

Project Plan Presentation





Group 1

Designing a Customer Service Counter for Ocean Shopping Mall

Group 1

Leader:

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Members:

Jason Fung

Tracy Cheung

Raymond Siu

Presentation Outline

Background
Project Purpose

Requirements
Success criteria

Jason

People involved
Potential problems

Milestone
Resources needed
Project outputs

Rita

Tracy

Raymond

Project Background

- Ocean Shopping Mall opening



Tsim Sha Tsui



Dec 2026

- We have been invited to design a customer service counter.



Project Purpose

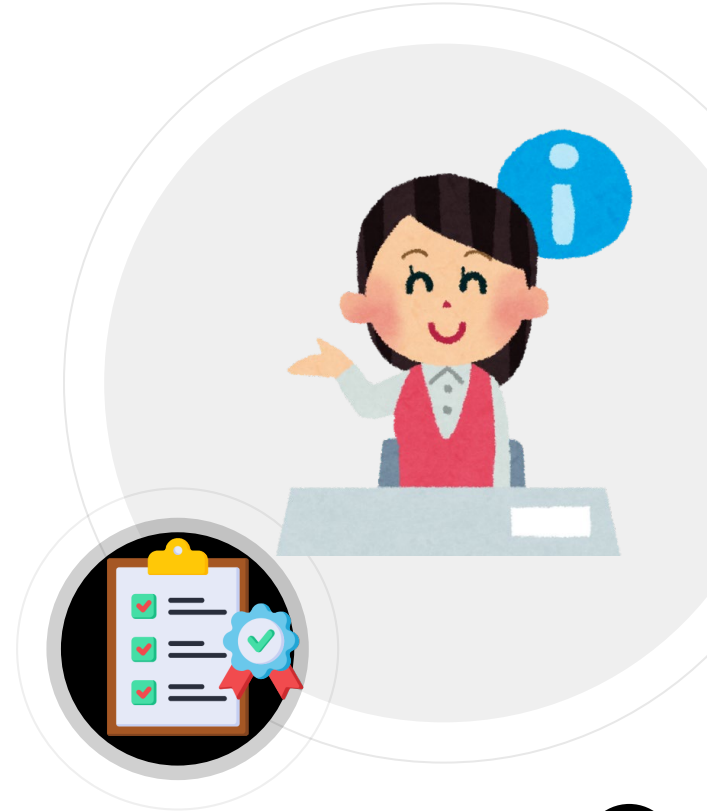
- To propose a practical and user-friendly customer service counter for Ocean Shopping Mall.



Requirements of the Customer Service Counter

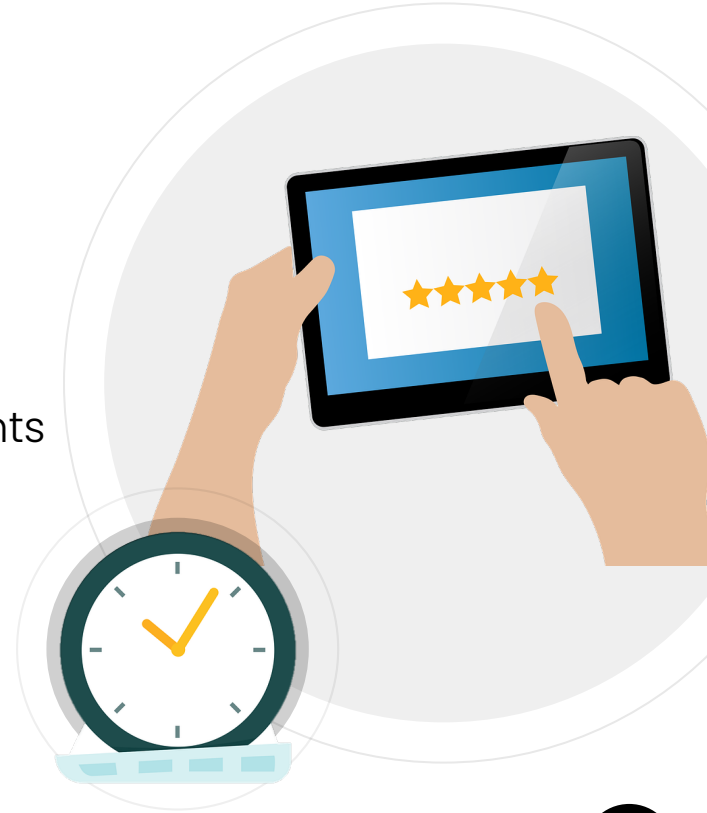
The customer service counter should:

- be modern, informative, easy to notice
- be practical → support customer service
- provide clear information about shops, facilities & events



Success Criteria

- ✓ Customer enquiry response time: < 2 minutes
- ✓ Customer satisfaction rate: ≥ 90% 😊
- ✓ Positive feedback from management and tenants



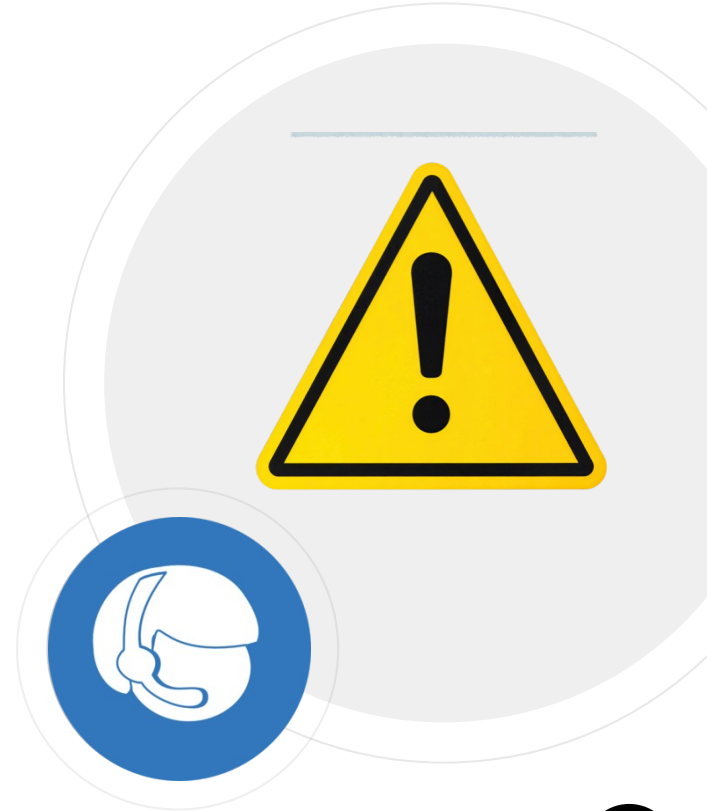
People Involved

- Shoppers and visitors
- Mall tenants and their staff
- Mall management team
- Media and general public



Potential Problems

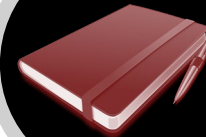
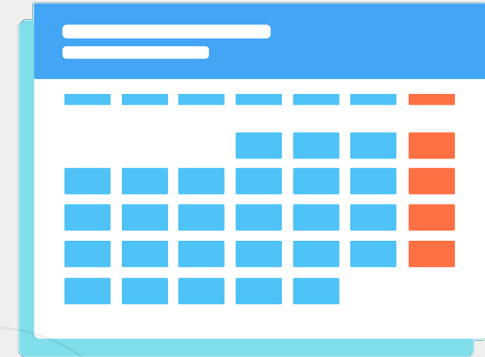
- Limited space for the counter
- Manpower shortages during peak hours
- Poor counter location affecting visibility
- Insufficient equipment
(computers, signage, brochures)



Milestone

Completed Tasks

- ✓ Requirement Study (Week 4)
- ✓ Data Analysis (Week 8)



Milestone

Upcoming Tasks

By Week 9

- Review the draft
- Develop the draft implementation plan

By Week 10

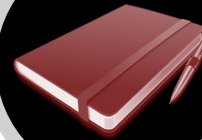
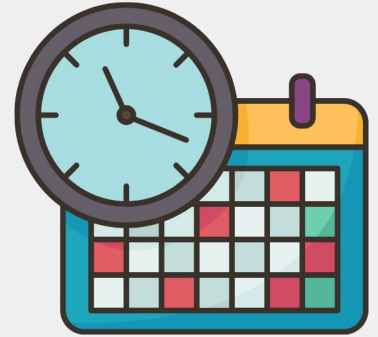
- Discuss potential challenges and solutions

By Week 21

- Complete the “Final Report”
- Finalise the Implementation Plan
- Prepare for Final Report Presentation

Week 22

- Deliver the Final Report Presentation



Resources Needed

Human resources

- design team
→ create the counter layout and visuals
- customer service staff
→ test workflow and service procedures
- mall management contact person
→ for coordination and approval



Resources Needed (Con't)

2. Equipment & Materials

- computers, phones and information system for enquiries
- counter furniture, chairs, storage cabinets and signage
- brochures, mall directory, maps and promotional materials
- basic security and CCTV support around the counter if required



Resources Needed (Con't)

3. Venue & Logistics

- designated floor space in a visible location
- power supply, lighting and network connection
- budget for design, construction, equipment and printing



Project Outputs

- Project plan presentation
- Progress report
- Final report
- Final report presentation
- Counter design drawings
(layout plan, 3D sketch or rendering)



Questions & Answers Session

