

Project Name: Acme Health Innovations (AHI) Marketing Data App Development
Date: August 18, 20XX

Code 1.0	Development of an Application to Provide Real-Time Marketing Data
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Level 1 Project level

Work Breakdown Structure (WBS)

Code 1.1	Design Phase (30 days)
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Code 1.2	Development Phase (90 days)
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Code 1.3	Test Phase (30 days)
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Code 1.4	Launch and Improve App Phase (60 days)
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Level 2 Phase level

Hierarchical Breakout or decomposition of all project work. 3 Levels
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Code 1.1.1	Define key app functionality requirements
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Code 1.2.1	Develop an initial prototype
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Code 1.3.1	Begin IT hiring
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Code 1.4.1	Finalize new hires
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Level 3 Work package level

Critical for scope, schedule and budget planning

Code 1.1.2	Identify vendor to design and develop app
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Code 1.2.2	Solicit beta test feedback
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Code 1.3.2	Test the final app prototype
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Code 1.4.2	Launch a new app
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Code of Account Identifier Numbering

Code 1.1.3	Develop initial design
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Code 1.2.3	Update prototype based on feedback
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Code 1.3.3	Gain customer acceptance
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Code 1.4.3	Monitor app performance
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Action-Result

Code 1.1.4	Solicit initial design feedback
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Code 1.2.4	Perform prototype beta test
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Code 1.3.4	Begin full-scale development
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Code 1.4.4	Document app issues
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Blank Template provided for Lab

Code 1.1.5	Update design based on feedback
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Code 1.2.5	Gain prototype sign-off
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Code 1.3.5	Approve the launch plan
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Code 1.4.5	Plan v2 upgrades
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Code 1.1.6	Gain final design approval
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Code 1.2.6	Implement IT upgrades
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Code 1.3.6	Train Marketing personnel on the new app
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Code 1.4.6	Implement app upgrades
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Code 1.1.7	Finalize vendor contract
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Code 1.2.7	Develop an app launch plan
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Code 1.4.7	Launch app v2
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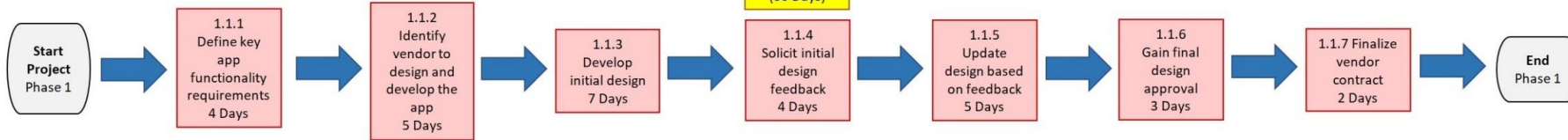
Code 1.4.8	Complete the final project report
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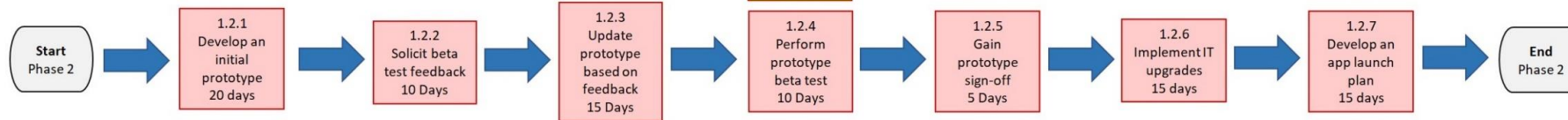
Date: August 18, 20XX

**Development of an Application to Provide
Real-Time Marketing Data
(210 Days)**

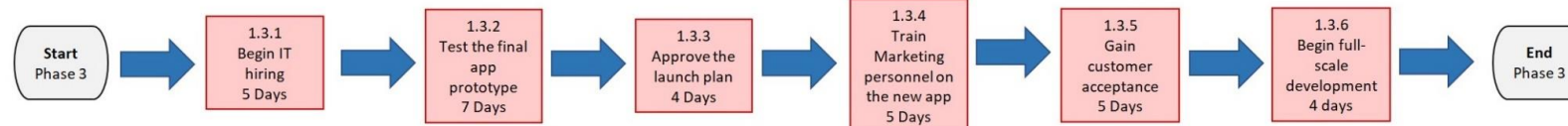
**Phase 1
Design
(30 Days)**



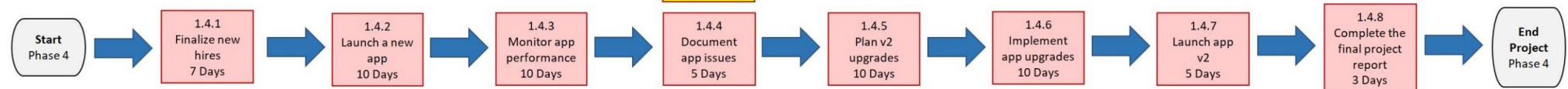
**Phase 2
Development
(90 Days)**



**Phase 3
Development
(30 Days)**



**Phase 4
Development
(60 Days)**



High-Level Budget: Resource Breakdown Structure									
Project Name: Acme Health Innovations (AHI) Marketing Data App Development									
Date: August 18, 20XX									
WBS identifier #	Work package	Internal personal required	External personnel required	Venue costs	Materials required	Supplies required	Equipment required	Comments	Total direct costs
1.1	App Development	5 x Software Developers	2 x Consultants	\$0	\$0	\$0	\$0	High-priority, Scrum development	\$180,000
1.2	IT Hardware and Software Installation	2 x IT Technicians	0	\$0	\$5,000	\$0	\$10,000	Routine hardware setup	\$15,000
1.3	IT Storage Upgrades	1 x IT Technician	0	\$0	\$5,000	\$0	\$10,000	Necessary for additional capacity	\$15,000
1.4	App Security Upgrades	1 x Cybersecurity Expert	1 x Consultant	\$0	\$0	\$0	\$20,000	Essential for data protection	\$20,000
1.5	Data Feeds	1 x Data Analyst	0	\$0	\$5,000	\$0	\$0	Required for real-time analytics	\$5,000
1.6	IT Personnel Acquisition	0	0	\$0	\$0	\$0	\$0	Recruitment and onboarding	\$15,000
1.7	App Training	2 x Trainers	0	\$0	\$0	\$5,000	\$0	Staff training on new app	\$5,000
TOTAL COSTS				\$0	\$15,000	\$5,000	\$40,000		\$255,000
Contingency requirements (10%)									\$25,500

Personnel cost requirements			
Rate	Name	Hours	Costs
\$50/hr	Lead Software Developer	200 hrs	\$10,000
\$40/hr	Software Developer	200 hrs	\$8,000
\$45/hr	Cybersecurity Expert	150 hrs	\$6,750
\$35/hr	IT Technician	100 hrs	\$3,500
\$55/hr	Data Analyst	100 hrs	\$5,500
\$60/hr	Consultant	100 hrs	\$6,000
\$30/hr	Trainer	50 hrs	\$1,500
\$30/hr	Trainer	50 hrs	\$1,500
TOTAL			\$42,750.00

Note: Update cost categories to reflect actual project requirements