

School of Computer Science Engineering and Technology

Course- B.Tech
Course Code- CSET-324
Year- 2025-26

Type- Elective-II
Course Name: Software Project Management
Semester- ODD

Lab Assignment 05–

CO-Mapping

Exp. No.	Name	CO1	CO2	CO3
05	Project Time and Activity Sequencing assignment	✓	✓	--

Objective:

1. To develop practical skills in project management, specifically in the areas of **time estimation, task sequencing, and dependency management** using Jira Software.
2. To practice the entire process of setting up a project, creating **tasks, establishing dependencies, estimating durations, and visualizing** the project timeline.
3. To provide the **hands-on experience** to the students with a widely used project management tool while applying core project management concepts.

Jira is a powerful project management tool widely used in software development and other industries. This lab assignment aims to familiarize you with Jira's core functionalities and how to apply them to manage a hypothetical project.

Please see the following links to learn “How to use Jira”.

1. [Bing Videos](#)
2. [Bing Videos](#)

After watching the above videos, perform the following Project Scenario.

Project Scenario

In this assignment, you will create a project plan for a hypothetical tech startup launching a new product called "**EcoTrack**" - a sustainable living app with integrated hardware. Your project will encompass both the app development and the marketing campaign for its launch.

Task 1: Project Initialization in Jira

Create a new project:

- Project Type: Scrum Template

- Choose: Company-manged Project
- Project Name: : EcoTrack Launch

Task 2: Add the following tasks (issues)

- Market Research
- Campaign Strategy Development
- Content Creation
- Landing Page Design
- Email Marketing Sequence
- Influencer Outreach
- Press Release Preparation
- Paid Advertising Setup
- Launch Event Planning
- Post-launch Analysis

Task 3: Set up task dependencies

- App Store Submission depends on Bug Fixes
- Campaign Strategy Development depends on Market Research
- Content Creation depends on Campaign Strategy Development
- Landing Page Design depends on UI/UX Design and Campaign Strategy Development
- Email Marketing Sequence depends on Content Creation
- Influencer Outreach depends on Campaign Strategy Development
- Press Release Preparation depends on Campaign Strategy Development
- Paid Advertising Setup depends on Content Creation and Landing Page Design
- Launch Event Planning depends on Press Release Preparation
- Post-launch Analysis depends on Launch Event Planning

Task 4: Estimate task durations

- App Store Submission: 2
- Market Research: 7
- Campaign Strategy Development: 5
- Content Creation: 14
- Landing Page Design: 10
- Email Marketing Sequence: 7
- Influencer Outreach: 10
- Press Release Preparation: 3
- Paid Advertising Setup: 5
- Launch Event Planning: 14
- Post-launch Analysis: 7

Task 5: Create a timeline view in Jira

- Use the Roadmap feature to visualize the project timeline
- Ensure all dependencies are correctly represented
- Adjust task durations and dependencies as needed to optimize the project timeline

Submit your assignment on the LMS.

Instructions for Submission:

1. Screenshots of your Jira project showing the task list, dependencies, and timeline view.
2. A PDF document containing:
 - The calculated total campaign duration
 - Your proposed timeline compression strategies
 - The resource allocation plan
 - Your brief report

Zip your submission and submit on the LMS.