UnknownArtistsRo

Location:Romania

|  |  |  |
| --- | --- | --- |
| Team members (3 or 4, in project contribution order, specifying the share in the whole project): | | |
|  | Amișculesei Leonard | % 33 |
|  | Grigoras ș Adelina | % 33 |
|  | Murărașu Vlad-Ionuț | % 33 |
|  |  |  |

Daniela Popescul | Project Management | Iași, 1st semester 2021/2022

IMPORTANT NOTES

Please read and fill in this form carefully, without removing any part of it. Omissions cannot be rectified after its delivery. If a piece of the required information or one of the annexes is missing, the mark will lower according to the assigned score for that section (see the Evaluation chart).

The electronic version of the form will be available on the FEAA Portal.

The projects will be written according to the explanations and requirements formulated during classes.

The projects will approach issues and ideas strictly from the field of your specialization, transmitted during the seminar classes, mainly relying on the existing funding programs during this period.

Contents

[1 PROJECT INITIATION/CONCEPTUALIZATION 2](#_Toc64042857)

[1. 1 The project idea 2](#_Toc64042858)

[1.2 The applicant / promoter / beneficiary of funds 2](#_Toc64042859)

[1.3 Description of the selected funding solution 2](#_Toc64042860)

[1.4 The motivation of the project idea 3](#_Toc64042861)

[1.5 Target groups, direct and indirect beneficiaries 3](#_Toc64042862)

[1.6 Objectives 4](#_Toc64042863)

[2 PROJECT PLANNING 5](#_Toc64042864)

[2.1 Milestones 5](#_Toc64042865)

[2.2 Project decomposition into activities/sub-activities and detailed description 5](#_Toc64042866)

[2.3 The duration of the activities/sub-activities and schedule of the project 5](#_Toc64042867)

[2.4 Project implementation team 5](#_Toc64042868)

[2.5 The resources and project budget 6](#_Toc64042869)

[3 PROJECT MONITORING AND EVALUATION 7](#_Toc64042870)

[3.1 Project risks 7](#_Toc64042871)

[3.2 Indicators for project tracking and evaluation 7](#_Toc64042872)

[3.3 The project logical framework matrix 7](#_Toc64042873)

[BIBLIOGRAPHY 8](#_Toc64042874)

[Annex 1 The project logical framework matrix 0](#_Toc64042875)

[Annex 2 The responsibilities assignment matrix 1](#_Toc64042876)

[Annex 3 Estimated budget 2](#_Toc64042877)

# 1 PROJECT INITIATION/CONCEPTUALIZATION

## 1. 1 The project idea

In the context of COVID19 pandemic the artistic sector was one of the most affected (concerts, events and performances were banned or cancelled). Nowadays things are slowly getting back to normal, but it is hard for artists to find new jobs. We want to create a place (mobile application) where people can find any kind of artists for their special moment (birthday party, concert, etc). In this application case not only, normal people benefit from it but also the artists can promote themselves. It is a big plus for small or unknown artist to get to a larger public.

## 1.2 The applicant / promoter / beneficiary of funds

**Name** of the applicant organisation and it’s contact details: WorkSmart

Organization **type** (public institution, NGO, private company): private company

Organization **activity**: Providing services in order to promote and rent artists

Organization **mission**: Facilitating an organized environment in which art and artists can be promoted.

Organizational **experience in the projects’ field**, if it is the case (list here the projects the organization took part in, the accessed program/funding source, and the main objective of those projects):

|  |  |  |
| --- | --- | --- |
| Project title | Program/funding source | Project main objective |
| UnknownArtistsRo project | Creative Europe Programme (CREA) | Promoting emerging artists trough digital channels |
|  |  |  |
|  |  |  |

## 1.3 Description of the selected funding solution

Describe **the funding program**, the **objectives and priorities**, the **eligible applicants**, the **eligible activities, and costs**. You will include all the information needed to make the assessment of eligibility of the proposed project, with the appropriate bibliographical references, but the information found at the funding entity will not be entirely (fully) copied. Only relevant information in terms of the project idea will be selected, in no more than half a page.

|  |  |
| --- | --- |
| Program | Creative Europe Programme (CREA)- European Platforms for the promotion of emerging artists (CREA-CULT-2021-PLAT) |
| Program’ main objectives | * It seeks to increase access to and participation in cultural events and activities, as well as audience engagement and development * Promoting a fair, inclusive and diverse environment for emerging artists, looking particularly at effective ways to tackle the gender gap and fight discrimination. From this perspective, promoting equal opportunities, better working conditions and fair remuneration will be a strategic feature of proposed projects |
| List of eligible applicants | * be legal entities (public or private bodies) * be established in one of the eligible countries, i.e.: - Creative Europe Participating Countries: - EU Member States (including overseas countries and territories (OCTs)) - non-EU countries * Natural persons — Natural persons are NOT eligible * International organizations — International organizations are eligible. |
| Eligible activities in the program | * promote and encourage the digital shift to adapt to the substantial changes in how cultural goods are created, managed, disseminated, accessed, consumed and monetized, changing the value propositions which prevailed in the analogue era. * enforce measures to improve working conditions for emerging talents and cultural professionals. |
| Eligible costs | Project budget (maximum grant amount): EUR 2 100 000 per project.  The costs you include MUST comply with the basic eligibility conditions for EU actual cost grants. This is particularly important for purchases and subcontracting, which must comply with best value for money (or if appropriate the lowest price) |

## 1.4 The motivation of the project idea[[1]](https://euc-word-edit.officeapps.live.com/we/wordeditorframe.aspx?ui=en-us&rs=en-us&wopisrc=https%3A%2F%2Ffeaauaicro.sharepoint.com%2Fsites%2FmSDBIS1s-ProjectManagement-WorkSmart%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F51b2ea64dc7e46c4807e0006358c9ad9&wdenableroaming=1&mscc=1&hid=990d518f-ad4d-1371-31d2-3c54c53e0d30-103&uiembed=1&uih=teams&uihit=files&hhdr=1&dchat=1&sc=%7B%22pmo%22%3A%22https%3A%2F%2Fteams.microsoft.com%22%2C%22pmshare%22%3Atrue%2C%22surl%22%3A%22%22%2C%22curl%22%3A%22%22%2C%22vurl%22%3A%22%22%2C%22eurl%22%3A%22https%3A%2F%2Fteams.microsoft.com%2Ffiles%2Fapps%2Fcom.microsoft.teams.files%2Ffiles%2F674697097%2Fopen%3Fagent%3Dpostmessage%26objectUrl%3Dhttps%253A%252F%252Ffeaauaicro.sharepoint.com%252Fsites%252FmSDBIS1s-ProjectManagement-WorkSmart%252FShared%2520Documents%252FWorkSmart%252FProject_proposal_2021_2022%2520(1).docx%26fileId%3D51b2ea64-dc7e-46c4-807e-0006358c9ad9%26fileType%3Ddocx%26ctx%3Dfiles%26scenarioId%3D103%26locale%3Den-us%26theme%3Ddefault%26version%3D21072105700%26setting%3Dring.id%3Ageneral%26setting%3DcreatedTime%3A1634544470370%22%7D&wdorigin=TEAMS-ELECTRON.teams.files&wdhostclicktime=1634544468936&jsapi=1&jsapiver=v1&newsession=1&corrid=30f61153-f9a5-47bb-98ab-ef54fb16e6f8&usid=30f61153-f9a5-47bb-98ab-ef54fb16e6f8&sftc=1&sams=1&accloop=1&sdr=6&scnd=1&hbcv=1&htv=1&hodflp=1&instantedit=1&wopicomplete=1&wdredirectionreason=Unified_SingleFlush&rct=Medium&ctp=LeastProtected#_ftn1)

The following information will be provided:

* description of the **causes** that generated the need for project and the advantages likely to be achieved when solving the problem;
* description of the **needs** generated by the identified problem or which generated the problem (including statistics, if needed), whom it affects (people, groups of people, communities, departments etc.) and how;
* what is **the current stage of development of the field** approached by means of the project (as an economic, social, technical or cultural field etc.);
* what **projects have been done in the field and their results**, how previous projects can be continued by the proposed project;
* what **potential effects the project could generally have** in that field;
* the **degree of novelty/originality/uniqueness**.

You will use all relevant and available statistical data. This part will be concluded by a **SWOT analysis** of the project to highlight the strengths and needs/the perceived weaknesses in the area/field, the opportunities and threats (constraints).

In Romania there are many talented artists who can play instruments and sing at various events, but they cannot find a stable audience due to the lack of ways in which they can promote themselves. The only options currently available on the market are social media sites such as Facebook and Instagram, but promotion on these sites for artists with a small audience is more difficult. By finding a solution to this problem, we could expand this niche of event musicians to a larger audience, thus increasing the popularity and the potential of promotion of the bands interested in making more money from this activity.

Artists need an environment in which they can present their services to the right people and collaborate with them or with other similar bands. Also, people looking for such artists need an easier way to find what they want and to promote their favorite artists in more efficient ways than “word-of-mouth” and sharing of the artists on certain social networks. The WorkSmart team wants to create an application to make the process of promoting and organizing events by artists as easy and intuitive as possible. We also want to create a way for users to give opinions and ratings to the bands they have collaborated with on various activities. This way, other people that might be interested in hiring artists for events can choose the right people for the job, and, for the artists, by doing multiple gigs for people that hire them, they can increase their popularity by accumulating multiple positive reviews and increasing their reputation on this certain scene of artists.

As we research in 2020 in Romania were approximatively 16.000 [[1]](#footnote-2)registered entities working in this sector who can make a use of this application and there are much more artists that are not registered.

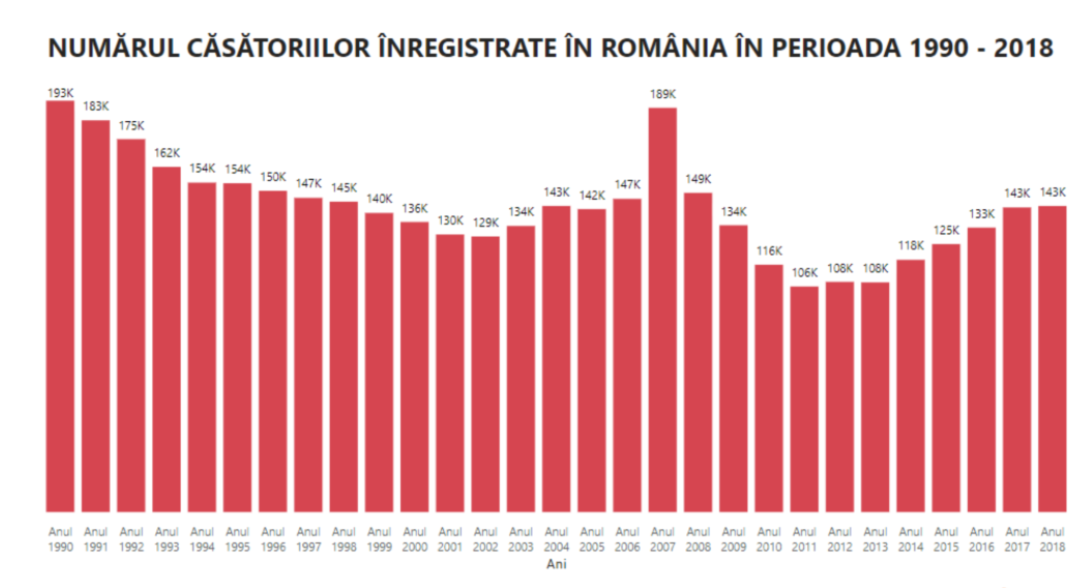
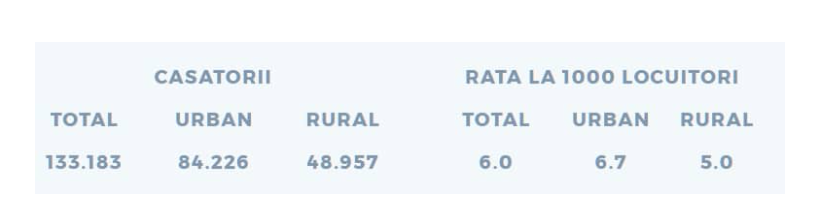


Figure 1 Weddings in Romania between 1990-2018

As a social field, the community of event artists is quite large and with enormous potential for growth nationally, but it is spread in regions and counties. In Romania every year if we are only going to count weddings, there are between 100.000-150.000 events like these where a band is needed. In 2020 when all of Romania was in lockdown, with severe restrictions, those kind of events were still going on, the reporters from Impact said that from over 100.000 weddings planned in that year, over 5000 were done in the pandemic conditions[[2]](#footnote-3). If we are going to also count the baptism events or birthdays they are many more to count, also in every city or village there is a special event (city days) where local or small artist are wanted.





*Figure 2- Total number of weddings in a year*

In one year there are no months without an event [[3]](#footnote-31211)( the image above shows the number of weddings every month). As this sector grows every year there is a great need to evolve with the help of technology.

Through our application we want to promote and expand this community not only socially, but also economically and culturally, by helping to organize as many events as possible by providing a platform to make this process easier for artists / clients and by promoting the music of the bands, offering them in the application the resources through which they can be heard by a bigger audience by selecting songs, videos and photos that potential people interested in organizing events can easily access a centralized environment.

There were several similar projects on the Romanian market a few years ago, but most were either abandoned or placed event musicians as small sections of the projects when they were carried out.

From our analysis, we’ve found a few websites with a similar niche to ours, such as <https://www.muzicapentruevenimente.ro/>,<https://www.rentaband.ro/artisti/formatii-nunta/>, and <https://artisti-concerte.ro/>, but their artist selection is very shallow and their interfaces and ways of promoting the musicians leave a lot to be desired.

Also, the promotion on social media sites of small artists is not very effective without an audience. Most artists couldn’t reach more than 1000 followers/likes, even with frequent activity on the pages created.

We’ve also studied the mobile application market regarding this topic and we’ve managed to find only one app on the Google Play Store called ‘Artisti Nunta’ (<https://play.google.com/store/apps/details?id=com.ionicframework.artistinunta200148&hl=en>). The app has only been installed approximately 100 times and has been last updated 5 years ago, in 2016. This means that there is potential that a newly developed app in this niche can have great success with a better development process and marketing strategy.

We want to continue and develop the ideas of these projects, with the main objective of our application being the promoting of artists for events due to the high potential to develop this niche of artists economically, culturally, and socially in our country.

When it comes to find an artist for your event, the process can be quite difficult and time-consuming. First of all, you need to research the market and social media for quite a lot of time to see all the artists that work in that sector(there are also some artists/bands that do not have a social media page or an online method to promote themselves, they are know just by people in that region), then you need to make a list with what you like and start to make contact with them. In this phase there are two scenarios: the artist you call is not available in that period of time or the artist prices are not in your buget so you are forced to search for another one.

Even if those two scenarios don’t happen, you need to call and talk with more than one band to find out better offers, which is another time consuming process.If the project is successful, the main benefits will be easier finding of bands by interested clients, a more efficient way of promotion of local artists, increasing their income by them being discovered by a larger audience and developing this community nationally, with the potential of creating new artists and new interested people.

Even though it is our first project of this kind of scale, we believe in our idea and we are a flexible and motivated team with a diverse set of skills which we think will be very useful during and after the implementation of our project.

Our first member, Amișculesei Leonard, has a lot of experience in the web and app development field, which will prove useful when designing the application front-end and back-end. Grigoraș Adelina was a professional dancer for a lot of events before the pandemic so she knows a lot of useful information about how the Romanian artists scene works and has a few connections which can help our application start out in this field. Murărașu Vlad-Ionuț experience is in the marketing and PR-related fields so he will focus on researching and designing the main media plan so our application will evolve at a steady pace.

As our application grows, we intend to hire more people to help us with tasks such as the promoting of artists and managing the application/community that will form around it.

SWOT analysis

|  |  |  |
| --- | --- | --- |
|  | Helpful (to achieving the objectives) | Harmful (to achieving the objectives) |
| Internal (inside the organisation) | STRENGHTS:  -flexible and motivated team  -our team can provide support for any kind of problem our users might encounter while using the application | WEAKNESSES:  -lack of experience of our team for a project with this kind of scale |
| External (outside the organisation) | OPPORTUNITIES:  -Artists looking for a better way to promote themselves and their music  -People looking for easier or new ways to find artists to hire for their planned events | THREATS:  -Social media pages  -Other sites with artists promotion sub-sections  -Reluctance to switch to digital |

## 1.5 Target groups, direct and indirect beneficiaries

Target group, direct and indirect beneficiaries

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | Description | Number | Perceived needs | How the project will fulfil their needs |
| Target group | Artists  People interested in hiring artists | >16.000 artists  >100.000 people interested per year | Artists = need to better promote themselves  People = need for the suitable artist for their event | It will offer an alternative way for artists to promote themselves/organize events  It will offer a way for people/businesses to hire artists based on multiple criteria such as the artist’s music genre and the size of the event |
| Direct beneficiaries | WorkSmart Employees | 3 | Stable income | Will provide a source of income for our employees |
| Indirect beneficiaries | Employees of the restaurants/other places where the organized events take place  Guests/other people invited at the organized events | >100.000 employees | Needing more organized events at their respective locations to generate profit  The need for a suitable music/atmosphere for the event | Potential for more events taking place at their businesses/ more profit from the people participating at the events |

## 1.6 Objectives

You will identify and define the **main objective** of the project. It must be clearly stated, showing what can and cannot be solved from the identified problem/opportunity and to whom the project is addressed.

You will establish **medium and long-term (general) objectives**, as well as **short-term (specific or operational) objectives** of the project. For the short-term objectives, you will mention which objectives are quantitative and which are qualitative.

**Main objective:**

Creation of a market where artists and people looking to hire artists can easily meet each other

**Medium/long-term objectives:**

-Expand the scene of musicians from Romania to a greater number of people (quantitative)

Promoting emerging artists trough digital channels

-Expand the scope of the app to include artists/allow hiring of artists from other countries (qualitative)

**Short-term/specific objectives**:

-Implement a way for artists to organize digital/online concerts (qualitative)

-Implement a “Community” tab in our app to promote interaction between the users (qualitative)

-Attract at least a third of the artists in our country on our app (quantitative)

# 2 PROJECT PLANNING

## 2.1 Milestones

Based on the short-term objectives, you will formulate 5 to 10 **milestones** of the project, seen as its intermediary results. Milestones will be established at the project level, starting from the main objective of the project, or for each short-term objective. The project milestones will be the basis for its division into activities and sub-activities, as well as for establishing indicators for measuring progress and project completion.

**M1. Developed App**

**M2. Enough artists found**

**M3. App published on app stores**

**M4. App awareness**

**M5. User training**

**M6. Community tab**

**M7. Online concerts**

## 2.2 Project decomposition into activities/sub-activities and detailed description[[4]](#footnote-4)

You will name and **describe in detail the activities** that will lead to achieving milestones and short term objectives. Activities will be divided into sub-activities, observing the rules of the course material. The description will include the possible technical solutions, some economic justifications for the selected solution.

When decompose the project in activities/sub-activities, three major types of activities will be taken into consideration:

* preparation of conditions for project implementation (e.g. procurement of necessary equipment, obtaining different licences/permits, staff training);
* actual implementation (e.g., conducting social activities, the organization of mobilities, implementation and operation of the software, promotional campaigns);
* monitoring activities throughout the project (established by funder) and internal evaluation.

**M1. Developed App**

**Creating app mock-ups** - Using tools such as Moqups or Balsamiq, the front-end developer is tasked with coming up with an mock-up for the interface and the look of the application, including buttons/photos/sub-categories which will be implemented in the app

**Define app architecture/tools** - The developers will need to come to agreement for which app development tools will be used to create the app

**UI/front-end development** - Front-end developer will need to create the interface/style of the application based on the mock-ups agreed on the first activity of the milestone

**Coding/back-end developers** - Back-end developer will focus on making the app functional and will consult constantly with the front-end developer to integrate this functionality with the interface of the app

**Internal testing** - During the development process, the developers will need to frequently test the functionality of the app to find and resolve bugs and to check that everything is working as it should

**External testing** - Once the coding process is done, the developers will need to send o version of the app to a person that has not worked on it, in this case the Assistant manager, so that they will test the app for any kind of problems that a user that has no prior programming history might find.

**Processing external feedback** - The Assistant manager will consult the developers and the marketing responsible regarding any problems the might have had during the external testing process, and what can be improved to finish and promote the app.

**Bug fixing** - The developers of the app will resolve any problems that have been encountered during the testing phase of the project

**Final app review** - The project manager and assistant manager will give a final app feedback to the developers before the next milestone can begin

**M2. Enough artists found**

**Artists discovered through local events** - The assistant manager will participate and/or search about certain local events in order to find out artists suited for the app

**Find artist contract details** - The assistant manager will search for the contact details about the artists found through the previously mentioned events research/participation either by finding the social media pages/emails of the artists or by talking to the artists managers

**Participation request sent** - The assistant manager will send the requests for the artists to participate in the promotion of the app through the contact methods mentioned at the last activity

**Response waiting period** - The assistant manager will wait one week to ensure that every artists contacted has time to respond to the request sent to them

**Artist account creation (support)** - The developers will ensure the account creation process for the artists works accordingly and will support any artists that have problems with the app or want to offer feedback for the product

**Artists app training** - The developers will explain to the artists how the application will work and will be available for any questions that they might have about the app's functionality and goal

**M3. App published on app stores**

**App stores requirements studied** - The assistant manager will study the guidelines that need to be followed for the app to be published on the Google/Apple app store. These guidelines include rules about the safety of the app and the user's data, the app's performance and completeness, information about in-app purchases and subscriptions and advertisements that can be included, the design and functionality of the app and other laws that the app must comply to.

**Application uploaded and sent for review** - Once the requirements have been studied, the assistant manager will upload the application to the relevant app stores so that the review process takes place

**App approval waiting period** - App stores take a few days to review published apps thoroughly. The assistant manager will have to wait 2-3 days to find out if the app was accepted to the app stores.

**M4. App awareness**

**Implement google Ads (SEO)-** After our app is successfully publish, our team (marketing responsible and developers) starts doing SEO optimization (both technical and local)

**Promoting app on social media sites-**The marketing responsible creates promotional post on our social media, presenting our app and its features and, posts about our artists and their story.

**Social media Ads-** After getting some content posted on our social media, the marketing responsible will start creating a social media marketing strategy using paid ads on our most relevant posts.

**Teaser videos made/ uploaded -** In this task the front-end developer creates short video presentations with the help of our marketing responsible in which our team presents the main facilities of the app and also our vision which will be used for social media marketing.

**Intro videos for app -** The front-end developer will create a more complex video which will be posted in our app when you enter.

**Ask for reviews from relevant sites –** We want our app to be trusted and in our digital era the most used trusted method by users are reviews. In this case the marketing representant will send our request for reviews to known websites/blogs/influencers.

**Podcast with first users/artists -** In this step our team will organise podcasts in with our first artist and users can talk live with each other (because they are raising artist with no established fanbase).

**M5. User training**

**Interested users research -** Our marketing representant starts researching for app users that match our interest zone (wedding planers/ wedding fairs, concert organizers, local administration, etc) trough social media groups/pages or via email.

**Response waiting period -** In this period our team is waiting for users to show interest in our app

**User account creation (support) -** The developers will ensure the account creation process for the users works accordingly and will support any user that have problems with the app or want to offer feedback for the product

**M6. Community tab**

**Community tab implementation (new section in app)-** In this stage our app is already used by a decent number of people that need a place to interact (ask for recommendations/talk about certain events). In this step a new tab will be implemented for that.

**Promote the new tab in the app-** Our marketing representant will promote the new tab in our social media platform through posts and ads.

**User/artist interaction promoted -**Our team will create videogames and quizzes about our artists to get them interact more with their growing fanbase**.**

**M7. Online concerts**

**Online concert tab creation-** In this step we create a new tab where we will stream our online concerts

**Studio rented for online concerts-** In the case of online concerts there are two ways, the artist has it’s own place from where they will record or they rely on us to do that .For that to happen we are going to search for a place where we’ll record the concert with our artist. We decided to rent a small place in the town (Iasi), in which artist came and record their concerts.

**Relevant equipment bought-** In this task we are searching for adequate equipment for online streaming for us and then rent it.

**Interested artists for idea- In** this phase we discuss with our artist at the moment to see if they are open to do online concerts.

**Promote online concerts-** Our marketing representant will promote the new tab in our social media platform through posts and ads. Then for every online concert, our team will promote the event in our social media (posts, videos, story)

## 2.3 The duration of the activities/sub-activities and schedule of the project

The time-planning of the project will be achieved using the **Gantt chart**, establishing the running of the sequence of activities/sub-activities (dependencies FS, SS, FF, SF). The Gantt chart will be attached as an annex, using a reference in this form (e.g. annex X). Time-planning should not contain detailed descriptions of activities/sub-activities, but their names (please check if their name is the same as described in Section 2.2 of this form).

Note: the project plan will be presented in a Gantt chart generated by specific software (Microsoft Project/Project Libre). You will NOT use Microsoft Excel or Microsoft Word!

## 2.4 Project implementation team[[5]](#footnote-5)

The **members of the proposed team** for the implementation of the project (only the functions/roles, no need to include people’s names), the **required skills and knowledge** for each role, the **communication** way and decision-making in the project according to the assigned responsibilities will be described. The **Responsibilities Assignment Matrix** presented in practical work support will be used.

**Project Manager** - He is the person responsible with the planning and the overseeing of the project. He will coordinate the other employees, give feedback, see that every task is aligned with the objective and the budget of the project and will be responsible with the project's evolution

**Assistant Manager** - The assistant manager's tasks will generally be about supervising the other employee's tasks during the app development, finding artists necessary for the app's promotion, help with the publishing of the app on the app stores and with the interaction of the users once the app is available for download. Sincer our company is small, he will also take the role of the accountant during this period and will notify the project manager about the monthly spendings.

**Front-end Developer** - He is the person which will design and determine the the structure of the app and it's sections, striking a balance between a functional and an aesthetic design for the app and ensuring the app is optimized for a variety of smartphone devices/computers

**Back-end Developer** - The back-end developers will create and code the application to create a seamless experience for the users of the app. He will work together with the front-end developer in order to improve the back-end processes and codes based on the structure of the front-end. He will also oversee the internal testing of the app once development has reached that stage.

**Marketing Responsible** - He is responsible with the managing of the promotion of our developed app. His tasks will need to attract users to download the app and raise the app awareness through implementing adds, making videos/podcasts and promoting the app on social media sites through constant interaction with the artists and the users looking for artists.

## 2.5 The resources and project budget

Depending on the length and complexity of the activities/sub-activities, the **necessary resources** will be estimated. For each type of resource, the number of units and unit will be specified.

Based on the resources identified and allocated activities, one should estimate the **project budget** and fill in the Annex 3.

# 3 PROJECT MONITORING AND EVALUATION

## 3.1 Project risks[[6]](#footnote-6)

**Main risks** which might prevent the project team from attaining the objectives and milestones shall be identified. It is necessary to establish and mention both the effects on the project as well as the solutions to overcome or diminish the risks.

Risks and actions to mitigate them

|  |  |  |
| --- | --- | --- |
| Risk | Estimated impact on the project | Actions to mitigate the risk |
| Implementation of unstable code which can result in the app crashing during external testing | Time to develop the app needs to be extended which will result in missing the deadlines  Team moral can decrease  Q - 3 | The developers are aware of the bugs that can occur during the app development process and will fix them quickly in case they appear |
| Reluctance of the artists to participate in a digital project | Time delay needed for changing of the approach used to discover artists  Q - 2 | Our team did study in detail the artists market before the application started and identified artists ready to support our project |
| Conflict or disagreements within the team | Time delay  Modifications needed in the code/behaviour of the app or the project strategy  Q- 2 | Any member notifies the project manager of any disagreements or complains they might have before they can affect the flow of the project and they are discussed and resolved with the whole team |
| Adds about our app do not reach the audience necessary for our growth | New marketing campaign/strategy need which will result in cost increase because of additional spending and time delays  Q - 2 | Our team ensured that we know the best marketing strategies that will be efficient for our market and the best tools available for the promotion of the app |
| Bad reviews from users of our app | Decrease of our app trust and popularity  New user training campaign is needed, which will result in extra spending  Q - 2 | Our team responded to every review and asking the reviewer for feedback |
| Failed to promote interaction between users and artists in the community tab | Decrease of our app’s popularity  Artists with small fanbases will not be able to promote themselves efficiently  Q - 1 | The developers ensured that the community tab is implemented, promoted and marketed efficiently |
| Not being able to find an adequate studio for the implementation of online concerts | Delay of the online concert implementation in our app  Extra spending necessary  Q - 1 | Our team made sure that the research for finding a studio starts as early as possible and is certain that we have a back-up location in case the studio found early will become unavailable |
| No artists are willing to participate in online concerts | Money loss  Dropping the implementation of the new tab because of low interest  Q - 3 | We discussed with the artists about the tab idea as soon as possible, before the implementation starts in order to promote the online concerts tab efficientley |

## 3.2 Indicators for project tracking and evaluation [[7]](#footnote-7)

It is important to set the evaluation indicators for each of the identified milestones, mentioning both the name and the estimated value of the indicators (if possible, as a table), highlighting both partial and final (if necessary) values, according to the monitoring activities mentioned above.

Very important! The indicators must be attached to the milestones and not to the planned activities (check the indications regarding the structure of the logical framework matrix given during the seminar).

## 3.3 The project logical framework matrix

The essential of a project final synthesis is a well-planned **logical framework matrix** (Annex 1).

# BIBLIOGRAPHY

Items in bibliography shall be structured according to the different categories - books, professional journals, web resources etc.

Web resources:

<https://economie.hotnews.ro/stiri-finante_banci-24040821-tot-mai-putini-romani-casatoresc-tot-mai-tarziu-cum-evoluat-nuptialitatea-varsta-medie-mirilor-sau-casatoriile-dupa-studiile-sotului-statutul-social-sotiei.htm>

<https://www.horeca.ro/ospitalitate/5013-studiu-piata-de-entertainment-din-romania-ia-avant.html>

<https://www.impact.ro/adio-verigheta-din-100-000-de-nunti-organizate-anual-in-romania-doar-5-000-au-reusit-sa-rapuna-covid-19-106555.html>

**Checklist**

Before submitting the project, please check if the form is complete (read the Note at the beginning of the form) and if:

The project file is complete and falls within the scope of the terms established in the form and in the description of the financing programme or of the strategy of the organization.

All fields in the form have been filled in.

The form contains **the duration of the activities** and a **project schedule** is included in the form.

The **budget** is complete and presented in the required format.

The **project logical framework matrix** has been approached according to the given format.

**Evaluation items**

|  |  |
| --- | --- |
| The context is described in such a way that ensures a clear image on the project, the applicant organization and on the financing programme approached. | 0,75 points |
| The project proposal corresponds to the requirements, the problem is defined and all components of section 1.4. have been properly discussed. | 1 point |
| The objectives of the project are clear. Both long term (general) and short term (specific) objectives have been properly approached. | 1 point |
| The target groups, the direct and indirect beneficiaries have been properly identified (location, value, segmentation, for each category) | 1 point |
| The milestones are relevant to the project and ensure a clear view on the steps which are to be followed in order to attain the aim/objectives of the project. | 0,75 points |
| All activities/sub-activities relevant to the milestones have been clearly and in detail described. | 1 point |
| Correct Gantt chart | 0,75 points |
| Logical Framework matrix | 0,25 points |
| The resources have been properly established for all activities. The budget was calculated according to the resources assigned for each activity/sub-activity, using the recommended annex. | 1 point |
| The project implementation team has clear responsibilities, abilities and adequate knowledge (mini job descriptions + RAM). | 1 point |
| Properly-set risks and evaluation indicators. | 0,5 points |

*Annex 1* The project logical framework matrix

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Long-term objectives** | | | | | |
| Expand the scene of musicians from Romania to a greater number of people | | | | | |
| Promote emerging artists trough digital channels  Expand the scope of the app to include artists/allow hiring of artists from other countries (qualitative) | | | | | |
| **Short-term objectives** | | | | | |
| -Implement a way for artists to organize digital/online concerts (qualitative)  -Implement a “Community” tab in our app to promote interaction between the users (qualitative)  -Attract at least a third of the artists in our country on our app (quantitative) | | | | | |
| ... | | | | | |
| **Target group** | | **Direct beneficiaries** | | **Indirect beneficiaries** | |
| Artists | | WorkSmart Employees | | Employees of the restaurants/other places where the organized events take place | |
| People interested in hiring artists | | ... | | Guests/other people invited at the organized events | |
| ... | | ... | | ... | |
| **Milestones/results/benchmarks** | **Accomplishment indicators** | | **Proof sources** | | **Risks and hypotheses** |
| Developed app | 1 developed app with a functional interface and without bugs | | App source code | | Implementation of unstable code which can result in the app crashing during external testing |
| Enough artists found | At least 30 interested artists found each week  At least 15 artist accounts created on the app each week | | E-mails from artists which accepted the offer  Artist accounts created on the app | | Reluctance of the artists to participate in a digital project |
| App published on the app store | App published on at least 5 app stores (Apple store/ Google play/ Galaxy store etc) | | App submission on app stores accepted | |  |
| App awareness | At least 10 posts per week on each social media site (…)  At least 2 promotional/teaser videos uploaded each month  At least 1 podcast with artists per week | | Facebook/ Instagram statistics  YouTube analytics for videos | | Adds about our app do not reach the audience necessary for our growth |
| User training | At least 100 user accounts created each week | | App stats/analytics | | Bad reviews from users of our app |
| Community tab    Online concerts | At least 20 posts on the community tab from users/artists per week  2 online concerts organized per month | | Community tab stats/analytics  Posts about the concerts on our app and on Facebook/Instagram | | Failed to promote interaction between users and artists in the community tab  Not being able to find an adequate studio for the implementation of online concerts  No artists are willing to participate in online concerts |
| **Activities to accomplish milestones** | | | **Input (resources)** | | |
| |  | | --- | | ***M1. Developed app*** | | *Creating app mock-ups* | | *Define app architecture/tools* | | *UI/front-end development* | | *Coding/back-end development* | | *Internal testing* | | *External testing* | | *Processing external feedback data* | | *Bug fixing* | | *Final app review* | | | | |  | | --- | | *Mockup Software* | | *Testing environment* | | *App development tools* | |  | | | |
| |  | | --- | | ***M2. Enough artists found*** | | *Artists discovered through local events participation* | | *Find artist contact details* | | *Participation requests sent* | | *Response waiting period* | | *Artist account creation (support)* | | *User app training* | | | | |  | | --- | | *Email service* | | *Event tickets* | | | |
| |  | | --- | | ***M3.App published on app stores*** | | *App stores requirements studied* | | *Application uploaded and sent for review* | | *App training for the artist sector* | | | | |  | | --- | | *Digital distribution services fees* | | | |
| |  | | --- | | ***M4. App awareness*** | | *Implement google Ads (SEO)* | | *Promoting app on social media sites* | | *Social media Ads* | | *Teaser videos uploaded* | | *Intro videos for app* | | *Ask for reviews from relevant sites* | | *Podcast with first users/artists* | | | | |  | | --- | | *Cost-per-click fees* | | *Presentation videos* | | *Review* | | *Podcast host* | | | |
| |  | | --- | | ***M5. User training*** | | *Interested users research* | | *Response waiting period* | | *User account creation (support)* | | | |  | | |
| |  | | --- | | ***M6. Community tab*** | | *Community tab implementation (new section in app)* | | *Promote the new tab in the app* | | *User/artist interraction promoted* | | | | |  | | --- | | *App development tools* | | | |
| |  | | --- | | ***M7. Online concerts*** | | *Online concert tab creation* | | *Studio rented for online concerts* | | *Relevant equipment bought* | | *Interested artists for idea* | | *Promote online concerts* | | | | |  | | --- | | *Studio/Audio equipment(speakers,microphone,mixer)* | | *Cost-per-click fees* | | | |

*Annex 2* The responsibilities assignment matrix

**Types of responsibilities for the project**

R = is Responsible with activity performance A = Approves elements for the development of the activities C = offers Consultancy

I = is Informed on the activity development **D** = Does the activity

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Activity/ subactivity** | **Project manager** | **Assistant Manager** |  | **Developer**  **Front-end** | **Developer**  **Back-end** | **Marketing Responsible** | **Company X** |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| |  | | --- | | **M1. Developed app** | |  |  |  |  |  |  |  |
| Creating app mock-ups | R |  |  | D,R |  |  |  |
| Define app architecture/tools | R |  |  | D,R | D,R |  |  |
| UI/front-end development | R |  |  | D,R |  |  |  |
| Coding/back-end development | R |  |  |  | D,R |  |  |
| Internal testing | R |  |  | I | D,R |  |  |
| External testing | R | D,R |  | I | I |  |  |
| Processing external feedback  data | R | C |  | I | I | D,R |  |
| Bug fixing | R |  |  | D,R | D,R |  |  |
| Final app review | D,R | D,R |  | C | C |  |  |
| **M2. Enough artists found** |  |  |  |  |  |  |  |
| Artists discovered through local events participation | R | D,R |  |  |  |  |  |
| Find artist contact details | R | D,R |  |  |  |  |  |
| Participation requests sent | R | D,R |  |  |  |  |  |
| **M3. App published on app stores** |  |  |  |  |  |  |  |
| App stores requirements studied | R | D,R |  |  |  |  |  |
| Application uploaded and sent for review | R | D,R |  |  |  |  |  |
| App training for the artist sector | R | D,R |  |  |  |  |  |
| **M4. App awareness** |  |  |  |  |  |  |  |
| Implement google Ads (SEO) | R | I |  |  | D,R | D,R |  |
| Promoting app on social media sites | R | I |  |  |  | D,R |  |
| Social media Ads | R | I |  |  |  | D,R |  |
| Teaser videos made/ uploaded | R | I |  | D,R |  | D,R |  |
| Intro videos for app | R | I |  |  |  | D,R |  |
| Ask for reviews from relevant sites | R | I |  |  |  | D,R |  |
| Podcast with first users/artists | R | I |  |  |  | D,R |  |
| **M5. User training** |  |  |  |  |  |  |  |
| Interested users research | R |  |  |  |  | D,R |  |
| Response waiting period |  |  |  |  |  |  |  |
| User account creation (support) | R | I |  |  | D,R |  |  |
| **M6. Community tab** |  |  |  |  |  |  |  |
| Community tab implementation (new section in app) | R |  |  | D,R | D,R |  |  |
| Promote the new tab in the app | R |  |  |  |  | D,R |  |
| User/artist interaction promoted | R | D,R |  |  |  | D,R |  |
| **M7. Online concerts** |  |  |  |  |  |  |  |
| Online concert tab creation | R |  |  | D,R | D,R |  |  |
| Studio rented for online concerts | D,R | I |  |  |  |  |  |
| Relevant equipment bought | R | D,R |  |  |  |  |  |
| Interested artists for idea | R | I |  |  |  | D,R |  |
| Promote online concerts | R | I |  |  |  | D,R |  |

*Annex 3* Estimated budget

(dedicated Excel file)

1. https://culturadatainteractiv.ro/sectoarele-culturale-si-creative-din-romania/numarul-de-pfa-ii-if-din-sectoarele-culturale-si-creative/ [↑](#footnote-ref-2)
2. https://www.impact.ro/adio-verigheta-din-100-000-de-nunti-organizate-anual-in-romania-doar-5-000-au-reusit-sa-rapuna-covid-19-106555.html [↑](#footnote-ref-3)
3. https://blog.madvideo.ro/cate-nunti-se-fac-intr-un-an-in-romania/ [↑](#footnote-ref-31211)
4. no more than 9 pages [↑](#footnote-ref-4)
5. no more than 3 pages [↑](#footnote-ref-5)
6. no more than 1 page [↑](#footnote-ref-6)
7. no more than 1 page [↑](#footnote-ref-7)