

Project Business Case

Approval date: January 10th, 2021

Last revision date: February 15th, 2021

Contribution to business strategy

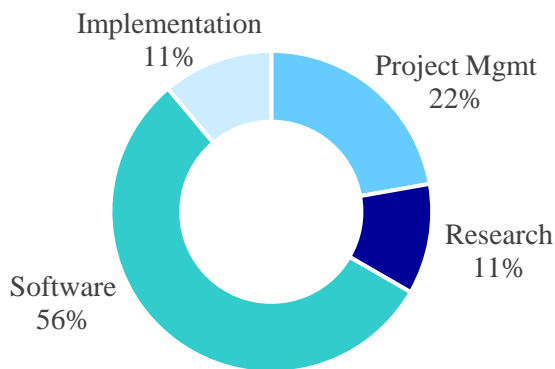
- Our strategy is to provide the best product design in the industry and current situation does not depict this
- The new feedback management system will assist in collecting customer feedback and update design strategies which align with company strategy

Benefits

- Better product design: Currently 7% of the products are returned due to defect in product design
- Increased sales: Customer feedback will ensure all the required features are available in the product
- Customer loyalty: Improved product design will ensure customers are not using alternative solutions
- Improved NPS: Increase in net promoter score

Costs

Project Mgmt	\$ 40,000
Research	\$ 20,000
Software	\$ 100,000
Implementation	\$ 20,000
Total	\$ 180,000



Risks

- The project is well defined but there are still some unknowns regarding project implementation and training
- There is also a risk that the project does not meet the product design teams needs and customer expectations
- The insights generated from the project may not represent all the customer segments, for these reasons it is recommended to involve engineering and marketing team closely

Project name: Product feedback management

Project sponsor: Director of product development

Project manager: Raj Oak

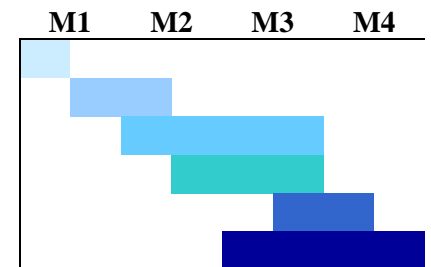
Options considered

Alternatives	Impact	Timeline	Score
Dedicated team	4	2	8
Usability research	5	1	5
Automated system (Selected)	3	3	9

Timescale

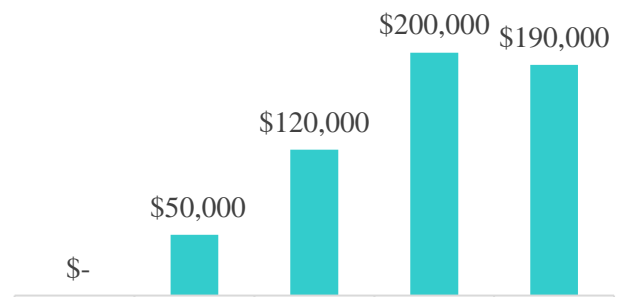
Milestones

- Research
- UI & UX
- Development
- Testing
- Implementation
- Troubleshooting



Return On Investment

- Returns are expected to generated from second year of system installation as the product design cycle take time
- The expected feedback will help develop new products, update the current products and define marketing strategies
- Year 4 is expected to have highest gains



Project Charter

Project name: Product feedback management

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Project manager: Raj Oak

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Project Description

To implement new automated product feedback management (APFM) system to ensure collection and management of feedbacks from various product users

Scope

An APFM system will be implemented to assist product design and marketing team to understand product requirements and marketing strategies. Other teams such as sales, supply chain, procurement, etc. are out of scope.

Business Case

To increase overall product sales by 35% from current levels. To reduce unrecorded feedback to 0% and product returns to 5%. To increase NPS (net promoter score) by 10 points.

Constraints

Time	4 months (total 6 milestones)
Budget	1 design engineer + 1 marketing associate + 3 developers \$200,000 upper limit
Scope	TBD
Quality	Professional feedback collection system on customer end

Project Deliverables

An APFM system to assist product design and marketing team + training + support during the implementation phase of the system

Benefits (measurable)

KPI	Baseline/month	Goal/month
Increase in product sales	1,200	1,620
Unrecorded feedback	18	0
Reduce product returns	7%	5%
Net promoter score	30	40

Steering Committee

- CEO
- Director of Product Development
- Marketing Manager

Project Team

- 1 x Design engineer
- 1 x Marketing Assoc.
- 3 x Developers

Key Stakeholders

Name	Success Criteria
Jim Gartner (CEO)	Increase in sales
George Raegan (Dir. Prod. Dev.)	Product requirement insight
Mackenzie Vega (Mrkt. Manager)	Increase in NPS value
Customer (in general, focus group)	Reduce product return, better products

Risks: The project team has never worked together which can lead to extended storming and norming time. Also, the scope of the project is not fully defined at this stage which can lead to scope creep in future.

Work Breakdown Structure

Project name: Product feedback management

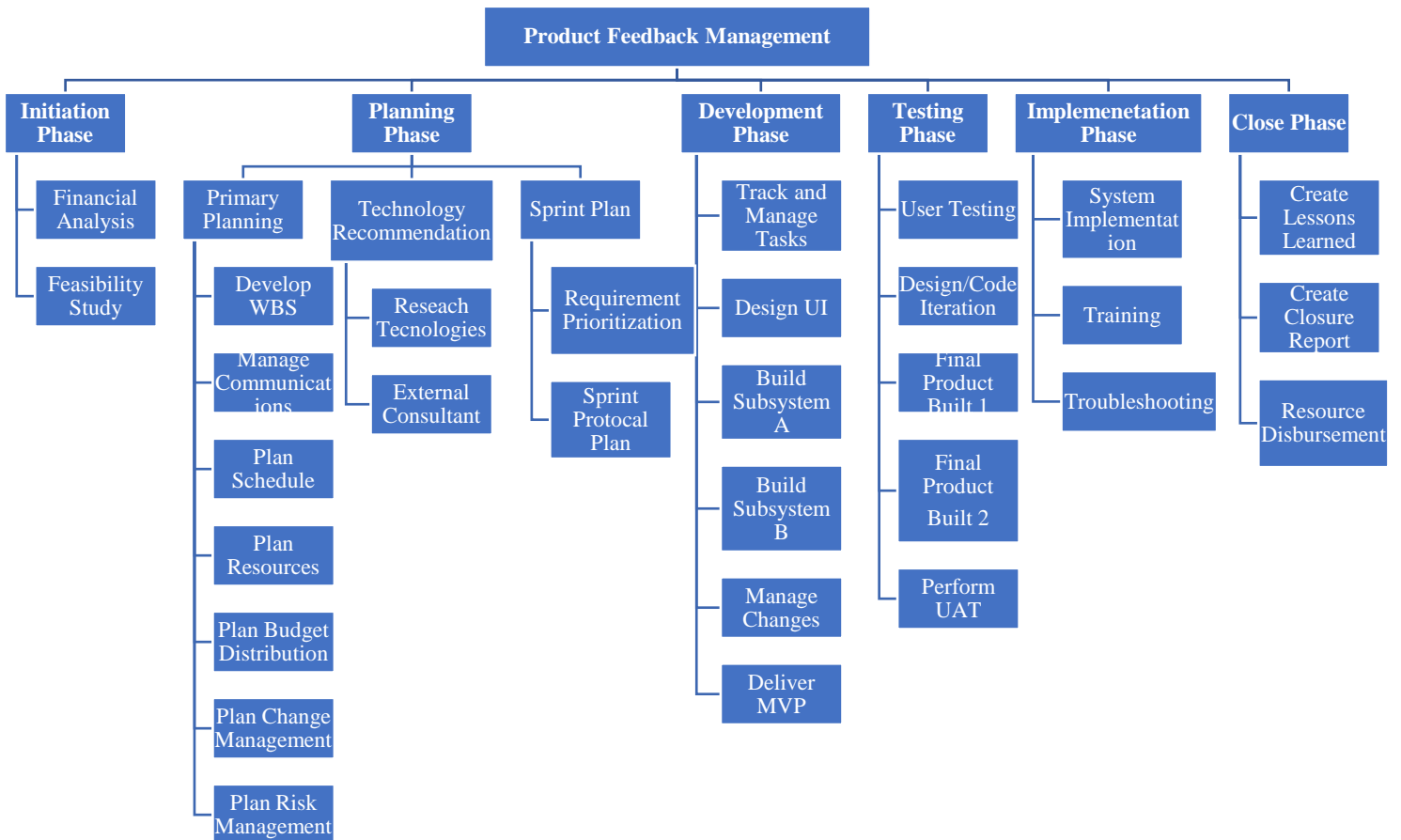
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Objective: The objective of the work breakdown structure (WBS) document is to illustrate project planning, resource management, and prevent project scope creep. The list starts with deliverables and goal is broken down into work packages and tasks to make sure everything is covered in planning phase.



Risks: It is crucial that primary planning must be done considering all the future variables and risk mitigation strategies should be ideated, failure to do so can lead to scope creep with increase in budget.

RACI Matrix

Objective: The objective of the RACI matrix is to identify and define roles and responsibilities of involved stakeholders. The matrix defines who is Responsible, who is Accountable, who is Consulted and who should be informed of each task.

Responsible	R
Accountable	A
Consulted	C
Informed	I

Project Tasks	Project Manager	Business Analyst	Design Engineer	Mrkt. Associate	Software Developer	Dir. Prod. Dev.	Mrkt. Manager	CEO
Initiation Phase								
Financial Analysis	A	R				I	I	C
Feasibility Study	R	C				I	I	I
Planning Phase								
Tech. Recommendations	A	C			R			I
Sprint Plan	R	A	A	A	A	I	I	I
Development Phase								
Design UI		A	I		R			C
Create MVP	I				R			I
Testing Phase								
User Testing	R		A				C	I
Design/code Iterations	I		A		R			I
Implementation								
System Implementation	I	R	C	C	A			I
Training	A	R				I	I	I
Troubleshooting	R	C			R			I
Close Phase								
Create Lessons Learned	R	C				I	I	I
Create Closure Report	R					I	I	I

Risks: The business analyst and the software development team has not yet been defined and can affect the timeline if the members have limited experience with design projects.

Project Communication Plan

Project name: Product feedback management

Project sponsor: Director of product development

Project manager: Raj Oak

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Objective: The objective of the project communication plan document is to effectively communicate and share information among various stakeholders. The document mentions the channels and frequency of communication with different members in the organization.

Communication	Channel	Frequency	Goal	Owner
Project team				
Team standup-Trello	Zoom/In-person	Daily	Discuss the previous day's, present day's tasks and issues/support needed for each team member	Project Manager
Task Update-TeamGantt	Zoom/In-person	Daily	Share daily progress made on project tasks	Project Manager
Project review	Zoom/In-person	Weekly	Present project deliverables, gather feedback, next steps, timeline updates	Project Manager
Project status report	Report	Weekly	Review project status, discuss potential issues and mitigation strategies	Project Manager
Post-mortem meeting	Zoom/In-person	End of project	Discuss what worked and what not worked and actionable takeaways	Project Manager
Management team/Sponsors				
Project status report	Report	Weekly	Review project status, update on potential issues and mitigation strategies	Project Manager
Project review	Report	At milestones	Present project deliverables, gather feedback, discuss next steps	Project Manager
Final report	Report	End of project	Compile all the planning, scheduling, planned vs actual data, team member performance, deliverables, lessons learned, and key takeaways	Project Manager

Risks: Communication protocols may not be followed by all stakeholders. Project manager needs to inform all the members about the communication plan and alleviate any issues faced by any team member or stakeholder.

Risk & Issue Log

Project name: Product feedback management

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Project manager: Raj Oak

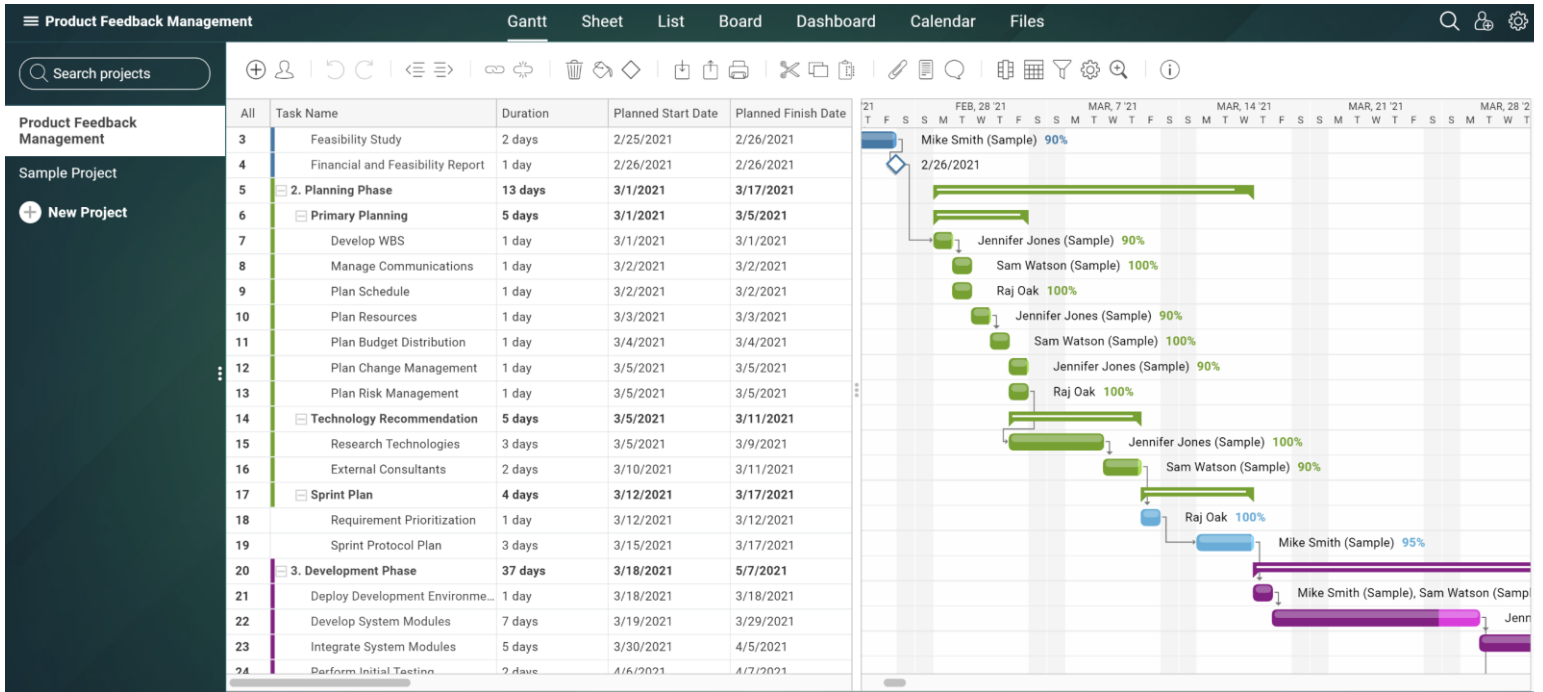
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Objective: The objective of the risk and issue log is to document every possible risk and issue that is faced during various project phases for deciding the number of resources and time to be invested in mitigating them based on the priority level.

Risk ID	Risk Description	Impact Description	Impact Level	Probability Level	Priority Level	Mitigation Notes	Owner
ID No.	Summary	Consequences of failure to risk mitigation	1 (Low) to 5 (High)	1 (Low) to 5 (High)	Impact x Probability	Notes to lower impact and reduce probability	Responsible party
1.1	Feasibility parameters not calculated correctly	Scope creep and potential budget increase	4	2	8	Consult business analyst and external consultant	Product manager and Project manager
2.1.1	Members not responding to messages	Confusion and scope creep	4	3	12	Establish communication protocols early in the project	Project manager
2.1.2	Stakeholders requesting additional system specifications	Scope creep and budget increase	3	2	6	Establish change management system and communicate with stakeholders	Project manager
2.3.1	Sprint taking longer time	Increased overall timeline	4	2	8	Define sprint protocol and communicate with team	Software developer team
3.1	Tasks not managed properly	Confusion, task overlap, scope creep	5	3	15	Use scheduling softwares, strong communication with team	Project manager
5.1	Excessive bugs during system integration	Project benefits will not be realised, no ROI	5	2	10	Provide substantial time to developers for this task, consult external consultants	Software developer
6.1	Lessons learned not documented properly	No knowledge transfer to the next project	3	2	6	Make use of risk and issue log and document every entry	Project manager

Risks: Failure to record any issue or risk can lead to incomplete lessons learned document



Product Feedback Management | Gantt | Sheet | List | Board | Dashboard | Calendar | Files

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All	Task Name	Duration	Planned Start Date	Planned Finish Date	Assigned	Percent Complete	Priority	Actual Hours	Planned Hours	Planned Cost	Planned
3	Feasibility Study	2 days	2/25/2021	2/26/2021	Mike Smith (...)	90%		4 hours		\$3,000.00	\$360.00
4	Financial and Feasibility Report	1 day	2/26/2021	2/26/2021	Raj Oak			3 hours		\$3,000.00	
5	2. Planning Phase	13 days	3/1/2021	3/17/2021		95%	Medium	53 hours		\$52,500.00	\$3,070.00
6	Primary Planning	5 days	3/1/2021	3/5/2021		95%	Medium	32 hours		\$31,000.00	\$1,740.00
7	Develop WBS	1 day	3/1/2021	3/1/2021	Jennifer Jon...	90%		5 hours		\$5,000.00	\$400.00
8	Manage Communications	1 day	3/2/2021	3/2/2021	Sam Watson...	100%		4 hours		\$4,000.00	\$280.00
9	Plan Schedule	1 day	3/2/2021	3/2/2021	Raj Oak	100%		3 hours		\$3,000.00	
10	Plan Resources	1 day	3/3/2021	3/3/2021	Jennifer Jon...	90%		5 hours		\$1,000.00	\$400.00
11	Plan Budget Distribution	1 day	3/4/2021	3/4/2021	Sam Watson...	100%		6 hours		\$6,000.00	\$420.00
12	Plan Change Management	1 day	3/5/2021	3/5/2021	Jennifer Jon...	90%		3 hours		\$3,000.00	\$240.00
13	Plan Risk Management	1 day	3/5/2021	3/5/2021	Raj Oak	100%		6 hours		\$9,000.00	
14	Technology Recommendation	5 days	3/5/2021	3/11/2021		96%	Medium	13 hours		\$10,500.00	\$970.00
15	Research Technologies	3 days	3/5/2021	3/9/2021	Jennifer Jon...	100%		6 hours		\$2,500.00	\$480.00
16	External Consultants	2 days	3/10/2021	3/11/2021	Sam Watson...	90%		7 hours		\$8,000.00	\$490.00
17	Sprint Plan	4 days	3/12/2021	3/17/2021		96%	Medium	8 hours		\$11,000.00	\$360.00
18	Requirement Prioritization	1 day	3/12/2021	3/12/2021	Raj Oak	100%		4 hours		\$5,000.00	
19	Sprint Protocol Plan	3 days	3/15/2021	3/17/2021	Mike Smith (...)	95%		4 hours		\$6,000.00	\$360.00
20	3. Development Phase	37 days	3/18/2021	5/7/2021		80%	Medium	42 hours		\$28,000.00	\$2,160.00
21	Deploy Development Environme...	1 day	3/18/2021	3/18/2021	Mike Smith (...)		Medium	8 hours		\$5,000.00	\$620.00
22	Develop System Modules	7 days	3/19/2021	3/29/2021	Jennifer Jon...	80%	Medium	7 hours		\$4,000.00	\$240.00
23	Integrate System Modules	5 days	3/30/2021	4/5/2021	Raj Oak	75%	Medium	4 hours		\$2,000.00	
24	Perform Initial Testin...	2 days	4/6/2021	4/7/2021	Jennifer Jon...	100%	Medium	12 hours		\$10,000.00	\$670.00

PM My Work Projects Team Time Overview

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Product Feedback Management
Sample Project
+ New Project

Done	Task Name	Assigned To	Progress	Priority	Due
<input type="checkbox"/>	Integrate System Modules		75%	Medium	05 Apr
<input type="checkbox"/>	User Documentation	JS	0%	Medium	25 Jul 23
<input type="checkbox"/>	Setup Database	MS	0%	Medium	16 Sep 22
<input checked="" type="checkbox"/>	Perform Initial Testing		100%	Medium	07 Apr
<input type="checkbox"/>	Train Administrators		0%	Medium	14 Feb 23
<input type="checkbox"/>	Develop System Modules		80%	Medium	29 Mar
<input type="checkbox"/>	Import Live Data		0%	Medium	19 Sep 22
<input type="checkbox"/>	Integrate Desktop	SS	0%	Medium	22 Sep 22
<input type="checkbox"/>	Testing Complete	MS	0%	Medium	01 Nov
<input type="checkbox"/>	Document Issues Found		0%	Medium	04 Oct
<input type="checkbox"/>	Correct Issues Found		0%	Medium	29 Oct

+ New Task

Integrate System Modules

3. Development Phase

Progress: Almost Done

Assigned To:

Description: Add a description

Files: Add File

Project: Product Feedback Management
Priority: Medium
Due Date: 05 Apr 2021
Hours Logged: 0
Created By: Raj
Tags: None

Add a comment

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Sample Project
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To Do

- 3. Development Phase > Develop System Modules (80%)
- 4. Testing Phase > Perform System Testing
- 5. Implementation Phase > On-Site Installation
- 5. Implementation Phase > Setup Database
- 5. Implementation Phase > Import Live Data

Add a Task

Doing

- 4. Testing Phase > Deploy Test Environment (Ticket)
- 4. Testing Phase > Bug 2 (Bug)
- 4. Testing Phase > Correct Issues Found
- 3. Development Phase > Perform Initial Testing (100%)

Add a Task

On Hold

- 3. Development Phase > Integrate System Modules (75%)
- 4. Testing Phase > Document Issues Found
- 4. Testing Phase > Bug 1 (Bug)

Add a Task

Done

- 1. Initiation Phase > Financial Analysis (100%) (Meeting)
- 3. Development Phase > Development Complete (10%)
- 4. Testing Phase > Testing Complete
- 3. Development Phase > Deploy Development Environment (100%) (Ticket)

Add a Task

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Product Feedback Management

Sample Project

+ New Project

Health

- Time** 5% behind schedule.
- Tasks** 29 tasks to be completed.
- Workload** 9 tasks overdue.
- Progress** 45% complete.
- Cost** No budget specified.

