



# PROJECT REPORT

## Advertising video design for the park mall

Scheduling and project engineering

8054108-3

### PREPARED FOR:

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# Introduction



As students of industrial engineering at Taif University, we look forward to improving the image of the Taif city to become an attractive city for tourists and investors from inside and outside the Kingdom, and we can achieve this goal by searching for the most popular places in our city and making a short advertising video about one of these places for a duration Ranging between 2-4 minutes.

In this project, we will work in a team consisting of 5 members, so we will apply what was learned in the course "Scheduling and Project Engineering" to produce the advertising video in a pre-planned manner, and we hope that our project increases the visibility of the place for all tourists, and the video achieves the desired goals successfully.

## 2. Project Executive Summary



We all know the importance of delivering of the project on time, as it is important to plan well before starting the project, schedule work, and calculate the expected time of delivery. Our project presents an advertising video for the opening of the first eco-friendly mall in Taif (The park mall in Al Hawiyah). This report contains the project summary as well as project tasks, schedules, and expected delivery times, which are as follows:

Initially, before choosing the topic, we did brainstorming to choose the topic, and the table below shows the results of the brainstorming

Brainstorming (Voting to choose a topic)

	Bayan	Rafa	Renad	Ghadeer	Noha
Riyadh season	x			x	
The Park (Al Hawiyah)		x	x	x	x
Cafe in Taif	x	x			x
dental clinic		x	x		

### Voting score:

- 1- Riyadh season = 2 votes
- 2-The park (Alhawiyah) = 4 votes
- 3- Cafe in Taif =3 votes
- 4- Dental clinic =2 votes

### 2.1. Selected Topic:

We chose "The Park mall" because it got the most votes.

### 2.2. Reasons for selection:

- 1- Introducing people to the new project, "The Park Mall" and its components.
- 2- Introducing the activities and recreational activities held.
- 3- Attracting the attention of investors and business owners to participate in the mall.
- 4- It provides job opportunities for those interested.
- 5- Showing the city of Taif (Al Hawiyah) in its beautiful and advanced form.
- 6- Attracting the attention of tourists and residents of Taif in general to increase the profits of the project.

### **2.3. Problem Statement OR Project Objective:**

The goal of our project is to display an advertising video for the Park Mall to show all its components, including shops, restaurants, cafes, and others. Also, to clarify its strategic location for tourists, whether inside or outside Taif, before the opening of The Park Mall project.

### **2.4. Target Audience:**

Residents of Taif in particular and residents of the Kingdom in general, investors and business owners, as well as tourists.

### **2.5. Project expected impact and benefit:**

- Attracting the attention of tourists and residents of Taif in particular, and the residents of the Kingdom in general, to increase the profits of the project.
- Create a clear and comprehensive picture of The Park Mall.

# 3. Initiating Process Group

## 3.1 Final Project Charter

<b>Project Name</b>	<i>Advertising video for The Park Mall</i>	<b>Area/ Code</b>	<i>The Park Mall in Taif (Al Hawiyah)</i>
<b>Project Start date</b>	<i>10 /10 /2022</i>	<b>Project End date</b>	<i>16 /11 /2022</i>
<b>Budget/Cost</b>	<i>-</i>	<b>Savings</b>	<i>-</i>
<b>Sponsor</b>	<i>Ghadeer Shesha</i>	<b>PMO Representative</b>	<i>Rafa Saif</i>
<b>Project Manager</b>	<i>Renad Hajed</i>	<b>Project Team</b>	<i>Super Engineers Team</i>
<i>* Please refer to attached support documents (Financial targets/impacts, KPI's, SLA's, Correspondences, Presentations, Business Case, Feasibility Study, Project Proposal, Statement of Work, RPF, Contracts, Related E-Mails, Approvals, MoM, Processes, ....)</i>			
<b>Project Description /Goals</b>			
<b>Project Description</b> <i>Attracting the attention of customers and tourists through the production and montaging a video clip to be published on social media for the residents of Taif and outside, to show the activities and events that will be held in this project to increase demand for it, and to show the advantages of being environmentally friendly and having a cinema and a commercial complex that includes many diverse markets, restaurants, and cafes.</i>			
<b>Project Goals &amp; Objectives</b> <i>The goal of our project is to display an advertising video for the Park Mall to show all its components, including shops, restaurants, cafes, and others. Also, to clarify its strategic location for tourists, whether inside or outside Taif, before the opening of The Park Mall project..</i>			
<b>Project Scope</b>			
<i>Our project focuses on introducing the residents of Taif to the components of The Park Mall, as it will be opened soon through the production and montage of an advertising video explaining the components of The Park Mall and the activities held in it.</i>			
<b>Within Scope</b> <i>It is an introductory video of The Park Mall and the events and recreational activities held there for the residents of Taif and beyond.</i>			
<b>Outside of Scope</b> <i>Contribute to the development of new specifications that do not increase the costs of the project (The Park Mall), such as placing volunteer officials and organizers from school and university students to help tourists from outside Taif with guidance and showing the place in the best way, or even translation for foreign tourists.</i>			

#	Deliverables/ Milestones	D/M	Description	Start	End
1	Project concept	M	A meeting for team members to determine the idea of the project and the main goal using brainstorming.	28 October 2022	29 October 2022
2	Fill out and submit the project charter	D	Fill out the project charter to organize and define the purpose of the project, high-level project description, project boundaries, project scope, and project key deliverables in order to gain approval from key project stakeholders.	30 October 2022	1 November 2022
3	Planning	M	Staff meeting for the planning and scheduling process using various strategies such as Work Breakdown Structure (WBS), Critical Path Method (CPM) as well as Program Evaluation Method and Review Technique (PERT).	2 November 2022	4 November 2022
4	Identifying stakeholders	M	Create a comprehensive document for all stakeholders, including people, groups, and institutions.	5 November 2022	5 November 2022
5	Collecting data and arranging information	M	Collecting data from reliable and accredited sources such as the project management team in The Park, and then arranging the information according to its importance so that it is easy to clarify and display.	6 November 2022	8 November 2022
6	Business division "WBS"	M	The process of breaking down project deliverables and project work into smaller, more manageable components. The main benefit of this process is to provide a framework for what needs to be delivered.	9 November 2022	9 November 2022
7	Make a network diagram	M	Make a network diagram to connect all activities to the nodes and connect them logically to one or more logical relationships to show the sequence in which the activities will be carried out.	10 November 2022	11 November 2022
8	Make a video	M	Choose the program to be used and display the information in a comprehensive and clear manner so that it is easy for recipients to understand.	12 November 2022	13 November 2022
9	Finalizing and submitting the project	D	Presenting the project, documenting it and handing it over to the project supervisor.	14 November 2022	16 November 2022
Stakeholders			Dependencies		

<b>Stakeholders:</b>	<b>Dependencies:</b>
<i>Stakeholders in the project will be the project team (Super engineers' team) and management of The Park Al Hawiyah, as well as the scheduling cycle trainer (Dr. Dalia Al-Sayed) and project management. The people affected by the results of the project will be the customers and the tourists coming, so bless Al Hawiyah.</i>	<i>The success of our project depends on major external dependencies such as the use of the latest advertising video design methods that include animation and sound effects that attract both tourists and investors. It also depends on the use of high-quality and efficient design software.</i>

#### Risks

*[Note any major risks for the completion of the completion of the deliverables previously listed and add planned actions to mitigate it.]*

##### Risk Categories:

1. *Handled by the Project Team/Project Manager (PMO to follow up to resolve this issue)*
2. *PMO intervention is required (GM PMO to follow up to resolve this issue)*
3. *Sponsor / TLT direction is required (HoT to follow up to resolve this issue)]*

#	Risk	Category	Mitigation plan
1	<i>Delaying project delivery.</i>	1	<i>Project schedule management and plan deliverables according to appropriate standards.</i>
2	<i>Conflict between team members.</i>	1	<i>Good management, fair distribution of tasks, and consideration of the competencies of each person.</i>
3	<i>Inefficiency of the program used.</i>	1	<i>Searching for the best program to complete the project efficiently, and asking experienced people when needed.</i>
4	<i>Lack of experience in editing videos using editing software.</i>	1	<i>Ask aid from graphic designer expert. Search for videos tutorials to know how to animate and montage our project video.</i>
5	<i>Difficulties in collecting the required data for the project.</i>	1	<i>Obtaining permits that enable us to access to required information.</i>
6	<i>Unexpected errors occur.</i>	1	<i>Constantly monitoring the workflow and reviewing the work by the project supervisor.</i>

#### Approvals

Title	Name	Signature	Date
PMO Representative	Rafa Saif		30/ 10/ 2022
Project Manager	Renad Hajed		30/ 10/ 2022
Project Sponsor	Ghadeer Shesha		30/ 10/ 2022
GM PMO / Head of Transformation	Noha / Bayan		30/ 10/ 2022

## 3.2 Final Assumption Log

<b>Assumption Log</b>						
<b>Project: Advertising video for The Park Mall.</b>					<b>Date: 3/11/2022</b>	
<b>ID</b>	<b>Category</b>	<b>Assumption</b>	<b>Responsibility</b>	<b>Due Date</b>	<b>Status</b>	<b>Actions</b>
1	Planning	Team fails to set desired goals of project, and waste of resources.	Renad.	29/10/2022	Closed	Work team meeting to develop a detailed plan.
2	Data collection	Difficulty in finding the necessary data for the project.	Noha.	2/11/2022	Closed	Continuous research and asking experts.
3	Video editing	Not having enough experience for video editing.	Rafa.	6/11/2022	Open	Watching educational videos, and asking experts in the field of video editing.
4	Make a network	Finding it difficult to make a net work	Ghadeer.	8/11/2022	Closed	Ask friends how to make it or watch videos
5	Communication problem	Poor communication planning	Bayan.	12/11/2022	Active	Planning contact dates in advance and identifying the parties and the information that each party needs to communicate to him
6	Resource allocation problem	Unavailability of resources	Rafa	11/6/2022	Closed	Using other methods to collect sources, such as make interviews or through a questionnaire

### 3.3 Final Stakeholder Register

#### STAKEHOLDER REGISTER

Name	Position/ Role	Contact information	Requirements	Expectation	Classification
Dr.Dalia Saber	course instructor	<a href="mailto:daliasaber13@yahoo.com">daliasaber13@yahoo.com</a>	Updates from the project team to monitor and evaluate work progress.	Clarify all points required in the project, ease of communication, and respond to inquiries.	High Impact
Renad Hajed	Project manager.	<a href="mailto:7Renad7@gmail.com">7Renad7@gmail.com</a>	A list of all work requirements, submission dates, deadlines, and a list of all members and their roles in the project.	Manage the project properly and direct team members to work hard.	High Impact
Noha Al lami.	Quality assurance	<a href="mailto:n0ha45n@gmail.com">n0ha45n@gmail.com</a>	List of project quality requirements	Ensure the quality of all project phases and ensure the accounts are correct.	High Impact
Ghadeer Shesha	resource allocator	<a href="tel:0561096883">0561096883</a>	Resource list, and authorization to use resources	Forming a communication link between project team members, supervising work integration, evaluating resource availability	High Impact
Rafa Saif	Information Collector	<a href="tel:0506324470">0506324470</a>	Manage database system, consistently updating information , Ensure that all information is accurate and properly organized	Analyze data and present the findings to management	High Impact
Bayan Alosaimi	project monitor	<a href="tel:0594260741">0594260741</a>	Take necessary corrective action ,actual performance measurement	Quality and project performance to the required specifications.	High Impact

## 3.4 Final Stakeholder Analysis

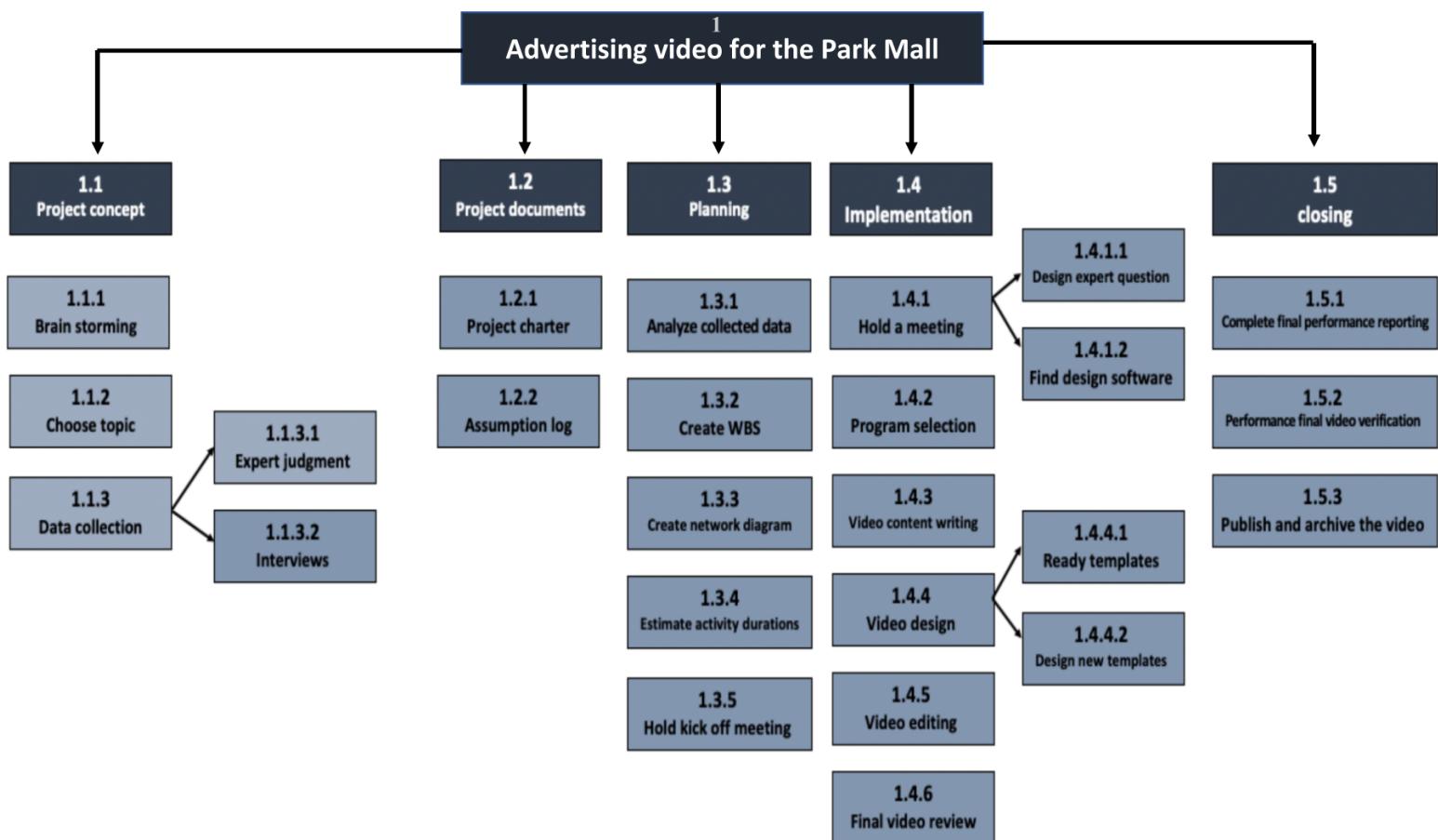
### STAKEHOLDER ANALYSIS

Name or Role	Interest	Influence	Attitude
Dr.Dalia Saber	The level of concern for the project is high because she's interested in the final deliverables of the project in order to assess our performance and our understanding of the course concepts related to project management.	The level of influence is high because she is a course instructor and has the authority to delegate orders.	High degree (Support the team, give the necessary information for the project, review the work and provide useful feedback, assess the final work).
Renad Hajed	The level of concern for the project is high because she is responsible for dividing tasks between team members and supervising the quality of the final output of the project.	The level of influence of the lead is higher than influence of the members, because she is responsible for giving orders and she is the person who has direct contact with the supervisors of higher rank.	High degree (Project management is the main pillar of the project, which includes all the steps, decisions, Supervising and supporting that affect the project during the implementation phase and beyond).
Noha Al lami.	The level of interest is high, because she is responsible for correcting errors and solving problems during the production stages.	Moderate influence, the final project outcome will be affected by the quality of the work provided.	High degree (The quality assurance supports the project in all stages by making sure of the quality in every stage).
Ghadeer Shesha	High concern, because she is responsible for gathering the appropriate and necessary resources for the project.	The level of influence is high because she helps improve the team's use of resources in the best way and at the lowest cost and ensure accurate collection of resources.	High degree (Allocating resources is important throughout the project to help put each resource in the right place and at an acceptable cost).
Rafa Saif	High concern because she is responsible for gathering the needed information for the project completion.	High influence, ensuring accurate collection of information necessary to ensure the quality and validity of the project.	High degree (Present the findings to management, constantly updating information).
Bayan Alosaimi	High concern, because she is responsible for monitoring, controlling, and making sure the work is correct.	The level of influence is high because she is taking necessary corrective action.	Moderate degree (Make sure project monitoring and project performance to the required specifications).

## 4. Work Backage Structure

Breaking work into smaller tasks is a common productivity technique used to make the work more manageable and approachable. For projects, the Work Breakdown Structure (WBS) is the tool that utilizes this technique and is one of the most important project management documents. The key benefit of this process is that it provides a framework of what has to be delivered. This process is performed once or at predefined points in the project, we did it once at the beginning of the project ,as the figure below shows:

**WBS FOR PROJECT**



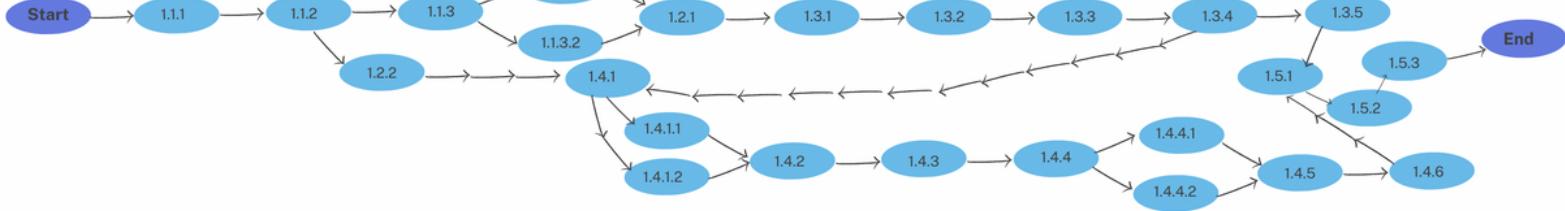
## 5. Dependency Table

In this step, we put the activities from the previous step (WBS) in the form of final table to show the dependency of activities on each other.

Activity	Predecessor	Depends on	Time(day)
1.1.1	-	FS	1
1.1.2	1.1.1	FS	1
1.1.3	1.1.2	FS	2
1.1.3.1	1.1.3	FS	2
1.1.3.2	1.1.3	FS	1
1.2.1	1.1.3.1 , 1.1.3.2	FS	2
1.2.2	1.1.2	FS	1
1.3.1	1.2.1	FS	2
1.3.2	1.3.1	FS	2
1.3.3	1.3.2	FS	2
1.3.4	1.3.3	FS	1
1.3.5	1.3.4	FS	1
1.4.1	1.2.2 , 1.3.4	FS	1
1.4.1.1	1.4.1	FS	1
1.4.1.2	1.4.1	FS	2
1.4.2	1.4.1.1 , 1.4.1.2	FS	1
1.4.3	1.4.2	FS	2
1.4.4	1.4.3	FS	5
1.4.4.1	1.4.4	FS	1
1.4.4.2	1.4.4	FS	3
1.4.5	1.4.4.1 , 1.4.4.2	FS	2
1.4.6	1.4.5	FS	1
1.5.1	1.3.5 , 1.4.6	FS	2
1.5.2	1.5.1	FS	1
1.5.3	1.5.2	FS	1

## 6. Network Diagram

After creating the dependency table and determining the type of interrelationships between the joint activities in the project, in this step we represented them in the network diagram shown below based on the previous step(5).

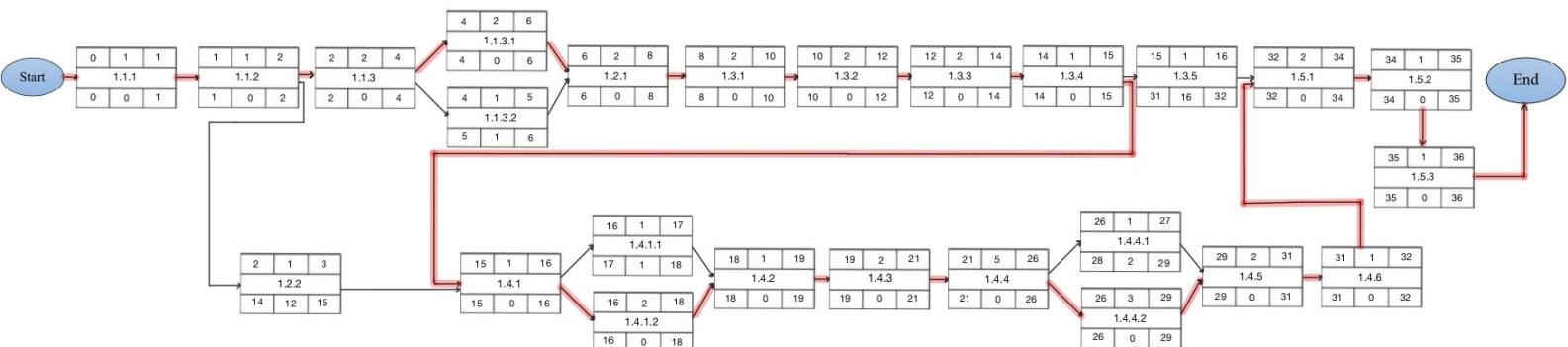


# 7. Project Durations

- Project durations using both Critical Path Method and PERT.

## 7.1 Critical Path Method:

This step includes the process of drawing the network diagram and doing the essential calculation to find the critical path which is shown in the below diagram, the estimated duration was found as 36 days.



## 7.2 PERT:

- PERT is a variation on Critical Path Analysis that takes a slightly more skeptical view of time estimates made for each project stage. To use it, estimate the shortest possible time each activity will take ( $T_o$ ), the most likely length of time ( $T_m$ ), and the longest time that might be taken if the activity takes longer than expected ( $T_p$ ).

Activity	$T_o$	$T_m$	$T_p$	$T_e$	$\sigma_e$	$V_e = \sigma_e^2$
1.1.1	1	1	2	1.167	0.167	0.028
1.1.2	1	1	2	1.167	0.167	0.028
1.1.3	1	2	5	2.333	0.667	0.444
1.1.3.1	1	2	3	2.000	0.333	0.111
1.2.1	1	2	3	2.000	0.333	0.111
1.3.1	1	2	4	2.167	0.500	0.250
1.3.2	1	2	3	2.000	0.333	0.111
1.3.3	1	2	4	2.167	0.500	0.250
1.3.4	1	1	2	1.167	0.167	0.028
1.4.1	1	1	2	1.167	0.167	0.028
1.4.1.2	1	2	4	2.167	0.500	0.250
1.4.2	1	1	2	1.167	0.167	0.028
1.4.3	1	2	5	2.333	0.667	0.444
1.4.4	3	5	7	5.000	0.667	0.444
1.4.4.2	2	3	5	3.167	0.500	0.250
1.4.5	1	2	3	2.000	0.333	0.111
1.4.6	1	1	2	1.167	0.167	0.028
1.5.1	1	2	4	2.167	0.500	0.250
1.5.2	1	1	2	1.167	0.167	0.028
1.5.3	1	1	2	1.167	0.167	0.028
<b>Sum</b>				<b>38.833</b>	<b>7.167</b>	<b>3.250</b>

$$T_E = \sum_{i=1}^n (T_e)_i = 38.8 \approx 39 \text{ day}$$

$$V_E = \sum_{i=1}^n (\sigma_e^2)_i = 3.25$$

$$\sigma_E = \sqrt{V_E} = \sqrt{3.25} = 1.803$$

## 8. Conclusion

At the end of the mini-project, and through the completion of the project, we realized the importance of the methods that were studied in the course (project scheduling and engineering 8054108-3) and acquired many skills and techniques. We also included all the stages and methods necessary to estimate the duration of the project and its requirements, to complete the project on time and the required quality.