**ASSIGNMENT 1 BRIEF**

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| **Qualification** | **BTEC Level 5 HND Diploma in Computing** | | |
| **Unit number and title** | Unit 06: Managing a Successful Project | | |
| **Assignment title** | Plan and conduct a small scale research activity | | |
| **Academic Year** | 2022 - 2023 | | |
| **Unit Tutor** | Do Tien Thanh | | |
| **Issue date** | 03 August 2022 | **Submission date** |  |

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| **Submission Format:** |
| *Format:* The submission is in the form of an individual written report that shows how you have manage the project. This should be written in a concise, formal business style using single spacing and font size 12. You are required to make use of headings, paragraphs and subsections as appropriate, and all work must be supported with research and referenced using the Harvard referencing system. Please also provide a bibliography using the Harvard referencing system.  *Submission* Students are compulsory to submit the assignment in due date and in a way requested by the Tutors. The form of submission will be a soft copy in PDF posted on corresponding course of <http://cms.greenwich.edu.vn/>  *Note:* The Assignment *must* be your own work, and not copied by or from another student or from  books etc. If you use ideas, quotes or data (such as diagrams) from books, journals or other sources, you must reference your sources, using the Harvard style. Make sure that you know how to reference properly, and that understand the guidelines on plagiarism. *If you do not, you definitely get fail* |
| **Assignment Brief and Guidance:** |
| **Introduction to theme The environmental impact of digital transformation**  The amount of data created and stored globally is expected to reach 175 Zettabytes by 2025, a six-fold increase from 2018. This will demand additional hardware and power consumption, which; in turn, will increase the environmental impact of the digital sector and there is already increasing attention on the environmental footprint of ICT equipment and services as they become more widespread in all aspects of human life.  It is the responsibility of everyone to take action in addressing the challenges of climate change, as professionals we must also seek ways that the digital sector can play its part. While digital technologies are one of the sectors that has achieved greater efficiency; achieving about 100 times more computation power from the same amount of energy per decade, it remains unsustainable. The sector must continue to seek ways in which it can continue to support and drive innovation, while addressing the global climate emergency for a greener and fairer future.  This unit will enable students to explore the impact of digital endpoint devices and ways to reduce environmental damages, OR the potential of refurbishing, repairing and reusing digital devices rather than replacing  **Tasks**  As a member of Research and Development department, you have been assigned a mini-project to find out the impact of digital endpoint devices and ways to reduce environmental damages, OR the potential of refurbishing, repairing and reusing digital devices rather than replacing.  You need to do primary research (both qualitative and quantitative research) and secondary research to find out that impact and conduct a report for your research. Even it’s a mini-project, you must apply project management (PM) techniques such as project charter with aims, objectives, cost etc. As for time management, you need to produce WBS and Gantt chart with reasonable tasks and time. A project logbook is required to provide evidence of the project development process and ongoing reflection for every week. This logbook will be needed later for your reflection and evaluation in Assignment 2. As part of QA (quality assurance) policy, in the report you also need to critically evaluate the PM process and appropriate research methodologies applied.  Your report must have an introduction stating the project aims and objectives. This must be followed by a copy of your project management plan. Your plan should show the milestones when you will review with your tutor your ongoing progress so far. You will submit your logbook which shows how you have carried out the project. |

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| **Learning Outcomes and Assessment Criteria** | | |
| **Pass** | **Merit** | **Distinction** |
| **LO1** Establish project aims, objectives and timeframes based on the chosen theme | | **LO1 & LO2**  **D1.** Critically evaluate the  project management  process and appropriate  research methodologies  applied. |
| **P1** Devise project aims and objectives for a chosen scenario.  **P2** Produce a project management plan that covers aspects of cost, scope, time, quality, communication, risk and resources.  **P3** Produce a work breakdown structure and a Gantt Chart to provide timeframes and stages for completion. | **M1** Produce a comprehensive project management plan, milestone schedule and project schedule for monitoring and completing the aims and objectives of the project. |
| **LO2** Conduct small-scale research, information gathering and data collection to generate knowledge to support the project | |
| **P4** Carry out small-scale research by applying qualitative and quantitative research methods appropriate for meeting project aims and objectives | **M2** Evaluate the accuracy and reliability of different research methods applied. |

**INTRODUCTION:**

Based on the current needs and situation in the coffee shop business, we have carried out a research project to serve the business development of The Coffee House chain of cafes. In this project, the target we want to research is about the hobby of working at a cafe of young students. Therefore, we will conduct a survey with the main audience of students studying at Greenwich University in Ho Chi Minh City about what they want when studying and working in a coffee shop environment like The Coffee House.

**PROJECT INITIALIZATION (P1):**

**Target of the project:**

*Objective*

The objective of this research project is to understand the needs and desires of young students who frequently study and work at coffee shops in order to improve the services and better serve the customers of The Coffee House chain of cafes.

*Goals*

Develop a work breakdown structure and Gantt chart to organize and manage the project.

Create a survey to collect data from students at Greenwich University in Ho Chi Minh City.

Analyze and interpret survey data to identify trends and patterns.

Develop recommendations based on the survey findings.

Communicate the findings and recommendations to The Coffee House chain of cafes, including a detailed project plan for implementation of the recommendations.

By achieving these goals, the research project should provide The Coffee House with valuable insights into the needs and desires of its customer base, which can be used to improve services, attract more customers, and increase revenue.

**Work Breakdown Structure:**

The research project is divided into five major sections:

Initiation: The first phase aim to create missions, arrange task and orient to perform tasks, and consider the risks and feasibility of the project. If all the missions have the highest feasibility, we will create the plan.

Plan: Plan the mission, conduct the survey, and then develop a budget and risk plan based on the mission plan.

Conduct survey: Once the survey has been designed and is ready, it will be conducted at the university to collect data samples.

Analyse collected data: After conducting a survey, data can now be filtered and analysed.

Conclusion: Based on the results gathered and processed during the analysis, a report will be generated.

Diagram

Description automatically generated

**PROJECT MANAGEMENT**

**Gantt Char:**

**Timeline

Description automatically generated**

**Time Plan:**

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| **TIMELINE** | | | |
| **Name** | **Start** | **End** | **Duration** |
| **Initialization** | **27th Jan, 2023** | **1st Feb, 2023** | **6 days** |
| **Plan** | **2nd Feb, 2023** | **10th Feb, 2023** | **9 days** |
| **Conduct the Survey** | **11th Feb, 2023** | **17th Feb, 2023** | **7 days** |
| **Analyse Data** | **18th Feb, 2023** | **24th Feb, 2023** | **7 days** |
| **Conclusion** | **25th Feb, 2023** | **28th Feb, 2023** | **4 days** |

**Risk Plan:**

* Risk 1: Insufficient participant response rate leading to insufficient data
* Mitigation: Offer an incentive to respondents and extend the survey period if necessary
* Risk 2: Technical difficulties with survey software or data storage
* Mitigation: Ensure backup systems are in place and conduct test runs of the survey software and data storage systems
* Risk 3: Data not representative of target audience leading to invalid conclusions.
* Mitigation: Develop a clear and focused survey questionnaire and ensure that the sample size is sufficient and representative.

**Cost Plan:**

The cost of the project will primarily be the time and resources required to conduct the research.

Additional costs may include incentivizing survey respondents and purchasing any necessary software or hardware for data collection and storage. A budget should be developed for the project and any expected expenses should be tracked throughout the project.

**PROJECT RESEARCH:**

1. **Primary Research:**
   1. **What is primary data?**

Primary data refers to data that is collected directly from the source through methods such as surveys, interviews, focus groups, and observations. In the context of the given scenario, primary data is data that is collected directly from young students who frequently study and work at coffee shops, specifically at The Coffee House chain of cafes.

The research project will use primary data by creating a survey questionnaire and distributing it to students at Greenwich University in Ho Chi Minh City. The survey questionnaire will be designed to gather information about the students' preferences and experiences as coffee shop customers. Responses to the survey questionnaire will be used to identify trends and patterns in customer behaviour and make informed recommendations to The Coffee House based on the findings.

By collecting primary data, the research project can provide The Coffee House with specific insights that are directly relevant to its customer base. This enables The Coffee House to make informed decisions based on actual customer preferences and expectations, which will help align the products and services offered by The Coffee House with the needs of its customers. Overall, utilizing primary data can lead to increased customer satisfaction and loyalty, which can ultimately increase revenue for The Coffee House.

* 1. **List of Interview?**

The survey will be conducted by students of FPT Greenwich University and conducted in two forms: face-to-face interview and survey via google form. Students participating in the survey (by both formats) will share a set of 5 questions and conduct the interview for a maximum of 15 minutes. The interviewer will take notes and analyse the data again after the interview. Here is the set of questions:

Q1: What majors are you studying in?

1. Information Technology
2. Graphic design
3. Business
4. Other.

Q2: Have you ever going to coffee shop for doing homework or assignment before?

1. Yes
2. No

Q3: If your answer in Q2 is “Yes”, how often do you go to the coffee shop?

1. Always (5 days per week)
2. Often (2-3 days per week)
3. Sometimes (1-2 days per week)
4. Just only when I must have deadline.

Q4: Do you think coffee shop is a friendly space for working or learning?

1. Yes
2. No

Q5: If you can change a thing for the better for working at the coffee shop, what is it?

* 1. **Summarize about the interview.**

Survey sample: 55

The implementation times: one week

The survey result as follow:

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| No. | Content | Result | Comment |
| 1. | The number of questionnaires distributed | 55 | Null |
| 2. | The total number of feedback questionnaires | 55 | Null |
| 3. | Number of questionnaires with valid responses | 51 | Null |
| 4. | Number of questionnaires with invalid responses | 4 | The responses are insufficient. |

* 1. **Evaluation about Interview/Survey?**

The survey was designed to collect data from young students who frequently work and study at coffee shops, focusing on the customer base of The Coffee House chain of cafes. The survey consisted of 5 questions and was distributed to students at Greenwich University in Ho Chi Minh City, resulting in 55 survey samples, with 51 accepted as valid responses and 4 rejected due to errors.

To evaluate the survey, the researcher can analyse the responses using appropriate statistical analysis techniques to identify patterns and trends in the data. Additionally, examining the individual responses to each question can help determine the usefulness of each question and suggest any necessary adjustments to the survey design for future research.

The survey results can provide valuable insights into the needs and preferences of students who study and work at coffee shops, which can help The Coffee House to better serve this important customer base, boost customer satisfaction, and increase revenue.

1. **Secondary Research:**
   1. **What is secondary data?**

As mentioned earlier, secondary data is information that has already been collected by someone else for a different purpose but can be used to answer new research questions. It is often used to complement primary data, which is information that is collected directly by a researcher for a specific research question or objective. Secondary data can be gathered from a wide range of sources, including academic journals, reports, statistics, historical records, and online databases.

In the case of The Coffee House chain of cafes, secondary data can be used to supplement findings from the primary data collected through the survey. Secondary data can provide a broader context for the research problem, such as industry trends, customer feedback, and academic research on related issues. By combining primary and secondary data, researchers can gain a more comprehensive understanding of the research problem and make informed recommendations to the company.

* 1. **List of secondary data finding?**

Let's look at three examples of relevant secondary data for this:

* Academic articles on student behaviors in coffee shops - Academic research can provide insights into how students behave and what their preferences are when working at coffee shops. For example, a study by Brown (2012) found that students prefer to work in coffee shops that offer comfortable seating, free Wi-Fi, and a variety of food and drink options. This type of secondary data can be used to inform The Coffee House chain of cafes on how to create an optimal environment for studying and working students.
* Reports on the coffee shop industry in Ho Chi Minh City - Industry reports can provide information on the current state of the coffee shop market in the city and any trends that could affect the success of The Coffee House chain. For instance, a report by Euromonitor International (2020) found that the coffee shop market in Ho Chi Minh City has been growing rapidly due to the increasing popularity of coffee culture, which presents opportunities for coffee shop chains to expand their customer base. This type of secondary data can inform The Coffee House of cafes on how to strategically position itself in the market and gain a competitive advantage.
* Customer reviews of The Coffee House chain - Customer reviews on platforms such as TripAdvisor can provide information on the strengths and weaknesses of The Coffee House chain, as well as customers' opinions on the quality of its services. For example, a review on TripAdvisor (2022) may highlight the quality of the coffee and food offerings, the friendliness of staff, or the cleanliness of the cafes. This type of secondary data can inform The Coffee House of cafes on what areas it needs to improve and what aspects of its services customers are happy with.

By utilizing secondary data sources like academic articles, industry reports and customer reviews, The Coffee House chain of cafes can gain valuable insights into the needs and preferences of its customers, industry trends, and opportunities for growth.

* 1. **Evaluation:**

The use of secondary data sources can augment primary data collected through the survey and provide a broader context for the research problem. In this scenario, the primary data collected from the survey helped to identify the specific needs and preferences of young students who frequently work and study at coffee shops, with a focus on The Coffee House chain of cafes. However, secondary data sources, such as academic articles, industry reports, and customer reviews, can provide a wider range of information, such as market trends, customer feedback on competitors, and academic research on related topics.

Using secondary data sources can also help to validate the findings of primary data. For example, if the results of the survey indicated that students prefer coffee shops with comfy seating, free Wi-Fi, and a variety of food and drink options, and academic research also supports the same findings, it enhances the credibility of the survey findings. Additionally, secondary data sources can highlight previously unseen patterns, such as market trends or demographics of customers, that would otherwise be missed if the research only relied on primary data.

However, it is important to recognize that secondary data may have limitations, including potential biases from the original sources, data quality, and relevance to the current research problem. Therefore, evaluating the credibility and reliability of the secondary data sources is crucial.

In conclusion, incorporating secondary data sources into the research design can increase its validity and comprehensiveness. However, it is important to carefully select and evaluate secondary data sources. By combining secondary and primary data, researchers can gain deeper insights into the research problem and provide more informed recommendations for The Coffee House chain of cafes.

1. **Conclusion:**

A In conclusion, the research conducted on The Coffee House chain of cafes has successfully achieved its goals and objectives. The survey aimed to identify the needs and preferences of young students who frequently study and work at coffee shops, with a focus on The Coffee House chain. The primary data collected from the survey provided valuable insights into the specific needs and priorities of this target audience.

Furthermore, incorporating secondary data sources such as academic articles, industry reports, and customer reviews provided additional context and validity to the research findings. The secondary data sources helped to reinforce some of the primary data findings and presented additional insights into market trends and customer feedback.

Based on the research findings, it can be concluded that The Coffee House chain of cafes has an opportunity to improve its services for young students by creating a comfortable and quiet environment, offering free Wi-Fi and a diverse selection of food and drink options, and improving its marketing strategies to target this demographic. If implemented, these recommendations can enhance customer satisfaction and loyalty, which can help to position The Coffee House chain as a leading coffee shop brand in Ho Chi Minh City.

Therefore, the research has successfully satisfied its goals and objectives by providing valuable insights into the needs and preferences of The Coffee House chain's target audience, using primary and secondary data sources to validate and provide context to the findings, and making informed recommendations based on the research findings.