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# Project Briefing Document

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## Project Scope

### 1.1 Project Title

Update website to host new online ordering system and provide training to the staff members.

### 1.2 Project Background

Aussie Tool Shed Pty Ltd has launched a new online ordering system and is looking to update its website to host the online ordering system and virtual shopping experience for its customers.

Their aim is to increase revenue by tapping into a market sector that lives outside of where current stores are located, possibly overseas markets, and existing customers migrating to online shopping. They will need to upskill existing staff to deal with online customer enquiries, advise on suitable purchases, and deal with orders, deliveries and returns.

Most staff at Aussie Tool Shed Pty Ltd have low-level IT skills because they are used to dealing with customers on a face-to-face basis. This is a new direction for the business, so they will need support during the changeover as staff get used to the new way of doing business.

You have been engaged as a project lead to manage this transition, implement the website changes, and provide training to the customer service staff at Aussie Tool Shed Pty Ltd. To implement these changes, you will be required to work with two team members, and you will be responsible for planning, allocating work and leading the team to ensure the desired outcomes are met efficiently.

### 1.3 Objective[s]

#### Corporate Objective:

To develop and maintain online ordering systems across the organisation and increase visibility and customer base for the Aussie Tool Shed company.

Enhance the company's culture: Foster a more inclusive company culture, improve cross-team communication, and build trust between cross-functional departments.

#### Specific team goals and objectives:

- Sales objective - Generate Revenue: The goal of the company is to generate revenue by selling products to market sectors that don't have access to the stores. Or the market sector that is migrating to online purchasing.
- Marketing objective - Exposure: The goal of the website is to show clear branding and for retail stores to generate traffic for each other and increase revenue.
- Customer support - Improve customer satisfaction through better service.



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- Website management - Improve customer satisfaction through user experience. Reduce time to complete a task, ensuring smooth operations of the online ordering system.
- Staff training - Develop training materials that are user-centric and align with the web design. Website developer to ensure that the website operates correctly, and any issues raised during the testing of the website are rectified. Provide training to the staff members to increase knowledge and job-related skills.

#### 1.4 Target Outcome(s)

- Design and create suitable web design systems that can effectively display materials to meet the client's needs.
- Coordinating approval of web design, including internal company IT provider for system testing.
- Update the website changes and website to go 'Live'.
- Website and staff training goals to ensure improved client service through greater flexibility.
- Staff training to focus on employee reskilling and upskilling to use the website's online ordering system efficiently.
- Developing a training plan to provide the training.
- Opportunities to manage the business from anywhere in the world.

#### 1.5 Team Members, Goals, and Responsibilities

Team Member	Responsibility
<b>Website Developer</b>	
Website design and launch of the new website What needs to be accomplished: <ul style="list-style-type: none"> <li>▪ Developing a visual and graphic design to enhance user experience</li> <li>▪ Increase traffic by 50% in 6 months.</li> <li>▪ Increase sales of the products online by 20% over a month</li> <li>▪ Increase awareness of the product online to encourage 30% more in-store purchases over the next quarter.</li> <li>▪ Designing interactive web design for the smooth running of the online ordering system</li> <li>▪ Increase user engagement.</li> </ul>	Team staff 1
<b>Training Manager</b>	
Providing training to staff members and developing training materials, including: <ul style="list-style-type: none"> <li>▪ Training system set up</li> </ul>	Team staff 2



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| <ul style="list-style-type: none"><li>▪ Manuals</li><li>▪ Quick reference guide</li><li>▪ Planning a training schedule to provide training to the staff members.</li></ul> |  |
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## 1.6 Project Implementation Schedule and Milestones

The project timeline is ten weeks, which includes:

- One week of planning implementation, team outcomes and allocating roles and responsibilities according to team members' expertise.
- Two weeks to create a suitable web design system
- Plan dates for coordinating approval of web design, including internal company IT provider for system testing.
- Plan dates to update the website changes from one week of approval of website design.
- Six weeks from website changes and training - final website launch to 'go live' date.
- Plan to prepare all training materials.
- One week of training provided to all customer service staff members.

## 1.7 Budget

The total cost of the project is estimated to be \$14,000

Expected contingency estimate: \$5,000. This includes (unplanned staff leave, absence of work, etc.) costs of other resource requirements,

## 2. Project Governance Plan

### 2.1 Governance

As a minimum, you will need in your governance structure a:

- Project Lead

In addition, you may have one or more of the following parties in your governance structure:

- Project Team, consisting of two people
- External vendors or contractors
- Quality consultants.



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## 2.2 Stakeholder Management & Communication

The key stakeholders for this project are external customers and internal staff.

- Clients
- Third-party suppliers or contractors
- Team members.

Stakeholder communication is a key component of stakeholder management. After you identify your key stakeholders, it's important to capture how best to manage them. Ensure to apply sound communication skills that are based on the principles below to successfully manage and engage your stakeholders:

- **Efficient:** when the right message reaches the right people at the right time, they don't waste time trying to find the information they need.
- **Quality:** effective communication ensures stakeholders do the right things and use the right data rather than working on assumptions.
- **Risk avoidance:** bad timing or wrong information can influence environmental factors, such as company reputation, and affect stakeholder support. Planning and managing communications help to avoid those risks.

## 2.3 Contingency Plan

A contingency plan is a proactive strategy that describes the course of actions or steps the management and staff of an organization need to take in response to an event that could happen in the future. It plays a significant role in risk management and disaster recovery.

**Below are the key steps that Aussie Tool Shed follows to create and manage contingencies that may arise:**

### 1. List the risks

Before you can resolve risks, you first need to identify them. Start by making a list of all risks that might impact your company. Make sure your contingency plans are aligned with the scope and magnitude of the risks you're responsible for addressing.

### 2. Weigh risks based on severity and likelihood

You don't need to create a contingency plan for every risk you laid out. Once you outline risks and potential threats, work with your stakeholders to identify the potential impact of each risk. Evaluate each risk based on two metrics: the severity of the impact if the risk were to happen and the likelihood of the risk occurring. During the risk assessment phase, assign each risk a severity and likelihood—we recommend using high, medium, and low.

### 3. Identify important risks



Once you've assigned a severity and likelihood to each risk, it's up to you and your stakeholders to decide which risks are most important to address. For example, you should create a contingency plan for a risk that has high likelihood and high severity, whereas you probably don't need to create a contingency plan for a risk that has low likelihood and low severity.

#### 4. Create contingency plans for the biggest risks

Create a contingency plan for each risk you've identified as important. As part of that contingency plan, describe the risk, and brainstorm what your team will do if the risk comes to pass. Each plan should include all of the steps you need to take to return to business as usual.

For example, let's say you've identified a potential staff shortage as a likely and severe risk. This would significantly impact normal operations, so you want to create a contingency plan to prepare for it. Each person on your team has a very particular skill set, and it would be difficult to manage team responsibilities if more than one person left at the same time. Your contingency plan might include who can cover certain projects or processes while you hire a backfill or how to improve team documentation to prevent siloed skill sets.

#### 5. Get approval for your contingency plan

Make sure relevant company leaders know about the plan and agree with your course of action. This is especially relevant if you're creating team- or department-level plans. By creating a contingency plan, you're empowering your team to respond quickly to risk, but you want to make sure that course of action is the right one. Plus, pre-approval will allow you to set the plan in motion with confidence—knowing you're on the right track—and without having to ask for approvals beforehand.

#### 6. Distribute your contingency plans

Once you have created your contingency plans, share them with the right people. Make sure everyone knows what to do so that if and when the time does come, you can act as quickly and seamlessly as possible. Keep your contingency plans in a central source of truth so everyone can easily access them if necessary.

#### 7. Monitor your contingency plans

Review your contingency plan frequently to make sure it's still accurate. Consider new risks or new opportunities, like new hires or a changing business landscape. If a new executive leader joins the team, make sure to surface the contingency plan for their review as well.

#### 8. Create new contingency plans if necessary

It's great if you've created contingency plans for all the risks you found, but make sure you're constantly monitoring for new risks. If you discover a new risk, and it has a high enough severity or likelihood, create a new contingency plan for that risk. Likewise, you may look back on your plans and realize that some of the scenarios you once worried about aren't likely to happen or, if they do, they won't impact your team as much.



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## 2.5 Project Closure Requirements

Ensure all relevant documentation are handed over to the authorised staff members at Aussie Tool Shed Pty Ltd at the closing of the project.