Project Management Plan

Organic Marketing

A guide to leading the Organic Marketing Mobile Application project

Project Idea Overview

Project Summary

Organic Marketing provides a process that allows aspiring influencers and new small businesses an authentic means of speeding up to the marketing processes. This is done through the means of a lead on media users to follow, generated caption/comments and social media analytics

Business Value/ Audience

Mobile app developers will find this platform especially useful because it can transform the user experience for any mobile app. It is an automated influencer marketing application that allows content creators to grow a strong empire quickly

Work Breakdown Structure

The work breakdown structure will further refine the project scope and list exactly what work needs to be done. The WBS starts with high-level descriptions of each broad task and is continuously refined down to the work package level.
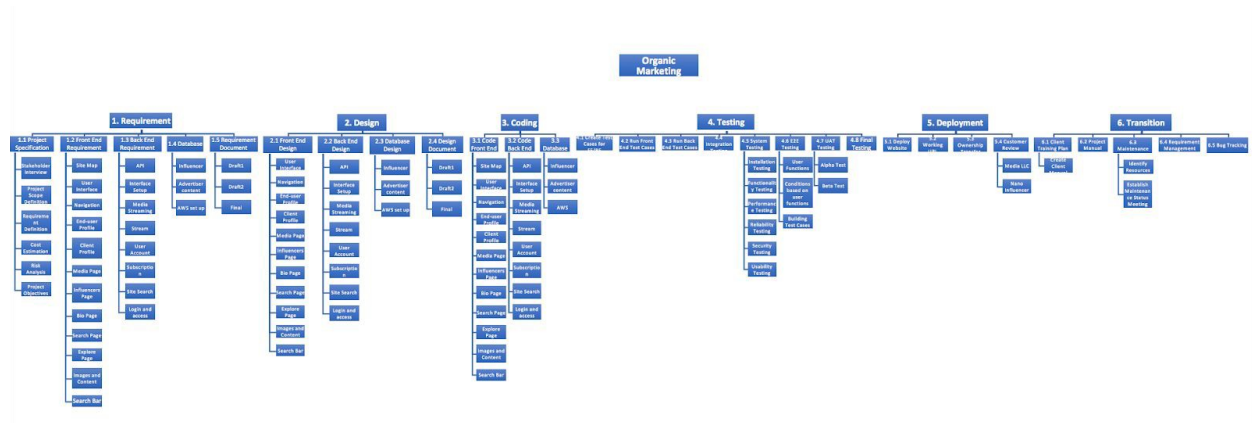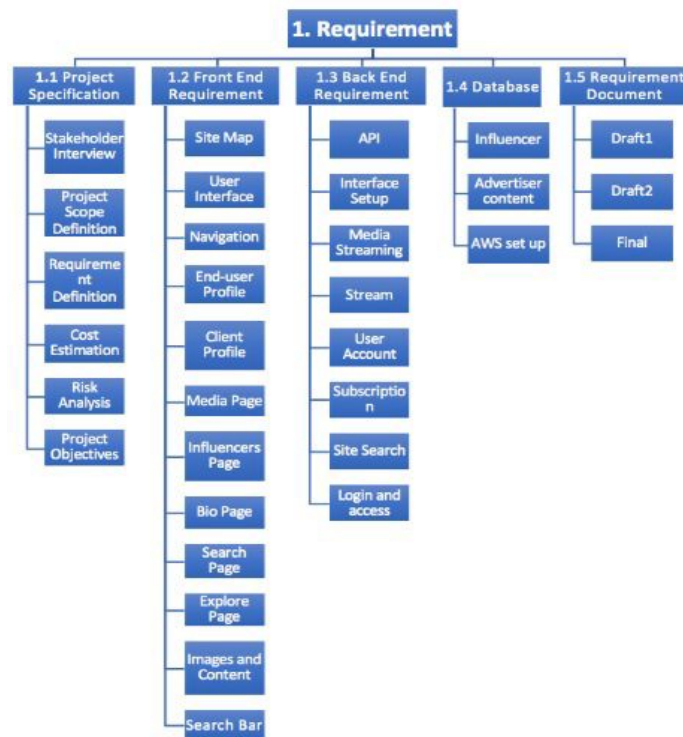

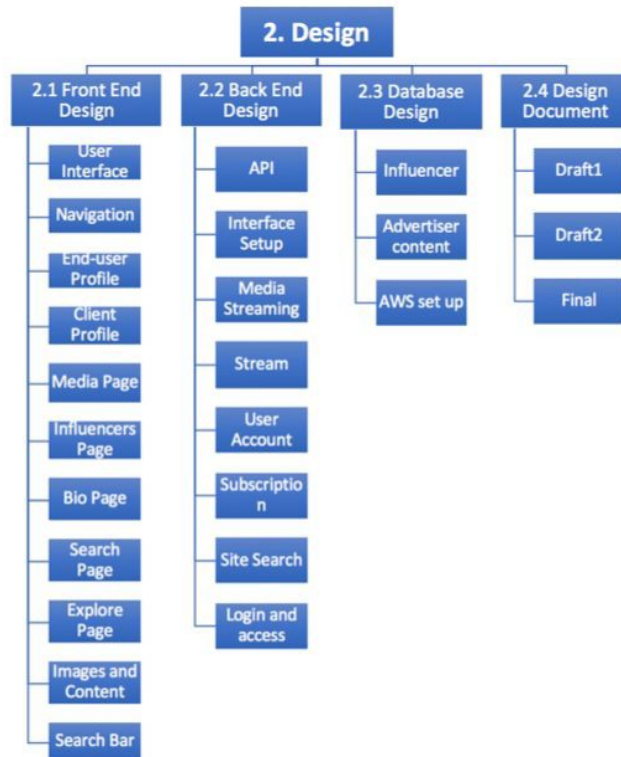*Fig. 1: WBS*

Fig. 2: Requirements WBS

2. Design

2.1 Front End Design
- User Interface
- Navigation
- End-user Profile
- Client Profile
- Media Page
- Influencers Page
- Bio Page
- Search Page
- Explore Page
- Images and Content
- Search Bar

2.2 Back End Design
- API
- Interface Setup
- Media Streaming
- Stream
- User Account
- Subscription
- Site Search
- Login and access

2.3 Database Design
- Influencer
- Advertiser content
- AWS set up

2.4 Design Document
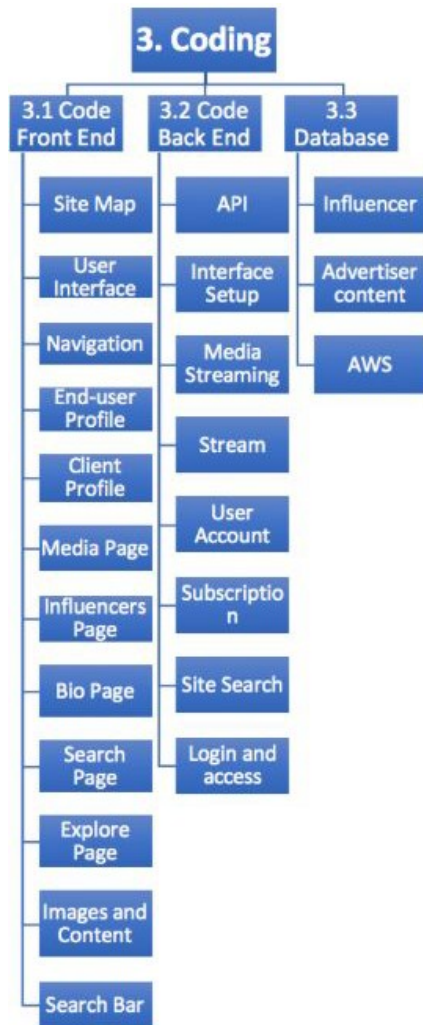- Draft1
- Draft2
- Final

Fig. 3: Design WBS

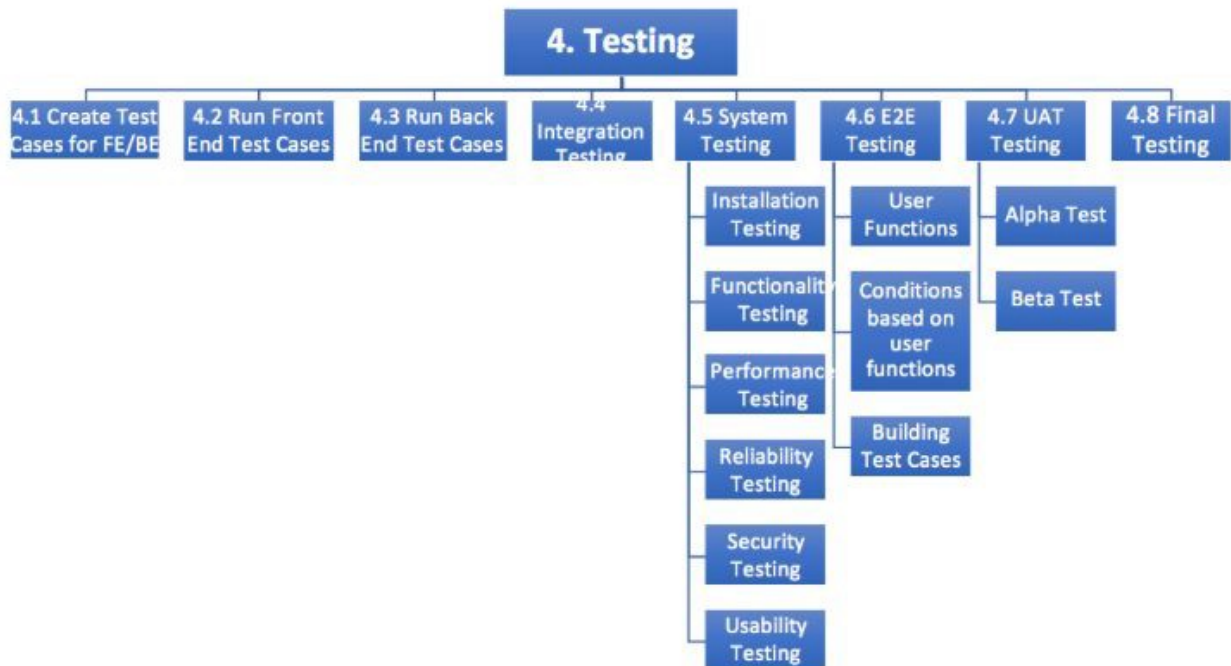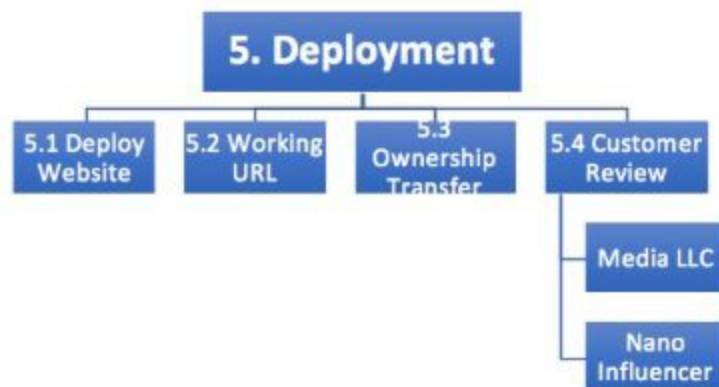*Fig. 4: Coding WBS*

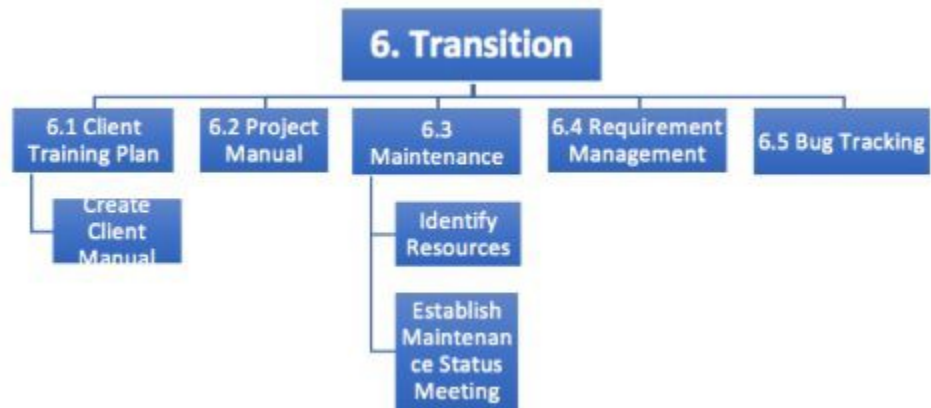*Fig. 5: Testing WBS*

Fig. 6: Deployment WBS

Fig. 7: Transition WBS

Stakeholder Engagement Plan

Introduction

The stakeholders for this project invest skill, capital, or time during the application development process. The iterative nature of this project provides opportunities to promote the productive involvement of stakeholders in both decision making and deployment. Power is the authority of the employee. Higher the authority higher is the access to different documents and processes. This makes the person with higher authority more important to get the required approvals. Interest is the concern shown by the project participant. Interest can vary depending on how the project affects the participant considering the designation and power he/she is at. Taking these two factors into consideration we are classifying the stakeholders in following categories:

Stakeholder Mapping

Press/ Media

Government

Social Media

Media LLC

Nano-Influencers & Influencers

PR Marketing Team

Financial Team

Senior Managers

Customer Team

Developers

Engineers

PM

Testers

Management Managers

Database marketers

Project Leads

Designers

Updated Stakeholder List

Level	ID	Stakeholder	Title	Responsibilities	Reports To	Communication Modes	Email
One	A	Priti Kabari	Project Manager	responsible for managing the activities of the project. He must ensure that the project goals are aligned with the organization's goals and communicate with all the stakeholders to meet their needs and requirements and ensure the success of the project.	Director of Project Manager	Email, in-person, text, phone, paper	priti.kabari@email.com
One	B	Lauren Hill	Requirements Lead	responsible for the requirements of the project	Requirements Manager	Email, in-person, text, phone, paper	lauren.hill@email.com
One	C	Geoff Could	Design/Architecture Lead	responsible for designing the user interface of Empire app to comply with the requirements.	Design Manager	Email, in-person, text, phone, paper	geoff.could@email.com
One	D	David Jackson	Development Lead	responsible for the development area of the project to ensure that all team members work creating synergy.	Development Manager	Email, in-person, text, phone, paper	david.jackson@email.com
One	E	Bob Lison	Deployment Lead	responsible for the release of Empire app, making sure it is available to users.	Deployment Manager	Email, in-person, text, phone, paper	bob.lison@email.com
One	F	John Andrew	Database Marketer Lead	responsible for searching and developing databases that organize and update keywords related to trends.	Development Manager	Email, in-person, text, phone, paper	john.andrew@email.com
One	G	Melaine Wood	Testing Lead	responsible for leading the entire test effort	Testing Manager	Email, in-person, text, phone, paper	melaine.wood@email.com
One	H	Hera Rajesh	Testers	responsible for testing the different parts of Empire app to ensure that they work in accordance to the requirements in terms of quality and functionality.	Testing Lead	Email, phone, paper	hera.rajesh@email.com
Two	I, J, K, L, M	Ray X (Test) Lisa Y (Requirements) Scott W (Development) Karen M (Design) Alex K (Deployment)	Senior Level Managers	Senior Managers of the organization. They oversee managing the different functional areas that are engaged in the project	Each Leads (Testing, Requirement, Development, Design, Deployment Lead)	Email, in-person, text, phone, paper	rayx@email.com lisay@email.com scottw@email.com karenm@email.com
Two	N	Karen Christie	Customer Team Lead	responsible for taking care of users' reviews and issues.	Project Manager	Email	karen.chiristie@emal.com
Two	O	Daisy Bowers	PR marketing Team Lead	responsible for promoting the app in the pre-releasing phase. The team will produce the marketing materials that describe the description of the app Empire and distribute them. The team will also contact	Project Manager	Email, in-person, paper	daisy.bowers@email.com

				nano-influencers to use the app and get the feedback.			
Two	P	Rebecca Gill	Financial Team Lead	responsible for taking care of the financial statements, cash-flow reports, day-to-day record keeping and reporting, including all payroll, accounts payable and receivable.	Project Manager	Email, in-person, paper	rebecca.gill@email.com
Three	Q	Sally Tomkins	Media LLC	Client of Empire app. They will keep communicating with the project manager to check if the requirements are met.	Project Manager,	Email, in-person, text, phone, paper	sally.tomekins@email.com
Three	R	Harry Johnson	Nano-influencer	nano-influencers that will benefit from the use of the Empire app by keeping them informed of the special marketing events organized by the company who wants to do businesses.	Customer Team Lead	Email	harry.johnson@email.com
Three	S	Gita Patel	Influencer	influencer that will benefit from the use of the Empire app by keeping them informed of the special marketing events organized by the company who wants to do businesses.	Customer Team Lead	Email	gita.patel@email.com
Four	T	Social Media Provider	Social Media(Facebook, Instagram, Twitter, etc) Provider	provides the information about nano-influencers, keywords, and trends.	Public Relations Team	Email	social@gmail.com
Four	U	Press/Media	Press/Media	will gather the information about the app and publish the articles	Public Relations Team	Email	media@gmail.com
Four	V	Government	Government	regulates the business to protect the customer and collects the taxes	Accounting Team	Email	gov@gmail.com