**Project Report**

**BizNamer**

**D10126532 John Warde DT230B**

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# 1. General Project Information

|  |  |
| --- | --- |
| Project Title: | BizNamer |
| Sponsoring Organisation: | Aranbay Technologies Limited |
| Sponsor Representative: | Mike Dury |
| Document prepared by: | John Warde |

## Terminology

The following terms and abbreviations are used throughout the project documentation, including Excel and Microsoft Project Files.

|  |  |
| --- | --- |
| **CSP** : | Cloud Service Provider |
| **OAuth** : | is an open standard for authorization, provides a process for end-users to authorize third-party access to their resources without sharing their credentials. In this project can use their own email login to the web application service. |
|  |  |

# 2. Project Stakeholders

The table on the following page lists the stakeholders in this project, it includes both direct and indirect stakeholders.

Of those on the development team, Nadia, Fergal, Carmel and Elaine will only work part-time on this project as they continue to be involved on other projects within Aranbay; Gary and Michael will work full-time for the majority of the technical implementation.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **BizNamer D10126532 John Warde DT230B Stakeholder Analysis** | | | | | | | | | | |
| **Group** | **Key Representative** | **Internal/ External** | **Priority (High/ Med/ Low)** | **Direct/ Indirect Involvement** | **Relationship with / Interest in project** | **Goals / Success Criteria** | **Impact on Project** | **What does the project need from this stakeholder?** | **Potential Issues or Concerns** | **Management Strategy / Method of Communication** |
| Project Team | John Warde | Internal | High | Direct | Project Owner, CTO | On time, to budget | Over-all control, Day-to-day management. Sprint Planning | Plans, Day-to-day management, tracking, remove blocking issues |  | Weekly Review meeting |
| Project Team | Mike Dury | Internal | High | Direct | Manager, CEO | Overall success. Feedback from Beta Customer | Requires weekly progress status | Approval. Funding. | Funding withdrawal due to economic circumstances | Weekly email progress report. Ad-hoc face-to-face demos. |
| Development Team | Gary Dolan | Internal | Med | Direct | Senior Software Engineer, Technical Lead | Accurate Requirements. Flexible design. | Software Design, Software Coding, Technical Team Direction. Involved in Sprint Planning | 1)Software Architecture Design  2)Object-orientated Coding |  | Weekly meeting to report progress/issues. Daily development team stand-up meeting - discuss sprint items & help each other. |
| Development Team | Michael McMorrow | Internal | Med | Direct | Software Engineer | Accurate Requirements / design | Software Coding | 1)Object-orientated Coding 2)Database Schema design | Most likely to be temporarily pulled to higher priority project | Daily development team stand-up meeting |
| Development Team | Fergal Browne | Internal | Med | Direct | Linux Cloud Infrastructure Engineer | Accurate Requirements / design | Set-up cloud infrastructure for test & production. Deployment scripts | Cloud Infrastructure, Deployment scripts, scalable set-up |  | Daily development team stand-up meeting |
| Development Team | Nadia Maloney | Internal | Med | Direct | User Interface Designer | User Interface Design / Accurate Requirements | User Interface Designer | HTML5 and iOS User Interface Design | Freelance, part-time, availability | Email, Skype, ad-hoc face to face |
| Development Team | Carmel Keegan | Internal | Med | Direct | iOS App Developer | Accurate Requirements / design | Fit for intended purpose testing. Sprint planning. | Test Plan document. Test automation scripts. |  | Daily development team stand-up meeting |
| Development Team | Elaine McLaughlin | Internal | Med | Direct | Test Automation Developer | Accurate Requirements | Test automation implementation. Sprint planning | Involved in Test Planning; Automated Test Developer |  | Daily development team stand-up meeting |
| Cloud Service provider | Antoine George | External | Low | Indirect | Cloud Infrastructure Account Support | Invoice payments for cloud service use | Minimal, unless cloud service operating poorly | Invoice Payments for usage | Poor cloud infrastructure performance | Ad Hoc, Infrastructure Performance/ Optimisation Review. Infrastructure Issue Resolution |
| Beta Customers | Chen Yu David Brand Alan Demerara | External | Med | Indirect | Beta Customer, Serial Entrepreneur | Product fit for intended purpose, ease of use | Provides Customer Feedback | Review Sprint 3 onwards | Non-availability | Review conducted over phone or face-to-face, review written up by Elaine McLaughlin |
| Enterprise Ireland | Claire Huberton | External | Med | Direct | Grant Funding | Funding requirements met | Minimal | Grant Funding | Meets funding requirements | Bi-monthly progress report |

*[Present a stakeholder analysis for this project. Provide a justification for your decision to include these stakeholders and the mechanisms for communication chosen.]*

*[Document your Stakeholder Analysis using the Stakeholder Analysis Template provided with the Assignment specification and include this as a table in this document (please do not provide a link to the document a table inserted into this document is required. Please ensure this is readable – you may need to introduce a section and change the orientation to landscape.]*

# 3. Project Purpose

The purpose of this project is to design, implement and deliver a scalable on-line application product called BizNamer, plus a plan to support the day-to-day running of the product.

The purpose of the product, BizNamer, is to provide an on-line service to aid entrepreneurs and marketing departments in the process of choosing a business or brand name. This is done by integrating name space availability services (i.e. domain name, social media) and dictionary, thesaurus and other word generator services. The benefits to the end user are allowing more focus on the creative processes and reduction in time spent in managing the process.

The business opportunity is to run this website with sponsored advertisements plus Aranbay’s own services. These ads will be aimed at the target market for this service which includes but not limited to accounting, business and technology services, technology products with some ads targeted at the business sector that the user is trying to set-up a website/brand for (can be determined by the word that are being typed into the service).

*[Explain the reason(s) for doing this project.]*

*[The Business Issue or Opportunity pertaining to the business is typically an area of “change” needing to be resolved. State in specific terms the issue or opportunity this project will address. Often, the Business Issue is a critical business initiative in the Sponsoring Organization’s Strategic Plan.]*

*[Explain what the project is trying to achieve by stating its objectives which should be measurable and defined in terms of the projects major deliverables, effort, cost, tolerances and business benefits expected. State the objectives following the SMART formula (Specific, Measurable, Attainable, Reasonable, and Timely).]*

TODO: I believe the SMART referred to above should be built into the next sections.

# 4. Project Overview

TODO: summary, complete below first.

This project’s aim is to design, implement and deploy a web application solution into the cloud that meets the features/functionality of BizNamer as outlined above. The web application should be capable of scaling up and scaling back to meet the fluctuating demand from users.

A non-functional requirement of this project, is the ability of the app to reduce the time it takes to ***manage*** the creative process of coming up with a company or brand name. To this aim, Aranbay has enlisted the help of 3 Entrepreneurs as Beta Customers. These will provide feedback and an estimate of time saved. The user interface can potentially be adjusted to ergonomically improve the app as it moves through sprint releases.

*[Describe the project focus, approach, customer(s), and the boundary limits of the project.]*

## 4.2. Scope

The project is due to start on 01/June/2013 and will be delivered by TODO:. The budget for this project TODO:?

The project management team will use the PMBOK methodology to manage this project.

The software development and testing teams will use the existing software and frameworks within Aranbay Technologies (SCRUM), for the agile software delivery process. They will work in parallel using the design document to build software to implement and test that the software is fit for its’ intended purpose.

The target customers are business owners, company directors and marketing departments that spend time researching and deciding on a company, brand and product names.

The website service will initially contain keyword generated advertisements i.e. Google Ads, after a beta period of 3 months the marketing team will source targeted advertisements from organisations that support start-ups, brand awareness, etc. and more importantly advertisement space for Aranbay Technologies to promote our own web and mobile application development services.

The following is the list of technologies and tools that the development team will use to build and deploy the BizNamer product – these are chosen for the current competencies within the development team:

* Java 7
* Java Spring Framework
* Apache Maven
* Chef scripts (Chef is an automation platform that gives you the power and flexibility to rapidly provision and deploy servers to automate the delivery of applications and services – at any scale. <http://www.opscode.com/chef/>)
* Cloud Service Provider Amazon Web Service

After Sprint 3 the web application in the CSP test account is left running for 24 hours per day to allow the Beta and senior staff to provide feedback. The rates used for each account were calculated using Amazon Web Services cost calculator at <http://calculator.s3.amazonaws.com/calc5.html>:

|  |  |  |
| --- | --- | --- |
| **Item** | **Details** | **Cost** |
| CSP Test Account | 1 Small EC2 Linux Server 1 Small Amazon RDS (MySQL) database server  1 Load Balancer  1 IP address  60 GB of data-in, 40 GB of data out | 42.00 / month  0.06 / hour |
| CSP Production Account | 2 Medium EC2 Linux Server 1 Small Amazon RDS (MySQL) database server  1 Load Balancer  1 IP address  1000 GB of data-in, 100 GB of data out | 330 / month  0.05 / hour |

\* Note: values above are rounded.

TODO: Had moved projects products down to deliverables, need more overview here.

*[The Project Scope addresses the who, what, where, when, and why of a project. ]*

## 4.3. Assumptions

1. The BizNamer is a new product; there are no existing users to impact.
2. The BizNamer is not a subscription service; the service will be supported initially by a linked Google Ad campaign/model and 3 months after production deployment, marketing will sell advertisements to interested parties. Version 2.0 will look at the possibility of having a subscription service to remove the advertisements.
3. The revenue from the Ad campaign will eventually support the day-to-day running of the website. An assumption of 3 months is made to build up awareness of the service. Part of the budget will be used to cover this day-to-day costs.
4. TODO:

*[Assumptions are statements taken for granted or accepted as true without proof. Assumptions are made in the absence of fact. List and describe the assumptions made in the decision to this project.]*

## 4.4. Constraints

1. The revenue from the Ad campaign needs to meet or exceed the day-to-day costs of running the website service.
2. Project costs must not exceed project budget unless sanctioned by project sponsor.
3. Development team will be asked to stay within the allocated Cloud Service Provider cost estimates (in the project timeline) to keep project costs low.
4. The mobile device client for this app is only target at tablet sized devices, as a reasonable amount of user interface space is required due to the nature of this application.

*[Constraints are boundary conditions that the project must stay within. List and describe the constraints applicable to this project. Describe the known constraints of the project, e.g. there may be constraints on the amount of resources available to the project or the location of the project team.]*

# 5. Project Requirements & Deliverables

The following is the list of deliverables (products) for this project:

* Project plan
* Graphical Web Page template designs for the look-and-feel of website and tablet sized mobile devices, the home page and the main page where the majority of the BizNamer functionality will be used.
* Software Architecture Design used to implement the business functionality and connection to external services and end-user client devices.
* Infrastructure design to support execution of the BizNamer product in production on a cloud service.
* Test Plan based on scope of the product
* Software Implementation artefacts:
  + Source code
  + Database schema
  + Deployment scripts (for deploying on Cloud Service Provider)
  + Unit test code and automated test scripts

*[The Project Requirements & Deliverables define what the project must accomplish, including the customer/ user requirements and products / services to be provided by the project and the Work Product delivered.]*

# 6. Project Management Milestones & Deliverables

### Project Milestones

* Project Overview Document Completed
* Software Design Document Completed
* Test Plan Document Completed
* Development Sprint 1 Completed
* Testing Sprint 1 Completed
* Development Sprint 2 Completed
* Testing Sprint 2 Completed
* Deployment Test Sprint 1 Completed
* Development Sprint 3 Completed
* Testing Sprint 3 Completed
* Deployment Test Sprint 3 Completed
* Development Sprint ? Completed
* Testing Sprint ? Completed
* Deployment Test Sprint ? Completed
* User Acceptance Testing Completed
* Production Deployment Completed
* Project Closed

### Project Deliverables

* Project Overview
* Work Breakdown structure for all tasks
* Project Timeline
* Project Management Plan containing details of review meetings, places and who is required/optional to attend.
* Project Closing Document detailing results, lessons learned etc.

*[Provide a list of Project Management Milestones and Deliverables. This list of deliverables is not the same as the products and services provided by the project, but is specific to the management of the project. An example of a Project Management Milestone is the Project Plan Completed.]*

## 6.1 Work Breakdown Structure

TODO: create MS Project Plan first

|  |
| --- |
| Task Name |
| **D10126532InitialPlan** |
| **Project Planning** |
| Project Charter Document |
| Project Management Plan |
| Project Review, Lessons Learned |
| **Technical Product Design** |
| Requirements Gathering |
| Software Architecture Design |
| Cloud Infrastructure Design |
| Test Plan Design |
| User Interface Design |
| **Technical Implementation** |
| **Sprint 1** |
| Sprint Plan |
| Implement Architecture Framework |
| Code Database Schema & Initial data |
| Integrate OAuth for Authentication |
| Login page & dummy landing page with basic user info |
| Develop automated tests for sprint |
| Develop Deployment Script for test Environment |
| Release Sprint |
| Sprint Review & Improve Process |
| **Sprint 2** |
| Sprint Plan |
| Implement Thesaurus Service Plugin |
| Code Main HTML5/jQuery page |
| Integrate Thesaurus Data with HTML/jQuery |
| iOS App: Login Page + Thesaurus Integration |
| Bug Fixes from previous sprint |
| Develop deployment script for production |
| Develop automated test for sprint |
| Release Sprint |
| Sprint Review & Improve Process |
| **Sprint 3** |
| Sprint Plan |
| Integrate SEO Ad Campaign Framework |
| Code Domain Name Availabity Module |
| iOS App: Integration with SEO, Domain Name availability |
| Bug Fixes from previous sprint |
| Develop automated test for sprint |
| Release Sprint |
| Sprint Review & Improve Process |
| **Sprint 4** |
| Sprint Plan |
| Code Social Real Estate Availability Module |
| iOS App: Social Real Estate Integration |
| Develop automated test for sprint |
| Bug Fixes from previous sprint |
| Release Sprint |
| Sprint Review & Improve Process |
| **Sprint 5** |
| Sprint Plan |
| Bug Fixes from previous sprint |
| Test scale-out (stress test) |
| Bug Fixing from scale-out testing |
| iOS App: Final Integration and bug fixing |
| Release Sprint |
| Sprint Review & Improve Process |
| Release to Market (Go Live) |
| **Sprint 6** |
| Sprint Plan |
| Post Live Bug Fixing |
| Release Sprint |
| Sprint Review & Improve Process |
| CSP Production Account for Beta Customer |
| **On going Support & Maintenance** |
| Website monitoring |
| Cloud Hosting Costs |
| Bug fixing |
| iOS Bug Fixing & Releases |
| Project Close |

*[You are required to include both a textual description and a hierarchy diagram]*

# 7. Project Budget & Costs

TODO: create MS Project Plan first

*[Identify the initial funding required by the project and/or committed to this project by the Project Sponsor. Additional funding may be requested and committed, upon completion of the detailed Project Plan.]*

# 8. Personnel & Other Resources

The project

TODO: create MS Project Plan first

Cloud Service Provider Test and Production accounts

*[Identify the personnel and other resources required by the project and/or committed to this project by the project sponsor. Additional resources may be committed upon completion of the detailed project plan.]*

# 9. Project Risk Management Plan

TODO: Summary

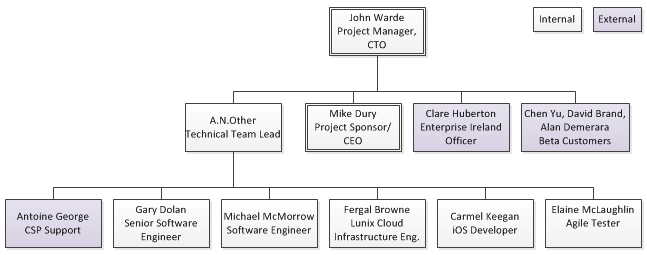
*[Risks are statements of issues or problems that have the potential to arise but have not yet occurred. List and describe the initial risks for this project. For each risk identify the risk level, the mitigation, monitoring and management approach you will adopt for this.]*

*[The following document will help you identify risks and suitable mitigation strategies* [*http://www.mhhe.com/engcs/compsci/pressman/graphics/Pressman5sepa/common/cs2/rmmm.pdf*](http://www.mhhe.com/engcs/compsci/pressman/graphics/Pressman5sepa/common/cs2/rmmm.pdf)*]*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Rank** | **Risk** | **Description** | **Category** | **Root**  **Cause** | **Triggers** | **Potential**  **Responses** | **Risk**  **Owner** | **Probability %** | **Impact** | **Status** |
| R1 | 1 | CSP Downtime | Cloud Service Provider downtime. This can be due to a DDOS attack (Distributed Denial Of Service) | External, technical | Various usually DDOS | Up to 48 hours delay. | Fergal escalates issue to CSP Support; Development work continues on local PCs; | Fergal Browne | 5 | Test in production stops | No events |
| R2 | 2 | Unavailability of key personnel |  |  |  |  |  |  |  |  |  |
| R3 | 3 |  |  |  |  |  |  |  |  |  |  |

# 10. Project Organization

## 10.1. Project Organization Chart



*[Provide a graphic depiction of the project’s organizational structure. The project’s hierarchal diagram begins with the project sponsor and includes all project stakeholders.]*

## 10.2. Roles & Responsibilities

**Project Manager** (**John Warde**): Has over-all control of the project, is involved in all aspects of planning at the initiation stage and ultimately responsible for the success of the project.

**Project Sponsor** (**Mike Dury**): is sponsoring and providing the funding for the BizNamer project. The project idea is based on his experience in company start-ups and branding products. Mike will be interviewed in the requirements gathering phase of this project for his domain knowledge and may be part reviewing process for product releases when he is available.

**Development Team Lead** (**Gary Dolan**): Gary will lead the technical side of the project and is responsible for leading the requirements gathering and analysis, design, design and software architecture implementation. He will also author core modules in implementation. Gary has lead several successful projects for Aranbay in the past.

**Software Engineer** (**Michael McMorrow**): will work alongside Gary and play an integral part of the project’s implementation.

**Infrastructure Engineer** (**Fergal Browne**): will design, implement and maintain cloud infrastructure environment to support the test and production environment for this web application.

**User Interface Designer** (**Nadia Maloney**): has expertise in user interface design of the web application and mobile devices. Although Nadia won’t be involved throughout the project does play an important part in the ease-of-use of this application for busy professionals.

**iOS App Developer** (**Carmel Keegan**): Will take Nadia’s user interface design for the mobile app and realise it in an

**Test Automation Developer** (**Elaine McLaughlin**): Elaine will author the Test Plan in the planning phase and also implement and execute the automated tests . Elaine will work with Fergal to TODO:

**Cloud Infrastructure Account Support** (**Antoine George**): Fergal liaises with Antoine to ensure that the cloud service is performing as expected and that the infrastructure design is optimised. The back-end developers will also consult with Antoine to optimise the software.

**Beta Customers** (**Chen Yu, David Brand, Alan Demerara**):

**Project Co-Sponsor** (**Claire Huberton**): Enterprise Ireland are part-funding this project based on a research and development grant. Claire is the EI liaison and needs to be kept abreast of progress.

*[Describe the Roles and Responsibilities of all project stakeholders identified for this project. Include the names of all known users, customers and any other project stakeholders which may be involved in or interested this project.]*

## 10.3 Project Management Software

Microsoft Project 2007 will be used to build a project initial time-line and monitor progress. The technical team will use the existing SCRUM software to manage the software development process including reported defects.

# 12. Other Information

N/A.

*[Include any additional information you feel is relevant. For example if the project is based on an earlier project or project of similar type please provide some details of the differences]*

# 13. Initial Project Plan

*[Provide a brief introduction to your initial project plan, outline any key issues you feel are relevant.]*

*[Include a report you consider appropriate to explain your initial schedule and allocation. Justify your choice. Include this in this document (please do not provide a link to the document a table inserted into this document is required. Please ensure this is readable – you may need to introduce a section and change the orientation to landscape.]]*

# 14. Adjusted Project Plan

*[Describe the two simulated situations you chose and explain how they impacted your plan and what you did to adjust your plan as a result]*

*[Include any reports you consider appropriate to explain your adjusted plan. Justify your choice. Include this in this document (please do not provide a link to the document a table inserted into this document is required. Please ensure this is readable – you may need to introduce a section and change the orientation to landscape.]]*