LET'S KICK IT OFF !!

Taboola - Project Introduction

Group B3

Taboola

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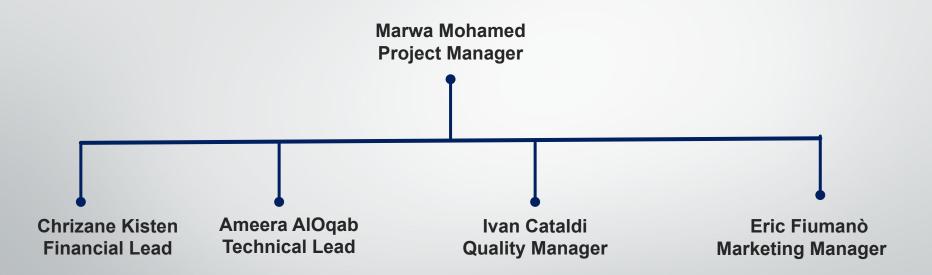**02** Project team roles and responsibilities

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Project Organizational Chart

Marwa Mohamed
Project Manager

Chrizane Kisten
Financial Lead

Ameera AlOqab
Technical Lead

Ivan Cataldi
Quality Manager

Eric Fiumanò
Marketing Manager

Project team roles and responsibilities

Name	Role	Responsibilities	Telephone	Email
Marwa Mohamed	Project Manager	• Oversee and implement . • monitor progress	+201006903891	marwamohamegalal@gmail.com
Chrizane Kisten	Financial Lead	• Provide financial guidance.	+27643415983	chrizane23@gmail.com
Ameera AlOqab	Technical Lead	• Oversee technical operations.	+966580675254	meera.0900@gmail.com
Ivan Cataldi	Quality Lead	• Monitor Key Performance Indicators.	+393516064707	cataldivan@gmail.com
Eric Fiumanò	Marketing Lead	• Manage stakeholders and project expectations and schedules, serving as the day-to-day client contact.	+393277529510	eric.fiuma89@gmail.com

Team Agreement

1) Commitment: -
- Team members will come to the meeting prepared well.
- Stay on point and on time.
- Listen with an open mind.
- Let everyone participate and share their ideas.
- Keep motivated throughout the work period.
- If it is hard to attend, one should notify another member of the group.
- If anyone has a problem with the group, the project or any other conflict, it must be discussed and a solution must be found ASAP!
- No one knows everything - together we know a lot

2) Communication: -
- As a team we will use Zoom to communicate between each other.
- We can always continue with group discussion via whatsapp.
- We will discuss the process and explore how it can be improved.
- Use Google docs and Google slides to do the tasks.
- Use Google drive to share group documents.
- Be open to new approaches and listen to new ideas.

3) Meetings: -
- Meetings will begin and end on time duration 2h.
- Meetings will be held 3 times per week and they will be called by zoom.
- At least more than half of the members should attend the meetings
- The roles will rotate every week so we can practice.
- Evaluations of meeting will be conducted at the end of every meeting.
- Unresolved issues will be added to the list of next meeting.

4)Planning : -

- Mondays will be set as the key day to plan at 6:00 PM at german time.
- Agenda item discussed in the meeting shall be summed up and highlighted at the end of the meeting and the beginning of the next meeting.
- Agenda items for the next meeting will be discussed at the end of each meeting.
- Agenda will be issued in advanced by project manager every week.
- The team will create a timeline that includes dates and milestone for expected completion of work and other objectives.

5)Decision-making and conflict resolution: -

- Decisions are discussed as team .
- We will encourage everyone to participate in solving problems.
- Focus on what is best for the whole project team.
- Only use constructive criticism.
- Regard conflict as normal and as an opportunity for growth.
- Listen openly to other points of view.
- Seek to find some common ground for agreement.

*We share these goals and expectations, and agree to complete our project within this shared understanding.

signatures:-

Marwa Mohamed	Chrizane Kisten	Ameera AlOqab	Ivan Cataldi	Eric Fiumanò

Issue Log

Issue	Date Received	Reported By	Issue name and Description	Proposed Resolution	Priority	Assigned to	Status
1	15.02.2022	Group B3	Difficulty finding a common time for everyone to meet	Make a table of days and each one enters the appropriate hours for him to meet.	Low	Group B3	Closed
2	15.02.2022	Group B3	Several doubts regarding the task.	Making our own researches	medium	Group B3	closed

Project Charter

1. General Project Information	
Project Name:	**Taboola use Case**
Executive Sponsors:	**Brainnest Consulting**
Department Sponsor:	**Ben Bharat Berwing**

2. Project Team				
	Name	**Department**	**Telephone**	**E-mail**
Project Manager:	Marwa Mohamed		+201006903891	marwamohamedgalal@gmail.com
Team Members:	Chrizane Kisten	Financial lead	+27643415983	chrizane2301@gmail.com
	Ivan Cataldi	Quality assurance	+393516064707	cataldivan@gmail.com
	Eric Fiumanò	Marketing	+393277529510	eric.fiuma89@gmail.com
	Ameera Aloqab	Technical	+966580675254	meera.0900@gmail.com

3. Stakeholders

(a) Business owners who want to advertise through them (i.e. Nissan Motor and other kind of companies)

(b) Publisher around the globe (i.e Fox, Forbes)

(c) Internal stakeholders (Front line services, Publisher, Advertiser, Taboola news, Internal apps, Police and PS)

(d) The final receivers of the advertisement

4. Project Scope Statement

Project Request

To launch a new service of direct communication with Taboola support.

Objectives (in business terms)

The main objectives for the improvement of Taboola platform is to improve the quality of customer services, to make customer problems be solved easier and faster, and to reduce the number of employees involved in each case.

Deliverables

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

Scope

Long lasting communication solution between Taboola customers and the company's customer service.

Collecting and structuring information for the Chatbots, programming and testing of Chatbots for both kinds of requests and the "Help button" on the website, implementing the link from the new technology to the existing customer support network, enabling direct links to one responsible person per department and areas of the world.

Project Milestones

The project is to be concluded in four weeks, observing the following structure:

Week 1 (12/02 – 19/02): Project conceptualization and work structure planning

Week 2 (19/02 – 26/02): Research, stakeholders outreach and risk assessment

Week 3 (26/02 – 05/03): Execution and adjustments to original plan, conditioned to budget, deadline and risks

Week 4 (05/03 – 12/03): Project conclusion and submission for approval

Major Known Risks

Risk	Risk Rating (Hi, Med, Lo)
(a) The time zones, language barriers and new employees	Medium
(b)Time delay due to another channel between the customer and publisher.	High (due to the inexistence of a unique global governmental response to the economic consequences of the pandemic)
(d) Website crashes	Low

Constraints

The time frame to finish the milestones of the project.

Challenges

Global knowledge sharing internal to the group

Challenges	how to overcome them
Time zones	The use of unified time zone
Language barriers	The use of English
Measuring units	A measuring chart

Updates from the external groups

challenges	how to overcome them
To achieve fast and efficient updates	Using a tool called Redmine

Onboarding new employees globally

Challenges	how to overcome them
The employees don't have enough qualifications	Provide a training opportunity
The employees with needed qualifications are overseas	Offering online opportunities

5. Communication Strategy

At the beginning of every week team members will be assigned tasks and deadlines to be completed throughout all phases of the project. Following an asynchronous communication strategy, the group has created a group chat on Whatsapp to discuss the status of tasks and to enhance team integration and collaboration.

The team will hold pre-scheduled video conferences three times a week at 18 pm German time to conduct progress reports and evaluate changes, additions and provide feedback on the ongoing weekly activities.

6. Sign-off

	Name	Signature	Date (MM/DD/YYYY)
Executive Sponsor	Brainnest Consulting		
Department Sponsor	Ben Bharat Berwing		
Project Manager	Marwa Mohamed Galal		

Taboola

Thank you.