

Change Request Form

Project:	<u>AHI App Development</u>	Change ID:	<u>0005</u>
Date Requested:	<u>1 Aug 2024</u>	Requested By:	<u>Ram Samuels</u>
PM:	<u>Cary Manning</u>	Requestor Email:	<u>RamS@AHI.net</u>
Decision:	<u>Pending</u> Accepted, Accepted with Modifications, Rejected, Deferred, Further Analysis Required	Decision Date:	<u>7 Aug 2024</u>

Proposed Change: Detailed description. Focus on business needs, requirements; solution is secondary.

Two additional data feed sources have been identified. Request these data feeds be incorporated as inputs to the App. Preliminary review indicates these data feeds will add \$2500 to the project cost. Time to gain licensing and activation is estimated at two weeks.

Reason for Change: Focus on benefits that will accrue after the change is made. Describe why this change was not addressed earlier in the project. Who or what is driving this change?

The first data feed will provide advanced global sales data in the skin care product industry. In addition, updates are made weekly.

The second data feed will provide better demographic analytics to segment and position our products effectively.

Impact Analysis: Consider impact on work products, quality, schedule, scope, budget, people, resources, and other projects. List cost/benefit/ROI. Consider impacts on all groups and stakeholders. List assumptions, dependencies, and risks. Define approval levels.

The addition of these data feeds will impact budget and potentially schedule milestones due to licensing and integration time. However, it is expected to add significant value by improving customer insights, which supports a better-targeted marketing approach. This change will involve additional budget, impacting financial allocations and resources but will provide high ROI due to enhanced marketing capabilities.

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Implementation Options: Consider options to implement this change. What strategies are recommended? How will implementation impact current scope, budget, and schedule milestones?

Option 1: Integrate both feeds simultaneously, extending the Sprint schedule to accommodate licensing and integration.

Option 2: Add one data feed in the current Sprint and defer the second to a future release to minimize immediate budget and schedule impact.

Option 3: Reassess the importance of the feeds in light of core app deliverables and include only if critical to MVP.

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Decision: Accept As-Is, Accept with Modifications, Defer, Reject, Further Analysis Required

Decider(s) Name:	Date	Comments/Modifications
Cary Manning and Cal Hamer	7 Aug 2024	Proceed with integrating only the demographic analytics data feed (second feed) in the current Sprint to meet immediate marketing needs. Defer the global sales data feed (first feed) to a future phase of the project, reducing immediate budget impact and minimizing schedule disruption.

Decision Notes: Reasons for Decision. Decision follow-up actions necessary.

The decision to accept the change with modifications was made to address the project's current budget and schedule constraints. Adding both data feeds at once would significantly impact the current Sprint's timeline and exceed the budget. By implementing only the demographic analytics data feed now, the team can improve marketing insights without major delays, while allowing time to plan for the inclusion of the global sales data feed in a subsequent phase. This approach provides a balance between immediate needs and project feasibility.

Close-Out Checklist (As Applicable):

✓	Change Logged in Change Log (all changes, regardless of decision, must be recorded) and Posted on Project Site
✓	Scope Document and other Key Project Documentation Updated
✓	Design document, test plan, test cases, training notes, and others updated
✓	Schedule and budget updated
✓	Status Report Updated
✓	Change Communicated to Stakeholders

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