

Learning Horizons eBooks

Quality and Risk

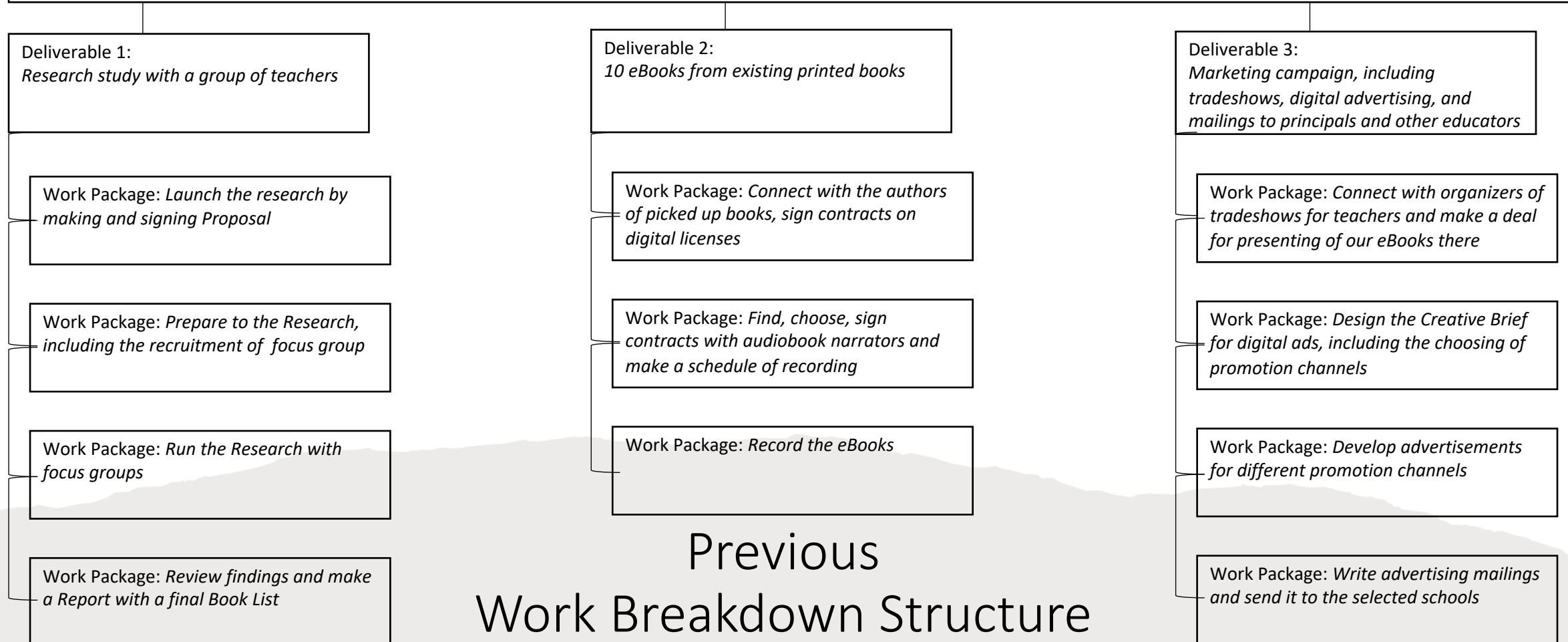
Project Description:

Develop 10 e-version of existing printed books from publishing house Learning Horizons for teachers that have classrooms with students in Grade 3 to 6.

- 1. Conduct small research study with a group of teachers to help better understand interest in the eBooks and narrow down the list of books to consider for the eBooks.*
- 2. Create 10 eBooks (adapt existing printed books).*
- 3. Run marketing including tradeshowes aimed at teachers, some digital advertising and some mailings to principals and other educators.*

Business Driver:

Achieve the new revenue from this project to \$300,000 in the first year and \$450,000 in the second.



Work Breakdown Structure

Project Description: <i>Develop 10 e-version of existing printed books from publishing house Learning Horizons for teachers that have classrooms with students in Grade 3 to 6.</i> <i>1. Conduct small research study with a group of teachers to help better understand interest in the eBooks and narrow down the list of books to consider for the eBooks.</i> <i>2. Create 10 eBooks (adapt existing printed books).</i> <i>3. Run marketing including tradeshows aimed at teachers, some digital advertising and some mailings to principals and other educators.</i>		
Business Driver: <i>Achieve the new revenue from this project to \$300,000 in the first year and \$450,000 in the second.</i>		
Deliverable 1: 1. Research study with a group of teachers	Deliverable 2: 2. 10 eBooks from existing printed books	Deliverable 3: 3. Marketing campaign, including tradeshows, digital advertising, and mailings to principals and other educators
WP 1.1. Launch the research by making and signing Proposal	WP 2.1. Connect with the authors of picked up books, sign contracts on digital licenses	WP 3.1. Develop a marketing strategy and plan
1.1.1. Develop Proposal, including Background and Methodology 1.1.2. Develop survey/ questionnaire 1.1.3. Sign Proposal with Client	2.1.1. Define requirements for eBooks (specific quality standards for eBook creation) 2.1.2. Define requirements for match intellectual property and copyrights laws 2.1.3. Sign requirements with Client	3.1.1. Define requirements for marketing materials 3.1.2. Define law requirements for marketing materials 3.1.3. Sign marketing plan and requirements with Client
WP 1.2. Prepare to the Research, including the recruitment of focus group	2.1.4. Develop with lawyers contracts for creating and selling digital versions of printed books 2.1.5. Sign contracts with authors	WP 3.2. Connect with organizers of tradeshows for teachers and make a deal for presenting of our eBooks there
1.2.1. Select a representative group of teachers 1.2.2. Find and reserve place for conducting the focus group	WP 2.2. Adapt print versions of books to eBooks	3.2.1. Develop presentation for eBooks, including marketing materials if it applicable 3.2.2. Verify all materials (law requirements and meet other requirements) 3.2.3. Sign with Client all materials 3.2.4. Coordinate and participate in educational tradeshows
WP 1.3. Run the Research with focus groups	2.2.1. Develop a plan for eBook conversion 2.2.2. Convert each book into an e-version	WP 3.3. Design the Creative Brief for digital ads, including the choosing of promotion channels
1.3.1. Conduct the research study	2.2.3. Verify eBooks meet requirements, including test the eBooks for compatibility and functionality 2.2.4. Verify and sign with Client eBooks	3.3.1. Choose the promotional channels 3.3.2. Prepare digital ads 3.3.3. Verify all materials (law requirements and meet other requirements) 3.3.4. Sign with Client all materials 3.3.5. Launch digital advertising campaign
WP 1.4. Review findings and make a Report with a final Book List		WP 3.4. Write advertising mailings and send it to the selected schools
1.4.1. Analyze research data and findings 1.4.2. Prepare a report on the research study 1.4.3. Present and Sign final Report with Client		3.4.1. Prepare mailings to principals and educators 3.4.2. Verify all materials meet requirements 3.4.3. Sign with Client all materials 3.4.4. Send mailings to principals and educators
		WP 3.5. Monitor and analyze the marketing campaign's performance
		3.5.1. Monitor the marketing campaign's performance 3.5.2. Analyze the marketing campaign's performance, adjust if it needed 3.5.3. Prepare a final report about marketing campaign 3.5.4. Sign with Client final report
Quality Planning Activities <i>Customer Quality Requirements</i> <i>Law & Regulations</i> <i>Organizational Standards</i>	Quality Assurance Activities	Quality Control

Task	Resource Estimate N	Specialist	Duration, days	Work Effort, hours	Price, \$	Cost, \$
Deliverable 1:						
1. Research study with a group of teachers						
WP 1.1. Launch the research by making and signing Proposal						
1.1.1. Develop Proposal	2	Marketing Manager	5	15	50	1500
1.1.2. Develop survey/ questionnaire	1	Marketing Manager	1	2	50	100
1.1.3. Sign Proposal with Client	1	Marketing Manager	1	2	50	100
WP 1.2. Prepare to the Research, including the recruitment of focus group						
1.2.1. Select a representative group of teachers	1	Marketing Manager	1	2	50	100
1.2.2. Find and reserve place for conducting the focus group	1	Marketing Manager	1	2	50	100
WP 1.3. Run the Research with focus groups						
1.3.1. Conduct the research study	2	Marketing Manager	5	15	100	3000
WP 1.4. Review findings and make a Report with a final Book List						
1.4.1. Analyze research data and findings	2	Marketing Manager	3	9	50	900
1.4.2. Prepare a report on the research study	2	Marketing Manager	2	6	50	600
1.4.3. Present and Sign final Report with Client	1	Marketing Manager	1	2	50	100
Deliverable 2:						
2. 10 eBooks from existing printed books						
WP 2.1. Connect with the authors of picked up books, sign contracts on digital licenses						
2.1.1. Define requirements for eBooks (specific quality standards for eBook creation)	1	Marketing Manager	2	4	50	200
	1	Creative Director	2	4	75	300
2.1.2. Define requirements for match intellectual property and copyrights laws	1	Lawyer	1	4	50	200
2.1.3. Sign requirements with Client	1	Marketing Manager	1	2	50	100
2.1.4. Develop with lawyers contracts for creating and selling digital versions of printed books	1	Lawyer	2	6	50	300
	1	Marketing Manager	2	3	50	150
2.1.5. Sign contracts with authors	1	Marketing Manager	1	2	50	100
WP 2.2. Adapt print versions of books to eBooks						
2.2.1. Develop a plan for eBook conversion	1	Marketing Manager	1	3	50	150
	1	Creative Director	1	2	75	150
2.2.2. Convert each book into an e-version	1	Marketing Manager	20	40	50	2000
	2	Designer	20	120	30	7200
	2	Programmer	20	80	30	4800
2.2.3. Verify eBooks meet requirements, including test the eBooks for compatibility and functionality	1	Editor	10	60	30	1800
	1	Marketing Manager	10	20	50	1000
2.2.4. Verify and sign with Client eBooks	1	Marketing Manager	10	10	50	500

Project Budget & Resources | 1

1.1.1. Develop Proposal
1.1.2. Develop survey/ questionnaire

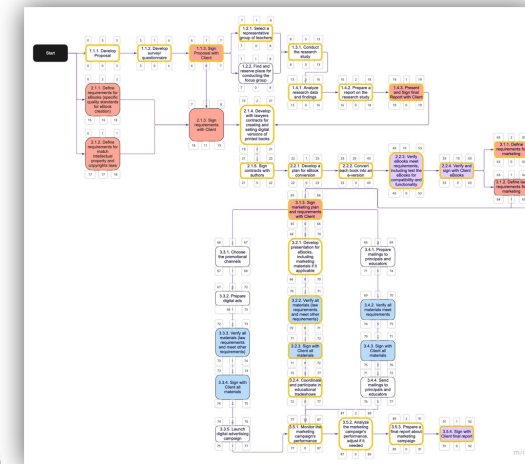
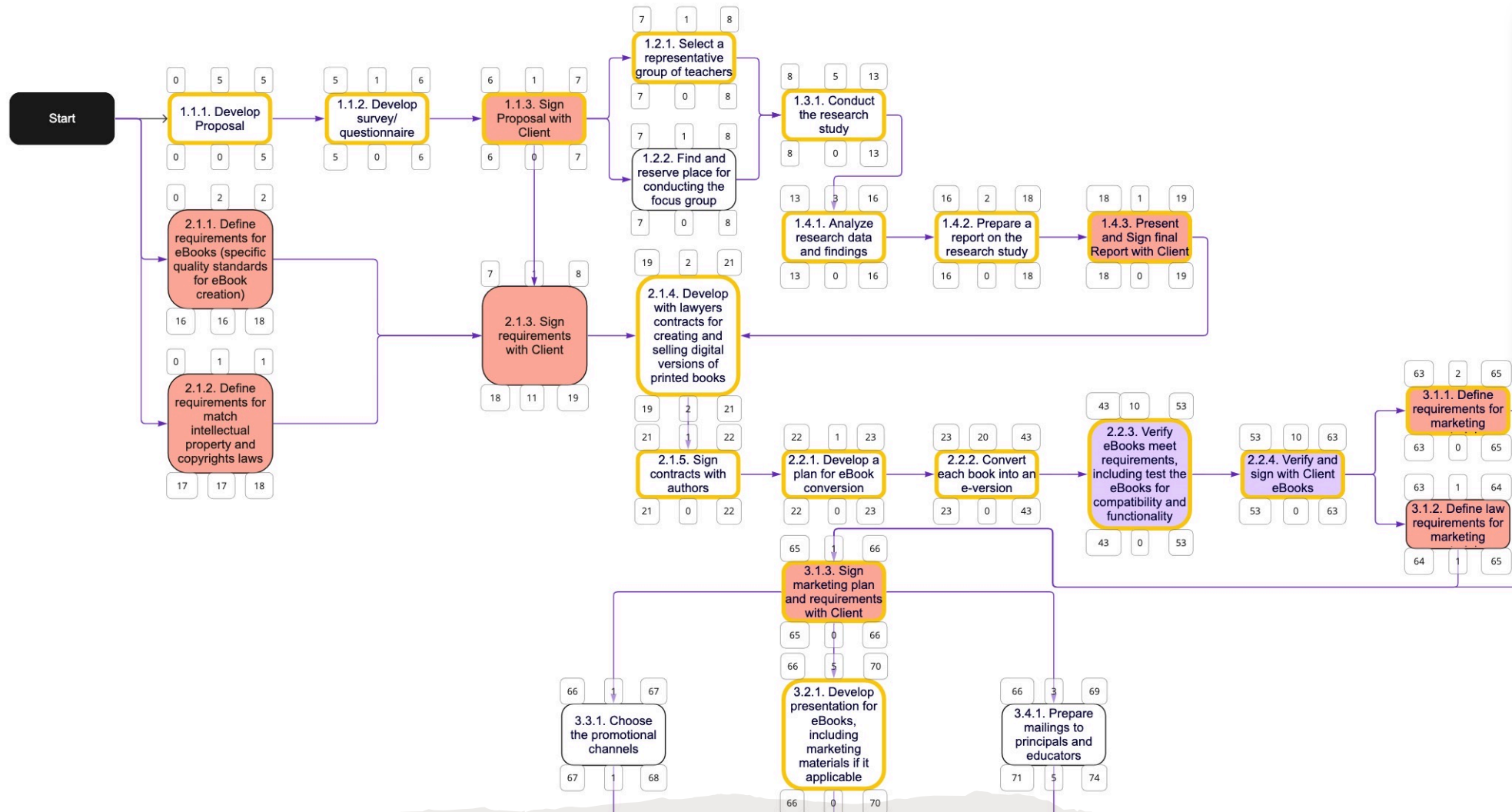
Critical path

Deliverable 3:						
3. Marketing campaign, including tradeshow, digital advertising, and mailings to principals and other educators						
WP 3.1. Develop a marketing strategy and plan						
3.1.1. Define requirements for marketing materials	1	Marketing Manager	2	6	50	300
3.1.2. Define law requirements for marketing materials	1	Lawyer	1	4	50	200
3.1.3. Sign marketing plan and requirements with Client	1	Marketing Manager	1	2	50	100
WP 3.2. Connect with organizers of tradeshow for teachers and make a deal for presenting of our eBooks there						
3.2.1. Develop presentation for eBooks, including marketing materials if it applicable	2	Designer	5	20	30	1200
	1	Marketing Manager	5	4	50	200
3.2.2. Verify all materials (law requirements and meet other requirements)	1	Lawyer	1	4	50	200
	1	Marketing Manager	1	4	50	200
3.2.3. Sign with Client all materials	1	Marketing Manager	1	2	50	100
3.2.4. Coordinate and participate in educational tradeshow	1	Marketing Manager	5	10	50	500
WP 3.3. Design the Creative Brief for digital ads, including the choosing of promotion channels						
3.3.1. Choose the promotional channels	1	Marketing Manager	1	4	50	200
3.3.2. Prepare digital ads	2	Designer	5	20	30	1200
	1	Copywriter	5	20	30	600
	1	Marketing Manager	5	10	50	500
3.3.3. Verify all materials (law requirements and meet other requirements)	1	Lawyer	1	4	50	200
	1	Marketing Manager	1	4	50	200
3.3.4. Sign with Client all materials	1	Marketing Manager	1	2	50	100
3.3.5. Launch digital advertising campaign	1	Marketing Manager	2	6	50	300
WP 3.4. Write advertising mailings and send it to the selected schools						
3.4.1. Prepare mailings to principals and educators	1	Marketing Manager	3	20	50	1000
	1	Copywriter	2	6	30	180
3.4.2. Verify all materials meet requirements	1	Lawyer	1	4	50	200
	1	Marketing Manager	1	4	50	200
3.4.3. Sign with Client all materials	1	Marketing Manager	1	2	50	100
3.4.4. Send mailings to principals and educators	1	Marketing Manager	1	2	50	100
WP 3.5. Monitor and analyze the marketing campaign's performance						
3.5.1. Monitor the marketing campaign's performance	2	Marketing Manager	10	20	50	2000
3.5.2. Analyze the marketing campaign's performance, adjust if it needed	2	Marketing Manager	2	6	50	600
3.5.3. Prepare a final report about marketing campaign	1	Marketing Manager	2	6	50	300
3.5.4. Sign with Client final report	1	Marketing Manager	1	2	50	100
Total:						36530

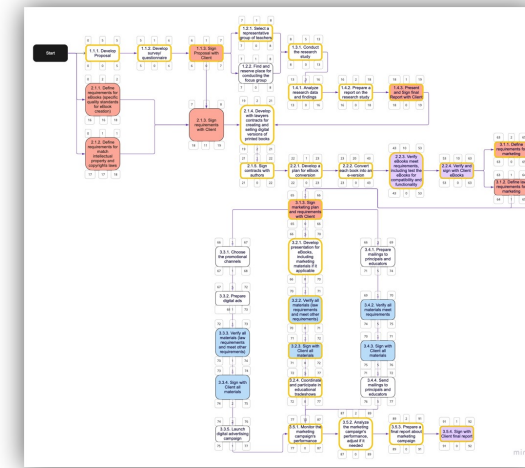
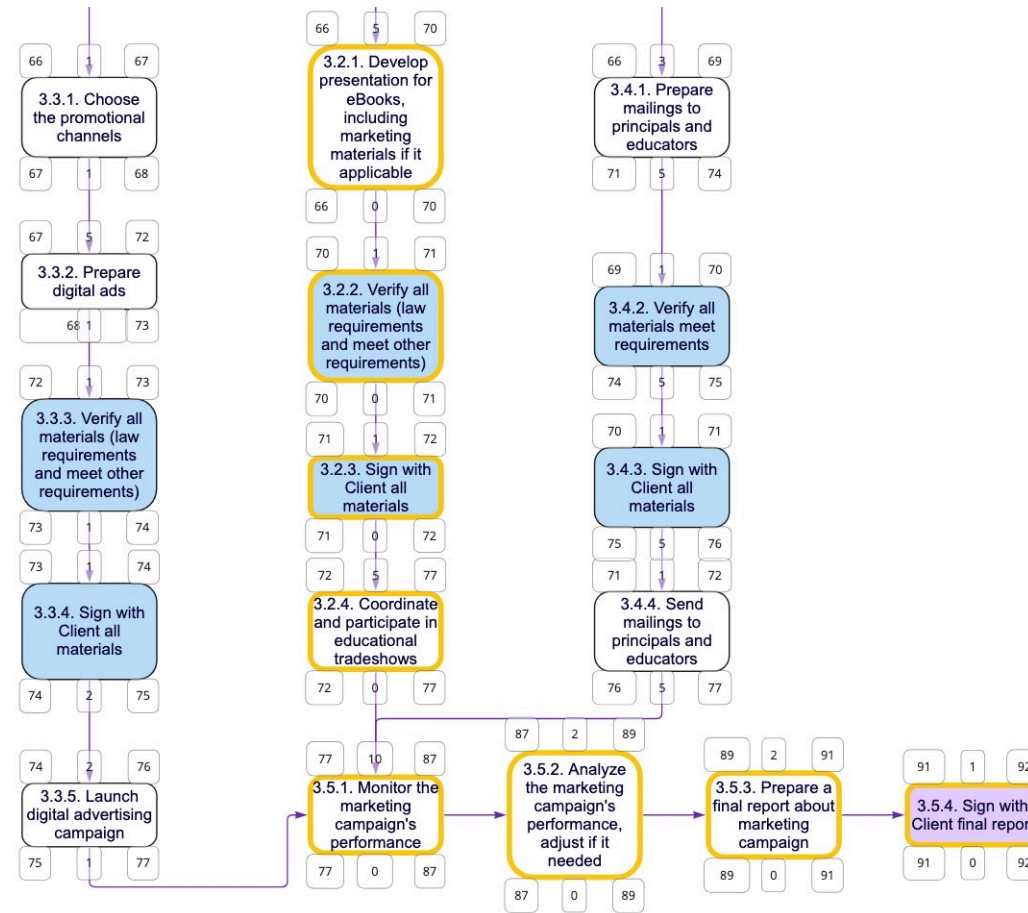
Project Budget & Resources | 2

1.1.1. Develop Proposal
1.1.2. Develop survey/ questionnaire

Critical path



Critical Path & Project Schedule



Critical Path & Project Schedule

Task	Resource Estimate N	Specialist	Duration, days	Work Effort, hours	Price, \$	Cost, \$
Deliverable 1:						
1. Research study with a group of teachers						
1.1.3. Sign Proposal with Client	1	Marketing Manager	1	2	50	100
1.4.3. Present and Sign final Report with Client	1	Marketing Manager	1	2	50	100
Deliverable 2:						
2. 10 eBooks from existing printed books						
2.1.1. Define requirements for eBooks (specific quality standards for eBook creation)	1	Marketing Manager	2	4	50	200
	1	Creative Director	2	4	75	300
2.1.2. Define requirements for match intellectual property and copyrights laws	1	Lawyer	1	4	50	200
2.1.3. Sign requirements with Client	1	Marketing Manager	1	2	50	100
2.2.3. Verify eBooks meet requirements, including test the eBooks for compatibility and functionality	1	Editor	10	60	30	1800
	1	Marketing Manager	10	20	50	1000
2.2.4. Verify and sign with Client eBooks	1	Marketing Manager	10	10	50	500
Deliverable 3:						
3. Marketing campaign, including tradeshow, digital advertising, and mailings to principals and other educators						
3.1.1. Define requirements for marketing materials	1	Marketing Manager	2	6	50	300
3.1.2. Define law requirements for marketing materials	1	Lawyer	1	4	50	200
3.1.3. Sign marketing plan and requirements with Client	1	Marketing Manager	1	2	50	100
3.2.2. Verify all materials (law requirements and meet other requirements)	1	Lawyer	1	4	50	200
	1	Marketing Manager	1	4	50	200
3.2.3. Sign with Client all materials	1	Marketing Manager	1	2	50	100
3.3.3. Verify all materials (law requirements and meet other requirements)	1	Lawyer	1	4	50	200
	1	Marketing Manager	1	4	50	200
3.3.4. Sign with Client all materials	1	Marketing Manager	1	2	50	100
3.4.2. Verify all materials meet requirements	1	Lawyer	1	4	50	200
	1	Marketing Manager	1	4	50	200
3.4.3. Sign with Client all materials	1	Marketing Manager	1	2	50	100
3.5.4. Sign with Client final report	1	Marketing Manager	1	2	50	100
Total for added quality activities:			52	152	6500	


Added Quality Activities Analysis

1.1.3. Sign Proposal with Client
1.4.3. Present and Sign final Report with Client

Critical path

#	Risk Description	Probability	Impact	Response Plan	Owner	Alarm
1	The manager in charge of the project will fall ill	3	5	There should be another manager on the team who can take on this project. Project information should be entered into the common CRM database and all access to internal project documents should be set up. (mitigate)	Creative Director	First signs of illness
2	It can be challenging to precisely select books that will convert successfully to eBooks and to strike a balance between popularity and possible income losses.	4	5	During the research, emphasize the frequency of requesting and buying books, as well as changes in teaching methodology for the next academic year. (avoid)	Creative Director	-
3	Delaying the research project because of lack available teachers could negatively impact the ability to obtain important information and accurately select books.	3	5	Select more than needed teachers for the representative group (obtain confirmation of participation from a minimum of 50 teachers to conduct 5 focus groups of 7-8 people each Obtain confirmation of participation from a minimum of 50 teachers to conduct 5 focus groups of 7-8 people each) (avoid)	Marketing Manager	-
4	Teachers will not buy eBooks on their own unless they need to replace their current resources.	3	4	Add information to the marketing campaign about the benefits of using electronic versions. (avoid)	Marketing Manager	-
5	Choose the right books for adaptation balancing between popularity and ease to adapt.	2	5	Select more than 10 books during the study so that during the conversion process they can decide on the books they need based on budget and ease of conversion. (avoid)	Marketing Manager	-
6	Since the manager has not participated in tradeshow before and does not know the exact budget for this activity, there may not be enough budget allocated for this part of the marketing plan.	3	4	Set aside an additional budget for tradeshow in the amount of \$3,000. (mitigate)	Marketing Manager	Once the final budget for the marketing plan has been calculated, the budget will increase due to tradeshow.

Risk Management



Non-conformance Tasks

Task	
2.2.3. Verify eBooks meet requirements, including test the eBooks for compatibility and functionality	
	<p>There will be a large number of errors in the adaptations and the editor will have to spend much more than the allotted time to correct them. For this purpose, the designer and programmer will also have to be involved again.</p> <p>The team need to be prepared for the designer, programmer and editor to be available and have extra time for this.</p> <p>It is necessary to budget additional resources to pay for their work.</p>
2.2.4. Verify and sign with Client eBooks	
	<p>The client will need time to check all the materials and sign off on them.</p> <p>It is necessary to prepare all materials in such a way that it is easier for the client to go through them. Add comments from the lawyer and marketing manager on what to look for first.</p> <p>2 days before the deadline for this task, ask the client if they need additional time. If necessary, hold an additional meeting.</p>