Project Scope Statement

(Stock Alpha Bank Upgrade)

1. Justification of the Project:

The upgrade of the existing stock photo site is necessary to enhance user experience, improve search functionality, and integrate advanced AI-driven features, ensuring our platform remains competitive and meets the evolving needs of our users.

2. Product Scope in Project Management:

The project will introduce several key enhancements to the stock photo website:

- Enhanced search capabilities with better filtering options to allow users to find images more efficiently.
- Integration of AI-driven tools for image tagging and search suggestions, improving the relevance of search results.
- Implementation of a new user interface design to improve navigation and user engagement.
- Addition of a feature that allows users to upload and sell their photographs, including a verification system to ensure the quality of submissions.
- Development of mobile-responsive design elements to ensure the website is fully functional across various devices and screen sizes.

These enhancements are based on requirements gathered from stakeholders, including current users, potential users identified in market research, and the internal marketing and product development teams.

The complexity of the work has been assessed with technical leads to ensure realistic planning and expectation alignment among stakeholders.

3. Acceptance Criteria:

1. Successful implementation of the search functionality enhancements with a user satisfaction rate of over 85% in post-deployment surveys.
2. AI-driven features must achieve at least a 90% accuracy rate in image tagging and search relevance.

3. The new user interface and mobile-responsive designs must pass usability testing with no major issues reported.
4. The photographer upload feature must be fully operational, with an automated verification process that ensures only high-quality images are accepted.
5. The project is considered successful if it is completed within the allocated budget and timeline, meeting the above functional and technical standards.

4. Deliverables:

- A fully redesigned stock photo website with enhanced search capabilities and user interface.
- AI-driven tools for automated image tagging and improved search functionality.
- A new platform feature for user-generated content submission and sales.
- Comprehensive project documentation, including design specifications, technical documentation, and user guides.
- Training materials for internal teams on managing and maintaining new website features.

5. Project Exclusions:

1. Development of a standalone mobile application for the platform is out of scope for this project phase.
2. Integration of video content functionality will not be included in this upgrade.
3. Localization of the website into languages other than English is considered out of scope for the current project phase.

6. Constraints:

- The project must be completed within a six-month timeframe.
- Budget constraints limit the extent of custom development work that can be undertaken.
- Dependency on third-party vendors for certain AI functionalities could impact project timelines.

7. Assumptions:

- It is assumed that the existing server infrastructure can support the upgraded website features without significant additional investment.
- User engagement metrics will improve as a result of the upgrade based on market research and feedback from current users.
- All third-party integrations will be completed as scheduled, without delays.

Customer Approval:

The customer, represented by the Product Director, has reviewed and approved this Project Scope Statement. This approval signifies a mutual agreement to proceed with the project as described under the stated assumptions and constraints. Any changes to the project scope will require an amendment to this agreement and may impact timelines and costs.