



InterNest

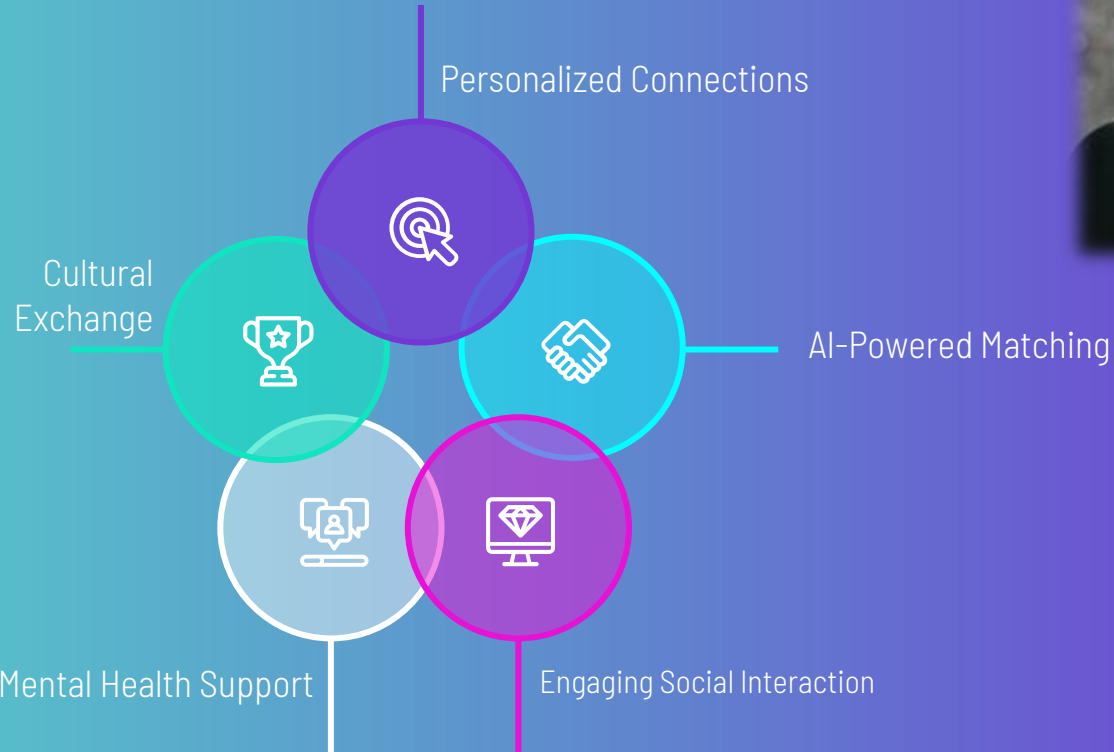
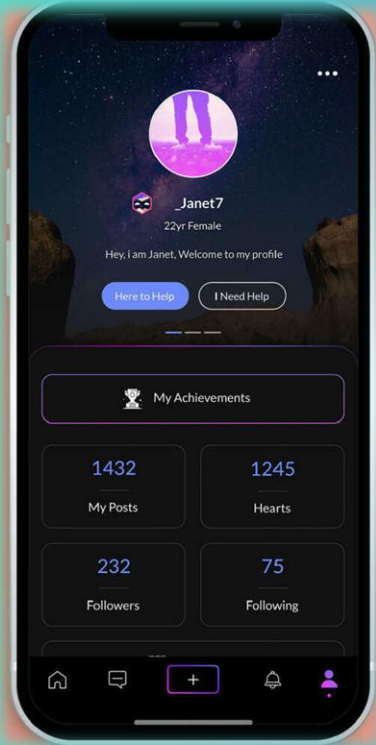
Empowering International Students
Through a Social Connection and
Support App

A holistic app designed for international students to combat homesickness, foster community, and provide tailored mental health support, empowering both introverts and extroverts in their new academic environments.

“We live now in a global village, and we are in one single family. It's our responsibility to bring friendship and love from all different places around the world and to live together in peace.”

— Jackie Chan

DELIVERABLES



STRATEGY

Initiation

Information Gathering:
Conduct surveys and collect data to understand user needs

Execution

Development and Implementation:
Actively develop the app with features like AI-Matching, chat, and cultural exchange.

Control

Testing and Quality Assurance:
Conduct rigorous testing to identify and fix bugs and performance issues

Design and Team Formation:
Collaborate with a UI/UX designer and form the development team

Progress Monitoring:
Continuously monitor development progress to stay on schedule and within budget.

Final Administration:
Prepare project documentation, data backup, and launch preparations.

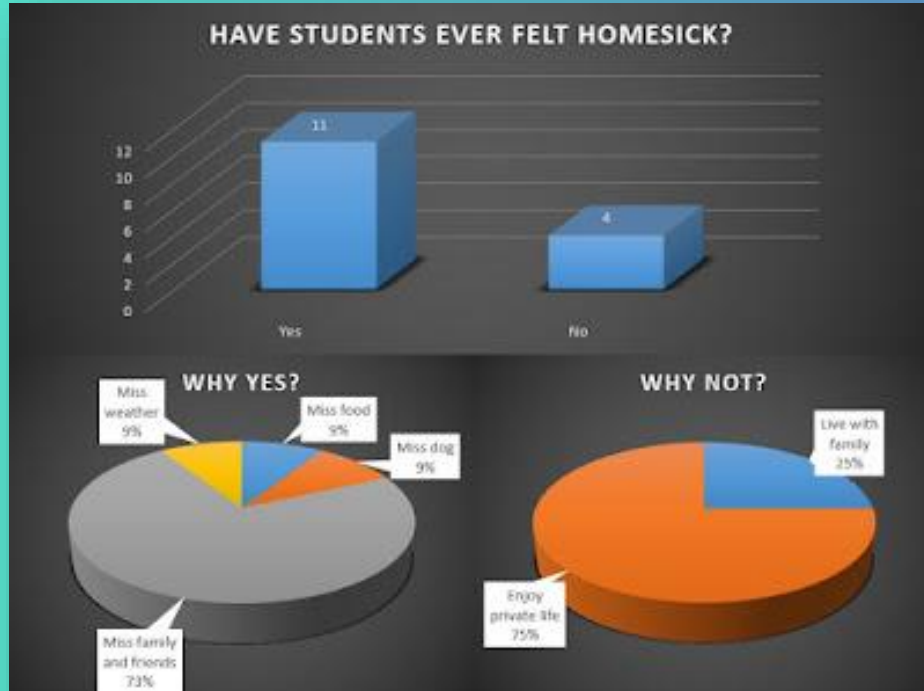
Planning

Monitor

Closeout



MONITORING AND EVALUATION



1. **Objective Assessment:** Crucial for gauging project effectiveness.
2. **User Engagement Metrics:** Monthly Active users, session duration, and app usage frequency monitored regularly.
3. **Homesickness Impact Assessment:** Pre- and post-app surveys to track changes in reported levels.
4. **Mental Health Support Tracking:** Usage and feedback analysis for inclusivity.
5. **User Retention Analysis:** Understanding factors behind user churn for improvements.
6. **Accessibility and Inclusivity Focus:** Audits and feedback to enhance app accessibility.
7. **User Satisfaction Monitoring:** Regular surveys to analyze satisfaction levels.
8. **Data-Informed Decisions:** Utilizing data for adjustments and decision-making.
9. **End-of-Project Evaluation:** Comprehensive assessment of project success.

What is the Scope?

The scope of the project involves developing a comprehensive mental health and social support app tailored specifically to address the challenges faced by international students at Indiana University.

Project Justification

Address challenges of the growing international student population.
Enhance well-being through connections, homesickness relief, and mental health support.
Promote cultural exchange and inclusivity.
Provide a competitive advantage.
Ensure long-term advantages for the university.

OBJECTIVES

Foster Meaningful Connections

30%

increase in user engagement within the first month.

Reduce Homesickness

20%

decrease in self-reported homesickness levels over three months.

Provide Access to Professional Support

90%

users connected with licensed therapists within 24 hours.

Maintain a Diverse User Base



Satisfy both introverted and extroverted international students.

Key Features

Detailed profiles, AI-powered matching, real-time interaction, mental health support, and cross-cultural experiences.

COST

Initiation and Planning Phase

Allocate \$5,000 for hiring a UI/UX designer

Allocate \$21,000 for app developers

Execution, Monitoring, and Control Phase
Monitor development progress

Closing Phase

Allocate \$7,000 for rigorous testing and quality assurance

Allocate \$3,000 for final administrative tasks.

SCHEDULE OBJECTIVE

Timeline: 3 Months

Initiation and Planning Phase
(Sep 5, 2023, to Oct 6, 2023)

Execution, Monitoring, and Control Phase
(Oct 7, 2023, to Nov 21, 2023)

Closing Phase
(Nov 22, 2023, to Dec 7, 2023)

ASSUMPTIONS



**Sufficient
Demand**



User Adoption



**Technical
Talent**



**Timeline
Feasibility**



**Establishing
Partnerships**



User Feedback

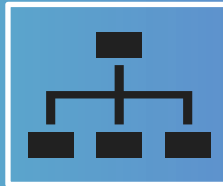
Constraints



Budget



Timeline



**Dependency on
Third-Party
Providers**



**Technical
Capabilities and
Limitations**



**Legal and
Regulatory
Compliance**



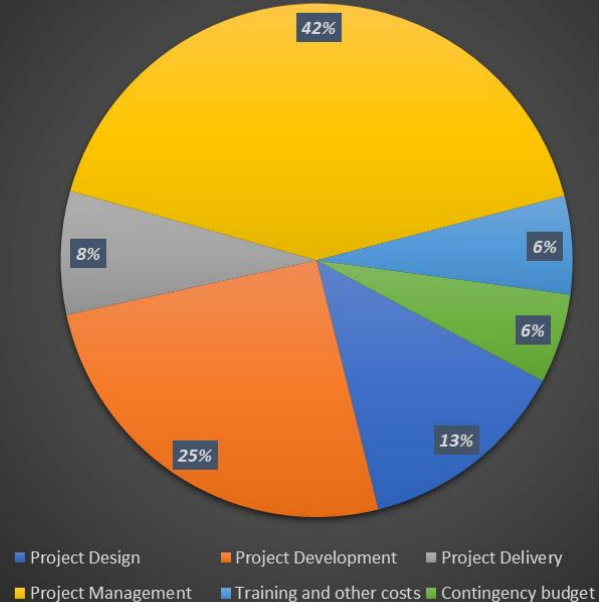
ESTIMATED BUDGET

\$230,460

The Project Management phase comprising of third-party vendor interface and quality assurance was allocated the majority expense out of the estimated budget, followed by design and development testing- hardware and software, and labor cost-planning.

PROJECT BUDGET OVERVIEW

Estimated Budget for the project phases



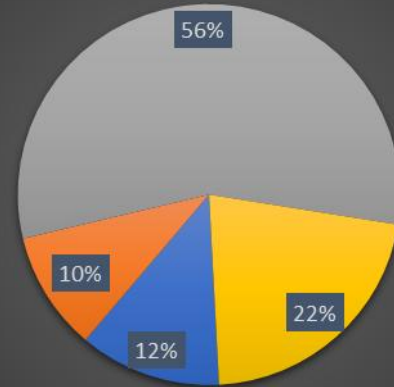


ACTUAL COST

\$208,000

As opposed to our estimated project budget of \$230,460, we utilized only \$208,000. The major part of this budget was utilized in the construction and testing phases.

Actual cost



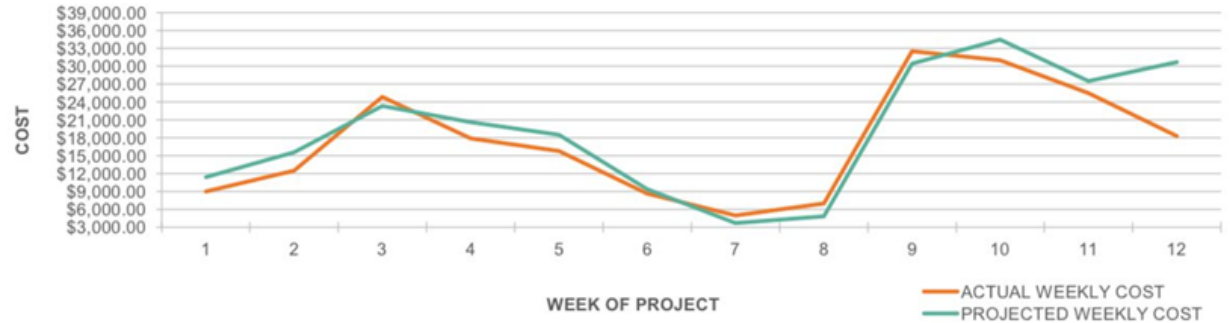
■ Installation ■ Planning (RFP) ■ Construction ■ Testing and Delivery

OBSERVATIONS

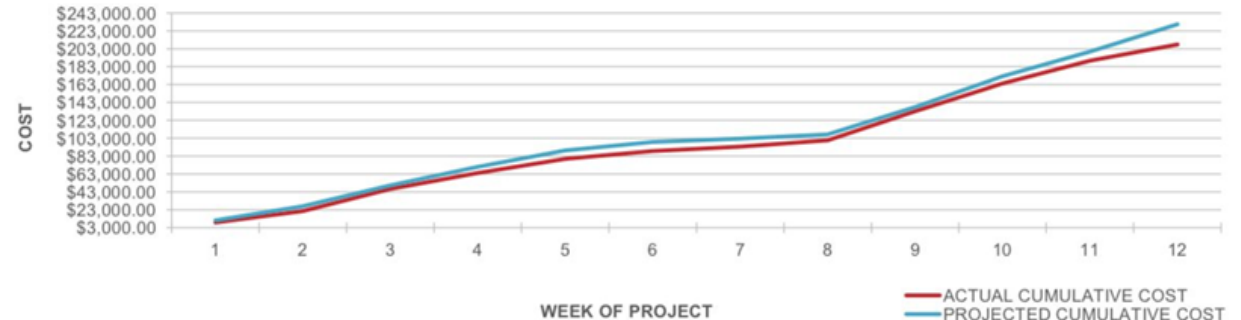
- The projected costs are consistently higher than the actual costs.
- The difference between the projected and actual costs is greatest in the early stages of the project.
- Monthly projections varied from the actual during the execution stage.
- The difference between the projected and actual costs decreases over time and aligns more closely in later stages.

Projected vs. Actual Costs Diagram

MONTHLY COST



CUMULATIVE COST



BUDGET NOTES

Conclusion:

Effective Budget governance so far.
On track to meet objectives and complete within approved budget.
Continued cost oversight critical through project completion.

Overall, Effective Budget Governance has kept the project financially on track to meet objectives while delivering significant value.

Continued cost oversight is indeed the key to completing within the approved budget of \$230,460.

Recommendations:

Track labor hours efficiently.
Explore lower software procurement costs.
Confirm testing and development standards.
Increase contingency buffer for potential overruns.



WORK BREAKDOWN STRUCTURE



INITIATION: Fixed weekly meeting schedule & Finalized Project Idea

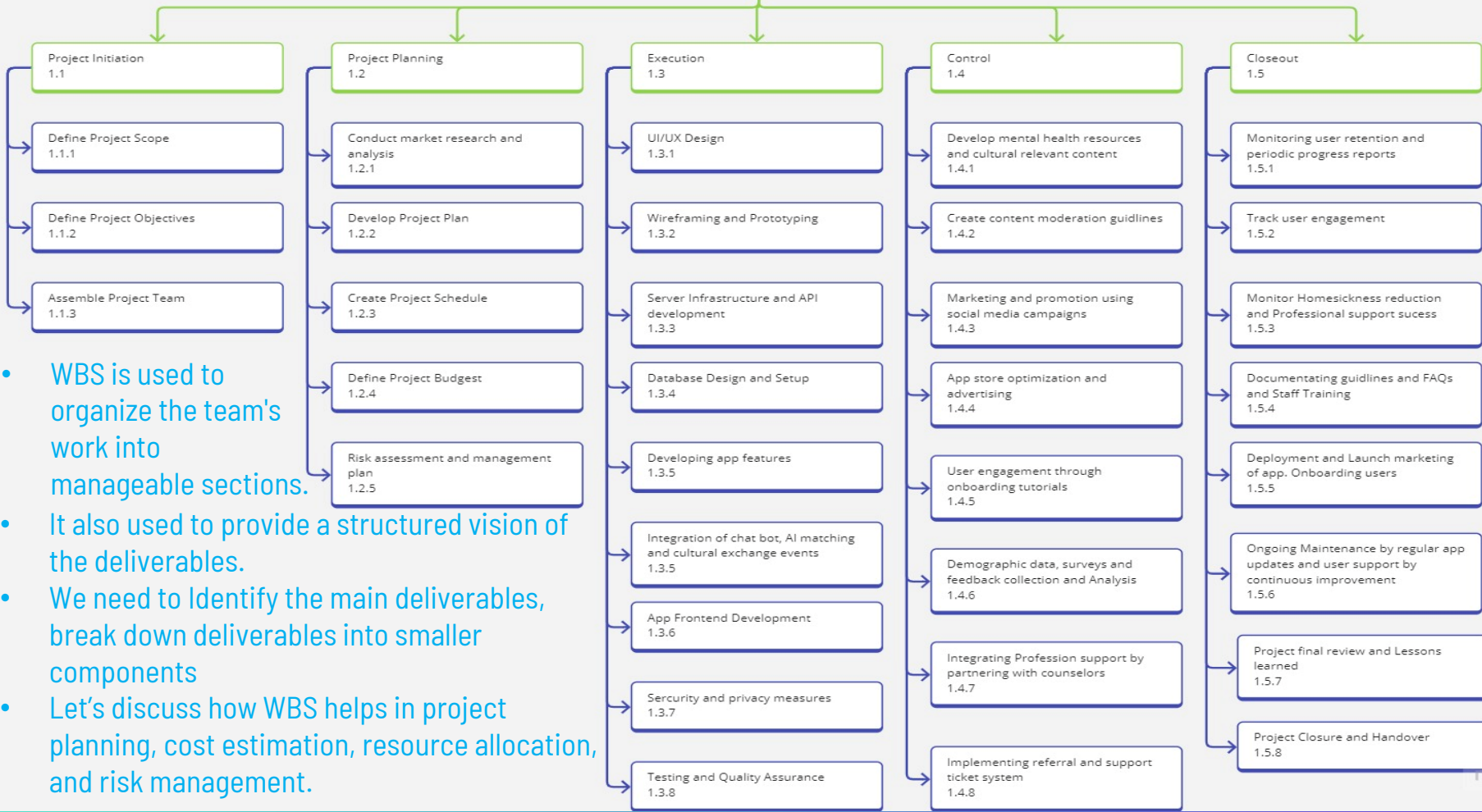
CLOSURE: Worked on Feedback & Improved app & Finally Launched App into Market.

MONITOR & CONTROL: Collected Feedbacks & Survey Analysis, Implemented Referrals for attracting more users!

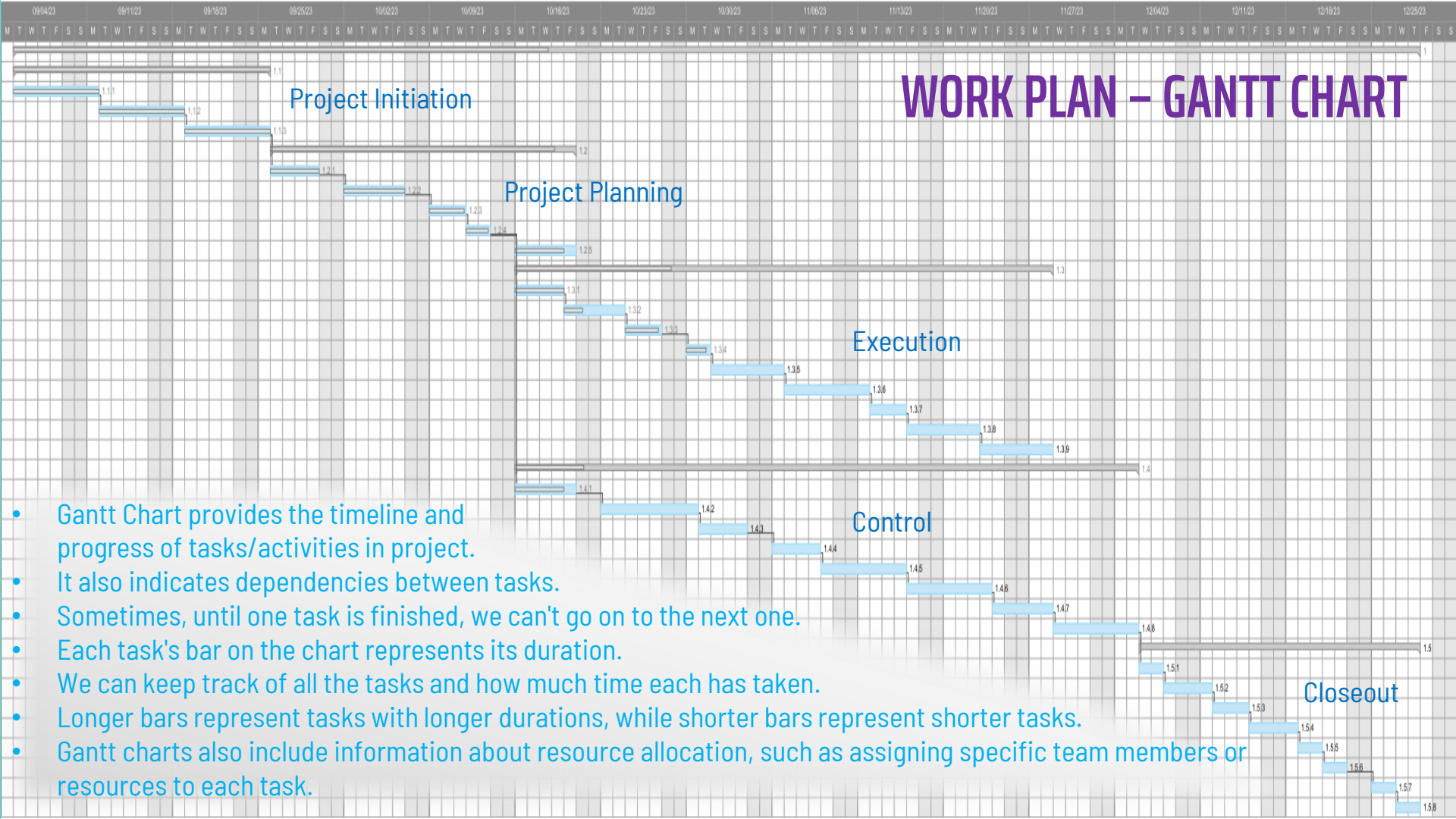


PLANNING: Conducted Market Research, set deadlines for all phases, estimated project budget, noted risks involved, allocated resources.

EXECUTION: App Design, Development, Security & Testing



- WBS is used to organize the team's work into manageable sections.
- It also used to provide a structured vision of the deliverables.
- We need to Identify the main deliverables, break down deliverables into smaller components
- Let's discuss how WBS helps in project planning, cost estimation, resource allocation, and risk management.



WORK PLAN – GANTT CHART

Project Initiation

Project Planning

Execution

Control

Closeout

- Gantt Chart provides the timeline and progress of tasks/activities in project.
- It also indicates dependencies between tasks.
- Sometimes, until one task is finished, we can't go on to the next one.
- Each task's bar on the chart represents its duration.
- We can keep track of all the tasks and how much time each has taken.
- Longer bars represent tasks with longer durations, while shorter bars represent shorter tasks.
- Gantt charts also include information about resource allocation, such as assigning specific team members or resources to each task.

COMMUNICATION PLAN

Execution Phase:

- Host Daily 20min standups for developing team to sync on blockers.
- Demo app build updates every 2weeks to gain user feed back.
 - send weekly updates to stakeholders on progress.

Initiation Phase:

- Hold kickoff meeting with all stakeholders to introduce project vision, goals, timelines.
- Send regular email updates on progress to key stakeholders.
- Create shared online workspace for documents and discussion.

Closeout Phase:

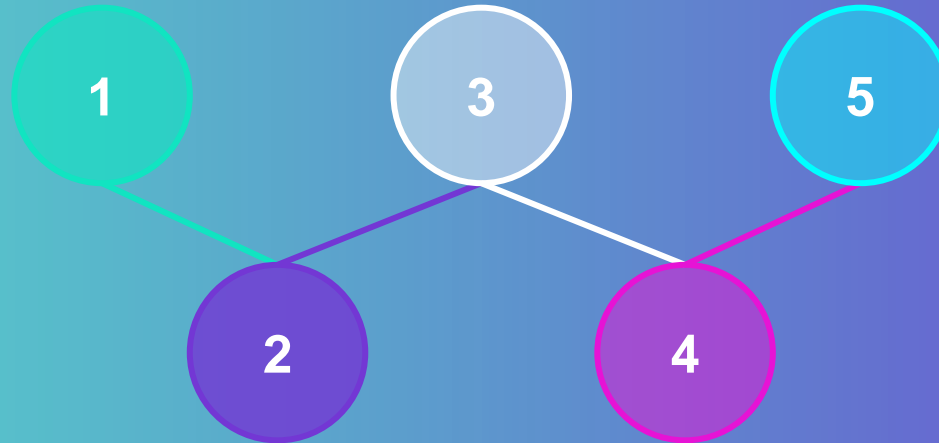
- User Feedback Meetings: Schedule monthly user feedback sessions throughout project.
- Gather direct insights into what users like/dislike about the app, identify priority areas for improvement based on user input.
- Incorporate meaningful changes to continuously enhance user experience.

Planning Phase :

- Conduct weekly status update meetings with developer team and designers.
 - share user research findings and prototype designs for feedback.
 - Update project plan docs in shared workplace as needed.

Monitoring Phase:

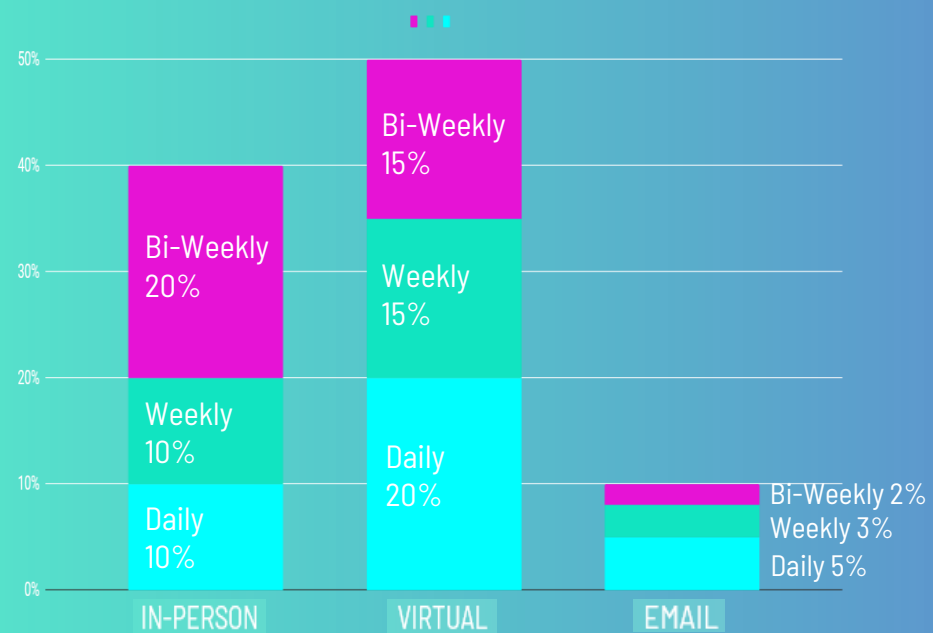
- Analyze Usage data and user feedback to create improvement plans.
- Update status docs with latest metrics dashboards and results.
- Hold post-launch review meeting discuss learning with team.



What	Who/Target	Purpose	When/Frequency	Type/Method
Kick-off meeting	All Teams	Define goals, Budget, Scope	Once on September 5, 2023	In Person Meeting
User interviews	International students, Functional Team	Collect data for analysis	Daily from Sep 15 - Sep 20	Virtual Meeting
Design reviews	Designer Team, Project team, All stakeholders	Discuss UI/UX enhancements.	Weekly Sep 29 - Nov 17	Virtual Meeting
Development updates	Developer Team, Project team, All stakeholders	Monitor development	Weekly updates from Sep 29 - Nov 17	Email with link to report
Content Creation updates	Content creation Team, Resource control Team	Plan language programs and mental health resources.	Biweekly meeting	In person Meeting
Testing updates	QA team, All stakeholders	Share app testing progress	Weekly update reports from Oct 27 - Nov 17	Email
Bug reports	QA team, Developer Team	Report identified bugs	Ad hoc meeting to rectify bugs and issues	Reported through Email
Launch plan	Entire Project Team, Marketing team, All stakeholders	Finalize tasks for app launch.	Once on Nov 17 for planning the app launch	In Person Meeting
Social media posts	Marketing team, All stakeholders	Promote app via social media	Weekly from Sep 27 – Dec 5	In Person Meeting
User feedback collection	International students, Functional Team	Receive user’s feedback on the app's functionalities	Monthly meeting to Collect feedback	Survey, Email, Virtual Interviews
Project Advisory Meetings	Functional Team, Core Team, Project Team	Hold specialized team meetings	Biweekly meeting from Sep 5 – Dec 7	In Person Meeting

THE USER FEEDBACK meetings are critical for guiding app enhancements that truly resonate with target users. Continuously selecting and integrating user perspectives ensures we build an app that meets international student's evolving needs and preferences.

- For our project in a daily schedule, 10% of meetings are conducted in person, 20% virtually, and 5% via email.
- On a weekly basis, 10% are in-person meetings, 15% are virtual, and 3% are conducted via email.
- Bi-weekly meetings involve 20% in-person sessions, 15% virtual meetings, and 2% are carried out through email exchanges.



MODE OF COMMUNICATION

- **Mix of Meeting Formats:** Utilized a blend of in-person and virtual Zoom meetings for project discussions, allocating 40% to in-person sessions and 60% to remote collaboration.
- **Benefits of In-Person Meetings:** In-person meetings facilitated team bonding and enhanced productivity, especially for collaborative tasks and specialized equipment access.
- **In-Person Brainstorming:** These sessions were ideal for brainstorming sessions where the use of a whiteboard and rapid, collaborative idea exchange were pivotal.
- **Remote Collaboration via Zoom:** Zoom allowed for inclusion of remote team members, flexible scheduling, and accommodated different time zones, constituting 60% of meeting time.
- **Flexibility and Screen Sharing:** Zoom enabled flexible meeting times, facilitating clear demonstrations of work-in-progress through screen sharing.
- **Cost Reduction:** Utilizing Zoom for remote collaboration reduced travel costs that would have been incurred for exclusive in-person meetings.

Impact

3

Poor App store Performance

3

Low User Retention and Engagement

2

Excessive Operational Expenses

4

Technical Development Challenges

4

Challenges in integrating Chat Bot AI

3

Content Gaps or User Data collection issues

3

Installation delays and Challenges

5

Ineffective Marketing Campaigns

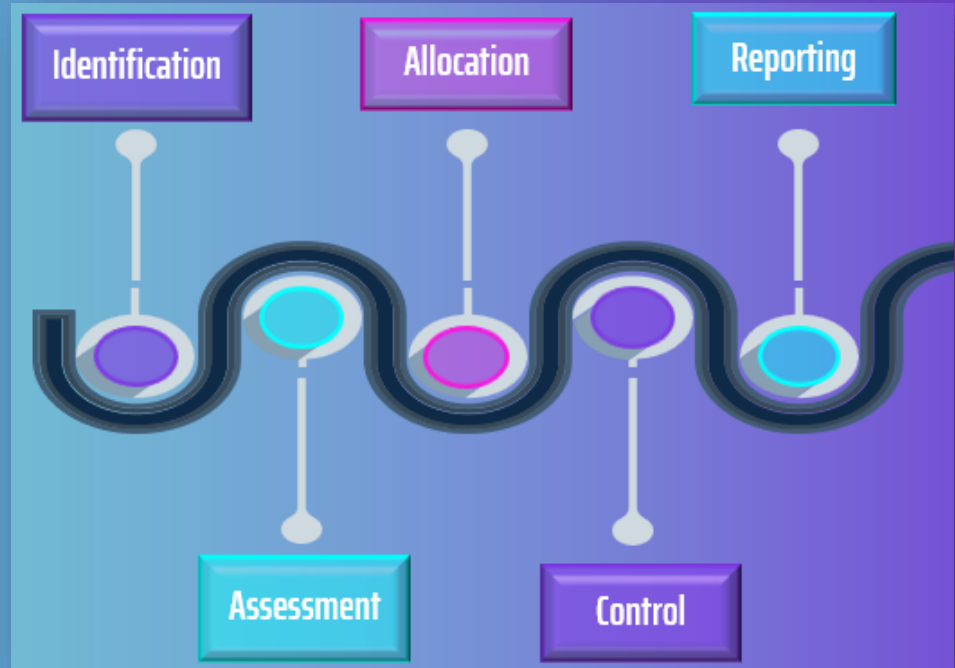
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UI/UX Design Issues

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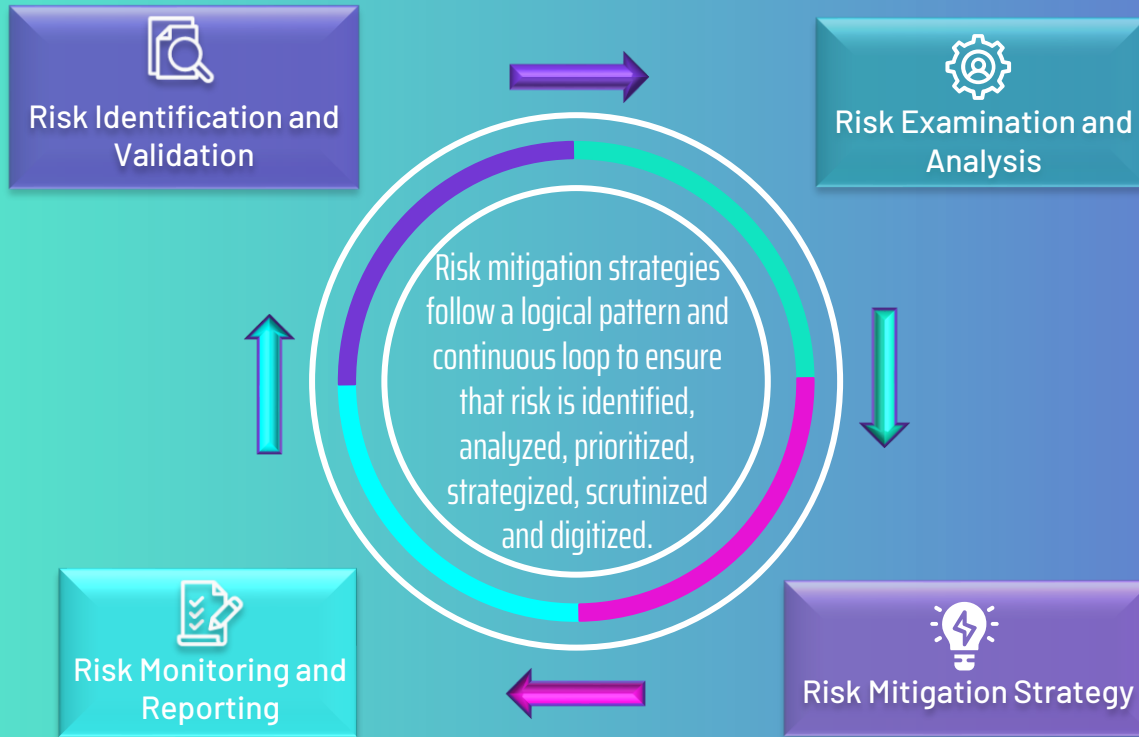
Improper Project Closure and Handover

RISK ANALYSIS



Risk Name	Description	RPN	Risk Owner	Duration
Project Management Challenges	Challenges in project planning and coordination	64	Project Manager	Dec 7 - Dec 21
Poor App Store Performance	App performance affecting user downloads	60	Marketing Team	Nov 22 - Dec 7
Low User Retention and Engagement	Risk of low user retention and engagement	60	User Engagement	Nov 22 - Dec 7
Software License Procurement Delays	Delays in software license acquisition	48	Procurement Team	Oct 7 - Nov 21
Security System Challenges	Challenges in implementing security measures	48	Procurement Team	Nov 22 - Dec 7
Insufficient Ongoing Maintenance	Challenges in app updates and user support	45	App Development	Dec 7 - Dec 21
Excessive Operational Expenses	Risk of financial overspending	40	Finance Team	Dec 7 - Dec 21
Technical Development Challenges	Challenges impacting project progress	36	Technical Lead	Oct 7 - Nov 10
Server Hardware and Network Issues	Issues with server and network upgrades	36	Procurement Team	Nov 22 - Dec 7
Integration Challenges	Challenges in integrating advanced app features	36	Integration Manager	Nov 22 - Dec 7
Testing Challenges	Test package not aligned with project requirements	30	Test Manager	Oct 7 - Dec 7

RISK MITIGATION



- **Use project management software:** Optimize planning and tracking.
- **Monitor app store performance:** Assess advertising returns.
- **Analyze user retention:** Suggest retention-boosting measures.
- **Maintain alternative licenses:** Monitor procurement closely.
- **Optimize resource use:** Ensure cost-effectiveness.
- **Conduct design reviews:** Collaborate on design regularly.
- **Test advanced features thoroughly:** Prepare fallback plans.
- **Analyze data regularly:** Guide decision-making with trends.
- **Complete site surveys:** Ensure pre-installation readiness.
- **Monitor social media campaigns:** Enhance strategies as needed.
- **Evaluate support system:** Improve support efficiency.
- **Transfer deliverables as planned:**

KEY TAKEAWAYS

What was successful about your project?

- Supportive online community for international students

What can be improved about your project?

- Improvements in user retention and more robust feedback loops

What did you learn from the project?

- Effective team collaboration, adaptability and user-focused design

Can you use this knowledge?

- Yes

How will you use this knowledge?

- Prioritizing Teamwork, Staying Adaptable, and Focusing on user feedback

What did you learn from this class?

- Planning, Risk management, Leadership, Adaptability, Quality control, Stakeholder management, Continuous evaluation and improvement

THANKS

PROJECT TEAM:

Shivani Raut
Arun K Soora
Hymavathi Gummudala
Meghana Darla
Samantha Sanjeev
Sanjana Rajan

