

## A3.1 Scrum start phase: Project vision statement

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### Introduction

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#### A3.1 Learning Activity

Project documentation using the Scrum framework for the inception phase.

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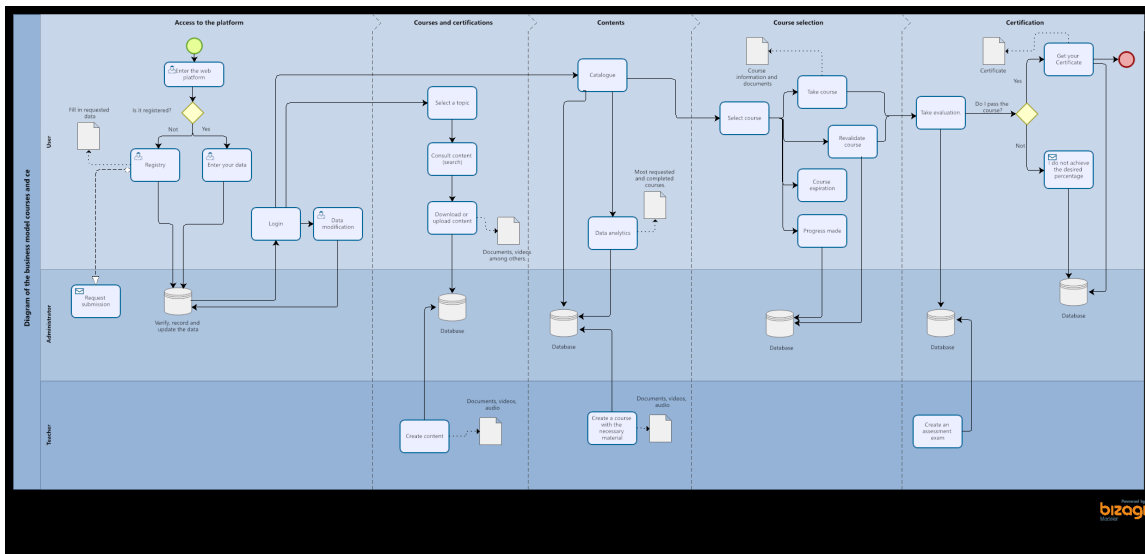
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#### 1. Business Case

##### Background

Currently in the information age in which we live, knowledge is increasingly available to everyone, in fact in recent years several platforms have appeared where practically anything can be learned. So for this project there are several examples of platforms that offer courses and in the same way the as in the case of "SoloLearn" that shows us different programming languages where you enter with an account and you can take any course and finish it, you certify. Another serious example Coursera is a platform that was founded in 2012 by a couple of Stanford University professors, the to be able to get their knowledge to more people than they could teach if they only dedicated themselves to the classrooms. When trying to take Coursera offers you the option of studying it for free, without obtaining a certificate, or by paying a fee, which in theory forces you not to leave the done.

##### Impact mapping (business modeling)



See better

## 2. Product Owner

<b>Business:</b>	Disae
<b>Project's name:</b>	Certificate
<b>Project Type:</b>	KMS Knowledge Managment Systems
<b>Owner:</b>	Garza Aguilar Sergio Alberto
<b>Product Owner:</b>	Enriquez Alvarez Jaime Leonardo
<b>Project Manager:</b>	Hernandez Fernandez Diana
<b>Scrum Master:</b>	Zazueta Lopez Diana
<b>Project Team:</b>	Acosta Noriega Saul Eduardo

## 3. Project vision statement

### Case Study 1: Courses and Certifications

"The vid of knowledge" is a company that offers technology tools based on the administration and conservation of knowledge, however due to the great competitiveness of the market and current and changing conditions, it will provide an application referring to "courses and certifications" through of an online platform, at a level of quality and cost that allows you to obtain higher profits. Through a market study on other similar platforms, it is observed that among the characteristics that must be offered within this business model are the following:

1. Offer users a platform that is available at all times, that is easy to use and attractive, as well as guaranteeing the security of the information that is registered there.
2. Offer users to enroll in any course through a catalog, and / or a course roadmap based on an established profile.
3. Allow the courses that are published and offered to be created using different formats such as videos or presentations, and separated by topics with a maximum limit of size and duration.
4. Offer the user the progress achieved by each course, and when completed through a successful evaluation, grant a verification of certification.
5. Offer data analytics on the courses that are most requested, the courses to which users enrolled and completed, as well as the users whose certification is about to expire or expire.

## 4. Constitutional act of the project

**Purpose / Justification:**

Due to the great competitiveness of the market and current and changing conditions, our purpose is to develop an application for company employees and other users in which they will find courses that will help them reinforce the knowledge acquired during their work period as well as training them in new topics of which they have or have no prior knowledge, benefiting from certifications which can be reflected in their curriculum vitae thus achieving a good business profile, also being of great help to the company in such a way that it achieves greater gains against the competition for having a good team trained for customer service.

#### Brief description of the project:

Web platform that can be accessed at any time, different courses will be made available, and upon successful completion of one, you will be given an official certification that confirms the work and dedication, providing a feeling of success. While a user is within the platform, they will be able to consult study materials and share ideas and doubts with others, as well as see their most requested progress and courses.

#### Preliminary scope of the project:

##### General Objective.

Develop an easy-to-use online platform, at a level of quality and cost that attracts users, guaranteeing the preservation of knowledge through courses, granting proof of certification.

##### Specific objectives

- Increase the growth of course enrollment by 25% in 4 months, offering digital data in reports to users, of the most requested and completed courses.
- Be enrolled in a course per user, at least within 2 weeks of being registered on the platform, once a successful evaluation has been carried out, grant your certification.
- Increase 60% in 5 months in the exchange and transfer of content and experiences, in formats, either video, audio, word, PDF, power point, with an established size and duration limit.

#### Expected project results / Benefits:

An online platform developed successfully in the established time is expected. Being this attractive and easy to use, complying with each of the requirements and objectives set.

##### Profits:

- Trained staff.
- Higher profits for the company.
- Greater number of clients knowing that the staff is trained.

#### High-level project requirements:

Requirement	Success Criterion
The system will allow the user to register on the platform as long as they enter all the requested data.	Once the data has been verified, the system will allow you to access the platform.
The system will control access and allow it only to authorized users. Users must log in with a username and password.	Once the data has been verified, the system will allow you to access the platform.
The system will allow the user to observe the data analysis of the most requested and completed courses.	The platform data must always be up to date.
On the platform, users will be able to have access to different support materials that will provide them with the necessary tools to obtain knowledge to complete their courses.	Different queries can be made depending on the need.
By being enrolled in a course, the user will be able to validate their progress and upon completion must obtain a certificate that accredits the successful completion of the course.	The platform will show progress and provide a certificate at the end of a course

#### Estimates

Milestones schedule					
Date:	February	March	April	May	June
Project start	Milestone1				
Information system type		Milestone2			
Development process and flow.		Milestone3			
Data collection: Interview		Milestone4			
Objectives		Milestone5			
Elaboration of the constitutive act			Milestone6		
System Requirements			Milestone7		
Requirements modeling			Milestone8		
Design			Milestone9		
Revision				Milestone10	
Tests				Milestone11	
Implementation				Milestone12	
Results					Milestone13
Completion milestone					End

Risks					
#	Identified	Probability of occurrence	Impact	Priority	Response plan
1	Delay during project	<input type="checkbox"/> High <input type="checkbox"/> Half <input checked="" type="checkbox"/> Under	<input type="checkbox"/> High <input checked="" type="checkbox"/> Half <input type="checkbox"/> Under	<input checked="" type="checkbox"/> High <input type="checkbox"/> Half <input type="checkbox"/> Under	Work on the calendar of milestones to be able to carry out each task of the project and if not delay with the project.
2	Decrease in quality.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Half <input type="checkbox"/> Under	<input checked="" type="checkbox"/> High <input type="checkbox"/> Half <input type="checkbox"/> Under	<input checked="" type="checkbox"/> High <input type="checkbox"/> Half <input type="checkbox"/> Under	In order not to lose quality within the platform, it will be maintained from time to time either to improve it or to maintain it with good quality.
3	The requirements are incomplete.	<input type="checkbox"/> High <input type="checkbox"/> Half <input checked="" type="checkbox"/> Under	<input checked="" type="checkbox"/> High <input type="checkbox"/> Half <input type="checkbox"/> Under	<input checked="" type="checkbox"/> High <input type="checkbox"/> Half <input type="checkbox"/> Under	Coherently define the requirements and correctly use the planning tool to meet each one successfully.
4	Lack of team commitment Bad communication in the team.	<input type="checkbox"/> High <input type="checkbox"/> Half <input checked="" type="checkbox"/> Under	<input checked="" type="checkbox"/> High <input type="checkbox"/> Half <input type="checkbox"/> Under	<input checked="" type="checkbox"/> High <input type="checkbox"/> Half <input type="checkbox"/> Under	Be more aware of what to add to continue with the project.
5	Lack of authority in the team to complete the work and achieve the objectives.	<input type="checkbox"/> High <input type="checkbox"/> Half <input checked="" type="checkbox"/> Under	<input checked="" type="checkbox"/> High <input type="checkbox"/> Half <input type="checkbox"/> Under	<input checked="" type="checkbox"/> High <input type="checkbox"/> Half <input type="checkbox"/> Under	The development manager will be updated every 8 hours on the progress that has been made in order to carry out each of the established objectives.
6	Unstable connection with the database.	<input type="checkbox"/> High <input type="checkbox"/> Half <input checked="" type="checkbox"/> Under	<input checked="" type="checkbox"/> High <input type="checkbox"/> Half <input type="checkbox"/> Under	<input checked="" type="checkbox"/> High <input type="checkbox"/> Half <input type="checkbox"/> Under	Maintenance will be given every 48 hours to avoid this problem.
7	Decision making that reduces the motivation of the development team.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Half <input type="checkbox"/> Under	<input type="checkbox"/> High <input checked="" type="checkbox"/> Half <input type="checkbox"/> Under	<input type="checkbox"/> High <input checked="" type="checkbox"/> Half <input type="checkbox"/> Under	Decisions will be made only once and will be established so that the development team does not lose their motivation about the project.
8	The planning is too bad to adjust to the speed of development that is desired.	<input type="checkbox"/> High <input checked="" type="checkbox"/> Half <input type="checkbox"/> Under	<input checked="" type="checkbox"/> High <input type="checkbox"/> Half <input type="checkbox"/> Under	<input checked="" type="checkbox"/> High <input type="checkbox"/> Half <input type="checkbox"/> Under	Make a schedule of activities to carry out a better management of the project.

## 5. Budget

Budget for courses and certifications			
Activities	Hours	Personnel cost	Total
Planning development.	20	800	16000
Design development	20	800	16000
Revision	8	800	6400
Tests	10	800	8000
Implementation	20	800	16000
Results	5	800	4000
Office team	0	0	50000
Others	0	0	70000
Subtotal	83	4800	186400

Project authorization			
Name	Position	Firm	Date
Jaime Leonardo Enriquez Alvarez	Product Owner	____Leonardo Enriquez____	04/06/2021
Garza Aguilar Sergio Alberto	Owner	____Aguilar Sergio____	04/06/2021

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