TABLE OF CONTENT :

- To successfully launch and optimize the website for the "Project Management in Practices" textbook on the 'State of the Art' Website.
- This involves completing milestones, gathering user feedback, and implementing iterative improvements to enhance the website's performance and usability.
- Driving early user engagement
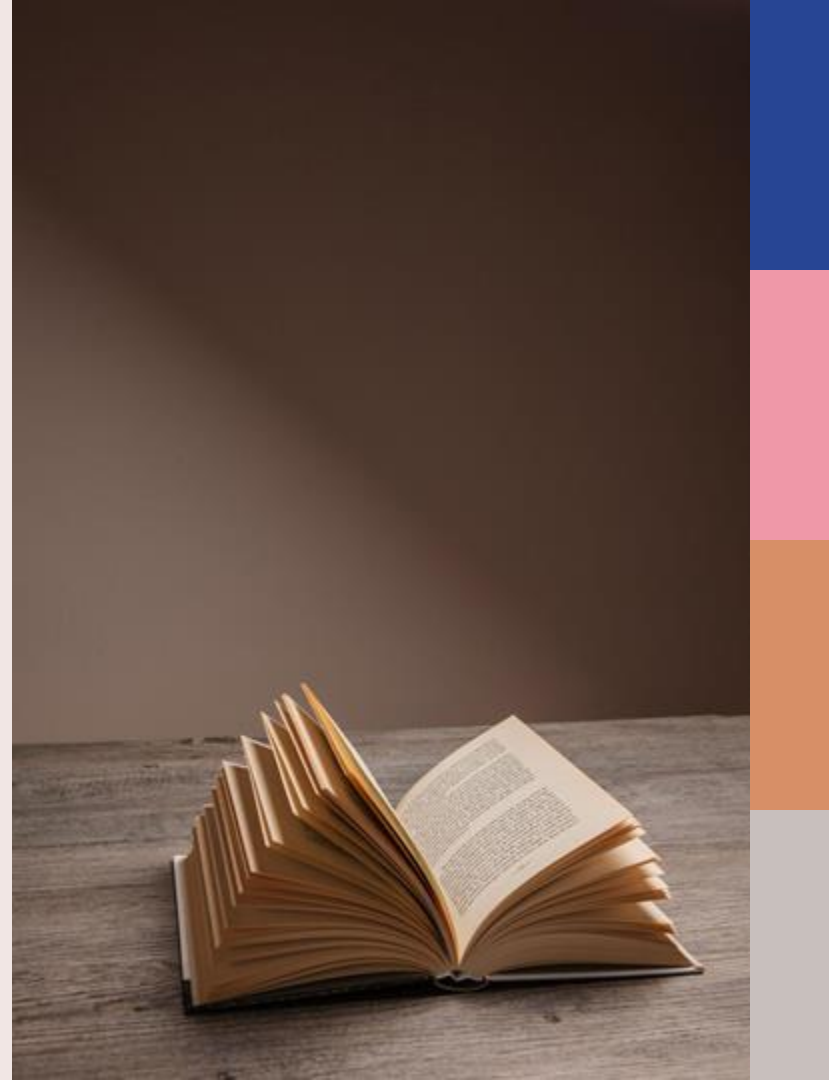
SOME BENEFITS OUR CLIENT MAY HAVE FROM THIS PROJECT:

INCREASE PUBLICATION AND SERVICE SALES BY 30%.

Increase sales by reaching the targeted audience.

AIM TO ONBOARD 1 MILLION USERS

Conduct Marketing Analysis/SEO to determine user engagement.

45+ LANGUAGES WORLD-WIDE

Publish content in 45+ different languages for global reach.

AIMING FOR 4.5 STAR RATINGS WORLD-WIDE ESPECIALLY EUROPE/ GERMANY/AUSTRALIA, EXPANDING BUSINESS IN CHINA ALSO

REPORTING PERIOD

The project began on first week of February and is in continuation and will go till end of July.

PROJECT SUMMARY

MEET OUR EXPERT TEAM

- Project Manager (Dia Khosla)
- Web Developer (Noah Japhet & Team)
- UI/UX Designer (John Smith (Assumed))
- Content Strategist (Mary Ellen' team (Assumed))
- Graphic Designer (Mary Ellen' team (Assumed))
- Quality Assurance (QA) Tester (Noah Japhet & Team)

DRIVING EXCELLENCE

- Responsive Design
- Browser Compatibility
- Page Loading Speed
- Accessibility
- Security
- Performance Monitoring

OUR PROJECT OBJECTIVES

- Enhanced Sponsor Engagement
- Continuous Enhanced User Experience
- User-Centric Improvements
- Global Reach and Visibility
- Better Content Management
- Data Analytics and Insights
- E-commerce Capabilities
- Integration with Other Systems
- Competitive Advantage

PROJECT GOALS

To entail in becoming the go-to destination for students, professionals, and educators seeking top-quality project management materials, ultimately contributing to the advancement and standardization of project management practices globally.

SCHEDULE AND BUDGET SUMMARY

PROJECT SCHEDULE AND TOTAL COST

Task Name	Start	Finish	Actual Cost	Cost
Project Initiation	Tue 2/1/24	Tue 3/19/24	$51,846.00	$51,846.00
Research and Planning	Wed 3/4/24	Mon 5/13/24	$18,263.80	$29,670.00
Landing Page development for 'State of the Art Website'	Tue 2/1/24	Tue 5/11/24	$20,160.00	$31,513.00
Design Phase:	Mon 3/6/24	Fri 3/22/24	$0.00	$4,632.00
Software and technology required to create Website	Thu 4/1/24	Wed 7/24/24	$0.00	$71,700.00
SEO optimization	Tue 2/1/24	Tue 6/25/24	$29,736.00	$30,236.00
Content Creation and Curation	Fri 5/17/24	Fri 6/14/24	$2,400.00	$9,024.00
Testing and Quality Assurance Phase:	Tue 5/28/24	Tue 6/25/24	$4,200.00	$13,240.00
Deployment:	Wed 6/26/24	Sat 7/9/24	$0.00	$25,968.00
Project Closing	Tue 2/1/24	Tue 7/30/24	$7,242.33	$31,242.33
Total Revised Cost for John Wiley & Sons Inc.	Tue 2/1/24	Tue 7/30/24	$133,848.13	$299,071.33

RESERVE AND SURPLUS

1. Original budget: $123,000.00
2. Revised/extended budget due to additional deliverables and workforce: $299,071.33
3. Actual estimated cost incurred: $133,848.13

SCHEDULE AND BUDGET SUMMARY CONT'D

Resource Name	Rate/Hour	Work %	Estimated Cost
Project Manager (Dia Khosla)	$55.00/hr	54%	$27,071.64
Reseach Department	$20.00/hr	100%	$4,480.00
Operational Analysts	$20.00/hr	51%	$3,920.00
Data Analysts	$10.00/hr	100%	$320.00
Web Developer (Noah Japhet and his Team)	$35.00/hr	34%	$62,867.41
Design Team	$30.00/hr	0%	$3,288.00
SEO Team	$40.00/hr	95%	$24,864.00
Content Team(Mary Ellen' team (Assumed))	$30.00/hr	52%	$11,040.00
Testing Team	$45.00/hr	28%	$14,589.53
UI/UX Designer and Testing Team	$35.00/hr	38%	$7,707.41
System Administrator/DevOps Engineer	$55.00/hr	47%	$10,736.00
Front End Team	$30.00/hr	0%	$19,200.00
Back End Team	$25.00/hr	0%	$18,800.00
Client/ Stakeholder Representative	$20.00/hr	64%	$4,896.00
Consultant	$55.00/hr	100%	$8,008.00
Project Coordinator	$30.00/hr	42%	$11,646.35
Data Analysts	$25.00/hr	82%	$9,800.00
Market Analysts	$25.00/hr	0%	$0.00
Content Strategist (Mary Ellen)	$15.00/hr	100%	$960.00
Graphic Design Team	$25.00/hr	100%	$240.00
UX Designer (John Smith)	$35.00/hr	0%	$784.00
Investment made in IT Software		0%	$1,500.00
Contingency Reserve		0%	$27,953.00
Total Cost			**$294,899.34**

RETURN ON INVESTMENT (ROI)

$$\$388,792.30 = (\$299,071.00/30\%) \times 100\%$$

WHERE:

$$\text{NET GAIN} = \$388,792.30 - \$299,071.00$$

$$\text{NET GAIN} = \$89,721.30$$

SOME PRODUCT DESIGN FEATURES

- User Interface (UI) Design has been setup for the website.
- Navigation features have been displayed.
- Responsive Design has been provided by the client and landing page has been setup.
- Content is provided for "Project Management in Practice.
- Search Functionality feature has been added/ setup for the website.
- Loading Speed has been tested and is estimated to be at 95%.
- Accessibility features has been implemented.
- Multimedia Integration has begun by the team.
- Security and compliance with respect to copyrights (Consumer Privacy Act) has been imposed on website.
- Social Media Integration with Feedback Mechanisms has been set-up.

SIGNIFICANT ACCOMPLISHMENTS SINCE THE START OF THE PROJECT (COMPLETED MILESTONES)

- **Anticipated Trade-offs**
- **Project Charter Completed**
- **Consistent Feedback Collected**
- **Approved Subscription Plan by John Wiley & Sons**
- **Design and Visual Assets Provided by John Wiley Sons**
- **Content Provided for 'Project Management In Practice'**
- **Created Landing Page for the website**

MILESTONES AND DELIVERABLES TILL NOW

	FEB-MARCH (COMPLETED)	APRIL-MAY	JUNE-JULY
KEY ACTION 1	• Created Project Charter • Budget has been approved • Resources has been allocated	Finalize 'State of the Art' Website Design	• Implement Database Management System • Research Necessary APIs • Integrate Payment gateways • Set up Server Environment • Incoperate SEO Strategies
KEY ACTION 2	**Landing Page development:** • Created Description Section • Creating Home Feature/ About us/ Shop (Cart) / Educational Resorces(Approved Subscription Plan)	Develop content strategy for 'Project Management in Practice'	Register Domain, Set Up Hosting, Configure DNS, etc.
KEY ACTION 3	**Finalized Website Design** • Received design and website logo and visuals • Evaluate and Implement Visual aesthetics and branding guidelines	Inclusion of Copyrights and Patents	Testing validation and signoff
KEY ACTION 4	Subscription plans for 1-month, rental services for 9 months, coupon codes/discount offers and focus on continuous improvement	Robust testing processes (User Acceptance Testing Phase) User feedback and acceptance testing outcomes	Providing Training towards the website maintenance and security measures to the client

RISKS ENCOUNTERED

- Technical Challenges:
    - Integrating advanced features for our sponsor, leading to technical issues and delays in development for the website 'State of the Art'.
    - Difficulty in ensuring content improvement for 'Project Management in Practice' with engaging titles Multilingual Support:
    - Implementing options to switch to more than 45+ languages while reading content posed challenges
- Website Security:
    - Building-in software to monitor threats to the website's performance introduced vulnerabilities
- Testing Processes:
    - Implementing robust testing processes was time-consuming and resource-intensive, particularly in ensuring compatibility across multiple devices, platforms, and languages, with a focus on fitting to screen size for various screen resolutions.
- User Experience:
    - Delivering a positive user experience globally was challenging due to differences in internet speeds, device capabilities and browser compatibilities, and user preferences from different parts of the world.
- Payment Gateways Security:
    - Integrating built-in payment gateways, a shopping cart, and a create account section while ensuring security measures and compliance with various regulations posed a threat of security breaches and viruses, which we perceived as a danger to the website. Consequently, we had to take measures such as installing cybersecurity software to prevent financial loss and damage to the website's content.

ISSUES AND RESOLUTIONS

- Technical Risks:
  - ☐ Severity: Were High to Critical
  - ☐ Mitigation: Thorough testing was conducted at each development stage, version control systems were implemented, responsive design techniques were utilized, and website performance was continuously monitored.
- Scope Creep:
  - ☐ Severity: Was Medium to Significant
  - ☐ Mitigation: Detailed project scope and requirements were established upfront, a change control process was implemented, features were prioritized, and open communication was maintained with stakeholders.
- Security:
  - ☐ Severity: Was Medium to High
  - ☐ Mitigation: Robust security measures such as HTTPS encryption, regular security audits, and best practices for coding and configuration were implemented.
- Resource Constraints:
  - ☐ Severity: Were Medium to Moderate
  - ☐ Mitigation: Thorough resource planning was conducted, tasks were prioritized, and resource allocation was regularly reviewed and adjusted as needed.
- Stakeholder Disagreements:
  - ☐ Severity: Were Low to Medium
  - ☐ Mitigation: Stakeholders were actively involved in decision-making, conflicts were addressed promptly and professionally, and consensus was sought whenever possible.
  - ☐ These were the anticipated risks that were faced during the project, and mitigation strategies were implemented to ensure effective project management and delivery.

A FEW REFLECTIONS ON THE JOHN WILEY PROJECT:

LESSONS LEARNED AS A MANAGER

- Clear communication with all parties involved is primordial to the success of the project.
- Managing Scoop Creep was essential.
- Resource allocation was crucial to the success of the project to stay on budget.
- We identified and managed the risks that could derail the project.
- We also knew that clarifying project requirement early on, and conducting Quality Assurance tests and Adaptability, were good practices to keep the project progressing smoothly.
- We also learned that managing Stakeholders was essential to prevent delays to the project deliverables.
- And finally, documenting our progress throughout the life cycle of the project, were all important aspects of succeeding in this project.

LESSONS LEARNED FROM A DESIGN TEAM STANDPOINT

- From a design team standpoint, Client collaboration was essential for the project.
- Also, User-Centric experience was priority in the design phase of the website in addition to designing a responsive website for the client.
- Performance Optimization of the website was vital to the success of the project as well.
- And of course, embracing an iterative design process for continued improvement, and maintaining an accurate and version control of the website ensured the smooth collaboration with both old and new onboarding members.