

# Handy Travel Application Development Project

## Executive Summary:

The Handy Travel Co. Ltd commissioned a (HTA) Development Project to create a user-friendly and feature-rich mobile application that provides travellers with a comprehensive platform for planning, booking, and managing their travel experiences. The app will offer a seamless user experience, integrating various travel services and providing personalised recommendations to enhance the overall travel journey. Your company was contracted for this project to be completed within six months. Some critical information from SOW can be found below, but some are required **further clarification**:

## Handy Travel Co. Ltd Business Objectives: (Drafted)

- User-centric product that caters to the diverse needs of modern travellers.
- Streamline the travel planning and booking process.
- Enhance customer satisfaction.
- Generate revenue through multiple channels.

## Project Scope (Drafted):

- User registration and profile management
- Travel planning
- Destination information
- Itinerary creation
- Reviews and ratings
- Travel alerts and notifications
- Social media sharing
- Analytics and reporting

## Project Deliverables (Drafted):

- A Travel App is available for iOS and Android platforms.
- Interface design and multiple features.
- Integration with external APIs and third-party services
- Backup infrastructure
- Multiple App store submissions and approval

## Cost Estimate:

The estimated project cost for the Travel App Development Project is AUD\$XXX, including personnel costs, software development, design, testing, infrastructure setup, marketing, and ongoing maintenance expenses.

**Benefits realisation of the Project:**

- Increased customer satisfaction and engagement through personalised travel recommendations and convenient booking options.
- Revenue generation through partnerships with travel service providers, affiliate marketing, and in-app purchases.
- Competitive advantage by offering a comprehensive travel solution with a user-friendly interface.
- Improved brand reputation and recognition in the travel industry.

**Quality concerns and Risks mitigation Strategies:**

- Technical challenges and integration complexities: Conduct thorough research and feasibility studies before selecting external APIs and third-party services. Regularly test and monitor integrations to ensure smooth functionality.
- Market competition: Conduct market research and competitor analysis to identify unique selling points and differentiate the app from existing solutions. Offer innovative features and provide exceptional customer support.
- User adoption and retention: Implement an effective marketing campaign.

**A drafted action list** is presented in Table 1.

Your company's **talent pool and capable staff** could be assigned to this project are in Table 2.

Your tasks:

This case study provides you with an opportunity to draw on your acquired project planning, scheduling, budgeting and quality management skills and materials covered in this course. You are responsible for addressing All tasks and requirements listed in Section 1 and Section 2, in addition to Assessment briefs, according to the case study.

**Section 1 refers to Assessment 2 (Pair assessment)**

**Section 2 refers to Assessment 4 (Individual assessment)**

## Section 1

### 1-1) Scope management planning

- Describe and **further explain the entire scope** of the work, including project background, a list of specific project objectives, deliverables, acceptance criteria, constraints, and assumptions.
- Create a Work Breakdown Structure (**at least three levels for tasks that are equal to or greater than 10 working days**) for the project that aligns with the project activities. Further research is required.

### 1-2) Quality management planning

- Develop the quality management **planning components** of your Quality Management Plan.
- Select at least **Three work IDs from various work stages** to develop Quality Assurance activities accordingly.
- Apply **quality management tools** to ensure the project performance is consistent with the quality management plan. **Justify** your selection.

## Section 2

### 2-1) Project scheduling

- Construct an original **Gantt chart** for the project using project activities given in Table 1.
- Conduct a **critical path analysis** and carefully apply the **3-point estimate** technique on identified critical activities to develop an **estimated project schedule**.

It is assumed that **all critical activities** will accelerate by **10%** if the Project team performs the best efficiency. On the other hand, without appropriate collaboration or control, the entire duration from **Phase 4 will be extended by 20%**.

### 2-2) Cost management planning

- Develop and aggregate the cost of resources needed to complete each activity and determine the detailed budget of the project. Your cost estimation must incorporate relevant resources given in Table 2 for each phase of the given activities. Develop and justify the **resource allocation** and **cost management planning components** in your Cost Management Plan.
- Present your final budget to the client: Handy Travel Co. Ltd, and explain why they should accept your figure, and what you could do to ensure the project implements according to the plan; if not, any contingency or management strategies you could practice in dealing with any discrepancies.
- **(Bonus item)** Assume it is now the **30<sup>th</sup> day into Phase 4**: Development, perform an Earned Value Analysis (EVA) to demonstrate the project progress.

Table 1 – The Project Activities

Work ID.	Task description	Duration (days)	Predecessor
1	Project initiation		
1.1	Define project scope and objectives	3	NA
1.2	Conduct market research	6	1.1
2	Analysis and planning		
2.1	Identify target audience and user personas	5	1.2
2.2	Create user stories and business cases	10	2.1 SS
3	Design and user experience		
3.1	Conduct user research	6	2.2
3.2	Create wireframes	5	3.1
3.3	Design user interface	5	3.1 SS +2
3.4	Iterate and refine	10	3.2, 3.3
4	Development / Coding		
4.1	Develop backend infrastructure	5	3.4
4.2	Develop frontend functionalities	10	4.1
4.3	Integrate APIs and Third-party services	8	4.2
4.4	Implement user authentication	5	4.3
4.5	Develop search functionality	5	4.3
4.6	Implement booking and reservation system	12	4.3
4.7	Create user reviews and ratings functionality	10	4.3
4.8	Develop in-app purchases function	5	4.3
4.9	Integrate payment gateway	10	4.8
4.10	Perform system testing and bug fixing	15	4.4, 4.5, 4.6, 4.7, 4.8, 4.9
5	App store submission and launch		
5.1	Prepare for app store submission	8	4.10
5.2	Conduct user acceptance testing	10	5.1 SS
5.3	Finalise app design and branding	5	5.2
5.4	Create marketing and promotional materials	10	5.3
5.5	Launch marketing campaign	15	5.3, 5.4
5.6	Deploy application to app stores	8	5.5 FF
6	Post-launch and maintenance		
6.1	Update and maintain application	3	5.4
6.2	Project evaluation and closure	3	6.1 SS +1
6.3	Monitor user feedback and reviews	On going	6.2

Table 2: Resource Mix

Resource Name	Role	Hourly Rate (AUD)	Max Working Hours for HTA
David. E	Project Manager	\$100	150
Ellis. C	Business Analyst	\$70	80
Noah. S	UI/UX Designer	\$80	100
Kenneth. K	Frontend Developer	\$80	120
Selina. W	Backend Developer	\$80	120
Jennie. A	QA/Test Engineer	\$70	80
Mark. F	Mobile App Developer	\$80	120
Jackie. C	Marketing Specialist	\$70	100
Harry. O	Project Officer (All-rounder)	\$60	120

----- End -----