Home-Grown Productions Event Ticket Sales Project

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INTRODUCTION

Purpose of Plan

The Home-Grown productions Event Ticket Sales Project Plan will provide a definition of the project, including the project's goals and objectives. Additionally, the Plan will serve as an agreement between the following parties: Project Sponsor, Steering Committee, Project Manager, Project Team, and other personnel associated with and/or affected by the project.

The Project Plan defines the following:

– Project purpose
– Business and project goals and objectives
– Scope and expectations
– Roles and responsibilities
– Assumptions and constraints
– Project management approach
– Ground rules for the project
– Project budget
– Project timeline
– The conceptual design of new technology

Background Information

Abdullahi Ibrahim: Works at Xerox as a report and data analyst, currently attending ITT Technical Institute, Nashville TN. I've knowledge in the .NET framework and Java. I also have knowledge in web programming and Databases.

Josh Mooreland: Works for HCA as an Application Engineer, currently attending ITT Technical Institute, Nashville TN. Area of Specialties include ASP.NET, C#, C++, SQL Server 2008, Microsoft Office, Java, XHTML, HTML, JavaScript, DMExpress, UNIX (AIX).

Chris Bell: Works for HCA as a Test Tool Analyst, currently attending ITT Technical Institute, Nashville TN. Area of specialties include ASP.NET, C#, C++, SQL Server 2008, Microsoft Office, Java, XHTML, HTML, JavaScript.

Matthew Woods: Works at Xerox as a Quality Assurance Analyst, Currently attending ITT Technical Institute, Nashville TN. Area of Specialties include Java, JavaScript, ASP.Net, Visual Basic, SQL, Python, XHTML/CSS, NetBeans IDE, Visual Studios 2005/2010, MS Office.

Available Alternatives

The project requirement and scope is being put in place. The scheme of the database was also outlined. We have the use cases for the project. The development team made the decision to use the .NET framework for the project development. This decision was based on the availability of the framework for each individual in the development group. And every development member has a good knowledge and experience in the .NET framework. We will code in HTML, CSS, JavaScript and C# for this project.

Project Approach

This section should outline the way you will roll out the technology, including the highest level milestones.

For example:

Phase I: Secure agreement with the Group

Phase II: Order/Install Equipment

Phase III: Install/Test Software

Phase IV: Conduct Hardware/Software Testing

Phase V: Conduct Training

GOALS AND OBJECTIVES

Business Goals and Objectives

The business goals and objectives for this project will focus on implementing a working event ticket sales web application that:

- Improves customer's convenience to purchase tickets anytime and anywhere.
- Facilitates coordination and information sharing both internal and external to the participating organizations.
- Enhances the ability and effectiveness of staff to perform their jobs.
- Reduces staffing, by allowing customer purchase tickets anytime and anywhere.
- Provides high levels of data security.
- Provides an open, flexible, reliable technology base for the future.
- Facilitates the electronic capture of data at its source.
- Is easy to use.
- Eliminate redundant data entry throughout the organization.

Project Goals and Objectives

Sample project goals and objectives:

- Ensure that end users have input into the design process.
- Accomplish project business goals and objectives within defined budget and time parameters.
- Minimize impact to standard business operations within the affected units.
- Craft a favorable and secure agreement between the Department and the selected vendor.

Scope Definition

The Project will introduce new web based application. This project will give Customers a place to search and buy tickets for concerts and events sponsored by Home Grown Productions. The project will include a website where customer can register and purchase tickets. Customers will have a choice to have them mailed to them or opt for pick up at the event. Customers will have the choice to use a Credit Card or use their PayPal information as payment. Ticket Agents and Event Managers will have a separate part of the website, inaccessible by customers. Ticket Managers can Reserve or cancel customer tickets and also take ticket orders by phone. Event Mangers can do everything Ticket Agents can, and in addition, Managers can Block out seats for sale and create events. The backend of the website will be a Database that will house all the data needed for this project to run off of. This includes Event and Customer information. Payment information will be encrypted. The project will have the following functionality:

- A working web application.

- A secure web application.

- Ticket sales.

- Reservation of Tickets.

- Cancelation of Tickets

- Member sign-ups.

- Discount Processing

- Management of events and Tickets.

Including the following interfaces:

- Customer Interface.
- Agent and Management Console

Desired Enhancements
- Any?

Items beyond Scope

The project does not include the following:

- Smart Phone Functionality
- Desktop hardware upgrade or replacement
- Printers

Projected Budget

Work Breakdown Structure	Task	Hrs	Rate	Fixed Costs	Budget	Actual	Under/ Over
Week 1: 03/29/2013	• Requirements Document.	3	$20.00	$0.00	$160.00	$60.00	⬇ $100.00
	• Project Scope.	4	$20.00	$0.00	$160.00	$80.00	⬇ $80.00
Week 2: 04/05/2013	• User interface Prototype and layout	8	$15.00	$0.00	$360.00	$120.00	⬇ $240.00
	• Management Interface Prototype and	5	$15.00	$0.00	$120.00	$75.00	⬇ $45.00
	• Project Plan(Draft) o Includes Risk Analysis and Acceptance Criteria	8	$25.00	$0.00	$400.00	$200.00	⬇ $200.00
	• Software/Hardware Requirements	3	$15.00	$0.00	$45.00	$120.00	⬇ $75.00
Week 3 04/12/2013	• Database UML/Model	16	$20.00	$0.00	$320.00	$350.00	⬇ $30.00
	• Object and Interface Layout/Design	16	$15.00	$0.00	$400.00	$240.00	⬇ $160.00
	• Project Plan/Work Breakdown Structure (Revisal if needed)	32	$20.00	$0.00	$750.00	$640.00	⬇ $110.00
Week 4: 04/19/2013	• Project Plan(Final)	8	$20.00	$0.00	$200.00	$160.00	⬇ $40.00
	• Prototype for each user interface system	16	$15.00	$0.00	$300.00	$240.00	⬇ $60.00
	• Stub for each Class	16	$25.00	$0.00	$400.00	$400.00	$0.00
Week 5: 04/26/2013	• UAT testing for input validation	4	$15.00	$0.00	$100.00	$60.00	⬇ $40.00
	• Test data in database	8	$20.00	$0.00	$180.00	$160.00	⬇ $20.00
Week 6: 05/03/2013	• Integration Test Plan	8	$20.00	$0.00	$180.00	$160.00	⬇ $20.00

Week	Task	Hours					
	• Component tests ○ Full User bug reports ○ Bug resolution plan	16	$20.00	$0.00	$380.00	$320.00	⬇ $60.00
Week 7: 05/10/2013	• Ensure Subsystem Interfaces complete	2	$20.00	$0.00	$120.00	$40.00	⬇ $80.00
	• Bug Reports/Status and testing	6	$20.00	$0.00	$150.00	$120.00	⬇ $30.00
	• User documentation well written and easy for user to understand.	8	$15.00	$0.00	$140.00	$120.00	⬇ $20.00
Week 8: 05/17/2013	• Bug Fix Review	2	$10.00	$0.00	$50.00	$20.00	⬇ $30.00
	• System Test Plan	4	$20.00	$0.00	$100.00	$80.00	⬇ $20.00
	• Full integration with system	6	$20.00	$0.00	$130.00	$120.00	⬇ $10.00
Week 9: 05/24/2013	• Regression test plan	8	$20.00	$0.00	$200.00	$160.00	⬇ $40.00
	• Review risk assessment and acceptance criteria	16	$20.00	$0.00	$400.00	$320.00	⬇ $80.00
	• Project Presentation Outline.	8	$15.00	$0.00	$150.00	$120.00	⬇ $30.00
Week 10: 05/31/2013	• Full and Complete documentation	8	$15.00	$0.00	$120.00	$120.00	$0.00
	• Review any unresolved bugs	4	$15.00	$0.00	$100.00	$60.00	⬇ $40.00
Week 11:	• Presentation	2	$0.00	$0.00	$0.00	$0.00	$0.00
	• Full Project Deployment	3	25	$0.00	$100.00	$75.00	$25.00
	Total Hours:	**258**		**Total Budget:**	**$6215.00**	**$4220.00**	**$1995.00**

Risk Assessment

Intended use

The use of this program is for consumers to buy tickets to upcoming events in a variety of venues. The program will also allow ticket agents and ticket managers to facilitate purchases and reservations.

End users

The end users will be ticket agents and ticket managers for the managerial side of the application. They should have basic computer skills coupled with training of the system. The other end users will be the general public. Their computer skills will vary between very basic to very advanced.
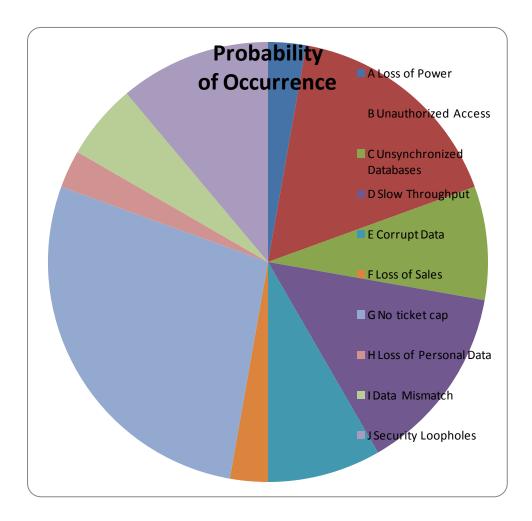
Foreseeable misuse

There are many foreseeable avenues of misuse. Ticket managers could be reserving tickets for friends or family without payment or ahead of when an event is going to go on sale. Ticket agents and managers could take personal information and use it for nefarious purposes. Scalpers could be buying tickets to various events in bulk. Advanced computer users could find a security hole in the software and exploit it for personal gain, notoriety, or activism.

Possible Risks

The following table lists a set of possible risks the program could see. Risk exposure (severity of the risk) is calculated by taking the probability of the occurrence and multiplying it by the impact of the risk.

Problem ID	Potential Problem	Probability of Occurrence	Impact of Risk	Risk Exposure
A	Loss of Power	1	10	10
B	Unauthorized Access	6	8	48
C	Unsynchronized Databases	3	5	15
D	Corrupt Data	3	8	24
E	Loss of Sales	1	9	9
F	No ticket cap	10	3	30
G	Loss of Personal Data	1	10	10
H	Data Mismatch	2	10	20
I	Security Loopholes	4	9	36

Probability of Occurrence

- A Loss of Power
- B Unauthorized Access
- C Unsynchronized Databases
- D Slow Throughput
- E Corrupt Data
- F Loss of Sales
- G No ticket cap
- H Loss of Personal Data
- I Data Mismatch
- J Security Loopholes

Mitigating Risk

The risks previously mentioned are initial assessments. There will be risks added to this document throughout the development process and the software's lifecycle. The chart below will demonstrate how to minimize the risk to each item.

Risk	Possible Solution
Loss of Power	Ensure building has fail safes (i.e. generators, secondary power, etc)
Unauthorized Access	Strong usernames & passwords, layered security, and employee training
Unsynchronized Databases	Ensure proper backups and switchovers.
Corrupt Data	Limit Power Outages, Size of Database should move with application, Analyze the Database Frequently
Loss of Sales	Maintain a quality system, address users complaints and suggestions
No ticket cap	Limit Ticket Sales to one person and session
Loss of Personal Data	Layered security, frequent analysis of databases, encrypt the data
Data Mismatch	Frequent analysis of database, have regression testing to test the database
Security Loopholes	Test, test, test. When you think you are done, test some more. Fix defects as soon as possible

Initial Project Risk Assessment

Risk	Risk Level L/M/H	Likelihood of Event	Mitigation Strategy
Project Size			
Person Hours	**L:** Over 1000	**Certainty**	Assigned Project Manager, engaged consultant, comprehensive project management approach and communications plan
Estimated Project Schedule	**L:** Over 3 months	**Certainty**	Created comprehensive project timeline with frequent baseline reviews
Team Size at Peak	**L:** Over 5 members	**Certainty**	Comprehensive communications plan, frequent meetings, tight project management oversight
Number of Interfaces to Existing Systems Affected	**L:** Over 3	**N/A**	Develop interface control document immediately
Project Definition			
Narrow Knowledge Level of Users	**M:** Knowledgeable of user area only	**Likely**	Assigned Project Manager(s) to assess global implications
Available documentation clouds establishment of baseline	**M:** More than 75% complete/current	**Likely**	Balance of information to be gathered by consultant
Project Scope Creep	**L:** Scope generally defined, subject to revision	**Unlikely**	Scope intially defined in project plan, reviewed monthly by three groups (Project Manager and Steering Committee) to prevent undetected scope creep
Consultant Project Deliverables unclear	**L:** Well defined	**Unlikely**	Included in project plan, subject to amendment
Vendor Project Deliverables	**M:** Estimated, not clearly defined	**Somewhat likely**	Included in project plan, subject to amendment
Cost Estimates Unrealistic	**L:** Thoroughly predicted by industry experts using proven practices to 15% margin of error	**Unlikely**	Included in project plan, subject to amendment as new details regarding project scope are revealed

Risk	Risk Level L/M/H	Likelihood of Event	Mitigation Strategy
Timeline Estimates Unrealistic	**M**: Timeline assumes no derailment	**Somewhat likely**	Timeline reviewed monthly by three groups (Project Manager and Steering Committee) to prevent undetected timeline departures
Number of Team Members Unknowledgeable of Business	**L**: Team well versed in business operations impacted by technology	**Unlikely**	Project Manager and consultant to identify knowledge gaps and provide training, as necessary
Project Leadership			
Steering Committee existence	**L**: Identified and enthusiastic	**Unlikely**	Frequently seek feedback to ensure continued support
Absence of Commitment Level/Attitude of Management	**L**: Understands value & supports project	**Unlikely**	Frequently seek feedback to ensure continued support
Absence of Commitment Level/Attitude of Users	**L**: Understands value & supports project	**Unlikely**	Frequently seek feedback to ensure continued support
Absence of Mid-Management Commitment	**L**: Most understand value & support project	**Unlikely**	Frequently seek feedback to ensure continued support
Project Staffing			
Project Team Availability	**M**: Distributed team makes availability questionable	**Somewhat likely**	Continuous review of project momentum by all levels. Consultant to identify any impacts caused by unavailability. If necessary, increase committmment by participants to full time status
Physical Location of Team prevents effective management	**M**: Team is dispersed among several sites	**Likely**	Use of Intranet project website, comprehensive Communications Plan
Project Team's Shared Work Experience creates poor working relationship	**M**: Some have worked together before	**Somewhat likely**	Comprehensive Communications Plan
Weak User Participation on Project Team	**L**: Users are part-time team members	**Unlikely**	User Group Participants coordinated by full time employee
Project Management			
Procurement Methodology Used foreign to team	**L**: Procurement Methodology familiar to team	**Unlikely**	N/A
Change Management Procedures undefined	**L**: Well-defined	**Unlikely**	N/A
Quality Management Procedures unclear	**L**: Well-defined and accepted	**Unlikely**	N/A

Risk	Risk Level L/M/H	Likelihood of Event	Mitigation Strategy
Software Vendor			
Number of Times Team Has Done Prior Work with Vendor Creates Foreign Relationship	**H:** Never	**Certainty**	A comprehensive vendor evaluation and selection process (incorporated into Project Plan) will be employed to predict and define the relationship between the department and the vendor
Team's Lack of Knowledge of Package	**M:** Conceptual understanding	**Somewhat likely**	Comprehensive vendor evaluation and selection process incorporated into Project Plan will assist the team in better understanding the package offering(s)
Poor Functional Match of Package to Initial System Requirements	**L:** Minimal customization required	**Unlikely**	Although a package has not yet been selected, the Consultant has compared the initial requirements with available functionality and determined that a functional match to the initial requirements is very likely. Vendor selection will be based, in part, on how well the proposed application matches defined functional specifications.
Team's Involvement in Package Selection Impacts Success of Implementation	**L:** High involvement in selection	**Unlikely**	Comprehensive vendor evaluation and selection process incorporated into Project Plan

Milestones

The following represent key project milestones, with estimated completion dates:

Milestone   **Estimated Completion Date**

Phase I: XXX

Initial project presentation   05/31/2013

ASSUMPTIONS

Project Assumptions

The following assumptions were made in preparing the Project Plan:

– Home-Grown Production employees are willing to change business operations to take advantage of the functionality offered by the new event Ticket sales Application.

– Management will ensure that project team members are available as needed to complete project tasks and objectives.

– The Instructor (Mr. Viall) will participate in the timely execution of the Project Plan (i.e., timely approval cycles and meeting when required).

– Failure to identify changes to draft deliverables within the time specified in the project timeline will result in project delays.

– Project team members will adhere to the Communications Plan.

– Mid and upper management will foster support and "buy-in" of project goals and objectives.

– The Home-Grown Production Company will ensure the existence of a technological infrastructure that can support the new event ticket sales Application.

– All project participants will abide by the guidelines identified within this plan.

– The Project Plan may change as new information and issues are revealed.

CONSTRAINTS

Project Constraints

The following represent known project constraints:

- Project funding sources are limited, with no contingency.
- Due to the nature of the project, resource availability is inconsistent.

Related Projects

None known.

Critical Project Barriers

Unlike risks, critical project barriers are insurmountable issues that can be destructive to a project's initiative. In this project, the following are possible critical barriers:

- Removal of project funding
- Natural disasters or acts of war

Should any of these events occur, the Project Plan would become invalid.

PROJECT MANAGEMENT APPROACH

Project Timeline

Is attached as a separate file.

Project Roles and Responsibilities

Role	Responsibilities	Participant(s)
Project Sponsor	- Ultimate decision-maker and tie-breaker - Provide project oversight and guidance - Review/approve some project elements	ITT Technical Institute. Nashville TN.
Steering Committee	- Commits department resources - Approves major funding and resource allocation strategies, and significant changes to funding/resource allocation - Resolves conflicts and issues - Provides direction to the Project Manager - Review project deliverables	Mr. Viall.
Project Manager	- Manages project in accordance to the project plan - Serves as liaison to the Steering Committee - Receive guidance from Steering Committee - Supervises consultants - Supervise vendor(s) - Provide overall project direction - Direct/lead team members toward project objectives - Handle problem resolution - Manages the project budget	Chris/Josh
Project Participants	- Understand the user needs and business processes of their area - Act as consumer advocate in representing their area - Communicate project goals, status and progress throughout the project to personnel in their area - Review and approve project deliverables - Creates or helps create work products - Coordinates participation of work groups, individuals and stakeholders - Provide knowledge and recommendations - Helps identify and remove project barriers - Assure quality of products that will meet the project goals and objectives - Identify risks and issues and help in resolutions	Abdullahi Ibrahim Josh Mooreland Chris Bell Matthew Wood

Role	Responsibilities	Participant(s)
Subject Matter Experts	▪ Lend expertise and guidance as needed	Mr. Viall

Issue Management

The information contained within the Project Plan will likely change as the project progresses. While change is both certain and required, it is important to note that any changes to the Project Plan will impact at least one of three critical success factors: Available Time, Available Resources (Financial, Personnel), or Project Quality. The decision by which to make modifications to the Project Plan (including project scope and resources) should be coordinated using the following process:

Step 1: As soon as a change which impacts project scope, schedule, staffing or spending is identified, the Project Manager will document the issue.

Step 2: The Project Manager will review the change and determine the associated impact to the project and will forward the issue, along with a recommendation, to the Steering Committee for review and decision.

Step 3: Upon receipt, the Steering Committee should reach a consensus opinion on whether to approve, reject or modify the request based upon the information contained within the project website, the Project Manager's recommendation and their own judgment. Should the Steering Committee be unable to reach consensus on the approval or denial of a change, the issue will be forwarded to the Project Sponsor, with a written summation of the issue, for ultimate resolution.

Step 4: If required under the decision matrix or due to a lack of consensus, the Project Sponsor shall review the issue(s) and render a final decision on the approval or denial of a change.

Step 5: Following an approval or denial (by the Steering Committee or Project Sponsor), the Project Manager will notify the original requestor of the action taken. There is no appeal process.

Communications Plan

Disseminating knowledge about the project is essential to the project's success. Project participants desire knowledge of what the status of the project is and how they are affected. Furthermore, they are anxious to participate. The more that people are educated about the progress of the project and how it will help them in the future, the more they are likely to participate and benefit.

This plan provides a framework for informing, involving, and obtaining buy-in from all participants throughout the duration of the project.

Audience This communication plan is for the following audiences:

- Project Sponsor
- Steering Committee
- Project Manager
- User Group Participants
- Subject Matter Experts

Communications Methodology The communications methodology utilizes three directions for effective communication:

Top-Down It is absolutely crucial that all participants in this project sense the executive support and guidance for this effort. The executive leadership of the organization needs to speak with a unified, enthusiastic voice about the project and what it holds for everyone involved. This will be 'hands-on' change management, if it is to be successful. Not only will the executives need to speak directly to all levels of the organization, they will also need to listen directly to all levels of the organization, as well.

The transition from the project management practices of today to the practices envisioned for tomorrow will be driven by a sure and convinced leadership focused on a vision and guided by clearly defined, strategic, measurable goals.

Bottom-Up To ensure the buy-in and confidence of the personnel involved in bringing the proposed changes to reality, it will be important to communicate the way in which the solutions were created. If the perception in the organization is that only the Steering Committee created the proposed changes, resistance is likely to occur. However, if it is understood that all participants were consulted, acceptance seems more promising.

Middle-Out Full support at all levels, where the changes will have to be implemented, is important to sustainable improvement. At this level (as with all levels), there must be an effort to find and communicate the specific benefits of the changes. People need a personal stake in the success of the project management practices.

Communications Outreach The following is a list of communication events that are established for this project:

Monthly Status Reports The Project Manager shall provide monthly written status reports to the Steering Committee. The reports shall include the following information tracked against the Project Plan:

- Summary of tasks completed in previous month
- Summary of tasks scheduled for completion in the next month
- Summary of issue status and resolutions

Monthly Steering Committee Meeting These status meetings are held at least once per month and are coordinated by the Project Manager. Every member of the Steering Committee participates in the meeting. The Project Manager sends the status report to each member of the team prior to the meeting time so everyone can review it in advance.

Bi-Monthly Project Team Status Meeting These status meetings are held every other month. Every member of the Project Team will be invited to participate in the meeting. Project Manager sends the status report to each member of the team prior to the meeting so everyone can review it in advance.

Website Use User Group Participants and Subject Matter Experts may be updated monthly at the discretion of the Project Manager. Information will be posted to the project's website.

APPROVALS

Sign-off Sheet

I have read the above Project Plan and will abide by its terms and conditions and pledge my full commitment and support for the Project Plan.

Project Sponsor: _____
                                                                    Date

Project Manager: _____
                                                                    Date

Steering Committee: _____
                                                                    Date