**Project Report**

**<TODO: Project Name>**

**D10126532 John Warde DT230B**

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# 1. General Project Information

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

*[Project Title – The proper name used to identify this project; Sponsoring Organization – The organization sponsoring this project; Sponsor Representative – The name of the person representing the Sponsoring Organization; Prepared by – The person(s) preparing this document]*

# 2. Project Stakeholders

TODO: Insert table from spreadsheet

*[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 “Business Name Generator” product, plus a plan to support the day-to-day running of the product.

The purpose of the product, the “Business Name Generator”, 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 increased creative and reduction in time spent.

The business opportunity is to run this website with sponsored advertisements. These ads will be targeted at the target market for this service which includes but not limited to account and business 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.

*[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 01/Feb/2014. The project budget is 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 application development service.

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 “Business Name Generator” is a new product; there are no existing users to impact.
2. The “Business Name Generator” 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.

*[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 follow is the list of deliverables (products) for this project:

* Detailed project plan
* Graphical Web Page design for the key or major parts of the “Business Name Generator”.
* 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 “Business Name Generator” 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
* Ad campaign
  + Technical details, keywords etc.
  + Initial spend
  + Projection on revenue.
  + On-line how to use video

*[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

*[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

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.]*

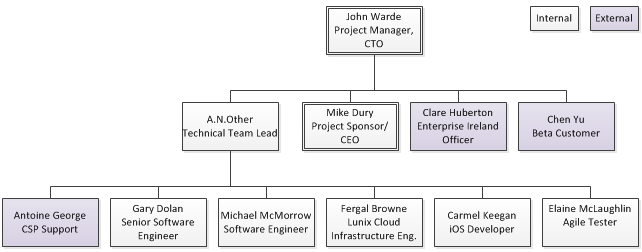
# 9. Project Risk Management Plan

*[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]*

# 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

TODO: Copy from Stakeholder Analysis?

1 Lunix expert with experience of setting up a scalable virtual service in the cloud.

2 Server side software engineers with experience of building distributed applications.

1 User Experience designer whom can produce HTML5 for use in server side code.

1 SEO designer for 2-3 weeks

1 iOS software developer

1 Software Tester

1 Project Manager

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| --- | --- | --- |
| Project manager | John Warde |  |
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|  |  |  |

*[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

*[Describe here the software used to create the plan. If Microsoft Project is used you must save your files to be compatible with Microsoft 2007. If you use software other than Microsoft Project you must provide details of how and where this can be acquired (at no cost) and details of any versions used etc.]*

# 12. Other Information

*[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.]]*