**Project Charter:**

**Development of Cosmos Website**

**E-Commerce**

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**Development of Cosmos Website**

**Business Project- IT**

**Analysis Phase**

**Document Purpose**

A project charter is, “a document issued by the project initiator or sponsor that formally authorizes the existence of a project and provides the project manager with the authority to apply organizational resources to project activities.”[[1]](#footnote-1)

The purpose of the charter is to obtain formal approval of the general parameters and structure of the proposed project, including:

* the project objectives and outcomes, benefits, scope, and risks.
* the project deliverables, schedule, milestones, and estimated costs; and

the project organization, governance structure, and stakeholders.**Table of Contents**

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1. **Charter Introduction**
   1. **Document Change Control**

|  |  |  |  |
| --- | --- | --- | --- |
| **Revision No** | **Date of Issue** | **Author(s)** | **Brief Description of Change** |
| 1.0 |  |  | Initial Draft |
| 1.1 |  |  | Updated Scope and Objectives |
|  |  |  |  |

* 1. **Executive Summary**

The Development of Cosmos Website project is all about creating a modern, user-friendly, and seamless online shopping experience for our valued customers. This project is designed to bring Cosmos's trusted brand into the digital age, making it easier than ever for customers to shop online, save time, and enjoy the convenience of finding everything they need—all from the comfort of their homes.

By expanding our digital presence, we aim to improve customer engagement, streamline online shopping, and enhance order management, ensuring that every interaction with Cosmos is simple, efficient, and enjoyable.

* 1. **Authorization**

This project charter formally authorizes the existence of the project, Development of Cosmos Website, and provides the project manager with the authority to apply organizational resources to project activities described herein. If there is a change in the project scope, the project charter will be updated and submitted for re-approval.

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Full name Date

Executive Sponsor

Position, Client Organization

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Full name Date

Project Sponsor

Position, Client Organization

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Full name Date

Project Manager

Position, Your Organization

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Full name Date

Title

Position, other supporting organization

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Full name Date

Title

Position, other supporting organization

1. **Project Overview**
   1. **Project Summary**

The Development of Cosmos website project was initiated in response to the growing demand for online shopping, especially as more customers look for ways to save time and shop without leaving their homes. We recognize that the future of retail is digital, and by developing a new website, Cosmos can meet the evolving needs of our customers. This new platform will not only increase sales but also strengthen our marketing efforts, improve customer support, and boost customer retention. Most importantly, it will help us stay competitive in an increasingly digital marketplace.

The primary users of the new Cosmos website will be our customers—busy individuals and families who want to shop online for their everyday needs. Whether it’s groceries, home essentials, electronics, or clothing, customers will enjoy a seamless shopping experience with easy checkout, personalized recommendations, and access to exclusive online deals. Additionally, our internal teams, such as marketing, sales, and customer support, will use the platform to better serve our customers and manage operations efficiently.

Customers will benefit from a faster, more intuitive, and personalized shopping experience. With features like easy navigation, quick checkout, and tailored product suggestions, customers can shop smarter and save time.

### Project Goals, Business Outcomes and Objectives

| **No** | **Goals** | **Objectives** | **Business Outcomes** |
| --- | --- | --- | --- |
| 1 | Develop a modern user-friendly e-commerce website | * Design and launch website with better navigation * Ensure accessible and mobile friendly | * Increase customer satisfaction * Increase website traffic |
| 2 | Improve Customer engagement/experience | * Develop easy checkout and online payment transaction * Provide real-time order tracking * Offer Deals, promotions, discounts | * Increase online sales and revenue * Increase customer trust * Improve customer loyalty |
| 3 | Digital presence | * Optimize SEO to improve visibility * Ensure scalability to handle increased traffic | * Increase website traffic on search * Website stability during peak shopping time |

### Project Scope

The project includes the design, development, testing, and deployment of the Cosmos website. It covers front-end and back-end development, integration with third-party payment services, and post-launch support.

* + 1. **Scope Definition**

The Cosmos website will include the following features and functionalities:

* Intuitive and responsive UI/UX design for web and mobile users
* User sign in/sign up and account management
* Product catalog with search, filtering, and recommendation features
* Shopping cart and seamless checkout process
* Integration with multiple payment gateways and digital wallets
* Order management and tracking system
* Customer service

### Boundaries

| **Activities In Scope** | **Activities Out of Scope** |
| --- | --- |
| 1. Design and development of the Cosmos website. | 1. Development of mobile applications (to be addressed in a separate project). |
| 2. Integration with third-party payment gateways | 2. Physical store operations, inventory and logistics |
| 3. User training and documentation for internal teams. | 3. International market functionalities (focus is on the Canadian market only). |

* 1. **Milestones**

| **Project Milestone** | **Description** | **Expected Date** |
| --- | --- | --- |
| 1. Project Kickoff | Initiation of project activities |  |
| 2. Requirement Analysis | Business and technical requirements gathering |  |
| 3. Design Phase | UI/UX design and system architecture definition |  |
| 4. Development Phase | Core website features implementation |  |
| 5. Testing | Conduct thorough testing, including user acceptance testing (UAT) |  |
| 6. Website Launch | Official launch of the Cosmos website |  |

* 1. **Deliverables**

| **Project Deliverable 1: Planning Phase Documents** | |
| --- | --- |
| **Stakeholder:** | Executive Leadership, Business Analyst, Project manager |
| **Description:** | Project charter, Stakeholder Analysis, Project Plan, Risk & impact Analysis, RACI Matrix, Approval Sign-off document |
| **Acceptance Criteria:** | Approved by stakeholders and signed off by the Project Sponsor. |
| **Due Date:** |  |
| **Project Deliverable 2: Requirement Gathering Phase Documents** | |
| **Stakeholder:** | Executive Leadership, Business Analyst, Project manager |
| **Description:** | Requirements document |
| **Acceptance Criteria:** | Approved by stakeholders and signed off by the Project Sponsor. |
| **Due Date:** |  |
| **Project Deliverable 3: Design Specification Phase documents** | |
| **Stakeholder:** | BA, PM, UI/UX Head, SME, Technical lead, QA Lead |
| **Description:** | BRD, UI/UX mockups & wireframes, Architecture design, SRS, NFR, Feature map and Acceptance criteria document |
| **Acceptance Criteria:** | Approved by PM and signed off by all individual team Heads. |
| **Due Date:** |  |
| **Project Deliverable 4: Testing Phase documents** | |
| **Stakeholder:** | PM, BA, Technical lead, SME, Developers, QA lead |
| **Description:** | Test plan, Test case, Test Execution, UAT report, Defect/bug report |
| **Acceptance Criteria:** | Approved by PM and signed off by BA, QA lead. |
| **Due Date:** |  |

| **Project Deliverable 5: Fully developed website** | |
| --- | --- |
| **Stakeholder:** | PM, BA, Technical lead, SME, Developers, QA lead |
| **Description:** | A fully functional website with all features and integrations completed. |
| **Acceptance Criteria:** | Passes all QA tests and meets performance benchmarks. |
| **Due Date:** |  |
| **Project Deliverable 6: User Training and Documentation** | |
| **Stakeholder:** | Internal Teams (Customer Support, Sales, Marketing) |
| **Description:** | Guides for internal Cosmos teams managing the website |
| **Acceptance Criteria:** | Complete and user-friendly documentation |
| **Due Date:** |  |
| **Project Deliverable 7: Post-Launch Support** | |
| **Stakeholder:** | IT Support Team, Project Manager |
| **Description:** | A plan outlining ongoing support and maintenance. |
| **Acceptance Criteria:** | Approved by the IT Support Team and Project Sponsor. |
| **Due Date:** |  |

* 1. **Project Cost Estimate and Source of Funding**
     1. **Project Cost Estimate**

| **Category** | **Estimate Cost** |
| --- | --- |
| Design & development | Amount |
| QA |  |
| Third-party Integrations (Payments) |  |
| Infrastructure (Cloud Hosting, Servers) |  |
| Training and Documentation |  |
| Security & Compliance |  |
| Post-Launch Support |  |

### Source of Funding

The project will be funded through Cosmos's E-Commerce Division budget. Human resources have been committed, and funding has been approved by the Project Sponsor.

* 1. **Dependencies**

| **Dependency Description** | **Critical Date** | **Contact** |
| --- | --- | --- |
| Approval of system architecture |  | IT Head |
| Finalization of business requirements |  | BA |
| Completion of user acceptance testing (UAT) by stakeholders |  | QA/BA |
| Availability of third-party payment gateway |  | IT team |
| Testing environment setup |  | QA team |
|  |  |  |
|  |  |  |

* 1. **Project Risks, Assumptions, and Constraints**

### Risks

| **No** | **Risk Description** | **Probability (H/M/L)** | **Impact (H/M/L)** | **Risk Management Plan** | **Ownership** |
| --- | --- | --- | --- | --- | --- |
| 1 | Website Downtime | L | H | Invest in scalable infrastructure, load balancing, regular system maintenance and running periodic regression to ensure stability | IT team |
| 2 | Payment Gateway Failure | L | H | Regularly test payment gateways, and maintain backup payment options | IT team |
| 3 | Poor User Experience (UX) | M | L | Conduct regular UI/UX testing, optimize website speed, fix broken links, implementing web caching mechanism, improving navigation flows. | UI/UX team |
| 4 | Cybersecurity Breach | L | H | Implement advanced firewalls and security measures, MFA (multi-factor authentication), regular penetration testing, and employee training. | IT team/ Cybersecurity |
| 5 | Slow Page Load Times | L | L | Regularly monitor site performance and conduct performance tests to identify and address bottlenecks promptly. | IT team |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

### Assumptions

The following table lists the items that cannot be proven or demonstrated when this project charter was prepared, but they are taken into account to stabilize the project approach or planning.

| **No** | **Assumptions** |
| --- | --- |
| 1 | Required resources (human, technical, and financial) will be available as planned. |
| 2 | Stakeholders will provide timely feedback and approvals during the project. |
| 3 | Third-party services (e.g., payment gateways, logistics partners) will function as expected. |
| 4 | Users will have access to stable internet connections and compatible devices |
| 5 | The project timeline will not be significantly impacted by external factors (e.g., regulatory changes). |
| 6 | The project team will have access to required technologies and infrastructure |
|  |  |

### Constraints

The following table lists the conditional factors within which the project must operate or fit.

| **No** | **Category** | **Constraints** |
| --- | --- | --- |
| 1 | Time | The project must be completed and launched by [Hard Deadline Date]. |
| 2 | Budget | The project must not exceed the approved budget of $[Total Amount]. |
| 3 | Regulatory | The website must comply with Canadian e-commerce regulations and data privacy laws. |
| 4 | Technical | The website must integrate with Cosmos's existing systems without disrupting operations. |
| 5 | Branding | The website must align with Cosmos’s global branding and UI/UX guidelines |

1. **Project Organization**
   1. **Project Governance**

The Development of Cosmos Website project will be governed through a structured decision-making framework to ensure alignment with Cosmos's strategic goals and efficient project execution. The governance structure includes the following key bodies:  
  
Project Sponsor - Provides overall direction, secures funding, and resolves high-level issues.  
  
Steering Committee - Comprises senior stakeholders, including the Project Sponsor, Executive Leadership, and Department Heads.

Project Review Committee - Includes the Project Manager, Business Analysts, and Technical Leads. Overseas day-to-day project execution monitors progress, and ensures deliverables meet quality standards.

Working Groups - Cross-functional teams (e.g., Design, Development, QA, Marketing) responsible for specific deliverables. Report to the Project Review Committee and provide updates on their respective areas.

* 1. **Project Team Structure**

The project team is organized into functional groups, each responsible for specific aspects of the project. The structure ensures clear communication and accountability.

Project Sponsor: Provides strategic direction and funding.

BA: Gathers requirements and Defining business needs, ensuring requirements are met, and aligning with organizational goals.

Project Manager: Oversees project execution, coordinates teams, and ensures timely delivery.

Design Team: Responsible for UI/UX design and accessibility compliance.

Development Team: Handles front-end and back-end development, including integrations.

QA Team: Conducts testing and ensures quality standards are met.

* 1. **Roles and Responsibilities**

| **Project Role** | **Responsibilities** | **Assigned to** |
| --- | --- | --- |
| Project Sponsor | Provides strategic direction, approves budget, and resolves escalated issues. | Name |
| Project Manager | Oversees project execution, manages timelines, and ensures deliverables are met |  |
| Business Analyst | Gathers and documents requirements, ensure alignment with business goals. |  |
| Design Lead | Leads UI/UX design efforts and ensures accessibility compliance. |  |
| Development Lead | Manages front-end and back-end development, including integrations. |  |
| QA Lead | Oversees testing efforts, ensures quality standards, and manages bug tracking. |  |

* 1. **Project Facilities and Resources**

The following resources will be required to support the project’s successful execution:

1.Office Space & Workstations – Dedicated workspaces for the development, testing, and management teams.

2.Cloud Infrastructure – AWS/Azure hosting for development, testing, and deployment environments.

3.Software & Tools – Project tracking tools (JIRA, Confluence), CI/CD tools (GitHub Actions, Jenkins), testing tools (Selenium, Postman).

4.Hardware & IT Support – Laptops, secure network access, VPN for remote collaboration.

5.Collaboration Tools – Slack, Microsoft Teams, Zoom for team communication.

The IT Support Team is responsible for provisioning and maintaining these resources throughout the project lifecycle. The Project Manager will coordinate with the IT team to ensure timely availability.

1. **Project References**

More information concerning this project can be found in the following documents:

| **Document Title** | **Version #** | **Date** | **Author and Organization** | **Location (link or path)** |
| --- | --- | --- | --- | --- |
| Business Case Document | 1.0 |  | IT Strategy Team |  |

1. **Glossary and Acronyms**

| **Term** | **Definition** |
| --- | --- |
| E-Commerce | The buying and selling of goods and services over the internet. |
| UI/UX Design | User Interface (UI) and User Experience (UX) design focuses on creating user-friendly and visually appealing digital interfaces. |
| SEO | Search Engine Optimization, the process of improving a website's visibility on search engines. |
| QA | Quality Assurance, the process of ensuring that products or services meet specified requirements. |
| Risk Mitigation | Actions taken to reduce or control the impact of potential risks. |
| Acceptance Criteria | The conditions a software feature must satisfy to be accepted by the user. |
| Stakeholder | Any individual or group impacted by the project’s outcome. |
| CI/CD (Continuous Integration/Continuous Deployment) | Practices that automate software testing and deployment. |
| **Acronym** | **Name in Full** |
| BA | Business Analyst |
| SEO | Search Engine Optimization |
| QA | Quality Assurance |
| UAT | User Acceptance Testing |
| UI/ UX | User Interface, User Experience |

1. [↑](#footnote-ref-1)