# Project Management Plan

## XYZ Website Development

## By

## ABC Web Designs

**Project Manager: David Landa**

## XYZ Corporation

## 2253 Montgomery Ave

## Memphis, TN 56321

## July 10, 2020

**Table of Contents**

**INTRODUCTION**

The XYZ Company has just been established this year, has found itself in need of new website services as their company continues to grow.  Up to now they have used a small web hosting site with a simple website setup, as they have been preoccupied with hiring staff, purchasing equipment, renting facilities, and working with potential customers.  The small website has been acceptable up until recently, but they would like a more professional website set up.  The senior leadership of XYZ want ABC Web Designs to provide them with a fully professional and interactive website that reflects their current business and the directions they will be taking the company in the future.

**PROJECT MANAGEMENT APPROACH**

To produce this website ABC will use an incremental development SDLC model.  The incremental model breaks the work down into smaller pieces, with varying lengths of time to complete the required work. With this method we can separate the needed phases, and complete work on each in order.  Each incremental phase essentially a waterfall cycle nested with it.  As each phase is started, we go through: analysis, design, build, test, and delivering the result to the product sponsor for approval.  In the next phase we can either start up the next part of the website, or rework the previous phase taking in the concerns and requirements of the sponsor.

**PROJECT SCOPE**

The project for XYZ will be a company website designed for both customer ordering and back-end reporting.  The project will design, test, and deploy the company website.  This website will be fully functional as a customer sales portal.  The site will need on the back-end to produce weekly customer product reports, as well as weekly product inventory reports. It will also need to produce weekly, monthly, and yearly sales reports.

This project will produce a fully functional website that will design, set-up, and support a site that will function to provide the following aspects.  It will display all company products and services.  Detail the history of the company along with brand logo continuation.  The site will have all company contact information, and act as a customer sales portal.  The site will also have detailed reports of customer order information, as well as sales reports on a weekly, monthly, and yearly basis.

**CRITICAL SUCCESS FACTORS**

The project will be deemed a success dependent on achieving the following factors:

- -Fully operational website within 6 months of project launch date.
- -Offline backup of all XYZ website information in case of catastrophic failure.
- -System errors or failures are to be kept below 3 percent per month based on total system transactions.

**PROJECT DELIVERABLES**

- -Full display of company products and services.
- -An about page containing history and other pertinent data about XYZ.
- -Company logo on every pager.
- -Company contact and hours information
- -Accept customer orders and process sales and payment.
- -Provide full information on customer orders.
- -Provide weekly, monthly, and yearly sales reports.

**MILESTONE LIST**

| Phase Milestones | Description | Date |
|---|---|---|
| Complete Requirements Gathering | All requirements for website development will be determined. | 7/20/20 |
| Complete Web Design | The base design and functionality for the website will be finished. | 9/21/20 |
| Complete Coding | All software used for the site will be finished. | 11/24/20 |
| Complete Testing and Debugging | All functions for the website will be tested, and any errors corrected. | 12/22/20 |
| Complete Transfer of Website to XYZ Production | Fully functional website and reporting services will be approved and delivered to customer. | 1/7/21 |

| Project Milestones | Description | Timing |
|---|---|---|
| Project Launch | Initial project has started | 2 weeks from project charter acceptance |
| Web Requirements Gathered and Finalized | Project requirements finalized | 3 weeks from project launch date |
| Draft Designs | Draft designs completed | 2 weeks from finalizing requirements |
| Final Web Design | Final web design completed | 1 week from draft design completion |
| Web Development | Full web development finished | 7 weeks from final web design |
| User Testing | User testing of website completed | 3 weeks from development completion |
| Live Beta Testing | Full beta tests of website completed | 4 weeks from user test completion |
| Final Updates from Beta Testing | All updates from beta testing integrated into website | 3 weeks from completion of live beta test |
| Website Goes Live | Fully functional and tested website delivered to XYZ. | 1 week from performing final updates |

**WORK BREAKDOWN STRUCTURE**
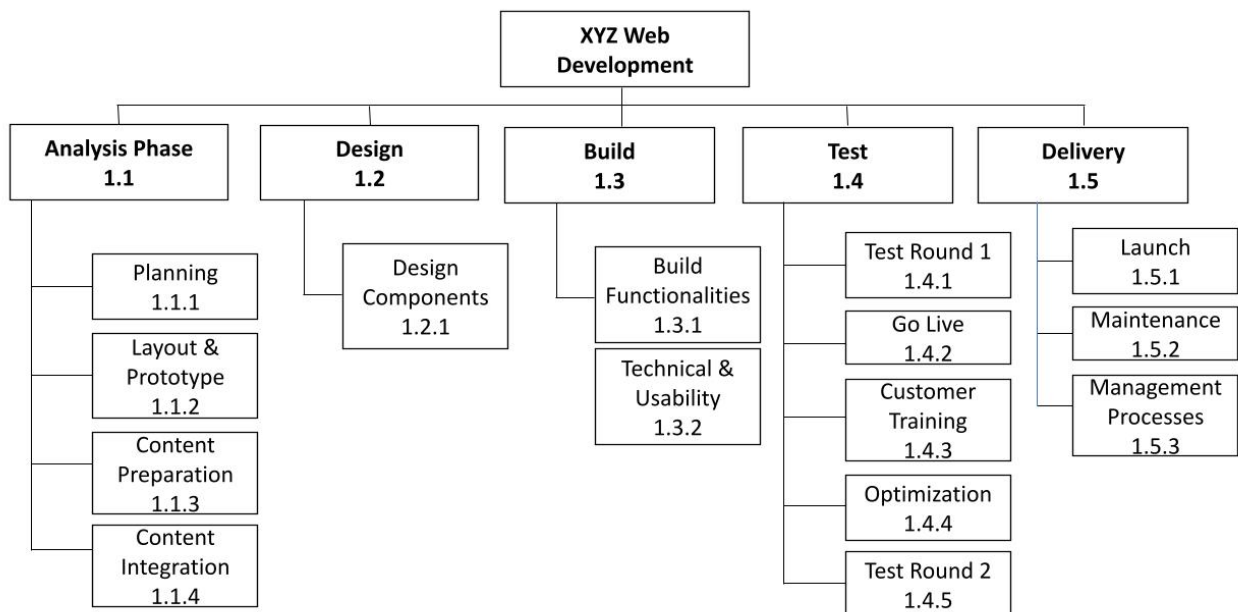
**SCHEDULE**

| Task Name | Work | WBS | Start | Finish |
|-----------|------|-----|-------|--------|
| XYZ Web Development | | 1 | | |
| Analysis | 275 | 1.1 | Mon 7/20/20 | Fri 8/14/20 |
| Design | 455 | 1.2 | Mon 8/17/20 | Mon 9/21/20 |
| Development | 700 | 1.3 | Mon 9/21/20 | Tue 11/24/20 |
| Test | 260 | 1.4 | Tue 11/24/20 | Tue 12/22/20 |
| Delivery | 120 | 1.5 | Tue 12/22/20 | Thu 1/7/21 |

**BUDGET**

Project cost information

| | |
|---|---|
| Total Project cost | $105,430.00 |
| Project risk contingency reserve (15%) | $15,814.50 |
| Total project cost baseline | $121,244.50 |
| Management reserve (10%) | $12,124.45 |
| Total cost Budget | $133,368.95 |

**CHANGE MANAGEMENT PLAN**

The following steps comprise XYZ's organization change control process for all projects and will be utilized on the website project:

Step #1: Identify the need for a change (Any Stakeholder)

Requestor will submit a completed XYZ change request form to the project manager

Step #2: Log change in the change request register (Project Manager)

The project manager will maintain a log of all change requests in the change log folder for the duration of the project.  This folder will be available to all team members, as well as the project sponsor.  Any rejected requests will be in a linked folder as well.

Step #3: Conduct an evaluation of the change (Project Manager, Project Team, Requestor)

The project manager will conduct an evaluation of the impact of the change to cost, risk, schedule, and scope

Step #4: Submit change request to Change Control Board (CCB) (Project Manager)

The project manager will submit the change request and analysis to the CCB for review

Step #5: Change Control Board decision (CCB)

The CCB will discuss the proposed change and decide whether or not it will be approved based on all submitted information

Step #6: Implement change (Project Manager)

If a change is approved by the CCB, the project manager will update and re-baseline project documentation as necessary as well as ensure any changes are communicated to the team and stakeholders


**COMMUNICATIONS MANAGEMENT PLAN**

This Communications Management Plan sets the communications framework for this project.  It will serve as a guide for communications throughout the life of the project and will be updated as communication needs change.  This plan identifies and defines the roles of persons involved in this project.  It also includes a communications matrix which maps the communication requirements of this project.  An in-depth guide for conducting meetings details both the communications rules and how the meetings will be conducted, ensuring successful meetings.  A project team directory is included to provide contact information for all stakeholders directly involved in the project.

The Project Manager will take a proactive role in ensuring effective communications on this project.  The communications requirements are documented in the Communications Matrix presented in this document.  The Communications Matrix will be used as the guide for what information to communicate, who is to do the communicating, when to communicate it and to whom to communicate.

| Communication Type | Description | Freq | Format | Participants/ Distribution | Deliverable | Owner |
|---|---|---|---|---|---|---|
| Weekly Status Report | Email summary of project status | Weekly | Email | Project Sponsor, Team and Stakeholders | Status Report | Project Manager |
| Weekly Project Team Meeting | Meeting to review action register and status | Weekly | In Person | Project Team | Updated Action Register | Project Manager |
| Project Monthly Review (PMR) | Present metrics and status to team and sponsor | Monthly | In Person | Project Sponsor, Team, and Stakeholders | Status and Metric Presentation | Project Manager |
| Project Gate Reviews | Present closeout of project phases and kickoff next phase | As Needed | In Person | Project Sponsor, Team and Stakeholders | Phase completion report and phase kickoff | Project Manager |
| Technical Design Review | Review of any technical designs or work associated with the project | As Needed | In Person | Project Team | Technical Design Package | Project Manager |

**Communications Matrix for this plan is located in Appendix A.**

**Project Team Directory**:

| Name | Title | Organization/ Department | Email | Phone |
|---|---|---|---|---|
| Tom Kane | Project Sponsor | XYZ | T.Kane@XYZ.com | (555) 555-1212 |
| David Landa | Project Manager | ABC Web Designs | D.Landa@abc.com | (555) 555-1414 |
| Helen Peters | Web Designer | ABC Web Design | H.Peters@abc.com | (412) 332-2630 |
| Jason Morris | Senior Developer | ABC Web Design | J.Morris@abc.com | (312) 582-2539 |
| Scott Fassett | Senior Web Designer | ABC Web Design | S.Fassett@abc.com | (412) 332-9643 |

| | | | | |
|---|---|---|---|---|
| Cindy Lewis | Consulting Analyst | ABC Web Design | C.Lewis@abc.com | (555) 621-9442 |

**Project Stakeholders Directory:**

| Name | Title | Organization | Email | Phone |
|---|---|---|---|---|
| Roger Wilson | CFO | XYZ Company | R.Wilson@XYZ.com | (555) 555-1521 |
| Lisa Sellers | Exec. Oversight Chair | XYZ Company | Sellers.L@XYZ.com | (555) 555-6129 |
| Edward Speck | Product Manager | XYZ Company | E.Speck@XYZ.com | (555) 555-1333 |
| James Pulliam | Professional Services Manager | XYZ Company | J.Pulliam@XYZ.com | (555) 555-5244 |

## GUIDELINES FOR MEETINGS

### Meeting Agenda
Meeting Agenda will be distributed 5 business days in advance of the meeting. The agenda should identify the presenter for each topic along with a time limit for that topic. The first item in the agenda should be a review of action items from the previous meeting.

### Meeting Minutes
Meeting minutes will be distributed within 2 business days following the meeting. Meeting minutes will include the status of all items from the agenda along with new action items and the Parking Lot list.

### Action Items
Action Items are recorded in both the meeting agenda and minutes. Action items will include both the action item along with the owner of the action item. Meetings will start with a review of the status of all action items from previous meetings and end with a review of all new action items resulting from the meeting. The review of the new action items will include identifying the owner for each action item.

### Parking Lot
The Parking Lot is a tool used by the facilitator to record and defer items which aren't on the meeting agenda; however, merit further discussion at a later time or through another forum. A parking lot record should identify an owner for the item as that person will be responsible for ensuring follow-up. The Parking Lot list is to be included in the meeting minutes.

## COMMUNICATION STANDARDS

For this project, ABC Corp. will utilize standard organizational formats and templates for all formal project communications.  Formal project communications are detailed in the project's communication matrix and include:

Kickoff Meeting – project team will utilize ABC Corp. standard templates for meeting agenda and meeting minutes. Additionally, any slides presented will use the ABC Corp. standard slideshow template.

Project Team Meetings – project team will utilize ABC Corp. standard templates for meeting agenda and meeting minutes. Additionally, any slides presented will use the ABC Corp. standard slideshow template.

Technical Design Meetings - project team will utilize ABC Corp. standard templates for meeting agenda and meeting minutes. Additionally, any slides presented will use the ABC Corp. standard slideshow template.

Monthly Project Status Meetings - project team will utilize ABC Corp. standard templates for meeting agenda and meeting minutes. Additionally, any slides presented will use the ABC Corp. standard slideshow template.

Project Status Reports – project team will utilize ABC Corp. standard templates for meeting agenda and meeting minutes.  Additionally, the standard project status report document, available on the share drive, will be used to provide project status.

Informal project communications should be professional and effective but there is no standard template or format that must be used.

## COMMUNICATION ESCALATION PROCESS

Efficient and timely communication is the key to successful project completion.  As such, it is imperative that any disputes, conflicts, or discrepancies regarding project communications are resolved in a way that is conducive to maintaining the project schedule, ensuring the correct communications are distributed, and preventing any ongoing difficulties.  In order to ensure projects stay on schedule and issues are resolved, ABC Corp. will use its standard escalation model to provide a framework for escalating communication issues.  The table below defines the priority levels, decision authorities, and timeframes for resolution.

| Priority | Definition | Decision Authority | Timeframe for Resolution |
|---|---|---|---|
| Priority 1 | Major impact to project or business operations. If not resolved quickly there will be a significant adverse impact to revenue and/or schedule. | Project Sponsor | Within 4 hours |
| Priority 2 | Medium impact to project or business operations which may result in some adverse impact to revenue and/or schedule. | Project Sponsor | Within one business day |
| Priority 3 | Slight impact which may cause some minor scheduling difficulties with the project but no impact to business operations or revenue. | Project Manager | Within two business days |
| Priority 4 | Insignificant impact to project but there may be a better solution. | Project Manager | Work continues and any recommendations are submitted via the project change control process |

** NOTE: Any communication including sensitive and/or confidential information will require escalation to Sponsor level or higher for approval prior to external distribution.

**RISK REGISTER**

**The Risk Register is provided in Appendix B**.

| Task Name | Duration | Work | WBS | Start | Finish |
|---|---|---|---|---|---|
| ⊿ XYZ Web Development | 118.75 days | 1,810 hrs | 1 | Mon 7/20/20 | Thu 1/7/21 |
| ⊿ Analysis | 20 days | 275 hrs | 1.1 | Mon 7/20/20 | Fri 8/14/20 |
| Project Start | 1 day | 0 hrs | 1.1.1 | Mon 7/20/20 | Mon 7/20/20 |
| ▷ Planning | 2.75 days | 39 hrs | 1.1.2 | Mon 7/20/20 | Wed 7/22/20 |
| ▷ Layout & Prototype | 3.75 days | 54 hrs | 1.1.3 | Wed 7/22/20 | Tue 7/28/20 |
| ▷ Content Preparation | 7.75 days | 115 hrs | 1.1.4 | Tue 7/28/20 | Fri 8/7/20 |
| ▷ Content Integration | 5.75 days | 67 hrs | 1.1.5 | Fri 8/7/20 | Fri 8/14/20 |
| ▷ Design | 24.38 days | 455 hrs | 1.2 | Mon 8/17/20 | Mon 9/21/20 |
| ⊿ Build | 46.25 days | 700 hrs | 1.3 | Mon 9/21/20 | Tue 11/24/20 |
| ▷ Functionalities | 16.13 days | 259 hrs | 1.3.1 | Mon 9/21/20 | Tue 10/13/20 |
| ▷ Technical & Usability | 30.13 days | 441 hrs | 1.3.2 | Tue 10/13/20 | Tue 11/24/20 |
| ⊿ Test | 18.13 days | 260 hrs | 1.4 | Tue 11/24/20 | Tue 12/22/20 |
| ▷ Test Round 1 | 2.63 days | 48 hrs | 1.4.1 | Tue 11/24/20 | Tue 12/1/20 |
| ▷ Go Live | 1.5 days | 24 hrs | 1.4.2 | Tue 12/1/20 | Wed 12/2/20 |
| ▷ Customer Training | 2.5 days | 38 hrs | 1.4.3 | Wed 12/2/20 | Mon 12/7/20 |
| ▷ Marketing and Search Engine Optimization (SEO) | 8.5 days | 108 hrs | 1.4.4 | Mon 12/7/20 | Thu 12/17/20 |
| ▷ Test Round 2 | 3 days | 42 hrs | 1.4.5 | Thu 12/17/20 | Tue 12/22/20 |
| ⊿ Delivery | 10 days | 120 hrs | 1.5 | Tue 12/22/20 | Thu 1/7/21 |
| ▷ Launch and Delivery | 1.88 days | 24 hrs | 1.5.1 | Tue 12/22/20 | Thu 12/24/20 |
| ▷ Maintenance & Optimization | 5.88 days | 69 hrs | 1.5.2 | Thu 12/24/20 | Tue 1/5/21 |
| ▷ Management Processes | 2.25 days | 27 hrs | 1.5.3 | Tue 1/5/21 | Thu 1/7/21 |

**COST BASELINE**

| Project Phase | Budgeted Total |
|---|---|
| Analysis | $15,595.00 |
| Design | $25,970.00 |
| Development | $41,320.00 |
| Testing | $15,425.00 |
| Delivery/Closeout | $7,120.00 |

**SPONSOR ACCEPTANCE**

Approved by Project Sponsor:

_Tom Kane_

Date:

Project Sponsor

XYZ Facilities Manager

**Appendix A: Communications Matrix**

| Communication Type | Objective of Communication | Medium | Frequency | Audience | Owner | Deliverable | Format |
|---|---|---|---|---|---|---|---|
| Kickoff Meeting | Introduce the project team and the project.  Review project objectives and management approach. | • Face to Face | Once | • Project Sponsor<br>• Project Team | Project Manager | • Agenda<br>• Meeting Minutes | • Soft copy archived on project SharePoint site and project web site |
| Project Team Meetings | Review status of the project with the team.<br><br>Make and approve any needed updates.<br><br>Document needed changes. | • Face to Face<br>• Zoom Call | Weekly | • Project Team | Project Manager | • Agenda<br>• Meeting Minutes<br>• Project schedule | • Soft copy archived on project SharePoint site and project web site |
| Technical Design Meetings | Discuss and develop technical design solutions for the project. | • Face to Face<br>• Zoom | As Needed | • Project Team | Technical Lead | • Agenda<br>• Meeting Minutes<br>• Project Schedule | • Soft copy archived on project SharePoint site and project web site |
| Monthly Project Status Meetings | Report on the status of the project to the project sponsor. | • Face to Face<br>• Zoom Call<br>• Email | Monthly | • Project Sponsor | Project Manager | • Meeting minutes<br>• Project schedule | • Soft copy archived on project SharePoint site and project web site<br>• Email archive account |

**Appendix B:**

**Risk Register**

| Risk ID | Date Raised | Risk Description | Probability Of Occurrence | Impact if Occurs | Risk Owner | Mitigating Action |
|---|---|---|---|---|---|---|
| 1.1 | 7/10/20 | Full requirements and constraints may cause project to exceed sixth month target date. | Medium | High | Project Sponsor | Consult with Project sponsor on all project requirements.  Confirm all will fit into required time frame.  If additional requirements are proposed, confirm that they will fit into current schedule or agree to adjustment of schedule or budget. |
| 1.2 | 7/10/20 | Project staff changes may occur, causing delays in project as additional staff is acquired. | Low | Medium | Project Manager | Consult with project staff on any upcoming time off they require on an ongoing basis.  Have other employees inside the company available for reassignment, or be able to rapidly acquire outside help. |
| 1.3 | 7/10/20 | Local and wide area network instability has been reported by service providers.  May cause delays in project schedule. | Medium | Medium | Project Manager | Keep in weekly contact with service provider staff about any issues.  Meet with project sponsor on possible alternative to current providers, in case of need.  Have all current work backed up, so that it can be immediately transferred to a new service provider with minimal loss of time. |