



Somerville Lumber: Ecommerce Solution



SPONSORED BY: SOMERVILLE LUMBER

FALL 2014

PROJECT MANAGERS:

JADA O. GOODWIN, NEHA S. PATEL, ANDREW CRERAND,
ISMAIL M. MAKKI, ALLEN G. DOWLING, LUKE R. FITZMYER,
CODY GOLDSTEIN

BUSINESS ANALYSTS:

HORATIO E. THOMAS, ANNEMARIE FILLIPPONE,
BROOKE T. HIRST, THEODORE WILKS

Table of Contents

Project Description.....	3
Project Scope	4
Objectives.....	4
Assumptions	4
Constraints.....	4
Project Organization.....	5
Stakeholders Register	5
RACI Chart	6
Project Schedule	7
Resource Tasks.....	7
Critical Path	7
Sample Status Reports	8
Project Budget	9
Earned Value Report	10
Project Plans	11
Communication Plan	11
Communication Matrix	11
Risk Management Plan	12
RISK IDENTIFICATION & ANALYSIS	12
RISK RESPONSE PLANNING & ANALYSIS.....	12
Risk Register	12
Change Management Plan	13
The Process	13
Change Request Log	14
Change Request Form	14
Quality Management Plan	15
Quality Factor Matrix.....	15
Close Out Report	15
Final Solution.....	15
Application Screenshots	16
Lessons Learned.....	17

Project Description



Somerville Lumber, located in Bridgewater, NJ, is a full service, family owned lumberyard that has been in operation since 1935. With around 70 employees, Somerville Lumber provides building materials, home improvement goods, interior and exterior design expertise, as well as remodeling and refurbishing services to more than 50,000+ homeowners and many more professional contractors in the New Jersey area. Since their founding, Somerville Lumber has performed strongly against small family owned competitors, Fox Lumber and Blueridge Lumber, as well large industry giants Home Depot and Lowe's in its region. CornerstoneHome, Somerville's contracting division, offers both homeowners and contractors professional expertise and unmatched remodeling/renovating services for projects. Excellent customer service, a diverse product line, and high-quality remodeling/renovation service form Somerville Lumber's core business fundamentals, which give them a competitive edge against low-pricing giants in the industry as well as allow them to generate profits in a low margin industry.

While Somerville Lumber stresses the importance of the customer in its culture, its website currently does little to reflect that view. Not only is there no e-commerce option on its website currently, the physical store itself has limited hours of operation, open from 7 am to 5:30 pm on weekdays, fewer hours on Saturday, and no hours on Sunday. This makes it difficult for working customers, both homeowners and contractors, to shop at their own convenience. Contractors are left spending more time in the store than they would like, which limits the amount of business they can do in a day. This limited availability hampers Somerville Lumber from making sales and establishing itself further as a dominant player in the home improvement industry. In contrast, competitors such as Home Depot and Lowe's have innovative e-commerce sites that allow consumers to interact with the products and gain more information on them easily, before placing an order. Education is crucial with homeowners, who may not have the same knowledge as contractors when it comes to materials and how to complete projects. With limited availability at its physical location and lack of e-commerce website, Somerville is unable to reach or educate potential customers about its offerings and personalized customer atmosphere.

To better understand Somerville Lumber's vision for an e-commerce site and ensure that the project meets their expectations, the team will conduct interviews with several employees of the company, including individuals from an Executive, Middle Management, and Lower Employee level. In addition, the team will also analyze Somerville's competition, including both family-owned competitors like Fox Lumber, as well as big name retailers like Home Depot, to better understand how typical e-commerce sites for the home improvement industry operates and what it offers to its customers. This would allow the team to see what is considered standard for e-commerce websites, which must definitely be included, and what could be added to Somerville's website to create greater value for the customers and streamline the shopping process. The team will also research popular and common renovation projects, so Somerville's e-commerce website can appeal to the needs of its customers. Lastly the team will look into how Somerville might offer a faster in store experience for their contractors in order to cultivate customer satisfaction further. Once the information is gathered, the team will put together a prototype e-commerce site with JustInMind software.

Project Scope

Somerville Lumber and Home Center is a building materials and home supplies center which was founded in 1935. Somerville prides itself on their extensive high quality product line and knowledgeable staff. Currently, Somerville has minimal web presence and sees the value in expanding their business virtually. Somerville would like to have a secure web presence and build their current site into an attractive, interactive e-commerce site. Our team will work to develop a strong e-commerce strategy which will allow Somerville to provide a new channel for product orders through the development of an easy to use e-commerce store. Our strategy will eliminate the brick and mortar issue of inconvenient business hours allowing all customers to access their hardwood inventory and place orders when it is convenient to them. The introduction of an e-commerce strategy will also allow Somerville to reach out to a younger demographic therefore expanding their business.

Objectives

- ❖ Increase page hits to Somerville Lumber's website by 30% within six months of the implementation of the new e-commerce solution.
- ❖ Generate 20% of total revenue through the e-commerce website within six months of implementation.
- ❖ Convert 50 consultations normally scheduled through phone and email to online bookings within one year of project completion.
- ❖ Increase number of total sales transactions by 20% by the end of the first quarter of 2015.

Assumptions

- ❖ The company will continue to keep a separate Cornerstone website for remodeling projects.
- ❖ Somerville Lumber will continue to service both professional contractors and everyday homeowners.
- ❖ Somerville Lumber will continue to employ only one person on its IT personnel to maintain an e-commerce experience.

Constraints

- ❖ The company is not interested in selling products nationally, due to an inability to deliver large products outside of the New Jersey area.
- ❖ The company lacks the most up-to-date technical equipment.
- ❖ Somerville Lumber is unable to compete on price with the major players, such as Home Depot and Lowe's

Project Organization

Stakeholders Register

Stakeholder Name	Primary Role(s)	Preferred Method of Contact	Primary Responsibilities	Success Criteria	Concerns
Horratio Thomas	Business Analyst	Email	Develop Solution	high functioning e-commerce site	time duration of project
Annamarie Flippone	Business Analyst	Email	Develop Solution	high functioning e-commerce site	time duration of project
Brooke Hirst	Business Analyst	Email	Develop Solution	high functioning e-commerce site	time duration of project
Theodore Wilks	Business Analyst	Email	Develop Solution	high functioning e-commerce site	time duration of project
Luke Fitzmyer	Project Manager	Email	Guide project (Task organizer)	high functioning e-commerce site	time duration of project
Ismail Makki	Project Manager	Email	Guide project (justinmind specialist)	high functioning e-commerce site	conflict of meeting times
Andrew Crerand	Project Manager	Email	Guide project (Task Organizer)	high functioning e-commerce site	lack of motivation
Allen Dowling	Project Manager	Email	Guide project (justinmind specialist)	high functioning e-commerce site	time duration of project
Jada Goodwin	Project Manager	Email/Text	Guide project (update MS Project)	high functioning e-commerce site	conflict of meeting times
Cody Goldstein	Project Manager	Email	Guide project (Task organizer)	high functioning e-commerce site	lack of motivation
Neha Patel	Project Manager	Email	Guide project (update Google Drive)	high functioning e-commerce site	time duration of project
Professor Hohne	Project Sponsor	Office Hour Mtgs/Email	Approve solution	Quality of documents in project Binder	team doesn't meet deadline
Professor Mustafellos	Project Sponsor	Office Hour Mtgs/Email	Approve solution	Quality of prototype	group doesn't meet deadline
Mike Ellis	SME	Interviews	Middle manager	high turnover of inventory	surplus of inventory
Rick Peckman	SME	Interviews	Information Technology specialist	increased activity to website	lack of customer activity
Tony Lofus	Somerville Project Manager	Interviews	oversight of day-to-day operations	User-friendly E-commerce site.	employee training, competition

RACI Chart

The RACI chart delegates team member responsibilities and accountability to each task. We chose to include the RACI chart because it gave our project team an understanding of what task each team member was responsible for. By clearly identifying the point of contact for each task, it mitigated any confusion and led to a well-balanced project. It also allowed us to keep track of the progress of individual tasks which allowed to stay on time and under budget.

Project Deliverable (or Activity)	Project Managers							Project Business Analysts				Sponsors/ Stakeholders		
	Andrew Crerand	Cody Goldstein	Luke Fitzmyer	Allen Dowling	Jada Goodwin	Ismail Makki	Neha Patel	Annamarie Filippone	Brooke Hirst	Horation Thomas	Theodore Wilks	Tony Lofus	Bruce Hohne	James Moustafellos
Project Charter	R	R	R	R	R	R	A	I	I	I	I	I	I	I
Work Breakdown Structure	R	R	R	R	A	R	R	I	I	I	I	I	I	I
Scope Statement	C	C	C	C	C	C	C	R	R	A	R	I	I	I
Budget	A	R	R	R	R	R	R	I	I	I	I	I	I	I
Risk Management Plan	R	R	A	A	R	R	R	C	C	C	C	I	I	I
Communications Plan	R	R	A	R	R	R	R	C	C	C	C	I	I	I
Quality Management Plan	R	R	R	R	A	R	R	I	I	I	I	I	I	I
Change Management Plan	R	A	R	R	R	R	R	I	I	I	I	I	I	I
Scope Document	C	C	C	C	C	C	C	R	R	R	A	I	I	I
List of Stakeholders	R	R	A	R	R	R	R	I	I	I	I	I	I	I
Team Organization Chart	A	R	R	R	R	R	R	I	I	I	I	I	I	I
RACI Chart	R	R	R	R	R	A	R	C	C	C	C	I	I	I
Prototype	C	C	C	C	C	C	C	R	A	R	R	I	I	I
Business Rules	C	C	C	C	C	C	C	A	R	R	R	I	I	I

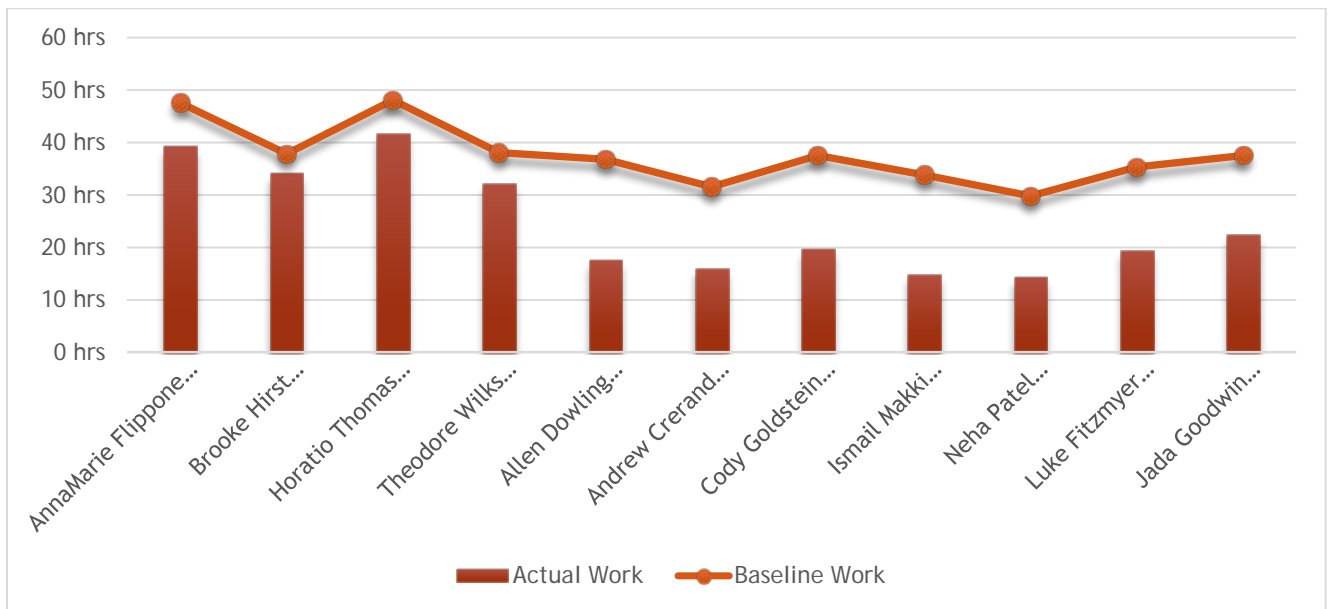
Legend:
Responsible
Accountable
Consulting
Informed

Project Schedule

When creating the schedule for this project we elected to focus on the effort driven methodology. Effort-driven means that when you assign or remove people from a task, Project lengthens or shortens the duration of the task based on the amount of resource units assigned to it, but it doesn't change the total amount of work for the task. Due to the nature of the project and the strict deadlines for most of the tasks, effort driven scheduling enabled us to manage resources in an effective way allowing for timely delivery of all project deliverables.

Resource Tasks

When assigning resources to tasks, we aimed to make the work efforts as fairly distributed as possible. The graph below shows the baseline estimated work versus the actual work for each resource. Estimates for Business Analysts work was significantly closer to the actuals than those for Project Managers. The variance can be due to the high number of Project Managers which allowed for many tasks to be have multiple resources assigned therefore decreasing the total actual work for each resource.



Critical Path

A task is critical if there is no room in the schedule for it to slip. The graphic below shows the critical path and sequence for tasks in our project.



Sample Status Reports

Program Name	Somerville Lumber E-commerce Website		Initiative	Monitor and control	Health	Green						
Program Owner	Somerville Lumber		Phase	Strategic	Priority	1						
PMO Lead	Bruce Hohne		Work Type	8/28/14	Status	In Process						
Planview ID	0001811		Start Date	12/4/14	As Of	11/6/14 - 11/13/14						
Progress Summary	<ul style="list-style-type: none"> Completed Tasks: <ul style="list-style-type: none"> Business rules that match prototype scenario Revised risk management plan 		<ul style="list-style-type: none"> Planned Tasks: <ul style="list-style-type: none"> Meet with BA's to begin finalizing prototype. Meeting amongst PM's to begin making final revisions to deliverables 									
Stakeholders	<ul style="list-style-type: none"> Somerville Lumber- Tony Loftus, Mike Ellis, Rick Peckman Professors- Bruce Hohne, James Moustafellos PMs- Andrew Cerand, Neha Patel, Ismail Makki, Luke Fitzmyer, Jada Goodwin, Allen Dowling, Cody Goldstein BA's- Horatio Thomas, Theodore Wilks, Annamarie Filippone, Brooke 		Key Actions	<ul style="list-style-type: none"> BA's need to keep up urgency in completing prototype PM's need to update current deliverables 								
Scope & Solution	<ul style="list-style-type: none"> Increase total sales by 40% for ecommerce in one year Increase traffic to Somerville's website within 6 months after implementation Increase the amount of after hours business by 50% within 1 yr. Convert 65% of phone/email orders to ecommerce orders. 		Key Issues	<ul style="list-style-type: none"> completing and satisfying all project deliverables by deadlines. Scheduling conflicts. Individual PM's not pulling their expected weights. Individual PM's not attending weekly meetings 								
Finance	<table border="1"> <tr> <td>Budget</td> <td>\$12,134.50</td> </tr> <tr> <td>Actuals</td> <td>\$9,061.70</td> </tr> <tr> <td>Variance</td> <td>-\$3,072.80</td> </tr> </table>		Budget	\$12,134.50	Actuals	\$9,061.70	Variance	-\$3,072.80	Key Dependencies	<ul style="list-style-type: none"> Finalized scenario of prototype needs to be complete, before design of prototype can take place. Prototype needs to be functional. Before presentation can be given. 		
Budget	\$12,134.50											
Actuals	\$9,061.70											
Variance	-\$3,072.80											
Schedule	<ul style="list-style-type: none"> Nov. 18th finish rough draft of prototype Nov. 20th BA's present rough draft of prototype Nov. 20th PM's make final revisions to change management and communication plans Dec. 2nd BA's present final copy of prototype De. 4th PM's turn in final project portfolio 		Key Milestones	<ul style="list-style-type: none"> Project on budget on schedule through 75% of the project. BA's compromising in reaching a consensus agreement for final design of prototype. 								
Risk	<ul style="list-style-type: none"> BA's lose motivation working with JustinMind- medium risk Presentation does not fulfill sponsor expectations. – medium risk Project succeeds budget expectations- low risk 		Key Decisions	<ul style="list-style-type: none"> Increase frequency of meetings. Increase in communication amongst PM's. 								
Resource	<ul style="list-style-type: none"> 		Comments	<ul style="list-style-type: none"> 								

Project Budget

Actual Cost

\$11,161.70

Baseline Cost

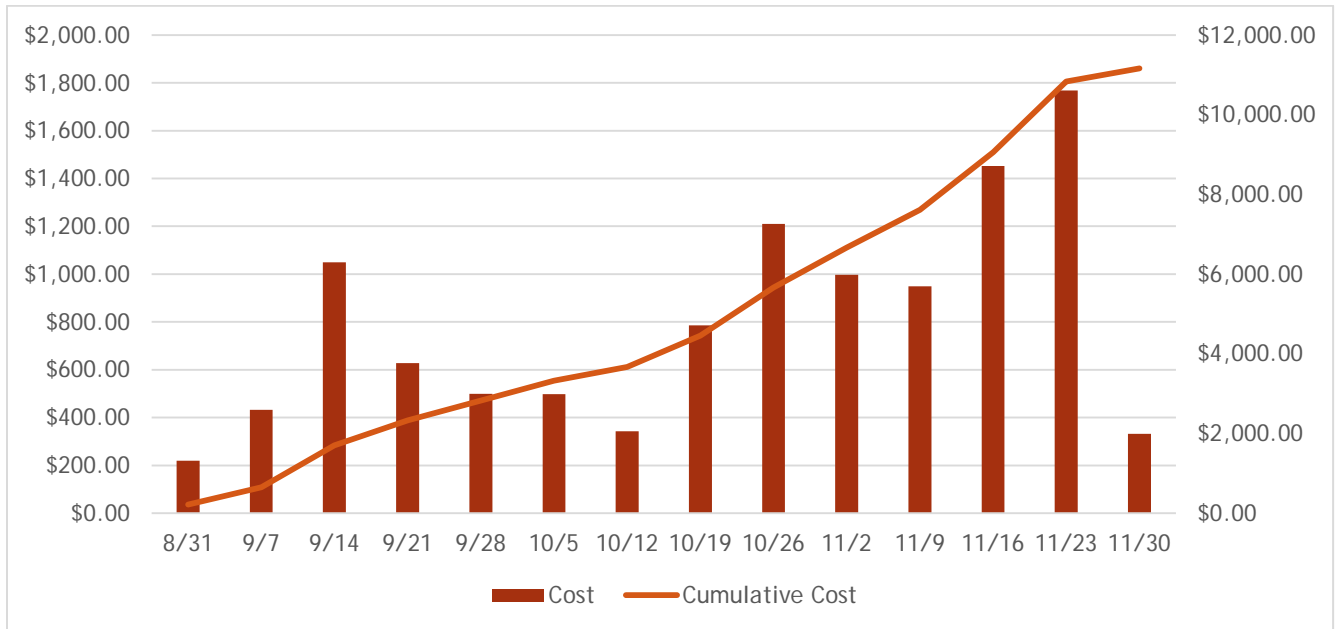
\$18,836.44

Cost Variance

(\$7,674.73)

Due to the nature of the project, all costs are derived for resource actual work hours. The project was estimated at \$18,836.44 and ended under budget at \$11,161.70. The cost variance can be due to the high estimated work for project managers which did not accurately account for the high headcount.

The chart below shows the project's cumulative cost and the cost per week.



The two following tables show the variance between the estimated baseline costs & actual costs for major project tasks & each resource.

Major Project Tasks Cost

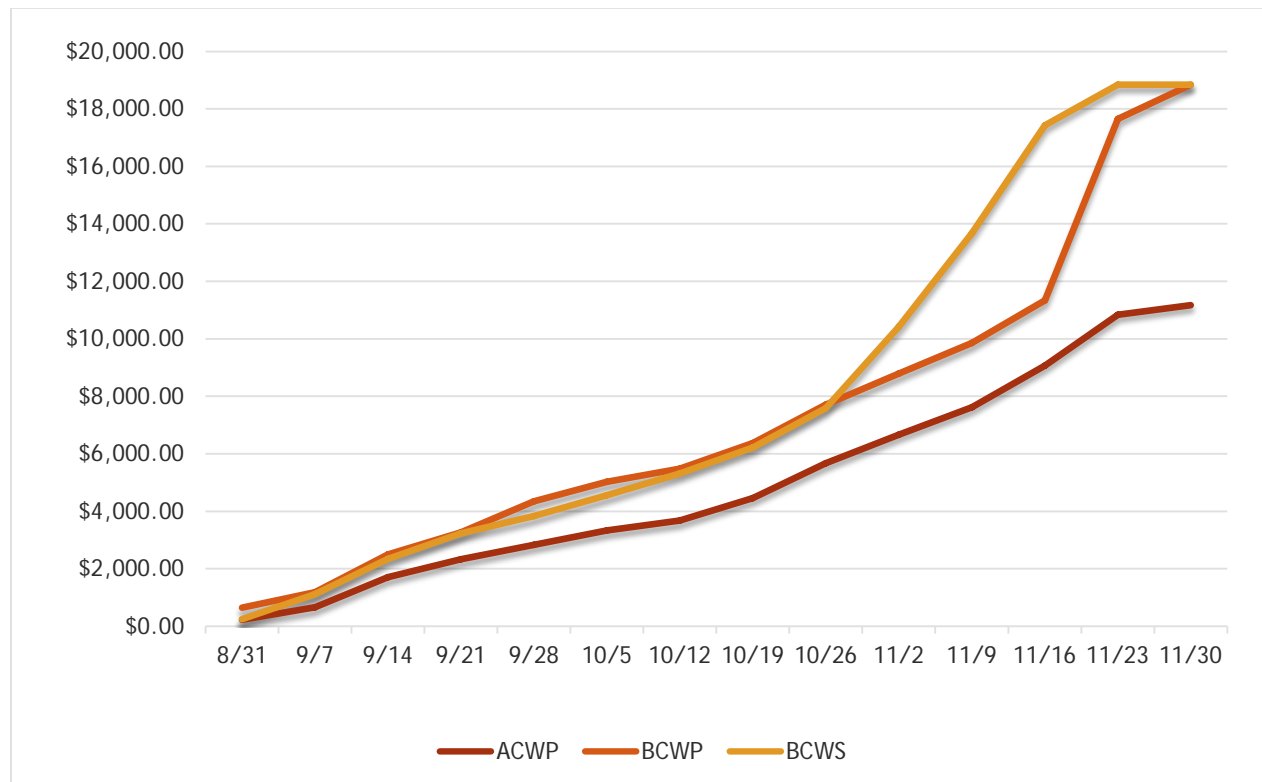
Name	Actual Cost	Baseline Cost	Cost Variance
Develop Project Portfolio	\$5,699.96	\$12,190.00	(\$6,490.04)
Complete Weekly Project Updates	\$1,200.00	\$1,800.00	(\$600.00)
Hold Weekly Meetings/Touch Point	\$886.74	\$971.44	(\$84.70)
Sponsor Interviews	\$275.00	\$375.00	(\$100.00)
Develop Prototype	\$2,850.00	\$3,000.00	(\$150.00)
Develop Presentation	\$250.00	\$500.00	(\$250.00)

Resource Costs

Name	Standard Rate	Baseline Cost	Actual Work	Actual Cost	Cost Variance
Allen Dowling	\$60.00/hr.	\$2,208.79	17.48 hrs.	\$1,049.13	(\$1,159.66)
Andrew Crerand	\$60.00/hr.	\$1,893.79	16.13 hrs.	\$967.88	(\$925.91)
Cody Goldstein	\$60.00/hr.	\$2,253.79	19.67 hrs.	\$1,180.38	(\$1,073.41)
Ismail Makki	\$60.00/hr.	\$2,028.79	14.98 hrs.	\$899.13	(\$1,129.66)
Neha Patel	\$60.00/hr.	\$1,788.79	14.32 hrs.	\$859.13	(\$929.66)
Luke Fitzmyer	\$60.00/hr.	\$2,120.45	19.52 hrs.	\$1,171.21	(\$949.24)
Jada Goodwin	\$60.00/hr.	\$2,253.79	22.5 hrs.	\$1,350.38	(\$903.41)
Annamarie Flippone	\$25.00/hr.	\$1,189.08	39.25 hrs.	\$981.19	(\$207.89)
Brooke Hirst	\$25.00/hr.	\$946.02	34.13 hrs.	\$853.41	(\$92.61)
Horatio Thomas	\$25.00/hr.	\$1,201.58	41.75 hrs.	\$1,043.69	(\$157.89)
Theodore Wilks	\$25.00/hr.	\$951.58	32.25 hrs.	\$806.19	(\$145.39)

Earned Value Report

The project's earned value based on the weekly status. If actual cost (ACWP) is higher than earned value (BCWP), then the project is over budget. If planned value (BCWS) is higher than earned value, then the project is behind schedule.



Project Plans

Communication Plan

The purpose of the Communication Plan is to define how communications will be managed and presented throughout the duration of the project.

The communication plans describes repeated and planned communications between all stakeholders involved in designing Somerville's E-commerce store. This plan will outline all the secluded oral and written communications, the frequency of planned meetings, and the persons responsible for providing information relative to the project. The communications plan will be an essential part of keeping Analysts and Project Managers informed about deliverables and due dates pertaining to the project.

There will be four major communication types:

1. Informal
 - Informal communications will consist of phone calls, email, and conversations that will serve as a supplement to formal conversations.
2. Formal
 - The Somerville Lumber company professionals will engage in numerous formal communication methods. These interactions will planned ahead of time, with the goal of maximizing full details and status reports about project deliverables.
3. Status Meetings
 - Some basic status meetings that will be conducted with Somerville Lumber include status reports between project managers and Business analysts, as well as direct meetings with Somerville employers.
4. Status Reports
 - A variety of Status reports will be conducted during the duration of the project. Status reports will be conducted on a weekly basis and, will cover in detail the state and progress of future deliverables. Status reports will consist of the Project managers and Business analysts.
 - Project scope
 - Project schedule
 - Project roles and assignments
 - Status of deliverables
 - Project budget costs
 - The purpose of the status report is to keep Somerville Lumber's stakeholders informed about the project's progress, and to monitor, record and discuss upcoming deliverables.

Communication Matrix

Document	Target	Frequency	Owner	Distribution
Status Report	PMs/Professors	Weekly	PM Team	Printed/In person
Progress Report	Sponsors/PMs	Monthly	PM Team	Email
Issues & Questions	Entire Team	As needed	Entire Team	Phone/In person
General Update	Project Managers	Weekly	BA Team	Email/phone

Risk Management Plan

The purpose of a risk management plan is to identify how to react to potential risks that may occur during the duration of developing Somerville's Lumber Ecommerce store. The plan delineates how the risk management process are recorded, performed and monitored throughout the project's life cycle, it was also provide a template for how to prioritize and respond to potential risks. The project managers, who will be working with the Business analysts, and project sponsor, will be responsible for identifying, documenting, and analyzing potential risks that may arise throughout the project's lifecycle. Risks will be identified as soon as possible, in order to minimize future impact they might have.

RISK IDENTIFICATION & ANALYSIS

Risk identification will be conducted project wide with the involvement of relevant stakeholders, the business analyst team, and the project management team. Those involved will attempt to identify all risks with particular attention provided to client-side, project-side and solution risks. All risks that can impact the outcome of the project will be identified and evaluated. Once a risk is identified it will be documented in a risk chart, which will prioritize the potential probability and severity of the risk. The severity and frequency of the risk will determine which risks needs close attention and which can be retained. As each risk is identified a project manager will be assigned for oversight and monitoring purposes. The project manager will provide an initial risk status report that includes the assessment of the risk and corresponding response plan.

RISK RESPONSE PLANNING & ANALYSIS

Each risk will be assigned to a project manager for oversight. For each risk, one of the following control measures will be selected to address it:

Avoid - Eliminate the threat by eliminating the cause

Mitigate - Reduce effect of severity and/or reduce frequency.

Accept - Do nothing.

Transfer - Transfer responsibility to third party (insurance)

Risk Register

Risk No.	Risk Description	Probability	Impact	Risk Score	Risk Type	Control Measure	Risk Owner
4	Presentation does not Fulfill Sponsor Expectations	7	9	63	High	Mitigate	Pm Neha
7	Project Goes Over Budget	7	8	56	High	Avoid	PM Jada
13	Loss of Motivation in Implementation with BAs	5	10	50	High	Mitigate	All PM's
3	Missing Written Deliverables	5	8	40	Medium	Mitigate	PM Cody
8	Initial Project Timeline is Shortened	5	8	40	Medium	Mitigate	All PMs
9	Lack of Communication	4	8	32	Medium	Avoid	PM Ismail
12	Lack of Weekly Status Reports to PMs	3	9	27	Medium	Accept	PM Luke
11	Business Rules Do Not Match Prototype	2	10	20	Medium	Mitigate	PM Allen
5	General Loss of Motivation in Business Analysts	4	6	20	Low	Mitigate	All PMs
10	Project Manager Drops Class	6	9	54	Resolved	Mitigate	All PMs
2	Unfinished Prototype	5	10	50	Resolved	Avoid	PM Andrew
6	Sponsor Loses Interest in Project	1	10	10	Resolved	Accept	All PMs
1	Business Analyst Drops Class	8	10	80	Resolved	Mitigate	All PMs

** All Resolved risks have a changed to zero probability of occurrence. The original risk score has been retained for review.*

Change Management Plan

The Change Management Plan documents the necessary information required to effectively manage project change requests from project inception to delivery.

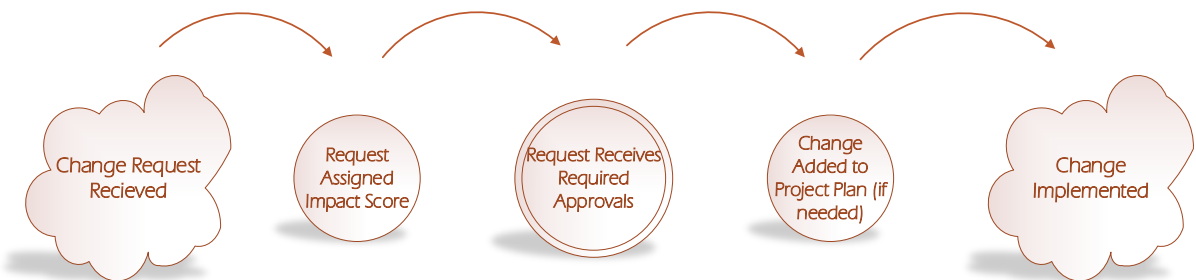
The goals of this Change Management Plan are to:

- ❖ Give proper consideration to all change requests.
- ❖ Identify, define, evaluate, approve, and track changes until completion.
- ❖ Modify project plans to reflect the impact of the changes requested and notify appropriate parties.

Adherence to this Change Management Plan will guarantee that:

- 1) Any and all changes to the scope of the project are properly managed
- 2) Changes are relayed across the entire team
- 3) Project stakeholders and appropriate point of contacts are notified of changes

The Process



Approval Matrix

The following approval matrix determines who is responsible for final approval of all incoming change requests. In order to increase efficiencies, an Impact score will be assigned to all change requests. The factors which determine the impact score are in Table 1A.

Change Impact Score	Primary Approval Required From	Secondary Approval Required From
Low (15 - 20)	Project Managers (majority)	
Medium (21 - 30)	Project Managers (majority)	Business Analysts (majority)
High (31 - 40)	Project Sponsor	Project Managers (majority)

Table 1A

Approval Factor	Factor Range	Impact Score (1-10)
Priority	High	10
	Medium	7
	Low	5
Project Stage	Planning	2
	Development	5
	Testing	7
	Implementation	10
Work Effort	High (>30hrs)	10
	Medium (>16hrs)	7
	Low (<8hrs)	3
Project Dependency	Required	10
	Nice to Have	5

Change Request Log

Change Description	Priority Factor	Project Stage Factor	Work Effort Factor	Project Dependency Factor	Final Impact Score	Approved By	Implemented On
Work assignment change - prototype will be split and then later combined	7	5	3	5	20	Project Managers	November 3, 2014

Change Request Form

Change Request Form

This form should be submitted for all change requests to be considered & approved.

*** Required**

Full Name *

Change Description *
Please describe what your change is

Is this change a requirement? *

Yes

No

Change Priority *

Business Justification *

Please describe the business need for your change

Need By Date *

All change requests must be submitted 3 days prior to need by date.

Estimated Time & Cost

Never submit passwords through Google Forms.

Quality Management Plan

The Quality Management Plan documents the necessary information required to effectively manage project quality from project planning to delivery. It defines a project's quality factors, procedures, and criteria for identifying trouble areas of application.

In order to achieve a success project all prototypes and written deliverable will need to be free of error and working efficiently. All project deliverables will we assessed for the following factors:

- ❖ Working Condition
- ❖ Customer Satisfaction
- ❖ Usability
- ❖ Innovation

This quality factors are defined within the Quality Factor Matrix below.

Quality Factor Matrix

Factor	Criteria
Working Condition	This determines whether the deliverable is in proper working condition and without any errors. Some questions which should be asked to properly asses this factor are: <ul style="list-style-type: none">❖ Does the deliverable serve its purpose?❖ Does it do what it's supposed to do?❖ Are there any limitations to the deliverable which could easily be resolved?
Customer Satisfaction	This determines whether the deliverable is meeting the customer's expectations. Some questions which should be asked to properly asses this factor are: <ul style="list-style-type: none">❖ Did I satisfy all requirements?❖ Are there any elements of the deliverable which should be enhanced?❖ Are all elements of the deliverable working in accordance to what the customer wanted?❖ Are there any elements of the deliverable which need greater clarification or guidance in order to fully be develop?
Usability	This determines whether the deliverable is easy to use and understand by all stakeholders. Some questions which should be asked to properly asses this factor are: <ul style="list-style-type: none">❖ Is the deliverable easy to understand?❖ Are there any confusing factors involved?❖ Did I properly explain the purpose and how to use the deliverable?❖ Would an outside stakeholder be able to easily use the deliverable without instruction?
Innovation	This determines whether the deliverables are innovative and unique in nature. Some questions which should be asked to properly asses this factor are: <ul style="list-style-type: none">❖ Do similar deliverables already exist?❖ Could this deliverable be easy confused with an outside product?❖ Does the deliverable provide the user with a new experience?

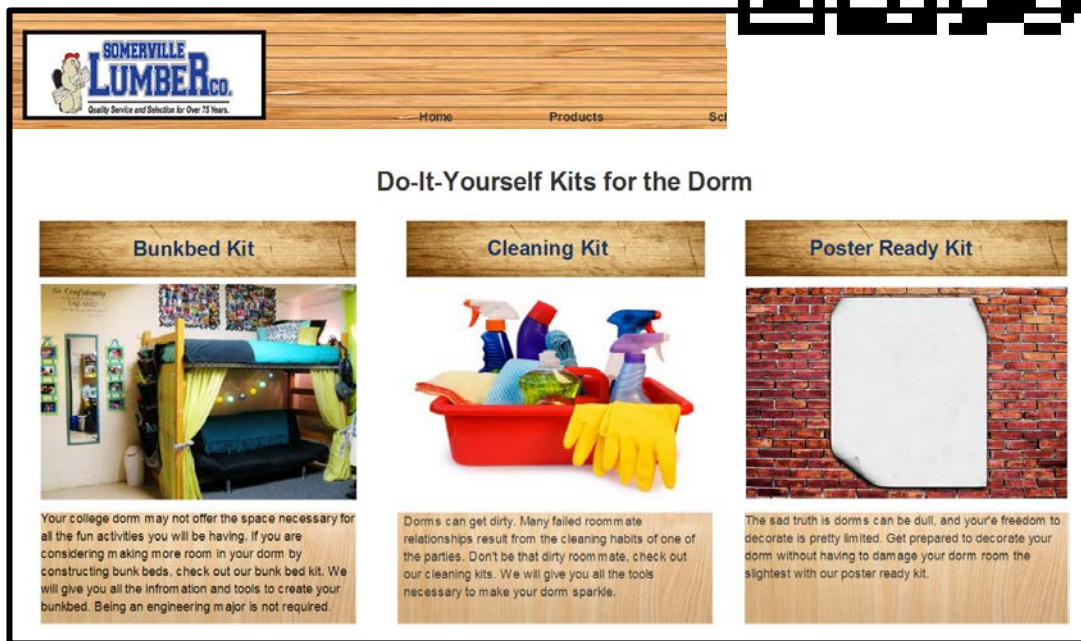
Close Out Report

Final Solution

The solution created for Somerville Lumber is an interactive, robust e-commerce site that adds value to both customers and contractors. The e-commerce solution allows Somerville's customer base to register within the site and maintain unique log ins. The e-commerce functionality has been specifically tailored to each of Somerville's main customer demographics: homeowners and contractors with homeowners having the ability to request consultation at any time. The customer based functionality also includes unique DIY kit purchasing that streamlines and simplifies the customer buying experience. Overall, the final solution developed creates a unique and highly functional e-commerce experience specifically tailored to Somerville Lumber. Feel free to check out our prototype by scanning the QR code to the right.



Application Screenshots



Please fill out the information form below

Somerville Lumber Username:

First Name:

Last Name:

Address:

City:

State:

Zip code:

Topic of Interest:
Select all that apply

- Kitchen
- Bathroom
- Windows
- Doors
- Deck
- Outside renovation
- Inside Renovation
- Fences
- Other

Appointment Date:

[Schedule Consultation](#)

Register for Your Profile

<p>Customer Information</p> <p>First Name <input type="text"/></p> <p>Last Name <input type="text"/></p> <p>Email Address <input type="text"/></p> <p>Password <input type="text"/></p> <p>Type of Customer</p> <p><input checked="" type="radio"/> Homeowner</p> <p><input type="radio"/> Contractor</p> <p>Business Name <input type="text"/></p>	<p>Billing Address</p> <p>Address Line 1 <input type="text"/></p> <p>Address Line 2 <input type="text"/></p> <p>City <input type="text"/></p> <p>State <input type="text"/></p> <p>Zip <input type="text"/></p>
--	--

Lessons Learned

Overall, the Somerville Lumber project was a success as it was completed on time, under budget, and met the goals and needs of the sponsor. Through effective team management we were able to develop a proper solution for the project sponsor. Throughout the project management process a few core lessons were learned which are outlined below:

- ❖ *The success of a project will depend heavily on the skills and strengths of both the project managers and business analysts. It is important to recognize strengths and weaknesses so work can be properly assigned to the right person and completed quickly with high quality.*
- ❖ *Communication is key. Proper communication aided us in developing an effective solution for the project sponsor.*
- ❖ *Remember to stay aware of the end customer and their objectives at all times. It can be easy to lose sight of the overall goal and it is crucial that the sponsor or customer goals are considered with everything completed.*
- ❖ *Everyone is a leader while working on projects. No idea is better than another and everyone should feel empowered enough to contribute. Careful thought should be given to all circumstances & ideas with the team ultimately working together to respect all final decisions.*
- ❖ *And finally, when a plan fails don't lose motivation or look for someone to blame. Everyone needs to work hand in hand to develop & shift focus to alternative plans. At the end of the day, we are a team and it is our responsibility to work as one in order to deliver a quality product.*

