# 1. Scope Statement

This project is to build the UNSW Learning and Growing Platform under 350,000 AUD within 4 months. It will deliver a website and an application to fulfill the purpose whose functions include career development, study groups and experience sharing about employment knowledge., in addition to the supporting PM activities. It will also deliver end-user and admins training. This project will not include the convening of company recruitment information. Finally, this project help UNSW students who are looking for professional skills help.

## 1.1 Description of Project Rationality

Although UNSW has the world's top employment rate and employer reputation, there are still some graduates who cannot find suitable jobs. In order to help these students to find their dream jobs to a greater extent, this project plans to build a learning platform.

## 1.2 Deliverables

The main deliverable of the project is a fully functional learning platform, including website, software and UI. Specifically, the main deliverables fall into the following three categories.

In addition, this project fits with UNSW 2025 Strategy, in the first place in our school under the cultivation of a batch of and a group of outstanding graduates enter the society, made huge contribution to social development, enjoy good reputation in all walks of life, to help graduates to find your dream job is the responsibility of the school, also help to continue to improve and maintain the reputation of the school. Secondly, due to the extensive and profound cooperation between the university and all walks of life, it is convenient for the project to find a third party.

### 1.2.1 Program

Application software installation program and software and website source code

### 1.2.2 Plug-ins and library files

Third party plug-ins, development kits, and library files necessary to execute administrative tools

### 1.2.3 Documents

Description of the software itself, including interface description, main function realization and code description

## 1.3 Acceptance Criteria

The project will be considered complete when all testing of the platform is completed and the official first version of the website and software is released.

The specific acceptance requirements are as follows:

1)Acceptance materials are complete

2)All functions required by the project can be realized

3)Friendly interface, easy to interact

4)The platform itself and its functions are stable without gross error

5)All errors found during testing are corrected

In addition, the way of acceptance is network acceptance

## 1.4 Constraints

This project, UNSW Learning and Growing Platform, will cost no more than 350,000AUD within 4 months. The fund of project is provided by Tong Ju, who is the sponsor of this project.

## 1.5 Assumptions

The UNSW learning and growing platform building project will be launched on the premise of providing hardware such as computers and offices. In addition, all required materials will be delivered on time, and school officials and students will be happy to participate in the platform construction process, especially in the private beta.

In case of unexpected events such as inclement weather or large-scale power failure during the construction period, it can be postponed appropriately, but not more than one week.

# 3. Stakeholder Management

## 3.1 Overview

Stakeholder management is a crucial part of the project management plan. It mainly focuses on identifying project stakeholders and promoting the communication between project and stakeholders, so as to meet the requirements of project stakeholders and facilitate the timely solution of possible problems.

## 3.2 Management Method

According to Power Influence Grid in data representation methods [1], we can identify the type of relationship the project needs to establish with each stakeholder to distinguish the various stakeholders of this project. In addition, we manage stakeholder participation through Stakeholder Engagement Assessment Matrix [2]. And with the guidance of the grid, we can generate a reasonable communication plan with all of the stakeholders.

## 3.3 Stakeholders Identification

Based on the principle of power influence grid, all of the stakeholders can be divided into four categories called ‘A B C D’ which represent different kind of relationships that need to be built. These relationships are as followed:

A: satisfaction

Stakeholders in A are characterized by "great power and low attention to project results", so it is crucial to win the support of relevant parties in A for the success of the project

B: The key management

They have a high level of authority over the project and are concerned about the results of the project. The project manager should "focus on management, timely report, and take forceful actions to satisfy the relevant parties in B.

C: Keep inform

Despite the low power of the relevant parties in C, they pay attention to the results of the project. So, the project manager is "keep inform" of the status of the project. To maintain the satisfaction of the parties concerned in C. Underestimating the interests of the parties involved in C can have dangerous consequences and may lead to opposition from the parties involved in C.

D: Supervision

Properly address the needs of interested parties in D. Related parties in D are characterized by "low power and low attention to project results", so the project manager can mainly "supervise them with the least effort".

图形用户界面

描述已自动生成

Figure 3.1 Power Influence Grid

Table 3.1 Identified Stakeholders

|  |  |  |
| --- | --- | --- |
| Category | Stakeholders | Interest |
| A | External implementation team | Complete the design of the platform as required to implement specific functions |
| B | Sponsor | Aims to obtain the required network platform through the project, and can provide constructive guidance and suggestions for the project |
| B | UNSW student development managers | To find future directions for more graduates |
| C | UNSW publicity managers | Promote the school through better employment data advantages |
| C | UNSW students | Allow UNSW students have better chance to find their dream job after graduation |
| D | Business enterprise | Have better chance of hiring the right graduates |

## 3.4 Stakeholders Engagement

Stakeholder Engagement Assessment Matrix is used to compare the current level of stakeholder participation with the expected level of participation. Stakeholder Engagement Assessment Matrix divide stakeholders into five positions: Unaware, Resistant, Neutral, Supportive and Leading.

Table 3.2 The Engagement Level Of Stakeholders

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Stakeholders | Unaware | Resistant | Neutral | Supportive | Leading |
| External implementation team |  |  | C |  | D |
| Sponsor |  |  |  | CD |  |
| UNSW student development managers |  |  | C |  | D |
| UNSW publicity managers |  |  | C |  | D |
| UNSW students |  |  | C |  | D |
| Business enterprise | C |  | D |  |  |

C = Current D = Desired

In Table 3.2, C represents the current level of participation of each interested party, while D is the level of participation (expected) assessed by the project team as necessary to ensure the success of the project.

# 4. Communication Plan

## 4.1 Overview

Project communication plan is a part of the overall project plan, which is very important and often overlooked. Understanding the organizational structure and doing stakeholder analysis are the most important aspects of developing a project communication plan. There are many forms of communication in the project, usually divided into written and oral forms.

## 4.2 Communications Tools and Skills

Communication tools:

Conferences, face-to-face conversation, online meeting, telephone, Email, websites and other technologies.

Communication skills [3]:

1. Listen actively.

2. Understand cultural and personal differences.

3. Identify, set and manage stakeholder expectations.

4. Involve interested parties in project meetings.

TABLE 4.1 COMMUNICATIONS PLAN

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Communication Type | Receive | Owner | Medium | Content |
| Daily Report | Team Leaders | External implementation team | Email, websites | The process of a particular project |
| Weekly Report | Sponsor, UNSW student development managers | Team Leaders | Face-to-face/online meeting | The process of the whole project |
| Monthly Report | Sponsor, UNSW student development managers | Team Leaders | Email | The process of the whole project |
| Public Report | UNSW Students | Sponsor, UNSW student development managers | social media, website | The process of the whole project |
| Emergency | Sponsor, UNSW student development managers | Incident Leader | Telephone, face-to-face/online meeting | possible problems and solutions |
| Milestone Event | The public | UNSW publicity managers | Social media, website | The phased progress of the project |