**Md Fahim Hossain**

**Slide 1: Title Slide** **Script:**

Good morning, everyone. My name is Md Fahim Hossain from Group Penguin, and I am honored to present two significant projects we have been working on. The first is the Farmers' Market Setup and Launch, a comprehensive initiative to connect local farmers and artisans with the community while promoting sustainability and local economic growth. The second is Health Track – a cutting-edge personal health and fitness tracker app that embodies the principles of agile development to create user-centric solutions. These projects demonstrate our ability to manage diverse challenges, implement innovative solutions, and deliver impactful results in both traditional and digital domains.

The next few slides will be presented by my classmate Aynaj, who will elaborate further on the topic.

**Aynaz Sardast**

**Hello everyone, my name is Aynaz, and I will take you through the overview of the Farmers' Market Setup and Launch project.**

**Slide 2: Project Overview (Farmers' Market)** **Script:**

This project is a vibrant initiative aimed at addressing the community's growing demand for locally sourced produce and handmade goods. With a total budget of €24,150, this project is planned to run from October 11, 2024, to January 10, 2025. The market is designed to foster community connections, support local farmers and artisans, and promote sustainable practices. This isn’t just a marketplace; it’s a hub for strengthening community and encouraging a more sustainable lifestyle through locally sourced products.

The project’s primary focus is on delivering a seamless launch event that sets the stage for future market operations while adhering to a clear and well-defined scope, ensuring the team meets its objectives within the specified timeline and budget.

**Aynaz Sardast**

**Slide 3: Goals of the Project** **Script:**

The Farmers' Market Setup and Launch project has clearly defined goals, each accompanied by measurable acceptance criteria to ensure success. Our primary objective is to set up and launch the market by January 10, 2025. This involves securing a suitable location with a signed rental agreement within the first month, obtaining all necessary permits by week six, and completing the setup of market stalls and infrastructure by the scheduled launch week. Additionally, our financial goal is to stay within a budget of €24,150 while ensuring timely payment collection from vendors.

Social goals are equally significant. We aim to attract at least 10 local vendors and ensure the participation of 200 visitors on opening day. A targeted marketing campaign through social media, flyers, and local channels will be implemented to meet these objectives. Finally, community engagement is key, with the goal of receiving positive feedback from 80% of participants after the event. These goals, categorized into scope, time, cost, and social impact, collectively ensure the project’s success and its meaningful contribution to the local community.

**Aynaz Sardast**

**Slide 4: Goals Relationship Matrix Script:**

The Goals Relationship Matrix provides a clear illustration of how the various objectives within the Farmers' Market project are interconnected, highlighting both complementary and conflicting elements. For example, the goal of securing permits and ensuring vendor participation are mutually supportive, as a well-prepared and legally compliant venue attracts quality vendors. However, there is a notable conflict between cost optimization and achieving high-quality promotion. While a reduced budget allocation for marketing might help save costs, it could compromise the effectiveness of outreach efforts, potentially impacting vendor and visitor turnout. Navigating this tension requires careful prioritization and strategic allocation of resources. By identifying these dynamics through the matrix, the project team can better align efforts, resolve conflicts, and ensure the project’s overall success.

**Aynaz Sardast**

**Slide 5: Project Stakeholders Script:**

Our stakeholders are diverse and play unique roles in the project:

* **Local Vendors:** They rely on the market for a platform to sell their goods and attract customers.
* **Community Members:** The primary customers, expecting fresh, locally sourced products and an enjoyable shopping experience.
* **University Administration:** Responsible for ensuring academic alignment and resource utilization.
* **Local Authorities:** Essential for compliance with legal regulations, such as permits and safety standards.
* **Project Team:** Driving the planning, execution, and monitoring of the project.

The bottom graph in this slide, showing influence versus interest, categorizes these stakeholders based on their involvement and power in the project. For instance, high-influence and high-interest stakeholders, such as local vendors and the university administration, are critical to the project’s success and require close management. On the other hand, community members, while highly interested, have lower influence and are engaged through promotional efforts and user-friendly market setups. This visual tool helps us tailor our strategies to prioritize and effectively address the needs of each stakeholder group, ensuring alignment and minimizing potential conflicts.

**Md Fahim Hossain**

**Slide 6: Risk Evaluation Before Risk Management** **Script:**

Effective risk management begins with thorough identification and evaluation. Key risks identified for this project include:

1. **Permit Delays:** Risk of postponed launch due to legal hurdles.
2. **Budget Overruns:** Unexpected costs impacting financial stability.
3. **Adverse Weather:** External environmental factors affecting the setup and attendance.
4. **Low Vendor Participation:** Potential lack of vendor interest reducing market appeal.
5. **Inefficient Tools:** Poorly implemented systems affecting vendor onboarding and community outreach. The total risk value was quantified at €2,750. This analysis served as the foundation for a targeted Risk Management Plan.

**Md Fahim Hossain**

**Slide 7: Risk Management Plan Script:**

To mitigate risks, we implemented a comprehensive Risk Management Plan, targeting the most critical threats to the project’s success. Key strategies include:

1. **Expedited Permits:** Allocating €1,200 for faster processing and direct collaboration with authorities to minimize delays.
2. **Contingency Budget:** A €1,000 buffer for unforeseen expenses, ensuring financial flexibility.
3. **Weather Contingency:** Backup venues and adaptable schedules to address potential disruptions.
4. **Vendor Outreach:** Targeted campaigns and early engagement strategies to boost vendor participation.
5. **Improved Tools:** Investment in reliable registration and marketing tools to streamline operations.

However, not all proposed risk management actions were implemented. For example, we chose to abstain from allocating €1,500 for adverse weather contingencies as the cost outweighed the potential savings of just €150. Instead, we opted for low-cost alternatives, such as rescheduling options, which provided sufficient flexibility. Similarly, we refrained from investing €700 in tool upgrades for vendor registration due to the relatively low-risk value associated with this issue (€100). These decisions demonstrate our commitment to a cost-effective approach, focusing resources on high-impact, high-probability risks while avoiding unnecessary expenditure on low-priority threats.

**Md Fahim Hossain**

**Slide 8: Risk Evaluation After Risk Management Script:**Following the implementation of our Risk Management Plan, the total risk value was significantly reduced from €2,750 to €1,300. This reduction highlights the effectiveness of our targeted strategies. For instance, the probability of permit delays decreased from 30% to 10%, while the risk value for adverse weather was reduced to €150 by reallocating resources to flexible scheduling. The updated risk profile shows a secure path forward, achieved by focusing on cost-effective, high-impact mitigation measures. This slide visually illustrates these improvements, demonstrating how we minimized project vulnerabilities.

**Elham Keshavarzsafiei**

**Slide 9: Graphical Representation of Project Phases Script:**

The graphical representation of our project phases outlines a structured and efficient workflow, broken into six critical stages: Initiation, Planning, Vendor Recruitment, Marketing, Setup, and Launch and Evaluation. Each phase has a specific timeframe, beginning with the Initiation Phase on October 11, 2024, and concluding with the Launch and Evaluation Phase on January 17, 2025. This timeline ensures that all activities, from defining the project scope and recruiting vendors to executing a targeted marketing campaign and setting up the market infrastructure, are completed on schedule. The chart visually highlights these phases, illustrating key dependencies and milestones, such as completing vendor recruitment by December 12, 2024, and finalizing the market setup by January 9, 2025. This detailed timeline provides a clear roadmap, ensuring accountability and alignment with our project goals.

**Elham Keshavarzsafiei**

**Slide 10: Project Structure Plan Graph Script:**

The Project Structure Plan graph offers a detailed visualization of how the Farmers' Market Setup and Launch project is systematically organized into manageable work packages. Each work package corresponds to a specific set of tasks, ensuring that responsibilities are clearly defined and progress can be effectively monitored. For example, during the Vendor Recruitment stage, tasks such as identifying potential vendors, conducting outreach, and finalizing contracts are meticulously outlined as separate work packages. Similarly, the Setup stage includes work packages focused on infrastructure installation, signage preparation, and logistical coordination. This approach not only streamlines execution but also ensures alignment with project objectives by breaking down complex activities into smaller, actionable components. By structuring the project this way, we enhance accountability, avoid overlaps, and provide a clear roadmap that connects every task directly to our overarching goals.

**Elham Keshavarzsafiei**

**Slide 11: Gantt Chart Script:**

The Gantt chart serves as a visual roadmap for the Farmers' Market Setup and Launch project, outlining the sequence of activities and their respective durations. Starting from project initiation in October 2024 and concluding with the market launch in January 2025, the chart highlights key milestones such as the completion of vendor recruitment by December 12, 2024, the marketing campaign launch on December 13, 2024, and the finalization of market setup by January 9, 2025. It clearly shows dependencies between tasks, ensuring a structured flow from one activity to the next. This timeline helps the team monitor progress, allocate resources effectively, and maintain alignment with the overall project objectives, ensuring every stage is executed on schedule.

**Ali Abedini**

**Slide 12: Cost Planning Script:**The cost planning table highlights the detailed resource allocation for the Farmers' Market Setup and Launch project. Human resources constitute the largest expense, amounting to €8,300, based on the hours required for tasks such as project management, vendor coordination, and marketing execution, all at a cost of €20 per hour. Material costs, including 300 flyers, 30 posters, and 100 forms, add up to €650, ensuring effective outreach and administrative efficiency. Tools and parts from suppliers, essential for setting up the market infrastructure, account for €300 and €10,500, respectively. This meticulous breakdown ensures that every aspect of the project is financially accounted for, facilitating smooth execution and resource optimization.

**Ali Abedini**

**Slide 13: Total Project Costing Script:**

The total project costs are summarized to provide a clear picture of financial planning. Resource costs, which include expenditures for human resources, materials, tools, and operational needs, amount to €19,750. In addition, a risk surcharge of €4,400 has been allocated to cover potential unforeseen challenges, ensuring financial flexibility throughout the implementation. This brings the total project budget to €24,150. By carefully balancing core expenses and contingency provisions, we ensure the project remains financially stable and well-prepared for any uncertainties.

**Thank you for your attention as we reviewed the Farmers' Market Setup and Launch project. This concludes the project plan section, and now we will transition to the Agile Project overview.**

**--- Total Time (13:00) ---**

**Ali Abedini**

**Slide 15: Health Track - Agile Project Overview** **Script:**

Health Track is a dynamic mobile app designed to empower users in monitoring and achieving their health and fitness goals. By integrating features like wearable device syncing, personalized notifications, and progress tracking, Health Track provides users with a seamless and engaging experience. Our agile approach emphasizes iterative development, ensuring we adapt to user feedback to deliver maximum value. Business objectives include attracting 50,000 active users in the first year, forming partnerships with device manufacturers, and generating revenue through premium subscriptions and ads.

**Ali Abedini**

**Slide 16: Key Functionalities** **Script:**

Health Track offers a comprehensive suite of functionalities designed to cater to diverse user needs. These include:

1. **User Registration:** Simplifies onboarding by creating personalized profiles.
2. **Activity Tracking:** Enables users to monitor steps, calorie consumption, hydration levels, and sleep patterns to maintain a healthy routine.
3. **Goal Setting and Insights:** Provides users with the ability to set achievable fitness goals while offering data-driven insights to track progress effectively.
4. **Wearable Integration:** Seamlessly connects with wearable devices, allowing real-time syncing of health data for a more comprehensive user experience.
5. **Reminders and Notifications:** Customizable reminders help users stay on track with hydration, exercise, and other health activities, ensuring consistent engagement.
6. **Gamification Features:** Includes badges, challenges, and motivational rewards to encourage users to stay consistent and achieve their health goals.

These functionalities, coupled with an intuitive interface, make Health Track a powerful tool for fitness enthusiasts and health-conscious individuals, ensuring both engagement and measurable results.

**--- Total Time (02:00) ---**

**Shakiba Salmanpour**

**Slide 17: Product Vision Board** **Script:**

The Product Vision Board outlines the core elements that drive Health Track’s design and development. The vision is to empower users to live healthier, more balanced lives by providing a personalized health-tracking platform. The target group includes health-conscious individuals, fitness enthusiasts, and wearable device users looking to improve their lifestyle. Key needs identified are tracking physical activities, monitoring hydration, nutrition, and sleep, setting and achieving fitness goals, and accessing progress insights to stay motivated. The product, a mobile app, addresses these needs by enabling activity logging, integration with wearable devices, personalized reminders, and progress visualization. Business goals include attracting 50,000 active users in the first year, partnering with wearable device companies, and generating revenue through premium subscriptions and ads. This holistic vision ensures that Health Track meets user needs while achieving sustainable growth.

**Shakiba Salmanpour**

**Slide 18: User Stories** **Script:**

User stories are at the heart of our agile development process, ensuring every feature aligns closely with user needs and expectations. For example, one story highlights, "As a user, I want to register and set up a profile so that I can access personalized health tracking features," showcasing the app's onboarding focus. Another story emphasizes step tracking, hydration goals, and viewing progress trends, all of which contribute to a user’s ability to maintain a healthy lifestyle. These stories also include setting reminders for hydration and exercise to help users stay consistent. While we’ve listed a few representative user stories here, the full set reflects a comprehensive approach to covering diverse user requirements, ensuring the app remains intuitive, engaging, and results-oriented.

**Shakiba Salmanpour**

**Slide 15: MVP Overview** **Script:**

The Minimum Viable Product (MVP) for Health Track represents the essential features that deliver core value to users while providing a foundation for future enhancements. The MVP is designed to address the primary needs of our target audience by offering features such as registration and profile setup, step tracking, hydration goal setting, and progress visualization. These functionalities ensure that users can easily monitor their health metrics and achieve their fitness goals. To achieve the MVP, we have prioritized implementing these features in iterative cycles, allowing us to gather user feedback and refine the product. Integration with smartwatches and customizable notifications further enhances the user experience, ensuring the app remains intuitive and engaging. This strategic approach allows us to launch a robust initial version while maintaining the flexibility to expand and improve based on user needs.

**Shakiba Salmanpour**

**That’s All. Thank you all for your time and attention throughout this presentation. We hope these projects have demonstrated the value of thoughtful planning and agile development in creating impactful solutions. Your support and feedback are highly appreciated, and we look forward to continuing our journey with your insights.**