PROJECT MANAGEMENT PLAN TEMPLATE

(Group No 9)

PROJECT MANAGEMENT PLAN

"IFLIX" (WEB MEDIA STREAMING SERVICE)

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DATE
8/27/2023

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1. INTRODUCTION

This Project Management Plan outlines the development of a website for an ISP company. The website aims to provide seamless access to a variety of media content, including movies, TV shows, and live TV, with an emphasis on user preferences and uninterrupted viewing. Existing ISP Oval network customers will enjoy a limited free access period, while others can subscribe monthly. The project aligns with the company's goals of enhancing customer value and media consumption experience.

2. PROJECT MANAGEMENT APPROACH

The Agile development model with Strong Matrix Organizational Structure is highly suited for the development of the ISP media content website project due to its inherent flexibility, collaboration-focused approach, and ability to deliver incremental value to both customers and stakeholders. Here are the reasons why using the Agile development model is advantageous for this project.

The Agile model emphasizes iterative development cycles, allowing the project team to deliver working increments of the website at regular intervals. Given the dynamic nature of media consumption preferences and technology advancements, the Agile model's ability to respond to changing requirements is crucial. Agile development promotes collaboration among cross-functional teams, fostering continuous communication between developers, designers, testers, marketers, and stakeholders. The Agile model encourages early and ongoing user engagement throughout the development process. This aligns with the project's objective of enhancing the media consumption experience. Agile encourages regular interactions with stakeholders, providing them with visibility into the development process. This transparency allows stakeholders to track progress, provide timely feedback, and align their expectations with the evolving product. In conclusion, the Agile development model aligns seamlessly with the objectives of the ISP media content website project. Its iterative and collaborative approach, coupled with its ability to respond to changing requirements and deliver incremental value, makes Agile an ideal choice for creating a cutting-edge platform that revolutionizes media consumption.

3. PROJECT TITLE

“IFLIX” (web media streaming service)

4. JUSTIFICATION

4.1 Problem Statement

Customers face challenges accessing media content due to fragmented content, interruptions from advertisements and buffering, and limited availability of local content.

4.2 Proposed Solution

Develop a comprehensive website offering a diverse range of media content, providing convenient access, ad-free viewing, buffering-free streaming, and a vast content collection.

4.3 Benefits and Impact

- Improved customer satisfaction through streamlined access and elimination of frustrations.
- Increased customer retention by offering free access to existing ISP Oval network customers and fostering loyalty.
- Revenue generation from a monthly subscription model for non-ISP Oval network users, attracting diverse demographics.
- Competitive edge in the ISP market by differentiating from competitors and becoming a leader in integrated media solutions.

5. OBJECTIVES AND PROJECT SCOPES

5.1 Objective

The project aims to create a comprehensive ISP website for enhanced media experiences. Sub-objectives include:

1. **Centralized Media Access**
    - Develop an intuitive interface for efficient content discovery.
    - Ensure seamless cross-device compatibility.
    - Implement a robust content management system for diverse media content.
2. **Ad-Free Viewing**
    - Design a subscription model for ad-free viewing.
    - Grant complimentary access to ISP Oval network customers.
    - Incorporate ad-blocking mechanisms for uninterrupted playback.
3. **Buffering-Free Streaming**
    - Utilize advanced streaming to minimize disruptions.
    - Optimize video playback for seamless streaming.
4. **Diverse Content Collection**
    - Partner to curate an extensive media library.
    - Categorize and recommend content based on preferences.

5.2 Project Scope

Scope inclusions:

- Develop an intuitive UI and content management system.
- Expand and update content collection.
- Introduce subscription model for ad-free viewing.
- Optimize streaming technology.
- Curate diverse media library through partnerships.

Scope exclusions:

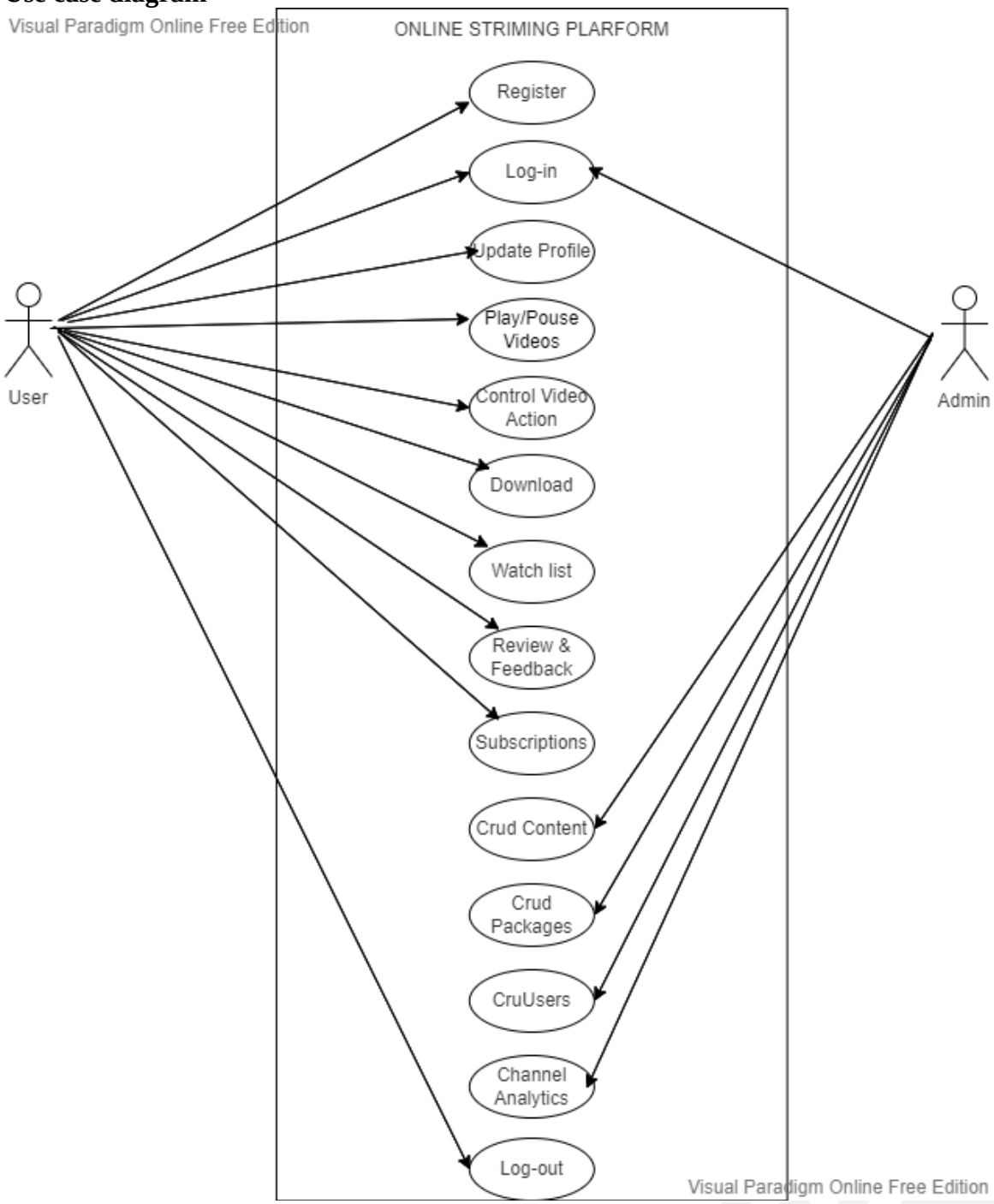
- Original media content creation.
- Modifications to ISP network infrastructure.
- Extensive e-commerce functionalities.

By providing a clear distinction between the inclusions and exclusions, this Project Management Plan aims to eliminate potential ambiguity, fostering a shared understanding among project team members and stakeholders. This clarity promotes effective collaboration and ensures alignment with the ISP Company's overarching vision.

6. OVERVIEW OF THE PROJECT

The proposed system will be the development of a website for an ISP company, which addresses the inconvenience of customers not being able to access both local and global media contents in one place. The website's primary objective is to provide users with access to movies, TV shows, dramas, serials, and live TV content according to their preferences, with no advertisements or buffering interruptions. The website will revolutionize the media consumption experience of its users, and will be accessible for free for a specific period of time to existing customers of the ISP Oval network, while other users can access it through a monthly subscription. The development of this website is aimed at fulfilling the business objectives of the company.

6.1 Use case diagram



7. STAKEHODERS ANALYSIS

7.1 Primary Stakeholders

1. ISP Oval Network: The initiating internet service provider.
2. ISP Oval Network Customers: Existing customers of the ISP.
3. Non-ISP Oval Network Users: Potential subscribers to the website.
4. Content Providers: Contributors of media content.
5. Web Developers: Responsible for website development.
6. Content Managers: Curators of media content.
7. Marketing Team: Promotes the website.
8. UX Designers: Ensures user-friendly interface.
9. Customer Support Team: Assists users with inquiries.

7.2 Secondary Stakeholders

1. Advertisers: Interested in advertising on the website.
2. Regulatory Authorities: Oversee compliance with legal requirements.
3. Payment Gateway Providers: Process subscription payments.
4. Analytics Team: Collects and analyzes user data.

8. MILESTONE LIST

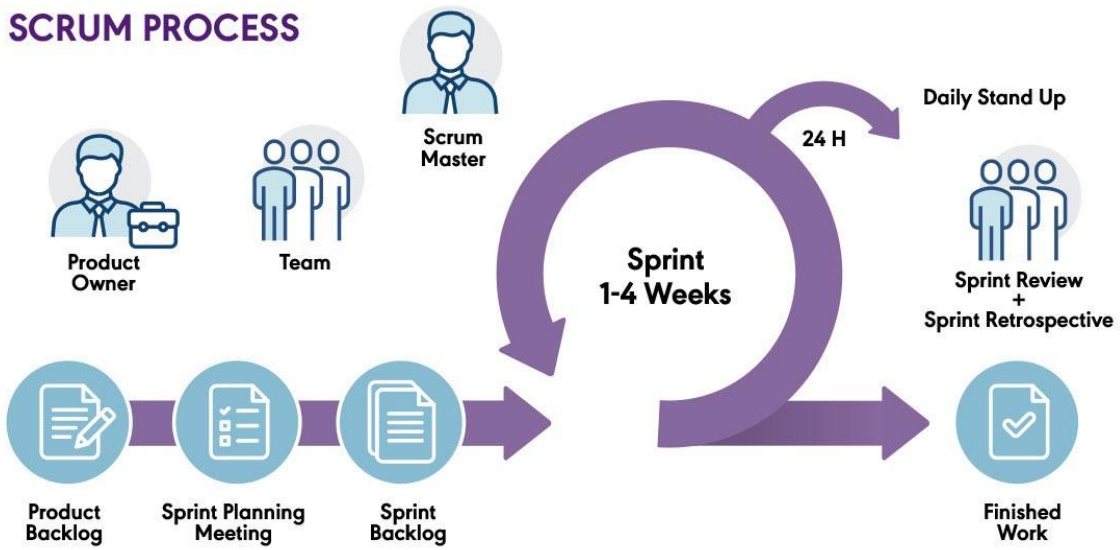
The development of the ISP company website is a complex project aimed at enhancing the media consumption experience of both existing customers and new subscribers. The following milestone list outlines the major steps in the project, along with their corresponding dates. Flexibility in milestone dates is crucial to accommodate unexpected challenges or changes in project scope. Regular review and communication among stakeholders will ensure that any necessary adjustments are made in a timely manner.

Milestone	Description	Date
Project Initiation	This milestone marks the official project kickoff. It includes the selection of the project team, the identification of stakeholders, and the initiation of the project planning phase.	01/04/23
Requirements Gathering and Analysis	By this date, all user requirements, technical specifications, and content partnerships should be finalized and documented. This milestone is crucial for guiding the subsequent development phases.	05/04/23
Design and Prototyping	This milestone involves the completion of the website's design, including user interface (UI) and user experience (UX) elements. Prototypes will be created for user testing and feedback.	10/04/23
Development Commencement	Development work begins, including the creation of the website's backend, frontend, and integration with necessary APIs and databases. The initial coding phase starts.	10/05/23
Alpha Testing	Alpha testing of the website commences, focusing on functionality and usability. Internal testing teams will identify and report issues and bugs.	20/06/23
Beta Testing	Beta testing opens to a select group of external users for broader testing and feedback. Continuous improvements and bug fixes are implemented during this phase.	25/06/23
Content Integration	All content partnerships are finalized, and media content is integrated into the platform, ensuring a diverse and appealing library of movies, TV shows, and live TV content.	30/06/23

Security and Performance Testing	Rigorous security testing and performance optimization are conducted to ensure the website's reliability and protection against cyber threats.	10/07/23
User Acceptance Testing (UAT)	UAT is performed with real users to validate that the website meets their expectations. Any remaining issues are addressed promptly.	15/07/23
Launch Preparation	Final preparations for the website's public launch, including marketing campaigns, subscription model setup, and customer support readiness.	20/07/23
Public Launch	The website is officially launched to the public. Existing ISP Oval network customers gain free access for the specified period, and subscription services are available for others.	25/07/23
Post-Launch Evaluation	Post-launch monitoring and evaluation of website performance, user feedback, and adherence to project goals. Any necessary adjustments are made.	10/08/23
Project Closure	Formal closure of the project, including documentation, knowledge transfer, and a review of lessons learned. Project resources are released.	15/08/23

9. PROCESS MODEL TO BE FOLLOWED

Process Model: Agile Development (Scrum)



9.1 Justification

The Agile development methodology, specifically the Scrum framework, has been chosen for the development of the ISP company website. This decision is based on several factors that align with the project's goals, requirements, and potential challenges:

1. **Iterative and Incremental Development:** The Agile approach promotes iterative development cycles with regular releases of functional increments. This aligns well with the project's goal of revolutionizing the media consumption experience, allowing for continuous improvement and frequent updates based on user feedback.

2. **Adaptability to Changing Requirements:** The media industry is dynamic, and customer preferences may evolve over time. Agile's flexibility allows the project to accommodate changing requirements and integrate new features or content based on market demands.

3. **Stakeholder Collaboration:** The website's success depends on meeting user expectations. Agile methodologies emphasize close collaboration with stakeholders, ensuring their feedback is incorporated early and often, resulting in a product that better aligns with their needs.

4. **Rapid Response to Issues:** The Scrum framework includes daily stand-up meetings where team members discuss progress and challenges. This quick communication allows for immediate identification and resolution of issues, reducing the risk of bottlenecks.

5. **Frequent Testing and Validation:** Agile methodologies encourage continuous testing and validation, helping to identify and rectify issues in the early stages of development. This is crucial for a seamless media consumption experience free from buffering interruptions.

6. **Cross-Functional Teams:** Scrum teams are cross-functional, comprising members with diverse skills. This is ideal for a project involving technical development, content acquisition, design, marketing, and customer support, ensuring a holistic approach.

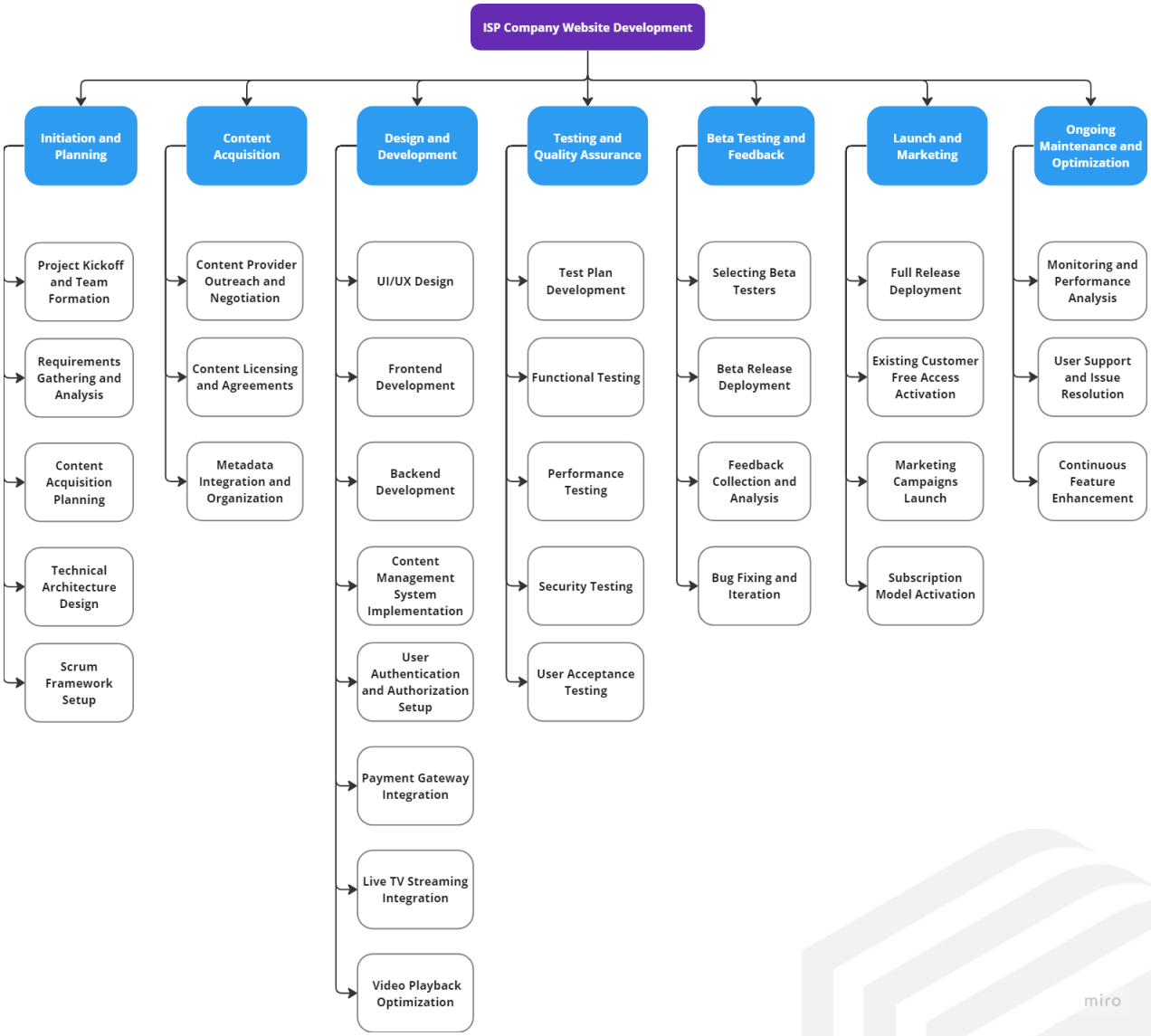
7. **Time-to-Market Considerations:** Agile development emphasizes delivering functional increments at regular intervals. This aligns with the project's plan to provide free access to existing customers of the ISP Oval network within a specific timeframe.

8. **Risk Mitigation:** Agile's iterative approach allows for continuous risk assessment and mitigation strategies. This is valuable in a project where uncertainties related to content licensing, technical challenges, or market response may arise.

9. **Transparency and Communication:** Agile promotes transparency through frequent communication and visibility into the project's progress. This fosters trust among stakeholders and allows them to monitor the project's trajectory.

10. **Maximizing Value:** Agile prioritizes delivering high-value features early, ensuring that users can access and benefit from core functionalities sooner rather than later.

10. WORK BREAKDOWN STRUCTURE



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11. ESTIMATION

11.1 Using COCOMO Model

Project Characteristics:

- Project Type: Organic (simple and well-understood requirements)
- Size: Medium
- Team Experience: High (experienced team members)
- Development Flexibility: High (changes in requirements are possible)
- Platform Familiarity: High (experience with similar technologies)

Effort Estimation:
Assuming the estimated size of the ISP media content website is around 15,000 lines of code (KLOC) and a moderate EAF value of 1.0 (neutral impact), considering the project's high team experience and platform familiarity.

Effort (E) = a * (Size)^b * EAF
= 2.4 * (15)^1.05 * 1.0
=36.73 Person-Months
~37 Person-Months

Duration Estimation:
Duration (D) = c * (Effort)^d
= 2.5 * (36.73)^0.38
= 8.18 Months

Cost Estimation:
Assuming an average cost of 50,000 BDT per person-month:
Cost = Effort * Cost per Person-Month
= 37 * 50,000 BDT
= 18,50,000 BDT

11.2 Using Bottom Us Estimating Method

- Average cost in BDT per person-month: 50,000 BDT

Project Components and Estimated Effort:

1. Requirements and Planning:
   - Gather Requirements: 2 person-months
   - Project Planning: 2 person-months
   - Total Effort: 4 person-months

2. Design and Development:
   - User Interface Design: 3 person-months
   - Back-End Development: 10 person-months
   - Content Integration: 2 person-months
   - Total Effort: 15 person-months

3. Testing and Quality Assurance:
   - Test Planning: 2 person-months
   - Test Execution: 5 person-months
   - Bug Fixes and Re-testing: 3 person-months
   - Total Effort: 10 person-months

4. Deployment and Support:
   - Deployment and Configuration: 2 person-months
   - User Support and Maintenance: 4 person-months
   - Total Effort: 6 person-months

Calculation:

Total Estimated Effort:
Total Estimated Effort = Sum of Effort for All Components
= 4 + 15 + 10 + 6
= 35 person-months

Total Estimated Cost:
Total Estimated Cost = Total Estimated Effort * Cost per Person-Month
= 35 * 50,000 BDT
= 17,50,000 BDT

12. RESOURCE REQUIREMENTS

12.1 SOFTWARE REQUIREMENTS

Software Requirements:

1. Web Browsers:
   - Google Chrome (latest version)
   - Mozilla Firefox (latest version)
   - Microsoft Edge (latest version)
   - Brave Browser (latest version)
   - Safari (for iOS)

2. Backend Development:
   - Django (Python web framework)
   - Node.js
   - Express.js

3. Frontend Development:
   - HTML
   - CSS (Tailwind CSS framework)
   - JavaScript
   - React.js

4. Database:
   - MongoDB (NoSQL database)

5. Server:
   - Amazon Web Services (AWS)
   - Firebase (for hosting and serverless functions)

6. Integrated Development Environments (IDEs):
   - Visual Studio Code
   - Vim

7. Version Control:
   - Git (for source code management)

8. API Testing:
   - Postman (for testing API endpoints)

12.2 HARDWARE REQUIREMENTS

- **Server**: Powerful hardware with sufficient processing power, memory, and storage capacity.
- **Network Infrastructure**: High-speed and stable internet connection.
- **Client Devices**: Desktop computers, laptops, smartphones, or tablets.
- **Storage:** Adequate storage capacity for media content and backups.
- **Backup and Disaster Recovery:** Reliable backup systems for data protection.
- **Security:** Firewall systems and security measures for data protection.
- **Monitoring and Maintenance:** Tools for monitoring performance and regular maintenance.

12.3 HUMAN RESOURCE REQUIREMENTS

Project Management Team:

- Project Manager: Coordinates project, communicates with stakeholders, ensures progress.
- Technical Project Manager: Oversees technical aspects and alignment with tech team.
- Quality Assurance Manager: Plans testing, bug fixing, and maintains quality.
- Deployment Manager: Plans deployment and system setup.
- Support and Maintenance Manager: Manages post-deployment support and updates.

Development Team:

- Frontend Developers: Create user interface and experience.
- Backend Developers: Develop backend logic, server, and database integration.
- Database Administrator: Manage efficient database operations.
- UI/UX Designers: Design user-friendly interface.
- Security Specialist: Ensure strong website security.

Testing Team:

- Testers/QA Engineers: Identify bugs and maintain product quality.
- Performance Testing Specialist: Ensure website handles expected load.

Support and Maintenance Team:

- Customer Support Representatives: Assist users and troubleshoot.
- Technical Support Specialists: Provide technical assistance.

Content Team:

- Content Managers: Manage content partnerships and availability.

Training and Documentation Team:

- Training Specialists: Conduct staff training.
- Documentation Specialists: Create user manuals and technical docs.

Additional Roles:

- Marketing Specialists: Promote website launch and features.
- Legal and Compliance Officer: Ensure regulatory adherence.

Ongoing Operations:

- Website Administrators: Manage day-to-day operations and updates.
- System Monitoring Specialists: Monitor performance and security.

13. PROJECT SCHEDULE

WP	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
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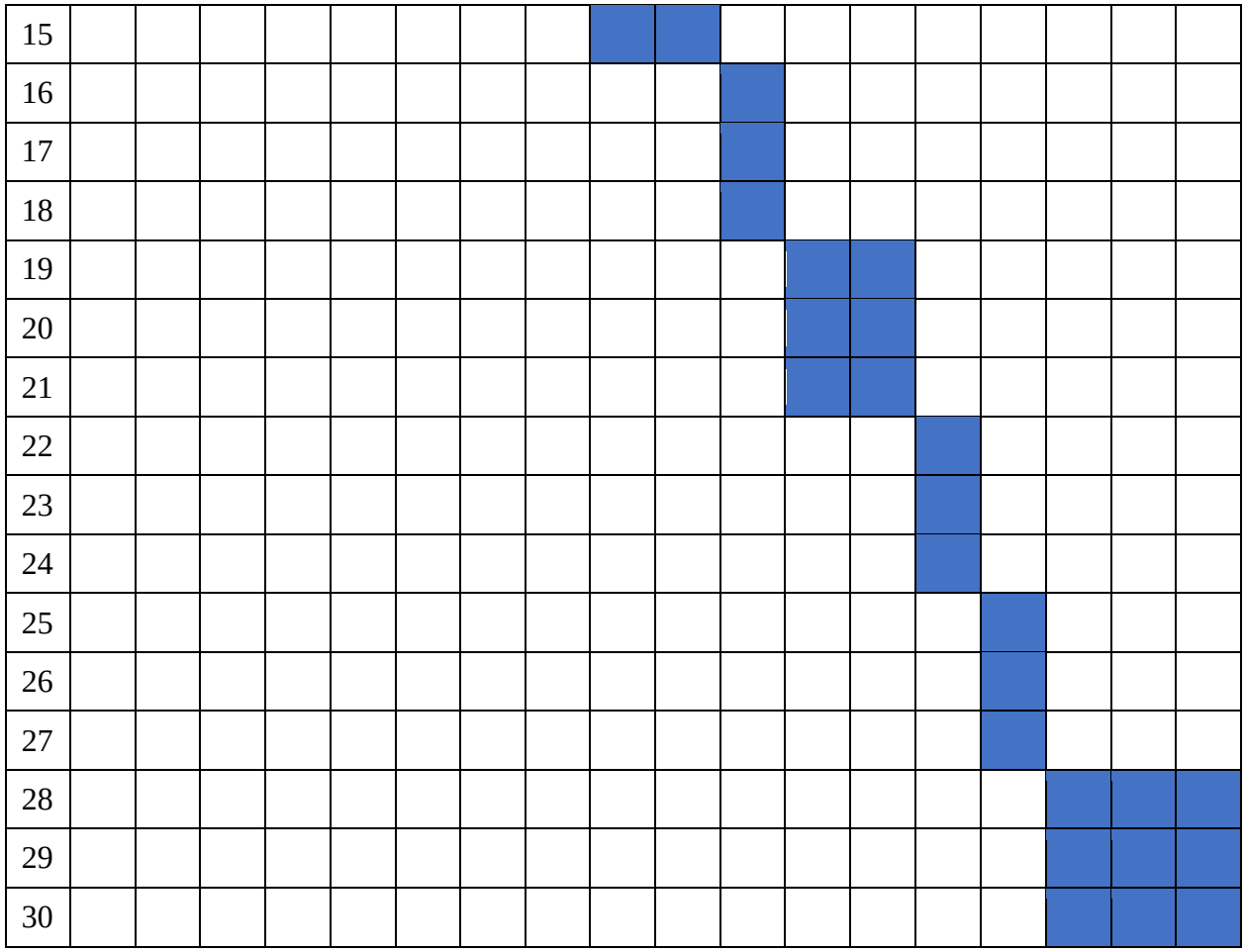

W -week P - plan
P-1: Project Kickoff and Requirements Gathering
P-2: Initial Meetings with Stakeholders
P-3: High-Level Project Planning
P-4: Data Analysis and Research
P-5: User Surveys and Feedback Collection
P-6: Content Partnerships Exploration
P-7: Design and Prototyping
P-8: UI/UX Development
P-9: Wireframing and Mockups
P-10: Frontend Development
P-11: Backend Development
P-12: Database Setup and Integration
P-13: Quality Assurance and Testing
P-14: Bug Fixing and Performance Optimization

P-15: Security Review
P-16: Demo Preparation
P-17: Stakeholder Presentation and Feedback
P-18: Fine-tuning and Iterations
P-19: Staff Training and Documentation
P-20: Deployment Planning and Setup
P-21: System Configuration and Testing
P-22: User Acceptance Testing
P-23: Final Adjustments and Enhancements
P-24: Preparing for Go-Live
P-25: System Go-Live and Activation
P-26: Post-Deployment Monitoring
P-27: User Onboarding and Support
P-28: Ongoing Support and Maintenance
P-29: Bug Fixes and Updates
P-30: Continuous Improvement Efforts

14. Scrum Development Plan Chart

****Sprint 1****

Duration: 2 weeks (Dates: [Start Date] - [End Date])

- Sprint Planning:
  - Define user stories and tasks
  - Assign tasks to team members

- Development (1st Week):
  - Frontend: Design homepage layout
  - Backend: Set up database structure

- Daily Stand-ups (Throughout Sprint):
  - Team members share progress and address obstacles

- Development (2nd Week):
  - Frontend: Implement navigation and UI components
  - Backend: Develop user authentication system

- Sprint Review:
  - Demonstrate completed tasks
  - Collect feedback from stakeholders

- Sprint Retrospective:
  - Reflect on the sprint
  - Identify improvements for the next sprint

****Sprint 2****
Duration: 2 weeks (Dates: [Start Date] - [End Date])

- Sprint Planning:
  - Refine user stories based on feedback
  - Assign tasks to team members

- Development (1st Week):
  - Frontend: Implement media content listing
  - Backend: Develop content categorization system

- Daily Stand-ups (Throughout Sprint):
  - Team members share progress and address obstacles

- Development (2nd Week):
  - Frontend: Integrate streaming functionality
  - Backend: Implement subscription management

- Sprint Review:
  - Demonstrate completed tasks
  - Collect feedback from stakeholders

- Sprint Retrospective:
  - Reflect on the sprint
  - Identify improvements for the next sprint

****Sprint 3****
Duration: 2 weeks (Dates: [Start Date] - [End Date])

- Sprint Planning:
  - Refine user stories based on feedback
  - Assign tasks to team members

- Development (1st Week):
  - Frontend: Implement user preferences settings
  - Backend: Enhance content recommendation algorithm

- Daily Stand-ups (Throughout Sprint):
  - Team members share progress and address obstacles

- Development (2nd Week):
  - Frontend: Finalize user interface elements
  - Backend: Perform thorough testing and bug fixing

- Sprint Review:
  - Demonstrate completed tasks
  - Collect feedback from stakeholders

- Sprint Retrospective:
  - Reflect on the sprint
  - Identify improvements for the next sprint

15. RISK ANALYSIS

Possible risk	Consequences	Mitigation plan
Task allocation problem	Poor code writing and functionality	Make a skill-set chart of the team members and assign tasks according to skill
Maintainability problem	Poor user experience	We will make a recovery test on our whole project
Excessive Cost	Project will be more costly	A good pre-estimation and make a good track on budget
Payment Security key	Customer will lose trust in this app	Make a reliable payment getaway and will run an integration testing on payment system
Lack of user adoption	User can't get good experience	Provide comprehensive training and support to healthcare providers, including ongoing user feedback and user-centric design

Team turnover	The overall development will be hampered by this	Implement a robust knowledge transfer process, including documentation and training for new team members
Insufficient testing	The system will have more bugs and it will create more problem	Implement a comprehensive testing and quality assurance process, including both automated and manual testing
Vendor dependency	It will make the software more underrated	Implement a vendor management program, including regular review of vendor performance and ongoing evaluation of alternative technologies and vendors
System downtime	It will hamper the software economically	Implement redundancy and backup systems to ensure continuity of care in the event of system downtime
Regulatory compliance	It will hamper the software economically	Implement redundancy and backup systems to ensure continuity of care in the event of system downtime

16. QUALITY CONTROL PLAN

1. Requirements Gathering
   - Review user requirements and specifications
   - Ensure all functional and non-functional requirements are documented

2. Design Phase
   - Design according to UX best practices
   - Review design against requirements
   - Ensure branding consistency

3. Development Phase
   - Follow coding standards
   - Conduct code reviews
   - Implement security measures

4. Testing Phase
   - Unit testing
   - Integration testing
   - User acceptance testing
   - Load testing

5. Deployment Phase
   - Verify deployment process
   - Monitor post-deployment performance

6. Roles and Responsibilities
   - Project Manager: Oversight
   - Business Analyst: Requirement validation
   - Designers: UX and branding
   - Developers: Coding and testing
   - Testers: Comprehensive testing
   - Deployment Team: Deployment verification

7. Metrics
   - Defect identification and resolution count
   - Load testing results (response times, errors)
   - User acceptance testing outcomes

8. Tools
   - Version control (e.g., Git)
   - Automated testing (e.g., Selenium)

- Performance testing (e.g., JMeter)

9. Reporting and Documentation
   - Regular progress reports
   - Defect reports
   - Testing documentation

10. Review and Improvement
    - Continuous review of the Quality Control Plan
    - Incorporate lessons learned

11. Approval
    - Stakeholder approval before implementation

17. BUDGET

Budget:

1. Personnel Costs:
   - Development Team (Design and Development, Testing): 7,50,000 BDT
   - Requirements and Planning: 2,00,000 BDT
   - Deployment and Support: 3,00,000 BDT
   - Total Personnel Costs: 12,50,000 BDT

2. Infrastructure and Tools:
   - Hardware and Software Tools: 2,000,000 BDT

3. Quality Assurance:
   - Testing and QA Expenses: 3,00,000 BDT

4. Marketing and Promotion:
   - Marketing Strategies and Campaigns: 5,00,000 BDT

5. Miscellaneous Expenses:
   - Contingency Reserve: 2,00,000 BDT

Total Estimated Budget:
Total Estimated Budget = Sum of Budget Categories
= 12,50,000 + 2,00,000 + 3,00,000 + 5,00,000 + 2,00,000
= 24,50,000 BDT

18. CONCLUSION

The development of the ISP Media Content Website is a dynamic endeavor that aims to transform the media consumption landscape by providing users with seamless access to a wide range of content. This Project Management Plan outlines the comprehensive approach, strategies, and roles that will guide the successful execution of this ambitious project.

Throughout the planning process, we have carefully considered the unique characteristics of the project, its objectives, and the challenges that may arise. By adopting the Agile development model, we are well-equipped to navigate the evolving landscape of media consumption preferences and technological advancements. The Agile model's iterative nature, user-centric focus, and flexibility align seamlessly with the project's goal of revolutionizing media content access.

Incorporating the Top-Down and Bottom-Up Estimating methods, we have formulated a robust cost estimation that considers both high-level perspectives and detailed component breakdowns. While these estimates provide a financial framework, they serve as a starting point and will be refined as the project progresses, ensuring optimal resource allocation and financial management.

The budgeting phase outlines the allocation of estimated costs to various categories, allowing for prudent financial planning and efficient resource utilization. The breakdown emphasizes personnel costs, infrastructure and tools, quality assurance, marketing, and miscellaneous expenses, all of which contribute to the successful realization of the project's objectives.

With careful planning, Agile methodologies, accurate cost estimation, and thoughtful budgeting, we are poised to create a transformative platform that sets new standards for media consumption. This Project Management Plan serves as our roadmap, guiding us towards the realization of a media content website that not only fulfills user expectations but also aligns with the business objectives of the ISP company.