGenics Photography is undergoing a digital transformation to enhance its services and meet the growing demand for online accessibility. As part of this initiative, the company is developing a feature-rich customer-facing website that will serve as a central hub for customers to view, order, and manage their photos online. This website will provide essential functionalities such as photo session scheduling, pricing, request photo touch-ups, customer service, shopping cart, payment page, a portfolio page and normal pages like home, about, contacts, and services.  The project is being undertaken to address the increasing demand for digital services and streamline business operations. Currently, customers must visit the photography studio or contact the company manually to place orders, which is time-consuming and inefficient. By launching a modern website, PhotoGenics aims to increase customer engagement, improve operational efficiency, and enhance its market competitiveness. The purpose of the project is to establish a professional and scalable online presence that caters to both existing and new customers, ensuring that the business remains relevant and future-proof in a rapidly evolving digital landscape. | | | | III. Project Objectives | *Describe the overall objectives of the project and what factors will determine the success of the project.* | | | |  | The primary goal is to create a scalable, user-friendly website that streamlines the photo ordering process and improves customer engagement. The site will include essential features such as a shopping cart, secure payment processing, customer service chat, and tools for cropping and requesting touch-ups. Success will be measured by on-time completion, ease of use, increased online sales, and improved operational efficiency. | | | | IV. Requirements | *Describe the expectations and requirements of the customer, sponsor, and stakeholders.* | | | |  | The website must meet the expectations of customers, company leadership, and internal stakeholders. Customers need an intuitive interface for browsing, ordering, and modifying photos, along with secure payments and real-time support. Company leadership requires a professional design that integrates studio operations, while stakeholders need an admin panel for managing orders and updating content efficiently. | | | | V. Business Justification | | *State the reason this project is needed and what problem or issue the project will resolve. Describe the impacts to the organization if the project is not approved.* | | |  | | The project is essential for staying competitive in the photography industry and keeping up with modern digital trends. The current manual ordering process is inefficient and limits business growth. Without this website, PhotoGenics risks losing customers to competitors with more accessible online services, missing revenue opportunities, and facing increased operational inefficiencies. | | | VI. Resource Costs and Estimates | *Provide cost estimates if known, including monies already expended such as a feasibility study or consulting time.* | | | |  | The estimated cost for the project ranges between $8,200 and $18,000, including design, development, hosting, and security. Development costs are estimated at $5,000–$10,000, with hosting fees of $200–$500 annually and payment system integration costing $500–$1,500. Additional expenses include UX/UI design and yearly maintenance. Prior investments include $1,000 for feasibility studies and $2,000 for consulting. | | | | VII. Roles and Responsibilities | | | *List the stakeholders and their responsibilities.* | |  | | | The Project Manager will oversee the implementation and ensure timelines are met. The Web Development Team will handle site construction and testing, while the Designer will focus on usability and design. The CEO will act as the sponsor, approving budgets and key decisions. The Marketing Team will manage website content and branding, Photographers will handle image uploads, and the Customer Support Team will assist customers through live chat. | | VIII. Signatures | *Include signature lines for the project sponsor, project manager, key stakeholders, customers, and vendors.* | | | |  |  | | | | IX. Attachments | *List the attachments to the charter here.* | | | |  |  | | | |