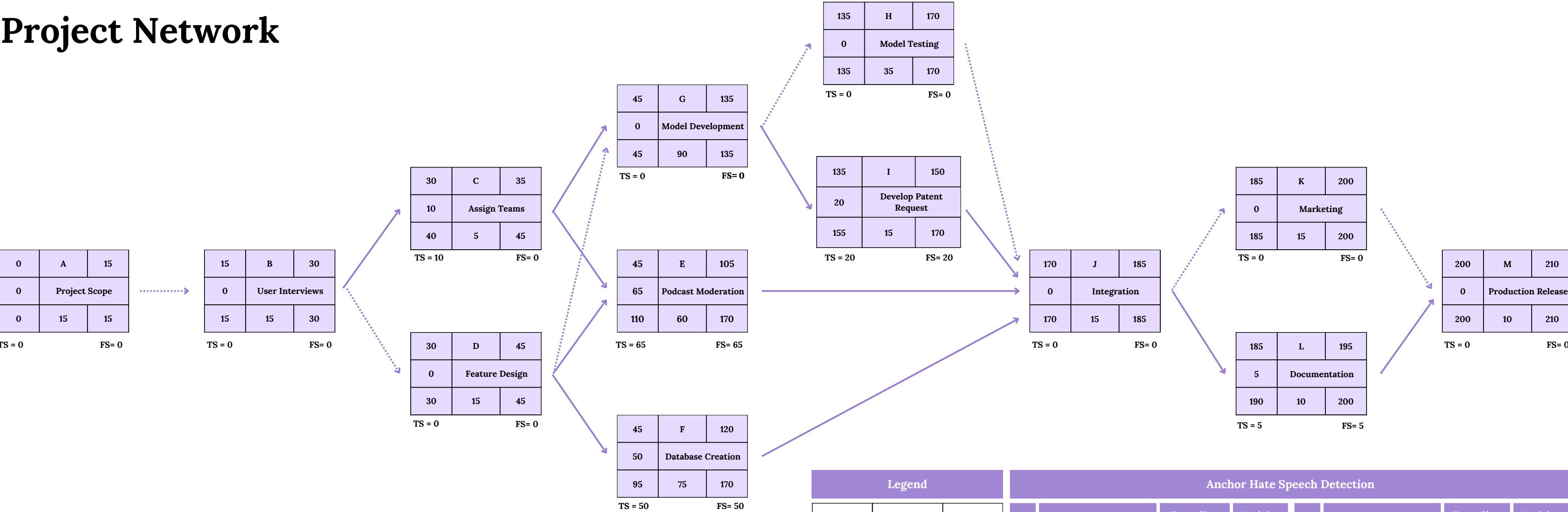# Project Planning

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Project Network

Network Diagram

A — Project Scope
0	A	15
0	Project Scope	
0	15	15

TS = 0   FS= 0

B — User Interviews
15	B	30
0	User Interviews	
15	15	30

TS = 0   FS= 0

C — Assign Teams
30	C	35
10	Assign Teams	
40	5	45

TS = 10   FS= 0

D — Feature Design
30	D	45
0	Feature Design	
30	15	45

TS = 0   FS= 0

G — Model Development
45	G	135
0	Model Development	
45	90	135

TS = 0   FS= 0

E — Podcast Moderation
45	E	105
65	Podcast Moderation	
110	60	170

TS = 65   FS= 65

F — Database Creation
45	F	120
50	Database Creation	
95	75	170

TS = 50   FS= 50

H — Model Testing
135	H	170
0	Model Testing	
135	35	170

TS = 0   FS= 0

I — Develop Patent Request
135	I	150
20	Develop Patent Request	
155	15	170

TS = 20   FS= 20

J — Integration
170	J	185
0	Integration	
170	15	185

TS = 0   FS= 0

K — Marketing
185	K	200
0	Marketing	
185	15	200

TS = 0   FS= 0

L — Documentation
185	L	195
5	Documentation	
190	10	200

TS = 5   FS= 5

M — Production Release
200	M	210
0	Production Release	
200	10	210

TS = 0   FS= 0

Legend

ES (Early Start)	ID (Activity ID)	EF (Early Finish)
SL (Slack)	Description	
LS (Late Start)	DUR (Duration)	LF (Late Finish)

Anchor Hate Speech Detection

ID	Description	Preceding Activity	Activity Time	ID	Description	Preceding Activity	Activity Time
A	Project Scope	None	15	G	Model Development	C,D	90
B	User Interviews/Research	A	15	H	Model Testing	G	35
C	Assign Teams	B	5	I	Develop Patent Request	G	15
D	Feature Design	B	15	J	Integration	C,D,H,I	15
E	Podcast Moderation	C,D	60	K	Marketing	J	15
F	Database creation	D	75	L	Documentation	J	10
				M	Production Release	K,L	10

Change Request

1. CHANGE INFORMATION

Project Name	Spot-Hate
Project Status	The original scope of the project is focused on building a proprietary hate speech detection feature to address current pressing hate speech issues persistent on social media. This enables podcast creators (anchor users) with an option to mitigate possible hate speech content ensuring inclusive and neutralized content for their audience The project is **on schedule** to be completed by end of **Q3 of 2023**
Name of Request	Build a feature to convert blog/articles from websites into audio podcasts in Q1 of 2024

Requested By		**Date**	November 22, 2022
Request No	**1**	**Priority**	**Medium**

Change Description	**Based on user research and competitor analysis, we would like to extend the project scope into Q4 to incorporate a text-to-speech functionality allowing automatic conversion of blogs into podcasts** The proposed change would enhance the scope areas: • Allowing novel content creators to enahnce their podcasting journey using Anchor, providing multiple options to share their content • Allowing users who prefer to write instead of speak/record, an opportunity to share their content via podcast without the need to record content themselves thereby increasing customer base
Change Reason	**Currently, Anchor's cutomer base is limited as it only allows users to record podcasts on their website.** There is an untapped customer base in people who might be uncomfortable/unfamiliar with recording podcasts and instead prefer writing articles/blogs. Bringing in this functionality and partenring with journals, blog, article websites will enhance Anchor's customer base as well as provide the user multiple modes of sharing their content
Proposed Action	**In order to ensure that the original project scope is not overlooked and the proposed addition is taken into consideration, the following approach could be undertaken:** • The focus and priority should be on the primary project scope to build a hate speech detection model as it aligns with the company's objective to retain and increase podcast listeners, make Anchor a trustable platform and provide a solution to tackle the pressing hate speech issue on social media • A detailed project charter should be created for the propsed change highlighting the feasiblity of the feature along with cost and effort. Based on the information the team should make a decision to take this project as it falls in line to increase customers and ultimately bring in business

2. CHANGE REQUEST ANALYSIS

Impact of Change	Impact on Scope	The proposed change will be labeled as out-of-scope for the full initial project length and will not affect the project's core scope. The proposed change will be implemented following the successful launch of Spot-Hate, once it has been confirmed that the feature meets all expectations and is well-accepted by the target audience.
	Impact on Risk	The propsed change may add or bring in new risks to be considered. • The accuracy of the text-to-speech feature might be low, resulting in increase manual intervention than required • The feature might not be feasible with all the blog/article websites and hence the actual vs expected increase in customer base may not match • There might be copyright issues with duplicating content from various websites to Anchor
	Impact on Schedule	This proposed change will span over **Q4 of 2023 and Q1 of 2024** respectively. Since the change is independent to the Spot-Hate feature, no major impact on schedule is expected. However, the projected increase in customer base & revenue over the next 2 years might be impacted seeing that the proposed change directly aligns with bringing in more users to Anchor platform.
	Impact on Budget	**Potential Expenditure** Considering that the change is an addition to the initial scope, the below mentioned additional personnel requirements will ensure successful delivery of the project: • 1 Product Manager • 1 UX Desginer • 2 Senior Engineers **Potential financial benefits** • Delivering an automated text-to-speech feature to make podcasts will bring in more customers to Anchor and boost the revenue by atleast **20%** • In addition to the proprietary hate speech detectin feature, providing multiple options to create a podcast will enhance Anchor's platform usability by atelast **40%** ultimately reducing customer churn rate by atelast **25%**

Risk Severity & Mitigation Plan

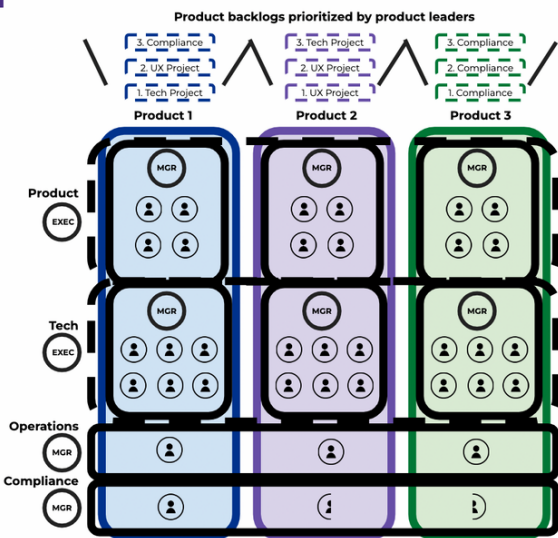| ID	Risk	Owner	Risk Description	Pre-Mitigation			Response Strategy	Response Strategy Description	Post Mitigation			Residual Risk Contingency Plan
				Likelihood (1-5)	Impact (1-5)	Risk Value			Likelihood (1-5)	Impact (1-5)	Risk Value	
1	Low accuracy of the machine learning model	• Engineers • Developers	The accuracy of the machine learning model may be low which may lead to false positives or false negatives	5	4	20	Mitigate	Use contextual data samples and cross validation strategy for model training for better model accuracy	2	4	8	Fine tune hyperparametrs or try different algorithms
2	Infringement of creator's right to freedom of speech	• Product Manager • Legal Team	The podcast creators may feel that their right to freedom of speech is infringed due to hate speech limitations and restrictions	4	5	20	Mitigate	• Include clear and transparent description of how the feature does not violate freedom of speech rights • Every user will have to agree to the terms and conditions stating hate speech violations and free speech restrictions	4	4	16	N/A
3	Complexity and difficulty in using/navigating the new feature	• UX Designer • Product Manager	The users may experience difficulties and may find it complex to navigate the new feature	3	3	9	Mitigate	Extensive user testing followed by feedback incorporation should be undertaken to ensure easy navigation and access of the feature	2	2	4	N/A
4	Biased data due to manual moderation process	• Moderation Coordinator	The data fed to the hate speech detection model might be biased due to manual moderation process	3	4	12	Mitigate	Moderator interviews, specifically behavioral interviews and background checks should be setup to ensure moderators have no bias	2	4	8	• Moderators to undergo bias/unbias training while onborading • Detailed specification document provided to moderators stating what categorizes as bias and unbias
5	Technical feasibility of the feature in current company environment	• Engineers • Developers • Product Manager	There is a possibility that the feature at hand might not be completely feasible with the current operational environment of the product	2	4	8	Mitigate	Detailed analysis and research into the current technical stack and operational infrastructure prior to feature design planning phase	2	2	4	N/A

Faliure Mode and Effects Analysis (FMEA)
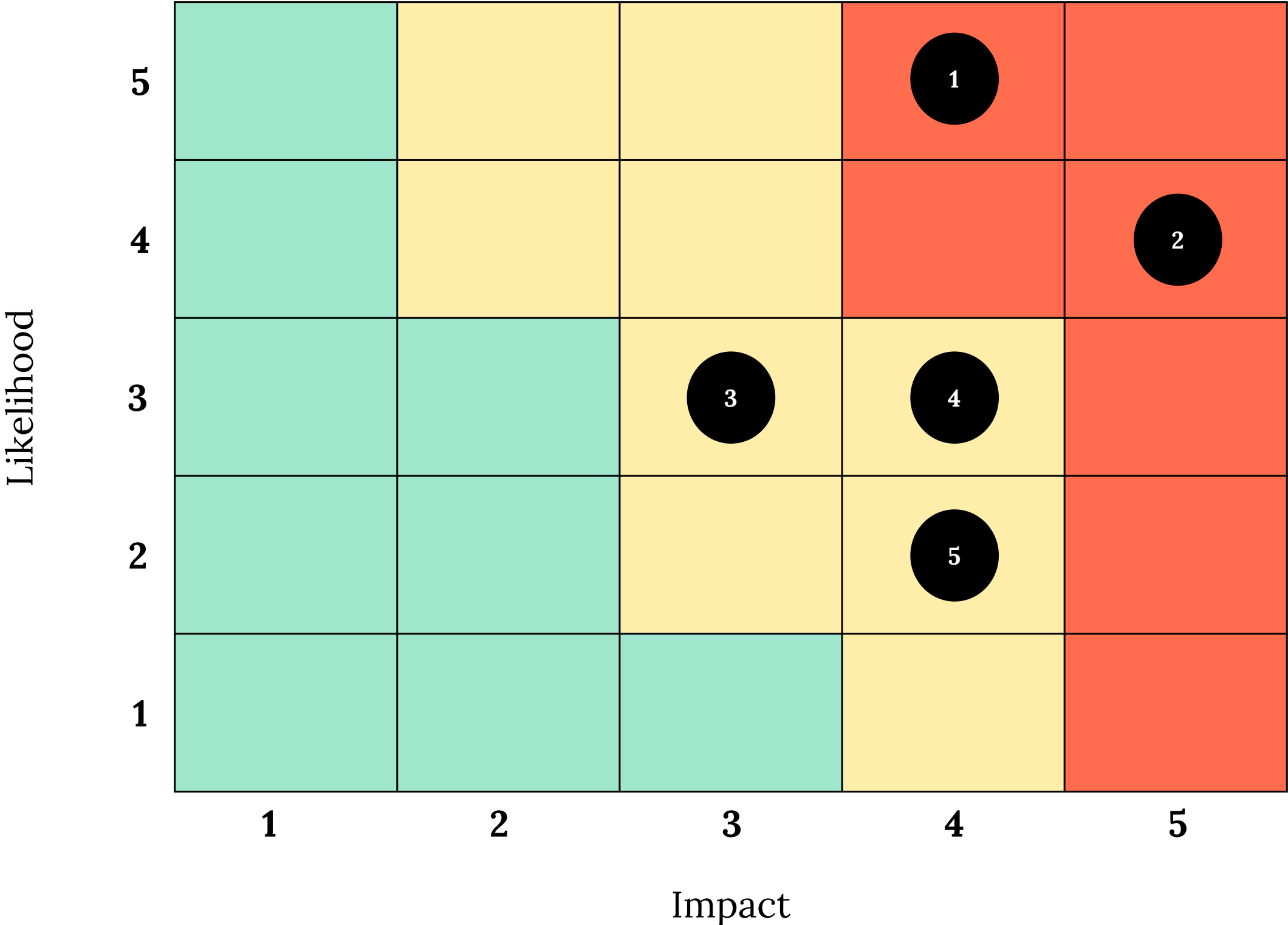
Zone	Risk Level
Red	Major
Yellow	Moderate
Green	Minor

Organizational Structures

Organizational Structure A
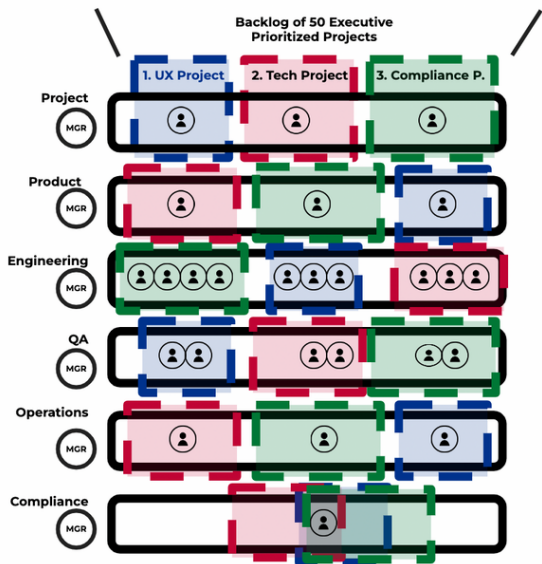
Organizational Structure B

Document Type	Helpful in	Reasoning	Unnecessary in	Reasoning
Project Network	Organizational Structure A	A project network gives crucial visual information about acitivities/milstones that need to be completed in a span of time, in a particular sequence stating all the dependencies. This indicates tons of upfront planning and ensuring the plan is followed to the dot. Since organizational structure A has a more projectized structure with prioritized work and planning, a project network is more suited here.	Organizational Structure B	Organizational structure B is more product centric and this type of structur promotes iterative developments over fixed upfront planning. It encourages testing, learning, & reworking to get the best results which indicates that there is no fixed plan that is followed. Hence a project network though not completely useless, is less dependable for this organizational structure.
Change Request	Organizational Structure B	Since in organizational structure B there is more iteration, testing and reworking, it indicates that this kind of organizational structure is more prone to changes. Hence a change request document becomes a necessity in this case.	Organizational Structure A	Since in organizational structure A there is minimal iteration, testing and reworking and fixed upfront plan to be followed with defined milestones and activities there is little to no space for changes. Hence a change request document becomes a unnecessary in such a case.
Risk Severity & Mitigation Plan	Organizational Structure A & Organizational Structure B	A risk & mitigation plan is and should be a necessity in all organizational strucutres because any action/activity be it a small one or a big one can pose a risk to the project/task at hand. All risks result in consequesnces which can cause a project delay or an unprecendented blocker and hence there should always be a risk severity & mitigation plan to assess the risk consequences and how to deal with the same.	N/A	N/A