

Scenario: Develop an Application (App) to Provide Real-Time Marketing Data

Good news! The project charter and stakeholder register have been approved. The Project Management Institute (PMI) recommends that scope, schedule, and cost be planned in this order during initial baseline planning. Your team will follow this recommendation.

The project charter divided the project into five phases for scheduling purposes. The project team has decided to tailor the work breakdown structure (WBS), schedule, and high-level budget estimate using these phases.

The table below identifies each phase and tasks to be considered in the scope, schedule, and cost planning for this project. Note that the key task requirements for the major tasks are not listed in the order in which they will occur. When planning scope, schedule, and cost, your team must determine the task flow.

Project Phase	Key Task Requirements
Design (30 days)	<ul style="list-style-type: none">• Gain final design approval• Identify vendor to design and develop app• Solicit initial design feedback• Define key app functionality requirements• Develop initial design• Finalize vendor contract• Update design based on feedback
Development (90 days)	<ul style="list-style-type: none">• Perform prototype beta test• Develop an initial prototype• Develop an app launch plan• Update prototype based on feedback• Implement IT upgrades• Solicit beta test feedback• Gain prototype sign-off

Project Phase	Key Task Requirements
Test (30 days)	<ul style="list-style-type: none"> • Test the final app prototype • Begin full-scale development • Begin IT hiring • Gain customer acceptance • Approve the launch plan • Train Marketing personnel on a new app
Launch and approve the app (60 days)	<ul style="list-style-type: none"> • Monitor app performance • Plan v2 upgrades • Launch a new app • Finalize new hires • Plan app upgrades • Implement app upgrades • Launch app v2 • Document app issues • Complete the final project report

The team determined that direct costs will be required as follows:

- App development: Design Phase 50%, launch and improve app 50%
- IT software and hardware: Development phase
- IT storage: Test phase
- Data feeds: Development phase
- App security upgrades: Test phase
- IT personnel HR costs: Launch phase

All personnel costs are considered indirect. The organization bears training costs, and are also indirect.

It's time to get to work!

Exercise 1: Create a WBS

1. Keeping the CTRL key pressed, click [here](#) to download the **WBS Template** document.
Note: On Mac systems, keep the COMMAND key pressed instead of the CTRL key.
2. Keeping the CTRL key pressed, [here](#) to download the **WBS Example** document.
Note: On Mac systems, keep the COMMAND key pressed instead of the CTRL key.
3. In the **WBS template**, create the work breakdown structure with at least three levels. Start with the project name, followed by the project phases, and end with the activities.
4. Save your **WBS** document with a meaningful name and as a PDF, such as **AHI WBS**.

Use [these directions](#) to save a Word document as a PDF if you do not know how already. You will need to upload a PDF for your final project.

Exercise 2: Create a Project Network Diagram

1. Keeping the CTRL key pressed, click [here](#) to download the **Project Network Diagram Template** document.
Note: On Mac systems, keep the COMMAND key pressed instead of the CTRL key.
2. Keeping the CTRL key pressed, click [here](#) to download the **Project Network Diagram Example** document. Refer to it if you have any doubts during the lab.
Note: On Mac systems, keep the COMMAND key pressed instead of the CTRL key.
3. In the **Project Network Diagram template**, create the network diagram for the AHI app development scenario using the WBS created in the previous exercise.
Note: Create the network diagram for each phase in different tabs of the worksheet.
4. Identify the critical path and non-critical path activities.
5. Save your **Project Network Diagram** document with a meaningful name, such as **AHI App Project Network Diagram**.

added pdf instructions> Use [these directions](#) to save a Word document as a PDF if you do not know how already. You will need to upload a PDF for your final project.

Exercise 3: Create a High-Level Budget Using an RBS

1. Keeping the CTRL key pressed, click [here](#) to download the **High-Level Budget Template** document.
Note: On Mac systems, keep the COMMAND key pressed instead of the CTRL key.
2. Keeping the CTRL key pressed, click [here](#) to download the **High-Level Budget Example** document. Refer to it if you have any doubts during the lab.
Note: On Mac systems, keep the COMMAND key pressed instead of the CTRL key.
3. In the **High-Level Budget template**, add the project and the date.
4. Add the work packages that you identified while creating a WBS for the AHI app development scenario.
5. Add costs, comments, total costs by category and by project, and the contingency requirements.
6. Save your **High-Level Budget** document with a meaningful name and as a PDF, such as **AHI High-Level Budget**.

Use [these directions](#) to save a Word document as a PDF if you do not know how already. You will need to upload a PDF for your final project.