

# Project Charter

*Establishes the foundation of a project*

| Project Overview   |                                  |                                 |                          |
|--|----------------------------------|---------------------------------|--------------------------|
| <b>Project Name</b>  | Giftd                            |                                 |                          |
| <b>Project Charter Authors</b>                               | Xin Feng, Alia Khan              |                                 |                          |
| <b>Creation Date</b>   | May 21 2019                      | <b>Last Revision Date</b>       | Jun 18 2019              |
| <b>Project Requestor (Client)</b>                            | Christine Faught<br>Jacqui Peter | <b>Course Professor</b>         | Adam Jarvis & Ken McGinn |
| <b>Project Charter Status</b><br>(Pending/Approved/Rejected) | Pending                          |                                 |                          |
| <b>Project Sponsor Signature</b>                             | Approval done through Basecamp   | <b>Date of Project Approval</b> |                          |
| <b>Project Start &amp; End Date</b>                          | May 23rd - August 6th            |                                 |                          |

| Project Details            |  |
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| <b>Project Description</b> | <p>Christine and Jacqui were inspired by their own personal experiences to create a website called Giftd. As parents, both have experienced buying gifts for their children's teachers and never really knowing if the teacher even needs/wants said gift. The clients wanted to create a way to still give the teachers an appreciation gift, while minimizing the risk of buying presents the teachers don't need.</p> <p>Creating a website called 'Giftd' where parents can gift a monetary amount to teachers is the perfect solution. This website will allow parents to find a teacher easily, give them e-card with a set monetary amount. Teachers can then use this amount and spend it at select retail stores, giving them the freedom to pick their own gifts. Using the interactive prototype, the Project Team will create the basic framework in a Wordpress site. The</p> |

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|                                     | target users include parents, teachers and members of the school council. Part of the profits will be used for educational charities to enrich the community. With the integration of an interac plug-in, Giftd will also be a great way for schools to fundraise.  |
| <b>Project Purpose</b>              | Lay the foundations for a monetary gift-giving website that targets teachers and parents. The purpose is to create the framework of a site that allows teachers to give money to teachers, who can then spend their accumulated funds at select retail partners.  |
| <b>Project Goals &amp; outcomes</b> | <p>The outcome for this project is to:</p> <ul style="list-style-type: none"> <li>● Set up client with a Wordpress account and theme</li> <li>● Match the visual design the website as closely to the prototype as closely as possible</li> <li>● Provide a detailed documents relating to eCommerce plugins and payment options for the client</li> <li>● Create a test user profile from the perspective of the parent/teacher (in the case of the teacher, the project team will not be able to include verifying their registration code)</li> <li>● Incorporate the client's social media account into the wordpress site</li> </ul>   |
| <b>Project Scope</b>                | <p>Define</p> <ul style="list-style-type: none"> <li>● Review prototype and existing deliverables for Giftd</li> <li>● Research websites with similar look and feel/features that could be applied to Giftd</li> <li>● Create 5 User Personas</li> <li>● Researching eCommerce plug-ins</li> </ul> <p>Design</p> <ul style="list-style-type: none"> <li>● Setting up wordpress theme and visual concept</li> <li>● Retailer Page Wireframe</li> <li>● School Administration Dashboard Wireframe</li> <li>● School Council Dashboard Wireframe</li> <li>● Giftd Administrator Dashboard Wireframe</li> </ul> <p>Develop</p> <ul style="list-style-type: none"> <li>● Creating a test user profiles</li> <li>● Add Social Media Links to website</li> <li>● Final testing</li> <li>● Review with client front-end and back-end of Wordpress site</li> <li>● Provide final documentation of eCommerce plugins and Next Steps document</li> </ul> |
| <b>Project Deliverables</b>         | <p>The project deliverables:</p> <ul style="list-style-type: none"> <li>● A basic Wordpress website based on the prototype provided by the client, including: <ul style="list-style-type: none"> <li>○ Test User Profiles</li> <li>○ Social Media Links</li> </ul> </li> <li>● Research on eCommerce website</li> <li>● Next Steps document</li> <li>● 5 User Personas</li> <li>● Wordpress Theme Research</li> <li>● Wordpress Plug-in Research</li> <li>● Sitemap</li> <li>● Wireframe for Retailers Page</li> <li>● Wireframe for School Administrator Dashboard</li> </ul>  |

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|                            | <ul style="list-style-type: none"> <li>● Wireframe for School Council Dashboard</li> <li>● Wireframe for Giftd Administrator Dashboard</li> </ul>  |
| <b>Project Details</b>     |  |
| <b>Exclusions</b>          | <ul style="list-style-type: none"> <li>● Fully functional &amp; designed e-commerce website, it will not include:             <ul style="list-style-type: none"> <li>○ Registration code verification for teachers</li> <li>○ Retail partner portals</li> <li>○ Mobile application</li> <li>○ Buying e-cards (taking the actual cash from customers)</li> </ul> </li> </ul>  |
| <b>Benefits</b>            | <ul style="list-style-type: none"> <li>● Easy to use website for parents and teachers</li> <li>● Teachers will be able to choose gift</li> <li>● Opportunity to give back to the community</li> <li>● User-centered</li> <li>● Great for school-centered fundraising</li> </ul>  |
| <b>Stakeholders</b>        | <ul style="list-style-type: none"> <li>● Giftd             <ul style="list-style-type: none"> <li>○ Christine Faught</li> <li>○ Jacqui Peter</li> </ul> </li> <li>● Applied Research, Innovation and Entrepreneurship             <ul style="list-style-type: none"> <li>○ Dave Solomon, ARI Facilitator</li> </ul> </li> <li>● Interactive Media Design             <ul style="list-style-type: none"> <li>○ Alia Khan, student</li> <li>○ Xin Feng, student</li> <li>○ Abdulla Zeidan, student</li> <li>○ Salman Moidu, student</li> <li>○ Kyle Hung, student</li> </ul> </li> <li>● Interactive Media Design (faculty)             <ul style="list-style-type: none"> <li>○ Sherryl Fraser, Chair</li> <li>○ Adam Jarvis, Professor</li> <li>○ Ken McGinn, Professor</li> </ul> </li> </ul> |
| <b>Constraints / Risks</b> | <ul style="list-style-type: none"> <li>● Efficient communication and quick turn around in communications are necessary in approvals.</li> <li>● Unplanned additions to the project scope will further constrain the project time limit.</li> <li>● If the Client does not approve items on time, the project team will be unable to move on to the next stage of the project.</li> </ul>   |
| <b>Assumptions</b>         | <ul style="list-style-type: none"> <li>● Basecamp will be used for all communication.</li> <li>● Client approval/sign-offs will be done through Basecamp.</li> </ul>   |
| <b>Project Team</b>        | <ul style="list-style-type: none"> <li>● Team Lead: Xin Feng</li> <li>● Team Second: Alia Khan</li> <li>● Team Member: Abdulla Zeidan</li> <li>● Team Member: Kyle Hung</li> <li>● Team Member: Salman Moidu</li> </ul>  |
| <b>Budget Requirements</b> | <p>59\$/Month Business Plan (paid on year in full)</p> <p>* Possibility for plug-ins that have to be purchased. Client will need to approve</p>  |

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| <b>Key Dependencies</b>    | <ul style="list-style-type: none"> <li>• Timely Approvals/Sign-Offs from client</li> <li>• Timely Feedback from Client</li> </ul> |  |  |
| <b>Communication Plan</b>  | <b>When</b>   | <b>What</b>  | <b>Who</b>   |
|                            | Week 01 - May 23  | Kick Off Meeting   | Project team, Professors, ARI Facilitator, and Clients |
|                            | Week 02 - May 28  | Weekly Meeting   | Project team, ARI Facilitator, and Clients             |
|                            | Week 03 - June 04   | Weekly Meeting   | Project team, ARI Facilitator, and Clients             |
|                            | Week 04 - June 11   | Weekly Meeting   | Project team, ARI Facilitator, and Clients             |
|                            | Week 05 - June 18   | Mid-Term Review (in person)  | Project team, Professors, ARI Facilitator, and Clients |
|                            | Week 06 - June 25   | Weekly Meeting   | Project team, ARI Facilitator, and Clients             |
|                            | Week 07 - July 02   | Weekly Meeting   | Project team, ARI Facilitator, and Clients             |
|                            | Week 08 - July 09   | Weekly Meeting   | Project team, ARI Facilitator, and Clients             |
|                            | Week 09 - July 16   | Weekly Meeting   | Project team, ARI Facilitator, and Clients             |
|                            | Week 10 - July 23   | Final Review Meeting with Clients  | Project team, Professors, ARI Facilitator, and Clients |
|                            | Aug 9   | Re/Action showcase   | Project team, Professors, ARI Facilitator and Clients  |
|                            | <b>Project Timeline</b>   | <b>When</b>  | <b>What</b>  |
| Week 01<br>May 21 + 23     |   | Kick Off Meeting   | Project Team   |
| Week 02<br>May 28 + May 30 |   | Project Charter + Scope  | Project Team   |
| Week 03<br>Jun 04 + Jun 06 |   | Client Sign-Off for Project Charter<br>Setting Up Wordpress (Installing Theme and Plug-ins)  | Project Team   |
| Week 04<br>Jun 11 + Jun 13 |   | Start Mock-up for E-Card Designs<br>Website Layout (Site Pages)<br>Social Media Widgets      | Project Team   |
| Week 05<br>Jun 18 + Jun 20 |   | Mid-Term Review Meeting<br>Start Research Document on plug-ins<br>Client Sign-Off on Website | Project Team   |

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|  |                            | Design   |              |
|--|----------------------------|--|--------------|
|  | Week 06<br>Jun 25 + Jun 27 | Create Test User Profiles<br>Include Placeholders  | Project Team |
|  | Week 07<br>Jul 02 + Jul 04 | Finalize Website Layout<br>E-Card Mock-ups   | Project Team |
|  | Week 08<br>Jul 09 + Jul 11 | Client Sign-Off on E-cards<br>Finalize Research<br>Document<br>Create Next<br>Steps/Instructional<br>Document for Client | Project Team |
|  | Week 09<br>Jul 16 + Jul 18 | Prepare Handoff Package<br>Prepare for Final Review<br>Meeting   | Project Team |
|  | Week 10<br>Jul 30 + Aug 01 | Final Review Meeting +<br>Handoff Package  | Project Team |
|  |                            |  |              |