

GROUP 1

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# Project Management Plan

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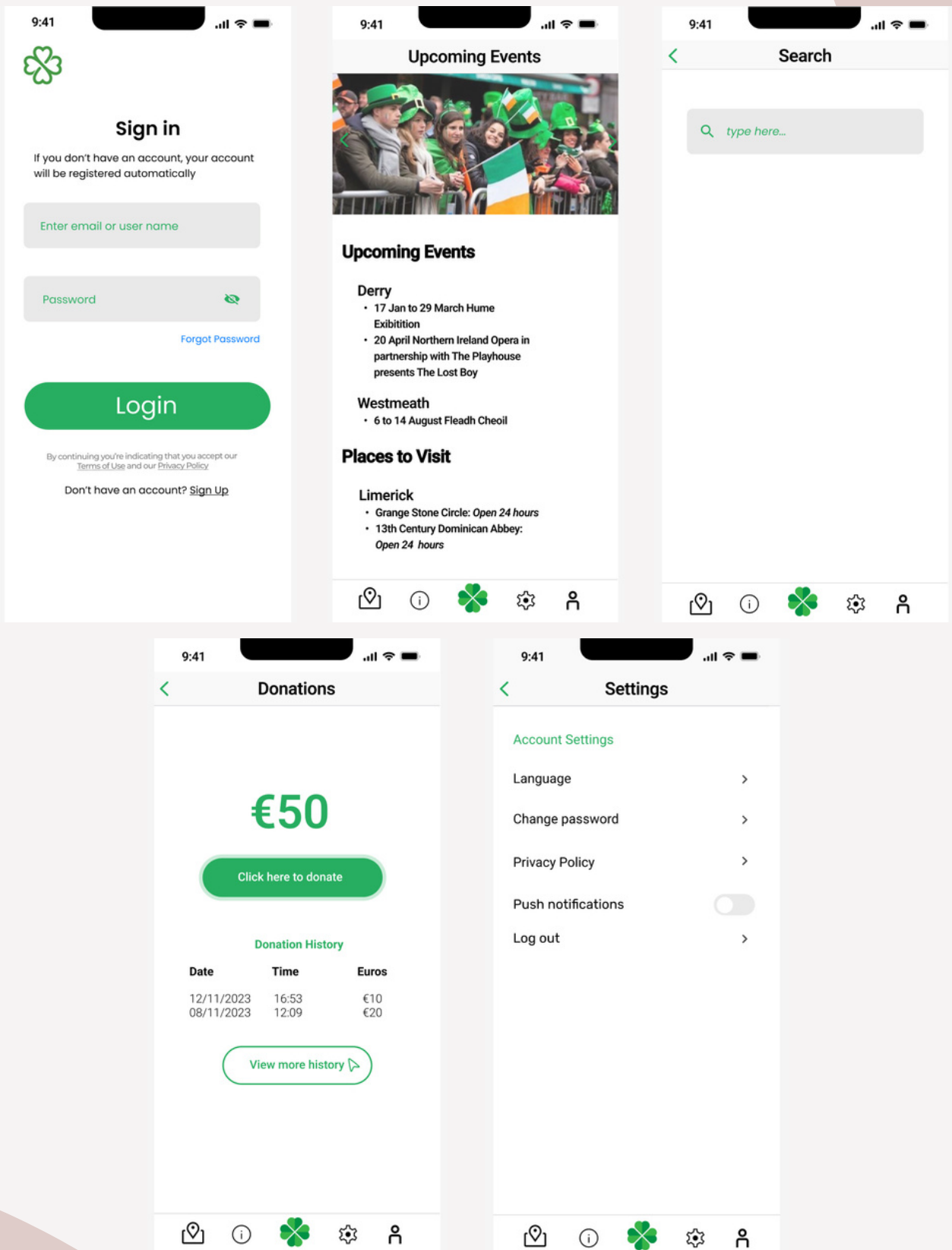
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# Introduction, Rational and Charter

In the aftermath of a cultural environment increasingly marked by the commercialization of beloved traditions. Our team was inspired to action by the recent high cost of tickets at the Saint Patrick's Day parade in Dublin. The excessive ticket prices and discriminatory behaviours experienced at such events has acted as a wake-up call, prompting us to oppose the monetization of Ireland's rich cultural events. At the heart of our efforts is a strong feeling of inclusion - a dedication to preserving and protecting the cultural fabric that connects communities. Our initiative takes root within this attitude of preservation and celebration, aiming to break down the barriers that prevent people from having access to cultural events.

Our endeavour began with a shared desire for inclusiveness and accessibility inside Ireland's cultural sphere. We refuse to accept a future in which the pleasure of cultural events is determined by one's financial resources. Instead, motivated by a desire for fairness and social justice, we have set out on an adventurous adventure to democratise access to Ireland's many cultural offers. Our aim goes beyond simply disseminating information; it is a bold declaration of each individual's inherent right to participate in their country's cultural tapestry.

Our objective is huge, yet precisely planned. Over the next ten months, with a budget of €899,000.00, we will use cutting-edge technology to create a mobile app that acts as a doorway to Ireland's cultural wealth. The app will include not just cultural events but also cultural heritage locations to visit around Ireland, as well as an address, opening hours, a description of the location or event, and a contribution page that will be dispersed equitably. This project is more than just a technological marvel; it demonstrates our unrelenting commitment to transforming Ireland's cultural environment for the better. It demonstrates our opinion that cultural heritage should be recognised and valued by everyone, regardless of socioeconomic class or background.



Top Figure 1, 2, 3 and below Figure 4, 5

As we start on this transforming journey, we are aware of the hurdles ahead. Nonetheless, bolstered by our common dedication and inspired by faith in the power of collective action, we remain steadfast in our objective. Together, we are set to usher in a new era of accessibility and inclusion in Ireland's cultural realm, a future in which the richness of our legacy is really available to all who live on this island.

Our charter serves as the foundation for our project, containing the essential concepts, aims, and duties that will guide us as we create the ground-breaking cultural events app. At its core, this initiative is motivated by a strong desire to democratise access to Ireland's cultural history, ensuring that it is not only conserved but also appreciated by all parts of society. The Saint Patrick's Day parade in Dublin was a moving trigger, highlighting the harsh reality of discriminatory policies and the widespread influence of economic interests in traditional celebrations. It was a watershed event that sparked our team's action, prompting us to imagine a different future in which cultural experiences are valued as parts of national identity rather than commodities.

In setting the route for this large project, we understand the value of open communication, collaborative decision-making, and agile response to unexpected problems. Through diligent resource management, proactive risk mitigation strategies, and a relentless pursuit of excellence, we are poised to deliver a transformative app that not only enriches users' cultural experiences but also leaves an indelible mark on Ireland's cultural landscape for future generations.

Project Charter			
Project Title	Cultural Events App Development	Description	Create a mobile app for customer engagement, focusing on cultural events and sites in Ireland.
Unique Selling Points (USPs)		Core Team Members	
Donation Button: The app will feature a prominent donation button, allowing users to contribute voluntarily. All proceeds will support cultural events and sites, ensuring they remain accessible to everyone.	Name		Role
	Kevin Keogh		
Comprehensive Event Details: Users can access dates, locations, opening hours, and detailed information about cultural events and sites across Ireland.	Meredith Salois		
	Ping Tao		
User-Friendly Interface: The app's intuitive design will enhance user experience, encouraging frequent engagement.	Yaqi Wang		

Objectives				
Create a user-friendly app to serve as a guide to cultural events and sites in Ireland.				
Foster inclusivity and accessibility by offering free access to event information.				
Promote community engagement and support for cultural events through a donation feature.				
Preserve and celebrate Ireland’s diverse cultural heritage for future generations.				
Goals		Methodology		
High app ratings (4.5 stars or above)		The project will adopt an agile development approach, allowing for flexibility and responsiveness to evolving requirements. Regular sprints will facilitate iterative development and stakeholder feedback, ensuring the app meets user needs effectively. Stakeholder engagement will be prioritised throughout the project lifecycle to maintain alignment with objectives and expectations.		
Increased user engagement for app and at events as well as sites (measured by active users and interactions)				
Make sure no cultural event is ever needing a payment				
Scope	Budget	Milestones	Status	Due
Development of a mobile application with comprehensive event listings and site details. Integration of a donation feature to support event sustainability.	Personnel: €500,000.00	Planning and Requirements Gathering: Month 1-2	In Progress	NA
User interface design, testing, and deployment	Development and Testing: €250,000.00	Development and Testing: Month 3-7	In Progress	NA

Scope cont.	Budget cont.	Milestones cont.	Status cont.	Due cont.
Marketing and promotion strategies to encourage app adoption.	Marketing and Promotion: €100,000.00	Deployment and Launch: Month 8-9	Not Started	
Collaboration with stakeholders including cultural organisations, local authorities, and potential app users.	Contingency: €49,000.00	Monitoring and Evaluation: Month 10	Not Started	
Constraints		Assumptions		
Regulatory Compliance: Adherence to data protection regulations, accessibility standards, and other legal requirements may pose constraints on certain design or development decisions, potentially affecting the app's features or functionalities.		User Adoption: It is assumed that there will be sufficient user interest and adoption of the app among the target audience, including both local residents and tourists, to justify the investment and ongoing maintenance costs.		
Technical Constraints: Technical limitations or challenges may arise during app development, such as compatibility issues with different devices and operating systems, which could impact the functionality and performance of the app.		Donation Participation: Assumption that users will be willing to contribute donations through the app to support cultural events and sites, based on their perceived value and appreciation for the cultural heritage of Ireland.		



Constraints cont.	Assumptions cont.
Scope Creep: Potential scope creep of other companies or Irish events trying to get onto the app like sporting events.	Data Availability: Assumption that accurate and up-to-date information about cultural events and sites across Ireland will be readily available for inclusion in the app, minimising the need for extensive data collection or verification processes.
Evaluation and Performance Measurement	
Usage Metrics: Track app downloads, user engagement, and donation contributions to gauge app adoption and impact.	
User Feedback: Solicit user feedback through surveys and reviews to assess satisfaction levels and identify areas for improvement.	
Event Sustainability: Monitor donation contributions and event attendance to evaluate the app's role in supporting cultural sustainability.	
Sponsor Name	Sign and Date

# Objectives, Goals, and Deliverables

Stemming from the recent developments of St Patrick's Day in Dublin, concerns were raised surrounding the notion of citizens being “outpriced” for cultural events in their capital city. As Kenny (2024) suggests, seating in O’Connell Street reached upwards of 250 euro, as well as quieter areas such as Westmoreland Street charging approximately 120 euro for a relatively restricted view of the parade (Kenny, 2024). Subsequently, this envisioned application will aim to provide an inclusive space for individuals to embrace their culture without this premium pricing. Essentially, this application will consist of an information hub listing details for prominent cultural events taking place in Ireland. Oftentimes, many cultural events can be out of reach for many individuals due to reasons such as locations and monetary constraints. Objectively, to bridge this gap for individuals who may be restricted from attending given events, this platform will ideally offer an inclusive space for these groups and allow them to immerse themselves in Irish culture and events that are assorted through counties, as well as primarily targeting free to attend events. Moreover, a prominent objective of this application is to raise awareness and provide up-to-date details such as timing, directions, and location of upcoming events that are being hosted across Ireland (See Fig 2.)

Prominently, the goals of this application is to address the issue of accessibility, promote unrestricted access to cultural events that are taking place in Ireland, as well as create a sense of community around these events. As events are becoming increasingly more expensive, as well as restricted in regard to visiting numbers, this application will allow interaction and immersion, with emphasis on the promotion of free events and landmarks. We aim to deliver an application with abilities of providing users with up-to-date event information such as location, pricing, and when the event is taking place. This will be achieved through an interaction application (see Fig.1,2,3,4) that will enable users to access event information, offer donations to assist in the preservation of cultural landmarks, and immerse themselves in Irish culture. Initially, we have set out a goal of a 4.5 star or above application rating on the download platform, the gradual increasing of user engagement measured through active users and interaction metrics, and an overarching goal of ensuring that cultural events remain free to attend.

Deliverables		
Deliverables	Explanation	Due Date
Project Charter	The project charter was created to display the intentions behind the application and the stages that will be taken to complete this project. This includes objectives, scope and outcomes of the application.	
Requirements	Through team discussion, it was decided that the application should be a user-friendly and easily accessible application to use. This will include a login interface, an account settings feature, a search feature, an event listings page, and a donation page.	
UI Wireframe	A wireframe of the application was created with capabilities of searching, displaying event listings, a login interface, account settings and a donation page.	
Front End Development	Following the development and testing of the UI wireframe, front end development begins.	
Back End Development	Simultaneously, back end development is in progress.	
Prototype	Following front and backend development, the prototype should be capable of displaying features efficiently and also displaying in accordance with discussed design.	
Testing	Ensuring each feature is operating correctly, the UI is displaying correctly, ensuring the application is integrating correctly, this includes going from one feature to another feature within the application. Moreover, the responsiveness of the application should be tested, particularly when experiencing high volumes of traffic.	

Deliverables cont.	Explanation cont.	Due Date cont.
Validation	After undergoing rigorous testing, the application should be tested through other means of the charter. This includes ensuring that the application is reaching the goals, objectives, and timeframes that were allocated at the beginning of the project.	
Launch	Formal release of the application.	
Maintenance / Updating	Ensuring bugs, feedback, and issues are brought to the attention of the designers and these issues are rectified in a timely manner.	Continuous



Figure 6

# Work Breakdown Structure

Agile projects adapt to the demands of the team and the particulars of the project, utilising iteration cycles and feature delivery as a means of facilitating project tracking and management rather than relying on more conventional software management techniques like waterfall. To begin with, there are 9 sprints in this project, each lasting 4 weeks. Second, all functions and user stories are identified, logically assigned to each sprint, and the tasks that need to be accomplished in each sprint are listed based on the requirements and goals. The tasks are arranged based on the project priorities so that the most important tasks are finished first in each sprint. As the project is being carried out, the finished work is examined and assessed, and the Work Breakdown Structure (WBS) is adjusted to reflect the current circumstances. The WBS for this project is represented by a tree diagram, which gradually divides the project's total work content into smaller, more focused tasks and subtasks.

# Work Breakdown Structure cont.

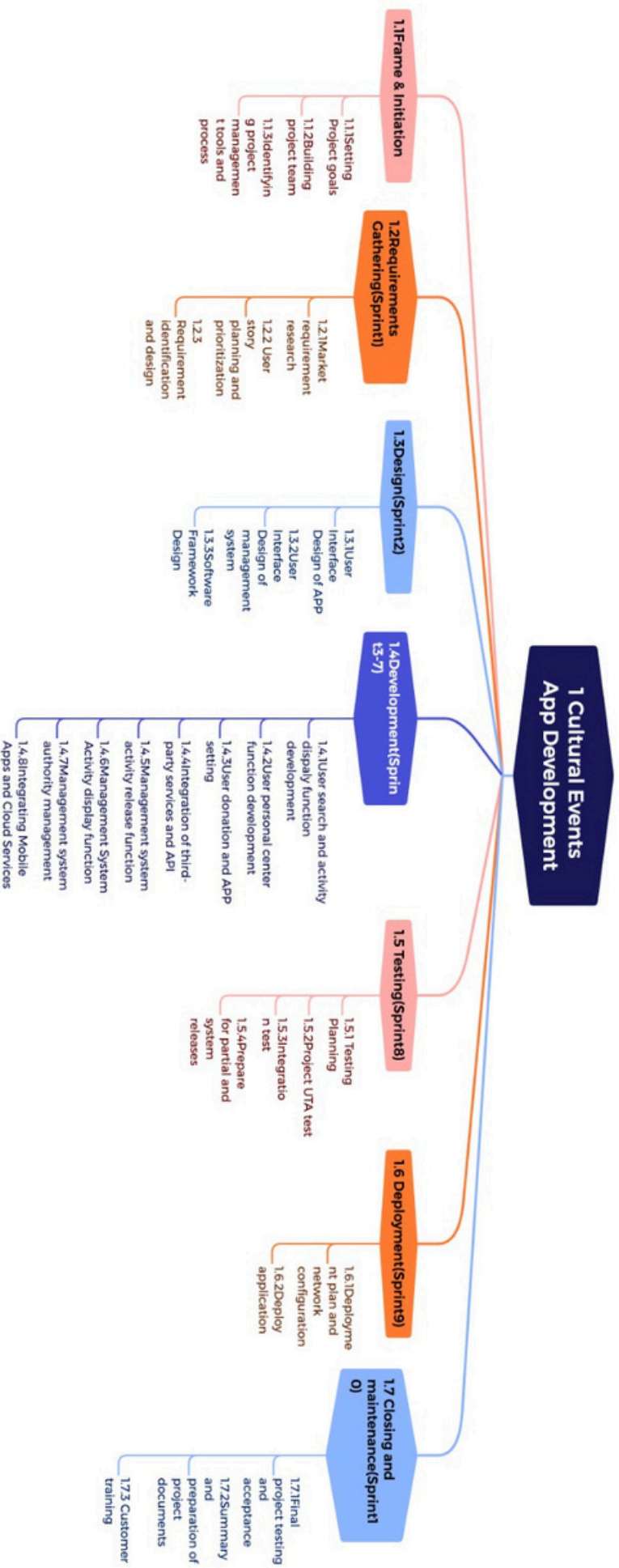


Figure 7

# Schedule

Name	Role	Level	Agile Team Role
Benjamin P	Project Manager	Senior	Scrum Master
Olivia J	Product Manager	Senior	Product Owner
Ethan T	Software Engineer	Senior	Development Team
Sophia M	Software Engineer	Senior	
Alexander C	Software Engineer	Entry	
Emma W	Software Engineer	Entry	
William A	Software Engineer	Entry	
Ava R	Software Engineer	Entry	
Jacob M	UXD Designer	Senior	
Charlotte L	Test Engineer	Senior	
Lucas H	Test Engineer	Entry	
Mia G	Test Engineer	Entry	

Team Roles



# Schedule cont.

## Cultural Events App Development Project

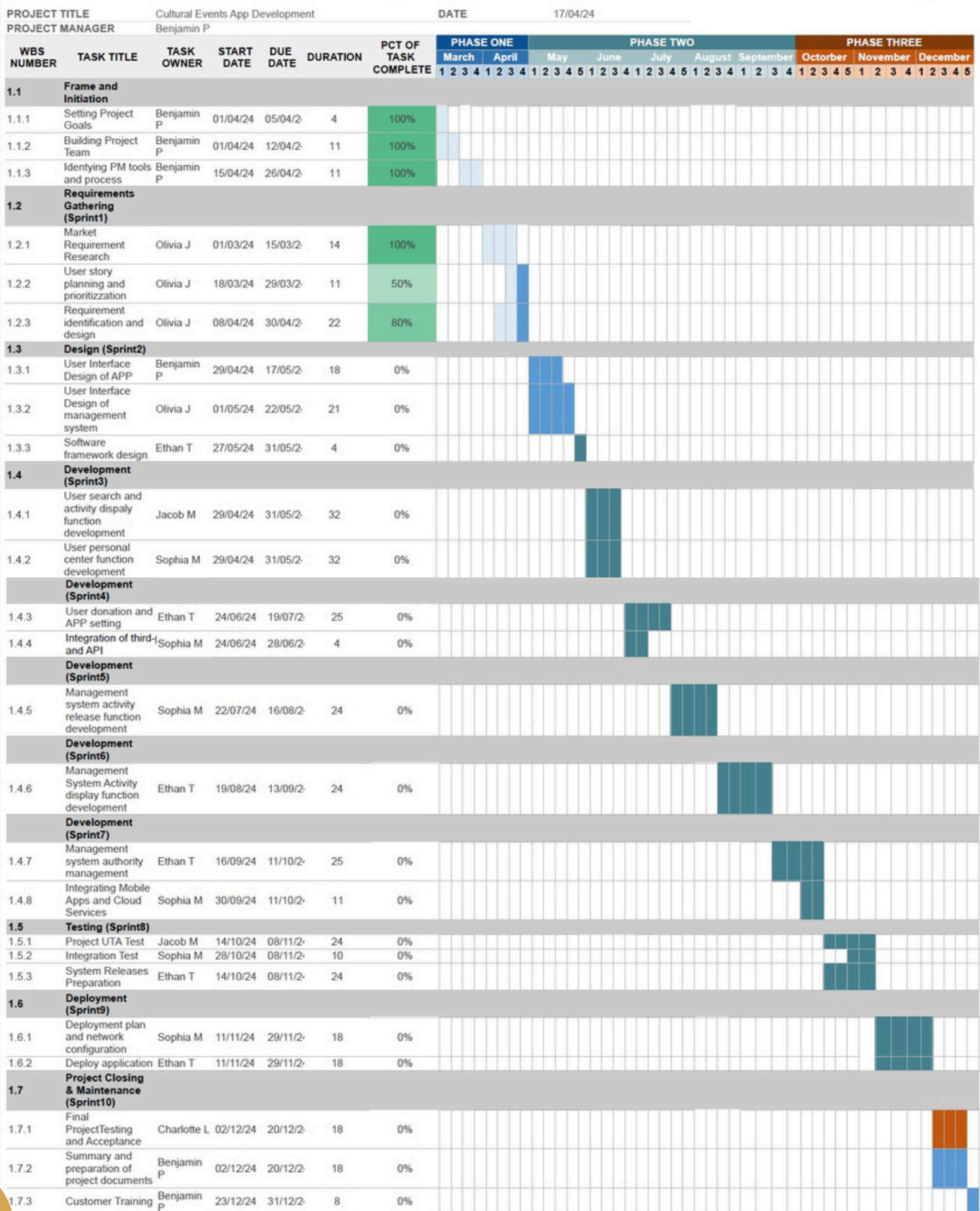


Figure 8



# Resource Management

In this project management plan, we realize that formulating a reasonable and efficient project resource plan is a very important step. A good resource management plan can help the entire team run more efficiently and achieve goals. Through this resource management plan, product managers can effectively manage the team and make full use of existing human, material, financial and other resources to promote the achievement of goals.

The development of our application is centered around various cultural activities in Ireland. In order to allow more people to fully and truly enjoy and participate in these cultural activities, thereby expanding the impact of various cultural activities in Ireland. efforts to protect this historical and cultural heritage. In order to make good use of various resources, the team should clearly understand the project requirements of the application we want to develop this time. Product managers ensure that the software development and design teams understand the app's requirements and are on the same page as the stakeholders' needs. At the same time, it is also necessary to recognize the increasing upgrading of cultural activities, so technical personnel must provide a corresponding basis for further improvement of the software in the future. At the same time, since the requirements of the project will change during the actual operation, in order to handle such situations in an orderly manner, we provide corresponding requirements change management, thereby reducing the panic caused by changes in requirements. For example, when such an event occurs, the product manager will document the requirements and follow up further.

At present, according to the previous description, we have learned about the relevant staff of this project, the financial support available, and other available resources. These existing resources ensure that we meet our schedule and deliver satisfactory applications.

However, we also realize that during the actual operation of the project, unreasonable use of resources will also occur. In this regard, the team will design corresponding rules and regulations for resource adjustment strategies. According to the progress of the project in different periods and the demand for different resources during this period, resource allocation is adjusted according to the strategy to ensure that our project can proceed smoothly.

# Risk Management

As our project is based on cultural events across Ireland, and we also know that these cultural events come from different organizers, even if we collect information about these events through various methods, it is inevitable that there will be some differences with these events. Conflicts of interest arise from the sponsor. In particular, these sponsors need to obtain profits through these various activities, and they will naturally oppose our project development to a certain extent. Therefore, we need to communicate well with these organizers, and on the basis of reaching a consensus, protect the cultural heritage and allow more users to get a good user experience.

In the early collection of various Irish cultural activities, according to the previous chart, we probably plan to invest €500,000.00 to collect detailed details of cultural activities. This part occupies a larger part of our budget, and the task of collecting these information materials will also be without any benefits or results to a large extent. For example, a lot of human and financial resources are spent, but these cultural activities will be canceled for some reasons, so the resources invested will not get corresponding returns. In order to reduce the impact of such risks, we should try to choose activities with more reliability and credibility instead of wasting resources in pursuit of difference.

The above practices can not only reduce the risk of resource waste, but also bring us a stable and credible business reputation after the project is actually implemented. Because the various cultural events in Ireland listed on our app can be held smoothly, when users learn about the cultural events, they will not always experience cancellations when they arrive at the site, thereby building user dependence and expanding to a wider range. Our visibility, in turn, supports these cultural events.

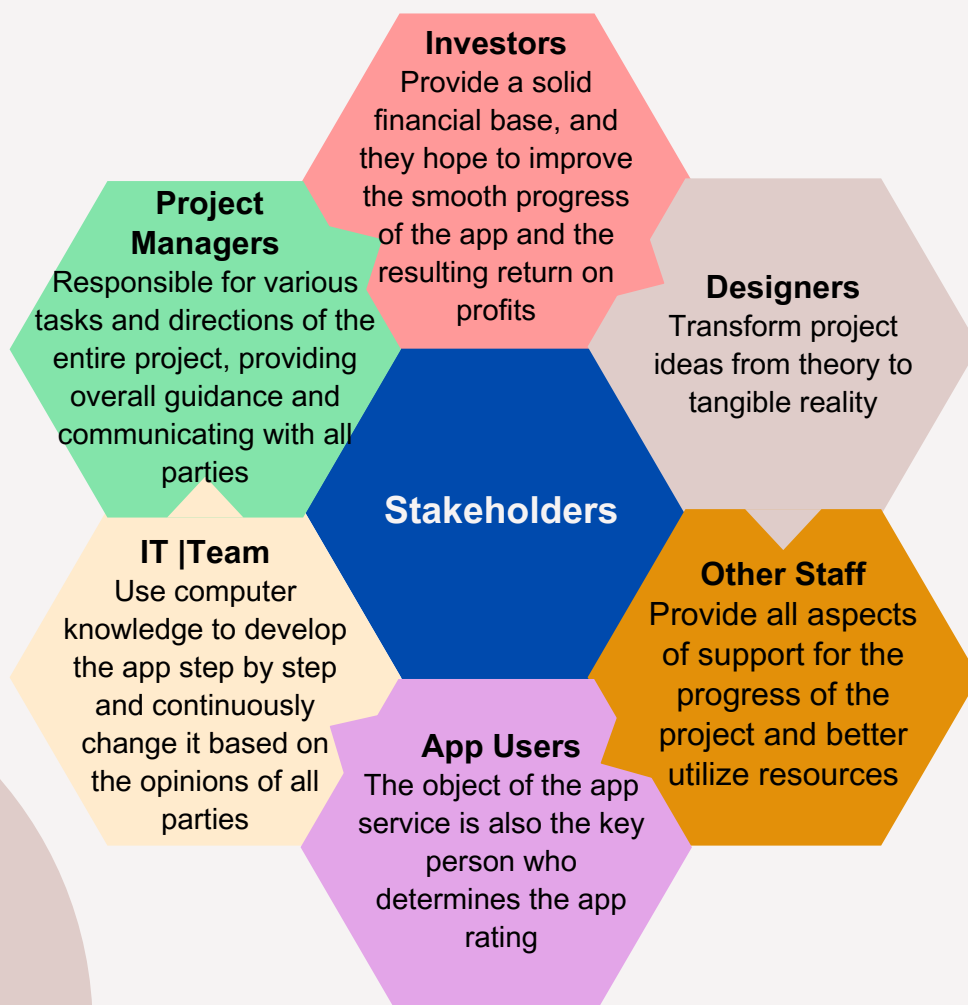
In addition to the risk situations mentioned above, there is also the risk of technical problems in the development team that may occur during the app development process. If the key technical development personnel suddenly leave and the team cooperation and development efficiency is insufficient, for this situation, the product manager should make corresponding solutions, improve management capabilities, maintain sufficient communication and exchanges among team members, and ensure technical development progress.

The final risk that the team needs to be aware of is the very important issue of funding. If the initial budget plan is very different from the actual implementation, resulting in irrational use of funds, this is extremely dangerous. Therefore, it is important for product managers to monitor the use of financial resources in a timely manner and make corresponding adjustments.

# Stakeholder & Communication Plan

In order to better enable our software to be successfully developed, we should recognize the different stakeholders in the project team during the entire process and coordinate the communication between these stakeholders to advance the project step by step. Not only do we need to consider who is involved on the team during the software creation phase, but we also need to recognize the target group our app serves. On the basis of fully recognizing various stakeholders, we can establish corresponding communication plans to allow these stakeholders to obtain results they are satisfied with.

In project management, communication with these stakeholders is extremely important, so it is crucial to establish a corresponding project communication plan, which can encourage more people to participate and ensure that everyone's understanding and expectations are maintained. At the same time, we must also do a good job in monitoring and communicating feedback during the project, so that we can provide good solutions when problems arise.



# Budget & Cost Management

Effective budget and expense management are critical for the successful completion of the planned cultural events app development project. With a total budget of €899,000.00, rigorous allocation and monitoring of money across various project components is critical to ensuring optimal resource utilisation and budgetary restrictions.

The majority of the budget, €500,000.00, has been set out for human expenditures. This allocation covers the salaries, wages, and benefits of the project's broad team of experts, which includes project managers, developers, designers, testers, and support workers. By investing in a talented and devoted personnel, we want to stimulate cooperation, creativity, and efficiency throughout the project's lifespan.

Furthermore, €250,000.00 has been set aside for development and testing efforts. This budget allocation includes a wide range of app development expenses, such as software licences, development tools, infrastructure charges, and outsourced fees for specialised development jobs. Additionally, a portion of this funding will be allocated to quality assurance efforts, which will ensure the app's reliability, functionality, and performance through rigorous testing and debugging methods.

In parallel, €100,000.00 has been set aside for marketing and promotion operations. This funding will be used to raise knowledge and interest in the app among the target demographic, which includes both local residents and visitors. By investing in targeted advertising campaigns, digital marketing activities, public relations efforts, and promotional materials, we want to increase app awareness and user acquisition, eventually increasing adoption and engagement.

Finally, a contingency fund of €49,000.00 has been put aside to cover unexpected expenditures or risks that may develop throughout the project's duration. This allocation serves as a buffer against unforeseen cost overruns, technical issues, regulatory changes, or project delays. By anticipating eventualities, we may adjust and respond to unanticipated events without jeopardising project objectives or quality standards.

Several important measures will be taken to implement our budget and cost control plan. These include stringent budget tracking mechanisms to monitor spending against allocated budgets, resource optimisation efforts to maximise value within budget constraints, proactive risk management strategies to identify and mitigate cost-related risks, and transparent financial reporting to ensure accountability and stakeholder trust.

# Budget & Cost Management cont.

By using strong budget and cost management methods, we hope to complete the cultural events app development project on schedule, within budget, and to the highest quality and excellence standards. This methodical approach will not only maximise resource use, but it will also improve project results and increase the effect of our investment in Ireland's cultural heritage.

The project will adopt the Agile SDLM. The overall project cost is divided into three parts, namely direct cost, indirect cost, and contingency cost, with each part budgeted as shown in the table1 below, and the salary levels of different positions in the table are based on the expected salaries in the Dublin area according to Indeed:

Personnel Cost						
Roles	Level	Number	Monthly Salary	Duration	Full Time/ Part Time	Total Cost
Project Manager	Senior	1	€7500	10	Full Time	€75000
Product Manager	Senior	1	€7200	10	Full Time	€7200
Software Developer	Entry	4	€5500	7.5	Full Time	€165000
Software Developer	Senior	2	€8500	8	Full Time	€136000

# Budget & Cost Management

## cont.

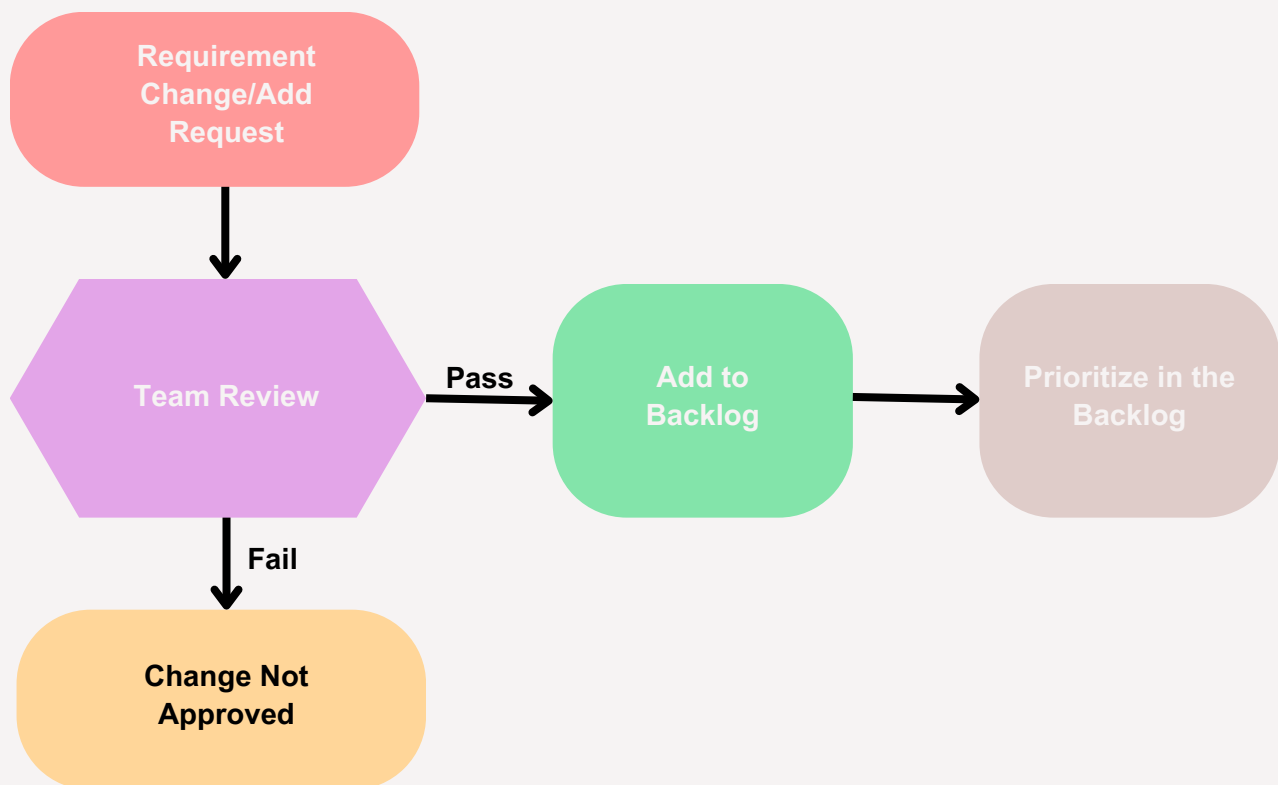
Roles cont.	Level cont.	Number cont.	Monthly Salary cont.	Duration cont.	Full Time/ Part Time cont.	Total Cost cont.
UX Designer	Senior	1	€7500	1.5	Full Time	€11250
Test Engineer	Entry	1	€5000	2.5	Full Time	€12500
Test Engineer	Senior	1	€6300	2.5	Full Time	€15750
Total Employees		12	€47500	Total Amount		€500000
Materials & Consumables						
User Domain						€5000
Outsourcing Cost						€100000
Other expenses (including team building, team benefits)						€12000
Total Amount						€117000

# Budget & Cost Management cont.

Equipment & Licences	
Laptops/Screens	€16000
Rent & Office Equipment	€107000
Cloud Service	€10000
Total Amount	€117000
Indirect Cost	
Digital Marketing	€40000
Traditional Advertising	€40000
Public Relations & Promotional Materials	€20000
Total Amount	€100000
Contingency Cost	
Contingency Cost	€49000
TOTAL COST OVERALL	€899000

# Prevention of Scope Creep

Scope creep can be caused by a variety of factors, such as inadequate project management, imprecise requirements formulation, bad requirements change or change management, etc. Given the previously described rationale, this project employs targeted techniques to prevent scope creep, such as the project must closely follow the requirements table and the project approval table, adopting a single definition of the requirements. When a requirement is changed, the appropriate staff members who originally proposed the requirement must submit the requirement change table, provide justification for the change, and have it reviewed in accordance with the procedure.





# Closure Criteria & Deliverables

In response to the critical need to protect and democratise access to Ireland's cultural history, our team has gone on a visionary path to create a game-changing cultural events app. Fuelled by the wake-up call of excessive ticket pricing and discriminatory behaviours at events such as the Saint Patrick's Day parade, we are motivated by a desire for equality and accessibility. We hope to establish a user-friendly website that not only highlights Ireland's rich cultural tapestry, but also encourages community interaction and support. With our uncompromising dedication to quality and cooperation, we are set to have a long-term effect on Ireland's cultural environment, ensuring that cultural experiences are accessible to everyone, regardless of financial situation.

## Bibliography

Kenny, E. (2024, February 16th). St Patrick's Day tickets: Are people being 'priced out' of culture? Retrieved from Newstalk:  
<https://www.newstalk.com/news/st-patricks-day-tickets-are-people-being-priced-out-of-culture-1643815#:~:text=As%20tickets%20for%20Dublin's%20St,sold%20out%2C%20according%20to%20organisers.>