**Project Plan**

Gadgets ‘n’ Gizmos

Building an Online Store

**27002246**

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**1st November 2013**

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# 1. Overview

### Client

The client is Gadgets ’n’ Gizmos, which was started in June 2013 by Mr. Roy Oakley. It is an electronics retailer in Rotorua, New Zealand. They sell electronic components to professional electricians and tech-savvy consumers.

Their current advertising system was to distribute a catalogue of their available products. This aided in increasing the number of customers, but was too expensive to target residents outside of Rotorua.

To reach a wider audience this project has been created to develop an online store that customers can browse and purchase products from.

**Objectives**

The main objectives of this project are:

* To deliver a fully working website for the Gadgets ’n’ Gizmos business.
* To provide a way for customers to purchase products online
* To deliver a blog for the business that integrates with the website.
* To improve the way potential customers can view through the available products.\

### Actual Budget

As the required workers rates are higher than was planned.Costs for just labour are around $25,000. The total budget has been raised from $20,000 to $35,000. To account for the extra money needed a loan has been taken out from a bank for $15,000.

### Actual Start & Finish Dates

Originally the project was scheduled to start on the 8th of October as it depended on Mr. Oakley to have enough time to spare for meetings and product cataloguing. However Mr. Oakley has rearranged his schedule and the project has been moved forward by two months. It is due to start on the 8th of August and is expected to finish by the 22nd of October.

### Issues

Due to changes of the scope (such as developing each section of the site procedurally instead of in parallel) the project needed to be extended by an extra month of development. This raised the budget as well as extended other costs, such as travel and hardware.

# 2. Scope

## 2.1 Scope Included

* Project Contract
  + Meet client
  + Inspect premises
  + Draw plan
  + Send plan to client for feedback
  + Incorporate client feedback into plan
* Website Design
  + Discuss designs with client
  + Create draft designs
  + Get feedback from client
  + Refine and develop design
  + *Finalise design with client*
* Website Development
  + Set up SilverStripe CMS
  + Load website design as a template
  + Set up product listings
  + Set up blog
  + Set up online payment
* Website content
  + Transfer product descriptions from catalogue to website
  + Transfer product images from catalogue to website
  + Edit and update product descriptions
  + Upload images to website
* Product images
  + Take photos of products that don’t have images already
* Domain name
  + Purchase a five year contract for gadgets-n-gizmos.co.nz
* Web hosting
  + Purchase five years of hosting
  + Connect domain with web hosting
* Creating email accounts
* User guide
  + How to use SilverStripe CMS
  + How to list a new product
  + How to check for new orders
  + How to edit product details
  + Send one hard copy and one digital copy to client
* Launch site
* Handover

### Changes to Scope Included

* An extra stage for ‘*Finalise design with client*’ has been added to the Website Design task. This will allow for the website design to be signed-off by the client and allow work to be started on the web development.

## 2.2 Scope Excluded

The following items are not included in the development of this project:

* Creating a logo for the website
* Making changes to the website design after the design has been finalised
* Adding extra content after the project has finished.
* On-going support for hosting and domain name
* *Trouble shooting after six months.*
* Updates to the user guide after it has been handed over.

### Changes to Scope Excluded

* The trouble shooting time span has been increased from one month to six months.

# 3. Organisation

## 3.1 Organisation boundaries and Interfaces

|  |  |  |  |
| --- | --- | --- | --- |
| **External Stakeholder** | **Relationship to Project** | **Effect of stakeholders on project** | **Effect of project outcome on stakeholders** |
| ANZ | Sponsor | Supplies the money needed to fund the project. The project would not be possible without them. | Get’s paid back loan with interest. |
| Roy Oakley | Client | Has final say over everything. | Get’s a website. Can sell products online and run a blog. |
| Nixihost | Web host | Hosts the website files and keeps users information secure. | Will be being paid to host the website. |
| domain.com | Domain name provider | Provides the gadgets-n-gizmos.co.nz domain name. | Will be being paid for use of the domain name. |
| Allen Balzer | Sub-contractor:  Web designer | Responsible for the design of the web site. It is his role to give a site a clean and modern look that fits in with Gadgets ’n’ Gizmos. | Will be being paid to design the website. |
| Cindy Chan | Sub-contractor:  Web developer | Responsible for the programming of the site. This includes the content management system, online store and blog. | Will be being paid to develop the website. |
| Joe Olmstead | Sub-contractor:  Content manager | Responsible for adding content to the site and matching product descriptions, prices and photos. | Will be being paid to write the content. |
| Helen Myers | Sub-contractor: Photographer | Responsible for photographing the products for the website. | Will be being paid to photograph the products. |
| Customers | Audience | The site will be designed with them in mind. | Can browse and purchase the products. Also reads the blog posts. |
| John’s Printing Company | Prints the original catalogue | Originally designed the Gadgets ’n’ Gizmos catalogue. Parts of this catalogue may be reused in the website. | Will no longer be producing the Gadgets ’n’ Gizmos catalogue. |

## 3.2 Sub-contractors/Suppliers

| **Deliverable** | **Sub-Contractor** | **Supplier** | **Comments** |
| --- | --- | --- | --- |
| **Project Contract** | George Czabania | MS Word | Will be signed off by client. |
| **Website Design** | Allan Balzer | Adobe Photoshop |  |
| Create draft designs | Allan Balzer | Adobe Photoshop |  |
| Finalise design with client | Allan Balzer | Adobe Photoshop | Will be signed off by client. |
| **Website Development** | Cindy Chan |  |  |
| Set up SilverStripe CMS | Cindy Chan | SilverStripe.org |  |
| Set up product listings | Cindy Chan |  |  |
| Set up blog | Cindy Chan |  |  |
| Set up online payment | Cindy Chan |  |  |
| **Website Content** | Joe Olmstead |  |  |
| Edit and update product descriptions | Joe Olmstead |  | Will copy content from the GnG catalogue. |
| Upload images to website | Joe Olmstead |  | Will copy images from the GnG catalogue. |
| **Product images** | Helen myers |  |  |
| Take photos of products that don’t have images already | Helen myers | Camera |  |
| **Domain name** | Cindy Chan | Domain.com |  |
| **Web hosting** | Cindy Chan | Nixihost |  |
| Purchase five years of hosting | Cindy Chan | Nixihost |  |
| Create email accounts | Cindy chan |  |  |
| **User guide** | Joe Olmstead | Adobe InDesign |  |
| Send one hard copy and one digital copy to client | George Czabania |  | Will be exporting the manual as a PDF file. |
| **Launch site** | Cindy Chan |  | The site will be available to the public and the project will be signed off by the client. |

# 4. Project Budget

## 4.1 Actual Budget Summary

|  |  |
| --- | --- |
| **Income and Funding** | |
| **Source** | **Amount** |
| 1. Client | $20,000 |
| 2. Bank | $15,000 |
| **Total** | **$35,000** |
| **Expenses** | |
| **Type of expense** | **Cost** |
| Labour | $25,200 |
| Equipment | $1,500 |
| Training | $400 |
| Software | $450 |
| Hardware | $4,000 |
| Overhead | $300 |
| Materials and Supplies | $300 |
| Utilities | $1,100 |
| Travel | $250 |
| Marketing | $500 |
| Specialist Consultants | $800 |
| Miscellaneous | $200 |
| **Total** | **$35,000** |
| **Total Profit** | **$0** |

## 4.2 Project Budget Costs by Month

|  | | **August** | | **September** | | **October** | |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Labourer** | **Day Rate** | **# Days** | **Cost** | **# Days** | **Cost** | **# Days** | **Cost** | **Totals** |
| Project Manager | 200 | 7 | $1,400.00 | 0 | $0.00 | 2 | $400.00 | **$1,800.00** |
| Web Developer | 360 | 10 | $3,600.00 | 13 | $4,680.00 | 15 | $5,400.00 | **$13,680.00** |
| Web Designer | 280 | 10 | $2,800.00 | 8 | $2,240.00 | 0 | $0.00 | **$5,040.00** |
| Content Manager | 200 | 7 | $1,400.00 | 14 | $2,800.00 | 0 | $0.00 | **$4,200.00** |
| Photographer | 160 | 2 | $320.00 | 1 | $160.00 | 0 | $0.00 | **$480.00** |
| **Total** | | **36** | **$9,520.00** | **36** | **$9,880.00** | **17** | **$5,800.00** | **$25,200.00** |
| **Equipment** | | | | | | | | |
| Computer | | $380.00 | | $450.00 | | $370.00 | | **$1,200.00** |
| Web Hosting | | $200.00 | | $0.00 | | $0.00 | | **$200.00** |
| Domain Name | | $50.00 | | $0.00 | | $0.00 | | **$50.00** |
| Printer | | $20.00 | | $0.00 | | $30.00 | | **$50.00** |
| **Total** | | **$650.00** | | **$450.00** | | **$400.00** | | **$1,500.00** |
| **Other** | | | | | | | | |
| Training | | $400.00 | | $0.00 | | $0.00 | | **$400.00** |
| Materials and Supplies | | $100.00 | | $100.00 | | $100.00 | | **$300.00** |
| Software | | $450.00 | | $0.00 | | $0.00 | | **$450.00** |
| Hardware | | $1,300.00 | | $1,500.00 | | $1,200.00 | | **$4,000.00** |
| Overhead | | $100.00 | | $100.00 | | $100.00 | | **$300.00** |
| Travel | | $100.00 | | $100.00 | | $50.00 | | **$250.00** |
| Marketing | | $500.00 | | $0.00 | | $0.00 | | **$500.00** |
| Utilities | | $400.00 | | $400.00 | | $300.00 | | **$1,100.00** |
| Specialists/Consultants | | $400.00 | | $300.00 | | $100.00 | | **$800.00** |
| Miscellaneous | | $100.00 | | $40.00 | | $60.00 | | **$200.00** |
| **Totals** | | **$14,020.00** | | **$12,870.00** | | **$8,110.00** | | **$35,000.00** |

# 

# 5. Work Schedules

# 6. Risk Management Plan

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Risk Event** | **Consequence Factor** | **Probability Factor** | **Risk Factor** | **Risk Management Options** | **Strategies** | **Person Responsible** | **Rank** | **Close-out Date** |
| Website goes offline | 0.3 | 0.3 | 0.51 | Transfer | Choose a reliable web host that has a high uptime guarantee. | Web Developer | 6 | 20/08/13 |
| Lost data from website | 0.8 | 0.1 | 0.82 | Minimise | Implement an automatic backup system to keep a regular copy of the sites content. This can be used to restore the sites content after it has been lost. | Web Developer | 2 | 08/10/13 |
| Power failure at Gadgets-n-Gizmos store | 0 | 0.3 | 0.3 | Accept | Ignore, as this not will affect the web site in any way as it is hosted remotely. | Unknown | 7 | 08/08/13 |
| Website gets a virus | 0.7 | 0.3 | 0.79 | Minimise | Host the website on a secure and trusted web host. Also make sure to develop the site with security as a top priority. | Web Developer | 3 | 20/08/10 |
| User information is stolen | 0.8 | 0.3 | 0.86 | Minimise | Host the website on a secure and trusted web host to minimize stolen data. Also hash customer passwords and encrypt credit card details. | Web Developer | 1 | 20/08/10 |
| Client wants to change the website design after it has been finalised | 0.3 | 0.5 | 0.65 | Transfer | Remind the client that they signed a contract saying that no changes can be made after the design has been finalised. | Web Designer | 4 | 10/09/13 |
| Client cannot use website CMS | 0.3 | 0.5 | 0.65 | Share | Get the content manager to create a step by step user manual to help the client. | Content Manager | 5 | 21/10/13 |

# 7. Health and Safety Plan

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Issue** | **Type of Risk** | **Probability** | **Scheduled Meetings** | **Proposed Contingencies** |
| RSI from typing | Health | Low | Project Manager, Developer,  Content Manager  05/08/13 10:00am | Take hourly breaks from typing. Don’t rest wrists on table. |
| Photographing items in an unsafe way | Safety | Low | Project Manager,  Photographer,  Client  06/08/13 10:00am | Place products on a table one at a time when photographing. |
| Building is not structurally sound | Safety | Low | Project Manager,  Client  09/08/13 9:00am | Inspect building for safety. If any problems are found get a builder in or meet somewhere else. |
| Back pains from sitting with a bad posture | Health | Low | Project Manager,  All sub-contractors  07/08/13 11:00am | Sit with a straight back and keep arms level with keyboard. |
| Identity theft | Safety | Low | Project Manager,  Developer  05/08/13 2:00pm | Choose a secure and trusted web host and make sure to develop the site with security in mind. |

# 8. Quality Management Plan

On the 10th of October the website was inspected by the project team to track down as many issues as possible. This is a list of what was found and how each issue was resolved.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Review Date** | **Activity Reviewed** | **Reviewer Job Title** | **Issue** | **Resolution** | **Comments** |
| 10th October | Website Design | Designer | Site doesn’t load correctly in Internet Explorer 8. | Fix stylesheet settings for IE and test on other browsers. |  |
| 10th October | Product Images | Photographer and Content Manager | A few products have incorrect or missing images. | Take photos of missing products and upload them to the site. Then match the images to each product. |  |
| 10th October | Online Purchasing | Developer | Products that are classed as ‘out of stock’ can still be purchased. | Prevent purchasing of products unless they are in stock. |  |
| 10th October | Product Descriptions | Content Manager | Some products have incorrect descriptions. | Correct the anomalies. |  |
| 10th October | Product Prices | Content Manager, Client | Some products have incorrect prices. | Check with the client about the correct prices. |  |
| 10th October | Website Content | Content Manager | The contact pay uses the old phone number and needs updating. | Change the phone number to the correct one. |  |
| 10th October | Website Blog | Developer | Blog posts are displayed in the wrong order. | Display the posts by newest first in pages of five. |  |

# 9. Configuration & Change Management Plan

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Request Title** | **Date of Request** | **Originator** | **Assigned To** | **Date of Response** | **Status** | **Date Request Closed** |
| Move project forward by two months. | 27/07/13 | Client | Project Manager | 27/07/13 | Accepted. Project will now start on the 8th of August. | 30/07/13 |
| Change scope to include six months of trouble shooting (up from one month). | 06/08/13 | Client | Project Manager | 10/08/13 | Accepted. Project will include six months of trouble shooting after the project ends. | 11/08/13 |
| Add new task to finalise the website design with the client. | 08/08/13 | Web Designer | Project Manager | 10/08/13 | Accepted. The client will now need to sign off on the final website design. | 11/08/13 |
| Do the website development subtasks sequentially instead of in parallel. | 28/07/13 | Web Development | Project Manager | 04/08/13 | Accepted. The website development stage has been extended to give each subtask it’s own time range. This has drastically increased the time of development. | 06/08/13 |

# 10. Communications and Reporting Plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Type of Communication** | **Method** | **Date of Communication** | **Frequency** | **Information Disclosed** | **Participants** |
| Meeting | In-person | 08/08/13 | Once | Discuss project plan and objectives of the website. | Project Manager,  Client |
| Inspection | In-person | 09/08/13 | Once | Inspect premises for health and safety. | Project Manager,  Client |
| Feedback | In-person | 14/08/13 | Once | Get feedback on project plan. | Project Manager,  Client |
| Meeting | In-person | 19/08/13 | Once | Discuss possible ideas for the website design. | Web Designer,  Client |
| Meeting | In-person | 29/08/13 | Once | Get feedback on draft website designs. | Web Designer,  Client |
| Sign off | In-person | 10/09/13 | Once | Finalise website design. | Web Designer,  Client |
| Meeting | In-person | 19/08/13 | Once | Get current product descriptions from catalogue | Content Manager,  Client |
| Meeting | In-person | 21/08/13 | Once | Get current product images from catalogue. | Content Manager,  Client |
| Meeting | In-person | 29/08/13 | Once | Photograph products that don’t already have images. | Photographer,  Client |
| Meeting | In-person | 21/10/13 | Once | Handover user manual. | Content Manager,  Client |
| Meeting | In-person | 21/10/13 | Once | Launch site. | Project Manager,  Client |
| Handover | In-person | 22/10/13 | Once | Final sign off. | Project Manager,  Client |

# 11. Conclusion and Recommendations

**Conclusion**

* On the 22nd of October the website was launched and users could visit [www.gadgets-n-gizmos.co.nz](http://www.gadgets-n-gizmos.co.nz) to browse through all the available products and even purchase them online.
* In the last month, Roy has seen a substantial amount of customers purchasing items through the store. He estimates that in two months he will have more customers purchasing online than those that shop at the physical store.
* Customers are also shopping from all over New Zealand. Roy is thinking about a new project to allow people from all over the world and would involve new shipping and logistics plans.
* With the help of the custom made step-by-step user manuals, Roy regularly posts news articles on the Gadgets ‘n’ Gizmos blog, and gets more readers every day.
* The web host has been great and the site hasn’t gone down since launch day.
* Roy has been able to use the extra money from the additional customers to pay back the project bank loan.

**Recommendations**

* You should get the client to sign off at the end of each of the major tasks. This keeps the client up to date with what is happening and helps keep the project on track.
* It is a good idea to have a meeting with all sub-contractors before the project starts to discuss the project timeline. That way won’t have to make as many changes to it afterwards.
* It is very important to do a risk analysis and a health and safety check before starting the project to identify any issues before they happen.

# 12. References

SilverStripe CMS. (2013). *SilverStripe Content Management System.* Retrieved from <http://silverstripe.org>.