

LET'S KICK IT OFF !!

Taboola - Planning

Group B3

Table of contents

01

Main Goals

02

Milestones

- 1- Main milestones
- 2- gantt chart
- 3- detailed milestone chart

03

WBS

04

Conclusion

Taboola Main Goal

Main Goal

The project will provide, once completed, a comprehensive experience for customers in one platform.

Advertising

Customer Care

Taboola Blog

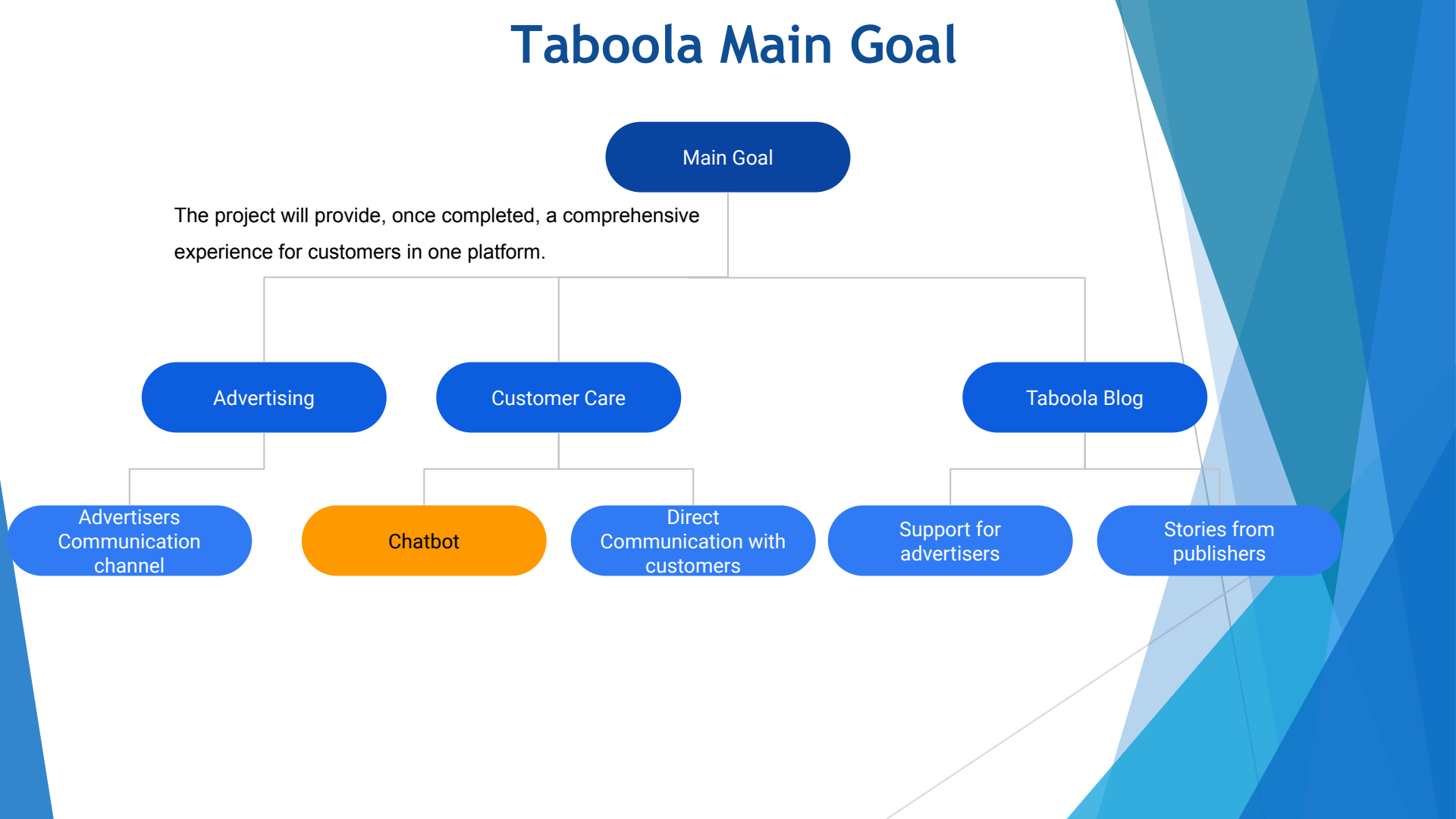
Advertisers
Communication
channel

Chatbot

Direct
Communication with
customers

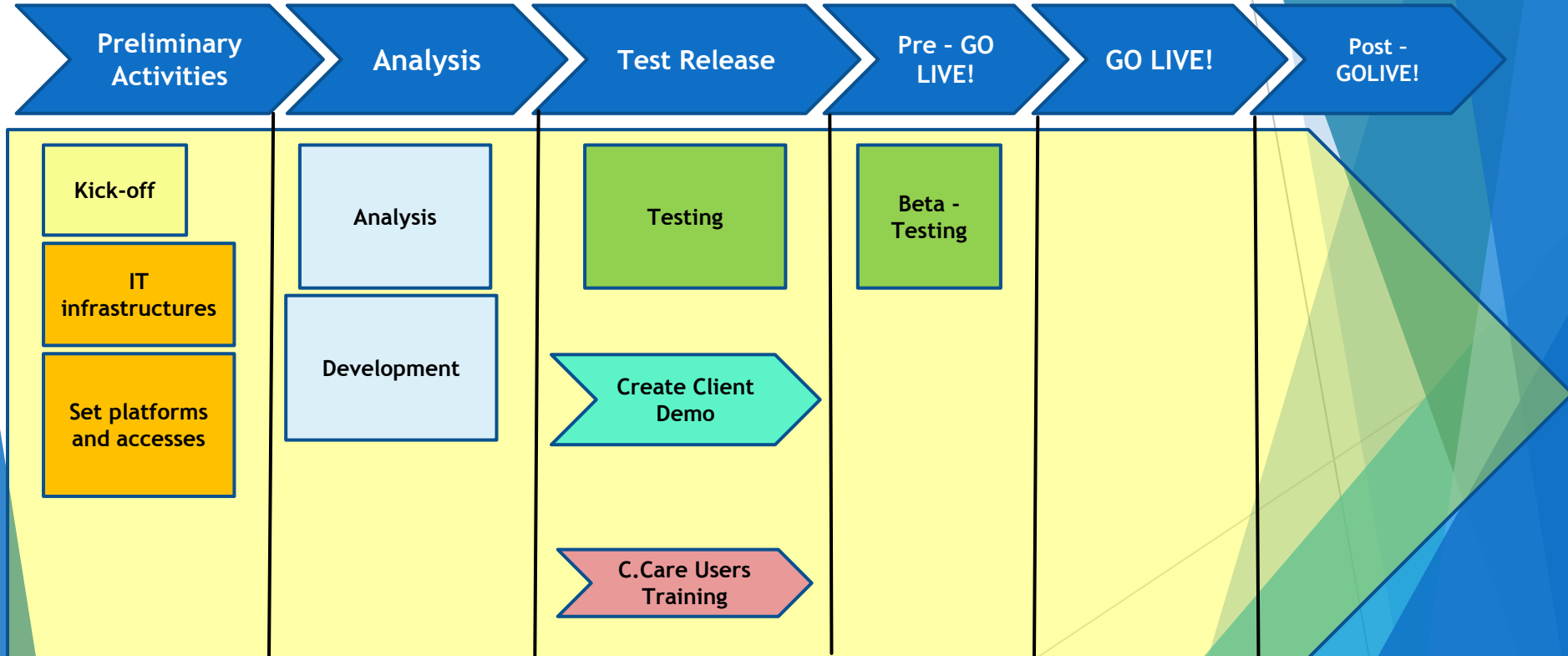
Support for
advertisers

Stories from
publishers



Milestones

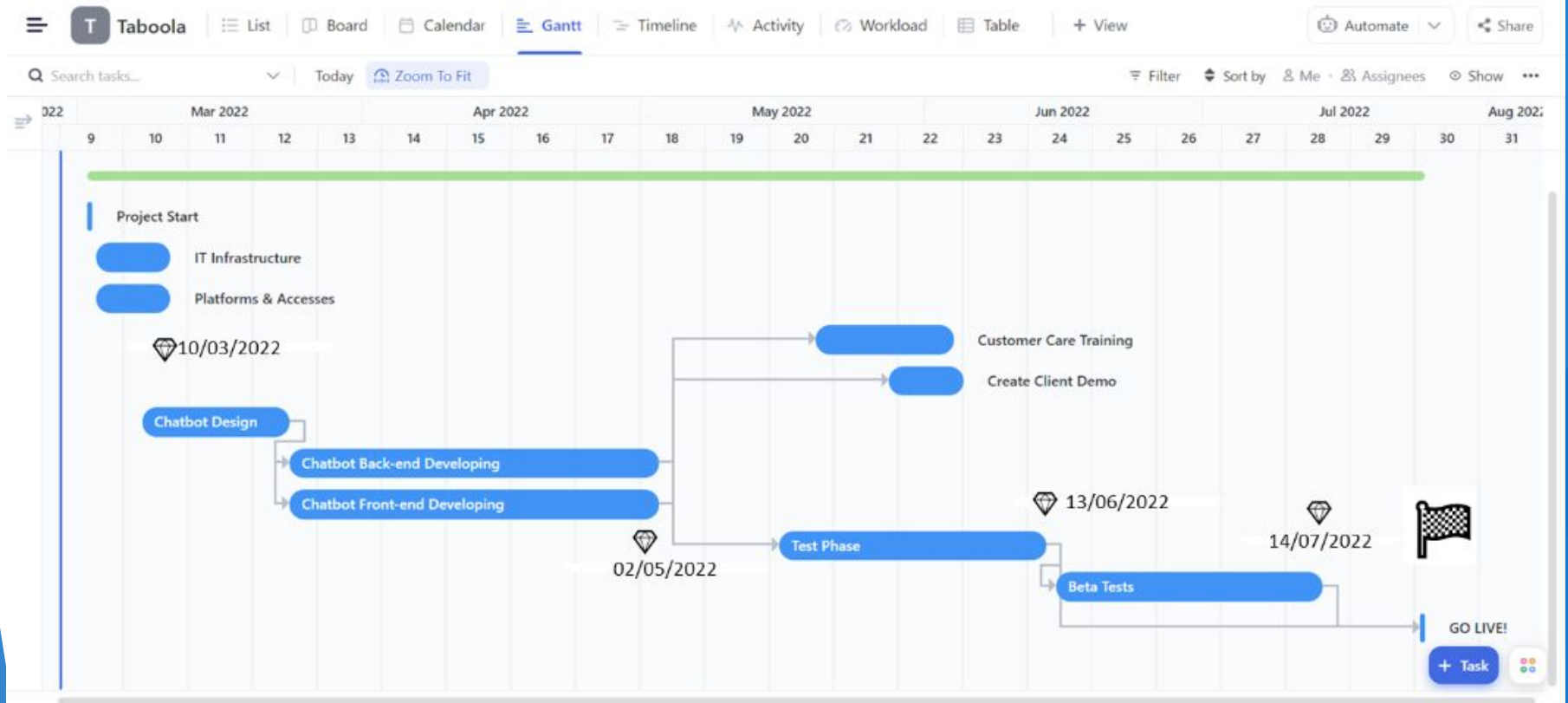
Analysing The chatbot addition to the platform features into milestones



Milestones

Click-up milestone chart

Gantt



Milestones

Completion Date`	Milestone N°	Milestone Name	Duration to achieve its tasks	Assignee	Dependencies	Status	Comments
2/3/2022	M-01	Project Start	1 Day	Project manager		Complete	Kick-off meeting with Stakeholders
10/3/2022	M-02	IT infrastructure	1 Week	IT Infrastructure team		Complete	The completion relies on the successful delivery of the following: - Preparation of Testing Environment - Preparation Production Environment
10/3/2022	M-03	Platforms & Accesses	1 Week	DBA Team Security System Team		In Progress	The completion relies on the successful delivery of the following: - Creation of all the required DBs - Setting and customization of users accesses - Security system check
23/3/2022	M-04	Chatbot Design	4 Weeks	Business Analyst Team		Not Started	The completion relies on the successful delivery of the following: - Get Business informations through Customer Care Interviewing - Drawing of all the required functional documents (like Functional Analysis and flowcharts)

Milestones

2/5/2022	M-05	Chatbot Back-end Development	2 Weeks	Back-End Developers Team	M-04	Not Started	The completion relies on the successful delivery of the following: - Software back-end Programming
2/5/2022	M-06	Chatbot Front-end Developing	2 Weeks	Visual Designer UX/UI Designer Front-end Developer	M-04 M-05	Not Started	The completion relies on the successful delivery of the following: - Software front-end Programming - UX/UI design - Graphic design
13/6/2022	M-07	Test Phase	4 Weeks	Business Analyst Team Development Team	M-05 M-06	Not Started	The completion relies on the successful delivery of the following: - IT tests checklist OK - UAT tests checklist OK
3/6/2022	M-08	Customer Care User Training	2 Weeks	Software Engineer Team Customer Care	M-05 M-06	Not Started	The completion relies on the successful delivery of the following: - Customer Care get all the required training to solve tech issues via Chat & Call center

Milestones

Completion Date`	Milestone N°	Milestone Name	Duration to achieve its tasks	Assignee	Dependencies	Status	Comments
4/6/2022	M-09	Create Client Demo	2 Weeks	Video maker Business Analyst Back-End Developers Team Front-end Developer	M-05 M-06	Not Started	The completion relies on the successful delivery of the following: - Creation and uploading of Video Tutorials and Documents that could be helpful for the customers
14/7/2022	M-10	Beta Tests	4 Weeks	Business Analyst Team Development Team Customer Quality Manager	M-09	Not Started	The completion relies on the successful delivery of the following: - Beta tests checklist OK
24/7/2022	M-11	GO LIVE!	1 Day	Development Team	M-010	Not Started	The machine gets turn ON

Work Breakdown Structure

High	High risk in time estimation
Medium	Medium risk in time estimation
Low	Low risk in time wstimation

Phase	Task	Estimation (days)	Level	Name	Responsible	Estimation	Discription
Preliminary Activities 1	IT Infrastructure 1.1	16					
			1.01.01	The Log in screen	It Department	2	Designing a user-friendly log in page with all required elements
			1.01.02	When a mandatory field is left empty	It Department	2	Show an error message “Please fill all mandatory fields”
			1.01.03	When incorrect entry	It Department	2	Show an error message “You have entered an incorrect e-mail or password”
			1.01.04	A Forgot password element	It Department	2	Redirecting the user into change your password page
			1.01.05	A retrieve password screen	It Department	2	Redirect to retrieve password screen
			1.01.06	Successful log in	It Department	2	after succesfully log in, the platform Redirect to main screen
			1.01.07	A new user element	It Department	2	if the user dont have account, the platform redirect him to page to create new account
			1.01.08	A log out screen	It Department	2	pressing on log out button and then it redirect you to the home screen
	Set platforms and accesses 1.2	9					
			1.02.01	chatbot pop up access	It Department	3	
			1.02.02	make an icon for the chatbot in the screen	It Department	1	an icon that moves with you while checking the website
			1.02.03	make a pop up messege for how can I help you	It Department	1	the message appears temporary every now and then to quicly access the chatbot
			1.02.04	chatbot screen	It Department	2	
			1.02.05	program a button to lead you to chatbot chat	It Department	2	a button at the top and end of the website that lead the customers into the chatbot
Analysis 2	Chatbot Design 2.1	26 days					
			2.01.01	Identify platform	It Department	3	Private interface or hosted (Facebook Messenger, Telegram, Whatsapp)
			2.01.02	Chatbot type	It Department	4	Menu/button-based, Linguistic Based (Rule-Based), Keyword recognition-based, Machine Learning, Hybrid model, Voice bots
			2.01.03	Define the functionalities	It Department	4	Solve the problem if possible, otherwise offer an alternative. Email contact or redirection to phone operator
			2.01.04	Entry source	It Department	4	Where customers come from and which are the most spoken languages
			2.01.05	Recurring keywords	It Department	3	By interviewing the Customer Care on the most frequent Q&A, list down the moste frequent Keywords
			2.01.06	Chatbot customization	It Department	2	Personality, Tov (Tone of voice)
			2.01.07	Answers text	It Department	2	Dialogic, efficient, basic
			2.01.08	Functional Analysis drawing	It Department	5	After having got all the business requirements, the BA draws the functional analysis to be used by the development teams

	Chatbot Back-end Developing 2.2	15 days					
			2.02.01	IT requirements	It Department	5	Given the IT platform, study the Functional Analysis in order to define the IT requirements and constraints
			2.02.02	Coding	It Department	5	Process of writing down rules, iterations and exeptions using Programming code.
			2.02.03	Quality Check	It Department	5	Being sure that the platform, code and data-flows work together without bugs
	Chatbot Front-end Developing 2.3	15 days					
			2.03.01	Create User Persona	Front-End Department	8	By studying Demographics, Psychology, Experience the F.E department creates the User persona
			2.03.02	Create Bot Persona	Front-End Department	7	Given the User Persona, create the Bot Persona
			2.03.03				
Test Release 3	IT - Tests 3.1	20 days					
			3.01.01	check final development of chatbot	IT team	5	making sure everthing runs
			3.01.02	ensure that both parties have excess to the chatbot	IT team	4	the IT team needs to have excess to the chatbot in order for updates to happen and for improvements, the customers need to be able to
			3.01.03	Set common questions that cutomer might ask	IT team	4	common qusetions that would be usually asked
			3.01.04	ensure that the chatbot can understand variations of set questions	IT team	4	customers can ask the same question in various ways
			3.01.04	redirect the customer to customer services or customer care if the chatbot	IT team	3	ensure that the customer comes first and is help no matter the question
	UAT -Test 3.2	24 days					
			3.02.01	create qusetions that volunteers need to ask the chatbot	IT team Customer care Customer services	4	variations of set question to ask chatbot, each volunnteer should ask 3 questions and recive 3 answers
			3.02.02	find volunteers	IT team Customer care Customer services	5	volunteers need to complete at least 3 questions
			3.02.03	give volunteers the answers to set questions	IT team Customer care Customer services	3	
			3.02.04	get volunteers to run test	IT team Customer care Customer services	3	test should not take longer then 10-15 minutes
			3.02.05	receive answers from vulunteers and analyze results	IT team Customer care Customer services	3	chatbot should be able answer or redirect and if not changes must be made
			3.02.06	get volunteers to take a quesstionnaire for quality purpses	IT team Customer care Customer services	3	this questionnaire is only to check if the chatbot is effective
			3.02.07	run test untill majority of vulunteers at satisfied	IT team Customer care Customer services	3	taboola strives for excellence
	C.Care Users Training 3.3	14 days					

			3.03.01	introduction to the new form of communication	IT team Customer care Customer services	4	thsi is the main and easy way for customer to communication with Taboola
			3.04.02	how to access the new form of communication	IT team Customer care Customer services	4	basic understanding of the new website communcation
			3.05.03	how to use the new form of communtication	IT team Customer care Customer services	4	how CC can help the customers
			3.06.04	how to get assistance if need by IT team	IT team Customer care Customer services	4	
Pre - GO LIVE! 4	Beta - Testing 4.1	14 days					
			4.01.01	Beta Testing	IT Depatment Business Analyst Team Development Team Customer Quality Manager		Get volunteering Customer to run Beta tests before the GO LIVE!
			4.01.02	System requirrements review	IT Depatment Business Analyst Team Development Team Customer Quality Manager	1	starting with the system, making sure it has no errors in the website.
			4.01.03	Design review	IT Depatment Business Analyst Team Development Team Customer Quality Manager	1	Making sure that the desing is user-friendly log in page and has all required elements to start.
			4.01.04	Log in screen review	IT Depatment Business Analyst Team Development Team Customer Quality Manager	1	Making sure the log in proocess is done smoothly without any errors.
			4.01.05	chatbot pop up access review	IT Depatment Business Analyst Team Development Team Customer Quality Manager	1	Make sure that the icon of the chatbot is moving while browsing the website, that the massage "how can i help you" pop out for the website visitor, and the button that leads to it is showing at the top and the end of website.
GO LIVE! 5	Cheers !	2 days					
			5.01.01	Publishing the website	IT Depatment	1	Publishing the website
			5.01.02	Final review	Quality Manager	1	Last review of the final project to make sure it is what we aim for the website visitor.

CONCLUSION

The background of the slide features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side and bottom of the slide, creating a modern, dynamic feel. The word 'CONCLUSION' is positioned in the upper left area of the slide, set against a plain white background.

Taboola

Thank you.