PJM 1400 Project Planning
Signature Assignment - Course Case Study Simulation
For Learners Interested in **Fashion Merchandising Projects**
FOR STUDENTS

Overview
This document outlines the deliverables and artifacts for the Case Study simulation that will serve as the signature assignment for this course.

Deliverables
- Requirements Elicitation plan + Scope statement due Module 3 Sunday at 11:59 PM ET
- WBS with Control Accounts, Planning Packages, Work Packages, and Activities due Module 4 at 11:59 PM ET
- Gantt chart on Miro/Figma with an overview of estimation technique due Module 7 at 11:59 PM
- Budget with an overview of cost planning technique(s) used due Module 10 at 11:59 PM
- Final project plan presentation due Module 12 at 11:59 PM

Case Study Overview: Fashion Retail Project

Thank you for accepting the Project Manager position. You will report directly to the Program Manager. In this role, you will be overseeing a critical project for LuxeMode Inc., a leading fashion retail company based in Milan, Italy. LuxeMode Inc. is known for its high-end fashion products, catering to a global clientele. This project is central to the company's strategic initiative to expand its digital footprint and enhance its global online retail presence.

Organizational Background and Strategic Objectives: LuxeMode Inc. has been a significant player in the fashion retail industry for over two decades. With a strong presence in Europe and North America, the company aims to expand into emerging markets in Asia and South America. The strategic objective of this project is to develop an innovative, user-friendly e-commerce platform. This platform should integrate cutting-edge AI technology for personalized shopping experiences, thus boosting global sales and customer engagement.

Project Stakeholders: The project's success hinges on the involvement of various stakeholders:
- **Influential Stakeholders:** The Board of Directors, including the CEO and CFO, are the primary stakeholders. Their focus is on strategic alignment and ROI. The IT Director, who will provide technical guidance, and the Marketing Director, responsible for aligning the platform with the brand's image, are also key.
- **Less Influential Stakeholders:** Local store managers and junior marketing staff, though less influential, provide valuable insights into customer preferences and regional market trends.
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Planned Deliverables: The project is expected to deliver:
1. A fully functional e-commerce platform.
2. A marketing plan for the platform launch.
3. A customer service enhancement plan, including a chatbot and support system.
4. A data analytics framework for customer behavior analysis.

Acceptance Criteria: The final project deliverable will be considered successful if it:
- Aligns with LuxeMode's brand image and strategic goals.
- Is user-friendly and accessible across various devices.
- Incorporates AI for personalized experiences.
- Is completed within budget and on time.

Geographic Location and Budget: The project will be managed from Milan, with collaborations across global offices. The overall budget is set at €5 million.

Expected Length and Exclusions: The project is expected to span 18 months. Exclusions include physical store renovations or expansions, direct involvement in manufacturing processes, and changes to existing in-store technology systems.

Module 1 Project Documents: Stakeholder Engagement and Requirements Elicitation

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Stakeholders:

Stakeholder Name	Stakeholder Position	Hours Allocated to Requirements Elicitation
Alessandra Rossi	CEO, LuxeMode Inc.	2.5
Marco Bianchi	CFO, LuxeMode Inc.	2.0
Sofia Ferrari	IT Director	3.0
Giovanni Romano	Marketing Director	2.5
Elena Conti	Board Member	1.0
Luca Moretti	Senior IT Analyst	2.5
Maria Ricci	E-commerce Strategy Manager	3.0
Antonio Esposito	Lead UX/UI Designer	1.5
Isabella Mancini	Regional Store Manager (EU)	1.0
Carlos Hernandez	Regional Store Manager (NA)	0.5
Priya Patel	Junior Marketing Specialist	0.5

Elicited Project Requirements (prior to hiring the Project Manager):
1. **User-Friendly Interface:** The e-commerce platform must be easy to navigate for all age groups.
2. **Multi-Device Compatibility:** The platform must be compatible with desktops, tablets, and mobile devices.
3. **AI Integration for Personalization:** Implement AI to offer personalized shopping experiences based on user behavior and preferences.
4. **Global Payment Gateway:** Support multiple payment methods catering to global customers.
5. **Multi-Lingual Support:** The platform should offer content in various languages for international accessibility.
6. **Customer Support Features:** Incorporate live chat, chatbot, and email support functionalities.
7. **Marketing Tools Integration:** Tools for email marketing, social media integration, and SEO.
8. **Data Security:** Ensure high standards of data security and compliance with GDPR and other relevant laws.
9. **Scalable Infrastructure:** The platform should be scalable to handle increased traffic and sales events.

10. **Analytics and Reporting:** Advanced analytics for tracking sales, customer behavior, and inventory.
11. **Inventory Management Integration:** Seamless integration with the existing inventory management system.
12. **Sustainable Practices Highlight:** Feature the brand's commitment to sustainability in product lines and operations.
13. **Brand Alignment:** Ensure that the platform's design and user experience align with LuxeMode's brand image and values.

Module 3 Project Documents: High Priority Project Requirements

After completing the requirements gathering, the following requirements were determined to be a high priority.

1. The product shall offer a user-friendly interface that is intuitive for all age groups to navigate.
2. The product shall ensure compatibility with various devices including desktops, tablets, and smartphones.
3. The product shall integrate advanced AI technology to provide personalized shopping experiences for users.
4. The product shall support a global payment gateway capable of handling multiple currencies and payment methods.
5. The product shall feature multi-lingual support to cater to customers in different regions.
6. The product shall include a comprehensive customer support system, comprising live chat, chatbot, and email support.
7. The product shall incorporate tools for email marketing, allowing targeted and personalized marketing campaigns.
8. The product shall ensure robust data security, adhering to GDPR and other relevant privacy regulations.
9. The product shall have a scalable infrastructure to efficiently handle increased traffic during peak sales periods.
10. The product shall provide an advanced analytics dashboard for real-time tracking of sales and customer behavior.
11. The product shall seamlessly integrate with LuxeMode's existing inventory management system.
12. The product shall prominently display LuxeMode's commitment to sustainability in its operations and product lines.
13. The product shall align aesthetically and functionally with LuxeMode's established brand image and values.
14. The product shall feature a high-performance search engine to facilitate easy product discovery.
15. The product shall offer a customized recommendation system based on user browsing and purchase history.
16. The product shall include a secure and efficient checkout process, minimizing cart abandonment rates.
17. The product shall enable social media integration, allowing users to share products on various platforms.
18. The product shall facilitate easy product returns and exchanges to enhance customer satisfaction.

19. The product shall implement SEO best practices to enhance online visibility and search rankings.
20. The product shall allow users to create and manage their own customer profiles for a personalized shopping experience.

Module 5 Project Documents: Communications and Policy

Email from Human Resources to Project Manager:

Subject: Assignment of Project Team Members for the LuxeMode E-commerce Platform Project

Dear Project Manager,

I hope this message finds you well. As per your request for staffing resources for the LuxeMode E-commerce Platform Project, we are pleased to inform you that the following personnel have been assigned to your project team:

Full-Time Team Members:

1. **Laura Bellini, Senior Web Developer:** Laura brings extensive experience in developing high-performance e-commerce platforms.
2. **Marco Valentini, Digital Marketing Specialist:** Marco specializes in SEO and digital marketing strategies tailored for online retail.
3. **Chiara Ferrari, UX/UI Designer:** Chiara's expertise lies in creating user-centric design solutions for online platforms.
4. **Riccardo Bianchi, Data Analyst:** Riccardo will provide insights into customer behavior and data-driven decision-making.
5. **Sofia Romano, IT Security Specialist:** Sofia will ensure the platform's compliance with data security and privacy standards.

Part-Time Team Member:

1. **Giulia Conti, Project Coordinator (20 hours/week):** Giulia will assist in project coordination and administrative tasks.

These individuals were selected based on their skills and experience, which align perfectly with the project's requirements. They will be reporting to you effective immediately.

Best regards, Human Resources Department LuxeMode Inc.

Email from Legal and Risk Team:

Subject: Potential Legal and Risk Issues Impacting the E-commerce Platform Project Schedule

Dear Project Manager,

As part of our ongoing support for the LuxeMode E-commerce Platform Project, we have identified several potential issues that could impact your project schedule:

1. **Compliance with Global Data Protection Regulations:** Ensuring adherence to GDPR and other international data protection laws may require additional time for legal reviews and system adjustments.
2. **Intellectual Property Rights:** Licensing agreements for third-party software and content could face delays, impacting platform development.
3. **Vendor Contracts and Negotiations:** Procuring necessary technology and services may take longer due to complex contract negotiations and legal vetting.

4. **Cybersecurity Measures:** Implementing robust cybersecurity measures to protect customer data might extend the timeline for IT security setup.
5. **Changes in International Trade Laws:** Recent shifts in international trade laws may affect our supply chain and delivery timelines.

We recommend allocating buffer time in your schedule to accommodate these potential legal and risk-related delays.

Best regards, Legal and Risk Team LuxeMode Inc.

Human Resource Policy:

Human Resource Policy: Working Conditions for Employees

This policy outlines the working conditions for full-time and part-time employees at LuxeMode Inc.:

- **Full-Time Employees:** Defined as individuals working 35 hours per week. If a full-time employee works 6 hours or more in a day, they are entitled to a mandated 60-minute break.
- **Part-Time Employees:** Defined as individuals working 20 hours per week. Breaks for part-time employees will be proportional to their working hours.

This policy ensures a balanced work environment, promoting productivity and well-being among our employees.

Human Resources Department LuxeMode Inc.

Module 9 Project Documents: Budget and Salary Overview

Project Budget Overview:
The complete budget for the LuxeMode E-commerce Platform Project, as mentioned in the "Case Study Overview," is set at €5 million. This budget encompasses all aspects of the project, including development costs, staffing, marketing, legal compliance, and contingency reserves.

Staff Salary and Benefits Table:

Staff Name	Base Salary (Annual)	Fringe Benefits (%)
Laura Bellini	€80,000	20%
Marco Valentini	€70,000	20%
Chiara Ferrari	€75,000	20%
Riccardo Bianchi	€68,000	20%
Sofia Romano	€72,000	20%
Giulia Conti (Part-Time)	€35,000*	15%

*Note: Giulia Conti's salary is based on a part-time arrangement of 20 hours per week, which is approximately half the hours of a full-time employee, hence the adjusted salary figure.

Explanation of Budget Components:
1. **Base Salaries:** This column represents the annual gross salaries for each team member. These figures are based on industry standards in Milan, Italy, and reflect the level of expertise required for the project.
2. **Fringe Benefits:** This includes additional benefits such as health insurance, retirement contributions, and other employee benefits. The percentage is applied to the base salary to calculate the total cost of employment per individual.