# Project Charter: E-Commerce Website Development for Furniture Company

## 1. Project Title

FurnitureCo E-Commerce Website Development

## 2. Project Purpose

The project aims to design and implement a robust e-commerce platform for FurnitureCo, enabling customers to browse, customize, and purchase furniture online. This project will modernize the company's sales strategy, improve customer reach, and increase revenue through digital channels.

## 3. Project Objectives

- Develop a user-friendly, mobile-responsive e-commerce website.

- Integrate secure payment gateways (e.g. PayPal, credit card, Afterpay).

- Provide product customization options (size, color, material).

- Enable real-time inventory management and order tracking.

- Launch the website within 6 months with full operational capability.

## 4. Scope

**In Scope:**

- Website design and development (frontend and backend).

- Integration with FurnitureCo's inventory management system.

- Setup of customer accounts, wish lists, and shopping carts.

- SEO optimization and analytics tracking.

- Staff training on order management and website administration.

**Out of Scope:**

- Physical logistics and warehousing.

- Ongoing social media campaigns (to be managed separately).

## 5. Deliverables

- Functional and tested e-commerce website.

- Integrated inventory and order management module.

- Training manuals and staff training sessions.

- Post-launch support for 3 months.

## 6. Assumptions

- FurnitureCo will provide product data, images, and descriptions.

- Hosting infrastructure and domain are secured before development.

- All legal and compliance requirements (privacy, refunds, consumer laws) are handled by FurnitureCo's legal team.

## 7. Constraints

- Budget is limited to AUD 80,000.

- Website must launch within 6 months from approval date.

- All software tools must comply with company's IT security standards.

## 8. Risks

- Delays in product data preparation could push back development.

- Integration challenges with existing inventory systems.

- Cybersecurity threats (data breaches, payment fraud).

## 9. Stakeholders

- Project Sponsor: CEO, FurnitureCo

- Project Manager: [Name]

- Development Team: Web developers, UX/UI designers, QA testers

- Marketing Team: Responsible for launch promotions

- Customers: End-users purchasing furniture online

## 10. Project Milestones (Agile Methodology)

1. Project Initiation & Team Setup – Week 1

   - Confirm scope, appoint Scrum Master, define product backlog, and set sprint schedule.
2. Sprint 0: Planning & Architecture – Weeks 2-3

   - Finalize user stories and backlog grooming.

   - Establish development environment, hosting setup, and CI/CD pipelines.

3. Sprint 1: Core Website Framework – Weeks 4-5

   - Develop homepage, navigation, and basic product catalog.

   - Deliverable: Minimum Viable Product (MVP) with limited browsing features.

4. Sprint 2: Shopping Cart & Checkout – Weeks 6-7

   - Implement cart, checkout flow, and guest login.

   - Deliverable: Customers can add products to cart and simulate purchase.

5. Sprint 3: Payment Integration & Security – Weeks 8-9

   - Integrate payment gateways (PayPal, credit card, Afterpay).

   - Apply SSL and security measures (PCI compliance, encryption).

6. Sprint 4: Inventory & Order Management – Weeks 10-11

   - Sync with FurnitureCo's inventory system.

   - Add order tracking dashboard for customers.

7. Sprint 5: Product Customization & UX Enhancements – Weeks 12-13

  - Add product options (size, color, material).

  - Improve UI/UX, implement responsive design.

8. Sprint 6: SEO, Analytics & Marketing Tools – Weeks 14-15

  - Configure SEO optimization, Google Analytics, and email notifications.

9. Sprint 7: User Acceptance Testing (UAT) & Training – Weeks 16-17

  - Conduct UAT with FurnitureCo staff.

 - Train staff on order management, customer queries, and product updates.

10. Sprint 8: Final Release & Launch – Weeks 18-20

  - Deploy live e-commerce site.

  - Monitor performance and resolve issues quickly.

11. Post-Launch Support & Iteration – Weeks 21-24

  - Continuous improvement with weekly bug fixes, enhancements, and user feedback incorporation.

## 11. Budget Estimate

| Item | Cost (AUD) |
|---|---|
| Web Design & Development | 45,000 |
| Hosting & Security (SSL, firewalls) | 5,000 |
| Payment Gateway & API Integrations | 10,000 |
| Testing & Quality Assurance | 7,000 |
| Staff Training & Documentation | 3,000 |
| Contingency (10%) | 10,000 |
| Total | 80,000 |

## 12. Approval

By signing this charter, stakeholders agree to the project's purpose, scope, budget, and timeline.

Signatures:
Project Sponsor: _____

Project Manager: _____

Date: _____