



GROUP ASSIGNMENT

CT050-3-3-PRMGT - PROJECT MANAGEMENT

APD3F2411CS(CYB)

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Project Report

Project Name	Folio Primus – The Sustainable AI Planner	Project Sponsor	Vijayaraj Vijaysingam
Tutorial	T28	Project Manager	Ameera Abdul Sathar
Group	Group 1	Submission Date	14/03/2025

1. Summary Level Description of the Project

The Folio Primus: AI Planner Project works as an initiative that promotes sustainable productivity by bringing digitization to the traditional mode of planning. Users will find hybrid planning tools discussed in this project because they offer both waste reduction benefits and effective organizational capabilities combining digital planning with tactile writing experience.

Social media combined with interactive content and webinar presentations enable the project to carry out its awareness campaign for effective target audience engagement. A comprehensive review functions as the campaign to evaluate how well the hybrid planner design works for users and recording their feedback together with engagement metrics.

This project works under SDG 12 to promote better planning behavior while it creates social dialogue about sustainability within productivity systems. Social media content development together with the webinar production and audience interaction assessment and final project documentation constitute the essential products of this work.

2. Scope, Objectives, & Acceptance Criteria

2.1 Project Scope

The Folio Primus: AI Planner Project establishes its primary goal to promote hybrid planners to stakeholders instead of constructing an actual product. The project works on conceptual research together with digital marketing strategies and audience engagement activities to check market reaction. The project incorporates content production together with social media engagement activities and an interactive webinar to measure how the market receives these efforts. The project schedule does not include activities related to development or financial modeling alongside commercialization activities.

2.2 Objectives

The project objectives are:

- The project will establish and launch an eco-friendly awareness initiative which promotes hybrid planners as sustainable choices.
- Audience feedback systems and prepared webinars will help assess public interest in addition to structured webinar evaluations.
- A measurement of social media outreach effectiveness will occur through engagement metric assessments alongside user interaction evaluation.
- The project activities cooperate with SDG 12 through sustainable planning habit promotion.

2.3 Acceptance Criteria

The project reaches its success mark when these three conditions are achieved:

- The project succeeds when it runs an effective awareness campaign that engages constantly with its target audience.
- The online forum hosts focused interactions which lead to useful audience input.
- Task managers will gather documented perception feedback from audiences together with engagement statistics and important learning points.
- The final project report demonstrates sustainable goal connection.

2.4 Key Deliverables

Deliverable	Description
Marketing Strategy Document	Outlines the campaign structure, content plan, and outreach strategies.
Social Media Content & Engagement Data	Posts, infographics, and analytics reflecting audience interaction.
Webinar Event & Feedback Analysis	Webinar execution, participant data, and insights from feedback collection.
Final Report & Presentation	A comprehensive summary of the project's findings, challenges, and achievements.

3. Quality Objectives & Evaluation Criteria

3.1 Quality Objectives

The key quality targets of this project focused on obtaining significant social media engagement while delivering a coordinated and information-rich webinar along with ample collection of feedback from webinar participants and users who engaged with the promotional content. Success criteria consisted of measuring audience numbers, along with audience participation rates and content performance metrics. The project aimed at two parallel objectives which consisted of user attraction to the Folio Primus planner and the creation of educational assets that maintained high engagement levels while supporting SDG 12.

3.2 Criteria for Evaluating Project & Product Quality

The success rate of the project depended on various key assessment factors. The analysis of social media growth determined follower engagement by counting from 50 initial targets, achieving a total of 55 successful followers. Visual content engagement received high marks at 88.9%, as indicated by survey respondents, while 55.6% chose interactive over announcement-style materials. Webinar participation was also a critical factor, where the project began with minimal registrations (11) but finished well ahead of expectations with 30 participants. Feedback following the webinar also provided qualitative suggestions of the success of the event, with over 70% of respondents awarding it high scores as highly informative and helpful.

3.3 Verification and Validation

To verify quality targets, social media engagement was tracked for follower growth, performance of posts, and interaction by the audience. Campaign success was also verified in terms of feedback on content, attraction, and interest. The success of the webinar was tracked based on audience presence, active participation, and post-webinar survey comments. Through early setbacks, improvement in social media strategy and presentation of webinars led to a positive outcome, verifying the effectiveness of changes that were made along the course of the project.

4. Project Schedule

The project schedule was designed in such a manner as to ensure that each phase was completed successfully within the set duration. The schedule consisted of key milestones that guided the project execution from start to completion. Even though there was meticulous planning, there were a few deviations due to external and internal factors. The following is an overview of planned milestones, actual milestones achieved, and the reason for any deviations.

4.1 Planned Milestones

Milestones	Summary
Initiation Phase (03/12/2024 – 17/01/2025)	Research on SDGs Selection of SDG 12 Project charter preparation Project charter submission
Project Charter (17/01/2025)	Submitting the project charter
Planning Phase (07/01/2025 – 07/02/2025)	Defining Scope Work breakdown structure Workload matrix Risk assessment Quality Matrix
Project Plan (07/02/2025)	Submission and presentation of the project plan
Execution Phase (06/01/2025 – 21/03/2025)	Designing and creating campaign materials Publishing content Conducting outreach Conducting & Managing webinar
Webinar (28/02/2025)	Conducting the webinar Collecting feedback post-webinar
Closing Phase (27/02/25 – 12/03/25)	Compiling lessons learned Final report preparation Final presentation preparation Report + Presentation Submission

4.2 Actual Milestones Achieved

Milestones	Summary
Initiation Phase (03/12/2024 – 17/01/2025)	Research on SDGs Selection of SDG 12 Project charter preparation Project charter submission
Project Charter Submission (17/01/2025)	Submitting the project charter
Planning Phase (07/01/2025 – 07/02/2025)	Defining Scope Work breakdown structure Workload matrix Risk assessment Quality Matrix
Project Plan (10/02/2025)	Submission and presentation of the project plan
Execution Phase (06/01/2025 – 04/03/2025)	Designing and creating campaign materials Publishing content Conducting outreach Conducting & Managing webinar
Webinar (03/03/2025)	Conducting the webinar Collecting feedback post-webinar
Closing Phase (27/02/25 – 14/03/25)	Compiling lessons learned Final report preparation Final presentation preparation Report + Presentation Submission

4.3 Reasons for Variances

Minor variations emerged in milestone progress because of internal obstacles as well as external constraints. The following list shows what mainly caused these deviations:

1. Academic Commitments & Team Availability

University responsibilities and exams created multiple points of disturbance for team members to execute their tasks properly. Team members experienced scheduling conflicts which made the project plan submission delay from its original date of 07/02/2025 to 10/02/2025.

2. Webinar Technical Issues & Re-Execution

Technology problems such as connection failures together with system breakdowns forced the webinar to end prematurely on its original date 28/02/2025. Participants received proper webinar experience with accurate data collection through another successful implementation on 03/03/2025.

3. Speaker Unavailability

The scheduled appearance of an industry expert was canceled at last moment, so the team independently delivered the webinar. The presenters adapted their material alongside presentation interaction techniques because an outside guest speaker could not appear.

4. Social Media Content Posting Delays

Delayed social media posts throughout the campaign emerged from the publishing team member being unavailable at the scheduled times. Small scheduling discrepancies occurred during the campaign period, yet the team managed to publish all scheduled material ultimately before completion.

Team members successfully adapted to their challenges and solved problems which allowed all critical deliveries to meet their scheduled timeframes.

5. Achieved Benefits

5.1 Achieved Benefits

Metric	Target	Actual	Key Takeaways
Social Media Followers	50	55	Engagement strategies were effective.
Webinar Attendance	25	30	Improved execution and outreach led to a higher turnout.
Post-Webinar Satisfaction	-	5 stars: 72% 4 stars: 28%	Content refinements improved engagement.
Registration vs. Attendance	11 registered	30 attended	Strong external outreach boosted participation.

The project's most important achievement included gaining more social media followers than its original target of achieving 50 followers with the count reaching 55 followers. The success of attracting engagement hinged upon a methodical posting schedule paired with interactive content elements. The majority of 55.6% marketing respondents indicated their preference for posts that prompted audience participation through interactive approaches according to feedback research. Certain posting delays emerged because the project member who conducted the posts was not accessible which affected the schedule integrity slightly.

The webinar delivered success even though it faced initial difficulties. The initial webinar attempt on 28/02/2025 failed due to technical difficulties combined with the absence of presenters which required postponement. The second webinar on 03/03/2025 brought 30 participants while surpassing the initial attendance goal of 25 individuals. The webinar session became more structured and engaging after both technical preparation improvements and content delivery enhancements. Survey results following the webinar indicated that 72% of participants assessed the event as very informative, which confirmed its worth.

The significant accomplishment involved the successful engagement of the audience while remaining relevant to their interests. A survey response from 61.1% of the participants revealed they would recommend the page to others because of the successful campaign implementation. Survey participants rated 50% of the content as highly informative but some users reported that the content needed better explanations and feature explanations. The collected data illustrates that organizations must focus on providing engaging content through interactive strategies.

5.2 Alignment with SDG 12

The project supports Sustainable Development Goal (SDG) 12: Responsible Consumption and Production through digital planning solutions which reduce dependence on paper. The campaign demonstrated hybrid planner benefits while explaining their advantages for eco-friendly routines and paperless operation. Survey participants showed substantial interest in hybrid planning tools thus verifying the success of the project to promote sustainable alternatives.

Social media campaigns functioned as the main instrument to spread knowledge about responsibility because the campaign metrics showed high consumer engagement with the content. The successful promotion of digital tools through content efficiently promoted sustainable consumption habits for long-term adoption.

5.3 Community Engagement and Awareness

A key emphasis on community engagement occurred through both interactive social media activities and the conducted webinar. Study survey results demonstrate that interactive content posts reached 55.6% of participants thus making audience-generation content the most effective for engagement.

The webinar attracted extra participants who exceeded initial registration numbers which showed the effectiveness of outreach initiatives. The success of the webinar conducted was demonstrated through its 163.6% attendance rate when participants joined after being invited personally and other external promotions. The initial session's failure provided clear evidence that the webinar needed both technical preparedness and a structured presentation structure for the succeeding webinar to succeed better.

For future recommendation, the vital strategy will be to optimize interactive communication systems while guaranteeing regular content dissemination. The strategy includes expanding outreach communication methods and working on attendance-to-registration conversion ratios while developing uniform branding standards for all promotional materials.

6. Risks and Issues

6.1 Summary of Identified Risks

During the project execution phase, the project team discovered several risks, including social media engagement delays, scheduling problems, and poor webinar enrollment numbers. Time management problems, along with difficulties in audience outreach, proved to be the most significant issues. The webinar attendance figures turned out to be a critical risk, as pre-webinar registrations remained significantly below the expected 25 participants, reaching only 11. The combination of weak first-time promotions and complete reliance on Instagram as an advertising platform proved to be the main reasons behind the low participation. However, the direct invitation strategy, along with additional marketing activities, brought in 30 attendees, which surpassed the anticipated numbers.

The project faced another major risk because the individual responsible for social media posting sometimes failed to be accessible to conduct scheduled updates, resulting in irregular distribution of content and lacking interaction. The organization encountered irregular distribution of content and lacking interaction because of this error. A structured content calendar, along with automation software control, helped to combat this issue. The team encountered unforeseen difficulties in redistributing tasks until they reorganized everything in the last second to preserve work continuity.

6.2 Issues Faced During Execution

Risks during the execution phase required prompt solutions during this period. A major change involved the postponement of the first webinar, scheduled for 28/02/2025, because technical difficulties coincided with the unavailability of presenters. The webinar had to be truncated, thus necessitating the second attempt from the team, held on 03/03/2025, which was immensely successful. Participating users experienced no technical issues due to enhanced content, better presentation sequencing, and technical arrangements during the second webinar.

The workflow experienced interruptions since team members needed to handle extra responsibilities caused by unpredictable shifts in member availability. Accurate work assignment from the beginning would have eliminated this problem, which the team handled effectively. Social media engagement between team members differed, which indirectly affected outreach campaigns. Several posts showed an unprofessional brand image because the team's independent contributors operated without standardized messaging.

The team encountered problems with reduced early webinar sign-ups, which indicated potential difficulties in keeping webinar attendees active. The extensive final attendance demonstrated success, although the delayed registration process revealed the necessity for stronger early marketing measures. The tasks required more time to complete than originally planned due to inaccurate expectations. The approaching deadlines increased work pressure on team members.

6.3 Risk Mitigation Strategies

Multiple targeted steps were implemented by the team to minimize risks and enhance delivery. Technical run-throughs for the webinar happened multiple times to stop technical issues from emerging and speakers worked on the content to enhance interactive elements. The session avoided dependency on one speaker through planning a backup arrangement that would prevent the session from being cancelled when a speaker dropped out.

Regular and automated social media posts with an established schedule served to increase activity levels through proper timing. The reduction of time delays occurred because all team members were available. To enhance time and task management, the team added Google Calendar and Notion to better coordinate schedules and track responsibilities. Progress assessment and required adaptations could be monitored through regularly scheduled meetings. The low webinar registration numbers prompted increased marketing on various platforms together with intensified direct contact efforts and promotional certificates as participation rewards.

The team displayed flexibility which allowed them to solve problems successfully leading to project completion. These events reinforced the necessity of proactive risk management systems coupled with formal contingency planning methods alongside continuous process optimization processes to handle unexpected challenges.

7. Lessons Learned

7.1 Key Takeaways from Project Execution

Through this project members gained essential knowledge about planning techniques together with teamwork skills and adaptability principles. Social media engagement turned out to be one of the project's greatest successes when followers exceeded expectations because of well-structured content planning. The webinar received better than expected attendance numbers of thanks to immediate marketing strategies and personal outreach to potential participants.

Unforeseen problems caused the team to undergo a transformation in their approach which involved both webinar rescheduling and speaker replacement management. The project finished on schedule by showing that organizations need to be adaptable and take rapid decisions. An efficient process managed the documentation activities in which every aspect of the project received proper recording.

7.2 Areas for Improvement

The project achieved most objectives, but particular sections required enhancement. Team member communication issues created minor coordination problems because the team required better organized updates alongside clear check-ins and better role distribution from the start.

The webinar scheduling faced major problems due to technical issues, and presenters could not make it at the last minute. The webinar success would have been better ensured if the team had run more rigorous pre-event tests while having backup speakers prepared. Diverse contributors of social media content led to branding differences which could be prevented through implementation of a unified style template.

7.3 Recommendations for Future Projects

Future projects need to dedicate extra efforts to preventive risk control strategies with additional emphasis placed on webinars and comparable events. The likelihood of disruption-free events increases when technical components get evaluated in advance and multiple speaker tests take place backed by alternative speakers. Teams should develop emergency response plans to protect critical project elements during execution.

Team efficiency will improve when task assignments receive structured implementation at the very beginning. A properly balanced workload will both decrease emergency reassignments and maximize team member input effectiveness. Regular status updates through proper communication systems maintain operational alignment for the team. Enhancing outreach

strategies would be advantageous to improve operations. The upcoming projects should use multi-platform promotions alongside collaborations with direct audience invitations for better audience group reach and enhanced engagement.

Timeframe prediction needs improvement as a final element for project success. Realistic timing allocations along with built-in buffers help avoid scheduling issues and late-time stress during project execution.

8. Project Assessment and Conclusion

Through social outreach and informative webinars, the Folio Primus project fulfilled all its fundamental goals for meaningful audience engagement. The team displayed excellent adaptability with problem-solving abilities while resolving their initial challenges which included flawed scheduling and delayed content and limited webinar registration turnout. Steps taken to upgrade promotional methods and stream organizational workflows and introduce mitigation strategies produced positive results in problem resolution.

Audience participation exceeded all expectations throughout the project, which indicated its overall success. The presented content received high marks from participants mainly because of its interactive features along with discussions about hybrid planning approaches. The social media campaign succeeded in raising awareness through its constructive impact on the number of followers as well as post reception.

The experience lit up critical understandings about planned structure along with timely messaging combined with adaptive execution methods. The team will apply valuable solutions discovered through managing assignments and developing promotional calendars together with establishing backup plans to upcoming projects. Better results in future related projects will emerge through improved content planning and increased outreach during early stages and enhanced technological preparations.

The project achieved on-time completion providing essential elements for incoming enhancements. Project management benefits from the acquired experience which confirms the need for permanent learning alongside strategic execution techniques.

Appendix

A1. Project Management Plan

A1.1 Scope Statement

Product Scope Description:

The Folio Primus Planner is a hybrid sustainable planner that seamlessly integrates traditional handwriting with digital synchronization. It is designed for individuals who prefer the tactile experience of writing but require the convenience of digital organization. The planner focuses on sustainability by using eco-friendly materials and reducing paper waste while enhancing productivity through smart digital features such as task synchronization, AI-based reminders, and cloud storage compatibility.

Project Deliverables:

- Concept Design – Concept design of the planner to be displayed in the social media posts.
- Marketing Strategy & Awareness Campaign – A structured marketing campaign, including social media promotions, digital outreach, and a webinar event.
- Project Documentation – A detailed project plan, workload matrix, risk assessment reports, and final evaluation.
- Webinar & Community Engagement – A webinar session to introduce the product, engage potential users, and gather feedback for further improvements.

Project Acceptance Criteria:

1. A clear and well-documented concept of the Folio Primus Planner, including its sustainability aspects, features, and market potential.
2. A comprehensive awareness campaign that includes social media promotions, digital outreach, and a webinar event to engage the target audience.
3. Alignment with SDG 12 (Responsible Consumption and Production) through a well-researched approach demonstrating how the planner supports sustainable practices.
4. The final project documentation, including the Work Breakdown Structure (WBS), project schedule, workload matrix, risk management plan, and marketing strategy, is thorough, structured, and meets academic standards.
5. A well-executed presentation that effectively communicates the project's objectives, problem-solving approach, and expected impact.
6. Feedback collection from the awareness campaign (e.g., webinar participants, survey responses) to assess audience reception and gather insights for potential future improvements.

Project Exclusions:

- Development of a functional prototype.
- Creation of the companion mobile application.
- Live product testing and user trials.
- Monetization and commercial sales strategy.
- Ongoing customer support and maintenance.
- Legal and patent registration.

Project Constraints:

- Time: The project must be completed within the academic semester.
- Human resources: The project solely relies on the team members' capabilities, with no external experts involved.
- Budget: No funding is allocated, meaning all promotional efforts rely on free tools and organic reach.
- Technical limitations: The campaign is limited to concept presentations and mockups, with no working product demonstrations.
- Marketing scope: Outreach is restricted to social media and a single webinar, without paid promotions or physical events.

Project Assumptions:

- The target audience (students, professionals, sustainability advocates) will find value in a hybrid planner.
- Users prefer writing on paper but benefit from digital synchronization.
- The marketing campaign will successfully generate interest and awareness without external funding.
- Feedback from the webinar will provide valuable insights for future improvements.

A1.2 Schedule

Task Mode ▾	Task Name ▾	Baseline Estimated Start	Baseline Estimated Finish	Actual Start	Actual Finish	Duration	Predecessors	Resource Names	% Complete
▶	Initiation Phase	Tue 03/12/24	Fri 17/01/25	Tue 03/12/24	Fri 17/01/25	34 days		Ameera,Ibraheem,	100%
▶	Research SDGs	Tue 03/12/24	Mon 09/12/24	Tue 03/12/24	Mon 09/12/24	5 days		Ameera,Ibraheem,	100%
▶	Identify SDG to Work On	Mon 09/12/24	Fri 13/12/24	Mon 09/12/24	Fri 13/12/24	5 days	2	Ameera,Ibraheem, Cathleen,Abdul	100%
▶	Propose a Technology-Based Solution	Mon 16/12/24	Tue 24/12/24	Mon 16/12/24	Tue 24/12/24	7 days	3	Ameera	100%
▶	Research Social Media Platforms & their Best Practices	Mon 30/12/24	Fri 03/01/25	Mon 30/12/24	Fri 03/01/25	5 days		Ameera,Ibraheem, Cathleen, Abdul Shafey,Abdu	100%
▶	Prepare Project Charter	Mon 30/12/24	Wed 15/01/25	Mon 30/12/24	Wed 15/01/25	12.4 days	2,3,4,5	Ameera,Ibraheem, Cathleen,Abdul	100%
▶	Submit Project Charter	Fri 17/01/25	Fri 17/01/25	Fri 17/01/25	Fri 17/01/25	0 days	6	Ameera	100%
▶	Planning Phase	Tue 07/01/25	Fri 07/02/25	Tue 07/01/25	Fri 07/02/25	24 days		Ameera,Ibraheem,	100%
▶	Scope Definition	Tue 07/01/25	Fri 10/01/25	Tue 07/01/25	Fri 10/01/25	4 days		Cathleen	100%
▶	Work Breakdown Structure	Mon 13/01/25	Thu 16/01/25	Mon 13/01/25	Thu 16/01/25	4 days		Ameera	100%
▶	Workload Matrix	Thu 16/01/25	Wed 29/01/25	Thu 16/01/25	Wed 29/01/25	10 days	10	Ameera	100%
▶	Risk Assessment	Mon 20/01/25	Wed 26/02/25	Mon 20/01/25	Fri 28/02/25	30 days		Amanullah,Saif	100%
▶	Risk Identification and Analysis	Mon 20/01/25	Tue 21/01/25	Mon 20/01/25	Tue 21/01/25	2 days		Amanullah	100%
▶	Create Risk Register	Tue 21/01/25	Wed 22/01/25	Fri 24/01/25	Tue 28/01/25	3 days	13	Amanullah	100%
▶	Plan Risk Responses	Wed 22/01/25	Fri 31/01/25	Fri 24/01/25	Mon 03/02/25	6.25 days	14	Amanullah,Saif	100%
▶	Monitor and Track Risks	Thu 23/01/25	Fri 14/02/25	Sat 25/01/25	Fri 28/02/25	26 days	15	Amanullah	100%
▶	Risk Reporting	Fri 24/01/25	Wed 26/02/25	Mon 27/01/25	Fri 28/02/25	25 days		Amanullah,Saif	100%

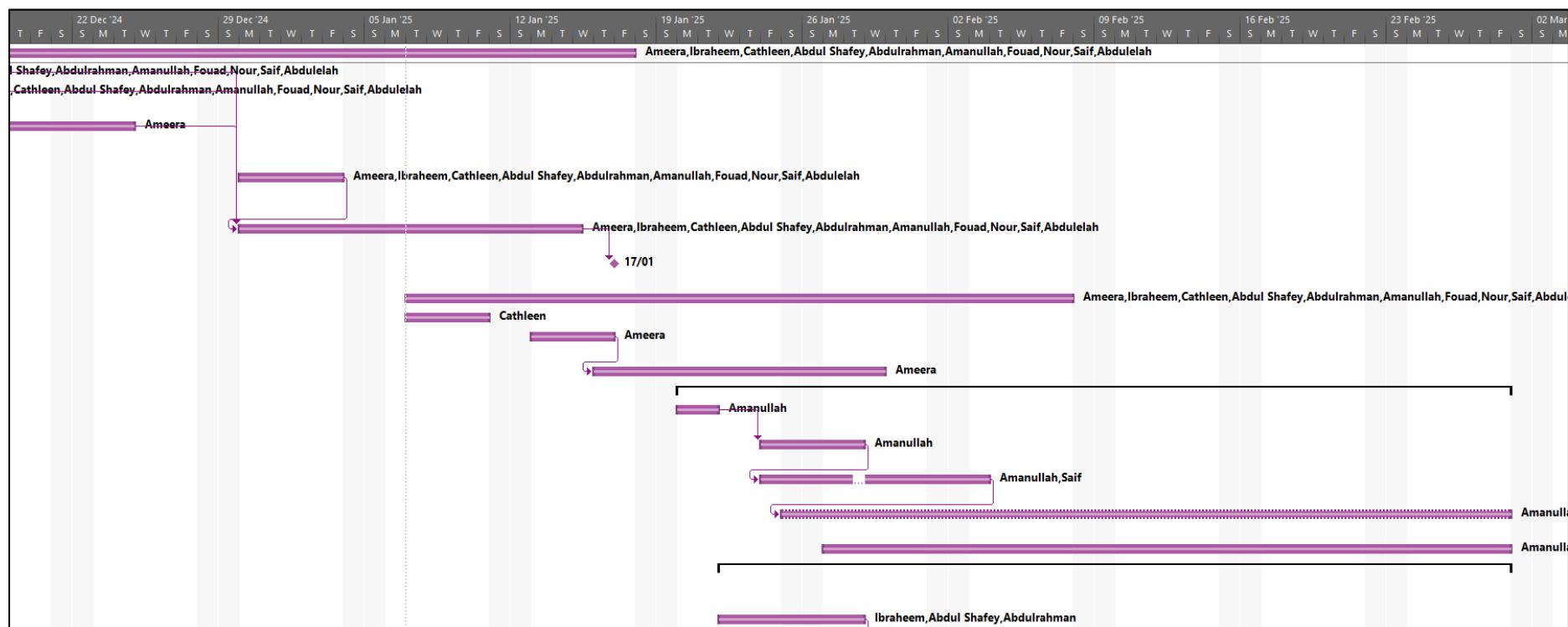
Task Mode	Task Name	Baseline Estimated Start	Baseline Estimated Finish	Actual Start	Actual Finish	Duration	Predecessors	Resource Names	% Complete
→	↳ Quality Matrix (collecting and verifying)	Mon 20/01/25	Mon 10/03/25	Wed 05/02/25	Wed 05/03/25	21 days		Ibraheem, Abdul Shafey, Abdulrahman	100%
↗	Define Quality Metrics	Mon 20/01/25	Fri 24/01/25	Wed 05/02/25	Fri 07/02/25	3 days		Ibraheem, Abdul Shafey, Abdu	100%
↗	Develop Quality Checklist	Mon 20/01/25	Fri 24/01/25	Fri 07/02/25	Mon 10/02/25	2 days	19	Ibraheem, Abdul Shafey, Abdu	100%
↗	Conduct Surveys	Fri 14/02/25	Fri 21/02/25	Mon 17/02/25	Fri 21/02/25	5 days			100%
↗	Conduct Quality Reviews	Fri 14/02/25	Fri 21/02/25	Mon 17/02/25	Fri 21/02/25	5 days	20	Ibraheem, Abdul Shafey, Abdu	100%
↗	Implements Improvements	Tue 18/02/25	Tue 25/02/25	Mon 24/02/25	Fri 28/02/25	5 days	22	Ibraheem, Abdul Shafey, Abdu	100%
↗	Quality Documentation	Fri 07/03/25	Mon 10/03/25	Mon 03/03/25	Wed 05/03/25	3 days	23	Ibraheem, Abdul Shafey, Abdu	100%
↗	↳ Assign Roles & Responsibilities	Wed 15/01/25	Wed 15/01/25	Wed 15/01/25	Tue 21/01/25	5 days		Ameera	100%
↗	Content Creation	Wed 15/01/25	Wed 15/01/25	Wed 15/01/25	Wed 15/01/25	1 day		Cathleen,Ameera	100%
↗	Social Media Posting	Wed 15/01/25	Wed 15/01/25	Wed 15/01/25	Wed 15/01/25	1 day		Abdulrahman, Fouad	100%
↗	Risk Management	Wed 15/01/25	Wed 15/01/25	Wed 15/01/25	Wed 15/01/25	1 day		Amanullah	100%
↗	Quality Assurance Management	Tue 21/01/25	Tue 21/01/25	Tue 21/01/25	Tue 21/01/25	1 day		Ibraheem, Abdul Shafey, Abdu	100%
↗	Outreach	Wed 15/01/25	Wed 15/01/25	Wed 15/01/25	Wed 15/01/25	1 day		Abdulelah,Nour	100%
↗	Webinar Management	Wed 15/01/25	Wed 15/01/25	Wed 15/01/25	Wed 15/01/25	1 day		Abdul Shafey,Saif	100%
↗	Project Performance Reports	Wed 15/01/25	Wed 15/01/25	Wed 15/01/25	Wed 15/01/25	1 day		Cathleen	100%
↗	Project Plan Presentation & Report Submission	Fri 07/02/25	Fri 07/02/25	Mon 10/02/25	Mon 10/02/25	0 days		Ameera	100%

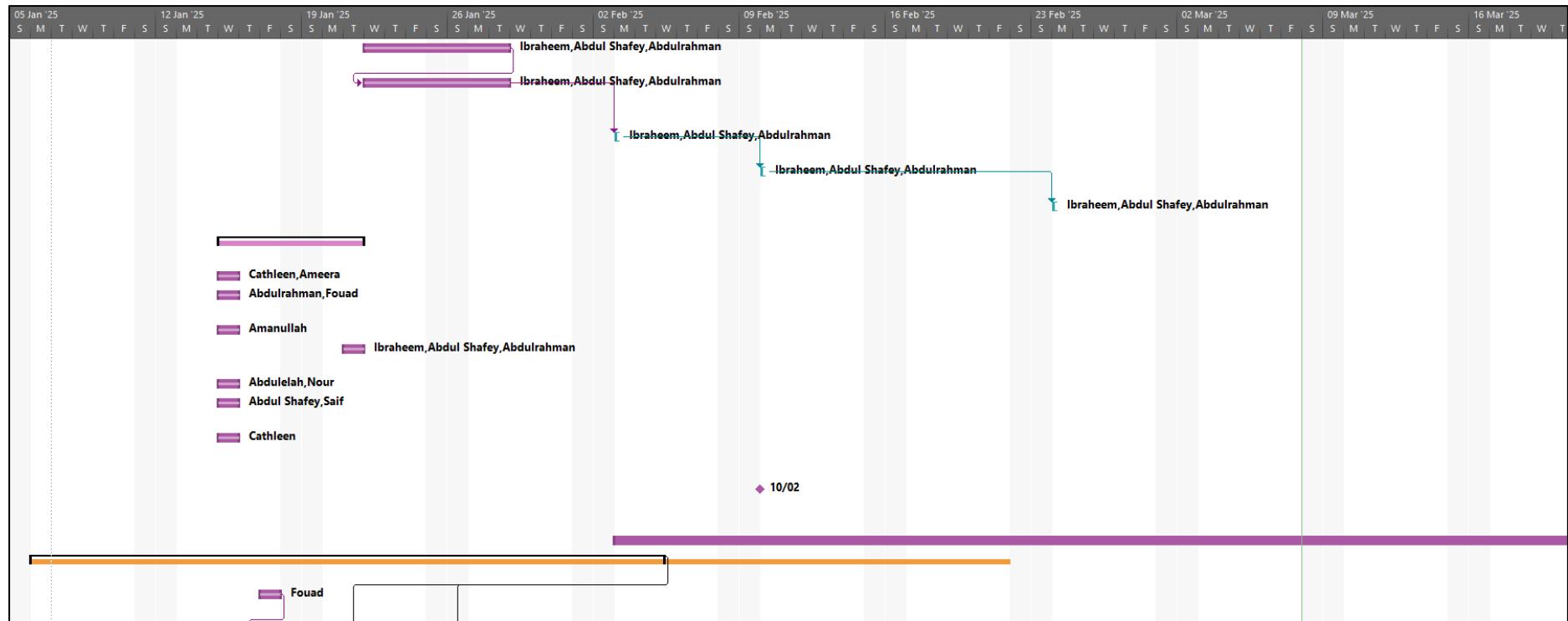
Task Mode ▾	Task Name ▾	Baseline Estimated Start	Baseline Estimated Finish	Actual Start ▾	Actual Finish	Duration	Predecessors	Resource Names	% Complete
⚡	Execution Phase	Mon 06/01/25	Fri 28/02/25	Mon 03/02/25	Tue 04/03/25	22 days		Ameera,Ibraheem,	100%
⚡	▫ Create Posters and Infographics	Mon 06/01/25	Fri 28/02/25	Mon 06/01/25	Fri 21/02/25	22.3 days		Cathleen,Ameera	100%
⚡	Create Gmail Account	Fri 17/01/25	Fri 17/01/25	Fri 17/01/25	Fri 17/01/25	1 day		Fouad	100%
⚡	Create Instagram Account	Fri 17/01/25	Fri 17/01/25	Fri 17/01/25	Fri 17/01/25	1 day	36	Fouad	100%
⚡	References for IG	Thu 09/01/25	Mon 13/01/25	Thu 09/01/25	Mon 13/01/25	3 days		Cathleen,Ameera	100%
⚡	Formats for IG	Tue 14/01/25	Thu 16/01/25	Tue 14/01/25	Thu 16/01/25	3 days		Cathleen,Ameera	100%
⚡	Designing Posts for IG	Mon 06/01/25	Fri 21/02/25	Mon 06/01/25	Fri 21/02/25	25.35 days	37	Cathleen	100%
⚡	▫ Create Content for Posts	Wed 22/01/25	Fri 31/01/25	Wed 22/01/25	Tue 18/02/25	20 days	35	Abdulrahman, Fouad	100%
⚡	Captions for IG	Wed 22/01/25	Fri 24/01/25	Wed 22/01/25	Fri 24/01/25	3 days		Fouad	100%
⚡	Hashtags for IG	Tue 28/01/25	Fri 31/01/25	Tue 28/01/25	Fri 31/01/25	4 days		Fouad	100%
⚡	Create Posting Schedule	Wed 22/01/25	Wed 22/01/25	Wed 22/01/25	Wed 22/01/25	1 day		Abdulrahman	100%
⚡	▫ Publish Content on Social Media	Tue 21/01/25	Wed 26/02/25	Tue 21/01/25	Fri 28/02/25	23 days	35,41	Fouad	100%
⚡	Post 1	Tue 21/01/25	Tue 21/01/25	Tue 21/01/25	Tue 21/01/25	1 day		Fouad	100%
⚡	Post 2	Tue 21/01/25	Tue 21/01/25	Tue 21/01/25	Tue 21/01/25	1 day	46	Fouad	100%
⚡	Post 3	Tue 21/01/25	Tue 21/01/25	Tue 21/01/25	Tue 21/01/25	1 day	47	Fouad	100%
⚡	Post 4	Fri 24/01/25	Fri 24/01/25	Sat 25/01/25	Sat 25/01/25	1 day	48	Cathleen	100%
⚡	Post 5	Mon 27/01/25	Mon 27/01/25	Thu 30/01/25	Thu 30/01/25	1 day	49	Fouad	100%
⚡	Post 6	Fri 31/01/25	Fri 31/01/25	Fri 31/01/25	Fri 31/01/25	1 day	50	Fouad	100%
⚡	Post 7	Mon 03/02/25	Mon 03/02/25	Tue 04/02/25	Tue 04/02/25	1 day	51	Fouad	100%
⚡	Post 8	Mon 10/02/25	Mon 10/02/25	Sun 16/02/25	Sun 16/02/25	1 day	52	Fouad	100%
⚡	Post 9	Fri 14/02/25	Fri 14/02/25	Mon 17/02/25	Mon 17/02/25	1 day	53	Fouad	100%
⚡	Post 10	Mon 17/02/25	Mon 17/02/25	Tue 18/02/25	Tue 18/02/25	1 day	54	Ameera	100%
⚡	Post 11	Wed 19/02/25	Wed 19/02/25	Fri 28/02/25	Fri 28/02/25	1 day	55	Ameera	100%
⚡	Post 12	Fri 21/02/25	Fri 21/02/25	Fri 28/02/25	Fri 28/02/25	1 day	56	Ameera	100%

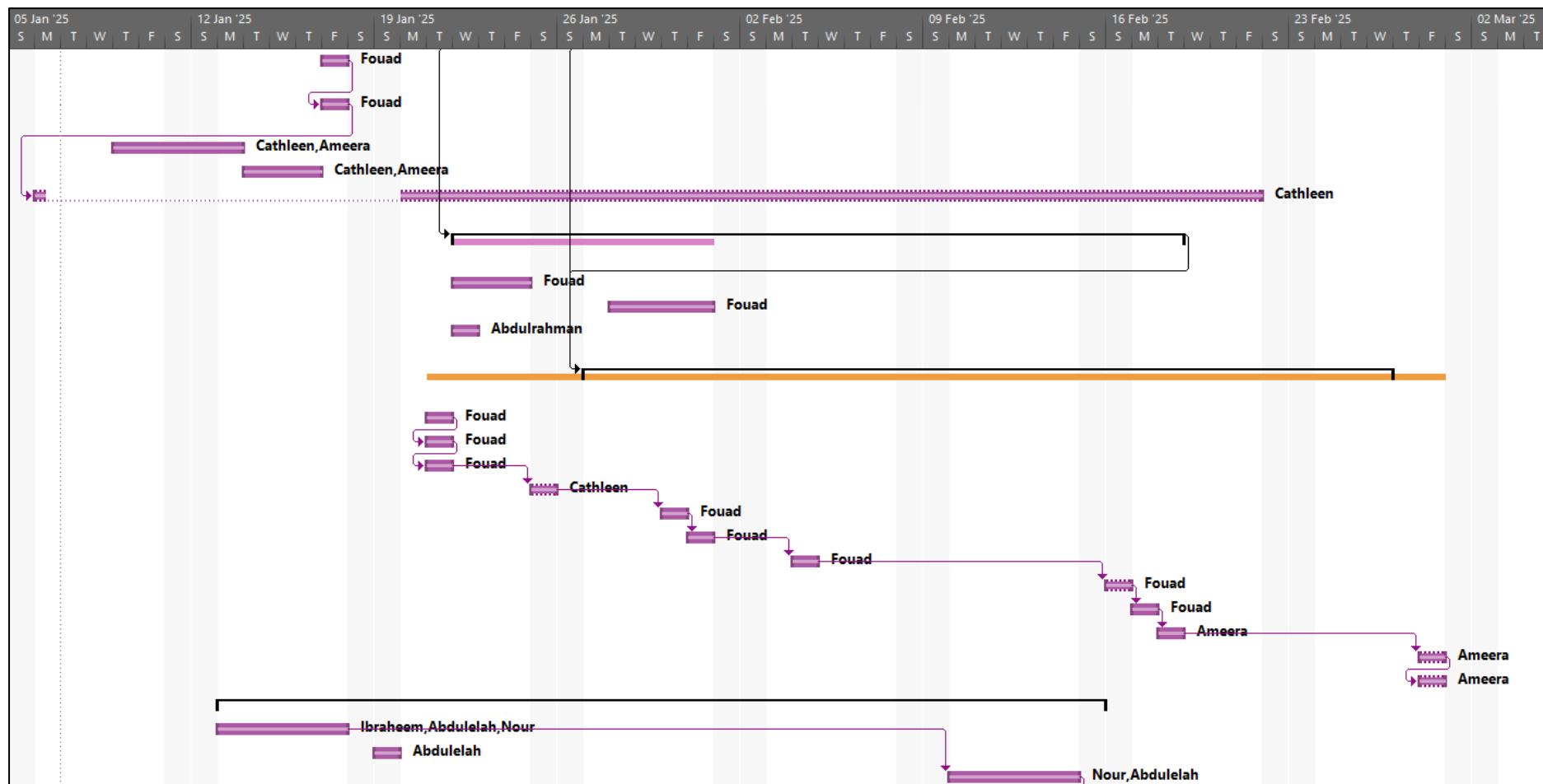
Task Mode	Task Name	Baseline Estimated Start	Baseline Estimated Finish	Actual Start	Actual Finish	Duration	Predecessors	Resource Names	% Complete
☒	Project Plan Presentation & Report Submission	Fri 07/02/25	Fri 07/02/25	Mon 10/02/25	Mon 10/02/25	0 days		Ameera	100%
☒	Execution Phase	Mon 06/01/25	Fri 28/02/25	Mon 06/01/25	Tue 04/03/25	42 days		Ameera,Ibraheem,	100%
☒	▫ Create Posters and Infographics	Mon 06/01/25	Fri 28/02/25	Mon 06/01/25	Fri 21/02/25	22.3 days		Cathleen,Ameera	100%
☒	Create Gmail Account	Fri 17/01/25	Fri 17/01/25	Fri 17/01/25	Fri 17/01/25	1 day		Fouad	100%
☒	Create Instagram Account	Fri 17/01/25	Fri 17/01/25	Fri 17/01/25	Fri 17/01/25	1 day	36	Fouad	100%
☒	References for IG	Thu 09/01/25	Mon 13/01/25	Thu 09/01/25	Mon 13/01/25	3 days		Cathleen,Ameera	100%
☒	Formats for IG	Tue 14/01/25	Thu 16/01/25	Tue 14/01/25	Thu 16/01/25	3 days		Cathleen,Ameera	100%
☒	Designing Posts for IG	Mon 06/01/25	Fri 21/02/25	Mon 06/01/25	Fri 21/02/25	25.35 days	37	Cathleen	100%
☒	▫ Create Content for Posts	Wed 22/01/25	Fri 31/01/25	Wed 22/01/25	Tue 18/02/25	20 days	35	Abdulrahman, Fouad	100%
☒	Captions for IG	Wed 22/01/25	Fri 24/01/25	Wed 22/01/25	Fri 24/01/25	3 days		Fouad	100%
☒	Hashtags for IG	Tue 28/01/25	Fri 31/01/25	Tue 28/01/25	Fri 31/01/25	4 days		Fouad	100%
☒	Create Posting Schedule	Wed 22/01/25	Wed 22/01/25	Wed 22/01/25	Wed 22/01/25	1 day		Abdulrahman	100%
☒	▫ Publish Content on Social Media	Tue 21/01/25	Wed 26/02/25	Tue 21/01/25	Fri 28/02/25	23 days	35,41	Fouad	100%
☒	Post 1	Tue 21/01/25	Tue 21/01/25	Tue 21/01/25	Tue 21/01/25	1 day		Fouad	100%
☒	Post 2	Tue 21/01/25	Tue 21/01/25	Tue 21/01/25	Tue 21/01/25	1 day	46	Fouad	100%
☒	Post 3	Tue 21/01/25	Tue 21/01/25	Tue 21/01/25	Tue 21/01/25	1 day	47	Fouad	100%
☒	Post 4	Fri 24/01/25	Fri 24/01/25	Sat 25/01/25	Sat 25/01/25	1 day	48	Cathleen	100%
☒	Post 5	Mon 27/01/25	Mon 27/01/25	Thu 30/01/25	Thu 30/01/25	1 day	49	Fouad	100%
☒	Post 6	Fri 31/01/25	Fri 31/01/25	Fri 31/01/25	Fri 31/01/25	1 day	50	Fouad	100%
☒	Post 7	Mon 03/02/25	Mon 03/02/25	Tue 04/02/25	Tue 04/02/25	1 day	51	Fouad	100%
☒	Post 8	Mon 10/02/25	Mon 10/02/25	Sun 16/02/25	Sun 16/02/25	1 day	52	Fouad	100%
☒	Post 9	Fri 14/02/25	Fri 14/02/25	Mon 17/02/25	Mon 17/02/25	1 day	53	Fouad	100%
☒	Post 10	Mon 17/02/25	Mon 17/02/25	Tue 18/02/25	Tue 18/02/25	1 day	54	Ameera	100%

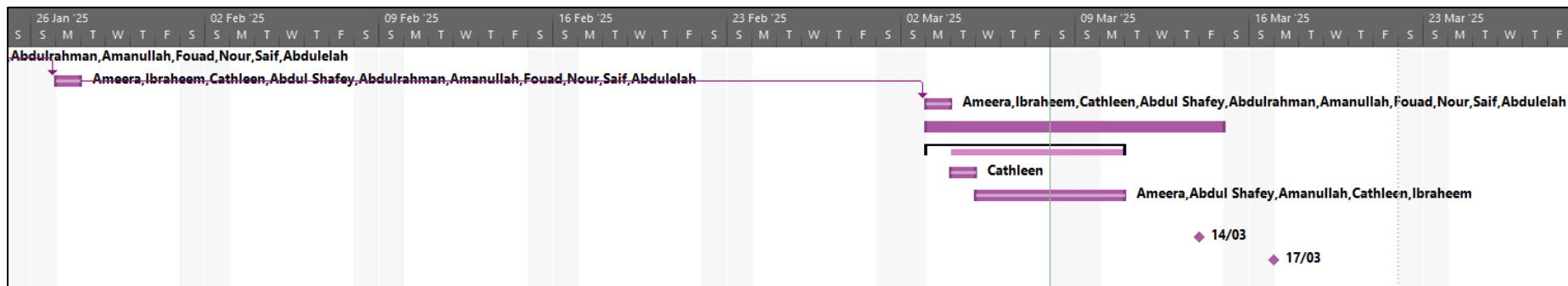
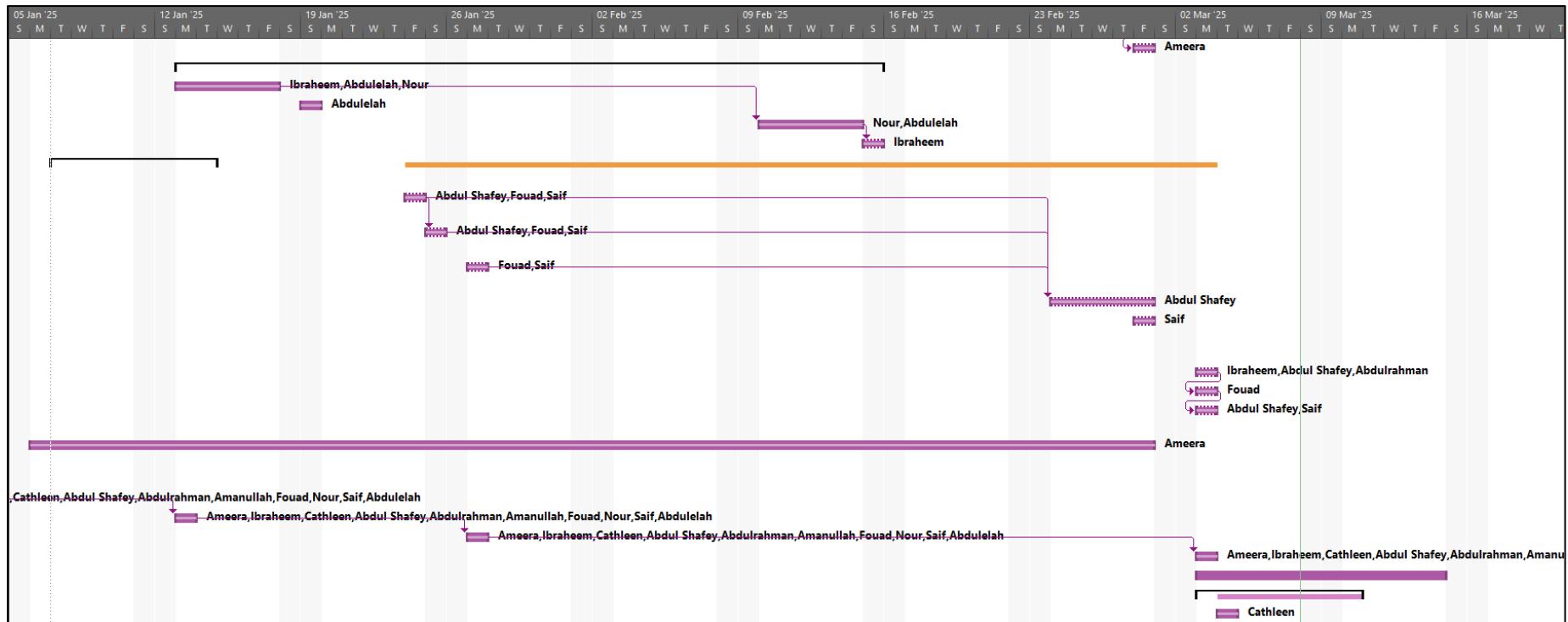
Task Mode ▾	Task Name ▾	Baseline Estimated Start	Baseline Estimated Finish	Actual Start	Actual Finish	Duration	Predecessors	Resource Names	% Complete
🔗	Post 11	Wed 19/02/25	Wed 19/02/25	Fri 28/02/25	Fri 28/02/25	1 day	55	Ameera	100%
🔗	Post 12	Fri 21/02/25	Fri 21/02/25	Fri 28/02/25	Fri 28/02/25	1 day	56	Ameera	100%
➡	↳ Outreach	Mon 13/01/25	Fri 14/02/25	Mon 13/01/25	Sat 15/02/25	25 days		Ibraheem,Nour,Abd	100%
🔗	Identify Speakers	Mon 13/01/25	Fri 17/01/25	Mon 13/01/25	Fri 17/01/25	5 days		Ibraheem,Abdulrah	100%
🔗	Draft Format	Sun 19/01/25	Sun 19/01/25	Sun 19/01/25	Sun 19/01/25	1 day		Abdulrahman	100%
🔗	Reach Out	Mon 10/02/25	Fri 14/02/25	Mon 10/02/25	Fri 14/02/25	5 days	59	Nour,Abdulrahman	100%
🔗	Finalize	Sat 15/02/25	Sat 15/02/25	Sat 15/02/25	Sat 15/02/25	1 day	61	Ibraheem	100%
🔗	↳ Webinar Management	Fri 24/01/25	Fri 28/02/25	Fri 24/01/25	Tue 04/03/25	28 days		Abdul Shafey,Fouad,Saif	100%
🔗	Define Goals and Audience	Fri 24/01/25	Fri 24/01/25	Fri 24/01/25	Fri 24/01/25	1 day		Abdul Shafey,Fouad,Saif	100%
🔗	Plan Webinar Content	Sat 25/01/25	Sat 25/01/25	Sat 25/01/25	Sat 25/01/25	1 day		Abdul Shafey,Fouad,Saif	100%
🔗	Choose Webinar Platform	Mon 27/01/25	Mon 27/01/25	Mon 27/01/25	Mon 27/01/25	1 day		Fouad,Saif	100%
🔗	Promote Webinar	Fri 21/02/25	Mon 24/02/25	Mon 24/02/25	Fri 28/02/25	5 days		Abdul Shafey	100%
🔗	Facilitate Participant Engagement	Wed 26/02/25	Wed 26/02/25	Fri 28/02/25	Fri 28/02/25	1 day		Saif	100%
🔗	Measure Success	Wed 26/02/25	Wed 26/02/25	Fri 28/02/25	Fri 28/02/25	1 day		Fouad	100%
🔗	Conduct Webinar	Wed 26/02/25	Wed 26/02/25	Fri 28/02/25	Fri 28/02/25	1 day			100%
🔗	Collate Evidence for Final Report	Thu 27/02/25	Mon 03/03/25	Tue 04/03/25	Tue 04/03/25	0 days		Abdul Shafey,Saif	100%
🔗	Monitor Management	Mon 06/01/25	Fri 28/02/25	Mon 06/01/25	Fri 28/02/25	40 days		Ameera	100%
🔗	Meeting 1	Mon 09/12/24	Mon 09/12/24	Mon 09/12/24	Mon 09/12/24	1 day		Ameera,Ibraheem,	100%
🔗	Meeting 2	Mon 30/12/24	Mon 30/12/24	Mon 30/12/24	Mon 30/12/24	1 day		Ameera,Ibraheem,	100%
🔗	Meeting 3	Mon 13/01/25	Mon 13/01/25	Mon 13/01/25	Mon 13/01/25	1 day		Ameera,Ibraheem,	100%
🔗	Meeting 4	Mon 27/01/25	Mon 27/01/25	Mon 27/01/25	Mon 27/01/25	1 day		Ameera,Ibraheem,	100%
🔗	Meeting 5	Mon 03/03/25	Mon 03/03/25	Mon 03/03/25	Mon 03/03/25	1 day		Ameera,Ibraheem,	100%

	Closing Phase	Thu 27/02/25	Fri 21/03/25	Mon 03/03/25	Fri 14/03/25	10 days				100%
	▫ Prepare Final Report	Thu 27/02/25	Thu 13/03/25	Mon 03/03/25	Thu 13/03/25	9 days			Ameera, Ibraheem,	100%
	Lessons Learned	Mon 03/03/25	Mon 03/03/25	Tue 04/03/25	Tue 04/03/25	1 day			Cathleen	100%
	Compile All Documents	Wed 05/03/25	Fri 07/03/25	Wed 05/03/25	Thu 13/03/25	7 days			Ameera, Abdul Shafey, Amar	100%
	Submit Final Report	Fri 14/03/25	Fri 14/03/25	Fri 14/03/25	Fri 14/03/25	0 days			Ameera	100%
	Submit Presentation	Mon 17/03/25	Mon 17/03/25	Mon 17/03/25	Mon 17/03/25	0 days			Ameera, Ibraheem,	100%









A1.3 Budget (In terms of Days/Hours)

Resource Name	Work
▲ Ameera	1,952.4 hrs
Initiation Phase	272 hrs
Research SDGs	40 hrs
Identify SDG to Work On	40 hrs
Propose a Technology-Based Solution	56 hrs
Research Social Media Platforms & their Best Practices	40 hrs
Prepare Project Charter	99.2 hrs
Submit Project Charter	0 hrs
Planning Phase	192 hrs
Work Breakdown Structure	32 hrs
Workload Matrix	80 hrs
Conduct Surveys	24 hrs
Assign Roles & Responsibilities	40 hrs
Content Creation	8 hrs
Project Plan Presentation & Report Submission	0 hrs
Execution Phase	280 hrs
Create Posters and Infographics	157.2 hrs
References for IG	24 hrs
Formats for IG	24 hrs
Post 10	8 hrs
Post 11	8 hrs
Post 12	8 hrs
Monitor Management	320 hrs
Meeting 1	8 hrs
Meeting 2	8 hrs
Meeting 3	8 hrs
Meeting 4	8 hrs
Meeting 5	8 hrs
Closing Phase	80 hrs

Resource Name	Work
Closing Phase	80 hrs
Prepare Final Report	48 hrs
Compile All Documents	32 hrs
Submit Final Report	0 hrs
Submit Presentation	0 hrs
▲ Ibraheem	1,803.2 hrs
Initiation Phase	272 hrs
Research SDGs	0 hrs
Identify SDG to Work On	40 hrs
Research Social Media Platforms & their Best Practices	40 hrs
Prepare Project Charter	99.2 hrs
Planning Phase	192 hrs
Quality Matrix (collecting and verifying)	344 hrs
Define Quality Metrics	24 hrs
Develop Quality Checklist	16 hrs
Conduct Surveys	24 hrs
Conduct Quality Reviews	40 hrs
Implements Improvements	40 hrs
Quality Documentation	40 hrs
Quality Assurance Management	8 hrs
Execution Phase	280 hrs
Outreach	200 hrs
Identify Speakers	40 hrs
Finalize	8 hrs
Conduct Webinar	8 hrs
Meeting 1	8 hrs
Meeting 2	8 hrs
Meeting 3	8 hrs
Meeting 4	8 hrs
Meeting 5	8 hrs
Closing Phase	0 hrs
Prepare Final Report	48 hrs
Lessons Learned	8 hrs
Compile All Documents	0 hrs
Submit Presentation	0 hrs

Resource Name	Work
Closing Phase	0 hrs
Prepare Final Report	48 hrs
Compile All Documents	0 hrs
Submit Presentation	0 hrs
▲ Cathleen	1,462 hrs
Initiation Phase	272 hrs
Research SDGs	0 hrs
Identify SDG to Work On	40 hrs
Research Social Media Platforms & their Best Practices	40 hrs
Prepare Project Charter	99.2 hrs
Planning Phase	192 hrs
Scope Definition	32 hrs
Content Creation	8 hrs
Project Performance Reports	8 hrs
Execution Phase	280 hrs
Create Posters and Infographics	136 hrs
References for IG	24 hrs
Formats for IG	24 hrs
Designing Posts for IG	202.8 hrs
Post 4	8 hrs
Meeting 1	8 hrs
Meeting 2	8 hrs
Meeting 3	8 hrs
Meeting 4	8 hrs
Meeting 5	8 hrs
Closing Phase	0 hrs
Prepare Final Report	48 hrs
Lessons Learned	8 hrs
Compile All Documents	0 hrs
Submit Presentation	0 hrs

Resource Name	Work
Abdulrahman	1,715.2 hrs
Initiation Phase	272 hrs
Research SDGs	0 hrs
Identify SDG to Work On	40 hrs
Research Social Media Platforms & their Best Practices	40 hrs
Prepare Project Charter	99.2 hrs
Planning Phase	192 hrs
Quality Matrix (collecting and verifying)	344 hrs
Define Quality Metrics	24 hrs
Develop Quality Checklist	16 hrs
Conduct Quality Reviews	40 hrs
Implements Improvements	40 hrs
Quality Documentation	40 hrs
Social Media Posting	8 hrs
Quality Assurance Management	8 hrs
Execution Phase	280 hrs
Create Content for Posts	168 hrs
Create Posting Schedule	8 hrs
Conduct Webinar	8 hrs
Meeting 1	8 hrs
Meeting 2	8 hrs
Meeting 3	8 hrs
Meeting 4	8 hrs
Meeting 5	8 hrs
Closing Phase	0 hrs
Prepare Final Report	48 hrs
Submit Presentation	0 hrs

Resource Name	Work
Abdulelah	1,307.2 hrs
Initiation Phase	272 hrs
Research SDGs	0 hrs
Identify SDG to Work On	40 hrs
Research Social Media Platforms & their Best Practices	40 hrs
Prepare Project Charter	99.2 hrs
Planning Phase	192 hrs
Outreach	8 hrs
Execution Phase	280 hrs
Outreach	200 hrs
Identify Speakers	40 hrs
Draft Format	8 hrs
Reach Out	40 hrs
Meeting 1	8 hrs
Meeting 2	8 hrs
Meeting 3	8 hrs
Meeting 4	8 hrs
Meeting 5	8 hrs
Closing Phase	0 hrs
Prepare Final Report	48 hrs
Submit Presentation	0 hrs

Resource Name	Work
Amanullah	1,757.2 hrs
Initiation Phase	272 hrs
Research SDGs	0 hrs
Identify SDG to Work On	40 hrs
Research Social Media Platforms & their Best Practices	40 hrs
Prepare Project Charter	99.2 hrs
Planning Phase	192 hrs
Risk Assessment	240 hrs
Risk Identification and Analysis	16 hrs
Create Risk Register	24 hrs
Plan Risk Responses	50 hrs
Monitor and Track Risks	208 hrs
Risk Reporting	200 hrs
Risk Management	8 hrs
Execution Phase	280 hrs
Meeting 1	8 hrs
Meeting 2	8 hrs
Meeting 3	8 hrs
Meeting 4	8 hrs
Meeting 5	8 hrs
Closing Phase	0 hrs
Prepare Final Report	48 hrs
Compile All Documents	0 hrs
Submit Presentation	0 hrs

Resource Name	Work
Abdul Shafey	1,651.2 hrs
Initiation Phase	272 hrs
Research SDGs	0 hrs
Identify SDG to Work On	40 hrs
Research Social Media Platforms & their Best Practices	40 hrs
Prepare Project Charter	99.2 hrs
Planning Phase	192 hrs
Quality Matrix (collecting and verifying)	344 hrs
Define Quality Metrics	24 hrs
Develop Quality Checklist	16 hrs
Conduct Quality Reviews	40 hrs
Implements Improvements	40 hrs
Quality Documentation	40 hrs
Quality Assurance Management	8 hrs
Webinar Management	8 hrs
Execution Phase	280 hrs
Webinar Management	48 hrs
Define Goals and Audience	8 hrs
Plan Webinar Content	8 hrs
Promote Webinar	40 hrs
Conduct Webinar	8 hrs
Collate Evidence for Final Report	8 hrs
Meeting 1	8 hrs
Meeting 2	8 hrs
Meeting 3	8 hrs
Meeting 4	8 hrs
Meeting 5	8 hrs
Closing Phase	0 hrs
Prepare Final Report	48 hrs
Compile All Documents	0 hrs

Resource Name	Work
Submit Presentation	0 hrs
Nour	1,299.2 hrs
Initiation Phase	272 hrs
Research SDGs	0 hrs
Identify SDG to Work On	40 hrs
Research Social Media Platforms & their Best Practices	40 hrs
Prepare Project Charter	99.2 hrs
Planning Phase	192 hrs
Outreach	8 hrs
Execution Phase	280 hrs
Outreach	200 hrs
Identify Speakers	40 hrs
Reach Out	40 hrs
Meeting 1	8 hrs
Meeting 2	8 hrs
Meeting 3	8 hrs
Meeting 4	8 hrs
Meeting 5	8 hrs
Closing Phase	0 hrs
Prepare Final Report	48 hrs
Submit Presentation	0 hrs
Fouad	1,587.2 hrs
Initiation Phase	272 hrs
Research SDGs	0 hrs
Identify SDG to Work On	40 hrs
Research Social Media Platforms & their Best Practices	40 hrs
Prepare Project Charter	99.2 hrs
Planning Phase	192 hrs
Social Media Posting	8 hrs
Execution Phase	280 hrs

Resource Name	Work
Social Media Posting	8 hrs
Execution Phase	280 hrs
Create Gmail Account	8 hrs
Create Instagram Account	8 hrs
Create Content for Posts	168 hrs
Captions for IG	24 hrs
Hashtags for IG	32 hrs
Publish Content on Social Media	184 hrs
Post 1	8 hrs
Post 2	8 hrs
Post 3	8 hrs
Post 5	8 hrs
Post 6	8 hrs
Post 7	8 hrs
Post 8	8 hrs
Post 9	8 hrs
Webinar Management	48 hrs
Define Goals and Audience	8 hrs
Plan Webinar Content	8 hrs
Choose Webinar Platform	8 hrs
Measure Success	8 hrs
Meeting 1	8 hrs
Meeting 2	8 hrs
Meeting 3	8 hrs
Meeting 4	8 hrs
Meeting 5	8 hrs
Closing Phase	0 hrs
Prepare Final Report	48 hrs
Submit Presentation	0 hrs
Saif	1,597.2 hrs
Initiation Phase	272 hrs
Research SDGs	0 hrs

<i>Research SDGs</i>	<i>0 hrs</i>
<i>Identify SDG to Work On</i>	<i>40 hrs</i>
<i>Research Social Media Platforms & their Best Practices</i>	<i>40 hrs</i>
<i>Prepare Project Charter</i>	<i>99.2 hrs</i>
<i>Planning Phase</i>	<i>192 hrs</i>
<i>Risk Assessment</i>	<i>240 hrs</i>
<i>Plan Risk Responses</i>	<i>50 hrs</i>
<i>Risk Reporting</i>	<i>200 hrs</i>
<i>Webinar Management</i>	<i>8 hrs</i>
<i>Execution Phase</i>	<i>280 hrs</i>
<i>Webinar Management</i>	<i>48 hrs</i>
<i>Define Goals and Audience</i>	<i>8 hrs</i>
<i>Plan Webinar Content</i>	<i>8 hrs</i>
<i>Choose Webinar Platform</i>	<i>8 hrs</i>
<i>Facilitate Participant Engagement</i>	<i>8 hrs</i>
<i>Collate Evidence for Final Report</i>	<i>8 hrs</i>
<i>Meeting 1</i>	<i>8 hrs</i>
<i>Meeting 2</i>	<i>8 hrs</i>
<i>Meeting 3</i>	<i>8 hrs</i>
<i>Meeting 4</i>	<i>8 hrs</i>
<i>Meeting 5</i>	<i>8 hrs</i>
<i>Closing Phase</i>	<i>0 hrs</i>
<i>Prepare Final Report</i>	<i>48 hrs</i>
<i>Submit Presentation</i>	<i>0 hrs</i>

A1.4 Quality Metrics

QID.	Metrics	V&V	Status
1.	Social Media Engagement (Target Followers: 50)	Implemented a structured posting schedule with relevant hashtags and a consistent theme to enhance audience reach.	Exceeded the target of 50 followers, achieving 55. Engagement strategies proved effective.
2.	Promotional Content Feedback	Collected 18 responses evaluating content engagement. 44.4% preferred announcements, while 55.6% favored interactive posts. 88.9% rated visuals highly (4 or 5 stars). 33.3% always noticed posts, while 44.4% sometimes did.	The content is visually appealing and engaging, but attention retention varies. Future posts should emphasize interactive content and better highlight product features.
3.	Audience Engagement & Content Relevance	Evaluated how relevant and informative content was. 50% found posts very informative, but 16.7% had neutral or negative views. 55.6% felt posts "somewhat" reflected Folio Primus's message, and 61.1% would recommend the page.	Most found the content useful, but some engagement gaps exist. Future improvements could include detailed product demonstrations, interactive elements (quizzes, polls), and clearer messaging.
4.	Webinar Registration & Audience Source Tracking (Target: 25 Registrations) (Actual: 11 Registrations)	Collected 11 responses from the registration page. 63.6% found the webinar via Instagram, while 36.4% were referred to by colleagues.	Instagram was the primary driver of sign-ups, confirming social media's effectiveness in reaching the target audience. However, alternative outreach strategies may help diversify sources.
5.	First Webinar Execution (Failed Webinar)	Experienced technical disruptions, last-minute unavailability of the external speaker, and content misalignment. Engagement was low, with only 16 participants.	The webinar was not successful, requiring a reassessment of content, technical setup, and speaker coordination.
6.	Second Webinar Execution (Target: 25 Attendees)	Adjusted the approach by improving content, resolving technical issues, securing speaker availability, and	The second webinar was successful, with no disruptions, better presentation flow, and higher audience engagement. Lessons from

	(Actual: 30 Attendees)	refining scripts and slides. The participant count increased to 30.	the first webinar contributed to significant improvements.
7.	Webinar Turnover Rate (Registrations vs. Attendance) (Registrations: 11) (Attendees: 30)	Compared 11 registrations to 29 actual participants, showing a 163.6% turnover rate, meaning more people attended than initially signed up. Additionally, compared to 55 Instagram followers, only 20% registered, but 52.7% attended without prior registration.	The webinar attracted more attendees than expected, suggesting strong outreach beyond pre-registrations. Future strategies could improve registration engagement while maintaining high turnout.
8.	Post-Webinar Feedback & Audience Reception	Used Slido to collect audience opinions on the webinar and the Folio Primus planner. A total of 18-19 respondents participated across different questions.	Feedback was highly positive, with over 70% of respondents rating 5 stars on informativeness, usefulness, and productivity potential.

A2 Risk & Issue Registers

A2.1 Risk Register

RID.	Risk	Probability	Impact	Recommendations
1.	Delay in Designing & Uploading Instagram Posts	Medium	Medium	Set a content calendar with deadlines. Assign specific tasks to team members and use scheduling tools.
2.	Webinar Underattendance	High	High	Promote through multiple channels and not just one platform. Use personal connections and incentives like certificates.
3.	Scheduling Conflicts and Team Availability	High	Medium	Use a scheduling tool like Google Calendar and set clear meeting times in advance after consulting all team members.
4.	Overdependence on One Speaker	Low	High	Have a backup speaker or co-host. Prepare slides and talking points so another member can step in if needed
5.	Lack of Constructive Feedback after the Webinar	Medium	Medium	Create a post-webinar feedback form. Encourage attendees to share their thoughts and suggestions. Offer an incentive for completing the survey.
6.	Inefficient Time Management for Tasks	Medium	Medium	Use a task management tool like Notion, or Google Sheets. Set weekly deadlines and check-in meetings to monitor progress
7.	Inadequate Documentation	Low	High	Schedule periodic documentation reviews to check for missing details and verify accuracy before finalizing reports.

A2.2 Issue Register

RID.	Issue	Impact	Recommendations
1.	Webinar Rescheduling and Execution	High	Ensure future webinars have multiple technical test runs, backup speakers, and presentation materials prepared earlier.
2.	Sudden Reallocation of Tasks for Members	Low	Clearly define roles and responsibilities from the start and maintain flexibility in workload distribution. Keep a contingency plan in place for task reallocation.
3.	Low Webinar Registrations	High	Promote through multiple channels instead of relying on one platform. Use personal connections, send direct invitations, and offer incentives like certificates to encourage sign-ups.
4.	Lack of Social Media Reach to Audience & Target Users	Medium	Use targeted ads, collaborations, and engaging content (polls, Q&A, reels). Track engagement metrics and adjust strategies accordingly. Word-of-mouth and other external marketing strategies could be investigated.

A3. Project Performance Report

A3.1 Status Report 1

All status reports have been attached as an object. Double-click on each status report to open the entire document.



Idea Confirmation and Assigning of Role

Attendees	Ameera, Abdul Shafey, Abdulelah, Abdulrahman, Amanullah, Cathleen, Fouad, Ibraheem, Nour, Saif
Created by	Cathleen Mayla
Date	@December 9, 2024
Last edited by	amer
Meeting type	Offline
Overall Project Status	On Track

Project Performance Status Report

📌 **Project Name:** Folio Primus: AI Planner

1. Project Summary

✓ **Current Phase:** Planning and Initiation

✓ **Key Accomplishments:**

- Conducted research on sustainability and digital planning tools.
- Finalized planner features and key differentiators.
- Assigned roles and responsibilities to team members.
- Developed campaign strategy and webinar outline.

2. Schedule Status

📅 **Planned vs. Actual Timeline:**

Milestone	Planned Date	Actual/Forecast Date	Status
Research & Planning	Week 1-4	Week 1-4	Completed
Project Charter Submission	Week 5	Week 5	On Track
Campaign Development & Prep	Week 6-7	Week 6-7	In Progress
Webinar Execution	Week 9	Week 9	On Track
Final Report & Presentations	Week 12-13	Week 12-13	On Track

3. Work Breakdown Structure (WBS) Status Update

Phase	Task	Status
Initiation Phase	Research SDGs	Completed
	Identify SDG to Work On	Completed
	Develop Technology-Based Solution	In Progress
	Research Social Media Platforms	Completed
	Prepare Project Charter	In Progress
	Submit Project Charter	Pending
Planning Phase	Project Plan	In Progress
	Scope Definition	In Progress
	WBS	Completed
	Project Schedule	Completed
	Workload Matrix	In Progress
	Risk Assessment	In Progress
	Risk Identification and Analysis	In Progress
	Create Risk Register	Pending
	Plan Risk Responses	Pending
	Monitor and Track Risks	Pending
	Communicate Risks	Pending
	Risk Reporting	Pending
	Quality Matrix	Pending
	Assign Roles and Responsibilities	Completed

	Project Plan Presentation and Submission	Pending
Execution Phase	Poster Designs	Pending
	Collect References	Completed
	Design Formats for Instagram	Pending
	Create Social Media Accounts	Pending
	Create Captions for Posts	Pending
	Hashtags	Pending
	Social Media Engagement Tracking	Pending
	Create Posting Schedule	Pending
	Publish Content on Social Media	Pending
	User Feedback Surveys	Pending
	Identify Speakers	Pending
	Draft Format	Pending
	Reach Out to Speakers	Pending
	Finalize Speaker Arrangements	Pending
	Define Goals and Audience	Pending
	Plan the Webinar Content	Pending
	Choose the Webinar Platform	Pending
	Promote the Webinar	Pending
	Facilitate Participant Engagement	Pending
	Measure Success	Pending
	Maintain Engagement	Pending
	Collate Evidence for the Final Report	Pending
Closing Phase	Preparing Final Report	Pending
	Compile Lessons Learned	Pending
	Project Performance Report	Pending
	Submit Final Report	Pending
	Submit Presentation	Pending

4. Risk & Issue Log

Risk	Likelihood	Impact	Mitigation Strategy
Delays in social media content approvals	Medium	Medium	Streamline review process with a predefined approval timeline.
Team workload imbalance	Medium	Medium	Reassign tasks based on workload analysis and priorities.
Low webinar attendance	Medium	High	Implement early promotions, send reminders, and offer engagement incentives.
Speaker availability conflicts	High	High	Secure backup speakers and create contingency plans.
Technical issues during webinar	Medium	High	Conduct pre-webinar tech checks and have backup devices.

5. Changes & Updates

1. Webinar Promotion Strategy Enhancement:

- Added direct outreach to target audiences.
- Early-bird sign-ups incentivized to increase participation.

2. Social Media Content Strategy Revamp:

- initial meeting to discuss content, scope, theme, and posting schedule with the PM

3. New Task Addition: Webinar rehearsal to avoid execution issues.

4. Risk Management Adjustment: Increased monitoring frequency to address potential risks proactively.

6. Next Steps

1. Finalize and submit the Project Charter (Week 5).
2. Complete and schedule social media promotional materials.

3. Conduct outreach to webinar guest speakers and confirm participation.
4. Begin webinar preparations: make slides, outreach
5. Monitor risk factors and adjust mitigation strategies as needed.

A3.2 Status Report 2



Project Deadline Meeting

≡ Attendees	Ameera, Abdul Shafey, Abdulelah, Abdulrahman, Amanullah, Cathleen, Fouad, Ibraheem, Nour, Saif
⌚ Created by	⌚ Cathleen Mayla
📅 Date	@December 30, 2024
🕒 Last edited by	🕒 amer
≡ Meeting type	Offline
≡ Overall Project Status	On Track

Project Performance Status Report

✗ **Project Name:** Folio Primus: AI Planner

1. Project Summary

✓ **Current Phase:** Execution

✓ **Key Accomplishments:**

- Reviewed upcoming deadlines and finalized responsibilities.
- Ensured Project Charter sections were reviewed and approved.
- Verified Project Plan feasibility, accuracy, and resource allocation.
- Assigned tasks for Individual Presentations & Reports preparation.
- Began initial outreach for webinar speakers and content structuring.

✗ **Upcoming Milestones:**

- Week 5:** Project Charter Submission (Ameera to ensure finalization).

- **Week 7:** Project Plan Submission (Ameera to oversee, Amanullah to check risk factors).
 - **Week 9:** Social Media Campaign Launch & Webinar Planning Kickoff.
 - **Week 13:** Individual Presentations & Reports Submission (Each member must prepare).
-

2. Schedule Status

Planned vs. Actual Timeline:

Task	Planned Date	Actual Date	Status
Project Charter Finalization	Week 5	Week 5	 Completed
Project Plan Finalization	Week 7	In Progress	 Ongoing
Social Media Campaign Setup	Week 7-8	Planned	 Pending
Webinar Speaker Confirmation	Week 8	Planned	 Pending
Individual Reports Preparation	Week 13	Planned	 Pending

3. Work Breakdown Structure (WBS) Status Update

Phase	Task	Status
Initiation Phase	Research SDGs	 Completed
	Identify SDG to Work On	 Completed
	Develop Technology-Based Solution	 Completed
	Research Social Media Platforms	 Completed
	Prepare Project Charter	 Completed
	Submit Project Charter	 Completed
Planning Phase	Project Plan	 In Progress
	Scope Definition	 Completed
	WBS	 Completed
	Project Schedule	 Completed
	Workload Matrix	 Completed
	Risk Assessment	 In Progress

	Risk Identification and Analysis	In Progress
	Create Risk Register	Pending
	Plan Risk Responses	Pending
	Monitor and Track Risks	Pending
	Communicate Risks	Pending
	Risk Reporting	Pending
	Quality Matrix	Pending
	Assign Roles and Responsibilities	Completed
	Project Plan Presentation and Submission	Pending
Execution Phase	Poster Designs	Completed
	Collect References	Completed
	Design Formats for Instagram	Completed
	Create Social Media Accounts	Completed
	Create Captions for Posts	Pending
	Hashtags	Pending
	Social Media Engagement Tracking	Pending
	Create Posting Schedule	Pending
	Publish Content on Social Media	Pending
	User Feedback Surveys	Pending
	Identify Speakers	In Progress
	Draft Format	Pending
	Reach Out to Speakers	In Progress
	Finalize Speaker Arrangements	Pending
	Define Goals and Audience	Pending
	Plan the Webinar Content	Pending
	Choose the Webinar Platform	Pending
	Promote the Webinar	Pending
	Facilitate Participant Engagement	Pending
	Measure Success	Pending

	Maintain Engagement	Pending
	Collate Evidence for the Final Report	Pending
Closing Phase	Preparing Final Report	Pending
	Compile Lessons Learned	Pending
	Project Performance Report	Pending
	Submit Final Report	Pending
	Submit Presentation	Pending

4. Risk & Issue Log

Identified Risks:

Risk	Likelihood	Impact	Mitigation Strategy
Potential delays in Project Plan submission	Medium	Medium	Amanullah & Saif are reviewing.
Social media content engagement is lower than expected	Medium	High	Testing and adjusting posting schedule based on insights.
Difficulty securing webinar speakers	High	High	Expanding speaker outreach efforts and confirming backups.
Formatting and submission responsibility clarifications	Medium	Medium	Ameera is consolidating final document format before submission.
Technical difficulties for online webinar	Medium	High	Conduct pre-webinar platform tests and have backup plans.

5. Changes & Updates

1. **Project Charter Submitted Successfully.**
2. **Added Social Media Campaign as a Milestone** (Week 7-8) to prepare content in advance.

- 3. Introduced Speaker Outreach as an Active Task** to ensure webinar preparation is on track.
- 4. Revised Risk Register to Include Webinar & Social Media Issues.**
- 5. Progress on Risk Assessment is now an Active Task, not pending.**

A3.3 Status Report 3



Content Strategy Development & Webinar Execution Strategy

Attendees	Ameera, Abdul Shafey, Abdulelah, Abdulrahman, Amanullah, Cathleen, Fouad, Ibraheem, Nour, Saif
Created by	Cathleen Mayla
Date	@January 13, 2025
Last edited by	amer
Meeting type	Offline
Overall Project Status	On Track

Project Performance Status Report

📌 **Project Name:** Folio Primus: AI Planner

1. Project Summary

✓ **Current Phase:** Execution

✓ **Key Accomplishments:**

- Finalized **social media content strategy** (Abdulrahman Gamil, Fouad, Cathleen).
- Defined **webinar content and key topics** (Abdul Shafey, Abdulelah).
- Outlined **risk identification methods** (Amanullah, Saif).
- Drafted **initial webinar format** (Abdulelah, Nour).
- Finalized **quality checklist for speakers** (Ameera, Nour).

📌 Upcoming Milestones:

- Assign tasks for webinar content preparation (Abdul Shafey, Abdulelah).
- Develop audience engagement strategies (Saif).
- Begin webinar promotion and scheduling.

2. Schedule Status

📅 Planned vs. Actual Timeline:

Task	Planned Date	Actual Date	Status
Social Media Content Strategy	Week 5	On Track	✓ Completed
Define Webinar Topics	Week 5	On Track	✓ Completed
Risk Identification Planning	Week 5	In Progress	⌚ Ongoing
Initial Webinar Format Draft	Week 5-6	In Progress	⌚ Ongoing
Quality Checklist for Speakers	Week 6	Pending	⌚ Pending
Webinar Content Assignment	Week 6-7	Planned	⌚ Pending
Audience Engagement Strategies	Week 7	Planned	⌚ Pending

⚠ Delays & Justifications:

- Risk identification details need further refinement.

✓ Corrective Actions Taken:

- Amanullah and Saif are reviewing additional risk assessment models for webinar planning.

3. Work Breakdown Structure (WBS) Status Update

Phase	Task	Status
Initiation Phase	Research SDGs	✓ Completed
	Identify SDG to Work On	✓ Completed
	Develop Technology-Based Solution	✓ Completed
	Research Social Media Platforms	✓ Completed

	Prepare Project Charter	Completed
	Submit Project Charter	Completed
Planning Phase	Project Plan	Completed
	Scope Definition	Completed
	WBS	Completed
	Project Schedule	Completed
	Workload Matrix	Completed
	Risk Assessment	In Progress
	Risk Identification and Analysis	In Progress
	Create Risk Register	In Progress
	Plan Risk Responses	In Progress
	Monitor and Track Risks	In Progress
	Communicate Risks	Pending
	Risk Reporting	Pending
	Quality Matrix	In Progress
	Assign Roles and Responsibilities	Completed
	Project Plan Presentation and Submission	In Progress
Execution Phase	Poster Designs	Completed
	Collect References	Completed
	Design Formats for Instagram	Completed
	Create Social Media Accounts	Completed
	Create Captions for Posts	In Progress
	Hashtags	In Progress
	Social Media Engagement Tracking	In Progress
	Create Posting Schedule	In Progress
	Publish Content on Social Media	Pending
	User Feedback Surveys	Pending
	Identify Speakers	In Progress
	Draft Format	Pending

	Reach Out to Speakers	In Progress
	Finalize Speaker Arrangements	Pending
	Define Goals and Audience	Completed
	Plan the Webinar Content	Pending
	Choose the Webinar Platform	Completed
	Promote the Webinar	Pending
	Facilitate Participant Engagement	Pending
	Measure Success	Pending
	Maintain Engagement	Pending
	Collate Evidence for the Final Report	Pending
Closing Phase	Preparing Final Report	Pending
	Compile Lessons Learned	Pending
	Project Performance Report	Pending
	Submit Final Report	Pending
	Submit Presentation	Pending

4. Risk & Issue Log

Identified Risks:

Risk	Likelihood	Impact	Mitigation Strategy
Low audience engagement in webinar	Medium	High	Saif to refine audience engagement strategy.
Unstructured webinar flow due to pending format finalization	Medium	High	Abdullah & Nour to complete the format draft by Week 6.

Issues Encountered & Mitigation:

- Delays in defining risk identification methods.
 - **Solution:** Amanullah & Saif to finalize by mid Week 6.

5. Changes & Updates

1. **Refined Social Media Strategy** to include a structured posting schedule.
2. **Expanded Risk Identification Methods** with additional models under review.
3. **Clarified Webinar Responsibilities** by assigning clear tasks for content preparation.
4. **Revised Audience Engagement Strategies** to ensure proactive engagement.

A3.4 Status Report 4



Risk Management & Contingency Planning

Attendees	Ameera, Abdul Shafey, Abdulelah, Abdulrahman, Amanullah, Cathleen, Fouad, Ibraheem, Nour, Saif
Created by	Cathleen Mayla
Date	@January 27, 2025
Last edited by	amer
Meeting type	Offline
Overall Project Status	On Track

Project Performance Status Report

📌 **Project Name:** Folio Primus: AI Planner

1. Project Summary

✓ **Current Phase:** Execution

✓ **Key Accomplishments:**

- Reviewed identified risks and mitigation plans (Amanullah, Saif).
- Updated risk register and weekly reports (Amanullah).
- Ensured proper communication tracking for risk events (Saif).
- Refined risk evaluation framework to improve risk mitigation accuracy.

📌 **Upcoming Milestones:**

- Finalize contingency planning.

- Integrate updated risk measures into the report.
- Establish real-time risk tracking documentation.

2. Schedule Status

Planned vs. Actual Timeline:

Task	Planned Date	Actual Date	Status
Risk Identification Review	Week 5	Week 5	 Completed
Risk Register & Weekly Reports Update	Week 5-6	In Progress	 Ongoing
Communication Tracking for Risk Events	Week 6	In Progress	 Ongoing
Contingency Strategy Adjustments	Week 7	Planned	 Pending
Risk Escalation Documentation	Week 7	Planned	 Pending

Delays & Justifications:

- Some risk areas need deeper evaluation before finalizing mitigation strategies.
- Additional time required to establish a real-time risk tracking system.

Corrective Actions Taken:

- Amanullah and Saif are refining risk evaluation frameworks to ensure accuracy.
- Team is implementing structured documentation to improve risk communication.

3. Work Breakdown Structure (WBS) Status Update

Phase	Task	Status
Initiation Phase	Research SDGs	 Completed
	Identify SDG to Work On	 Completed
	Develop Technology-Based Solution	 Completed
	Research Social Media Platforms	 Completed

	Prepare Project Charter	<input checked="" type="checkbox"/> Completed
	Submit Project Charter	<input checked="" type="checkbox"/> Completed
Planning Phase	Project Plan	<input checked="" type="checkbox"/> Completed
	Scope Definition	<input checked="" type="checkbox"/> Completed
	WBS	<input checked="" type="checkbox"/> Completed
	Project Schedule	<input checked="" type="checkbox"/> Completed
	Workload Matrix	<input checked="" type="checkbox"/> Completed
	Risk Assessment	In Progress
	Risk Identification and Analysis	<input checked="" type="checkbox"/> Completed
	Create Risk Register	<input checked="" type="checkbox"/> Completed
	Plan Risk Responses	In Progress
	Monitor and Track Risks	In Progress
	Communicate Risks	In Progress
	Risk Reporting	Pending
	Quality Matrix	In Progress
	Assign Roles and Responsibilities	<input checked="" type="checkbox"/> Completed
	Project Plan Presentation and Submission	<input checked="" type="checkbox"/> Completed
Execution Phase	Poster Designs	<input checked="" type="checkbox"/> Completed
	Collect References	<input checked="" type="checkbox"/> Completed
	Design Formats for Instagram	<input checked="" type="checkbox"/> Completed
	Create Social Media Accounts	<input checked="" type="checkbox"/> Completed
	Create Captions for Posts	<input checked="" type="checkbox"/> Completed
	Hashtags	<input checked="" type="checkbox"/> Completed
	Social Media Engagement Tracking	In Progress
	Create Posting Schedule	In Progress
	Publish Content on Social Media	In Progress
	User Feedback Surveys	Pending
	Identify Speakers	<input checked="" type="checkbox"/> Completed
	Draft Format	In Progress

	Reach Out to Speakers	In Progress
	Finalize Speaker Arrangements	Pending
	Define Goals and Audience	Completed
	Plan the Webinar Content	In Progress
	Choose the Webinar Platform	Completed
	Promote the Webinar	In Progress
	Facilitate Participant Engagement	Pending
	Measure Success	Pending
	Maintain Engagement	Pending
	Collate Evidence for the Final Report	Pending
Closing Phase	Preparing Final Report	Pending
	Compile Lessons Learned	Pending
	Project Performance Report	Pending
	Submit Final Report	Pending
	Submit Presentation	Pending

4. Risk & Issue Log

Identified Risks:

Risk	Likelihood	Impact	Mitigation Strategy
Unidentified risk factors delaying mitigation strategy completion	Medium	High	Deep dive analysis on all risk components before Week 7.
Communication breakdown in tracking risk events	Medium	High	Implement real-time risk tracking system for better reporting.
Inconsistent reporting in weekly risk logs	Medium	Medium	Standardize report structure and enforce weekly check-ins.

Issues Encountered & Mitigation:

- Need for additional clarity on risk impact assessment.

- **Solution:** Team will refine risk evaluation categories for more accurate reporting.
-

5. Changes & Updates

1. **Expanded Risk Evaluation Framework** for a more comprehensive analysis.
2. **Integrated Real-Time Risk Tracking System** to improve mitigation response.
3. **Standardized Weekly Risk Report Format** to ensure consistency.
4. **Refined Contingency Planning Strategy** to address evolving risks.
5. **Updated Risk Register** to include deeper risk classifications.

A3.5 Status Report 5



Post-Webinar Analytics & Report Compilation

Attendees	Ameera, Abdul Shafey, Abdulelah, Abdulrahman, Amanullah, Cathleen, Fouad, Ibraheem, Nour, Saif
Created by	Cathleen Mayla
Date	@March 3, 2025
Last edited by	amer
Meeting type	Offline
Overall Project Status	On track

Project Performance Status Report

Project Name: Folio Primus: AI Planner

1. Project Summary

Current Phase: Closing

Key Accomplishments:

- Conducted the **webinar successfully** with participant engagement tracking (Fouad, Nour, Saif).
- Analyzed **feedback & survey responses** to assess webinar impact (Saif).
- Compiled **final webinar success metrics** (Abdul Shafey).
- Identified **improvements for future events** and prepared the lessons learned report (Cathleen).

- Summarized the event's impact in the final report (Ameera, Amanullah).

 **Upcoming Milestones:**

- Complete final project performance report.
- Submit lessons learned and recommendations.
- Finalize and submit presentation materials.
- Conduct final project review meeting.

2. Schedule Status

 **Planned vs. Actual Timeline:**

Task	Planned Date	Actual Date	Status
Conduct Webinar	Week 8	Week 8	 Completed
Gather Engagement & Participant Data	Week 9	In Progress	 Ongoing
Analyze Feedback & Survey Responses	Week 9	In Progress	 Ongoing
Compile Final Webinar Metrics	Week 9	Planned	 Pending
Identify Lessons Learned	Week 10	Planned	 Pending
Final Report Compilation	Week 10	Planned	 Pending
Final Presentation Preparation	Week 11	Planned	 Pending

 **Delays & Justifications:**

- Additional time needed to process and analyze webinar feedback.
- Compilation of success metrics requires final data validation.

 **Corrective Actions Taken:**

- Data validation and review process accelerated.
- Cross-team review for consistency in final reporting.

3. Work Breakdown Structure (WBS) Status Update

Phase	Task	Status
Initiation Phase	Research SDGs	<input checked="" type="checkbox"/> Completed
	Identify SDG to Work On	<input checked="" type="checkbox"/> Completed
	Develop Technology-Based Solution	<input checked="" type="checkbox"/> Completed
	Research Social Media Platforms	<input checked="" type="checkbox"/> Completed
	Prepare Project Charter	<input checked="" type="checkbox"/> Completed
	Submit Project Charter	<input checked="" type="checkbox"/> Completed
Planning Phase	Project Plan	<input checked="" type="checkbox"/> Completed
	Scope Definition	<input checked="" type="checkbox"/> Completed
	WBS	<input checked="" type="checkbox"/> Completed
	Project Schedule	<input checked="" type="checkbox"/> Completed
	Workload Matrix	<input checked="" type="checkbox"/> Completed
	Risk Assessment	<input checked="" type="checkbox"/> Completed
	Risk Identification and Analysis	<input checked="" type="checkbox"/> Completed
	Create Risk Register	<input checked="" type="checkbox"/> Completed
	Plan Risk Responses	<input checked="" type="checkbox"/> Completed
	Monitor and Track Risks	<input checked="" type="checkbox"/> Completed
	Communicate Risks	<input checked="" type="checkbox"/> Completed
	Risk Reporting	<input checked="" type="checkbox"/> Completed
	Quality Matrix	<input checked="" type="checkbox"/> Completed
Execution Phase	Assign Roles and Responsibilities	<input checked="" type="checkbox"/> Completed
	Project Plan Presentation and Submission	<input checked="" type="checkbox"/> Completed
	Poster Designs	<input checked="" type="checkbox"/> Completed
	Collect References	<input checked="" type="checkbox"/> Completed
	Design Formats for Instagram	<input checked="" type="checkbox"/> Completed
	Create Social Media Accounts	<input checked="" type="checkbox"/> Completed
	Create Captions for Posts	<input checked="" type="checkbox"/> Completed
	Hashtags	<input checked="" type="checkbox"/> Completed
	Social Media Engagement Tracking	<input checked="" type="checkbox"/> Completed

	Create Posting Schedule	<input checked="" type="checkbox"/> Completed
	Publish Content on Social Media	<input checked="" type="checkbox"/> Completed
	User Feedback Surveys	<input checked="" type="checkbox"/> Completed
	Identify Speakers	<input checked="" type="checkbox"/> Completed
	Draft Format	<input checked="" type="checkbox"/> Completed
	Reach Out to Speakers	<input checked="" type="checkbox"/> Completed
	Finalize Speaker Arrangements	<input checked="" type="checkbox"/> Completed
	Define Goals and Audience	<input checked="" type="checkbox"/> Completed
	Plan the Webinar Content	<input checked="" type="checkbox"/> Completed
	Choose the Webinar Platform	<input checked="" type="checkbox"/> Completed
	Promote the Webinar	<input checked="" type="checkbox"/> Completed
	Facilitate Participant Engagement	<input checked="" type="checkbox"/> Completed
	Measure Success	<input checked="" type="checkbox"/> Completed
	Maintain Engagement	<input checked="" type="checkbox"/> Completed
	Collate Evidence for the Final Report	In Progress
Closing Phase	Preparing Final Report	In Progress
	Compile Lessons Learned	In Progress
	Project Performance Report	In Progress
	Submit Final Report	Pending
	Submit Presentation	Pending

4. Risk & Issue Log

Identified Risks:

Risk	Likelihood	Impact	Mitigation Strategy
Delayed final report submission	Medium	High	Allocate extra review time and ensure all data is validated in time.
Gaps in survey response data	Medium	Medium	Cross-check survey collection process and ensure comprehensive reporting.

Lessons learned documentation lacks insights	Medium	Medium	Conduct follow-up discussion with key contributors for additional input.
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A Issues Encountered & Mitigation:

- Some inconsistencies in webinar engagement tracking.
 - **Solution:** Review collected data and apply standard reporting metrics.
- Need for a structured approach to summarizing webinar impact.
 - **Solution:** Implement a summary framework for uniformity.

5. Changes & Updates

1. **All Execution Phase Tasks Completed**, transitioning to final reporting.
2. **Engagement & Data Analysis Phase Added** to capture webinar effectiveness.
3. **Expanded Final Report Scope** to include participant insights and feedback trends.
4. **Refined Lessons Learned Process** to identify key takeaways and recommendations.
5. **Final Presentation Drafting Initiated** to summarize project outcomes.

A4. Lesson Learnt Report

LLID.	What went well	What needed improvement	Recommendation
1	Surpassed the Instagram follower goal (55/50).	Communication issues among team members.	Establish clearer communication channels and schedule regular check-ins to ensure team alignment.
2	Exceeded the webinar participant goal (29/25).	The webinar had to be rescheduled and conducted again.	Improve pre-webinar testing and implement a contingency plan to prevent rescheduling.
3	Successfully documented campaign activities.	Some group members had a significantly heavier workload than others.	Distribute tasks more evenly using a workload matrix and ensure fair delegation of responsibilities.
4	Received positive feedback on Instagram campaign materials.	Unable to invite a guest speaker as they all declined at the last minute.	Secure multiple potential speakers in advance and have backup options.
5	Received positive feedback after the webinar.	Technical issues occurred during the webinar, affecting the user experience.	Conduct multiple testruns before the event and have technical support measures in place.
6	Despite delays, the project was completed before the deadline.	Some tasks were underestimated in terms of time required.	Improve time estimation in future projects by factoring in buffer time.
7	Social media engagement exceeded expectations, with strong interactions.	Some posts had inconsistent branding due to multiple contributors.	Develop a standardized template or style guide to ensure uniform branding across all posts.
8	Adaptability despite setbacks (webinar reschedule, speaker cancellations), the team adjusted and delivered.	Lack of contingency planning for unforeseen issues.	Always prepare a risk management plan with alternative solutions for critical tasks.

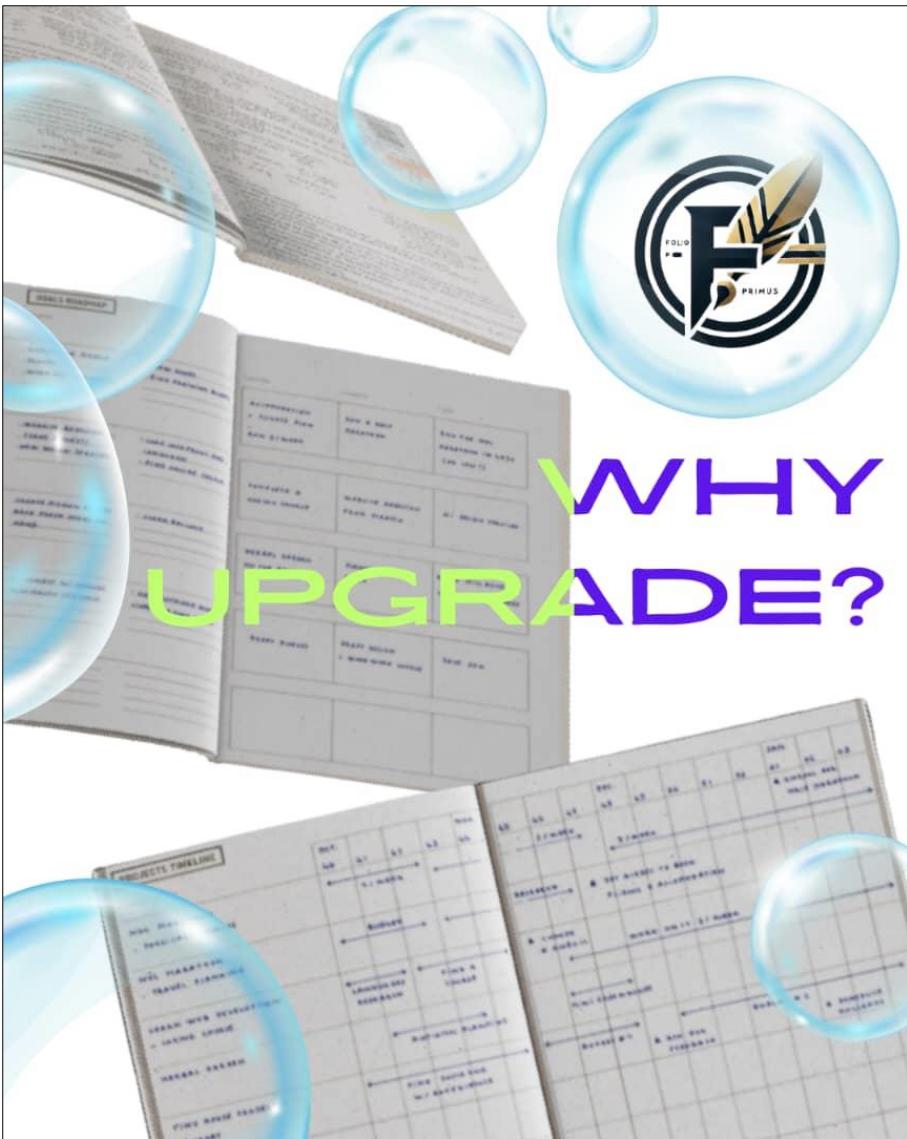
A5. Workload Matrix

No.	Student Name	ID	Tasks	Documentation
1	AMEERA ABDUL SATHAR	TP070736	Project Manager: Planning Oversight, Documentation Lead, Workload Distribution, Project Plan Presentation	SDG Research, Project Charter Compilation, Project Plan, Final Report Compilation
2	ABDUL SHAFEY KHAN	TP071166	Webinar Engagement & Quality Control: Conduct Quality Reviews, Implement Improvements, Success Metrics, Collate Final Report Evidence	SDG Research, Project Charter, Quality Matrix, Webinar Evidence Documentation
3	ABDULELAH HUSSEIN ABDULRAHMAN AL-KAF	TP069319	Outreach & Speaker Management: Identify Speakers, Draft Webinar Format, Finalize Speaker Arrangements, Facilitate Participant Engagement	Project Charter, Outreach Content Drafts, Product Promotion, Speaker Documentation
4	ABDULRAHMAN GAMIL MOHAMMED AHMED	TP071012	Social Media Content Management & Quality Control: Create Captions, Hashtags, Track Social Media Engagement, Create Posting Schedule	SDG Research, Social Media Strategy Report, Quality Checklist
5	AMANULLAH GHauri	TP071215	Risk Management: Risk Identification, Risk Analysis, Risk Monitoring, Risk Reporting	Project Charter, Risk Register, Weekly Risk Reports
6	CATHLEEN MAYLA AATHIFA ARDA	TP067245	Design & Branding: Poster Designs, Format Creation, Visual Content for Instagram, Content Reviews	SDG Research, Project Charter, Content Designing, Visual Report, Final Report Compilation
7	FOUAD MOHAMED FOUAD ISMAIL	TP069613	Social media & Engagement: Publish Content, Manage Hashtags, Engagement Tracking, Promote Webinar, Measure Success	Engagement tracking & Growth Analytics Tracking Report

8	IBRAHEEM MOHAMMED IMADELDIN AWAD	TP070765	Quality Control & Speaker Management: Develop Quality Checklist, Final Speaker Confirmation	SDG Research, Project Charter, Quality Control Documentation, Final Report Compilation
9	NOUR AHMED ABDELMONEIM ABDELAZIZ	TP068768	Webinar & Outreach Assistant: Promote Webinar, Maintain Engagement, Post-Webinar Content, Assist in Speaker Coordination	Outreach Documentation, Webinar Engagement, Feedback Reports
10	SAIF WALEED ABDELRAHMAN SAYED ABDELSALAM	TP068702	Risk & Communication: Risk Identification, Report Compilation, Conduct Surveys, Maintain Participant Engagement	Engagement Tracking Report, Survey Reports, Risk Report

A6. Social Media Campaign





WHY UPGRADE?

10

Seamless Digital Integration – Your handwritten notes sync instantly with your digital devices.

Eco-Friendly & Sustainable – Made from recyclable materials with reusable pages, reducing waste.

AI-Powered Smart Planning – Get intelligent reminders and personalized scheduling insights.



Digital Planning Made *Sustainable*





 Auto-Syncs with Your Digital Calendar

- Say goodbye to manual entries—anything you write in your planner automatically updates Google Calendar, or Outlook.
- Easily set tasks, deadlines, and events.



 Smart Reminders & Notifications

- Never miss an important deadline again!
- The planner sends timely alerts to keep you organized for meetings, assignments, and tasks.





Never miss an important update.









A7. Promotional Material Feedback Form & Responses

<p>Folio Primus Marketing Feedback</p> <p>Hello everyone,</p> <p>We appreciate your support! This form is designed to gather your feedback on our Instagram page @folio_primus</p> <p>https://www.instagram.com/folio_primus</p> <p>Your insights will help us improve our content and provide a better experience for you.</p> <p>Please take a few minutes to share your thoughts. Your feedback is valuable to us!</p> <p>Thank you for your time!</p>	<p>2. Do our posts catch your attention while scrolling?</p> <p><input type="radio"/> Yes, always <input type="radio"/> Sometimes <input type="radio"/> Rarely <input type="radio"/> Not at all</p> <p>3. How relevant do you find our content to your interests?</p> <p><input type="radio"/> Very relevant <input type="radio"/> Somewhat relevant <input type="radio"/> Neutral <input type="radio"/> Not relevant</p> <p>4. Do our posts provide useful information?</p> <p><input type="radio"/> Yes, very informative <input type="radio"/> Somewhat informative <input type="radio"/> Neutral <input type="radio"/> Not informative at all</p>
<p>1. What type of content do you find most engaging on our page?</p> <p><input type="radio"/> Informational posts <input type="radio"/> Announcements & updates <input type="radio"/> Aesthetic visuals & designs <input type="radio"/> Interactive content (polls, Q&A, etc.)</p> <p>On a scale of 1-5, how visually appealing do you find our Instagram posts? (1 = Not appealing, 5 = Very appealing)</p> <p>1 2 3 4 5</p> <p><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p>	

5. What would you like to see more of in our posts?

- More detailed explanations of features
- Interactive posts (polls, quizzes, etc.)
- Other: _____

6. How well do our Instagram posts reflect our message?

- Very well
- Somewhat well
- Neutral
- Poorly

7. What improvements would you suggest for our Instagram content? (Open-ended response)

Your answer

8. Would you recommend our page to others interested in digital planning?

- Yes, definitely
- Maybe
- No

18 responses

Link to Sheets

Summary Question Individual

1. What type of content do you find most engaging on our page?

18 responses

Copy chart

A pie chart with three segments. The largest segment is red, labeled 44.4%. The second largest is blue, labeled 27.8%. The smallest segment is orange, labeled 27.8%. The legend indicates: Informational posts (blue), Announcements & updates (red), Aesthetic visuals & designs (orange), and Interactive content (polls, Q&A, etc.) (green).

Content Type	Percentage
Informational posts	27.8%
Announcements & updates	44.4%
Aesthetic visuals & designs	27.8%
Interactive content (polls, Q&A, etc.)	0%

On a scale of 1-5, how visually appealing do you find our Instagram posts?
(1 = Not appealing, 5 = Very appealing)

18 responses

Copy chart

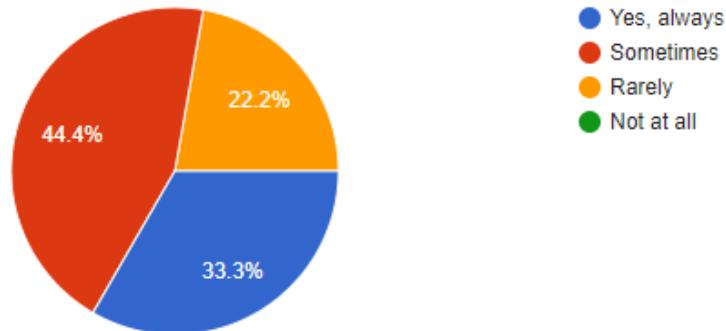
A bar chart showing the number of responses for each rating from 1 to 5. The y-axis ranges from 0.0 to 10.0. Rating 1 has 0 responses (0%). Rating 2 has 0 responses (0%). Rating 3 has 2 responses (11.1%). Rating 4 has 7 responses (38.9%). Rating 5 has 9 responses (50%).

Rating	Count	Percentage
1	0	0%
2	0	0%
3	2	11.1%
4	7	38.9%
5	9	50%

2. Do our posts catch your attention while scrolling?

18 responses

 Copy chart

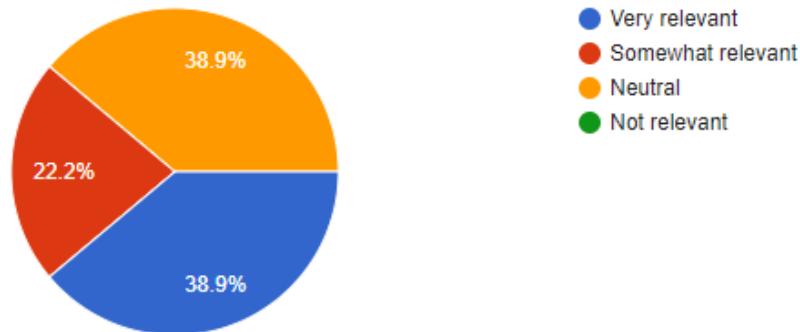


- Yes, always
- Sometimes
- Rarely
- Not at all

3. How relevant do you find our content to your interests?

18 responses

 Copy chart

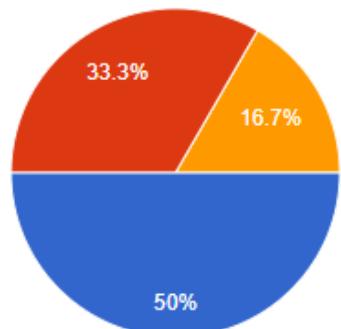


- Very relevant
- Somewhat relevant
- Neutral
- Not relevant

4. Do our posts provide useful information?

18 responses

 Copy chart

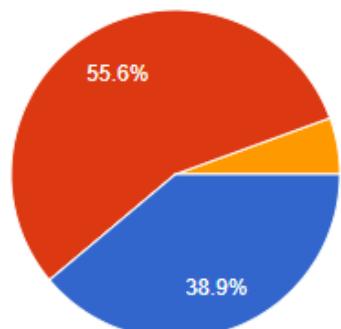


- Yes, very informative
- Somewhat informative
- Neutral
- Not informative at all

5. What would you like to see more of in our posts?

18 responses

 Copy chart

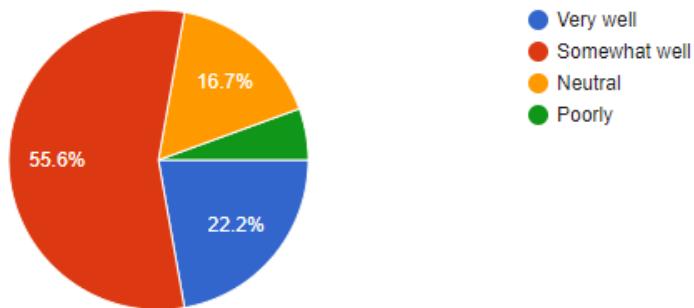


- More detailed explanations of features
- Interactive posts (polls, quizzes, etc.)
- Maybe demonstrations of the product.

6. How well do our Instagram posts reflect our message?

18 responses

 Copy chart



- Very well
- Somewhat well
- Neutral
- Poorly

7. What improvements would you suggest for our Instagram content? (Open-ended response)

6 responses

Increased volume of posts on the features of the product.

Be Better

-

Nothing

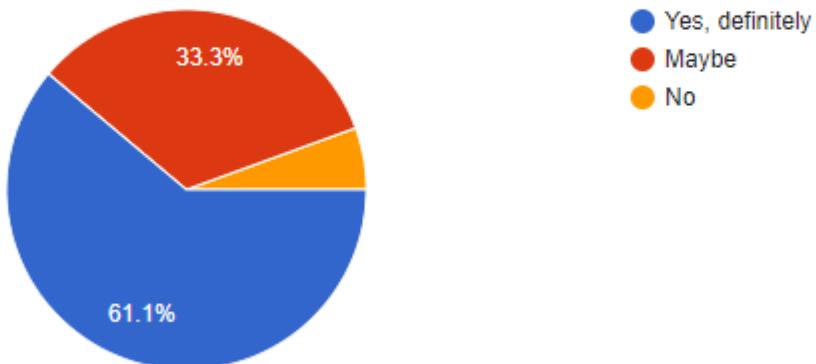
more exciting quizzes to keep engaged

It's ok.

8. Would you recommend our page to others interested in digital planning?

 Copy chart

18 responses



A8. Webinar Registration Form & Responses

Folio Primus Planner Webinar
Registration

Event Details:

- ★ **Date:** 28 February 2025
- ⌚ **Time:** 9:30 AM - 10:30 AM
- 📍 **Location:** Google Meet (Webinar link will be provided upon registration)

* Indicates required question

Name: *

Your answer

Email:

Your answer

How did you hear about the webinar? *

Instagram

Friend/Colleague

Other: _____

By submitting this form, I confirm that I am registering for the Folio Primus Planner webinar. My data will remain confidential and will not be shared with third parties. *

For any questions, feel free to contact us on:

 Instagram: @folio_primus

I have read and agree to the terms and conditions outlined above.

Submit **Clear form**

11 responses

[View in Sheets](#)[Summary](#)[Question](#)[Individual](#)

Name:

11 responses

Abdul Shafey Khan

Yazen

Haziq Irfan

Alexie

Khaled

Darrshan

Alex Grace

Jacson

Shameer Ali

Email:

2 responses

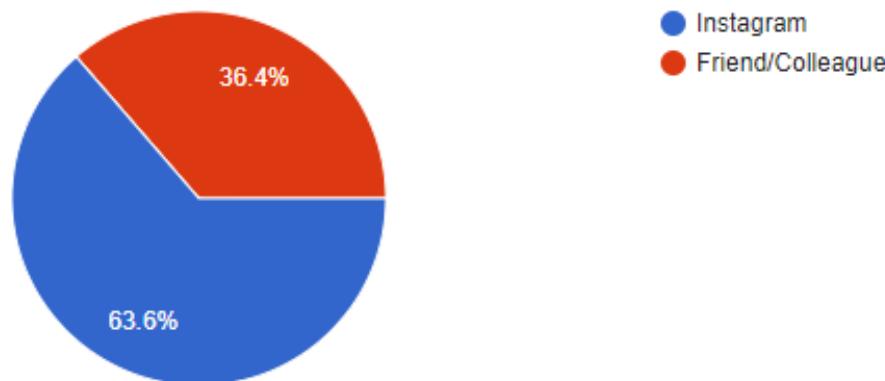
abdulshafey99@gmail.com

alex4u@gmail.com

How did you hear about the webinar?

11 responses

 Copy chart



By submitting this form, I confirm that I am registering for the Folio Primus Planner webinar. My data will remain confidential and will not be shared with third parties.

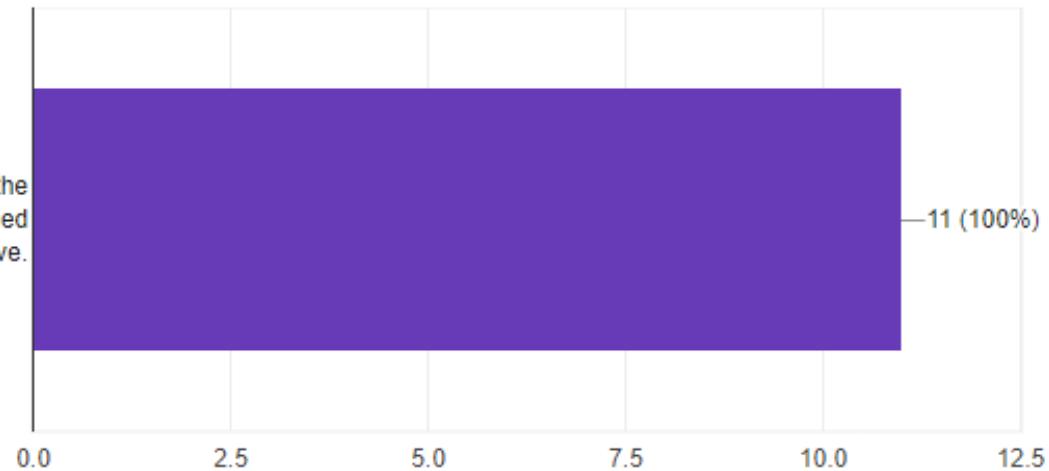
 Copy chart

For any questions, feel free to contact us on:

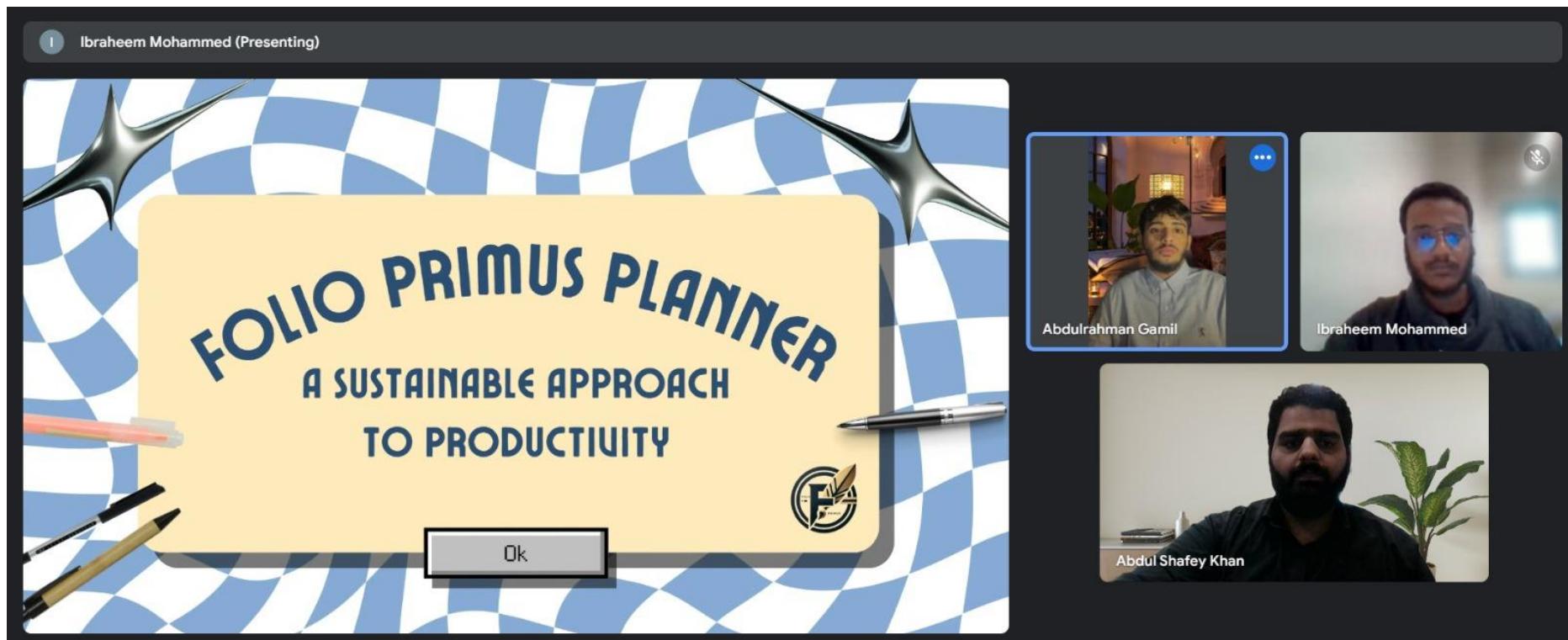
 Instagram: @folio_primus

11 responses

I have read and agree to the terms and conditions outlined above.



A9. Webinar Evidence



Ibraheem Mohammed (Presenting)

INTRODUCTION

What is Folio Primus ?
A hybrid planner that blends tactile writing with digital synchronization for enhanced productivity & sustainability.

- ✍ Bridging the gap between paper and technology
- ✍ Eco-friendly approach to planning
- ✍ Seamless digital integration for better organization

Yes

1:04 PM | jhr-pefz-fzs

Participants:

- Ibraheem Mohammed
- Abdul Shafey Khan
- Amanullah Ghauri
- Abdulrahman Gamil
- Sharveenn Murthi
- Cathleen Mayla
- Abdulkarim Al-kaf
- 5 others
- ameera

14

Ibraheem Mohammed (Presenting)

Never miss an important update.

Monday, 7th June
18:00

FOLIOPRIMUS 10m ago
Weekly Meeting Update
Tomorrow's weekly meeting has been postponed to 5 PM. Check your Outlook Calendar for more details!

FOLIOPRIMUS 16:00
Doctor's Appointment
Your appointment is scheduled for 8 AM tomorrow. Don't forget to arrive 10 minutes early!

OUR SOLUTION

- A hybrid planner that blends the tactile feel of traditional paper planning with the efficiency of digital synchronization.
- Instantly syncs handwritten notes, tasks, and schedules to your device's calendar without manual input.
- Eliminates the disconnect between paper and digital planning, ensuring your plans are always accessible and up to date.
- Designed for students, professionals, and planners who love writing by hand but need digital organization.

Yes

Ibraheem Mohammed Amanullah Ghauri Sharveenn Murthi Abdullah Anjarlini ameera

Abdul Shafey Khan Abdulrahman Gamil Cathleen Maya 9 others

1:07 PM | jhr-pefz-fzs

18

This image shows a presentation slide titled "OUR SOLUTION" displayed on a video conferencing platform. The slide features a hybrid planner application interface on the left and a list of product features on the right. The features include a hybrid planner, instant synchronization of handwritten notes, task management, and scheduling. The right side of the slide shows a grid of participant profiles with their names and profile pictures. The video conferencing interface includes a top bar with the presenter's name, a toolbar with various video and audio controls, and a bottom status bar showing the time and session ID.

Ibraheem Mohammed (Presenting)

MARKET POTENTIAL

Rising Demand for Smart Planners – The global digital planner market is growing, with increasing demand for AI-driven productivity tools.

Eco-Conscious Consumers – People are actively seeking sustainable products to reduce their environmental impact.

Remote Work & Hybrid Learning Boom – More professionals and students need smarter, efficient planning solutions.

Competitive Edge – Unlike regular planners, Folio Primus seamlessly integrates AI & handwriting recognition.

Yes

1:16 PM | jhr-pefz-fzs

Ibraheem Mohammed

Abdul Shafey Khan

Amanullah Ghauri

Abdulrahman Gamil

Sharveenn Murthi

Cathleen Mayla

Abdullah Anjarini

15 others

Yara Ash joined

24

I Ibraheem Mohammed (Presenting)

POTENTIAL CHALLENGES & SOLUTIONS

Resistance to Moving Away from Traditional Planners 🙌

Challenge: Users may prefer traditional paper planners.

Solution: Awareness campaigns & a user-friendly hybrid interface for an easy transition.

Sustainability vs. Tech Integration 🌱💻

Challenge: AI features must align with eco-friendly goals.

Solution: Low-energy AI processing & minimal e-waste design (biodegradable, recyclable materials).

Market Adoption & Growth ✅

Challenge: Competing with existing planners & digital apps.

Solution: Influencer collaborations & community-driven engagement for awareness & trust.

I Ibraheem Mohammed

A Abdul Shafey Khan

A Amanullah Ghauri

A Abdulrahman Gamil

Sharveenn Murthi

Cathleen Mayla

Abdullah Anjarni

17 others

ameera

1:19 PM | jhr-pefz-fzs

26

A10. Post-Webinar Feedback

My interactions

+ Add 88 Templates

Audience Q&A

Add Q&A to collect questions from your audience Add

Polls

Was the Folio Primus AI Webinar informative?

Rating: ★ 4.7 18 votes

Score: ★ 4.7

Was the Folio Primus AI Webinar informative?

★ 18 votes

How likely are you to use a hybrid planner like Folio Primus?

★ 17 votes

Do you think Folio Primus can improve your productivity?

★ 19 votes

Response	Percentage
1	0%
2	0%
3	0%
4	28%
5	72%

My interactions <<

+ Add Templates

Audience Q&A

Add Q&A to collect questions from your audience Add

Polls

Was the Folio Primus AI Webinar informative?

18 votes ::

How likely are you to use a hybrid planner like Folio Primus?

17 votes ::

Do you think Folio Primus can improve your productivity?

19 votes ::

Rating 17 votes

How likely are you to use a hybrid planner like Folio Primus?

Score: ★ 4.6

71%
18%
12%
0%
0%

Response	Percentage
1	0%
2	0%
3	12%
4	18%
5	71%

My interactions <<

+ Add Templates

Audience Q&A

Add Q&A to collect questions from your audience Add

Polls

Was the Folio Primus AI Webinar informative?

18 votes :

How likely are you to use a hybrid planner like Folio Primus?

17 votes :

Do you think Folio Primus can improve your productivity?

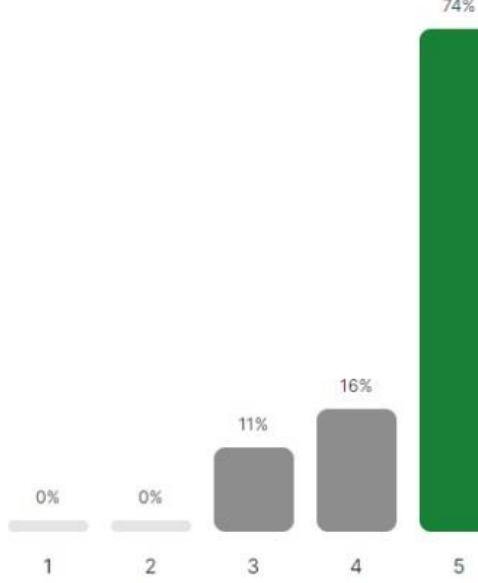
19 votes : 

Rating ▾
19 votes

Do you think Folio Primus can improve your productivity?

Score: ★ 4.6

74%



Rating	Percentage
1	0%
2	0%
3	11%
4	16%
5	74%

Polls

Was the Folio Primus AI Webinar informative?



19 votes

:

How likely are you to use a hybrid planner like Folio Primus?



18 votes

:

Do you think Folio Primus can improve your productivity?



20 votes



: