Custom Audiobook Web Application Proposal

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Abstract

Motivate Audio, LLC has decided to invest in a solution that can solve the problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website rather than having to download each book to listen to it. As the new CIO of Motivate Audio, LLC, I have been assigned by the CEO and Board of Directors to come up with a software solution. It has been noted that the company needs a customized lightweight web solution with faster loading speeds and easy audiobook streaming capabilities with a one-time monthly subscription payment to access all books for the month. The purpose of the proposed solution, a *customized audiobook-streaming web application*, is to solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. Some project management concerns of concurrently managing multiple projects are unclear or conflicting priorities, including competing deadlines and overlapping resources (Monday.com, 2021). To face the first challenge, a value assessment will be performed on each project to properly prioritize. To face the second challenge, the solutions applied would be to hire more talent, pay for extra time spent on the project, or reschedule one of the projects. The project steering committee stakeholders’ team will consist of the company’s CEO, Mary Bach, who is also the chairperson of the Board of Directors, which consists of Senior Director of Marketing, Paul Jones, the Senior Director of Customer Service, Janette Osteen, and the Chief Information Officer (CIO), Therese Parks. The CEO will need to rely on the advice of the steering committee for recommendations (Wgu.edu, n.d.). Steering committee members will need to be regularly updated about the progress of the project and consulted on any major unforeseen issues that may arise during the project implementation. The decision-maker stakeholders will be the CEO, Mary Bach, and the CIO Therese Parks. Decision-makers will need to have all the information required to make decisions in line with the company’s goals. As the Project Manager, I am responsible for managing the project and need to have a team of capable software developers who are skilled in project development. As the Project Sponsor and Manager, I am responsible for overseeing, planning, and guiding the implementation of multiple projects. The software development team consists of front-end developers, Raul Ross and Jane Doe, and the backend developers Lu Shiba and Jeff Cane. With the responsibilities of being actively involved in the development and building of the project, the team will need to be communicated with daily by meetings and emails daily. The marketing team consisting of Senior Director of Marketing, Paul Jones, and Mary Beth, will be responsible for keeping the customers informed about the project. They will need to be kept up to date as project deliverables are completed along with the date and time of the project launch. The customer service team consisting of Senior Director of Customer Service, Janette Osteen, and 20 customer service employees, will be responsible for assisting customers during the transition. They also need to be able to be kept up to date with the project status to be able to inform customers who would like to know. Other external stakeholders are the company’s customers. Customers need to be warned about the coming changes and provided information to help them transition smoothly to the new web application. External stakeholders who are *not* impacted by the current problem but will be affected by the implementation are the hosting service providers including the audiobook streaming service and the hosting service provider for the website and database. They will need to be communicated with during the negation or start of service, and monthly or as needed via emails and phone conversations since these service providers will be remote. The custom audiobook web application will solve the problem of a slow-loading website experience and create a fast modern web application that customers can access from any device. Customers will be able to access all audiobooks with a monthly subscription, taking the old problem away of the website bandwidth being taken up from customers downloading audiobooks. Once the project is launched, the metrics that will be used to measure the proposed and actual outcomes of the project include an increase in customer satisfaction by 25%, a cut in web application expenses by 50%, and a decrease in audiobooks accessibility slowness and freezing by 90%.

Keywords: custom, problem, stakeholder, solution, project, concerns, management

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# Custom Audiobook Web Application Proposal

Motivate Audio, LLC has decided to invest in a solution that can solve the problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website rather than having to download each book to listen to it. As the new CIO of Motivate Audio, LLC, I have been assigned by the CEO and Board of Directors to come up with a software solution. It has been noted that the company needs a customized lightweight web solution with faster loading speeds and easy audiobook streaming capabilities with a one-time monthly subscription payment to access all books for the month.

The purpose of the proposed solution, a *customized audiobook-streaming web application*, is to solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. Some project management concerns of concurrently managing multiple projects are unclear or conflicting priorities, including competing deadlines and overlapping resources (Monday.com, 2021).

Plans must be made to address these concerns and to allocate resources.Firstly, projects may have unclear or conflicting priorities which may include competing deadlines. For example, one or more projects may be due on the same day, yet because of some unforeseen occurrences, the project team is limited on time and will not be able to finish these projects on the same day. In order face to this challenge, a value assessment will be performed on each project to properly prioritize. The assessment will measure how risky the project is, how aligned the project is with the company’s strategic objectives, and whether the project is financially worthy (Monday.com, 2021).

Secondly, projects may have overlapping resources which means that it will not be possible to accomplish all the work which is due because of the lack of resources. For example, an employee may have an emergency that requires that he or she be absent during a crucial period of the project lifecycle. To face this challenge, the solutions applied would be to hire more talent, pay for extra time spent on the project, or reschedule one of the projects. A clear and solid multi-project plan along with an organization resource plan document will be created to face the concerns of unclear or conflicting priorities which may include competing deadlines and overlapping resources (2021).

The project steering committee stakeholders’ team will consist of the company’s CEO, Mary Bach, who is also the chairperson of the Board of Directors, which consists of Senior Director of Marketing, Paul Jones, the Senior Director of Customer Service, Janette Osteen, and the Chief Information Officer (CIO), Therese Parks. The CEO will rely on the advice of the steering committee for recommendations (Wgu.edu, n.d.). Steering committee members will need to be regularly updated about the progress of the project and consulted on any major unforeseen issues that may arise during the project implementation.

The decision-maker stakeholders will be the CEO, Mary Bach, and the CIO Therese Parks. Decision-makers will need to have all the information required to make decisions in line with the company’s goals.

As the Project Manager, I am responsible for managing the project and need to have a team of capable software developers who are skilled in project development. As the Project Sponsor and Manager, I am responsible for overseeing, planning, and guiding the implementation of multiple projects.

The software development team consists of front-end developers, Raul Ross and Jane Doe, and the backend developers Lu Shiba and Jeff Cane. With the responsibilities of being actively involved in the development and building of the project, the team will need to be communicated with daily by meetings and emails daily.

The marketing team consisting of Senior Director of Marketing, Paul Jones, and Mary Beth, will be responsible for keeping the customers informed about the project. They will need to be kept up to date as project deliverables are completed along with the date and time of the project launch.

The customer service team consisting of Senior Director of Customer Service, Janette Osteen, and 20 customer service employees, will be responsible for assisting customers during the transition. They also need to be able to be kept up to date with the project status to be able to inform customers who would like to know.

Other external stakeholders are the company’s customers. Customers need to be warned about the coming changes and provided information to help them transition smoothly to the new web application. External stakeholders who are *not* impacted by the current problem but will be affected by the implementation are the hosting service providers including the audiobook streaming service and the hosting service provider for the website and database. They will need to be communicated with during the negation or start of service, and monthly or as needed via emails and phone conversations since these service providers will be remote.

The custom audiobook web application will solve the problem of a slow-loading website experience and create a fast modern web application that customers can access from any device. Customers will be able to access all audiobooks with a monthly subscription, taking the old problem away of the website bandwidth being taken up from customers downloading audiobooks. Once the project is launched, the metrics that will be used to measure the proposed and actual outcomes of the project include an increase in customer satisfaction by 25%, a cut in web application expenses by 50%, and a decrease in audiobooks accessibility slowness and freezing by 90%.

**Needs Analysis**

As the CIO Motivate Audio, LLC, I am stating that the company has expressed the need for a customized lightweight web solution with faster loading speeds and easy audiobook streaming capabilities with a one-time monthly subscription payment to access all books for the month.

**Problem and Causes**

Motivate Audio, LLC started as a small business featuring a simple website that hosted only one downloadable audiobook which customers could purchase and download from the website. The book became a top seller and sold hundreds of copies. However, the company has since expanded itself to offer 500 downloadable audiobooks, and the number of books available to download at one time causes the problems of freezing and extremely slow webpage loading. The service is costly, and the CMS provider does not offer managed hosting, which means that bandwidth is not increased or decreased as needed for traffic on the website. The company does not want to be billed for the use of extra bandwidth, because it is becoming increasingly more expensive as the database grows because of the increasing number of available audiobooks. These problems frustrate customers and take up space on customers’ devices because they need to download each book to listen to it. If a customer accidentally deletes the download, they must buy the book again and download it again. The audiobooks are popular, but the process that the customer must go through to be able to listen to the audiobooks is unpleasant and irritating.

Consequently, customers have been leaving bad reviews and choosing other audiobook platforms instead. The audiobooks are not being accessed efficiently because the CMS-supported web application website either freezes or excessively slows down when multiple users are downloading audiobooks at the same time. The process of downloading audiobooks worked well for the company in the past when there were only a few audiobooks to download. Now that the company has expanded its audiobook inventory to 500 books, this old way of selling audiobook downloads to customers has become outdated and painstaking. In general, most customers expect cutting-edge technology and user-friendly web applications in this modern age of technological innovation, so a company that fails to deliver these expectations could be considered outdated, insecure, or unable to afford a technology upgrade. This could lead to a negative reputation which could cause the loss of business (See Table 1).

**Table 1**

*Period with Number of Audiobooks, Website Speed, and Customer Satisfaction*

| **Period** | **Number of audiobooks** | **Website speed** | **Customer satisfaction** |
| --- | --- | --- | --- |
| Beginning | 1 audiobook | Fast | Great |
| Intermediate | Less than 500 | Slower | Okay |
| Present | 500 and increasing | Slow with periodic freezing | Getting worse with bad reviews |

Motivate Audio, LLC has decided to invest in a solution that can solve the problem of an excessively slow-loading and freezing website and allow users to stream audiobooks directly from the website rather than having to download each book to listen to it. As the new CIO of Motivate Audio, LLC, I have been assigned by the CEO and Board of Directors to come up with a software solution. The CEO and Board of Directors have requested a web application that provides faster service and is easy for customers to use. The purpose of the proposed solution, a *customized audiobook-streaming web application*, is to solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. The proposed solution will solve the problem because the audiobooks will be offloaded to a cutting-edge secure and fast audiobook streaming service provider and customers will no longer need to download books to listen to them. Instead, audiobooks can be accessed from the website on the go from any device. This will solve the slow-loading and freezing website problem because the audiobooks will not be hosted on the company’s web server, and multiple downloads will no longer be taking place. Customers will be able to purchase one simple monthly subscription to have unlimited access to all audiobooks, and multiple users accessing the audiobooks at one time will not cause the website to slow for freeze, because the books will be hosted on a trusted platform and the website files and database will be managed by the hosting provider to increase or decrease bandwidth as needed. These improvements will boost customer satisfaction rates and improve customer reviews and the company’s reputation.

**Decision-makers**

***Benefits of the Customized Audiobook Streaming Web Application***

***Diagram

Description automatically generated***

*All images in this figure are from Microsoft Word for Microsoft 365*

**Impact on Each Stakeholder Group**

The stakeholders, persons who will be interested or affected in any way by the project, can be identified as belonging to stakeholder groups. Stakeholders can have more than one role and can therefore belong to more than one stakeholder group. The *internal* and consequently *champion* stakeholder groups are the steering committee; the decision-makers; those who will be the project champions, including the project manager and project sponsor, the software development team, the marketing team, and the customer service team. The *external* stakeholder groups are the company’s customers, the audiobook streaming service company, and the managed hosting provider. Figure 2 shows the stakeholder groups with the names, roles, and communication frequencies and methods for each stakeholder group or stakeholder.

**Figure 2**

***Stakeholder Groups with Communication Frequencies and Methods***

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Name** | **Position** | **Communication Method / Frequency** |
| **Internal Stakeholders** | | | |
| **Steering Committee** | | | |
|  | Mary Bach | Chief Executive Officer (CEO) | |  |  | | --- | --- | | Frequency | Type | | * major milestones, * weekly * per major decision | emails, meetings | |
| **Board of Directors** | | | |
|  | Mary Bach | Chairperson, CEO | |  |  | | --- | --- | | Frequency | Type | | * major milestones, * weekly * per major decision | emails, meetings | |
|  | Paul Jones | Senior Director of Marketing | |  |  | | --- | --- | | Frequency | Type | | * major milestones | emails, meetings | |
|  | Janette Osteen | Senior Director of Customer Service | |  |  | | --- | --- | | Frequency | Type | | * major milestones | emails, meetings | |
| **Decision Makers** | | | |
|  | Mary Bach | CEO | |  |  | | --- | --- | | Frequency | Type | | * major milestones, * weekly * per major decision | emails, meetings | |
|  | Therese Parks | CIO | |  | | --- | | Frequency | | * daily | |
| **Project Sponsor and Project Manager (Champions)** | | | |
|  | Therese Parks | CIO, Project Sponsor | |  | | --- | | Frequency | | * daily | |
|  | Therese Parks | CIO, Project Manager | |  | | --- | | Frequency | | * daily | |
| **Software Development Team (Champions)** | | | |
|  | Raul Ross | Front End Developer | |  |  | | --- | --- | | Frequency | Type | | * daily | emails, meetings | |
|  | Jane Doe | Front End Developer | |  |  | | --- | --- | | Frequency | Type | | * daily | emails, meetings | |
|  | Lu Shiba | Backend Developer | |  |  | | --- | --- | | Frequency | Type | | * daily | emails, meetings | |
|  | Jeff Cane | Backend Developer | |  |  | | --- | --- | | Frequency | Type | | * daily | emails, meetings | |
| **Marketing Team (Champions)** | | | |
|  | Paul Jones | Senior Director of Marketing | |  |  | | --- | --- | | Frequency | Type | | * major milestones | emails, meetings | |
|  | Mary Beth | Marketing Associate | |  |  | | --- | --- | | Frequency | Type | | * major milestones | Informed by Director of Marketing | |
| **Customer Service Team** | | | |
| **Customer Service** | Janette Osteen | Senior Director of Customer Service | |  |  | | --- | --- | | Frequency | Type | | * major milestones | emails, meetings | |
|  | 20 Members | Customer Service Representatives | |  |  | | --- | --- | | Frequency | Type | | * major milestones | Informed by Director of Customer Service | |
| **External Stakeholders** | | | |
|  | Customers of Motivate Audio, LLC | External Stakeholders | |  |  | | --- | --- | | Frequency | Type | | * near project launch * during the transition from old to new web app | Informed by the Marketing Team  Assisted by the Customer Service Team | |
|  | Audiobook streaming service | External Stakeholders | |  |  | | --- | --- | | Frequency | Type | | * at the start of service and monthly or as needed | emails, phone conversations | |
|  | Managed hosting service provider | External Stakeholders | |  |  | | --- | --- | | Frequency | Type | | * at the start of service and monthly or as needed | emails, phone conversations | |

This section discusses the various stakeholder groups, as shown in Figure 2, that may be impacted by the identified problem of an excessively slow-loading website and discusses each stakeholder group separately, explaining the impact of the current problem on each group. It also explains how the proposed IT solution, a *customized audiobook-streaming web application*, will improve things for them, along with how I intend to communicate with, update, and involve each group as part of the proposed project plan. Internal and External stakeholder groups are currently impacted by the problem and will be affected by the changes that the proposed solution will bring. Internal Stakeholders are also project *champions* because they are interested, supportive, and involved in the positive change that the solution will bring about.

**Table 9**

***Stakeholder Communication Plan***

| **Stakeholder Group** | **Frequency** | **Communication Method** |
| --- | --- | --- |
| Steering Committee (CEO & Board of Directors) | Major milestones  Weekly  Per major decision | Emails  Meetings |
| Decision Makers (CEO & CIO) | Major milestones  Weekly  Per major decision | Emails  Meetings |
| Software Development Team | Daily | Emails  Meetings |
| Marketing Team | Major Milestones | Emails  Meetings |
| Customer Service Team | Major Milestones | Emails  Meetings |
| Customers | Near project launch date  During the transition from old to new web app | Informed by the Marketing Team  Assisted by the Customer Service Team |
| Managed hosting service  Audiobook hosting and Streaming service | At the start of service  Monthly or as needed | Emails  Phone conversations |

***Steering Committee***

**Impact of the Current Problem**

The project steering committee stakeholders’ team will consist of the company’s CEO, Mary Bach, who is also the chairperson of the Board of Directors, which consists of Senior Director of Marketing, Paul Jones, the Senior Director of Customer Service, Janette Osteen, and the Chief Information Officer (CIO), Therese Parks. The CEO will rely on the advice of the steering committee for recommendations (Wgu.edu, n.d.). The current problem is impacting the steering committee. Because of the problem of an excessively slow-loading website, the steering committee has taken notice that employees have been more frustrated with lower performance rates than usual, and customer complaints have been higher than usual. The CEO manages the company and the Board of Directors and is interested in the pursuit of goals that are meant to drive the company forward, but with such a major technical issue at hand, she has had to leave some major company decisions and investments at a standstill to decide how to solve the website problem. The Board of Directors counsels the CEO and helps reach those goals by actions steps. The CEO and Board of Directors have been holding long meetings and working extended hours trying to come up with a solution to several major problems in the company, and the website problem is another major weight added to the workload. The increasing public customer complaints have been placing the steering committee under a lot of pressure to make changes quickly before the company loses significant business. Also, the CMS service provider that currently hosts the company’s website and audiobook database is charging higher fees which the company does not want to pay.

**Improvements Resulting from the Proposed Solution.**

The purpose of the proposed *customized audiobook-streaming web application* is to solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. The solution will provide the steering committee with the assurance that the new modern and fast web application will give the customers the cutting-edge technology service that they expect and increase customer satisfaction, greatly minimizing negative reviews (See Figure 1 on page 8). With the expected outcomes of increased customer satisfaction by 25%, decreasing web application expenses by 50%, and the decrease of audiobook accessibility slowness and freezing by 90%, the steering committee stakeholder group could then turn its attention to solving other major company problems, which they had to place on hold to solve the website issue.

**Communication Plan**

Steering committee members will need to be regularly informed of the project status and reassured that the endeavor is in line with the company’s vision and goals (See Figure 1). Although I have been designated by the CEO and Board of Directors to plan and manage the implementation of the solution, it is part of the responsibility held by the CEO to manage the company and the Board of Directors. Therefore, she is interested in the pursuit of goals that are meant to drive the company forward and it is the responsibility of the Board of Directors to counsel the CEO and help her reach those goals by advice and actions steps. Thus, they need to be regularly updated about the progress of the project and consulted on any major unforeseen issues that may arise during the project implementation. Therefore, the steering committee will be updated weekly at a minimum, at major milestones, and per major decisions through the communication means of emails and meetings. See Table 2 for the frequency and methods of communication for the steering committee. See Table 9 for communication plans for all stakeholder groups.

***Decision Makers***

**Impact of the Current Problem**

The decision-maker stakeholders will be the CEO, Mary Bach, and the CIO Therese Parks. As a decision-maker, the CEO and I are interested in making decisions that are pertinent to the company’s success. The CEO is interested in the pursuit of goals that are meant to drive the company forward, but with such a major technical issue at hand, she has had to leave some major company decisions and investments at a standstill to decide how to solve the website problem. Every major decision that was not previously approved must be approved by Mary Bach, before proceeding. As a decision-maker, I have been tasked with choosing and implementing a software solution and I have been given the proper authority to act according to this role. Together with the Board of Directors, I have been counseling the CEO and helping reach those goals by providing a definition of the business goals, defining the website problem, and preparing a solution. We have been holding long meetings and working extended hours trying to come up with a solution to several major problems in the company, and the website problem is another major weight added to the workload. The increasing public customer complaints have been placing the decision-makers under a lot of pressure to make changes quickly before the company loses significant business.

**Improvements Resulting from Proposed Solution**

The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. The solution will provide the decision-makers with the assurance that the new modern and fast web application will give the customers the cutting-edge technology service that they expect and increase customer satisfaction, greatly minimizing negative reviews (See Figure 1). With the expected outcomes of increased customer satisfaction by 25%, decreasing web application expenses by 50%, and the decrease of audiobook accessibility slowness and freezing by 90%, the steering committee stakeholder group could then turn its attention to solving other major company problems, which they had to place on hold to solve the website issue.

**Communication Plan**

I will hold the responsibility of regularly informing the CEO of the project status and reassuring her that the endeavor is in line with the company’s vision and goals (See Figure 1). Although I have been designated to plan and manage the implementation of the solution, as part of the responsibility held by the CEO who manages the company and the Board of Directors, who is interested in the pursuit of goals that are meant to drive the company forward, she needs to be regularly updated about the progress of the project and consulted on any major unforeseen issues that may arise during the project implementation. Thus, I will update the CEO weekly at a minimum, at major milestones, and per major decisions through the communication means of emails and meetings. See Table 3 for the frequency and methods of communication for the decision-makers. See Table 9 for communication plans for all stakeholder groups.

***Project Sponsor and Project Manager***

**Impact of the Current Problem**

As the Project Sponsor, I will hold certain responsibilities such as ensuring that the project delivers the agreed business benefits, representing the organization, and being a champion for the project (Wgu.edu, n.d.). As the Project Manager, I am responsible for managing the project and need to have a team of capable software developers who are skilled in project development. As the Project Sponsor and Manager, I am responsible for overseeing, planning, and guiding the implementation of multiple projects, but the slow website problem has taken up most of my attention and the other projects have either been placed on hold or slowed significantly.

**Improvements Resulting from Proposed Solution**

The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. The solution will provide me, as the Project Manager and Project Sponsor, with the assurance that the new modern and fast web application will give the customers the cutting-edge technology service that they expect and increase customer satisfaction, greatly minimizing negative reviews. With the successful implementation of the *customized audiobook-streaming web application,* I could then turn its attention to other company projects which I had to place on hold to solve the website issue.

**Communication Plan**

Finally, As the Project Manager, I will be responsible for managing the project and keeping each stakeholder group appropriately informed*.* See Figure 2.

***Software Development Team***

**Impact of the Current Problem**

The software development team consists of front-end developers, Raul Ross and Jane Doe, and the backend developers Lu Shiba and Jeff Cane. The team is responsible for performing the project work and will be actively involved in this endeavor. They hold crucial responsibility for the development of the project according to the business requirements given to them by the project manager. They have been involved in the development of multiple projects with deadlines, but the slow website problem has taken up most of their attention and the other projects have either been placed on hold or slowed significantly. The overall mood among the team members is frustrated and negative, and production rates are slower than usual.

**Improvements Resulting from Proposed Solution**

The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. With the successful implementation of the *customized audiobook-streaming web application,* the developers could then turn their attention to other company projects which I had to place on hold to solve the website issue.The overall mood among the team will be positive and productivity will increase. Refer to Figure 2.

**Communication Plan**

The software development team will need to be given clear instructions on what is expected of them so that they can develop the project accordingly. With the responsibilities of being actively involved in the development and building of the project, the team will need to be communicated with daily by meetings and emails daily. This way, the Project Manager could keep track of the status of each part of the project which they are working on and confirm and communicate instructions as needed. See Table 9 for communication plans for all stakeholder groups.

***Marketing Team***

**Impact of the Current Problem**

The marketing team consisting of Senior Director of Marketing, Paul Jones, and Mary Beth, will be responsible for keeping the customers informed about the project. With the current problem of an excessively slow-loading website that sometimes freezes, the marketing team has been competing against negative customer reviews and trying to keep up the image of the company to the public. The marketing team manages the company’s social media accounts, and they are dealing the conflicting ideas on how to advertise a website that has such major issues. They’ve been apologizing and responding to negative comments left by customers and the overall mood in the department has been discouraged and frustrated.

**Improvements Resulting from Proposed Solution**

The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. With the successful implementation of the *customized audiobook-streaming web application,* the marketing department will have some major positive changes to inform customers about. They will feel confident in running the company’s advertising campaigns, the overall mood among the team will be positive, and productivity will increase. Refer to Figure 1.

**Communication Plan**

They will need to be kept up to date as project deliverables are completed along with the date and time of the project launch. They will need to take this information and use it for advertising and communicating with customers. With the responsibilities of informing the public, the team will need to be communicated with at major project milestones by meetings and emails. Communication will be directed to the Director of Marketing, Paul Jones, who will inform his team accordingly. See Table 9 for communication plans for all stakeholder groups.

***Customer Service Team***

**Impact of the Current Problem**

The customer service team consisting of Senior Director of Customer Service, Janette Osteen, and 20 customer service employees, will be responsible for assisting customers during the transition. They help customers navigate the website and the customer service team has been responding to and assisting customers through the website issues of excessive slowness and freezing. They have been dealing with complaints and angry customers. Team members have been apologizing and responding to negative comments given by customers and the overall mood in the department has been discouraged and frustrated.

**Improvements Resulting from Proposed Solution**

The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. With the successful implementation of the *customized audiobook-streaming web application,* the customer service department will experience major positive changes and receive fewer customer complaints. They will feel confident in serving the company’s customers and the overall mood among the team will be positive, and productivity will increase. Refer to Figure 1.

**Communication Plan**

They also need to be able to be kept up to date with the project status to be able to inform customers who would like to know. The customer service team will receive updates at major project milestones via emails and meetings. Communication will be directed to the Director of Customer Service, Janette Osteen, who will inform her team accordingly. See Table 9 for communication plans for all stakeholder groups.

***The Customers***

**Impact of the Current Problem**

Other external stakeholders are the company’s customers. The current website either freezes or excessively slows down when multiple users are downloading audiobooks at the same time. These problems frustrate customers and take up space on customers’ devices because they need to download each book to listen to it. If a customer accidentally deletes the download, they must buy the book again and download it again. The audiobooks are popular, but the process that the customer must go through to be able to listen to the audiobooks is unpleasant and irritating. Consequently, customers have been leaving bad reviews and choosing other audiobook platforms instead. See Table 1.

**Improvements Resulting from Proposed Solution**

Motivate Audio, LLC’s new web application will cause customers to experience, among many other benefits, an increase in website speed, on-the-go access from any device, and customer satisfaction (See Figure 1). The customized audiobook-streaming web application will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. The proposed solution will solve the problem because the audiobooks will be offloaded to a cutting-edge secure and fast audiobook streaming service provider and customers will no longer need to download books to listen to them. Instead, audiobooks can be accessed from the website on the go from any device. This will solve the slow-loading and freezing website problem because the audiobooks will not be hosted on the company’s web server, and multiple downloads will no longer be taking place. Customers will be able to purchase one simple monthly subscription to have unlimited access to all audiobooks, and multiple users accessing the audiobooks at one time will not cause the website to slow for freeze, because the books will be hosted on a trusted platform and the website files and database will be managed by the hosting provider to increase or decrease bandwidth as needed. These improvements will boost customer satisfaction rates and improve customer reviews and the company’s reputation.

**Communication Plan**

Customers need to be warned about the coming changes and provided information to help them transition smoothly to the new web application. They will be informed by the marketing team Notify the customers once the new application is launched and will be given 2 months to switch over to the new application. Customers will be assisted during the transition from the old to the new app by the customer service team, and throughout the life of the project. See Table 9 for communication plans for all stakeholder groups.

***Stakeholders Not Impacted by the Problem but Only the Solution***

**Improvements Resulting from Proposed Solution**

External stakeholders who are *not* impacted by the current problem but will be affected by the implementation are the hosting service providers including the audiobook streaming service and the hosting service provider for the website and database. They are not affected by the problem because they are not in any way involved internally or externally with the problem of Motivate, LLC’s excessively slow loading website. It will help them to know about the problem when the time comes for negotiating services, but they are not currently affected by it in any way like the other stakeholders are.

**Communication Plan**

The hosting service providers include the audiobook streaming service and the hosting service provider for the website and database. They will be responsible for providing services and need to be properly communicated with so that they know the company’s needs and expectations. They will need to be communicated with during the negation or start of service, and monthly or as needed via emails and phone conversations since these service providers will be remote. See Table 9 for communication plans for all stakeholder groups.

**Solution Alignment**

***Other Solutions Considered***

Some other solutions that were considered for solving the problem of an excessively slow-loading website were:

1. Installing an on-premises server so that the company could host the audiobooks, instead of relying on the CMS web servers.
2. Keeping the same CMS provider and increasing the bandwidth per month even if it doesn’t all get used.

The first possible solution considered was to install an on-premises server so that the company could host the audiobooks instead of relying on the CMS web servers. Motivate Audio, LLC would be in complete control of the server and be able to manage bandwidth as needed. However, the installation of a new server would cost at least $25,000 (England, 2020), not including upkeep expenses. Someone would have to constantly monitor and adjust bandwidth at all hours of the day and night which would be against the company’s policy of operating only during business hours so that employees could have balanced lives. To add to the complication that would ensue from this solution, the current CMS provider does not support externally located servers, so the company would need to find a new CMS provider to host the web application, which would cost an additional ($10,000). After considering the cumbersome implications of this possible solution, it has been discarded.

The second possible solution was to keep the same CMS provider and increase the bandwidth per month even if it does not all get used. However, this solution would go against the company’s goal to cut company costs by 50%. Currently, Motivate Audio, LLC is billed a flat rate of $10,000 per month to keep the website and server operating. To make sure that the website has enough bandwidth all the time and that the excessive slowing and freezing decreases by 90%, the CMS provider would charge the company $20,000 to $25,000 (Fitzgerald, 2021) per month, which would increase as the audiobook inventory increases. After considering the costly implications of this possible, it has been discarded.

***Final Solution Alignment***

Motivate Audio, LLC needs a new web application because the current website either freezes or excessively slows down when multiple users are downloading audiobooks at the same time. All the books are hosted on a CMS-supported web server and accessed via the website. With many audiobooks and a growing number of customers, the CMS-supported application service is excessively slow. The current problem is worthy of study because Motivate Audio’s company motto is to *keep the world motivated* and the company is positively impacting people’s lives and society. Therefore, it is a worthy endeavor to study the problem and create a solution accordingly. The implementation of a *customized audiobook-streaming web application* is worthy of study because the company’s mission is worthy of support. The problem must be properly understood in detail for a correct solution to be implemented, and the solution needs to be customized to solve the problem. Thus, the solution will be designed and developed based on the project goals to fix the problem.

The CEO and Board of Directors have requested a web application that provides faster service and is easy for customers to use. The purpose of the proposed solution, a *customized audiobook-streaming web application*, is to solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. The company’s goals for this project are to provide cutting-edge audiobook services that customers expect in a modern economy, increase customer satisfaction, but web application expenses, decrease audiobook accessibility slowness and freezing, use the existing point of sale (POS) system, and launch the new project by September 1st.

The proposed solution aligns with the company’s goals and was therefore selected as the chosen solution. The primary goal of a customized audiobook-streaming web application is to deliver audiobook accessibility speed improvements so that customers can access audiobooks quickly and dynamically. To accomplish this, as the new CIO of Motivate Audio, LLC, I am proposing the implementation of a customized audiobook-streaming web application that will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website. This primary goal can be accomplished by the successful completion of the following goals or objectives:

1. Provide cutting-edge audiobook services that customers expect in a modern economy.
2. Increase customer satisfaction by 25%.
3. Cut web application expenses by 50%.
4. Decrease audiobook accessibility slowness and freezing by 90%.
5. Integrate the existing point of sale (POS) system into the new web application.
6. Launch the new project by September 1st before the company gets charged for another year of services by the current CMS provider

The customized audiobook-streaming web application will align with new and emerging technologies because changes made in a business should be stakeholder-based, which means that anyone who can be affected by the change must be considered and the change should affect them positively. “This explains the explosion of *design thinking* in corporate IT circles, given that these interfaces must fit the way in which your customers, partners, and employees wish to use them… (Frank et al., 2017, p. 53)”. Without the user’s needs being considered, the change will cause a negative effect because of frustrated customers and the app creator will lose business. Society is positively impacted when products or services are bettering people’s lives and the proposed solution’s goal is to enhance the customer experience by solving the problems which are frustrating them and creating a user-friendly experience, which will increase customer satisfaction. Motivate Audio LLC will have successfully implemented an emerging technology trend when it has the characteristics of coherence, continuing to offer benefits or to improve or evolve to offer the same benefits in a new way or new benefits that surpass and satisfy the old.

The customized audiobook-streaming web application will align with current industry standards and best practices. This means that Motivate Audio, LLC will apply industry standards and best practices compared to other audiobook platforms, the exercise of the skill, diligence, prudence, foresight, and judgment which would be expected from a highly-skilled, experienced, and well-resourced audiobook company under the same or similar circumstances, that are applying the best standards and practices currently applied in the technology industry (Lawinsider.com, 2022). For example, the solution will offload the video streaming responsibilities to a streaming service like a video technology company called Mux. Using Mux services, reputable organizations such as Reddit, Udemy, and Fox bring to their customers the best experience possible, and the implementation of the proposed solution will too.

The customized audiobook-streaming web application will align with all legal or regulatory standards involved. For example, all Motivate Audio, LLC’s audiobooks are animated recordings of books that are in the public domain, which means that there are some guidelines that the company already follows and will continue to follow including certain restrictions (Hamilton, 2021). A public domain book has no copyright and can be sold or adapted by anyone. The company has carefully researched and selected each book before having it turned into an audiobook for selling. The audiobooks are derivative works of public domain books and therefore are legally available for customers to purchase from the website (Hamilton, 2021). Both the audiobook streaming service and the website hosting providers will offer monthly or yearly services that the company needs to agree to, and there will be no other legal matters involved in the implementation of the proposed solution.

# Cost Analysis

The first possible solution considered was to install an on-premises server so that the company could host the audiobooks instead of relying on the CMS web servers. Motivate Audio, LLC would be in complete control of the server and be able to manage bandwidth as needed. However, the installation of a new server would cost at least $25,000 (England, 2020), not including upkeep expenses. Someone would have to constantly monitor and adjust bandwidth at all hours of the day and night which would be against the company’s policy of operating only during business hours so that employees could have balanced lives. To add to the complication that would ensue from this solution, the current CMS provider does not support externally located servers, so the company would need to find a new CMS provider to host the web application, which would cost an additional $15,000 (Fitzgerald, 2021). After considering the costly and cumbersome implications of this possible solution, it has been discarded.

The second possible solution was to keep the same CMS provider and increase the bandwidth per month even if it does not all get used. However, this solution would go against the company’s goal to cut company costs by 50%. Currently, Motivate Audio, LLC is billed a flat rate of $10,000 per month by the CMS provider to keep the website and server operating. To make sure that the website has enough bandwidth all the time and that the excessive slowing and freezing decreases by 90%, the CMS provider would charge the company $25,000 (Fitzgerald, 2021) per month, which would increase as the audiobook inventory increases. After considering the costly implications of this possible solution, it has been discarded.

The costs associated with the implementation of the customized audiobook-streaming web application will include the cost for the managed hosting service provider that will host the company’s web application database and web application files, managing bandwidth as needed, which will be $810 per month (Digitalocean.com, 2018); and the monthly cost for the managed audiobook hosting and streaming service provider that will host the audiobook files and provide fast streaming services to the website for the customers’ ease of access, which will be $665 per month. Together these costs would total $1,475 (Mux, 2022). See Figure 3.

**Itemized Costs**

**Figure 3**

***Considered and Current Costs with Itemized Proposed Costs and Total***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Cost Status** |  | **Type of Pricing** | **Price** |
| Current CMS Hosting Provider | | | | |
|  | Current |  | Monthly | $10,000 |
| Installing An On-Premises Server | | | | |
|  | Considered | CMS Hosting Provider | Monthly | $15,000 |
|  | Considered | Server procurement and installation | One Time | $25,000 |
| Increased Bandwidth with current CMS Hosting Provider | | | | |
|  | Considered |  | Monthly | $25,000 |
| Customized Audiobook-Streaming Web Application | | | | |
|  | Proposed | Managed Hosting Service Provider | Monthly | $810 |
|  |  | Audiobook Streaming Service |  |  |
|  | Proposed | Encoding | Monthly | $200.00 |
|  | Proposed | Storage | Monthly | $15.00 |
|  | Proposed | Streaming | Monthly | $450.00 |
|  | Proposed | Total Proposed Costs | Monthly | **$1,475** |

In general, 8GB of data is needed to hold 35 audiobooks (BookSummaryClub, 2019). Motivate Audio, LLC will need 120 GB of bandwidth to be available to host its audiobooks and stream them through the website. The managed web application hosting provider will charge an average of $0.01 per GB, which would cost $1.20 per hour which is $29 per day for 28 days out of each month, which is $810 per month. (Digitalocean.com, 2018).

The audiobook hosting and streaming service will charge $0.04 per minute of input audio duration or encoding, and since the average audiobook duration is 10 hours, the cost would be $200 per month. The service will charge $0.003 per minute of storage for audio duration stored, and for 500 audiobooks this would be $15 per month. Finally, the service will charge $0.0012 per minute of audio streaming, and for an average of 750,000 users, this would be $450 per month (Mux, 2022). To get the total implementation cost of the proposed solution, the managed hosting costs of $810 will be added to the audiobook streaming service costs of $200 plus $15 plus $450, which equals $1,475. This total of $1,475 meets and surpasses the company’s goal of decreasing the company’s expense by 50% because the current monthly fees for web application-related expenses are $10,000.

**Justification for Costs**

The costs associated with the implementation of the customized audiobook-streaming web application will include the cost for the managed hosting service provider that will host the company’s web application database and web application files, managing bandwidth as needed, which will be $810 per month (Digitalocean.com, 2018); and The monthly cost for the managed audiobook hosting and streaming service provider that will host the audiobook files and provide fast streaming services to the website for the customers’ ease of access, which will be $665 per month. Together these costs would total $1,475 (Mux, 2022).

The first possible solution considered was to install an on-premises server so that the company could host the audiobooks instead of relying on the CMS web servers. This solution would have increased the company’s expenses to $15,000 a month which would be $5,000 more per month than what the company is currently paying the CMS provider for monthly expenses. After considering the costly implications of this possible, it has been discarded. The second possible solution was to keep the same CMS provider and increase the bandwidth per month even if it does not all get used. However, this would cost a one-time fee of $25,000, plus a monthly fee of $15,000 which is $5,000 more than what the company is currently paying for CMS provider for monthly expenses. After considering the costly implications of this possible, it has been discarded.

In general, 8GB of data is needed to hold 35 audiobooks (BookSummaryClub, 2019). Motivate Audio, LLC will need 120 GB of bandwidth to be available to host its audiobooks and stream them from them through the website. The managed web application hosting provider will charge an average of $0.01 per GiB, which would cost $1.20 per hour which is $29 per day for 28 days which is $810 per month (Digitalocean.com, 2018).

The audiobook hosting and streaming service will charge $0.04 per minute of input audio duration (Encoding) and since the average audiobook duration is 10 hours, the cost would be $200 per month. The service will charge $0.003 per minute of storage for audio duration stored, and for 500 audiobooks this would be $15. Finally, the service will charge $0.0012 per minute of audio streaming, and for an average of 750,000 users, this would be $450 per month (Mux, 2022). To get the total implementation cost of the proposed solution, the managed hosting costs of $810 will be added to the audiobook streaming service costs of $200 plus $15 plus $450, which equals $1,475. This total of $1,475 meets and surpasses the company’s goal of decreasing the company’s expense by 50% because the current monthly fees for web application-related expenses are $10,000. This is the solution that is currently being considered for implementation.

# Risk Assessment

4 project risks need to be addressed and discussed that could be present during the implementation of the customized audiobook streaming web application. These risks include not spending enough time on product strategy, choosing the wrong platform, miscommunication which can cause misfires, and the hosting companies could raise their prices. See Table 9.

**Table 10**

***Risk Register***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Asset** | **Threat/**  **Vulnerability** | **Existing Controls** | **Likelihood** | **Consequence** | **Level of Risk** | **Risk Priority** |
| Business | Not spending enough time on product strategy (Distillery, 2020) | Project Management and Plan has been created | Possible | Failure to generate a return on Investment | Minor | High |
| Website | Choosing the wrong platform (2020) | Sufficient research has been done on the chosen hosting companies. | Rare | Failure to generate high-speed browsing | Minor | High |
| Time | Miscommunication can cause misfires (2020) | Project Management and Plan that includes a timeline for deliverables.  Stakeholder Communication Plan. | Possible | Delay of the launch date if developers develop of scope and must re-do their work | Moderate | Medium |
| Finances | The hosting companies could raise prices | Choosing hosting companies that have a reputation of financial consistency and honesty. | Rare | Higher charges than originally anticipated | Minor | Low |

***Not Spending Enough Time on Product Strategy***

The first risk, not spending enough time on product strategy concerns the company’s business asset which will be affected by the customized audiobook web application, the likelihood is possible, the consequence would be a failure to generate a return on investment, the level of risk is minor with a high priority, and existing controls include a project management plan that has already been created. See Table 10. Even with a strong vision for the customized audiobook web application, a well-built app can still fail to generate a return on investment (ROI), especially if it has competitive deficiencies or the current users do not find it relevant. The business of the company will be highly affected by the development of the solution according to strategy. Therefore, a well-planned strategy is needed (Distillery, 2020). To control this risk, a detailed Project Management Plan has been created with a development strategy that aligns with the company’s goals and planned expected project outcomes, including an increase in customer satisfaction rates by 25%. These outcomes will be continuously measured after the project launch on a month-to-month basis for the following year.

***Choosing the Wrong Platform***

The second risk, choosing the wrong platform, concerns the company’s website asset or customized audiobook web application, the likelihood is rare, the consequence would be a failure to generate high-speed browsing, the level of risk is minor with a high priority, and the existing controls include sufficient research that has already been done on the chosen hosting companies. See Table 10. Since all platforms have pros and cons, choosing the right platforms for Motivate Audio LLC’s website and data hosting as well as audiobook streaming, and hosting must be accomplished through careful research and selection. “Platform selection should be carefully tailored to the task at hand (Distillery, 2020)”. The web application will be built tailored to the hosting services which the company will be using, so the choice of platform affects the application web application during development and after the website is launched. Therefore, sufficient research has already been done on the chosen hosting companies, which have high the highest industry reputations and reviews.

***Miscommunication Can Cause Misfires***

The third risk, miscommunication can cause misfires, concerns the company’s time asset which will be affected by the timeliness by which the solution is built and launched, the likelihood is possible, the consequence would be the delay of the launch date if developers develop out of scope and must re-do their work. The level of risk is minor with a moderate priority, and existing controls include a Project Management Plan that includes a timeline for deliverables and a Stakeholder Communication Plan which includes a daily communication plan for the Software Development Team via emails and meetings. See Table 9. Miscommunication can cause misfires when there is inconsistent communication with the team. See Table 10. Team members may think that they understand what is expected of them and begin developing part of the project, without having full instructions or guidance. This could lead to the need for that part of the project to be re-developed, which could cause a delay in the project launch date. “Unless you’re checking in regularly, this lack of regular chick-ins is bound to cause issues (Distillery, 2020)”. Therefore, a Project Management Plan that includes a timeline for deliverables has been created along with a Stakeholder Communication Plan.

***The Hosting Companies Could Raise Prices***

The fourth risk, the hosting companies could raise prices, concerns the company’s finances, the likelihood is rare, the consequence would be higher charges than originally anticipated, the level of risk is minor with a low priority, and existing controls include choosing hosting companies that have a reputation of financial consistency and honesty. See Table 10.

Hosting companies usually have agreements that state that they could make changes to prices if they desire to with or without the approval of customers, but they promise to give enough warning ahead of time so that the customer could take actions accordingly and as needed. However, the hosting companies which Motivate Audio, LLC will be partnering with for the project implementation have excellent reputations for fair pricing and consistent service, and the likelihood of them raising their prices is low. Therefore, hosting companies that have a reputation of financial consistency and honesty have already been chosen.

**Quantitative and Qualitative Risks**

“A quantitative risk assessment focuses on measurable and often pre-defined data, whereas a qualitative risk assessment is based more so on subjectivity and the knowledge of the assessor (Hillestad, 2018)”. Among the risks stated shown in Table 10, those risks that require quantitative analyses are miscommunication that can cause misfires which requires the measure of pre-defined time, and the hosting companies could raise prices which requires the measurement of pre-calculated prices. See Table 11. Among the risks shown in Table 10, those risks that require qualitative analyses are not spending enough time on product strategy, which could affect the company’s business including the ROI, and choosing the wrong platform, which concerns the functionality levels of the company’s web application. See Table 11.

**Table 11**

***Quantitative and Qualitative Risks***

|  |  |
| --- | --- |
| **Quantitative** | **Qualitative** |
| Miscommunication can cause misfires | Not spending enough time on product strategy |
| The hosting companies could raise prices | Choosing the wrong platform |

“A quantitative risk assessment focuses on measurable and often pre-defined data (Hillestad, 2018)”. The first quantitative risk, miscommunication that can cause misfires, requires the measure of pre-defined time. The project has a set timeline with a deadline date for the project launch and deliverables are set to be completed within certain time frames. If the proper controls include the following of a detailed Project Management Plan with a timeline for deliverables and a Stakeholder Communication Plan which includes a daily communication plan for the Software Development Team via emails and meetings, then this risk can be mitigated effectively. The second quantitative risk, the possibility that hosting companies could raise prices, requires the measure of pre-defined costs. See Figure 3. A cost analysis has already been created with set costs involved for the project implementation and measurements should align with the cost analysis. If the proper controls include choosing hosting companies that have a reputation of financial consistency and honesty, then this risk can be mitigated effectively. See Table 10.

“A qualitative risk assessment is based more so on subjectivity and the knowledge of the assessor (Hillestad, 2018)”. The first quantitative risk, not spending enough time on product strategy, requires a measurement of business benefits, including the ROI. See Figure 3. If proper controls include a detailed Project Management and Plan that has been created, then this risk can be mitigated effectively. See Table 10. The second quantitative risk, Choosing the wrong platform, requires a measurement of the web application’s performance quality. See Figure 3. If proper controls include sufficient research on the chosen hosting companies, then this risk can be mitigated effectively. See Table 10.

**Cost-Benefit Analysis**

**Table 12**

***Cost-Benefit Analysis with Probability, Impact, and Mitigation***

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk** | **Probability** | **Impact (Cost)** | **Mitigation (Benefit)** |
| Miscommunication can cause misfires | Possible | $1,475 / month | No extra costs  Successful on-time project launch |
| The hosting companies could raise prices | Highly Unlikely | $1,475 / month | No extra costs  Payments in line with cost analyses |
| Not spending enough time on product strategy | Possible | $1,475 / month | No extra costs  Cut Costs by 50% |
| Choosing the wrong platform | Rare | $1,475 / month | No extra costs  High-Speed Web Application |

As seen in Table 12 for the first possible risk, miscommunication can cause misfires, it will cost the company $1,475 per month if the risk occurs. This cost would incur monthly if the project is delayed, and the services are being paid for while the project is being developed. If it is properly mitigated, the benefits will be no extra cost to the company and the successful launch of the project by the planned launch date. For the second highly unlikely risk, the hosting companies could raise prices, at most the company would be charged $1,475 more per month. If the risk is properly mitigated, there will be no extra costs and the company will pay prices as planned in line with the cost analyses. See Table 12. For the third possible risk, not spending enough time on product strategy, at most the company would be charged $1,475 per month if there is no ROI. If the risk is properly mitigated, there will be no extra costs and the company will cut costs significantly by more than 50%. See Table 12. For the fourth possible risk, not spending enough time on product strategy, at most the company would be charged $1,475 per month if there is no ROI. If the risk is properly mitigated, there will be no extra costs and the company will have a cutting-edge, high-speed, audiobook web application.

**Mitigation of Risks**

**Table 13**

***Risks and Mitigation Strategies***

|  |  |
| --- | --- |
| **Risk** | **Mitigation** |
| Miscommunication can cause misfires | Project Management and Plan has been created  Stakeholder Communication Plan. |
| The hosting companies could raise prices | Sufficient research has been done on the chosen hosting companies. |
| Not spending enough time on product strategy | Project Management and Plan that includes a timeline for deliverables. |
| Choosing the wrong platform | Choosing hosting companies that have a reputation of financial consistency and honesty. |

***Miscommunication Can Cause Misfires***

The first risk, miscommunication can cause misfires, concerns the company’s time asset which will be affected by the timeliness by which the solution is built and launched. This risk can be mitigated by the implementation of and adherence to a detailed Project Management Plan and a Stakeholder Communication Plan. See Table 13. According to communication plans, the Software Development Team will be communicated via emails and meetings to mitigate this risk actively and continuously. “Unless you’re checking in regularly, this lack of regular chick-ins is bound to cause issues (Distillery, 2020)”. Therefore, a Project Management Plan that includes a timeline for deliverables has been created along with a Stakeholder Communication Plan.

***The Hosting Companies Could Raise Prices***

The second risk in, as shown in Table 13, the hosting companies could raise prices, concerns the company’s finances. This risk could be mitigated by choosing hosting companies that have a reputation of financial consistency and honesty. See Table 10. The hosting companies which Motivate Audio, LLC will be partnering with for the project implementation have excellent reputations for fair pricing and consistent service, and the likelihood of them raising their prices is low. Therefore, hosting companies that have a reputation of financial consistency and honesty have already been chosen.

***Not Spending Enough Time on Product Strategy***

The third risk, as shown in Table 13, not spending enough time on product strategy concerns the company’s business asset which will be affected by the customized audiobook web application, this risk can be mitigated by a detailed Project Management Plan. Therefore, a well-planned strategy is needed (Distillery, 2020). To control this risk, a detailed Project Management Plan has been created with a development strategy that aligns with the company’s goals and planned expected project outcomes, including an increase in customer satisfaction rates by 25%. These outcomes will be continuously measured after the project launch on a month-to-month basis for the following year.

***Choosing the Wrong Platform***

The fifth risk, shown in Table 13, choosing the wrong platform, concerns the company’s website asset or customized audiobook web application. This risk can be mitigated by sufficient research on the chosen hosting companies. See Table 10. “Platform selection should be carefully tailored to the task at hand (Distillery, 2020)”. The web application will be built tailored to the hosting services which the company will be using, so the choice of platform affects the application web application during development and after the website is launched. Therefore, sufficient research has already been done on the chosen hosting companies, which have high the highest industry reputations and reviews.

**Justification of Approach**

The proposed approach or methodology for planning and implementation of this project is the Software Development Life Cycle (SDLC) process using an iterative model. Before choosing SDLC as the preferred process of design and development, I considered the Waterfall methodology and the Agile methodology. The Waterfall is best used when implementing projects are duplicates or mirrors existing projects or when the outcome is already certain. It is a linear approach that does not allow the development team to move on to the next phase until the first phase is complete. This methodology was set aside because the development team will require more flexibility for building the custom audiobook-web-application and will need to work on separate parts of the project which may be in different phases at the same time. I also considered the Agile methodology, the Agile methodology would give the development the needed flexibility, but it usually requires customer involvement throughout the project lifecycle and allows dynamic changes to the requirements of the project, which is not necessary for this project and can slow down the development and consequently delay the launch date.

The Software Development Life Cycle (SDLC) process using an iterative model was the preferred method to use for the project planning and implementation because it allows for a more structured, yet flexible iterative approach that can be tailored to the specific project being worked on. According to the SDLC methodology and the Project Management Body of Knowledge (PMBOK), “a project management life cycle consists of 5 distinct phases including initiation, planning, execution, monitoring, and closure that combine to turn a project idea into a working product (Kissflow, 2022)”.

The SDLC process will be tailored to fit the nature of the customized audiobook-web application. Each of the five phases will act as a guide for when deliverables will be completed to reach KPI objectives and project outcomes. The project will be implemented by a series of 5 phases using an *iterative* approach. The following phases will be used for implementation:

1. During the *initiation* phase, the project’s goals will be defined, the project charter will be completed, and a list of stakeholders will be put together.
2. During the *planning* phase, the scope will be defined, a project plan will be created, a budget will be set, and roles and responsibilities will be defined.
3. During the *execution* phase, project resources will be managed and allocated, the project will be built, and any third-party services will be initiated, any issues will be faced as they arise.
4. During the *monitoring* *and* *controlling* phase, cost and progress will be tracked and it will be ensured that the project is adhering to the plan to prevent any chance of scope creep or disruptions.

Once the project is launched, the project outcomes will be continuously evaluated on a month-to-month basis to measure the success of the project. After one year, the following percentages will be evaluated:

* Increase customer satisfaction by 25%
* Cut web application expenses by 50%
* Decrease audiobook accessibility slowness and freezing by 90%

If the outcomes meet or exceed the planned percentages, then the project will be considered successful.

# Project Resource Management Plan

The resources that will be needed for project planning and implementation can be identified as belonging to resource groups. Resources can have more than one role and can therefore belong to more than one resource group. The *internal* resource groups are the steering committee; the decision-makers; those who will be the project champions, including the project manager and project sponsor, the software development team, the marketing team, and the customer service team. Another internal resource group includes the finances needed to fund the project. The *external* resources include the audiobook streaming service company and the managed hosting provider. shows the stakeholder groups with the names, roles, and communication frequencies and methods for each stakeholder group or stakeholder. See Table 14.

**Table 14**

***Resource Management Plan***

| **Resource** | **Communication Frequency** | **Communication Method** |
| --- | --- | --- |
| Steering Committee (CEO & Board of Directors) | Major milestones  Weekly  Per major decision | Emails  Meetings |
| Decision Makers (CEO & CIO) | Major milestones  Weekly  Per major decision | Emails  Meetings |
| Software Development Team | Daily | Emails  Meetings |
| Marketing Team | Major Milestones | Emails  Meetings |
| Customer Service Team | Major Milestones | Emails  Meetings |
| Managed hosting service  Audiobook hosting and Streaming service | At the start of service  Monthly or as needed | Emails  Phone conversations |
| **Financial Resources Needed** | | |
| Audiobook streaming service |  | $810/month |
| Managed Hosting Service Provider |  | **Monthly Costs:**  Encoding: $200  Storage: $15  Streaming: $450 |

**Resources**

***Steering Committee***

As seen in Figure 1 and Table 14, the project steering committee resource team will consist of the company’s CEO, Mary Bach, who is also the chairperson of the Board of Directors, which consists of Senior Director of Marketing, Paul Jones, the Senior Director of Customer Service, Janette Osteen, and the Chief Information Officer (CIO), Therese Parks. The CEO will rely on the advice of the steering committee for recommendations (Wgu.edu, n.d.). Steering committee members will need to be regularly informed of the project status and reassured that the endeavor is in line with the company’s vision and goals (See Figure 1). Although I have been designated by the CEO and Board of Directors to plan and manage the implementation of the solution, it is part of the responsibility held by the CEO to manage the company and the Board of Directors. Therefore, she is interested in the pursuit of goals that are meant to drive the company forward and it is the responsibility of the Board of Directors to counsel the CEO and help her reach those goals by advice and actions steps. Thus, they are needed for the project’s planning and implementation for major unforeseen decisions, and they need to be regularly updated about the progress of the project and consulted on any major unforeseen issues that may arise during the project implementation. Therefore, the steering committee will be updated weekly at a minimum, at major milestones, and per major decisions through the communication means of emails and meetings.

***Decision Makers Resources***

The decision-maker resources will be the CEO, Mary Bach, and the CIO Therese Parks. As a decision-maker, the CEO and I are interested in making decisions that are pertinent to the company’s success. As a decision-maker, I have been tasked with choosing and implementing a software solution and I have been given the proper authority to act according to this role. Together with the Board of Directors, I have been counseling the CEO and helping reach those goals by providing a definition of the business goals, defining the website problem, and preparing a solution.

I will hold the responsibility of regularly informing the CEO of the project status and reassuring her that the endeavor is in line with the company’s vision and goals (See Figure 1). Although I have been designated to plan and manage the implementation of the solution, as part of the responsibility held by the CEO who manages the company and the Board of Directors, who is interested in the pursuit of goals that are meant to drive the company forward, she needs to be regularly updated about the progress of the project and consulted on any major unforeseen issues that may arise during the project implementation. Thus, I will update the CEO weekly at a minimum, at major milestones, and per major decisions through the communication means of emails and meetings.

***Project Sponsor and Project Manager Resources***

As the Project Sponsor, I will hold certain responsibilities such as ensuring that the project delivers the agreed business benefits, representing the organization, and being a champion for the project (Wgu.edu, n.d.). As the Project Manager, I am responsible for managing the project and need to have a team of capable software developers who are skilled in project development. Finally, As the Project Manager, I will be responsible for managing the project and keeping each stakeholder group appropriately informed*.* See Figure 2.

***Software Development Resources***

The software development team consists of front-end developers, Raul Ross and Jane Doe, and the backend developers Lu Shiba and Jeff Cane. The team is responsible for performing the project work and will be actively involved in this endeavor. They hold crucial responsibility for the development of the project according to the business requirements given to them by the project manager. The software development team will need to be given clear instructions on what is expected of them so that they can develop the project accordingly. With the responsibilities of being actively involved in the development and building of the project, the team will need to be communicated with daily by meetings and emails daily. This way, the Project Manager could keep track of the status of each part of the project which they are working on and confirm and communicate instructions as needed. See Table 4.

***Marketing Resources***

The marketing team consisting of Senior Director of Marketing, Paul Jones, and Mary Beth, will be responsible for keeping the customers informed about the project. The marketing team manages the company’s social media accounts and advertised company changes. With the successful implementation of the *customized audiobook-streaming web application,* the marketing department will have some major positive changes to inform customers about. They will need to be kept up to date as project deliverables are completed along with the date and time of the project launch. They will need to take this information and use it for advertising and communicating with customers. With the responsibilities of informing the public, the team will need to be communicated with at major project milestones by meetings and emails. Communication will be directed to the Director of Marketing, Paul Jones, who will inform his team accordingly.

***Customer Service Resources***

The customer service team consisting of Senior Director of Customer Service, Janette Osteen, and 20 customer service employees, will be responsible for assisting customers during the transition with information and advice. They help customers navigate the website and the customer service and will be able to provide feedback about customer experiences with the new web application. With the successful implementation of the *customized audiobook-streaming web application,* the customer service department will experience major positive changes and receive fewer customer complaints. They also need to be able to be kept up to date with the project status to be able to inform customers who would like to know. The customer service team will receive updates at major project milestones via emails and meetings. Communication will be directed to the Director of Customer Service, Janette Osteen, who will inform her team accordingly

***Financial Resources***

Financial resources that will be needed for the project’s planning and implementation are the monthly finances to cover the costs for the audiobook streaming service and the managed hosting service providers. These resources are needed for project planning and implementation. Once the services have begun, the project will be tailored to integrate with those resources. The total monthly cost for both combined wills is $1,475.

***Audiobook Streaming Service***

The audiobook streaming service is an external resource that will need to be acquired and used during the project planning and implementation. The service will host the company’s audiobooks and allow us to pull the audiobooks to the custom web app for easy streaming and listening. They will need to be communicated with during the start of service and monthly or as needed.

***Managed Hosting Service***

The audiobook streaming service is an external resource that will need to be acquired and used during the project planning and implementation. The service will host the company’s web application files and customer account data. They will need to be communicated with during the start of service and monthly or as needed.

**Justification of Resources**

***Steering Committee Resources***

The CEO manages the company and the Board of Directors and is interested in the pursuit of goals that are meant to drive the company forward, but with such a major technical issue at hand, she has had to leave some major company decisions and investments at a standstill to decide how to solve the website problem. The Board of Directors counsels the CEO and helps reach those goals by actions steps. The purpose of the proposed *customized audiobook-streaming web application* is to solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. The solution will provide the steering committee with the assurance that the new modern and fast web application will give the customers the cutting-edge technology service that they expect and increase customer satisfaction, greatly minimizing negative reviews (See Figure 1 on page 8). With the expected outcomes of increased customer satisfaction by 25%, decreasing web application expenses by 50%, and the decrease of audiobook accessibility slowness and freezing by 90%, the steering committee stakeholder group could then turn its attention to solving other major company problems, which they had to place on hold to solve the website issue.

***Decision Maker Resources***

As a decision-maker, the CEO and I are interested in making decisions that are pertinent to the company’s success. Every major decision that was not previously approved must be approved by Mary Bach, before proceeding. As a decision-maker, I have been tasked with choosing and implementing a software solution and I have been given the proper authority to act according to this role. Together with the Board of Directors, I have been counseling the CEO and helping reach those goals by providing a definition of the business goals, defining the website problem, and preparing a solution. The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. The solution will provide the decision-makers with the assurance that the new modern and fast web application will give the customers the cutting-edge technology service that they expect and increase customer satisfaction, greatly minimizing negative reviews (See Figure 1). With the expected outcomes of increased customer satisfaction by 25%, decreasing web application expenses by 50%, and the decrease of audiobook accessibility slowness and freezing by 90%, the steering committee stakeholder group could then turn its attention to solving other major company problems, which they had to place on hold to solve the website issue.

***Project Sponsor and Project Manager Resource***

As the Project Sponsor, I will hold certain responsibilities such as ensuring that the project delivers the agreed business benefits, representing the organization, and being a champion for the project (Wgu.edu, n.d.). As the Project Manager, I am responsible for managing the project and need to have a team of capable software developers who are skilled in project development. As the Project Sponsor and Manager, I am responsible for overseeing, planning, and guiding the implementation of multiple projects. The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. The solution will provide me, as the Project Manager and Project Sponsor, with the assurance that the new modern and fast web application will give the customers the cutting-edge technology service that they expect and increase customer satisfaction, greatly minimizing negative reviews. With the successful implementation of the *customized audiobook-streaming web application,* I could then turn its attention to other company projects which I had to place on hold to solve the website issue.

***Software Development Resources***

The software development is responsible for performing the project work and will be actively involved in this endeavor. They hold crucial responsibility for the development of the project according to the business requirements given to them by the project manager. They have been involved in the development of multiple projects with deadlines*.* The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. With the successful implementation of the *customized audiobook-streaming web application,* the developers could then turn their attention to other company projects which I had to place on hold to solve the website issue.The overall mood among the team will be positive and productivity will increase. Refer to Figure 2.

***Marketing Team Resources***

The marketing team will be responsible for keeping the customers informed about the project. The marketing team manages the company’s social media accounts, and they are dealing the conflicting ideas on how to advertise a website that has such major issues. The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. With the successful implementation of the *customized audiobook-streaming web application,* the marketing department will have some major positive changes to inform customers about. They will feel confident in running the company’s advertising campaigns, the overall mood among the team will be positive, and productivity will increase.

***Customer Service Team Resources***

The customer service team will be responsible for assisting customers during the transition. They help customers navigate the website. The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. With the successful implementation of the *customized audiobook-streaming web application,* the customer service department will experience major positive changes and receive fewer customer complaints. They will feel confident in serving the company’s customers and the overall mood among the team will be positive, and productivity will increase.

***Financial Resources***

Financial resources that will be needed for the project’s planning and implementation are the monthly finances to cover the costs for the audiobook streaming service and the managed hosting service providers. These resources are needed for project planning and implementation. Once the services have begun, the project will be tailored to integrate with those resources. The total monthly cost for both combined wills is $1,475.

***Audiobook Streaming Service and Managed Hosting Service Resources***

The audiobook streaming service is an external resource that will need to be acquired and used during the project planning and implementation. The service will host the company’s audiobooks and allow us to pull the audiobooks to the custom web app for easy streaming and listening. They will need to be communicated with during the start of service and monthly or as needed. The audiobook streaming service is an external resource that will need to be acquired and used during the project planning and implementation. The service will host the company’s web application files and customer account data. They will need to be communicated with during the start of service and monthly or as needed.

The hosting service providers include the audiobook streaming service and the hosting service provider for the website and database. They will be responsible for providing services and need to be properly communicated with so that they know the company’s needs and expectations. See Table 8. They will need to be communicated with during the negation or start of service, and monthly or as needed via emails and phone conversations since these service providers will be remote. See Table 9 for communication plans for all stakeholder groups.

**Resource Allocation Plan**

**Table 15**

***Resource Allocation Plan***

|  |  |  |
| --- | --- | --- |
| **Resource** | **Phases Needed** | **Reason** |
| Steering Committee (CEO & Board of Directors) | Initiation  Planning  Closing | Project Approval |
| Decision Makers (CEO & CIO) | Initiation  Planning  Monitoring and Controlling  Closing | Major Unforeseen Decision |
| Software Development Team | Execution  Monitoring and Controlling | Developing the Project, Monitoring and Controlling as needed |
| Marketing Team | Monitoring and Controlling | Advertising during the life of the project- launch date and beyond |
| Customer Service Team | Monitoring and controlling | Assisting customers during the life of the project- launch date and beyond |
| Managed hosting service | Execution  Monitoring and controlling | Need service to be started before the project is built, during the build, and beyond |
| Audiobook streaming service | Execution  Monitoring and controlling | Need service to be started before the project is built, during the build, and beyond |
| Cost for Audiobook streaming service | Execution  Monitoring and controlling | Need service to be started before the project is built, during the build, and beyond |
| Cost for Managed Hosting Service | Execution  Monitoring and controlling | Need service to be started before the project is built, during the build, and beyond |

Table 15 shows a Resource Allocation Plan which displays how the necessary resources will be allocated if this project is approved. The steering committee will be involved during the initiation, planning, and closing phases. They are the ones who decided that a solution was needed and used their authority to designate the implementation of a solution. They need to be involved in every major unforeseen decision, approve the project plan, and the closing of the project. The Decision Makers, especially, Therese Parks, who have been given the proper authority to manage and implement the project, will be making decisions during every phase of the project lifecycle. The Software Development Team will be needed for the Execution phase and the Monitoring and Controlling Phase. They will be responsible for developing the project and monitoring and controlling it as needed during the build and after the build. The Marketing Team will be involved during the Monitoring and Controlling phase. This is when the project is completed and ready to be launched. They will be responsible for advertising the changes brought about by the project to customers. The Customer Service Team will be involved during the Monitoring and Controlling phase. This is when the project is completed and ready to be launched. They will be responsible for assisting customers during the life of the project- launch date and beyond. Finally, during the Execution and Monitoring and Controlling phases, the audiobook streaming service and the managed hosting provider, along with costs associated with these services will be needed. These services need to be started before the project is built, during the build, and beyond because the new web application depends on them.

**Gaps and Impact on Other Projects**

This section discusses details of existing gaps in overall company performance that this proposed project will fill for the company, and how the proposed project will impact other active IT projects if approved. These gaps will be discussed in categories according to how they affect all stakeholders in the company.

***Gap 1***

The current problem is impacting the steering committee. Because of the problem of an excessively slow-loading website, the steering committee has taken notice that employees have been more frustrated with lower performance rates than usual, and customer complaints have been higher than usual. The CEO manages the company and the Board of Directors and is interested in the pursuit of goals that are meant to drive the company forward, but with such a major technical issue at hand, she has had to leave some major company decisions and investments at a standstill to decide how to solve the website problem. The Board of Directors counsels the CEO and helps reach those goals by actions steps. The CEO and Board of Directors have been holding long meetings and working extended hours trying to come up with a solution to several major problems in the company, and the website problem is another major weight added to the workload. The increasing public customer complaints have been placing the steering committee under a lot of pressure to make changes quickly before the company loses significant business. Also, the CMS service provider that currently hosts the company’s website and audiobook database is charging higher fees which the company does not want to pay.

**Improvements Resulting from the Proposed Solution.**

The purpose of the proposed *customized audiobook-streaming web application* is to solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. The solution will provide the steering committee with the assurance that the new modern and fast web application will give the customers the cutting-edge technology service that they expect and increase customer satisfaction, greatly minimizing negative reviews (See Figure 1 on page 8). With the expected outcomes of increased customer satisfaction by 25%, decreasing web application expenses by 50%, and the decrease of audiobook accessibility slowness and freezing by 90%, the steering committee stakeholder group could then turn its attention to solving other major company problems, which they had to place on hold to solve the website issue.

***Gap 2***

The decision-maker stakeholders will be the CEO, Mary Bach, and the CIO Therese Parks. As a decision-maker, the CEO and I are interested in making decisions that are pertinent to the company’s success. The CEO is interested in the pursuit of goals that are meant to drive the company forward, but with such a major technical issue at hand, she has had to leave some major company decisions and investments at a standstill to decide how to solve the website problem. Every major decision that was not previously approved must be approved by Mary Bach, before proceeding. As a decision-maker, I have been tasked with choosing and implementing a software solution and I have been given the proper authority to act according to this role. Together with the Board of Directors, I have been counseling the CEO and helping reach those goals by providing a definition of the business goals, defining the website problem, and preparing a solution. We have been holding long meetings and working extended hours trying to come up with a solution to several major problems in the company, and the website problem is another major weight added to the workload. The increasing public customer complaints have been placing the decision-makers under a lot of pressure to make changes quickly before the company loses significant business.

**Improvements Resulting from Proposed Solution**

The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. The solution will provide the decision-makers with the assurance that the new modern and fast web application will give the customers the cutting-edge technology service that they expect and increase customer satisfaction, greatly minimizing negative reviews (See Figure 1). With the expected outcomes of increased customer satisfaction by 25%, decreasing web application expenses by 50%, and the decrease of audiobook accessibility slowness and freezing by 90%, the steering committee stakeholder group could then turn its attention to solving other major company problems, which they had to place on hold to solve the website issue.

***Gap 3***

As the Project Sponsor, I will hold certain responsibilities such as ensuring that the project delivers the agreed business benefits, representing the organization, and being a champion for the project (Wgu.edu, n.d.). As the Project Manager, I am responsible for managing the project and need to have a team of capable software developers who are skilled in project development. As the Project Sponsor and Manager, I am responsible for overseeing, planning, and guiding the implementation of multiple projects, but the slow website problem has taken up most of my attention and the other projects have either been placed on hold or slowed significantly.

**Improvements Resulting from Proposed Solution**

The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. The solution will provide me, as the Project Manager and Project Sponsor, with the assurance that the new modern and fast web application will give the customers the cutting-edge technology service that they expect and increase customer satisfaction, greatly minimizing negative reviews. With the successful implementation of the *customized audiobook-streaming web application,* I could then turn its attention to other company projects which I had to place on hold to solve the website issue.

***Gap 4***

The software development team consists of front-end developers, Raul Ross and Jane Doe, and the backend developers Lu Shiba and Jeff Cane. The team is responsible for performing the project work and will be actively involved in this endeavor. They hold crucial responsibility for the development of the project according to the business requirements given to them by the project manager. They have been involved in the development of multiple projects with deadlines, but the slow website problem has taken up most of their attention and the other projects have either been placed on hold or slowed significantly. The overall mood among the team members is frustrated and negative, and production rates are slower than usual.

**Improvements Resulting from Proposed Solution**

The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. With the successful implementation of the *customized audiobook-streaming web application,* the developers could then turn their attention to other company projects which I had to place on hold to solve the website issue.The overall mood among the team will be positive and productivity will increase. Refer to Figure 2.

***Gap 5***

The marketing team consisting of Senior Director of Marketing, Paul Jones, and Mary Beth, will be responsible for keeping the customers informed about the project. With the current problem of an excessively slow-loading website that sometimes freezes, the marketing team has been competing against negative customer reviews and trying to keep up the image of the company to the public. The marketing team manages the company’s social media accounts, and they are dealing the conflicting ideas on how to advertise a website that has such major issues. They’ve been apologizing and responding to negative comments left by customers and the overall mood in the department has been discouraged and frustrated.

**Improvements Resulting from Proposed Solution**

The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. With the successful implementation of the *customized audiobook-streaming web application,* the marketing department will have some major positive changes to inform customers about. They will feel confident in running the company’s advertising campaigns, the overall mood among the team will be positive, and productivity will increase. Refer to Figure 1.

***Gap 6***

The customer service team consisting of Senior Director of Customer Service, Janette Osteen, and 20 customer service employees, will be responsible for assisting customers during the transition. They help customers navigate the website and the customer service team has been responding to and assisting customers through the website issues of excessive slowness and freezing. They have been dealing with complaints and angry customers. Team members have been apologizing and responding to negative comments given by customers and the overall mood in the department has been discouraged and frustrated.

**Improvements Resulting from Proposed Solution**

The implementation of the *customized audiobook-streaming web application* will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website which will enhance the customer experience. With the successful implementation of the *customized audiobook-streaming web application,* the customer service department will experience major positive changes and receive fewer customer complaints. They will feel confident in serving the company’s customers and the overall mood among the team will be positive, and productivity will increase. Refer to Figure 1.

***Impact on Other IT Projects***

Some IT Projects currently underway at Motivate Audio, LLC is the implementation of a new VOIP system and the audio recordings of 50 new audiobooks to be launched in one year.

The goal of the VOIP system implementation was to assist the customer service team in handling the increasingly large number of customers that called in for assistance. However, the new VOIP system may not be used at much as anticipated once the new cutting-edge web application is installed. This is because customers will not be calling in as much for complaints or assistance with the slow-loading website issue. The audio recordings of 50 new books by next year, is a project that has slowed down because the recording artists were aware that adding more books to the existing website hosted by the current CRM provider would only make the website slower, so they hesitated to keep up with the project’s timeline. However, with the implementation of the new fast-loading audiobook web application, this recording project will most likely speed up as well, when the recording artists realized that a large number of audiobooks will not cause the website to slow down.

# Project Plan

The project will be implemented by a series of 5 phases using an SDLC *iterative* approach. See Table 15. The following phases will be used for implementation:

1. During the *initiation* phase, the project’s goals will be defined, the project charter will be completed, and a list of stakeholders will be put together.
2. During the *planning* phase, the scope will be defined, a project plan will be created, a budget will be set, and roles and responsibilities will be defined.
3. During the *execution* phase, project resources will be managed and allocated, the project will be built, and any third-party services will be initiated, any issues will be faced as they arise, and the project will be implemented.
4. During the *monitoring* *and* *controlling* phase, cost and progress will be tracked and it will be ensured that the project is adhering to the plan to prevent any chance of scope creep or disruptions.
5. During the *closing* phase, the implementation along with all necessary documentation will be completed and finalized.

The company needs a new web application because the current website either freezes or excessively slows down when multiple users are downloading audiobooks at the same time. All the books are hosted on a CMS-supported web server and accessed via the website. With many audiobooks and a growing number of customers, the CMS-supported application service is excessively slow. The project’s primary goal is to deliver audiobook accessibility speed improvements so that customers can access audiobooks quickly and dynamically. To accomplish this, as the new CIO of Motivate Audio, LLC, I am proposing the implementation of a customized audiobook-streaming web application that will solve the current problem of an excessively slow-loading website and allow users to stream audiobooks directly from the website. See Table 14. This primary goal can be accomplished by the successful completion of the following 6 goals or objectives:

1. Provide cutting-edge audiobook services that customers expect in a modern economy.
2. Increase customer satisfaction by 25%.
3. Cut web application expenses by 50%.
4. Decrease audiobook accessibility slowness and freezing by 90%.
5. Integrate the existing point of sale (POS) system into the new web application.
6. Launch the new project by September 1st before the company gets charged for another year of services by the current CMS provider

**Table 14**

***Project Goal, Objectives, and Deliverables***

|  |  |
| --- | --- |
| **Primary Goal:** Deliver audiobook accessibility speed improvements so that customers can access audiobooks quickly and dynamically. | |
| **Objectives** | **Deliverables (Milestones)** |
| ***Objective 1:***Provide cutting-edge audiobook services that customers expect in a modern economy | *Deliverable*: Provide dynamic access to audiobooks without the need to download  *Deliverable*: Provide a monthly subscription payment that gives customers access to all books. |
| ***Objective 2:*** Increase customer satisfaction by 25%. | *Deliverable:* Notify the customers of the new and improved application before it is launched.  *Deliverable:* Notify the customers once the new application is launched and give them 2 months to switch over to the new application.  *Deliverable:* Provide monthly surveys for customers to leave feedback about the new web application after it is launched. |
| ***Objective 3:*** Cut web application expenses by 50%. | *Deliverable:* Choose a reputable and cost-friendly managed hosting.  *Deliverable:* Use the in-house development team for project development. |
| ***Objective 4:***  Decrease audiobook accessibility slowness and freezing by 90%. | *Deliverable:* Use custom code as a lightweight option for front-end development.  *Deliverable:* Create custom API for quick and easy access to audiobook data from the web application.  *Deliverable*: Host the server, API, and web application with cutting-edge cloud services to deploy and scale the application dynamically according to the number of users.  *Deliverable:* Host the audiobooks with cutting-edge fast audiobook streaming services so that customers can listen to audiobooks on the go and from any device*.* |
| ***Objective 5:*** Integrate the existing point of sale (POS) system into the new web application | *Deliverable:* Research the best way to integrate the existing POS service into the new web application.  *Deliverable:* Integrate the POS system into the new web application so that customers can access account information and manage subscriptions. |
| ***Objective 6:*** Launch the new project by September 1st before the company gets charged for another year of services by the current CMS provider. | *Deliverable:* Complete the new web application.  *Deliverable:* Launch the new web application.  *Deliverable:* Back up and remove the company’s proprietary data from the account with the existing CMS provider.  *Deliverable:* Cancel the service with the existing CMS provider. |

The timeline presents information according to deliverables, which could be happening in more than one phase at the same time. The objectives are the goals that cannot in themselves be put into the timeline because they are simply high-level goals without action steps. However, the deliverables that belong to each objective are tangible action steps that help reach those goals and these can be placed on the timeline. See Table 15.

**Table 15**

***Timeline with Milestones or Deliverables with Dates***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Milestone (Deliverable)** | **Phase (Not Measured by Time)** | **Duration of Deliverable** | **Start Date** | **End Date** |
| ***Deliverable* (Objective 3)** Choose a reputable and cost-friendly managed hosting. | Planning | 9 workdays | March 11, 2022 | March 19, 2022 |
| ***Deliverable* (Objective 5)** Research the best way to integrate the existing POS service into the new web application. | Planning | 9 workdays | March 11, 2022 | March 19, 2022 |
| ***Deliverable* (Objective 6)** Back up and remove the company’s proprietary data from the account with the existing CMS provider. | Execution,  Closing, Monitoring & Controlling | 8 workdays | March 19, 2022 | March 26, 2022 |
| ***Deliverable* (Objective 4)** *Host* the audiobooks with cutting-edge fast audiobook streaming services so that customers can listen to audiobooks on the go and from any device*.* | Execution, Monitoring & Controlling | 1 Month | March 27, 2022 | April 27, 2022 |
| ***Deliverable* (Objective 3)** Use the in-house development team for project development. | Execution, Monitoring & Controlling | 1 Month | March 27, 2022 | April 27, 2022 |
| ***Deliverable* (Objective 4)** *Use* custom code as a lightweight option for front-end development. | Execution, Monitoring & Controlling | 1 Month | March 27, 2022 | April 27, 2022 |
| ***Deliverable* (Objective 4)** *Host* the server, API, and web application with cutting-edge cloud services to deploy and scale the application dynamically according to the number of users. | Execution, Monitoring & Controlling | 1 Month | March 27, 2022 | April 27, 2022 |
| ***Deliverable* (Objective 4)** *Create* custom API for quick and easy access to audiobook data from the web application. | Execution, Monitoring & Controlling | 1 Month | March 27, 2022 | April 27, 2022 |
| ***Deliverable* (Objective 1)** Provide dynamic access to audiobooks without the need to download | Execution, Monitoring & Controlling | 1 Month | March 27, 2022 | April 27, 2022 |
| ***Deliverable* (Objective 1)** Provide a monthly subscription payment that gives customers access to all books. | Execution, Monitoring & Controlling | 8 workdays | April 27, 2022 | April 3, 2022 |
| ***Deliverable* (Objective 5)** Integrate the POS system into the new web application so that customers can access account information and manage subscriptions. | Execution, Monitoring & Controlling | 8 workdays | April 4, 2022 | April 11, 2022 |
| ***Deliverable* (Objective 6)** Complete the new web application. | Execution, Monitoring & Controlling | 1 Month | March 27, 2022 | April 27, 2022 |
| ***Deliverable* (Objective 2)** Notify the customers of the new and improved application before it is launched. | Execution, Monitoring & Controlling | 8 days (64 hours) | April 28, 2022 | May 18, 2022 |
| ***Deliverable* (Objective 6)** Launch the new web application. | Execution,  Monitoring & Controlling | 8 days (64 hours) | May 19, 2022 | May 26, 2022 |
| ***Deliverable* (Objective 2)** Notify the customers once the new application is launched and give them 2 months to switch over to the new application. | Closing,  Monitoring & Controlling | 4 days (32) | May 26, 2022 | April 30, 2022 |
| ***Deliverable* (Objective 6)** Cancel the service with the existing CMS provider. | Execution, Closing,  Monitoring & Controlling | 4 days (32) | May 26, 2022 | May 30, 2022 |
| ***Deliverable* (Objective 2)** Provide monthly surveys for customers to leave feedback about the new web application after it is launched. | Monitoring & Controlling | 4 days (32) | May 26, 2022 | May 30, 2022 |

**Scope**

The project scope describes the boundaries of the proposed solution and defines what is included and what is not included in the project. The proposed solution will include designing a custom audiobook web application where customers can purchase and listen to audiobooks on the go from any device, delivering the new web application, and allowing customers to pay for a monthly subscription to access all audiobooks.

Thus, the following are in scope for the project: Design a custom audiobook app where customers listen to audiobooks on the go from any device; Deliver the new custom audiobook web app; Customers will be able to pay for a monthly subscription to have access to all audiobooks. On the other hand, the following is outside of the scope of this project: In-depth training sessions for employees on how to use the app; Allow customers to purchase individual audiobooks and download them.

**Assumptions**

It will be assumed that employees will easily transition to the use of the new app since the custom application will mirror the design of the existing website. Employees should be able to learn how to navigate the web application quickly to be able to assist customers who may need assistance. It is assumed that the current high-speed internet service, has nothing to do with the problem of the slow-moving web application and will therefore not affect the new faster web application in any way.

**Project Phases**

SDLC Phases are not always completed consecutively, and more than one phase can be occurring at the same time, and even for the length of the project. However, this section will describe the phases, and what will occur during each phase, according to approximate start and end dates to give us the backbone to work with. During the *initiation* phase, the project’s goals will be defined, the project charter will be completed, and a list of stakeholders will be put together. See Table 15.

***Planning***

The planning phase will start on March 11, 2022, and end on March 19, 2022. Project *initiation* will be considered part of the planning phase for this project. “In this phase, the primary tasks will be identifying technical requirements, developing a detailed project schedule, creating a communication plan, and setting up goals/deliverables (Kiss flow, 2022)”. During the *planning* phase, the scope will be defined, a project plan will be created, a budget will be set, and roles and responsibilities will be defined.

***Execution***

The execution phase will start on March 19, 2022, and continue through May 30, 2022. During the *execution* phase, project resources will be managed and allocated, the project will be built, and any third-party services will be initiated, any issues will be faced as they arise, and the project will be implemented.

***Monitoring and Controlling***

The monitoring and controlling phase will start on March 19, 2022, and continue through to May 30, 2022. “The project monitoring and controlling phase run simultaneously with project execution, thereby ensuring that objectives and project deliverables are met (Kissflow, 2022)”. During the *monitoring* *and* *controlling* phase, cost and progress will be tracked and it will be ensured that the project is adhering to the plan to prevent any chance of scope creep or disruptions.

***Closing***

The closing phase will start on April 30, 2022, and continue through May 30, 2022. “The final task of this phase is to review the entire project complete a detailed report that covers every aspect (Kissflow, 2022)”. During the *closing* phase, the implementation along with all necessary documentation will be completed and finalized.

**Timelines**

This section explains explaining the reasoning behind the length of time required for each aspect of the proposed implementation. See Table 15.

Choosing a reputable and cost-friendly hosting provider, and researching the best way to integrate the existing POS service into the new web application will take 9 workdays to complete because it will take an estimate of 9 days to research before making the best decisions possible for this project.

Backing up and removing the company’s proprietary data from the account with the existing CMS provider will take approximately 8 workdays because the amount of data is large and deciding the best format and storage space for these important company assets is crucial.

*Hosting* the audiobooks with cutting-edge fast audiobook streaming services so that customers can listen to audiobooks on the go and from any device*,* using the in-house development team for project development, using custom code as a lightweight option for front-end development, hosting the server, API, and web application with cutting-edge cloud services to deploy and scale the application dynamically according to the number of users, *create* custom API for quick and easy access to audiobook data from the web application, and providing dynamic access to audiobooks without the need to download, will take approximately one month to achieve, because third parties will be involved and all of these actions are related and intertwine or depend on each other.

Providing a monthly subscription payment that gives customers access to all books, should take about 8 workdays for research and development.

Integrating the POS system into the new web application so that customers can access account information and manage subscriptions, should take approximately 8 workdays for research and development.

To complete the new web application should take approximately one month because it will involve developing different parts which will need to be integrated into one application and connected to external services.

Notifying the customers of the new and improved application before it is launched, will need approximately 8 days to give the customers time to adjust or act accordingly.

Launch the new web application should day approximately 8 days to allow time for any debugging or fixes once the application is live.

Notifying the customers once the new application is launched and giving them 2 months to switch over to the new application, will take this long because people tend to get used to a familiar way of doing things, and making changes too quickly could cause us to lose our customer base.

Finally, canceling the service with the existing CMS provider, and providing monthly surveys for customers to leave feedback about the new web application after it is launched, should take approximately 4 days to complete, the canceled service needs to be done correctly without rushing, and the surveys require research and development before being sent out to customers.

**Dependencies**

Besides project approval, the implementation of this project depends on the proper time allotted to each milestone including workday hours. If an employee is sick, the hours will need to be made up somehow, for example, a few other employees volunteering to work weekends. The project also depends on full access to high-speed internet because most of the work requires internet use. The project also depends on the willing cooperation of all stakeholder groups.

**Risk Factors**

4 project risks need to be addressed and discussed that could be present during the implementation of the customized audiobook streaming web application. These risks include not spending enough time on product strategy, choosing the wrong platform, miscommunication which can cause misfires, and the hosting companies could raise their prices. See Table 10.

***Human Risk Factors***

The risk of miscommunication can cause misfires, concerns the company’s time asset which will be affected by the timeliness by which the solution is built and launched, the likelihood is possible, the consequence would be the delay of the launch date if developers develop out of scope and must re-do their work. The level of risk is minor with a moderate priority, and existing controls include a Project Management Plan that includes a timeline for deliverables and a Stakeholder Communication Plan which includes a daily communication plan for the Software Development Team via emails and meetings. See Table 9. Miscommunication can cause misfires when there is inconsistent communication with the team. See Table 10. Team members may think that they understand what is expected of them and begin developing part of the project, without having full instructions or guidance. This could lead to the need for that part of the project to be re-developed, which could cause a delay in the project launch date. “Unless you’re checking in regularly, this lack of regular chick-ins is bound to cause issues (Distillery, 2020)”. Therefore, a Project Management Plan that includes a timeline for deliverables has been created along with a Stakeholder Communication Plan.

The risk of choosing the wrong platform, due to the human error of failing to conduct proper research or rushing into a decision without enough information, concerns the company’s website asset or customized audiobook web application, the likelihood is rare, the consequence would be a failure to generate high-speed browsing, the level of risk is minor with a high priority, and the existing controls include sufficient research that has already been done on the chosen hosting companies. See Table 10. Since all platforms have pros and cons, choosing the right platforms for Motivate Audio LLC’s website and data hosting as well as audiobook streaming, and hosting must be accomplished through careful research and selection. “Platform selection should be carefully tailored to the task at hand (Distillery, 2020)”. The web application will be built tailored to the hosting services which the company will be using, so the choice of platform affects the application web application during development and after the website is launched. Therefore, sufficient research has already been done on the chosen hosting companies, which have high the highest industry reputations and reviews.

***Financial Risk Factors***

The risk of not spending enough time on product strategy concerns the company’s business asset which will be affected by the customized audiobook web application, the likelihood is possible, the consequence would be a failure to generate a return on investment, the level of risk is minor with a high priority, and existing controls include a project management plan that has already been created. See Table 10. Even with a strong vision for the customized audiobook web application, a well-built app can still fail to generate a return on investment (ROI), especially if it has competitive deficiencies or the current users do not find it relevant. The business of the company will be highly affected by the development of the solution according to strategy. Therefore, a well-planned strategy is needed (Distillery, 2020). To control this risk, a detailed Project Management Plan has been created with a development strategy that aligns with the company’s goals and planned expected project outcomes, including an increase in customer satisfaction rates by 25%. These outcomes will be continuously measured after the project launch on a month-to-month basis for the following year.

***Environmental Risk Factors***

The risk of hosting companies raising prices due to some sudden environmental challenges that they could be facing, such as a hurricane destroying one of their server warehouses. This concerns the company’s finances, the likelihood is rare, the consequence would be higher charges than originally anticipated, the level of risk is minor with a low priority, and existing controls include choosing hosting companies that have a reputation of financial consistency and honesty. See Table 10. Hosting companies usually have agreements that state that they could make changes to prices if they desire to with or without the approval of customers, but they promise to give enough warning ahead of time so that the customer could take actions accordingly and as needed. However, the hosting companies which Motivate Audio, LLC will be partnering with for the project implementation have excellent reputations for fair pricing and consistent service, and the likelihood of them raising their prices is low. Therefore, hosting companies that have a reputation of financial consistency and honesty have already been chosen.

**Important Milestones**

This section details the proposed milestones or deliverables as shown in Table 15. Choose a reputable and cost-friendly managed hosting is part of the planning phase and will take approximately 9 workdays starting on March 11, 2022, and ending on March 19, 2022. Actions required include in-depth research before deciding on the chosen vendor.

Researching the best way to integrate the existing POS service into the new web application is part of the planning phase and will take approximately 9 days starting on March 11, 2022, and ending on March 19, 2022. Actions required include auditing the current use of the POS system with the old website and in-depth research before deciding on the best way to integrate the existing POS system into the new web application.

Back up and removal of the company’s proprietary data from the account with the existing CMS provider is part of the execution, monitoring and controlling, and closing phases and will take approximately 8 days starting March 19, 2022, and ending on March 26, 2022. The company’s data includes customer account information and audiobook files. Methods of storing including formats and location must be decided before the backup takes place.

Hosting the audiobooks with cutting-edge fast audiobook streaming services so that customers can listen to audiobooks on the go and from any deviceis part of the execution, monitoring, and controlling phases and will take approximately 1 Month from March 27, 2022, to April 27, 2022. Actions will include initiating an account with the chosen vendor, uploading the audiobook files to the vendor’s storage and streaming service, and using this connection throughout the execution, monitoring, and controlling phases.

Using the in-house development team for project development is part of the execution, monitoring, and controlling phases and will take approximately 1 Month from March 27, 2022, to April 27, 2022. Actions will include the cooperation of the frontend and backend developers and communication with the Project Manager. Front-end developers will be tasked with building the user interface and backend developers will be tasked with managing the audiobook storage and accessibility and building a custom API so that the front end and backend can communicate seamlessly. The frontend and backend developers must work together, led by the Project Manager to integrate the front end with the back end into one user-friendly and fast custom audiobook web application.

Using custom code as a lightweight option for front-end development is part of the execution, monitoring, and controlling phases and will take approximately 1 Month from March 27, 2022, to April 27, 2022. Actions will include using tools that enable a custom backend such as Node.js and jQuery, and front-end coding languages such as HTML, CSS, and JavaScript to build the interface. Custom code requires fewer files, provides more control over customization, and runs a lot faster and smoother than a CMS-built and provided application.

Hosting the server, API, and web application with cutting-edge cloud services to deploy and scale the application dynamically according to the number of users is part of the execution, monitoring, and controlling phases and will take approximately 1 Month from March 27, 2022, to April 27, 2022. Actions include ensuring that thorough research is conducted before these choices are made and uploading necessary files so that these services can be used and tested during the project development and execution phases.

Creating a custom API for quick and easy access to audiobook data from the web application is part of the execution, monitoring, and controlling phases and will take approximately 1 Month from March 27, 2022, to April 27, 2022. Front-end developers will be tasked with building the user interface and backend developers will be tasked with managing the audiobook storage and accessibility and building a custom API so that the front end and backend can communicate seamlessly.

Providing dynamic access to audiobooks without the need to download the application is part of the execution, monitoring, and controlling phases and will take approximately 1 Month from March 27, 2022, to April 27, 2022. Customers will be able to access audiobooks on the application on the go and from any device.

Providing a monthly subscription payment that gives customers access to all books is part of the execution, monitoring, and controlling phases and will take approximately 1 Month from March 27, 2022, to April 27, 2022. Actions will include an implementation of a subscription payment that will give customers access to all audiobooks without the need to download each book.

Integrating the POS system into the new web application so that customers can access account information and manage subscriptions is part of the execution, monitoring, and controlling phases and will take approximately 8 days from April 4, 2022, to April 11, 2022. Actions will include using the existing POS systems API to integrate the POS interface into the new web application.

Completing the new web application is part of the execution, monitoring, and controlling phases and will take approximately 1 Month from March 27, 2022, to April 27, 2022. Actions will include integrating the POS system, providing a monthly subscription, providing dynamic access to audiobooks, creating a custom API, custom development using inhouse developers, researching hosting the audiobooks on audiobook hosting and streaming service, hosting the web application files, and backing up and removing the company’s data from the old CMS service provider.

Notifying the customers of the new and improved application before it is launched is part of the execution, monitoring, and controlling phases and will take approximately 8 days from April 28, 2022, to May 18, 2022. Actions will include communicating with the Marketing team so that they could send out advertisements to customers about the new application.

Launching the new application is part of the execution, monitoring, and controlling phases and will take approximately 8 days from May 19, 2022, to May 26, 2022. Actions will include launching the application and allowing the customers to start using it. The development team will be closely monitoring the new app, debugging, and fixing any issues that may arise.

Notify the customers once the new application is launched and give them 2 months to switch over to the new application is part of the closing, monitoring, and controlling phases and will take approximately 4 days from May 26, 2022, to April 30, 2022. Actions will include giving the customers a clear message that the old app will be permanently taken away and the new one will take its place.

Cancel the service with the existing CMS provider is part of the execution, closing, monitoring, and controlling phases and will take approximately 4 days from May 26, 2022, to April 30, 2022. Actions will include setting the service to cancel two months out on a specific date, as the customers have been notified.

Providing monthly surveys for customers to leave feedback about the new web application after it is launched is part of the monitoring and controlling phases and will take approximately 4 days from May 26, 2022, to April 30, 2022. Actions will include constructing surveys and sending them out to customers.

**Details of Project Launch**

The proposed project launch will be straightforward with little hassle. It will take place while the old application is still operating. Customers will be given 2 months to switch over to the new application and will be assisted by the customer service team during the transition. The marketing team will advertise and alert customers beforehand, and at the time of the launch. The web application will have been continuously tested during the development phase, but when it is launched, it will simply be made *public* so that customers can now access it. The development team will be closely monitoring the new app, debugging, and fixing any issues that may arise.

**Strategy for Implementation**

The Software Development Life Cycle (SDLC) process using an iterative model is the preferred method to use for the project planning and implementation because it allows for a more structured, yet flexible iterative approach that can be tailored to the specific project being worked on. According to the SDLC methodology and the Project Management Body of Knowledge (PMBOK), “a project management life cycle consists of 5 distinct phases including initiation, planning, execution, monitoring, and closure that combine to turn a project idea into a working product (Kissflow, 2022)”. The SDLC process will be tailored to fit the nature of the customized audiobook-web application. Each of the five phases will act as a guide for when deliverables will be completed to reach KPI objectives and project outcomes.

***IT Operations***

The strategy for implementing this project will incorporate core aspects of information technology principles and tools including IT Operations, by building the business case for the project, creating a project plan, establishing clear and consistent communication, maintaining a schedule, and closely monitoring the project for scope creep (York, 2021).

***Enterprise Architecture***

The strategy for implementing this project will incorporate core aspects of information technology principles and tools including Enterprise Architecture, by helping Motivate Audio, LLC to attain its goals and continually govern the implementation of a new audiobook web application to meet business goals and objectives (Ugwu, 2017). “It is an adage that EA ensures business and IT strategy alignment (2017)”.

***Disaster Recovery***

The strategy for implementing this project will incorporate core aspects of information technology principles and tools including Disaster Recovery by keeping backups of all company data including customer information, and audiobook files, and by choosing reputable hosting companies who are known for having the best IT practices for disaster recovery in place.

***Information Security and Assurance***

The strategy for implementing this project will incorporate core aspects of information technology principles and tools including Information Security and Assurance by choosing third party vendors who are enforcing multi-level security and information services, not allowing customers to download or keep audiobooks, and requiring multi-factor authentication for customers to log in to the web app.

**Documentation Deliverables**

The Project Business Case is a kickoff document that provides justification for the project and explains the project’s reason, goals, objectives, and planned outcomes (2022). The Risk and Issues Log logs risks and issues that arise. The Project Communication Plan “ensures effective communication amongst the project team and stakeholders (2022)”. The project schedule provides a timeline with start and end dates for deliverables. The Lessons Learned document “is an essential document that contributes to the project knowledge and improvement within an organization (2022)”. Thus, the document deliverables that will be needed for this project are the Project Business Case, Risk and Issues Log, Project Communications Plan, Project Schedule, and the Lessons Learned Register (Windsor, 2022).

**Hardware and Software Deliverables**

Again, this is pretty self-explanatory. Just be sure and discuss all proposed hardware and software deliverables for the proposed project.

***Hardware***

For hardware, there will be now new hardware deliverables for the implementation of this project because only software will be used. However, the software depends on hardware, so all project team members will be using company computers connected to a physical company network, with internet access that uses a physical point of connection and routers.

***Software***

For Software, deliverables that are software-based are as follow:

* Provide dynamic access to audiobooks without the need to download
* Use the in-house development team for project development.
* Use custom code as a lightweight option for front-end development.
* Create a custom API for quick and easy access to audiobook data from the web application.
* Host the server, API, and web application with cutting-edge cloud services to deploy and scale the application dynamically according to the number of users.
* Host the audiobooks with cutting-edge fast audiobook streaming services so that customers can listen to audiobooks on the go and from any device*.*
* Integrate the POS system into the new web application so that customers can access account information and manage subscriptions.
* Complete the new web application.
* Launch the new web application.
* Back up and remove the company’s proprietary data from the account with the existing CMS provider.

**Evaluation Framework**

Evaluation for this project will take place according to a results-based evaluation framework that includes *ongoing monitoring* to identify and highlight problems as they emerge, *regular monitoring,* analyzing issues and suggesting follow-up measures, and *monitoring* at *specific times* of the project life to review the whole strategy and recommend adjustments (Gumz & Parth, 2007). The project will be evaluated based on the following planned outcomes.

* Increase customer satisfaction by 25%.
* Cut web application expenses by 50%.
* Decrease audiobook accessibility slowness and freezing by 90%.

If the outcomes meet or exceed the planned percentages, then the project will be considered successful.

***Ongoing Monitoring***

The project’s activities and outcomes will be monitored, evaluated, and assessed by ongoing monitoring. “Evaluation is a time-bound exercise to assess systematically and objectively the relevance, performance, and success of ongoing and completed projects (Gumz & Parth, 2007).” Whether customer satisfaction rates increase by 25% will be monitored by surveys which will be sent out to customers and available on the website at a regular interval of once a month. This evaluation will provide a regular determination of the project’s performance and success.

***Regular Monitoring***

The project’s activities and outcomes will be monitored, evaluated, and assessed by regular monitoring. “Results-based monitoring goes beyond implementation monitoring in that it examines what changes are occurring in the real world (Gumz & Parth, 2007).” Whether the audiobook accessibility slowness and freezing by 90% are met, will be evaluated continuously and daily. This evaluation will be conducted throughout the life of the project and will examine actual changes.

***Monitoring at Specific Times***

The project’s activities and outcomes will be monitored, evaluated, and assessed by monitoring at specific times. “Evaluation is undertaken to answer specific questions, to guide the sponsor, decision-makers, and managers, and to provide information on…what worked and what did not work, and why (Gumz & Parth, 2007).” Whether web application expensed by been decreased and remain decreased by 50% will be measured every 6 months. This evaluation will guide the company and provide information on what worked and what did not work.

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