



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

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Section	Course	Code	Date
Master		Thursday	18 / 03 / 2021.
(PMG506)			

Advanced project Management

Instructions:

- اخر موعد للتسليم هو يوم الخميس 2021-05-20 في تمام الساعة ٩ مساءً.
- الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الانجليزية.
- يتم تسليم المشروع في صيغة ملف pdf . مع الالتزام نموذج الجامعة ولن تقبل أي مستندات أخرى.
- يجب مراعاة أقسام البحث الرئيسية (مقدمة Introduction، دراسات علمية سابقة Literature Review، طريقة البحث Methodology، النتائج والمناقشة Results and Discussion ، وأخيراً المراجع References . وان كان هناك ملحقات Appendices يتم إضافتها)
- يجب الالتزام بـ Theme موحد كما يلي:
- حجم الخط 12.
- نوع الخط Arial.
- لون الخط أسود.
- المسافة بين الأسطر 1.5 line spacing

Development of Retail e-business website

1. Introduction:

E-Business has a growing impact on our world and has revolutionized many aspects of human activity. Understanding its wider context is essential. Specially during covid-19, with lockdowns all over the world many of us spend more time than ever on our computers, laptops, smartphones and tablets. Either on zoom doing a meeting call or doing an online shopping, our digital reliance is on high all the time. This means that as a business owner it's important to match this demand and ensure that you have a website that's relevant, up to date and offers a great user experience.

Through the pandemic many businesses had to close their stores to keep their customers and employees safe. Most of the businesses now are offering digital storefront, so the website can have a wide geographic range. The company faced many difficult times during the lockdown, so we decided to develop an online store to increase the sales and be prepared for such incidents.

2. Project overview:

The major part of this project is to have the desired knowledge , experience and skills to build an online store. The main idea here is know what are the user requirements and market needs and build a dedicated website that can serve their needs. In addition to that, we should keep in mind the technical challenges of designing and developing an e-Business web page that we can face.

3. Project Scope

Development of a new website to be integrated with our customer care system and recruitment system.

4. Project Objective

The final deliverable of the project is a retail website, which, in general terms, is described in Project Overview. In order to reach the completion of the project, there are some objectives that need to be accomplished. These are: Conduct thorough problem investigation, which involves review, stakeholder analysis and evaluation and comparison of similar websites. This is the only way to understand the wider context of the problem, identify the target audience of the website, find out how other retail websites work, and discover possible gaps in the retail market. This will lead to a preliminary e-Business proposal. Come up with an innovative proposal that aims to fill the identified gaps of the market. This will be the basis for a dedicated website tailored to the needs of the stakeholders. Investigate and understand market research methods. Compare their advantages and disadvantages in order to choose the right one for testing the feasibility of the initial e-Business proposal with various stakeholders. Compare various e-Business models in order to choose the most suitable to use as the basis to make the business case for the proposal. Understand the strong and weak points of several website development methods and pick the methodology that will be the guideline of the project.

5. Planning the Project with my team

To start any project there should be a clear communication between the project manager and the team members. Project manager should explain very clearly the objective and the goals of the project and what is required to achieve them. Team should be involved in planning the project with the manager.

Below is a real project in my company. I've developed the project charter for the project.

ID	Initiative Title	Initiative	Owner	Position

		Type		
2	Development of Website & Mobile App UI/UX Design	Project	Enas	Business Development
Start Date		End Date	Initiative Status	Approved Budget
3/11/2021		20/5/2021	Active	119000 SAR
				Available
Project Description (Scope: What do you want to deliver)			Project Justification (Why?/ Problem statement)	
In Scope: Development of Website Development of Mobile App UI/UX Integration: - Digital retail system " I-Kastle" , - Contact Center " Avaya" , - Recruitment System.			The company is looking forward in developing an unique website to facilitate it internal and external customers as the current website is inadequate and inorder to improve and manage the information effectively there is a need to develop a new interactive website that serve HR, Customer Care , Sales etc. Also, integrated with our Digital retail system " I-Kastle" , Contact Center " Avaya" , Reqrutment System.	

Mapped Balanced Scorecard Objectives		
Ensure Retail Business Digitalization		
Expected Benefits		Baseline
		Target
Enhance customer experience		15%
Raise the company's Sales		95%
Marketing the company Name " To be the first name on customers' mind"		20%
		50%
		15%
		65%

Expand company's Geographic Range	25%	Kingdom wide

Project Deliverables				
Description (Deliverables/ Milestone)	Start Date	End Date	Estimated Cost	SME / Approver
Stage1				
Kick Off & Analysis	11-Mar-21	25/3	119,000	Nabeel
Design	25/3/2021	15/4		
Designs - Acceptance	22/4/2021	29/4		
Preparing Files and Database	3/11/2021	29/4		
Implementation / Development	15/4/2021	13/5		
Testing	18/3/2021	13/5		Nabeel
Going Live	14/5/2021	20/5		Nabeel
Internal Testing and Evaluation	14/5/2021	20/5		Nabeel
Acceptance	14/5/2021	20/5		Nabeel

Stage2				
Initiatives Risk: (High Level)				
Description				Severity
Data and regulatory (Data leakage, Lack of visibility into cloud operations and ability to monitor for compliance)				Medium
Technology (Limited choice or technology and related tools)				Low
Operational (Lack of service-level customization, Control over quality, Control over application availability and disaster recovery)				Medium
Vendor (Association and reliance on a service provider)				Low
Financial (Additional overhead of managing service provider)				Low
Project Team:		Key Roles & Responsibilities		
Saleh		Project Sponsor: Approval of the project Budget Decisions and project related approvals		
Abdullah S		Project Owner: Support development and implementation and Ensuring that the projects benefit is realized		
Enas B		Project Manager: Ensure projects Milestone Related deadlines Ensuring the Quality of admixture produced Ensure plant and production readiness and providing the sample to R&D for testing To ensure the project is reported timely		
Nabeel AlSoufi		Technical Manager:		
Ahmed		Project Manager: Ensure projects Milestone Related deadlines Ensuring the Quality of admixture produced Ensure plant and production readiness and providing the sample to R&D for testing		
Abdullah		CISO: Ensure the testing of the security aspects of the website, Samah etc		
Livemena		Vendor Ensure delivery of the Website & Mobile UI/UX		
Stakeholders & Expectations:		Expectations		
Saleh		Project Sponsor: Ensure to have an effective information media for improved ROI Overseeing Benefits are achieved and business regains and sustain its profitability and value on AlKifah portfolio.		
Ahmed		Business Analyst/ Project Manager: Foresee the Benefits are translating to operational excellence towards business sustainability and profitability and value on Divisional portfolio.		
Abdullah S		BD Director: Benefits are translating to operational excellence towards business sustainability and profitability and value on Divisional portfolio.		
Abdulkareem		Retail Manager: A new channel that help to raise the sales		
Khaznah		HR: A website serve the recruitment process		
Nouf		Customer Care: A new channel to help the customers (especially live chat)		
Ahmed		PMO: To foresee that the project is documented, planned, and reported effectively by the Project manager, Additionally ensure the the Wrike is utilized through out planning and execution.		
Project Steering Committee:		Key Roles & Responsibilities		
Abdullah S & ahmed		Decisions and Approval (S,T,C)		
Abdullah S		Project Change Approval & Acceptance		
Ahmed		Closing Acceptance		
Abdullah S		Project Performance Evaluation		

and below the project in Wrike represented in Gantt Chart :