

# CSD-3423 - Intro to Project Management

Group Name: SIX SIGMAS

RUTUL TEJANI

HINALI TJANI

RISHABH KALATHIYA

PARTH CHAK

SMIT SHAH

NISARG JOSHI

# PROJECT CHARTER

## GENERAL PROJECT INFORMATION

PROJECT NAME	PROJECT MANAGER	PROJECT SPONSOR
Course(FSDO) Website Development for Domestic and International Students	Rutul Tejani	Parfait Douvon

EMAIL	PHONE	ORGANIZATIONAL UNIT(S)	
c0934641@mylambton.ca	613-408-8980	Project Management, Information Technology (IT) Department, Marketing and Communications Department, Academic Department (Course Faculty), User Experience (UX) and Design Team, Content Development Team, Quality Assurance (QA) Team, Student Services/Admissions Office	
GREEN BELTS ASSIGNED		EXPECTED START DATE	EXPECTED COMPLETION DATE
Rutul Tejani (Project Management)		06/10/2024	01/31/2025
BLACK BELTS ASSIGNED		EXPECTED SAVINGS	ESTIMATED COSTS
Hinali Tejani(Information Technology (IT) Department)		\$140000.00	\$39500.00

# PROJECT OVERVIEW

PROBLEM OR ISSUE	Our goal for this project is to create a website for the advertisement of course(FSDO) for domestic and international students.
PURPOSE OF PROJECT	The primary goal of this project is to create an engaging and informative website dedicated to promoting a specific educational course. Our target audience includes both domestic and international students seeking high-quality education.
BUSINESS CASE	attracting a global student base, improving user experience, and gaining a competitive edge in the education market by creating a website that serves as a powerful marketing tool to drive enrollment and revenue.
GOALS / METRICS	The website project targets global visibility, user engagement, and mobile compatibility with metrics like increased international traffic, reduced bounce rate, and higher mobile visits. SEO optimization and multilingual support enhance online visibility and attract diverse audiences, creating an engaging platform for prospective students.
EXPECTED DELIVERABLES	The expected deliverables from the project include a fully functional educational course website with global visibility and increased traffic. User engagement will be enhanced through mobile compatibility, SEO optimization, and multilingual support, with detailed metric reports provided for performance evaluation.

# PROJECT SCOPE

WITHIN SCOPE	The project encompasses the development of a functional educational course website with global reach, user engagement, and mobile compatibility. It also includes SEO optimization and multilingual support, with detailed metric reports for performance evaluation.
OUTSIDE OF SCOPE	The project does not cover the actual course content creation, recruitment of faculty, or physical infrastructure development for the educational course. It also does not include marketing strategies beyond SEO implementation.

TENTATIVE SCHEDULE

KEY MILESTONE	START	FINISH
Project Kickoff	06/10 /2024	06/16/2024
Requirement Gathering	06/17/2024	07/07/2024
Design Phase	07/08/2024	08/04/2024
Content Creation	08/05/2024	09/15/2024
Development Phase	09/16/2024	11/10/2024
SEO Implementation	11/11/2024	11/24/2024
Testing Phase	11/25/2024	12/15/2024
Bug Resolution	12/16/2024	12/29/2024
Marketing Preparation	12/30/2024	01/19/2025
Website Launch	01/20/2025	01/20/2025
Post-launch Support	01/21/2025	01/31/2025

## RESOURCES

PROJECT TEAM	Rutul Tejani- Project Manager Parth Chak - Marketing and Communication Nisarg Joshi - Student services and admissions	Hinali Tejani - IT department/QA Director Smit Shah - UI/UX
SUPPORT RESOURCES	Content development, Academic department	
SPECIAL NEEDS	TBD	

## COSTS

COST TYPE	VENDOR / LABOR NAMES	Hourly RATE	hours	AMOUNT
Designer	UI/UX Development	\$35.00	160	\$5600.00
Content Writer	Content Creation	\$30.00	240	\$7200.00
Co-Op	Web Development	Non-fundable	80	\$0.00
Junior Developer	Web Development	\$25.00	140	\$3500.00
Senior Developer	Web Development	\$50.00	100	\$5000.00
SEO Engineer	SEO Services	\$40.00	80	\$3200.00
QA	Testing and Quality Assurance	\$35.00	200	\$7000.00

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Marketing Manager	Marketing Team	\$50.00	120	\$6000.00
Miscellaneous	Contingency	\$2000.00	1040	\$2000
TOTAL COSTS				\$39500.00

BENEFITS AND CUSTOMERS

PROCESS OWNER	Rutul Tejani - Project Manager
KEY STAKEHOLDERS	Parfait Douvon
FINAL CUSTOMER	Lambton College
EXPECTED BENEFITS	The project is expected to increase student enrollment, improve user experience, and enhance online visibility, leading to a wider reach and greater engagement with prospective students.

TYPE OF BENEFIT	BASIS OF ESTIMATE	ESTIMATED BENEFIT AMOUNT
Specific Cost Savings	Project Management's estimates	\$15000.00
Enhanced Revenues	Finance's projections	\$50000.00
Higher Productivity (Soft)	Project management's estimates	\$10000.00
Improved Compliance	Operations' estimations	\$8000.00

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Better Decision Making	Project management's estimates	\$12000.00
Less Maintenance	IT Department's projections	\$20000.00
Other Costs Avoided	Finance's projections	\$25000.00
TOTAL BENEFIT		\$140000.00

RISKS, CONSTRAINTS, AND ASSUMPTIONS

RISKS	Technical challenges in website development and optimization may delay the project timeline and increase costs. Failure to attract the target audience or adapt to evolving technology trends could impact the project's effectiveness and long-term success.
CONSTRAINTS	We will have to make sure that we have resource backup that will help prevent any challenges that will come due to any sudden need for resources or in case of any resignation.
ASSUMPTIONS	We assume that all the academic information and website domain will be provided by the client.

PREPARED BY	TITLE	DATE
Rutul Tejani	Project Manager	06/12/2024

# STAKEHOLDER REGISTER

PROJECT NAME	Course(FSDO) Website Development for Domestic and International Students	DATE PREPARED	06/12/2024
CLIENT	Lambton College	START DATE	06/10/2024
AUTHOR	RUTUL TEJANI	END DATE	01/31/2025
PROJECT DESCRIPTION	Creation of a website for the advertisement of course(FSDO) for domestic and international students.		

STAKEHOLDER REGISTER					
OVERVIEW					
ID	STAKEHOLDER	TITLE / ROLE	RESPONSIBILITIES	IMPACT	EMAIL
ST001	LAMBTON COLLEGE	Client	Provides project requirements, academic standards	High	example@lambtoncollege.ca
ST002	PARFAIT DOUVON	Project Sponser	Ensures project funding, supports project vision	High	parfait@example.ca



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ST003	<b>RUTUL TEJANI</b>	Project Management Office (PMO)	Oversees project alignment, planning, scheduling, risk management	High	rutul.tejani@example.com
ST004	<b>PARTH CHAK</b>	Marketing and Communications Department	Marketing strategies, SEO implementation, campaign management	Medium	parth.chak@example.com
ST005	<b>NISARG JOSHI</b>	Academic Department (Course Faculty) Student Services/Admissions Office	Provides course content, academic accuracy Student support, registration processes	High	nisarg@example.com
ST006	<b>SMIT SHAH</b>	User Experience (UX) and Design Team	User-friendly design, stakeholder feedback	Medium	smit.shah@example.com
ST007	<b>HINALI TEJANI</b>	IT Department QA Team	Technical support, cybersecurity, web development Functionality, usability testing	High	hinali.tejani@example.com

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ST008	RISHABH KALATHIYA	Content Development Team	Content creation, SEO-optimized content	Low	rishabh.k@example.com
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SCOPE STATEMENT

PROJECT NAME	Course(FSDO) Website Development for Domestic and International Students	DATE PREPARED	6/12/2024
CLIENT	Lambton College	START DATE	6/10/2024
AUTHOR	RUTUL TEJANI	END DATE	01/31/2025
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SCOPE STATEMENT				
OVERVIEW				
WBS CODE	START DATE	END DATE	COST BREAKDOWN	RESPONSIBLE PERSON
SCOPE DESCRIPTION	<div>IN SCOPE:</div> <ul style="list-style-type: none"><li>Development of a comprehensive website for Lambton College.</li><li>Integration of course information, registration processes, and student services.</li><li>Implementation of SEO strategies to enhance marketing outreach.</li><li>Design and implementation of a user-friendly and visually appealing interface.</li><li>Provision of cybersecurity measures to protect user data.</li><li>Development of content aligned with academic requirements.</li><li>Conducting thorough testing to ensure functionality, usability, and security.</li><li>Post-launch support for initial issues and bug fixes.</li></ul> <div>OUT OF SCOPE:</div> <ul style="list-style-type: none"><li>Development of mobile applications.</li><li>Integration with third-party applications not specified in the requirements.</li><li>Ongoing content creation post-launch.</li></ul>			

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	<ul style="list-style-type: none"><li>• Extensive post-launch user training sessions beyond initial support period.</li></ul>
<b>PROJECT DELIVERABLES</b>	<ul style="list-style-type: none"><li>• A fully functional and coded website for Lambton College.</li><li>• Documentation of project requirements and design mockups.</li><li>• Content developed and optimized for SEO.</li><li>• Results from comprehensive testing phases.</li><li>• Marketing materials and strategies for website promotion.</li><li>• Support documentation for post-launch maintenance.</li></ul>
<b>ACCEPTANCE CRITERIA</b>	<ul style="list-style-type: none"><li>• The website is user-friendly and easy to navigate.</li><li>• All functionalities outlined in the requirements document are operational.</li><li>• Content is accurate, relevant, and optimized for SEO.</li><li>• The website passes all testing phases, including security, usability, and performance.</li><li>• The project is completed within the specified timeline and budget.</li><li>• Critical post-launch issues are addressed within 48 hours of reporting.</li></ul>
<b>CONSTRAINTS</b>	<ul style="list-style-type: none"><li>• The project must be completed by January 31, 2025.</li><li>• The budget for the project is limited to 39,500.</li><li>• Stakeholder availability may impact the project timeline.</li><li>• Technical limitations may affect the integration of certain features.</li></ul>
<b>ASSUMPTIONS</b>	<ul style="list-style-type: none"><li>• All stakeholders will be available for key meetings and approvals.</li><li>• Requirements provided by stakeholders will remain stable throughout the project.</li><li>• Necessary resources, including personnel and technology, will be available as needed.</li><li>• Any changes in scope will be managed through a formal change control process.</li></ul>

# COST BASELINE

WBS Code	Task/Activity	Start Date	End Date	Cost Breakdown	Responsible Person
1.0	Project Planning & Requirement gathering	06/10/2024	07/05/2024	\$39,500	Project Manager
2.0	Design Phase	07/08/2024	08/02/2024	\$5,600	Design Lead
3.0	Content Creation	08/05/2024	08/30/2024	\$4,800	Content Creator
4.0	Content Creation + Development	09/02/2024	09/27/2024	\$3,800	Development Lead
5.0	Development	09/30/2025	10/25/2025	\$5,700	Development Lead
6.0	Development + SEO Implementation.	10/28/2024	11/22/2024	\$4,600	SEO Person
7.0	Testing + Bug Resolution	11/25/2024	12/20/2024	\$5,600	QA Manager
8.0	Bug Resolution + Marketing Prep.	12/23/2024	01/17/2025	\$7,400	Marketing Manager
9.0	Website Launch + Post-Launch Support	01/20/2025	01/31/2025	\$2,000	Deployment Lead

# COMMUNICATION PLAN

PROJECT NAME	Course(FSDO) Website Development for Domestic and International Students	DATE PREPARED	6/12/2024
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COMMUNICATION PLAN							
OVERVIEW							
ID	Stakeholder	Information	Method	Timing/Frequency	Sender	Assumptions	Constraints
ST001	Rutul Tejani	Updates on project progress, risks, and key milestones	Email, Meetings	Every two weeks	Project Manager	Rutul reads emails promptly and attends scheduled meetings	Limited availability for meetings
ST002	Hinali Tejani	Technical updates, resolving issues, testing results, and bug reports	Email, Technical Reports, Testing Sessions	Weekly	Project Manager	Technical issues are clearly documented and testing is thorough	Some technical jargon might be complex for all stakeholders, limited testing resources

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ST003	<b>Parth Chak</b>	Performance of marketing campaigns, SEO metrics	Email, Reports	Weekly	Marketing Lead	Marketing data is readily available	Marketing platforms may have data availability issues
ST004	<b>Nisarg</b>	Updates on course content and academic alignment	Email, Meetings	Monthly	Academic Lead	Faculty members are available for content review sessions	Academic schedules may limit availability
ST005	<b>Smit Shah</b>	Feedback on website design and usability test results	Email, Meetings	Every two weeks	UX Lead	Timely feedback is provided from design reviews	Limited availability of design team
ST006	<b>Rishabh Kathiriya</b>	Progress on content creation and SEO optimization	Email, Content Reviews	Weekly	Content Lead	Content creation is on schedule	Content approval may take time
ST007	<b>Nisarg</b>	Responses to student inquiries and registration updates	Email, Support Reports	Weekly	Student Services Lead	Student queries are responded to promptly	High volume of student inquiries

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ST008	<b>Parfait Douvon</b>	Status of project funding and overall health of the project	Email, Executive Meetings	Monthly	Project Manager	Financial updates are current and accurate	Funding approval processes may be slow
ST009	<b>Lambton College</b>	Project requirements and feedback on deliverables	Email, Review Meetings	Monthly	Client Liaison	Requirements are clearly communicated and understood	Client representatives may have limited availability



# Project Planner

Select a period to highlight at right. A legend describing the charting follows.

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