**Statement of Work**

**Clothing Website and Mobile App**

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**Statement of Work (SOW) for Clothing Store Website and Mobile App**

This Statement of Work (SOW) outlines the requirements for developing a website and mobile application for a clothing store. It builds upon the provided Business Requirement Document (BRD) and Functional Requirements Document (FRD) to provide a comprehensive roadmap for project execution.

# 1. Project Overview

## 1.1 Project Name

Clothing Store Website and Mobile App Development

## 1.2 Project Description

This project aims to develop a user-friendly e-commerce platform for a clothing store. The platform will allow customers to browse, select, and purchase clothing items conveniently through a website and a mobile application.

## 1.3 Project Objectives

* Increase online sales by providing a seamless shopping experience.
* Enhance brand visibility through an engaging website and mobile app.
* Improve customer satisfaction with user-friendly functionalities and excellent customer service.
* Optimize marketing efforts through targeted promotions and personalized recommendations.

# 2. Deliverables

* A fully functional website built on a chosen e-commerce platform.
* A native mobile application for iOS and Android platforms (optional, based on feasibility).
* Comprehensive design mockups and prototypes for website and mobile app.
* User manuals and documentation for website and mobile app administration.
* Integration with third-party services (payment gateways, shipping carriers, etc.).
* Unit testing reports and functional testing reports.

# 3. Project Scope

## 3.1 In Scope

* Development of website and mobile app functionalities as outlined in the FRD.
* Integration with essential e-commerce features (product catalog, shopping cart, checkout process, order tracking).
* Implementation of responsive design for optimal viewing across devices (desktop, tablet, mobile).
* Basic SEO optimization for improved search engine visibility.
* User authentication and account management features.
* Secure payment processing with industry-standard encryption.
* Integration with email marketing tools for sending newsletters and promotional offers.
* Real-time order tracking through integration with shipping carriers (optional).
* Basic customer support features (email, contact form).
* Implementation of accessibility features to comply with WCAG guidelines.
* Regular updates and maintenance (within defined scope) for a set period (to be determined).

## 3.2 Out of Scope

* Complex inventory management systems with features like purchase orders and warehouse management.
* Extensive Content Management Systems (CMS) for advanced blog creation and article editing.
* In-app chat functionality for live customer support.
* Social login options using social media accounts (can be considered for future phases).
* Multilingual support for the website and app (can be considered for future phases).
* Highly personalized recommendations based on individual user behavior (can be considered for future phases).
* Omnichannel integration with physical stores (if applicable, can be considered for future phases).
* Integration with specific loyalty program providers or other third-party services (can be negotiated).
* Advanced marketing automation features.
* Development of complex custom features not outlined in the FRD.

# 4. Roles and Responsibilities

## 4.1 Client

* Provide clear requirements and specifications for the project.
* Appoint a project manager to oversee communication and decision-making.
* Supply high-quality product images, descriptions, and other content.
* Review and approve deliverables at key milestones.
* Provide testing resources and feedback during testing phases.
* Secure required licenses and accounts for third-party integrations.
* Settle project payments as per the agreed-upon schedule.

## 4.2 Development Team

* Project Manager: Oversee project execution, manage resources, and ensure adherence to scope and timeline.
* UX/UI Designer: Design user interfaces for the website and mobile app, ensuring a user-friendly and visually appealing experience.
* Web Developer: Develop the website functionalities on the chosen e-commerce platform.
* Mobile App Developer (if applicable): Develop the native mobile app for iOS and Android platforms.
* QA Tester: Conduct thorough testing of website and mobile app functionalities to identify and resolve bugs.
* System Administrator (optional): Configure and manage the hosting environment for the website and app.

# 5. Project Schedule and Timeline

A detailed project schedule will be created upon final confirmation of requirements and chosen technology stack. Here's a general timeframe for each development phase:

* **Phase 1: Discovery & Planning (4 weeks)**
  + Requirements gathering workshops.
  + Market research and competitor analysis.
  + Selection of e-commerce platform and technology stack.
  + Creation of a detailed project plan with milestones and deadlines.
* **Phase 2: Design (6 weeks)**
  + User interface (UI) design and prototyping for website and mobile app.
  + User experience (UX) optimization for intuitive navigation and interaction.
  + Design review and refinement based on client feedback
* **Phase 3: Development (12 weeks)**
  + Website development: Build the website functionalities on the chosen e-commerce platform.
  + Mobile app development (if applicable): Develop the native mobile app for iOS and Android platforms.
  + Integration with third-party services (payment gateways, shipping carriers, etc.).
  + Regular code reviews and quality checks.
* **Phase 4: Testing (4 weeks)**
  + Unit testing: Test individual components of the website and app to ensure correct functionality.
  + Integration testing: Test the integration of different components and systems.
  + User acceptance testing (UAT): Conduct testing with real users to gather feedback and identify usability issues.
  + Bug fixing and retesting as needed.
* **Phase 5: Launch (2 weeks)**
  + Final preparations for launch, including content updates and marketing materials.
  + Website and mobile app launch.
  + Post-launch monitoring and troubleshooting.
* **Phase 6: Maintenance and Support (ongoing)**
  + Regular updates and security patches.
  + Customer support and issue resolution.
  + Performance monitoring and optimization.
  + Feature enhancements and new development (based on future requirements).

# 6. Project Management

* **Project Management Tools:** Use project management tools like Trello, Asana, or Jira to track progress, assign tasks, and manage communication.
* **Regular Meetings:** Conduct regular meetings with the client and development team to discuss progress, address issues, and make decisions.
* **Communication Channels:** Establish clear communication channels (email, phone, project management tools) for effective collaboration.
* **Risk Management:** Identify potential risks and develop mitigation strategies to minimize their impact.

# 7. Payment Terms

* **Milestone Payments:** Payments will be made upon completion of key milestones as agreed upon in the contract.
* **Payment Schedule:** A detailed payment schedule will be outlined in the contract, specifying the amount and due dates for each milestone.
* **Retention:** A percentage of the final payment may be held in retention until the project is successfully completed and any defects are addressed.

# 8. Intellectual Property

* **Ownership:** Ownership of the developed website and mobile app will transfer to the client upon final payment.
* **Intellectual Property Rights:** The client will retain ownership of all content, data, and intellectual property provided for the project.
* **Non-Disclosure Agreement:** A non-disclosure agreement (NDA) will be signed by both parties to protect confidential information.

# 9. Termination Clause

* **Termination Rights:** Either party may terminate the contract under certain circumstances, such as material breach or failure to meet obligations.
* **Termination Procedures:** The procedures for terminating the contract will be outlined in the contract, including dispute resolution mechanisms.

# 10. Amendments

* **Change Requests:** Any changes to the project scope or requirements will be documented as change requests and evaluated for their impact on the project timeline and budget.
* **Amendment Process:** The process for approving and implementing change requests will be outlined in the contract.