



## **BITI 3533: ARTIFICIAL INTELLIGENCE PROJECT MANAGEMENT**

### **Lab 3 – Project Management Best Practice**

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## **Apple Project Management**

### **1. Initiating Process**

The project goal is identified, and the project is created. This is when the feasibility study is conducted to determine whether it is financially advantageous to undertake the project. Apple success stories, the iPhone can trace its roots back to Steve Jobs. Shortly after the first iPod was released in 2002, Jobs began thinking about an Apple phone and in 2005 he personally, negotiated a partnership with mobile network AT&T, then known as Cingular, to develop the product, but it never worked out. In fact, there were as many as five different phone or phone-related initiatives. What is remarkable is the fact that Apple didn't launch full-blown project to develop the first concepts of the iPhone. The ideation phase was kept low profile, with limited investments and small teams. Many organizations have the habit of launching a full-scale project for every idea they generate, creating a huge number of projects which most of the times end up on a dead-end road wasting precious company resources. an executive and you want to carry out strategic initiatives or transform your business successfully, take note of these two invaluable lessons from Steve Jobs from the iPhone project:

- i. Push back on ideas till they are mature to launch a full-scale project
- ii. Ensure that after the go-ahead, you dedicate at least 20% of your time to support the project.

## **2. Planning Process**

This is when every task required for each phase of the project is mapped out, and resources are appropriately allocated. It's generally assumed that IT projects will need to be updated frequently, based on the development of new technology as well as changing priorities or unexpected dependencies. As such, our IT project managers typically plan in cycles. Planning is used to forecast the growth and development of the business, it includes the steps, strategies and the methods adopted to attain the goals and objectives of the business.

### **Importance of Planning**

- i) Efficient use of resources
- ii) Establishing Goals
- iii) Managing Risks and uncertainty
- iv) Team management
- v) Sustaining in Competition

### **Steps involved in planning process**

- i. Set or determine the goal or objectives
- ii. Develop the planning premises/ area/department
- iii. Determine the human resources
- iv. Assess the limitations or the obstacles
- v. Determine time period of plan execution
- vi. Formulation of strategies and policies
- vii. Plan Execution

Responsibilities of a APPLE Project Manager: A project manager needs to be very responsible and creative as he has the responsibility of creating, organizing and executing a project. APPLE project manager skilled, confident and creative. He should be unbiased, capable of resolving the conflicts and managing the risks. Time and Cost estimation is also one of the important tasks which should be executed properly. Project manager works as leader for the team so he must have all the leadership skills of controlling and managing the resources. Estimation of progress is also very much essential in the projects which are going to take longer time period.

**The following Factors are needed to be considered at the time of designing a plan:**

Time Period: How much time you can spend in execution of the project and what are the disadvantages may occur in the delay.

Working hours: Determine the sufficient working hours for the employees for successful execution of the plan.

Costing: It is very crucial to forecast the overall costing of the project and budget it properly.

Evaluate the capabilities: It is also essential to evaluate the skills and the capabilities of the employees selected for the project.

Equipment analysis: Whether the organization has enough equipment or the required tools for the project.

A plan for increasing production in the next financial year by 20% for Apple.

### **3. Executing Process**

In this phase, Apple's project manager leads the entire team through each step of the project plan. The end goal is the deliverable, whether it be a product or service.

#### **i. Communication**

Communication is main key, especially during the execution of the project. Apple made it clear to employees and business partners that they will be dismissed and possibly prosecuted for leaking company secrets. Communication outside the project was totally forbidden and the communication within the team was outstanding, particularly with the executive team.

#### **i. Quality**

Apple's one of the greatest strengths is, that makes its technology look and feel easy to use. Steve wanted to see a demo of everything. Designers would often create mock-ups of a single design element, such as a button on the iPhone (up to 50 times) until it met the astral quality standards.

#### **4. Monitoring and Controlling Process**

Apple's project manager is responsible for monitoring and controlling the work to ensure it stays on time and within budget, as well as maintains quality and reduces risk.

##### **i. Budget tracking**

The real budgeted of Apple Inc., were reviewed towards analyze the financial supervision policies and methods being implemented in the corporation. The general financial supervision process in the corporation is quite competent as the economic ratios are quite healthy as well as the future outlook for the corporation is positive. The budgeting method used in Apple Inc. implements the incremental budgeting method which evaluates the previous results through present results to get ready budgets and also, forecasts. The top-down method is also implemented towards set aims all units in the corporation. The center items of the corporation budget are sales, creation, operative competence and cost competence. Its supervision accounting system supports the budgeting method of the corporation. Budgeting method in Apple Inc. enables workers to recognize the required goals as well as objectives clearly.

#### **5. Closing Process**

This final stage ensures all work has been completed and approved, and ownership transfers from the APPLE project team to operations. This is the stage where all deliverables are finalized and formally transferred, and all documentation is signed off, approved, and archived.

The APPLE project closing process ensures that:

- i) All work has been completed according to the project plan and scope.
- ii) All project management processes have been executed.
- iii) You have received final sign-off and approval from all parties.
- iv) The project management closure process also gives the team the opportunity to review and evaluate the project's performance to ensure future projects' success.

Project closure helps avoid in APPLE Project Management:

- i) Repeating mistakes on future projects and objectives
- ii) Having final products or deliverables without dedicated support and resources
- iii) Failing to identify the team or individuals who will own and maintain the solution following final delivery
- iv) Creating liability issues resulting from incomplete payments, contracts, or deliverables