PROJECT CHARTER

MS-CS on Coursera Student Experience: Sentiment and Feedback Analysis and Reporting

09/29/2024

Revision History

Charter Revision Register: This section is used to document any changes and serves to control the development and distribution of revisions to the project charter. It should be used together with a change management processes as appropriate, and housed in the formal project repository. *Note: Best practice is to save the original baseline version as a separate file so that an accurate history of the original document remains available for comparison.*

Change Description	Approved by	Date of Revision

Approval: _____ 9/29/2024_____

Project Sponsor

Project Name: MS-CS on Coursera Student Experience: Sentiment and Feedback Analysis and Reporting

High-level Objective Statement: The MS-CS on Coursera Student Experience project will enhance the quality of the student experience by analyzing sentiment and feedback. This tool will serve as a supportive platform to improve course content and delivery based on student reviews.

Background Information:

In the evolving landscape of online education, understanding student feedback is crucial. Recognizing this, the organization is initiating this project to address existing issues by systematically analyzing student sentiments from platforms like Slack, where students actively discuss courses, share interests, and express concerns. By incorporating feedback from sponsors, the project aims to identify which courses students are most interested in and which ones may need improvement. Focusing on negative feedback allows the organization to proactively tackle issues and significantly enhance the overall learning experience.

Successful Outcome Statement:

The organization will have a comprehensive, user-friendly dashboard that highlights negative reviews and provides actionable recommendations. Delivered as a Minimum Viable Product (MVP), the tool will be accessible and easy to use without requiring technical expertise. This will enable us to identify key issues students are discussing, assess course quality based on reviews, and implement targeted improvements efficiently.

Strategic Alignment:

This project aligns with our strategic goal to outperform our competitors by offering a superior student experience. By leveraging sentiment analysis and feedback reporting, we position ourselves as leaders in delivering high-quality online education.

Key Initiative Alignment:

The initiative directly supports User Experience improvement. By focusing on student feedback, we can refine our courses to better meet student needs, leading to increased satisfaction and retention.

Primary Project Contacts			
Role	Name/Title	Phone	Email

	Kevin Gifford		kevin.gifford@colorado.edu
Project Sponsor			
Project Sponsor	Dustin Hooks		dustin.hooks@colorado.edu

Project Scope & Stakeholders

In-Scope Statement: The project should deliver a UI that displays courses within the MS CS program that students are having difficulty or problems with. It should also display courses where students are doing well or having limited problems. At a minimum, it should show the three best and worst courses within the CU MS program. This will be done by scrapping Slack for student opinions, running sentiment analysis on the data, and displaying the data in a pretty and easy-to-use UI.

Out-Of-Scope Statement: The boundaries for the project are not well defined as there are no other tools like this within the MS CS program. The goal is to get an MVP working and then get a review from the MS CS team on what other features they would like to see or what features they would like changed.

Assumptions: We are assuming we will have an MVP done by the end of the first semester.

Project Stakeholders: The stakeholders are the MS CS program team.

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Impacted Measures & Improvement Targets

Impacted Performance Measurement Families: *in the section below, please indicate the primary measurement families that will be affected.* _____

Success Measures:

Measurement Family	Targeted Improvement	Target Results Date
Efficiency of Checking Student Feedback	Halve the time cost involved in checking student feedback for Coursera staff	By Project Deadline
Training Required	Minimal to no prior instruction (~10 minutes)	By Project Deadline

| | | should be required to use such dashboard for other staff | |

Schedule & Budget

Schedule Time Box:

Project Phase:	Deliverables/Milestone:	Baseline Time Box Dates	
		Start	**Finish**
Initiate	● Finalize Business Case ● Finalize team members ● Initiate Project	2024-09-23	2024-09-23
		Start	**Finish**
Plan	● Complete Project Charter ● Choose technologies(model, ui, scrapers) ● Develop Detailed Requirements ● Complete Detailed Risk Analysis	2024-09-25	2024-10-2
		Start	**Finish**
MVP	● Finalize Implementation Plan ● Complete Implementation ● Deploy product(AWS) ● Complete Testing	2024-10-2	2024-12-13
		Start	**Finish**
Feedback and Improvement	● Validate Measures of Success ● Improve based on feedback ● Ensure operational controls are in place ● Obtain business sign-off on deliverables ● Receive approval to close project	2025-01-15	2025-05-31

Current Project Budget: *$0*

The project may receive funding if it starts getting hosted on a platform like AWS. If this happens the project manager Dustin Hooks will look into receiving funding from CU.

Key Roles & Responsibilities

Project Sponsor: Dustin Hooks	- Has ultimate authority - Approves changes to the scope of the project - Assists in developing the project charter and project plans - Executes formal reviews and management reviews - Gives direction for project development
Course Facilitators: Vignesh Karthikeyan, Aditya Thaker	Gives direction for project development
Lead Communicator: Owen Kutzscher	- Main communicator between software developers and project sponsor / CFs - Organizes meetings
Software Developers: Owen Kutzscher, Ibrahim.Aldulaijan@colorado.edu, Jeremy.Schur@colorado.edu, Sean.Shi@colorado.edu, Sanghyun.Shim@colorado.edu	- Works on designated aspects of the product - Is responsible for their assigned section of the project