**Assignment 2**

****

**Team members (CP6)**

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**INFO8685 – ITBA Capstone project**

**Prof. Nancy Engelhardt**

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# **Project Scope Document**

**Project Scope Description:**

* Project Overview: The pay-per-view platform provides access to new movies to watch online.
* Objectives: The Objective of the project is to develop a PPV platform, and it should be available for all ages.
* Features: View the list of content, purchase the content, manage the profiles, access the platform on various devices
* Technical Requirements: The Platform should be working on all the devices such as mobiles, laptops, tablets etc.
* Design and User Experience: the platform should be user-friendly and easy to navigation and have beautiful visual elements.
* Security and Compliance: To protect user data and ensure compliance with relevant laws and regulations.
* Integration: The Platform should support multiple payment gateways, content delivery networks, and analytics tools to get more insights on users.
* Timeline and Milestones: The project should follow the timeline outlining key milestones and outputs, along with testing and deployment plans.
* Resource and Budget: The PPV project should use all the available resources and be completed within the budget allocated.
* Support and Maintenance: A support and maintenance System is required to oversee the operations of the platform and also help the platform run smoothly after launch.

**Project Deliverables:**

* Platform where users can buy content on pay per view basis.
* A Secure payment gateway system for purchasing the content.
* User Interface and Admin Interface
* A CMS (Content management system) Which will be helpful for handling the content such as uploading, deleting and updating content on the platform
* Data Analytics system to monitor all the activities such as users, revenue, profits, daily active users etc.
* Customer Complaints management system and Maintenance plan.
* Complete documentation of the product.

**Acceptance criteria:**

* Functional Requirements: The platform should be as intended to access content on various devices, buy and watch content, and make and maintain user profiles as preferred.
* Usability: The platform should have a simple and straightforward interface that is easy to use and explore.
* Performance: With little downtime and quick loading times, the platform should be able to handle a high number of traffic and transactions.
* Payment gateway integration: The platform should be accepting a wide range of payment methods.
* Scalability: The Platform should be able to meet future needs and with the ability to add new features.
* Compliance: The platform should comply with government regulations and data protection policies.

**Exclusion Criteria:**

Certain content will be not available for viewing based on the age and regulations of the platform. Other reasons may be a lack of rights to air the content or exclusive rights owned by other companies.

# **Project Charter**

**Project Purpose:**

To develop a pay-per-view streaming platform for cineplex where users can watch movies online by paying the amount as stated per the movie and upon paying the fee user will be granted access to watch the movie.

**Measurable Project Objectives and related success criteria:**

|  |  |
| --- | --- |
| **Measurable Project Objective** | **Related success criteria** |
| * To Launch the Platform within 3months of the start of the project | * The Platform should be available to use for customers by the end of three months |
| * To increase the number of registered users by 25% within the first 6 months of launch | * The number of users increases by 25% within the first 6 months of the launch |
| * Add at least 1 new movie every week | * 1 or more new movies are added every week |
| * Generate revenue of 500000 in the first financial year | * 500000 revenue is generated within the first financial year |
| * Achieve at least 85% Customer satisfaction | * 90% Customer satisfaction is achieved |

**High-level Requirements:**

* The PPV Platform should have a user-friendly interface.
* Weather users increase or decrease the platform should be running smoothly.
* The platform should have a wide range of payment options.
* The platform should have a user interface and an admin interface.
* Analytics interface of the platform should provide in-depth details about current viewers and future estimates and revenue details.
* The PPV platform should handle a large amount of traffic.
* The Platform Should have a large database to handle large amounts of videos.

**Overall project risk:**

* Complexity in the application of the latest technologies used.
* Tough competition arising from the market.
* Risk evolving from not defined project goals and objectives that are not in scope.

**Summary of Milestone Schedule:**

|  |  |
| --- | --- |
| **Week** | **Milestone** |
| Week 1 | Kickoff Team meeting, Stakeholder engagement plan |
| Week 2-3 | Business analysis Governance plan, the Management plan for development, Identify potential improvements. |
| Week 4-5 | Prepare for elicitation activities, Analysis of gathered data |
| Week 5-6 | analysis of the current state of the cineplex, Risks assessment and risks management plan development |
| Week 6-7 | Communication of details of the project with stakeholders, Collaboration |
| Week 8-9 | Implementation of new PPV Platform |
| Week 9-10 | Project closeout and review |

**Project Preapproved Financial resources:**

Stakeholders have approved CAD 1 M Dollars Budget for the Project

|  |  |
| --- | --- |
| **Area** | **Amount Approved** |
| Development Costs | 600,000 |
| Hosting and Infrastructure Costs | 200,000 |
| Marketing and Advertising Costs | 100,000 |
| Legal Fees | 25,000 |
| Other Expenses | 75,000 |

**Key Stakeholder List:**

* Cineplex Employees
* Cineplex Vendors
* Cineplex competitors
* Cineplex Investors
* Cineplex Management

**Project Approval Requirements:**

* The project must be finished within the allotted time limit and budget.
* All the project requirements must stand within the defined project scope.
* The project deliverables must result in the overall profit and well fame of the company.

**Project Exit Criteria:**

1. When all the requirements for the project are met, develop pay per view streaming platform for Cineplex.
2. Exit the project when the client is no longer interested in the project.

**Assigned Project Manager, Responsibility and Authority Level:**

|  |  |  |
| --- | --- | --- |
| **Assigned Project Manager** | **Responsibility** | **Authority Level** |
| Christy Paulson | Managing clients, developing a project plan, assigning roles for the team, managing, executing and closing the project | High |

**Name and authority of the person accepting or authorizing the project charter**

Nancy Engelhardt Christy Paulson

**Project Sponsor Project Manager**

# **Business Analysis Approach Document**

**Introduction:**

The creation and implementation of a new streaming platform for Cineplex Inc have been proposed to expand the company’s offerings in the cinema space and to be more accessible to a larger group of audience. This document will outline the Business analysis approach that will be followed to analyze and evaluate the feasibility of this project.

**Objective:**

To conduct an analysis of the market, the competition and the current state of the streaming service industry thoroughly so that it can be decided if the project’s implementation can be recommended.

**Scope:**

* Conduct market analysis to understand the market, to identify the opportunities for Cineplex Inc.
* Conduct competitor analysis to understand the revenue, their offerings
* Conduct a deep technical analysis to understand the requirements and the budget that is associated with the implementation and maintenance of a streaming service platform.

**Planning approach/ Methodology:**

The planning approach best suitable for the creation of a streaming service is the Agile planning approach.

Agile methodology is an iterative planning approach that focuses on flexibility and adaptability. It is best suited for the kind of projects where the requirements and scope of the project might change or improve over time and also for the creation of new technology.

**Steps in an Agile planning methodology**

1. Define project vision
2. Create an iterative plan
3. Monitor and adapt
4. Focus on delivering value
5. Reflect and improve

**Steps in the Business analysis phase:**

1. Identify the stakeholder.
2. Create a governance plan to finalize the roles and responsibilities of the project team members and the processes and tools that will be required for implementing the project.
3. Develop an Information management plan to gather, store and use the information that is related to the project.
4. Elicitation activities should be conducted to gather information from the stakeholders
5. Analyse the current state of the project.
6. Use the information gathered to identify the scope, the objectives and the success criteria of the project.
7. A stakeholder collaboration plan should be created to make sure that the information about the progress of the project reaches all the stakeholders.

**Estimated timeline for Business Analysis tasks:**

|  |  |
| --- | --- |
| **Week** | **Tasks** |
| 1 | Plan Stakeholder Engagement |
| Plan Business Analysis Governance |
| 2 | Plan Business Analysis Information Management |
| Identify Business Analysis Performance Improvements |
| 3 | Prepare for Elicitation |
| 4 & 5 | Conduct Elicitation |
| 5 | Communicate Business Analysis Information |
| Manage Stakeholder Collaboration |
| 6 | Analyze Current State |
| Define Change Strategy |
| Assess Risks |

**Deliverables for the initial phase:**

1. Market analysis report
2. Competitive analysis report
3. Technical analysis report
4. Recommendations

# **Business Stakeholder Engagement Plan**

**What are our purposes?**

* To make sure that all the stakeholders are aware of the implementation of the new project and the budget for the project.
* To come up with a new strategy to make cineplex overcome the revenue that we lost in the pandemic period.
* To understand the scope of the project and the risks that might pertain to it.
* To prepare the company in case there is another lockdown due to covid.
* To communicate and pitch in the ideas from the stakeholders to improve the online streaming project.

**What is the scope of the engagement?**

**Our engagement focus is:**

* To Finalize the detailed budget for the various resources needed to successfully implement the online streaming platform project.
* To get approval from the stakeholders for the project.
* To provide a detailed presentation to the stakeholders of Cineplex regarding the knowledge about the project.
* To satisfy the stakeholders with the project idea and provide a presentation on the revenue that can be made by implementing the online streaming platform.

**Negotiables:**

* Negotiation regarding the pricing list for the purchase of the movie, and rental of the movie.
* Discussions about the cost of software resources depending upon the budget of the project.
* Discussions regarding the cost of the hardware resources based on the budget of the project.
* Negotiation regarding the maintenance of the application.

**Non-negotiables:**

* Standard employee resources are mandatory for the success of the project.
* Timeline of the project should not be compromised for a better result for the project.
* Non-negotiation of the scope creep of the project by the stakeholders.

**How will we meet our engagement purposes?**

* By providing a reasonable budget for the project.
* By providing a detailed explanation and presentation regarding the profit that can be obtained by the implementation of the project.

**What is the budget?**

|  |  |
| --- | --- |
| **Item** | **Cost** |
| Technology and Infrastructure cost | $ 600,000 |
| Rights and licensing cost | $ 100,000 |
| Manpower cost | $ 200,000 |
| Legal cost | $ 25,000 |
| Miscellaneous cost | $ 75,000 |
| **Total** | $ 1,000,000 |

**Roles and responsibilities**

|  |  |  |
| --- | --- | --- |
| **Person**  **(internal and external participants)** | **Role** | **Responsibilities** |
| Christy Paulson | Project Manager | Responsible to organize, plan and lead the project team to complete the project on time within the budget. |
| Rahul Kokkirala | Associate Project Manager | Support the Project Manager in day-to-day activities such as tracking the progress of the project, Project documentation and developing the project plan. |
| Senthil Balaji Prakash | Business Analyst | Provide detailed information to the project team according to the industry trend through research and data analyzation. |
| Praneeth Venugopal | Business Analyst | Support the team in gathering data and analyzation. |
| Paulvin Peter | Business Analyst | Assist Project team in data collection and analyzation |

**Whom are we engaging and how do we reach them?**

**External stakeholders:**

|  |  |
| --- | --- |
| **Stakeholder name** | **Methods to reach them** |
| Government | Face to Face |
| Project partners | Face to Face |
| Technology suppliers | Email, Fax |
| Traders | Public advertisements |

**Internal stakeholders:**

|  |  |
| --- | --- |
| **Stakeholder name** | **Methods to reach them** |
| Board members | Face to Face |
| Internal communications staff | Face to Face |
| legal staff | Face to Face |
| operations staff | Face to Face |
| finance staff | Face to Face |

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