
02/07/2020

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Conestoga Design Limited
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Kitchener

Subject – Draft Project report to TrackR Project.

Respected Senior BA,

In this document, our team has detailed a project plan towards the successful completion of this project and we have charted the approach of this project. This document includes the final draft and defines the role of different member on this team.

We have also included the Gantt chart and work breakdown structure for the implementation of the project. Kindly review the documents and let us know if there is any consideration towards our approach.

Thank you for your consideration.

Best regards,

Team 5



FINAL REPORT UXD

Project 1 – Integrated Case Study



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CONESTOGA COLLEGE

Version 1.0

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DOCUMENT HISTORY CHART

VERSION	COMMENT	DATE	AUTHOR
1.0	PUBLISHED	02/13/2020	TEAM 5

Executive Summary

Conestoga Design Limited (CDL) is a company who sells medical imaging scanners. In January 2014, they launched TrackR which was really successful and accepted by general public. In the development phase they were saving money and time and skipped some of the important steps for testing and elicitation of the product. They won an Award for their work which questioned them to think that their product will never fail. After one year of Successful running, the company faced many product returns from the customers which results in bankruptcy of the company.

Background and Overview

History

Conestoga Design Limited (CDL), manufacturer of medical imaging scanners began its business back in 1998 by selling medical imaging scanner to local medical clinic. In 2014 over the time period of more than 10 years CDL celebrates its success as the market leader in commercial manufacturing of medical equipment, after the great success CDL designs their first non-commercial product called TrackR, a wearable fitness monitor for home user. In order to grow the development of TrackR, Billy Bob has opted to skip focus groups, beta testing, and user requirements elicitation for TrackR. This step promised to be cost-saving measure for company. CDL built one of its warehouses close to the shipping market and also hired staff and customer services for technical support.

CDL gets a great success in sales volume but there was lack in the importance for technical and software support. As a result, CDL started getting complaints from the customers and they were in shock when a major retailer has returned 7000 products. CDL realized the gravity of the situation as it started at imminent bankruptcy. Afterwards, CDL plans to make good medical imaging business process and how they hold up sales of TrackR Using website technology. So, CDL ask helps from the BAs to investigate the problem.

Stakeholders Involved

ID	ROLE	WORKING SPACE	CITATON
1	CEO (BILLY BOB)	Project Leader	Introduction Document
2	Assembly Staffs	Warehouse	August 2014

3	Tech Support Staffs	Call Centre	January 2015
4	Customers	End user of TrackR	Feb 2015
5	CDL Executives	Warehouse	September 2015
6	Senior Manager	Responsible to manage and support the project	September 2015
7	Software Development Team	Application Development	October 2015
8	Retailers	Intermediator between CDL and Customer	July 2016
9	Manufacturing Vice Principle	Serve Company Visionary	Phase 1 Dashboard Project Needs
10	Human Resource Vice Principle	Implementing Long term vision	Phase 1 Dashboard Project Needs
11	Facilities Vice Principle	Manage facilities of the company	Phase 1 Dashboard Project Needs
12	Marketing Vice Principle	Manage Marketing of the product	Phase 1 Dashboard Project Needs
13	Finance Vice Principle	Control Financial of the company	Phase 1 Dashboard Project Needs
14	IT Vice principle	Dealing with IT related issues in the company	Phase 1 Dashboard Project Needs

Challenges Involved

CHALLENGES	BRIEF DESCRIPTION
Technical Support	CDL has an app with no tech support staff, they need a support team either full time or part time so that they can resolve technical issues.
Customer Handling	CDL support staffs must handle the complaints of angry customers.

Bankruptcy	CDL is facing Bankruptcy because of major returns from the customers
Losing the market	CDL is losing the market due to failure of TrackR which will be affecting by Image scanners.

Brands Involved

The main brands involved are:

1. TrackR: It is a wearable fitness monitor for home user.
2. Big box
3. CDL: Conestoga Design limited has its own brand and is responsible for selling imaging scanner to a medical clinic.
4. Sip lace Automaton: Sip lace is another brand that would participate in providing automation services.

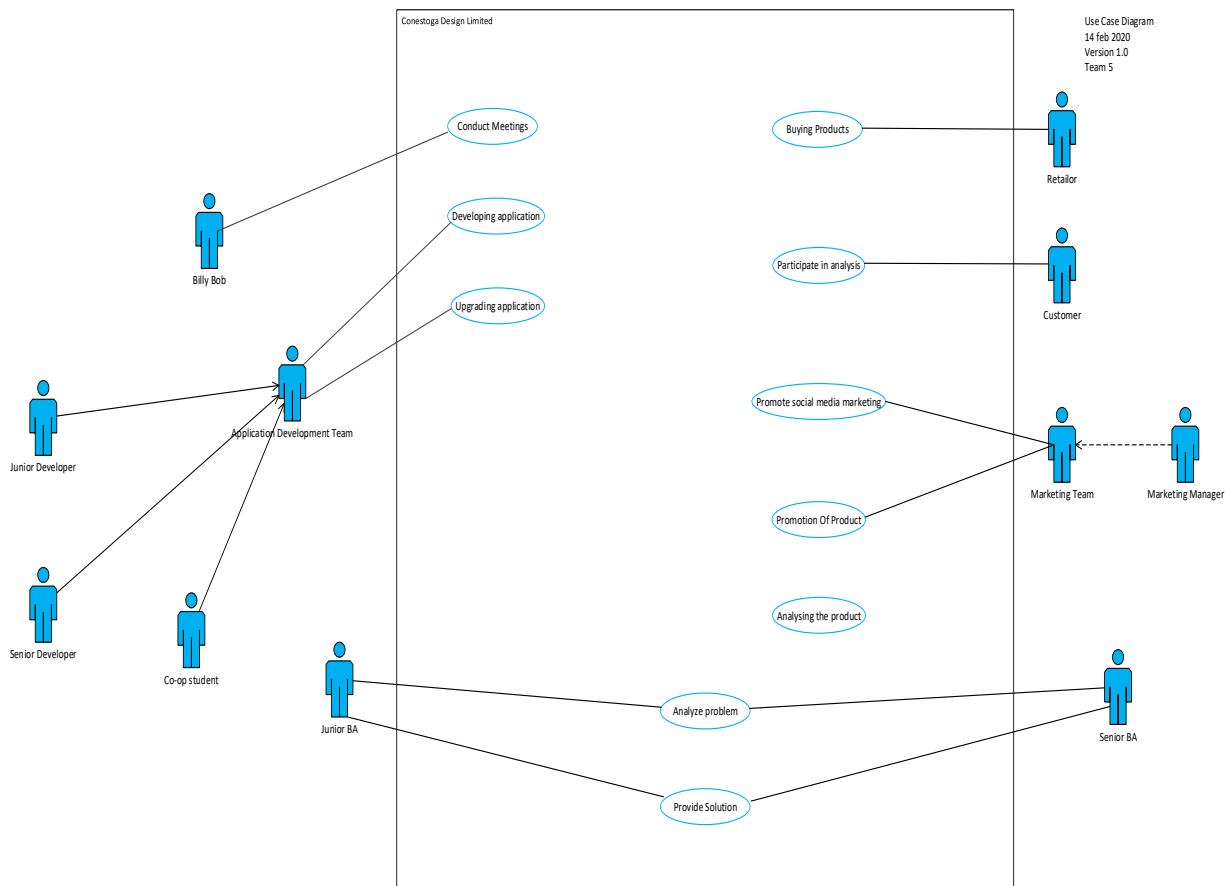
Key metrics for CDL

- What CDL is planning to do to overcome bankruptcy.
- How CDL will succeed after implementing the upgrade project.
- Whether any products are returned and handled efficiently.
- How finish inventories are handled by CDL.
- CDL customer Satisfaction by product: It plays major role in highlighting the product success.

Gifts and Skills of Stakeholders

ID	Role	Gifts	Skills
1	CEO (BILLY BOB)	1.Optimistic 2.Good Leader	1. Decision Maker 2. Conflict Resolver
2	Assembly Staffs	1. Conflict resolution 2. Consulting	1. Time management 2. Self-motivated
3	Tech Support Staffs	1. Understanding 2.Speaker	1. Communication skills 2. Patient
4	Customers	1. Patient	1. Technical knowledge
5	CDL Executives	1.Litening 2. Aware	1. Knowledge 2. Guidance
6	Senior Manager	1. Guidance 2. Bold	1. Business Intelligence 2. Finance

7	Software development team	1. Hard work 2. Advance	1. Technically updated 2. Editing
8	Retailers	1. Negotiation 2. Consulting	1. Marketing 2. Communication 3. Finance
9	Manufacturing Vice Principle	1. Balance 2. Calm	1. Flexibility 2. Negotiation
10	Human Resource Vice Principle	1. Adjusting 2. Judgement	1. Public speaker 2. Social
11	Facilities Vice Principle	1. Perfect 2. Multitasking	1. Conflict resolution 2. Consulting
12	Marketing Vice Principle	1. Presentation 2. Influencer	1. Negotiation 2. Management
13	Finance Vice Principle	1. Wisdom 2. Thinker	1. Intellectual 2. Thinker
14	IT Vice Principle	1. Calm 2. Soft spoken	1. Administrative 2. Creative



Corkburn's Use case Templates

USE CASE # 1	Conduct Meetings
Goal in Context	Explanation needed to upgrade the application
Scope & Level	Require help from the BA's
Preconditions	Breakdown of application
Success End Condition	BA's will find the solution.
Primary	Billy Bob
Trigger	Documents containing needs and deliverable of members

DESCRIPTION	Step	Action
	1	Notifying all BA's
	2	Briefly tell them the issues
	3	Make RFI's

USE CASE # 2	Buying Products	
Goal in Context	Product buying by the Retailers	
Scope & Level	Retailor being an intermediate to sell products to the customers from CDL	
Preconditions	TrackR Units are Developed	
Success End Condition	Successful purchase by retailors	
Failed End Condition	Retailor got defected products	
Primary	Retailor	
Trigger	Product bought by retailor	
DESCRIPTION	Step	Action
	1	Retailor must be given good products
	2	Sell the products at reasonable price
	3	Make good Link

USE CASE # 3	Upgrading Application	
Goal in Context	Creating Application (TrackR)	
Scope & Level	TO build an application so the customer become Fit.	
Preconditions	Solution by the BA's	

Success End Condition	Solution works and the issue Resolved	
Failed End Condition	Application Failed as per the client's needs	
Primary	Developers	
Trigger	Software updated	
DESCRIPTION	Step	Action
	1	Planning
	2	Analyzing
	3	Design
	4	Development and Implementation
	5	Testing
	6	Feedback
	7	Maintenance

USE CASE # 4	Promote Social media marketing	
Goal in Context	Promote product online using social network Application	
Scope & Level	Increase in the number of customers because of online marketing	
Preconditions	Growth of the application	
Success End Condition	Value increase because of advertisement	
Failed End Condition	Bad advertisement can affect the growth	
Primary, Secondary	Marketing Team Marketing Manager	
Trigger	Social channels	
DESCRIPTION	Step	Action
	1	Advertisement of product
	2	Find a way to promote

	3	Expand
--	---	--------

USE CASE # 5	Promotion Of products	
Goal in Context	Increase Sales of the product	
Scope & Level	Because of marketing people will know about the product	
Preconditions	Development of the app	
Success End Condition	Increase in the sales of the product	
Failed End Condition	Bad advertisement	
Primary, Secondary	Marketing Team Marketing Manager	
Trigger	Social channels	
DESCRIPTION	Step	Action
	1	Advertisement of product
	2	Ad in newspaper, social media
	3	distribution

USE CASE # 6	Analyzing the product	
Goal in Context	Customer feedback regarding application	
Scope & Level	Satisfaction Statement by Customer	
Preconditions	Update/ Release Feedback forms	
Success End Condition	Submitting the feedback	
Failed End Condition	Bad analysis	
Primary, Secondary	Marketing Team Marketing Manager	
Trigger	Marketing	

DESCRIPTION	Step	Action
	1	Make Feedback Forms
	2	Release it online and offline too
	3	Save the forms and analyze

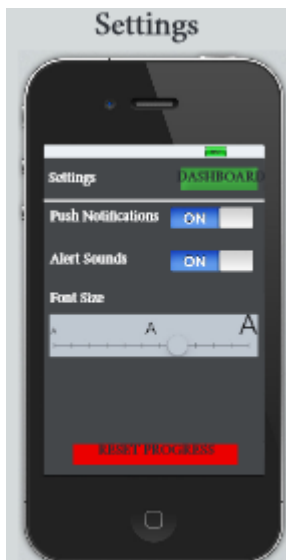
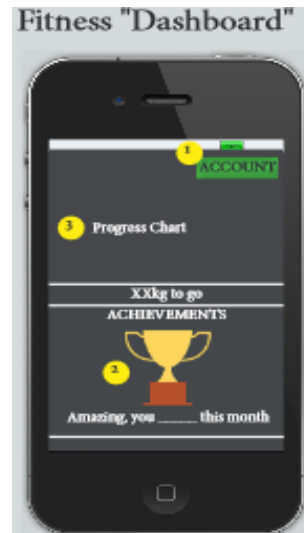
USE CASE # 7	Participate in Analysis	
Goal in Context	Customer feedback regarding application	
Scope & Level	Improving TrackR app	
Preconditions	Customer should contribute and participate	
Success End Condition	Submitting the feedback	
Failed End Condition	Failure to submit feedback	
Primary, Secondary	Customers	
Trigger	Feedback By customer	
DESCRIPTION	Step	Action
	1	Customer fill the feedback
	2	Submit it

USE CASE # 8	Analyze Problems	
Goal in Context	Improvement and requirement to fix the problem	
Scope & Level	Forming solution	
Preconditions	Resolve the issues	
Success End Condition	Successfully resolve the issues	
Failed End Condition	Problem Exists	
Primary	BA's	

Trigger	Analysis	
DESCRIPTION	Step	Action
	1	Check the problem
	2	Resolve it
	3	Analyze it

USE CASE # 9	Provide Solution	
Goal in Context	Successfully resolving the issues	
Scope & Level	Improvement in the application	
Preconditions	Conduct analysis	
Success End Condition	Successfully resolve the issues	
Primary	BA's	
Trigger	Analysis	
DESCRIPTION	Step	Action
	1	Check the problem than analyze it
	2	Resolve it
	3	Analyze it

Current screens



Identified Flaws

1. **Navigation flaws** – On Exploring through the application can give trouble as few of the things are not set in a suitable request. The options accessible on different screens don't take a client any further as there are no connections given. Huge numbers of the windows are blank and don't legitimize their existence.

2. **Unnecessary widgets** – Few of the widgets provided on various window screens do not have any purposes or serving any good to increase the efficiency of the app. They are useless or inappropriate creating confusion for a user

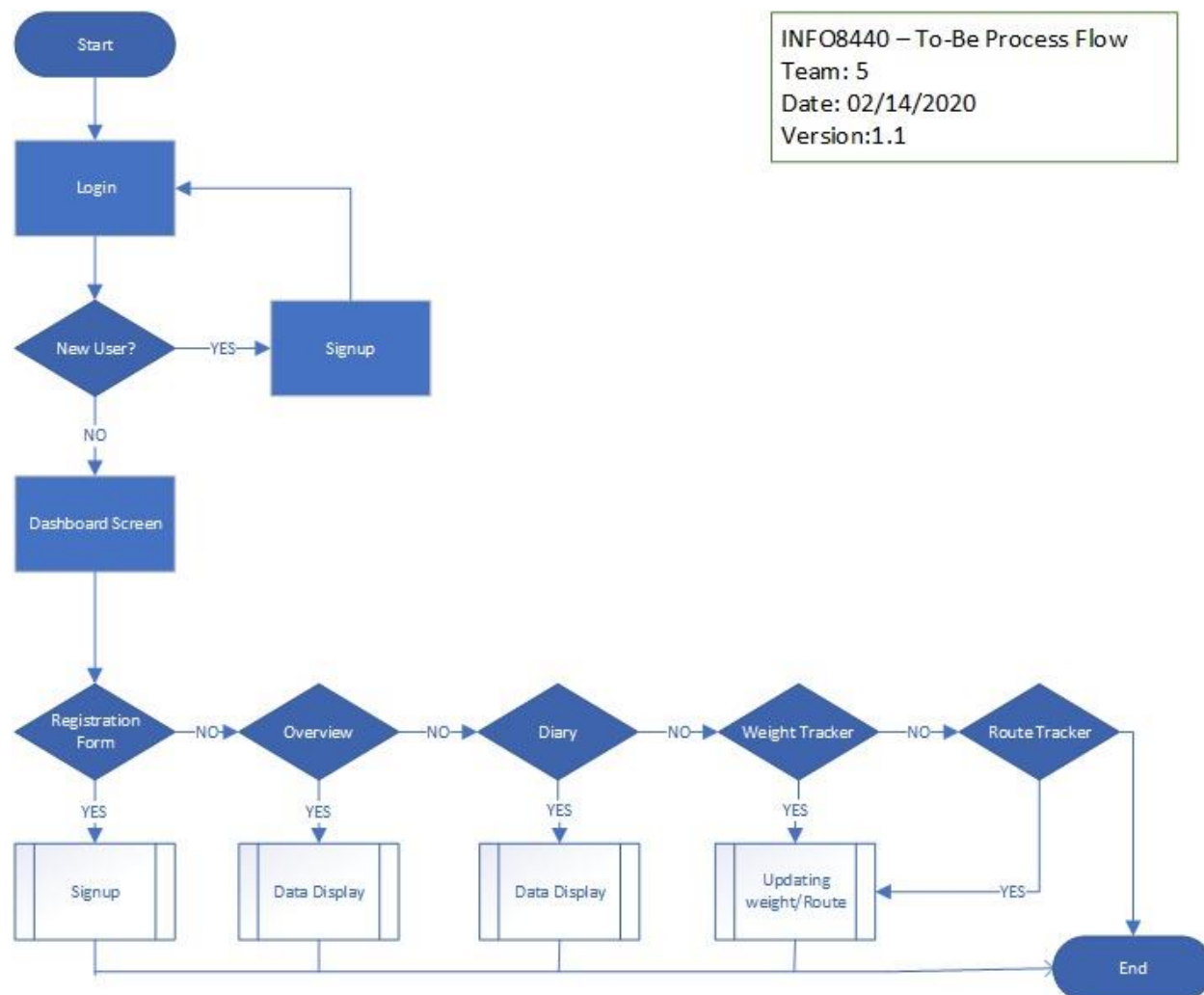
3. **Improper Visualization:** Visualization of the application is also not up to the mark. All the screen background is black which is not attractive while using the application.

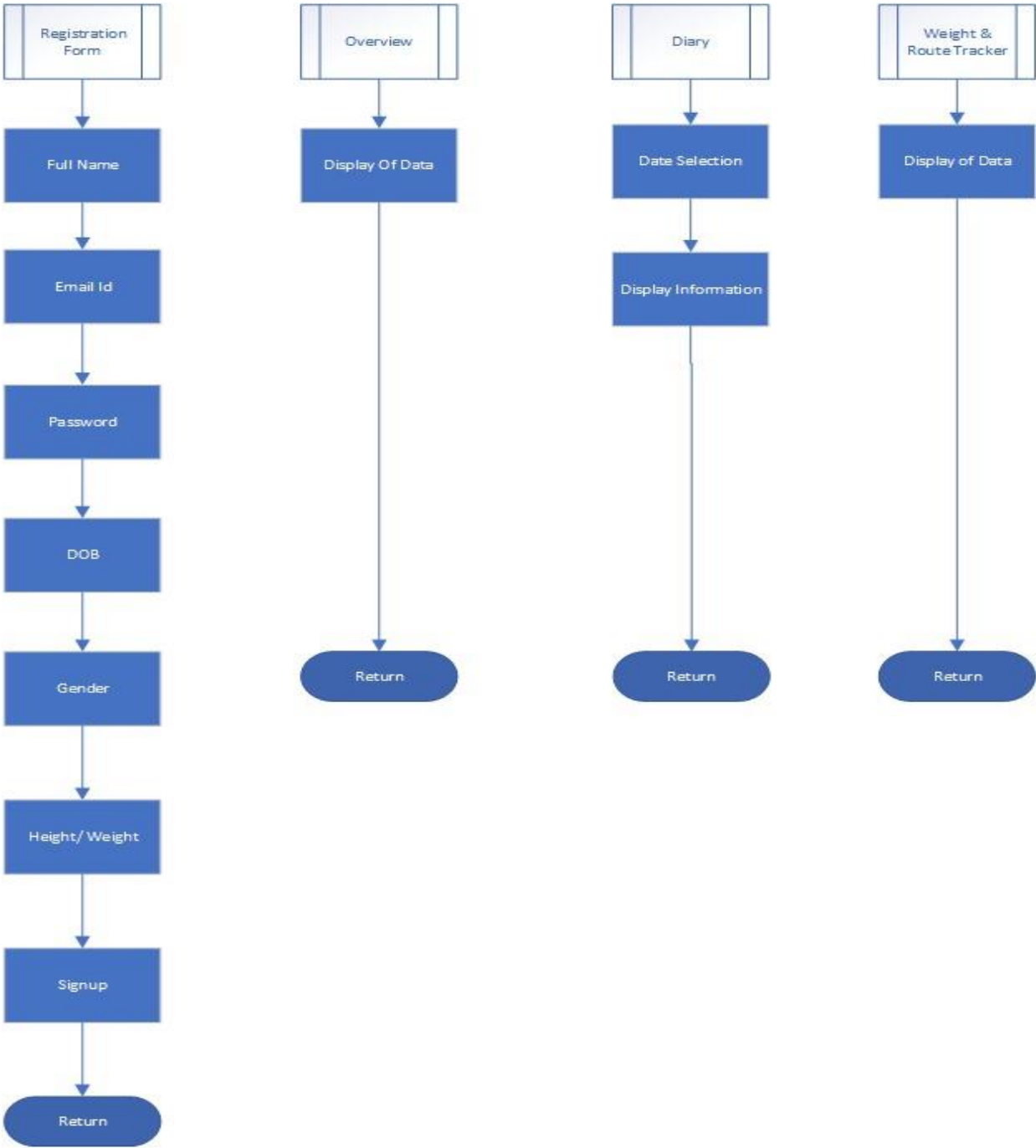
4. **Blank windows** – While exploring through the application, on tapping the buttons some time another window opens. Not every of the screens have information or data, some of them were blank. These screens being blank will limit the efficiency and output of the app

Known Client Requirements

1. Finish of App Upgrade Agile Sprints - CDL does not sell TrackR units directly to end-users. CDL's TrackR customers are resellers, like big box stores, and smaller retailers.
2. Transition of Marketing Staff - CDL's TrackR Marketing group has one manager and 5 staff. Several of the staff have been vocal to CDL management for months now that there are negative sentiment discussions about TrackR happening in various social media channels.
3. TrackR Social Media Marketing Plan - Once the new TrackR Social Media Marketing manager and staff are chosen, they need to have a detailed project plan to follow to get started on their part of the upgrade project. Their part is to connect with the current population of disgruntled / angry TrackR users, and somehow get the users' sentiments moving to positive again. Also, this new marketing group needs to work closely with the developer group, in an agile development mode.
4. Social Media Channels Strategy - CDL knows that TrackR users span the age range from 18 to 75 and are both male and female. The Marketing group feels now that the best age range to start connecting with, via social media, is 18-30 31-50 51-75. Once connections are going with this age group, they will move to the other age groups.
5. Procure and On-Board App Developers - CDL currently has no app developers available, either full-time on staff, or hired on contract. For this project to succeed, CDL has to get the services of at least a lead and junior developer, and possibly a project manager/social media tech expert. CDL would prefer to hire them full time or on a contract.
6. Develop App Prototype - o get everyone started, your team needs to produce a first draft of a revised App using prototyping software. That prototype should cover all the functions that the current app does. The usual items (process flow, pseudo code, elements list, etc.) to describe the prototype must be produced. This will help in the onboarding of the developers.
7. TrackR App As-Is Profile - our team needs to do a AS-IS profile (process flow, screens, device platform, etc.) on the TrackR app.
8. User Interface Specs - As well, a detailed set of specs for the user interface (i.e. navigation, colors, fonts, etc.) needs to be started. The specs must use wireframes and prototypes, as well as text, to explain the standards that your team is proposing.

9. Agile Methodology Education - All persons involved in the upgrade project need basic education on the Agile Development environment and methods.
10. Ongoing Support Proposals - The Marketing director is adamant that CDL will not be left with an App with no tech support on staff, like what happened in 2013. How might that be achieved, when the App upgrade is finished, and the developers no longer have work to do?



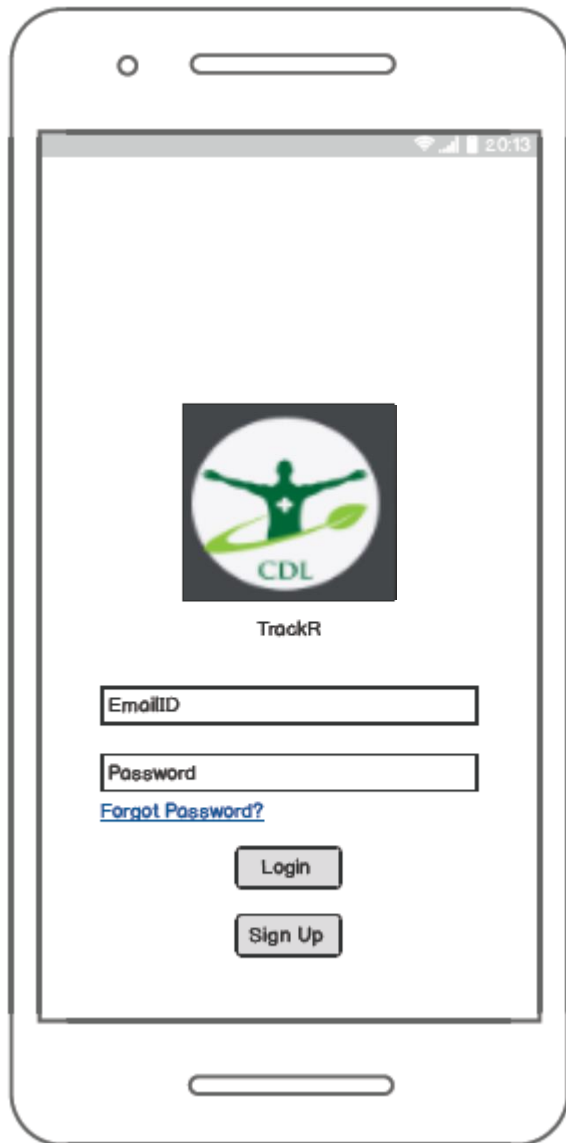


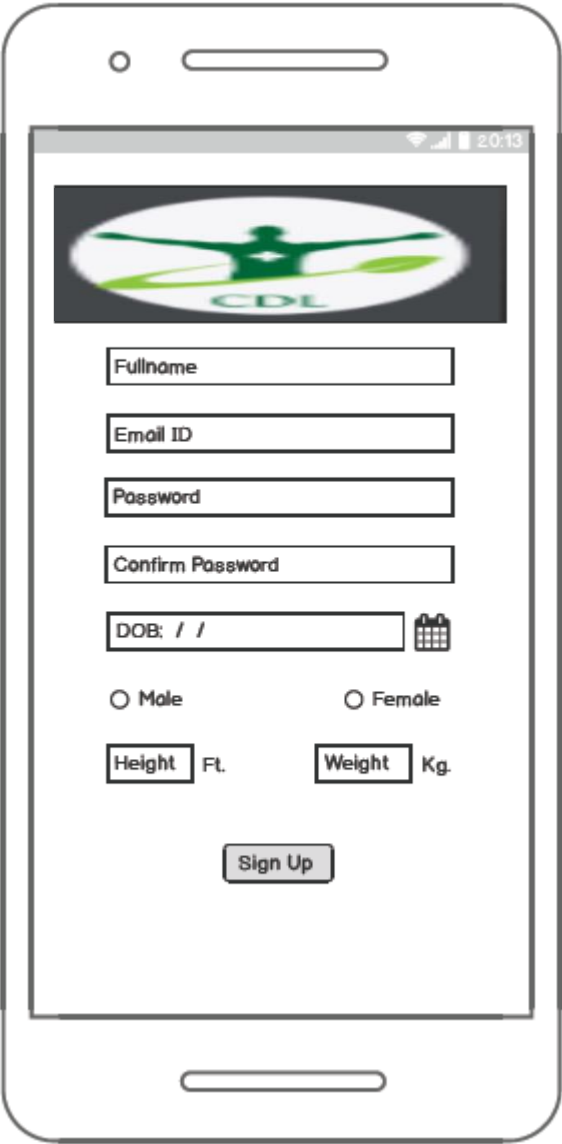
Pseudocode

```
Signup on the application;  
  
IF already Signed up;  
  
THEN Login in the app;  
  
IF looking for overview;  
  
CLICK on Overview Button;  
  
ELSE IF for Diary;  
  
CLICK on Diary Button;  
  
ELSE IF looking for weight information;  
  
CLICK on Weight Tracker Button;  
  
ELSE IF looking for Route Information;  
  
CLICK on Route Tracker;  
  
ELSE IF want to pair the device;  
  
CLICK device pairing button;  
  
END Program;
```

Prototype

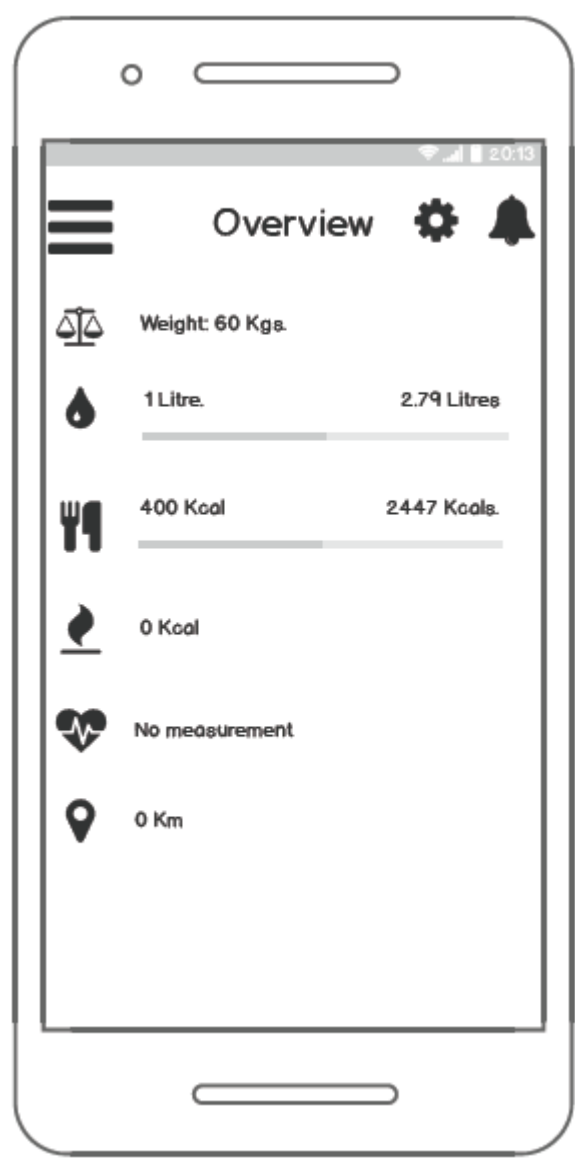
1. Login Screen

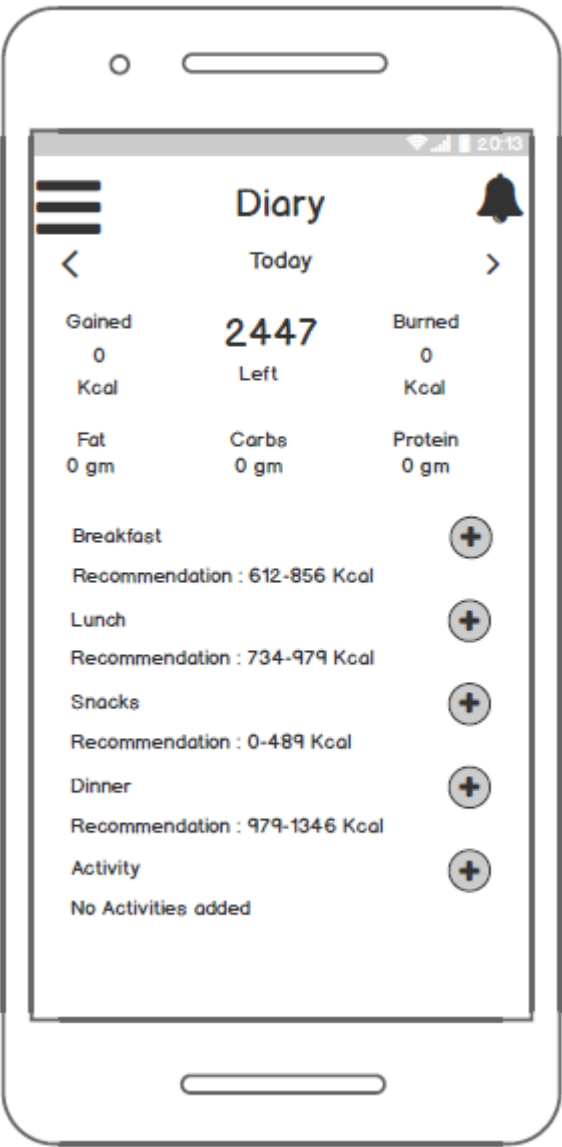


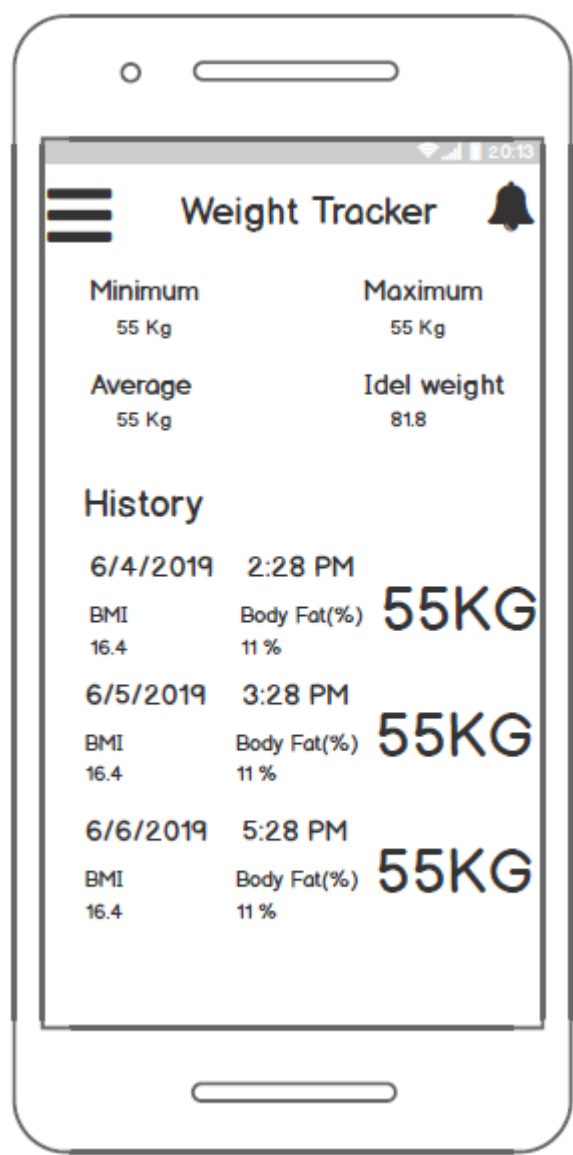


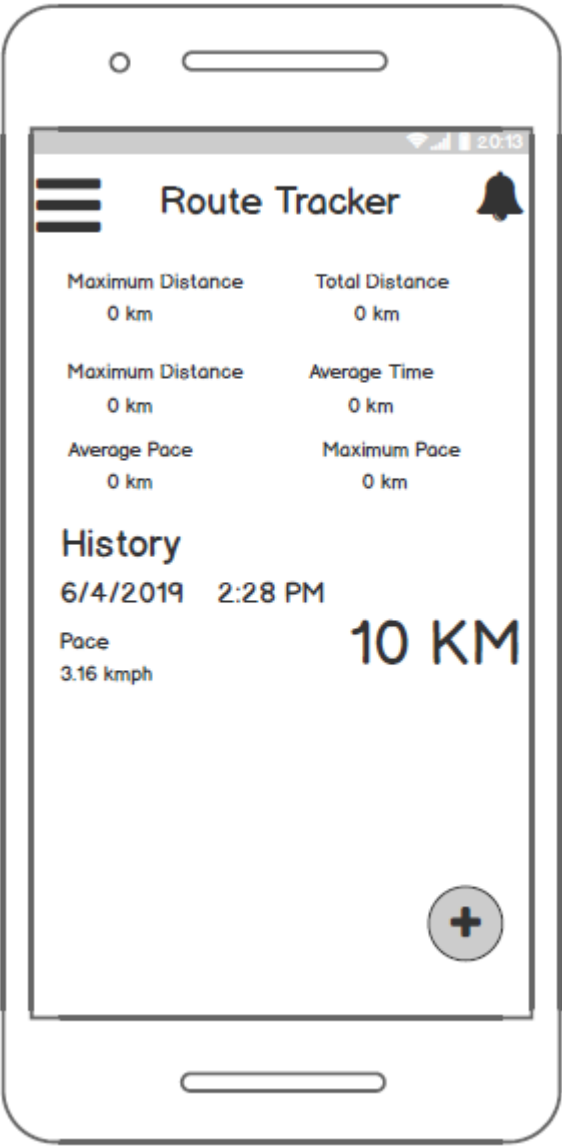
The image shows a mobile phone screen with a registration form. At the top of the screen is a status bar with a signal strength indicator, a battery level indicator, and the time 20:13. Below the status bar is a logo for CDL, which features a green silhouette of a person with arms raised, holding a green leaf, with the letters 'CDL' below it. The form consists of the following fields and controls:

- Fullname**: A text input field.
- Email ID**: A text input field.
- Password**: A text input field.
- Confirm Password**: A text input field.
- DOB: / /**: A date input field with a calendar icon to its right.
- Gender**: Two radio buttons labeled **Male** and **Female**.
- Height**: A text input field followed by **Ft.**
- Weight**: A text input field followed by **Kg.**
- Sign Up**: A button at the bottom of the form.







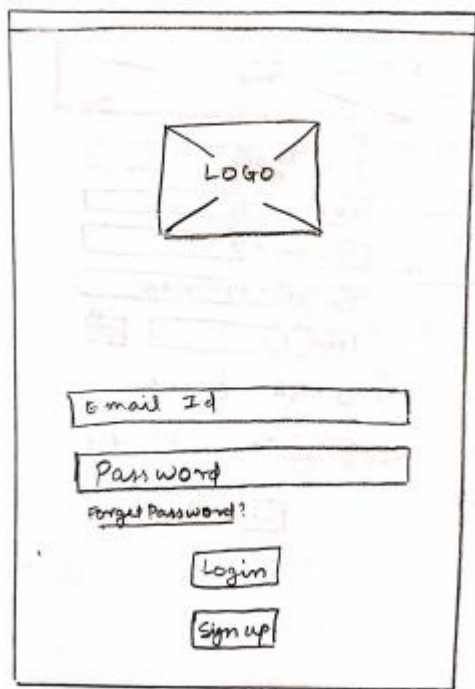


7. Pairing of devices

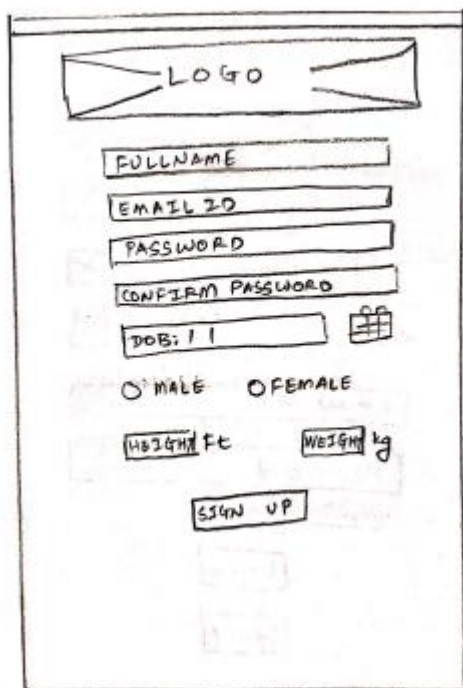


Wireframes and Mock-ups

1.Login Screen

LOGIN SCREEN

2.Registration Form

REGISTRATION FORM

A hand-drawn sketch of a registration form. At the top is a rectangular box labeled "LOGO" with diagonal lines on either side. Below this are five horizontal input fields labeled "FULLNAME", "EMAIL ID", "PASSWORD", "CONFIRM PASSWORD", and "DOB: / /". To the right of the "DOB" field is a small calendar icon. Below the "DOB" field are two radio buttons labeled "MALE" and "FEMALE". Further down are two input fields labeled "HEIGHT ft" and "WEIGHT kg". At the bottom is a rectangular button labeled "SIGN UP".

OVERVIEW

 OVERVIEW  

☒

Weight 60 kgs

☒

1 Litre

2.79 Litres

☒

400 kals

2467 kals

☒

0 kcal

☒

No Measurement

☒

0 km

4.Diary

DIARY

DIARY		
<	Today	>
Gained 0 kcal	2447	Burned 0 kcal
FATS	CARBS	PROTEINS
0gm	0gm	0gm
Breakfast		⊕
Recommendations:		
Lunch		⊕
Recommendations: 412-856 kcal		
Snacks		⊕
Recommendations: 734-979 kcal		
Dinner		⊕
Recommendations: 10-489 kcal		
Activity		⊕
No Activities added		

5. Weight Tracker

WEIGHT TRACKER

WEIGHT TRACKER		
Minimum	Maximum	
55 kg	55 kg	
Average	Ideal data	
55 kg	81.8	
HISTORY		
6/4/2019	2:28 pm	55 kg
BMI	Body Fat (%)	
16.4	11.1	
6/5/2019	3:28 pm	55 kg
BMI	Body Fat (%)	
16.4	11.1	
6/6/2019	5:28 pm	55 kg
BMI	Body Fat (%)	
16.4	11.1	

ROUTE TRACKER

☰

ROUTE TRACKER

🔔

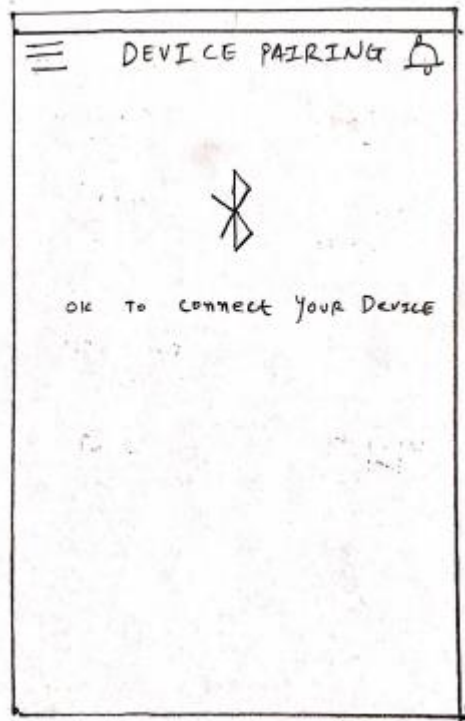
Maximum Distance 0km	Total Distance 0km
Maximum Distance 0km	Average Time 0km
Average Pace 0km	Maximum Pace 0km

HISTORY

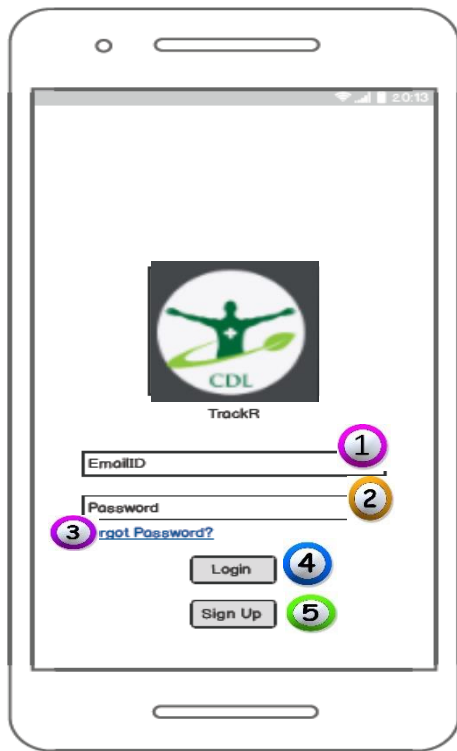
6/4/2019 2:28 PM

Pace 3.16 kmph 10KM

7. Pairing of devices

PAIRING OF DEVICES

1. Login Screen

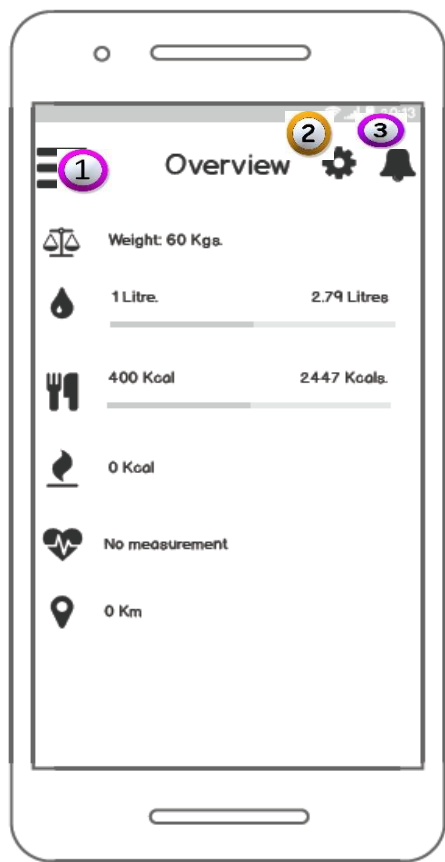


#	Object Type	Default Text	Function	Comments
1	Text Box	Email Id	Click to enter mail id	User will type valid mail id
2	Text Box	Password	Click to enter password	User will type valid password
3	Link	Forget Password	Click to redirect to forget password link	User will be able to reset password
4	Button	Login	Click to redirect home page	User will be directed to interface
5	Button	Sign Up	Click to redirect sign up page	User will be directed to signup page

2. Registration Form

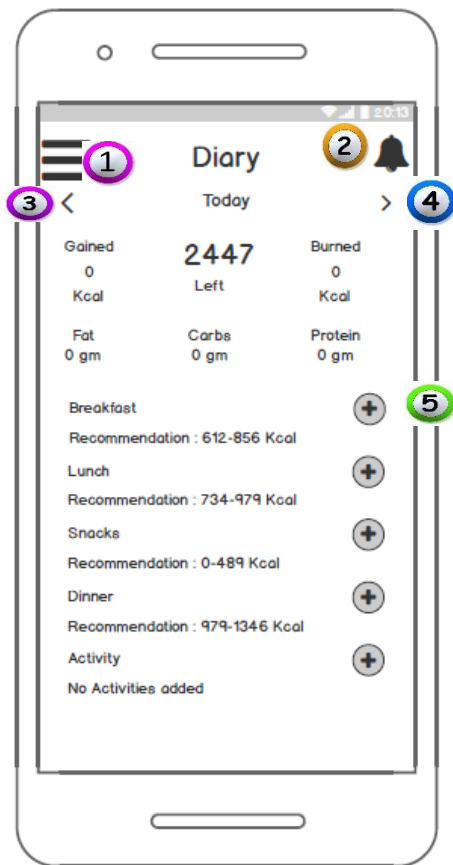
#	Object Type	Default Text	Function	Comments
1	Text Box	Full Name	Click to enter full name	User will type valid name
2	Text Box	Email Id	Click to enter Email Id	User will type valid Email Id
3	Text Box	Password	Click to enter password	User will enter password
4	Text Box	Confirm Password	Click to re-enter Password	User will re-enter Password
5	Calendar	DOB	Click to enter date	User will be able to enter date
6	checkbox	Male/Female	Click to Choose Gender	User will be able to select Gender
7	Text Box	Height/Weight	Click to enter data	User will be type data
8	Button	Sign Up	Click to redirect sign up page	User will be directed to signup page

3. Overview

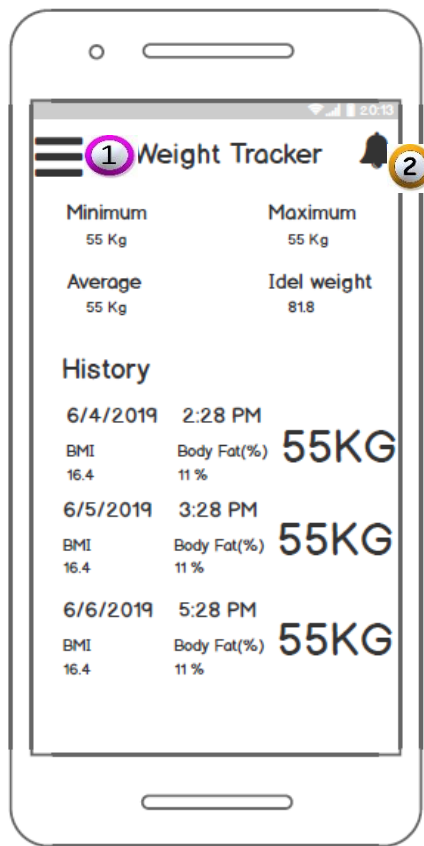


#	Object Type	Default Text	Function	Comments
1	Button	Menu Button	Click to expand the features	User will receive set of menu option available
2	Button	Setting	Click to default setting	User will be able to make changes
3	Button	Notifications	Click to see updates and notification	User will be able to expand their resources.

4. Diary

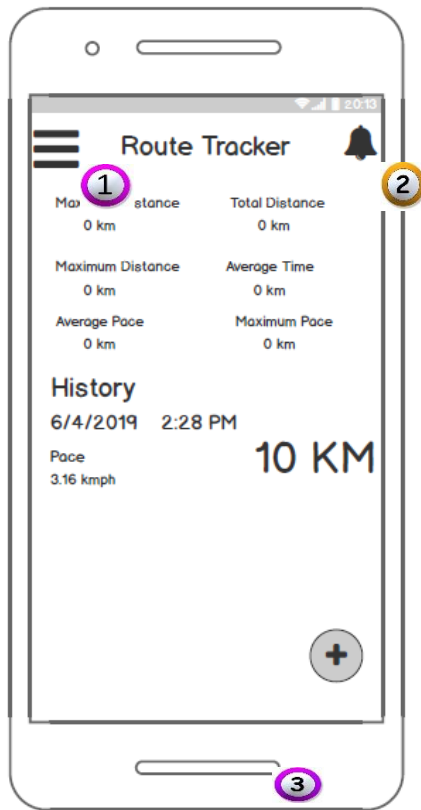


#	Object Type	Default Text	Function	Comments
1	Button	Menu Button	Click to expand the features	User will receive set of menu option available
2	Button	Notifications	Click to see updates and notification	User will be able to expand their resources.
3	Left Button	Left Button	Click to swap Left	User will see Data of page on Left side
4	Right Button	Right Button	Click to swap Right	User will see Data of page on Right side
5	Expand Button	Breakfast/Lunch/Snacks/Dinner/Activity	Click to expand menu	User will be able to see hidden options



#	Object Type	Default Text	Function	Comments
1	Button	Menu Button	Click to expand the features	User will receive set of menu option available
2	Button	Notifications	Click to see updates and notification	User will be able to expand their resources.

6. Route Tracker



#	Object Type	Default Text	Function	Comments
1	Button	Menu Button	Click to expand the features	User will receive set of menu option available
2	Button	Notifications	Click to see updates and notification	User will be able to expand their resources.
5	Expand Button	Breakfast/Lunch/Snacks/Dinner/Activity	Click to expand menu	User will be able to see hidden options



#	Object Type	Default Text	Function	Comments
1	Button	Menu Button	Click to expand the features	User will receive set of menu option available
2	Button	Notifications	Click to see updates and notification	User will be able to expand their resources.

User Interface Standards

Prototype:

Tool: Mock Flow

Font: SourceSansPro

Title Text: 18

Color Code: #000000

Body Text: 12

Color Code: #000000

Button Text: 14

Color Code: #000000

Wireframes:

Tool: Mock Flow

Font: SourceSansPro

Title Text: 18

Color Code: #000000

Body Text: 12

Color Code: #000000

Button Text: 14

Color Code: #000000

Position Descriptions for CDL Social Marketers

Social Media Marketing Manager

Conestoga Design Ltd

229 Doon Valley Drive, Kitchener, ON, N2G4M4

Job Description: CDL is currently hiring social media marketing manager to provide support to the marketing management team. We are a group of imaginative substance makers and we produce content for Brands, eCommerce organizations and Individual Artists and so forth. We are extending our business and are hoping to contract an independent web-based social networking advertiser who has broad information about running promotions and is magnificent with relational abilities.

Requirements:

School or bachelor's qualification

Promoting/Advertising experience: 1-5 years

Long range informal communication: 1-5 years

Adaptable work hours: 20 hours every week

Occupation Type: Part Time

Advantages:

Adaptable working hours

Work from home chances

Benefit sharing/share choices

Occupation Types: Part-time, Freelance

Compensation: \$5,000.00/month

Experience:

Internet based social Marketing: 1 year (Required)

Agile Methodology

Agile methodology supports the company to adopt more changes in the product and it also helps in increasing the flexibility with new technologies rather using the old ones. Any company using the agile method has only one motive which is to satisfy the customers need and to satisfy them. In it we take the old product and upgrade it on the basis of the problems which occur daily. Outcome should be delivered very fastly that is the main component of the agile methodology. It is a service which adds more quality and satisfaction to the product.

As mentioned CDL faced the same issue their product TrackR started facing the some issue the company made the product and just completely forgot about the upgradation and solving the problems which are coming that is why customers where not satisfied and they returned the product, then they also adopted the agile methodology to meet client needs and to satisfy them, their all teams where coordinated and started working on the same thing they even hired a development team to do the upgradation.

The main part of agile is that customer involvement, the customers are also involved feedback surveys are done and then they are upgraded and clients are satisfied all of this is done in agile methodology.

Unlike now a special team will be made who will closely monitor all this the customer problem and feedback and they will continuously update the marketing and developer team so that they will be able to continuously upgrade the product and keep the customer and client happy.

When a upgrade is made it will take about 5 days for upgradation approximately and around 2 days for testing it whether it is working properly or not then later other team will see and decide how it is working and looking and whether it will be acceptable by the customers and clients and whether they will be happy or not. So, this is agile methodology.

CDL Social Media Channel Strategy

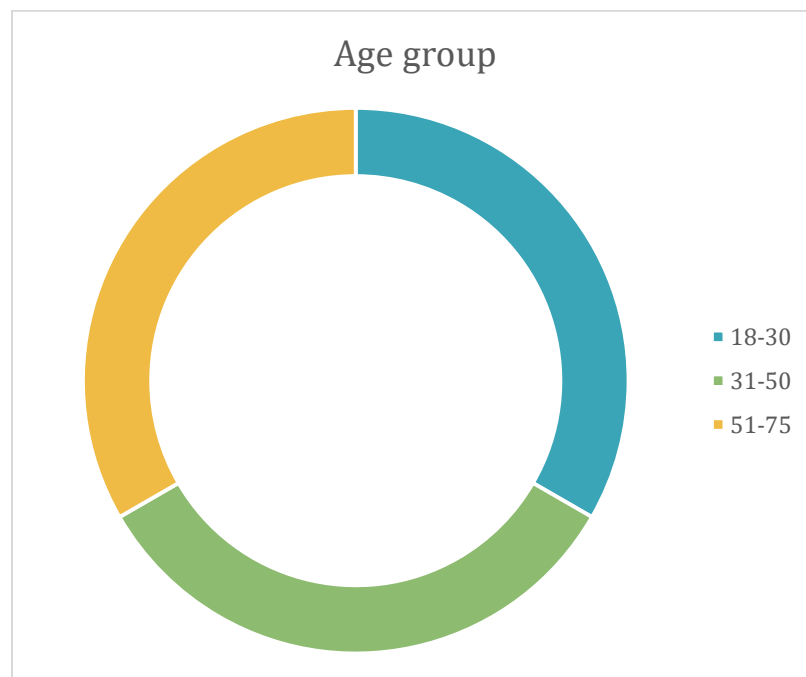
Current Scenario:

Conestoga Design Limited begins business in January 1998, they were building and selling three quality medical imaging scanners. CDL launched a TrackR in January 2014 which was a hit but due to some issues a major retailer returned a large number.

Right now, after dealing with the problems in the application the company is looking for its social media marketing to promote the upgraded application.

Target Audience:

As for the promotion of the application we have to target a big amount of audience on social media platform. Targeting all age groups on social media can be considered as a boon to the advertisement of the application.



What Social Media Channels are we using?

In the today's growing world, the best way to advertise a product is through social media channels, by sharing it once we can reach out too many people at once only.

So accordingly, we can reach out to the people using different social media channels and tell them about the new and upgraded CDL application this will increase the sales of the company again and will help to increase the company popularity in the market. Let's look at some of the social media channel strategies.

Facebook

It is one of the most popular social media channels to advertise anything because almost 80% of people are using it nowadays every day. It has billions of users who use it everyday and they all see all brands advertisement at least once so it is one of the best ways for marketing and advertising your product.

Instagram

It is also a very good way to advertise your product it is basically a way of post payment. In its people have accounts and they have followers and the number of followers tell us how popular a person is and how many people are watching him, it tells us how influencing he/she is on the social media platform. Then they are given advertisements to share and post and payment is also depending on the response if it is a good response payment is good.

YouTube

It is a very good video sharing platform it is having a huge customer base almost 2 billion people use it, it is the second largest search engine after google. People post videos here they have their own channels and many people sees it daily it works same people have subscribers the more subscriber means more popularity and more influencing on social media platform so they are given advertisements to put in their videos so that people sees it and they are paid also according to the views the more the views the more money. Very good way to advertise and promote instantly.

Conducting Surveys

Surveys should be conducted online to see the review of the product on online sites.

Online Discount

There should be online discounts on the product and some cash prizes should also be there.

The above strategies and methods will help in increasing the brand popularity and sales also as the number of users of these online platforms increase almost daily.

PROCURE AND ONBOARD APPLICATION DEVELOPERS

Job Posting

Social Media Marketing Manager

Job Description:

CDL is seeking a talented and motivated worker which will help to create new content for social media websites for its upgraded TrackR application. We are looking for someone to bring their own experience to the team while growing and strengthening the overall vision of the CDL. You should be able to write blogs and social strategy as you are rolling your sleeves.

You will be the online brand voice across our blog, social media channels and online communities.

Primary Responsibilities:

- Daily maintenance of the application creating a monthly scoreboard.
- Creating social media content for online blogs and posts.
- Shooting contents and working with team to get it done.
- Giving ideas for new social media strategy.
- Manage the marketing budget.
- Keep check on the marketing strategy for competing companies and also measure our strategy success.

Required Skills:

- Completion of high school diploma in marketing.
- A College/University degree in social media marketing is preferred.
- Proficient with: Microsoft Excel, Microsoft Word, Outlook, Google Chrome.
- They should know how to social media tools.
- Strong verbal and written skills (English).

Position Type: Permanent Full-Time

Social Media Staff Person

Job Description:

CDL is seeking a talented and motivated worker which will help to create new content for social media websites for its upgraded TrackR application. The staff person will work under the guidance of the marketing manager. They will be responsible for brainstorming ideas for the new social media marketing campaigns and also ensure other marketing functions for deliverables that are executed on strategy, time and budget.

Primary Responsibilities:

- Manage emails to help streamline communication.
- Plan, coordinate and ensure schedule are followed.
- Give new ideas daily for the blogs and content for online posts.
- Work closely with the manager and follow his instruction.
- Prepare presentation agendas and documents for the monthly success measure.
- Reply to the customer feedback.
- Create new surveys for the customer to verify the success of application.

Required Skills:

- Degree or diploma in social media marketing.
- Proficient in working with emails such as outlook, Gmail, yahoo.
- Should have good knowledge about social media content online.
- Should also have knowledge about our upgraded TrackR application.

Position Type: Permanent Full-Time

Guidance to SM Marketers and Application Developers on working effectively as a team

SM Marketers and application developer should work as a team so that they can make the best out of it. Below given are some suggestions which can help them to do better work:

They should create interesting content

The content made should be interesting this can be done only by collaboration of social media marketers and developers they should read everything thoroughly in order to create innovative content. Marketers can give innovative ideas and developers can help in implementing them this way best thing will be created.

Campaigning should be done as a team

They should work as team all together first they all should sit and brainstorm it so that best thing comes up all together there should be a team work in everything, social media marketers need survey feedback to improve the product and these surveys can be done only by online tools which developers can make. So, the whole campaign should be done as a team.

Meetings should be done daily

Meetings between both the teams should be done on a daily basis as it is very important for the teams to know each other more and what work are they doing because when they meet daily and discuss so it will

be very clear what is required and what needs to be done it will increase their working compatibility also. This will also help in knowing the problem and hurdles and they will be sorted frequently

Suggestion for long term maintenance of revised application

- We can continuously track the application through which we can easily know about the customer requirement by the retailer or on social media platform.
- The application after getting updated should be continuously monitored and verified with customers who are regularly using the application.
- Always keep track of the customers feedback through which we will be able to know the issues they are facing while using the application.
- We will try to be always updated and keep a check on surveys filled by the customers to know about the response of the application

Client project Plan

Detailed Project Plan for the social media marketers

Setting up a time of 3 weeks for the entire creating and testing stage and isolating the time allotment into two sprints, there ought to be a point by point venture plan to all the workers in advertising and creating groups.

- Create an online life page on the famous Web based life locales like LinkedIn, YouTube, Snapchat, Pinterest, Facebook, Twitter and Instagram advancing the gadget.
- Conduct the workshops and assessments polls of public sentiment to know the client input in regards to the gadget and follow up the overhaul recommendations time-to-time to enable the designers to take up the unmistakable thoughts for the gadget redesigning.
- Marketers update the customer prerequisites to the organization and engineers' group to make TrackR includes increasingly upgraded and win back the trust of clients once more.

Detailed Project Plan for the social media Developers

- Developers being related with showcasing group, ought to be totally refreshed with the customer necessities to take a shot at the gadget improvement.
- The developing group ought to be certain about the progressions made to the application to see that there will be no such circumstances reoccurred in the organization.

Future analysis and development activities:

- The marketing group will have the authority over the total showcasing methodologies and deals so that they handle all the customer input and deal with the prerequisites of clients.
- The developing group will play out the progressions as indicated by the customer necessities and will keep the changed application refreshed.

List and description of Risks to the Executive Dashboard project

1. Financial estimate: -

The financial estimate or plan or budget is very crucial for the upgradation of any system. For the upgradation we need to hire some new experimental minds to work with more zeal and enthusiasm and implement some innovative notion. Moreover, warehouse and equipment's for more facilitation is needed for the company.

2. Feedbacks: -

With upgradation, it is not sure that customers and forthcoming clients will accept new enhanced features. It's uncertain that how will they react to the improved version.

3. Strategies: -

For the promotion of the upgraded version some new innovative marketing strategies are needed to employ. This may be through on line or through store to aware customers, clients about new features.

Benefits

- The upgraded version of the application will boost up number of customers definitely and clients more efficiently.
- The upgraded version will help to meet customer's satisfaction level.
- The positive remarks from satisfied customers will boost its marketing and will help in further collaboration.
- Advertisements of app through social media is prefect platform for is to grow.
- Moreover, social media will help us to know analyse the choice of customers.

Assumptions

- Budget should be minimal. We will hire some people among the management team only to set the budget with minimum range. Providing the quality of working the given budget will be one of the difficult factors to confirm the success.
- We will assume that the application is working properly on both IOS and android devices without any defects and bugs. It will make it easy get the feedback.
- Revised application is successfully upgraded without any bugs or issues by the developer's team. The application doesn't have any scope of improvement for now.
- Customers have no issue with the design of the device and the way it looks, all they need is a revised application which will be defects free.

- There is no need to change the planning of the management team everything will go accordingly.
- The new features inserted in the application are all working well and tested. They all went under the system testing i.e. they are bugs free.
- The old features of the application are either fixed or is no more available in the revised application. This makes it an upgraded application with new features.

Conclusion

The innovative strategies for marketing and new hired team will boost up the company's performance. Moreover, the promotion of device with innovative methods will improve its efficiency and values because of upgradation. This will ultimately shoot up company marketing and partnership chances. The goal coordination of different sections of company will look after needs and demands of customers for the benefit of company.

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