PROJECT MANAGEMENT PLAN
Arkansas Movie Database (Proof of Concept Website)

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INTRODUCTION

An Arkansas-based economic development organization seeks to promote the film industry within the state of Arkansas by highlighting movies and actors/actresses that have ties to the state. Arkansas has a growing presence in the film industry; however, there is currently no centralized, interactive platform dedicated to showcasing this information.

This project involves the development of a proof-of-concept dynamic website called the Arkansas Movie Database. The website will allow users to explore films filmed in Arkansas or centered on the state, as well as actors and actresses who have personal or professional ties to Arkansas. Users will be able to browse and select movies or individuals to view detailed information, including biographical data, film descriptions, and related media.

All data will be retrieved dynamically using TheMovieDB.org (TMDB) API. The final deliverable will be a functional, interactive prototype designed to demonstrate feasibility and support future expansion.

PROJECT MANAGEMENT APPROACH

The Project Manager, Aric Allen, holds full authority and responsibility for planning, executing, monitoring, and closing this project. All development work will be performed internally by Aric Allen Inc. Stakeholder feedback and approvals will be provided by the Project Sponsor, Bruce Bauer.

PROJECT SCOPE

The scope of the Arkansas Movie Database includes planning, designing, developing, testing, and deploying a dynamic website that allows users to explore films and actors with ties to Arkansas. This proof of concept will include a dynamic webpage using TMDB API, movies filmed in/about Arkansas, Actors/actresses with Arkansas ties, detailed pages for each entity, and Google Analytics integration. The project excludes user accounts, ratings/reviews, mobile app development, and monetization.

MILESTONE LIST

The chart below lists the major milestones for the Arkansas Movie Database. This chart consists only of major project milestones, such as completion of a project phase or gate review. There may be smaller milestones that are not included on this chart but are included in the project schedule and WBS. If any scheduling delays may impact a milestone or delivery date, the project manager must be notified immediately so proactive measures may be taken to mitigate slips in dates. Any approved changes to these milestones or dates will be communicated to the project team by the project manager.

Milestone	Description	Date
Requirements Finalized	Confirm functional and technical requirements	02/05/2026
API Integration Complete	Integrate and validate TMDB API usage	03/01/2026
Core Pages Functional	Movies and actors' pages are operational	03/20/2026
Analytics Integrated	Google Analytics configured and tested	04/05/2026
Prototype Deployed	Website deployed to the hosting environment	04/20/2026
Final Documentation Delivered	Submit final report and documentation	04/30/2026

SCHEDULE BASELINE AND WORK BREAKDOWN STRUCTURE

The WBS divides the project into phases: requirements, design, development, testing, deployment, and documentation. Each phase contains specific tasks with defined outputs and resource allocations. The project schedule baseline will be tracked using earned value metrics and reviewed weekly to ensure adherence to project goals. Any significant deviation will require a formal change request to re-baseline the schedule.

CHANGE MANAGEMENT PLAN

Change management will be handled through a structured process that includes identification, documentation, evaluation, approval, and implementation. All

stakeholders may submit change requests, which the Project Manager will evaluate for cost, schedule, and scope impact. Approved changes will be documented in a change control log and communicated through official channels.

COMMUNICATIONS MANAGEMENT PLAN

Communication will occur twice a month via a Blackboard class. Emergency communications will be handled via email.

Project team directory for all communications is:

Name	Title	Email	Phone
Bruce Bauer	Project Sponsor	blbauer@ualr.edu	501-916-5225
Aric Allen	Project Manager	aeallen3@ualr.edu	501-612-4969
Aric Allen	Developer	aeallen3@ualr.edu	501-612-4969

COST MANAGEMENT PLAN

No costs anticipated.

PROCUREMENT MANAGEMENT PLAN

The project will rely on open-source tools and free public APIs, minimizing procurement needs. If new software or services are required, they will be procured following sponsor approval, ensuring cost efficiency and compliance with licensing terms.

PROJECT SCOPE MANAGEMENT PLAN

The scope of work will be managed through the approved Scope Statement and WBS. Scope validation occurs at each phase to verify deliverable completion. Any modification to deliverables or objectives requires sponsor approval.

SCHEDULE MANAGEMENT PLAN

Project schedules for the Arkansas Movie Database will be created using a Gantt chart, starting with the deliverables identified in the project's Work Breakdown Structure (WBS).

Once a preliminary schedule has been developed, it will be reviewed by the project team, and any resources will be tentatively assigned to project tasks. The project team and resources must agree to the proposed work package assignments, durations, and schedule. Once this is achieved, the project sponsor will review and approve the schedule, and it will then be baselined.

In accordance with the Arkansas-based economic development organization, this project will have the following milestones:

- Requirements confirmed
- API Integration Complete
- Core Pages Functional
- Analytics Integrated
- Deployed to Server
- Final Report

Roles and responsibilities for schedule development are as follows:

The project manager will be responsible for facilitating work package definition, sequencing, and estimating duration and resources with the project team. The project manager will also create the project schedule using a Gantt chart and validate the schedule with the project team, stakeholders, and the project sponsor. The project manager will obtain schedule approval from the project sponsor and baseline the schedule.

The project team is responsible for participating in work package definition, sequencing, duration, and resource estimating. The project team will also review and validate the proposed schedule and perform assigned activities once the schedule is approved.

The project sponsor will participate in reviews of the proposed schedule and approve the final schedule before it is baselined.

The project stakeholders will participate in reviews of the proposed schedule and assist in its validation.

QUALITY MANAGEMENT PLAN

All members of the Arkansas Movie Database project team will play a role in quality management. It is imperative that the team ensures that work is completed at an adequate level of quality from individual work packages to the final project deliverable. The following are the quality roles and responsibilities for the Arkansas Movie Database Project:

The Project Sponsor is responsible for approving all quality standards for the Arkansas Movie Database Project. The Project Sponsor will review all project tasks and deliverables to ensure compliance with established and approved quality standards. Additionally, the Project Sponsor will sign off on the final acceptance of the project deliverable.

The Project Manager is responsible for quality management throughout the duration of the project. The Project Manager is responsible for implementing the Quality Management Plan and ensuring all tasks, processes, and documentation are compliant with the plan. The Project Manager will work with the project's quality specialists to establish acceptable quality standards. The Project Manager is also responsible for communicating and tracking all quality standards to the project team and stakeholders.

The remaining members of the project team, as well as the stakeholders, will be responsible for assisting the Project Manager and Quality Specialists in the establishment of acceptable quality standards. They will also work to ensure that all quality standards are met and communicate any concerns regarding quality to the Project Manager.

Quality assurance will include peer reviews, test validation, and verification of data accuracy against known benchmarks. All code and documentation must meet defined acceptance criteria before final approval.

RISK MANAGEMENT PLAN

Risk identification and analysis will occur continuously. Key risks include API reliability, schedule delays, and data discrepancies. A risk register will be maintained, and mitigation strategies will be reviewed during team meetings.

STAFFING MANAGEMENT PLAN

The Arkansas Movie Database Project will consist of a matrix structure with support from various internal organizations. All work will be performed internally. Staffing requirements for the Arkansas Movie Database Project include the following:

Project Manager (1 position) – responsible for all management for the Arkansas Movie Database Project. The Project Manager is responsible for planning, creating, and/or managing all work activities, variances, tracking, reporting, communication, performance evaluations, staffing, and internal coordination with functional managers.

Senior Programmer (1 position) – responsible for oversight of all coding and programming tasks for the Arkansas Movie Database Project, as well as ensuring functionality is compliant with quality standards. Responsible for working with the Project Manager to create work packages, manage risk, manage schedule, identify requirements, and create reports. The Senior Programmer will be managed by the Project Manager, who will provide performance feedback to the functional manager.

The Project Manager will negotiate with all necessary functional managers to identify and assign resources for the Arkansas Movie Database Project. All resources must be approved by the appropriate functional manager before the resource may begin any project work. The project team will not be co-located for this project, and all resources will remain in their current workspace.

RESOURCE CALENDAR

Both the Project Manager and Developer will be allocated full-time from January 22nd through April 30th, 2026. Resource allocation may vary slightly depending on milestone demands, with testing and deployment requiring additional hours.

COST BASELINE

No cost will be required for this project.

QUALITY BASELINE

The Arkansas Movie Database Project must meet the quality standards established in the quality baseline. The quality baseline is the baseline that provides the acceptable quality levels of the Arkansas Movie Database Project. The software must meet or exceed the quality baseline values in order to achieve success.

Item	Acceptable Level	Comments
Data Accuracy	≥95%	Spot checks
Page Functionality	All pages load	Cross-browser
Stability	No critical errors	Functional testing

SPONSOR ACCEPTANCE

Name: _____
Title: _____
Date: _____