



SOFTWARE PROJECT MANAGEMENT MINI PROJECT

ConnectU Social Media Platform

By

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1 Project Details

Project/Programme Name	ConnectU Social Media Platform		
Project/Programme Sponsor (SRO)	N/A		
Project/Programme Manager	Lakshay Verma		
Group/Directorate	N/A		
Start Date	T.B.D	Completion Date	T.B.D

2 Document Details

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0.1	Approved	10/8/2023	Lakshay Verma	N/A

3 Project Definition

3.1 Project Introduction

The "ConnectU" social media platform software project is an ambitious endeavor aimed at revolutionizing the way people connect and interact in the digital age. In a world driven by social connections, "ConnectU" aspires to provide users with a seamless and versatile platform where they can engage, communicate, and share their experiences with friends and a global audience. This project is dedicated to the development of a cutting-edge social media application that transcends platform limitations, offering compatibility with iOS, Android, and web environments. The primary features of ConnectU include chat functionality, the ability to post pictures and videos, the capacity to comment on users' posts, and providing users with valuable insights into the reach and impact of their posts.

3.2 Project Background

The roots of the "ConnectU" project lie in the ever-evolving landscape of social media. As society increasingly relies on digital platforms for communication, self-expression, and community building, the need for a more inclusive, efficient, and engaging social media solution becomes apparent. The history of social media platforms shows that they have played a pivotal role in connecting people, facilitating communication, and even driving social change.

"ConnectU" takes inspiration from this history and acknowledges the importance of creating a user-centric, cross-platform experience. The project's founders and developers have recognized the challenges faced by users in managing multiple apps for different platforms and have made it their mission to bridge this gap.

The development of "ConnectU" began as a response to the growing demand for a unified social media solution. It is rooted in the belief that technology can empower individuals to express themselves, communicate effectively, and stay connected with their friends and a wider community. The history of social media shows the potential for positive change, but it also highlights the importance of adapting and evolving platforms to meet the ever-changing needs of users.

With the "ConnectU" project, we aim to build on this history, drawing on lessons learned from existing platforms and the latest technological advancements to create a platform that truly connects people, transcending the limitations of platform-specific applications and providing a richer and more convenient social media experience.

3.3 Project objectives

Table 3.1 – Programme & Project Objectives

Objective	Sub-objective	Measures
Create a Cross-Platform App	Develop an iOS App	- Successful deployment on the App Store
	Develop an Android App	- Successful deployment on Google Play
	Create a Web Version	- Successful launch on the web
Enable Social Interactions	Implement Chat Feature	- Number of messages sent and received
	Enable Photo and Video Sharing	- Number of media files uploaded
	Facilitate User Comments	- Number of user comments
Empower Users with Insights	Develop Post Reach Statistics Feature	- Track post reach and engagement data
	Provide Access to User Statistics	- Number of users accessing statistics
Ensure Platform Security	Implement User Authentication	- Secure user login and data protection
	Protect User Data Privacy	- Compliance with data privacy regulations
Enhance User Experience	Optimize App Performance	- Low app load times and minimal downtime
	Offer User-Friendly UI/UX Design	- User satisfaction with the platform's design
Sustain Growth and Engagement	Launch Marketing Campaigns	- User acquisition and retention rates
	Encourage User Interaction	- User engagement metrics (likes, comments, shares)
Continuous Improvement	Gather User Feedback	- Number of user feedback submissions
	Implement User-Requested Features	- Successful integration of requested features
	Address Bugs and Issues	- Timely resolution of reported issues
Monitor Performance	Track Server Uptime	- Percentage of server uptime and reliability
	Monitor App Crashes	- Minimize app crashes and disruptions

3.4 Project Scope

The scope of the "ConnectU" social media platform software project is to design, develop, and launch a comprehensive social media application that transcends platform boundaries, ensuring compatibility with iOS, Android, and web environments. The project encompasses a range of features and functionalities aimed at providing a seamless and enriching social media experience for its users.

1. Cross-Platform Compatibility

"ConnectU" will be designed to operate smoothly on various platforms, including iOS devices, Android smartphones and tablets, and web browsers. The application will be optimized to provide consistent functionality and a uniform user experience across all these platforms.

2. Core Functionalities

The heart of "ConnectU" lies in its core functionalities, which are designed to facilitate social interaction and engagement. Users will have the ability to:

Chat with Friends: "ConnectU" will offer real-time chat capabilities, allowing users to connect and communicate with their friends and contacts seamlessly.

Post Pictures and Videos: Users will be able to share images and videos, providing a visual aspect to their communication and personal expression.

Comment on User Posts: "ConnectU" will support user comments, enabling interaction, discussion, and engagement on posts shared within the platform.

3. User Insights and Analytics

The project scope extends to the implementation of features that empower users to gain valuable insights into their social media presence and post reach. Users will be provided with statistics related to the reach, engagement, and impact of their posts, thereby enabling them to make informed decisions about their content and interactions.

The scope of the "ConnectU" project emphasizes the development and deployment of these features while maintaining a focus on user-friendliness, security, and reliability. The platform will be designed to offer a user experience that encourages connection, interaction, and self-expression, ensuring that users can seamlessly access the application on their preferred devices while staying informed about their online presence through insightful post reach statistics.

3.5 Project Assumptions

Timely delivery of the project within budget is based upon the following key assumptions.

Assumptions
1. The "ConnectU" project is that the cross-platform compatibility across iOS, Android, and web will be achieved effectively.
2. Users will adopt the "ConnectU" platform positively. This assumption is based on the belief that the unique combination of features, including chatting, media sharing, commenting, and post reach statistics, will meet user demands and drive engagement
3. The required technology and infrastructure, including servers, databases, and APIs, can be implemented without major technical obstacles.

4. The project assumes that data privacy and security standards, including compliance with applicable data protection regulations, will be implemented effectively.
5. The project team will be able to consistently provide updates, improvements, and maintenance to the platform after its initial launch.
6. The project assumes that the team will stay informed about evolving market trends and competitor activities.
7. The features designed to enhance user engagement, such as post reach statistics and user-friendly interfaces, will effectively drive user engagement.
8. The project assumes that the necessary financial, human, and technological resources will be available throughout the project's lifecycle

4 Project organisation and authority

4.1 Key Roles and Responsibilities

Table 4.1 – Key project roles and responsibilities

Role	Responsibilities
Project Manager	The Project Manager holds overall responsibility for the successful execution of the "ConnectU" project. Their role includes defining project objectives, creating a project plan, allocating resources, managing the project budget, overseeing the team, ensuring timely delivery, and addressing issues and risks. The Project Manager also communicates regularly with stakeholders, provides updates, and ensures that the project stays on track. Post-launch, they evaluate project success and plan for future enhancements.
UI/UX Designers	UI/UX Designers are responsible for crafting the visual and user experience of the platform. They design user-friendly interfaces that span across iOS, Android, and web platforms. Designers create graphical assets, icons, and maintain consistency in the platform's visual design. They collaborate closely with developers to ensure a seamless and intuitive user experience.
Developers	Developers play a critical role in bringing the platform to life. They are responsible for coding and implementing the core functionalities of the "ConnectU" app, ensuring it works seamlessly on iOS, Android, and web. Developers conduct code reviews, optimize performance, and maintain code quality. They also stay updated with platform-specific requirements and technologies to ensure cross-platform compatibility.
Quality Assurance (QA) Engineers	QA Engineers are tasked with ensuring the platform's quality and reliability. They perform functional, usability, and security testing to identify and report bugs. QA Engineers track issues and work closely with developers to resolve them. They also ensure that the platform complies with data privacy and security standards to protect user data.
Deployment Team	The Deployment Team focuses on releasing the "ConnectU" app on various platforms. They manage the deployment process on iOS, Android, and web, ensuring a smooth launch. After deployment, they monitor app performance and server health, addressing user feedback and technical issues promptly to maintain a stable and reliable platform.
Marketing Team	The Marketing Team is responsible for creating and implementing marketing and promotion strategies to acquire and retain users. They engage users through various marketing campaigns and community-building initiatives. Additionally, the team provides user support and assistance, ensuring a positive user experience and platform adoption.
Data Analysts	Data Analysts collect user feedback and analyze analytics data to assess user engagement and post reach. They provide insights into platform performance, helping the team make data-driven decisions. Data Analysts also facilitate the continuous improvement of the platform based on user feedback and usage patterns.
Legal and Compliance Specialists	Legal and Compliance Specialists ensure that the "ConnectU" project adheres to all relevant laws and regulations. They provide guidance on data privacy, intellectual property rights, and other legal matters. Specialists draft and review user agreements, privacy policies, and terms of service to protect the platform and its users. They also monitor changes in legal requirements and keep the project compliant.

Customer Support Team	The Customer Support Team offers user assistance and resolves inquiries, issues, or concerns. They provide timely responses to user queries and offer guidance on using the platform's features. This team plays a crucial role in enhancing user satisfaction, retention, and platform reputation. They maintain user communication channels such as email, chat support, and helpdesk.
Content Moderators	Content Moderators are responsible for reviewing and moderating user-generated content to ensure it complies with community guidelines and content policies. They play a pivotal role in maintaining a safe and respectful platform environment, removing inappropriate or harmful content, and addressing user reports. Moderators enforce content rules and guidelines consistently.
Community Managers	Community Managers foster a positive and engaged user community within the "ConnectU" platform. They facilitate discussions, organize events, and encourage user interactions. Community Managers also collect user feedback, relay it to the development team, and implement user-requested features or improvements to enhance the platform's appeal and user engagement.
Data Privacy Officer	The Data Privacy Officer is responsible for overseeing data protection and privacy compliance. They ensure that the platform adheres to data privacy laws and regulations, secures user data, and manages data breaches effectively. The Data Privacy Officer implements data protection policies and procedures and conducts privacy impact assessments.
Data Scientists	Data Scientists analyze user data and platform usage patterns to derive actionable insights. They work closely with Data Analysts to develop predictive models and algorithms, enabling the platform to make data-driven recommendations and personalize user experiences. Data Scientists contribute to improving user engagement, content recommendation, and targeted advertising.
Financial Analysts	Financial Analysts manage the project budget, track project expenses, and provide financial reports and forecasts. They ensure the project stays within budget and assists in resource allocation decisions. Financial Analysts play a key role in controlling project costs and maximizing the project's financial efficiency.
Network and Infrastructure Specialists	Network and Infrastructure Specialists are responsible for maintaining the platform's server infrastructure and ensuring high availability and scalability. They optimize server performance, manage cloud services, and monitor server uptime. Specialists work to minimize server-related issues and disruptions to provide a reliable platform.
Security Experts	Security Experts focus on the cybersecurity of the "ConnectU" platform. They implement security measures to protect user data and the platform from cyber threats, ensuring that user accounts and data are secure. Security Experts are responsible for performing security audits and assessments, implementing encryption, and responding to potential security breaches.

4.2 Project responsibility matrix

Table 4.5 summarises the key high level project tasks and deliverables and the member of the project management team responsible for each task or deliverable. It should be noted that existing line management and staff in each of the Working Groups will be expected to take responsibility in each of their functional areas with regard to the performance of these workgroup activities. The role of the project team, with some exceptions, will not be to undertake the activities directly itself but to ensure that the activities are planned, scheduled, resourced and implemented within the relevant line areas.

Task	Project Manager	Project Management Office	Planning manager	Lead Press Office
Define Project Objectives and Scope	✓			
Develop a Project Charter	✓			
Assemble a Cross-Functional Team	✓			
Identify Key Stakeholders	✓			
Define Milestones and Timeline	✓			
Allocate Resources and Budget	✓			
Develop a Risk Management Plan	✓			

Create a Communication Plan	✓			
Design the User Interface		✓		
Implement Core Functionalities		✓		
Ensure Cross-Platform Compatibility		✓		
Conduct Code Reviews		✓		
Conduct Functional, Usability, and Security Testing			✓	
Bug Tracking and Resolution		✓		
Release the App on iOS, Android, and Web				✓
Monitor App Performance		✓		✓
Handle User Feedback and Issues		✓		✓
Develop Marketing and Promotion Strategies				✓
User Engagement Strategies		✓		✓
Collect User Feedback and Analytics		✓		
Assess Project Success and KPIs		✓		
Plan for Future Enhancements		✓		

5 Project schedule management

5.1 Programme Management Procedures

Program Initiation:

- 1) Define the program's vision and objectives, aligning them with the project's goals.
- 2) Appoint a Program Manager responsible for overseeing the entire program.
- 3) Identify and engage key stakeholders, including project teams, executives, and end-users.
- 4) Establish a Program Management Office (PMO) if required to support program governance.

Program Planning:

- 1) Develop a comprehensive program plan outlining all project phases, milestones, and timelines.
- 2) Create a Program Charter defining roles, responsibilities, and reporting structures.
- 3) Define program governance and decision-making processes.
- 4) Allocate program resources, including budget and personnel.
- 5) Establish a risk management plan to identify and mitigate potential program risks.

Program Execution:

- 1) Oversee the individual project streams for iOS, Android, and web development.
- 2) Ensure each project adheres to its specific scope and aligns with the overall program objectives.
- 3) Monitor and control project progress, including regular status reporting and issue resolution.
- 4) Facilitate communication and collaboration among project teams and stakeholders.
- 5) Manage program risks and changes as they arise.

Quality Assurance and Testing:

- 1) Implement a unified quality assurance process that covers all platforms.
- 2) Conduct rigorous testing, including functional, usability, and security testing.

- 3) Ensure compliance with data privacy and security standards.
- 4) Address bugs and issues promptly to maintain a high-quality platform.

Deployment and Release Management:

- 1) Coordinate the release of the "ConnectU" app on iOS, Android, and web platforms.
- 2) Monitor app performance and server health post-deployment.
- 3) Establish a user feedback and issue resolution system.
- 4) Ensure a seamless and reliable user experience across all platforms.

User Engagement and Marketing:

- 1) Develop and execute marketing and promotion strategies to acquire and retain users.
- 2) Encourage user interaction and engagement through campaigns and community-building activities.
- 3) Collect user feedback to improve user satisfaction and platform adoption.
- 4) Monitor user engagement metrics, including likes, comments, and shares.

Data Analysis and User Insights:

- 1) Collect and analyze user data to assess user engagement and post reach.
- 2) Provide insights into platform performance and user behavior.
- 3) Implement data-driven recommendations to enhance the user experience.
- 4) Continuously improve the platform based on user feedback and usage patterns.

Compliance and Data Privacy:

- 1) Ensure compliance with data privacy laws and regulations.
- 2) Implement user data protection measures and data privacy policies.
- 3) Conduct privacy impact assessments to safeguard user data and privacy.

Financial Management:

- 1) Manage the program budget, tracking expenses and providing financial reports and forecasts.
- 2) Allocate resources effectively to optimize financial efficiency.
- 3) Monitor project costs to stay within budget.

Continuous Improvement and Future Planning:

- 1) Gather user feedback and address user-requested features and improvements.
- 2) Conduct regular post-launch evaluations to assess project success and Key Performance Indicators (KPIs).
- 3) Plan for future enhancements and iterations to keep the "ConnectU" platform competitive and up-to-date.

5.2 Project Management Roles and Responsibilities

The principal focus of the programme management process is vested in the roles and responsibilities defined in Table 5.1 below:

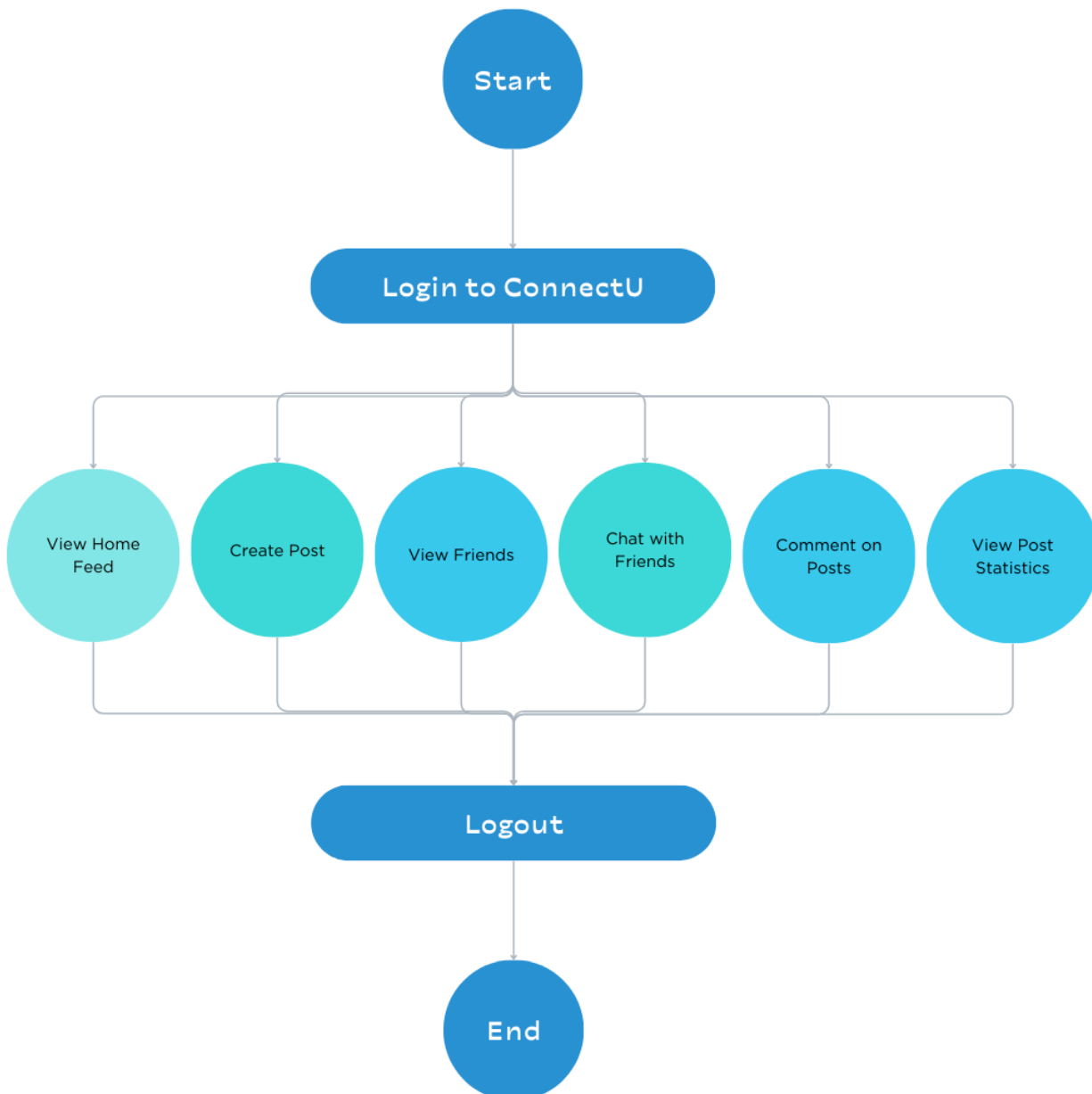
Table 5.1 - Roles & Responsibilities

Role	Responsibilities
Project Manager	- Define and communicate project objectives, scope, and deliverables. - Develop and maintain the project plan, including timelines and milestones. - Allocate resources effectively to ensure project success. - Monitor and report on project progress to stakeholders. - Identify and mitigate project risks. - Oversee budget management. - Facilitate communication among team members and stakeholders. - Ensure overall project quality and success.
Product Owner	- Define and prioritize features and functionalities for the "ConnectU" app. - Act as a liaison between stakeholders and the development team. - Provide a clear vision for the product. - Make

	decisions on features and changes based on user needs and business goals. - Collaborate with the development team to ensure the product meets requirements.
Scrum Master	- Facilitate Agile/Scrum processes and ceremonies. - Remove impediments and blockers for the development team. - Ensure the team follows Agile best practices. - Encourage collaboration and communication within the team. - Support the Product Owner in maintaining a well-groomed backlog.
Technical Lead/Architect	- Define the technical architecture and design of the "ConnectU" platform. - Provide technical guidance to the development team. - Ensure adherence to coding standards and best practices. - Oversee the implementation of core functionalities. - Collaborate with other teams to ensure cross-platform compatibility.
UI/UX Lead	- Design the user interface and experience for the "ConnectU" app. - Create user-friendly and visually appealing designs. - Ensure consistency in design across iOS, Android, and web platforms. - Collaborate with developers to implement UI/UX designs effectively. - Conduct user testing and gather feedback for design improvements.
Development Team	- Code and implement core functionalities of the "ConnectU" app. - Ensure cross-platform compatibility for iOS, Android, and web. - Conduct code reviews and optimize performance. - Collaborate with UI/UX designers for effective implementation. - Adhere to coding standards and best practices.
Quality Assurance (QA) Team	- Conduct functional, usability, and security testing. - Identify and report bugs and issues. - Ensure compliance with data privacy and security standards. - Collaborate with the development team for bug resolution. - Contribute to overall platform quality.
Deployment Team	- Release the "ConnectU" app on iOS, Android, and web platforms. - Monitor app performance and server health post-deployment. - Handle user feedback and technical issues. - Ensure a smooth and reliable user experience across all platforms.
Marketing Team	- Develop and execute marketing and promotion strategies. - Encourage user interaction and engagement. - Collect user feedback to enhance user satisfaction. - Monitor user engagement metrics. - Support user acquisition and retention efforts.
Data Analysts	- Collect and analyze user data. - Provide insights into user engagement and post reach. - Implement data-driven recommendations. - Contribute to continuous improvement based on user feedback and usage patterns.
Customer Support Team	- Provide user assistance and resolve inquiries and issues. - Maintain user communication channels such as email, chat support, and helpdesk. - Enhance user satisfaction and retention through effective support. - Relay user feedback to the development team for improvements.

5.3 Project Overview

5.3.1 Activity Diagram



5.3.2 ER Diagram

Entity Descriptions:

User:

Represents the users of the platform.

Attributes include UserID (Primary Key), Username, Email, Password, ProfilePicture, etc.

Post:

Represents the posts created by users.

Attributes include PostID (Primary Key), UserID (Foreign Key), Content, Timestamp, PrivacySetting, etc.

PostStatistics:

Captures statistics related to a post, such as views, likes, comments, etc.

Attributes include StatsID (Primary Key), PostID (Foreign Key), Views, Likes, Comments.

Comment:

Represents comments made on posts.

Attributes include CommentID (Primary Key), PostID (Foreign Key), UserID (Foreign Key), Text, Timestamp.

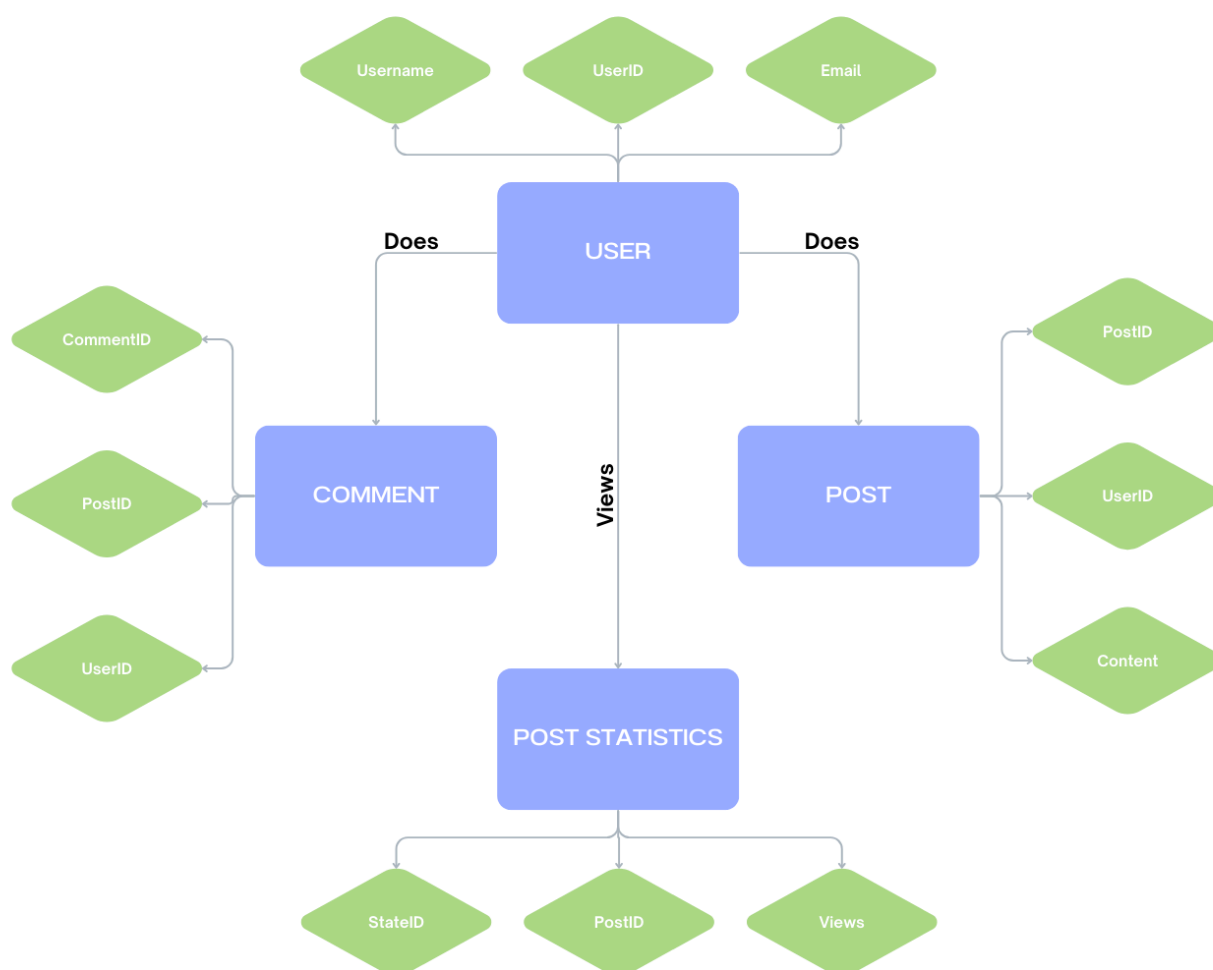
Key Relationships:

Each user can create multiple posts (one-to-many relationship between User and Post).

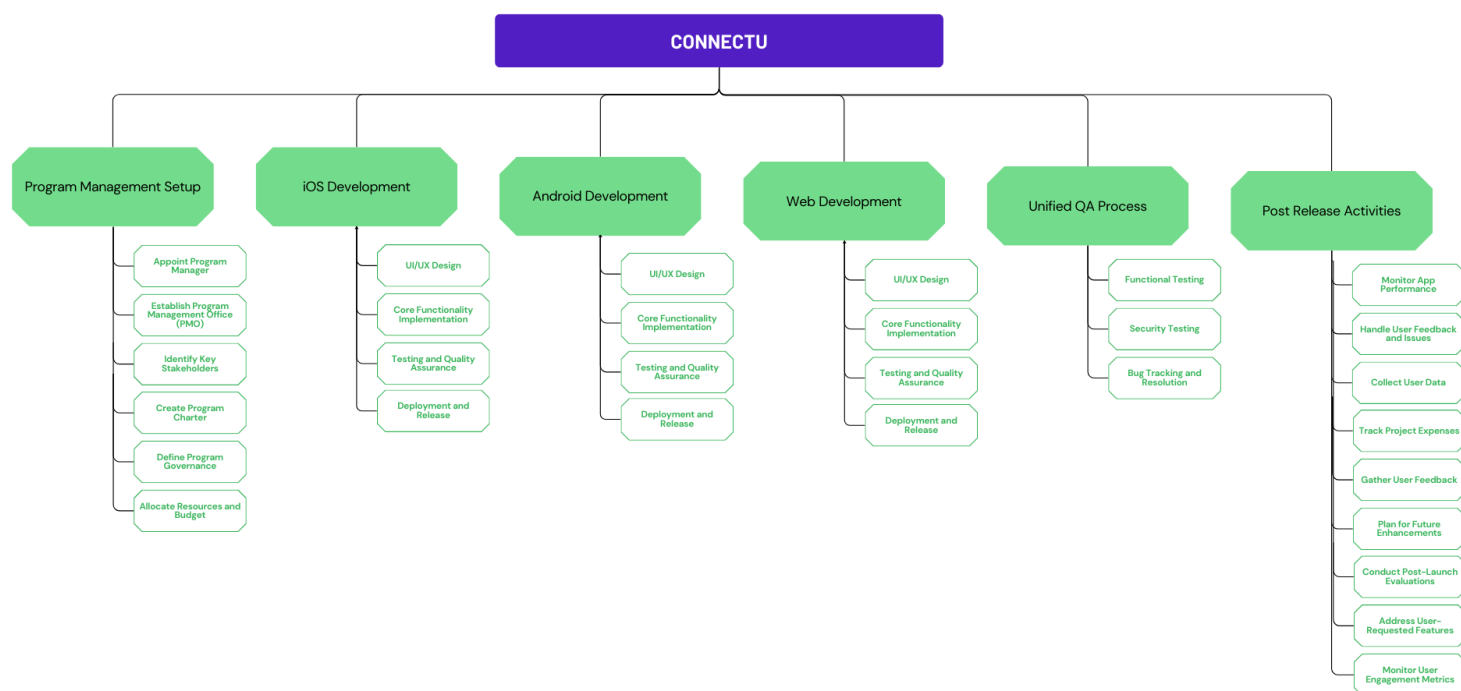
Each post can have multiple statistics (one-to-one relationship between Post and PostStatistics).

Each post can have multiple comments (one-to-many relationship between Post and Comment).

Each comment is associated with one user and one post (many-to-one relationships between Comment and User, Comment and Post).



5.3.3 Work Breakdown Structure



5.3.4 Project Milestones

The start and completion dates of key project tasks which constitute the baseline programme have been defined in the Project Charter and these are summarised in Table 5.2 below:

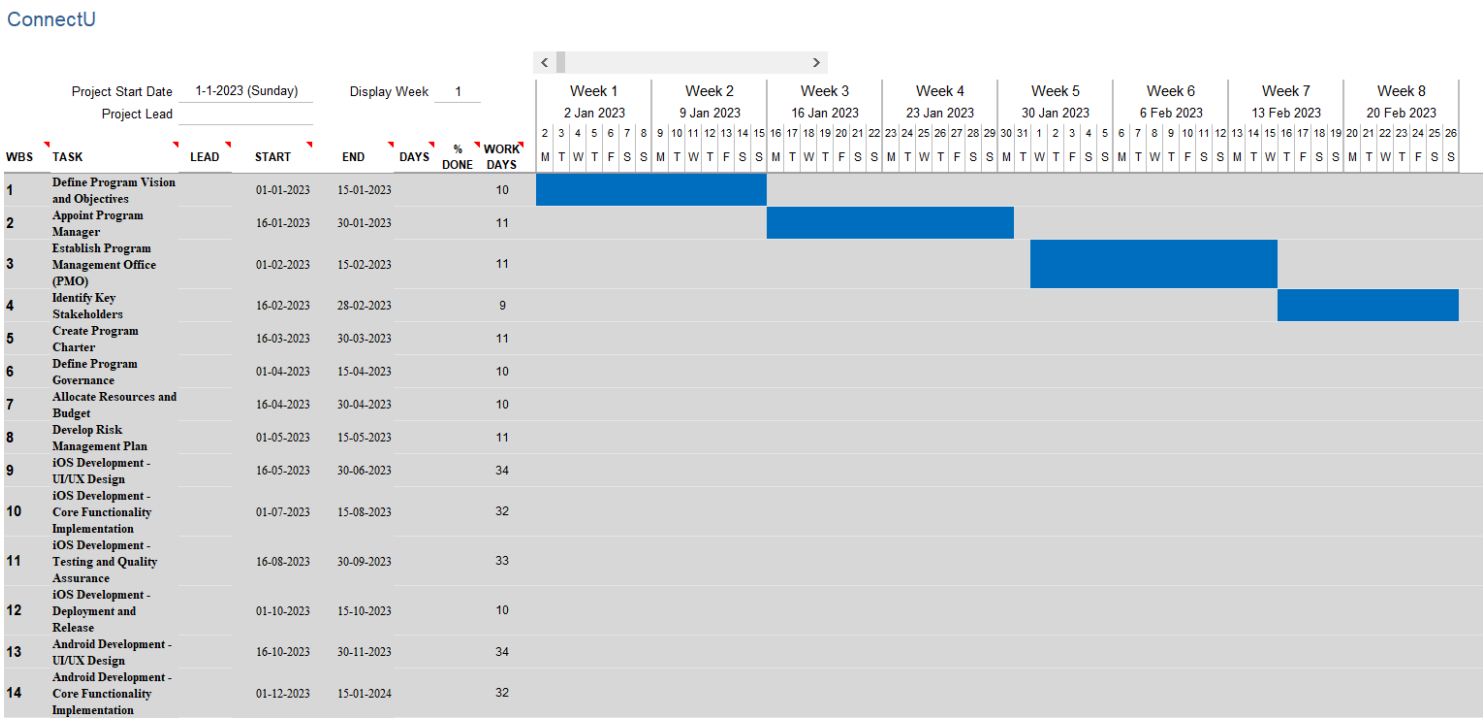
Table 5.2 – Project Milestones

Key Task, Activity or Deliverable	Start Date	Completion Date	Key Dependencies
Define Program Vision and Objectives	01/01/2023	15/01/2023	None
Appoint Program Manager	16/01/2023	30/01/2023	Define Program Vision and Objectives
Establish Program Management Office (PMO)	01/02/2023	15/02/2023	Appoint Program Manager
Identify Key Stakeholders	16/02/2023	28/02/2023	Identify Key Stakeholders
Create Program Charter	16/03/2023	30/03/2023	Develop Comprehensive Program Plan
Define Program Governance	01/04/2023	15/04/2023	Create Program Charter
Allocate Resources and Budget	16/04/2023	30/04/2023	Define Program Governance
Develop Risk Management Plan	01/05/2023	15/05/2023	Allocate Resources and Budget
iOS Development - UI/UX Design	16/05/2023	30/06/2023	None

iOS Development - Core Functionality Implementation	01/07/2023	15/08/2023	iOS Development - UI/UX Design
iOS Development - Testing and Quality Assurance	16/08/2023	30/09/2023	iOS Development - Core Functionality Implementation
iOS Development - Deployment and Release	01/10/2023	15/10/2023	iOS Development - Testing and Quality Assurance
Android Development - UI/UX Design	16/10/2023	30/11/2023	iOS Development - Deployment and Release
Android Development - Core Functionality Implementation	01/12/2023	15/01/2024	Android Development - UI/UX Design
Android Development - Testing and Quality Assurance	16/01/2024	28/02/2024	Android Development - Core Functionality Implementation
Android Development - Deployment and Release	01/03/2024	15/03/2024	Android Development - Testing and Quality Assurance
Web Development - UI/UX Design	16/03/2024	30/04/2024	Android Development - Deployment and Release
Web Development - Core Functionality Implementation	01/05/2024	15/06/2024	Web Development - UI/UX Design
Web Development - Testing and Quality Assurance	16/06/2024	30/07/2024	Web Development - Core Functionality Implementation
Web Development - Deployment and Release	01/08/2024	15/08/2024	Web Development - Testing and Quality Assurance
Unified QA Process	16/08/2024	30/09/2024	iOS Development - Deployment and Release, Android Development - Deployment and Release, Web Development - Deployment and Release
Functional Testing	01/10/2024	15/10/2024	Unified QA Process
Security Testing	01/11/2024	15/11/2024	Unified QA Process
Bug Tracking and Resolution	16/11/2024	30/11/2024	Unified QA Process
Coordinate Cross-Platform Release	01/12/2024	15/12/2024	Unified QA Process
Monitor App Performance	16/12/2024	30/12/2024	Coordinate Cross-Platform Release
Handle User Feedback and Issues	01/01/2025	15/01/2025	Monitor App Performance
Develop Marketing and Promotion Strategies	16/01/2025	28/02/2025	Handle User Feedback and Issues
Encourage User Interaction and Engagement	01/03/2025	15/03/2025	Develop Marketing and Promotion Strategies
Collect User Feedback for Improvement	16/03/2025	30/03/2025	Encourage User Interaction and Engagement
Monitor User Engagement Metrics	01/04/2025	15/04/2025	Collect User Feedback for Improvement
Collect User Data	16/04/2025	30/04/2025	Monitor User Engagement Metrics

Analyze User Behavior and Engagement	01/05/2025	15/05/2025	Collect User Data
Provide Data-Driven Recommendations	16/05/2025	30/05/2025	Analyze User Behavior and Engagement
Track Project Expenses	01/06/2025	15/06/2025	Manage Program Budget
Provide Financial Reports and Forecasts	16/06/2025	30/06/2025	Track Project Expenses
Gather User Feedback	01/07/2025	15/07/2025	Optimize Resource Allocation
Address User-Requested Features	16/07/2025	30/07/2025	Gather User Feedback
Conduct Post-Launch Evaluations	01/08/2025	15/08/2025	Address User-Requested Features
Plan for Future Enhancements	16/08/2025	30/08/2025	Conduct Post-Launch Evaluations

5.4 Gantt Chart

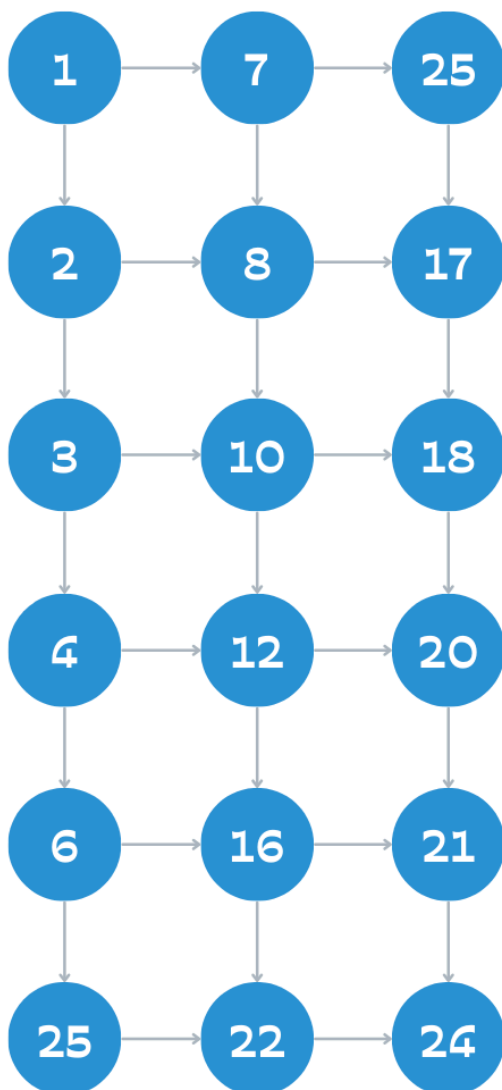


5.5 PERT Chart

Key Milestones:

1. Define Program Vision/Objectives
2. Appoint Program Manager/PMO
3. Identify Key Stakeholders
4. Create Program Charter/Governance
5. Allocate Resources/Budget

6. Develop Risk Management Plan
7. Develop Platform (iOS, Android, Web)
8. UI/UX Design (All)
9. Core Functionality (All)
10. Testing and QA (All)
11. Deployment (All)
12. Unified QA Process
13. Functional Testing
14. Security Testing
15. Bug Tracking & Resolution
16. Coordinate Cross-Platform Release
17. Monitor App Performance
18. User Feedback & Issue Handling
19. Develop Marketing and Promotion
20. Encourage User Interaction
21. Collect User Feedback for Improvement
22. Monitor User Engagement
23. Collect User Data
24. Analyze User Behavior and Engagement
25. Post-Launch Optimization



5.6 Progress Reporting

A series of Progress Reports shall be produced throughout the project life-cycle to provide an up to date and accurate report of actual progress against planned. Table 5.3 lists the progress reports that shall be produced along with their frequency, circulation and owner:

Table 5.3 – Progress Reports

Report Title	Frequency	Circulation	Owner
Project Status Report	Weekly	Project Team, Project Manager, Stakeholders	Project Manager
Milestone Achievement Report	Monthly	Project Team, Project Manager, Stakeholders	Project Manager
Risk and Issue Report	Bi-Weekly	Project Team, Project Manager, Stakeholders	Project Manager
Financial Progress Report	Monthly	Project Team, Finance Department, Stakeholders	Financial Analyst
Resource Utilization Report	Monthly	Project Team, Resource Managers, Stakeholders	Resource Manager
Quality Assurance Report	Bi-Monthly	Project Team, QA Team, Project Manager	Quality Assurance Lead
User Engagement Report	Monthly	Project Team, Marketing Team, Stakeholders	Marketing Lead
Data Analytics and Insights Report	Quarterly	Project Team, Data Analysts, Stakeholders	Data Analytics Lead
Compliance and Privacy Report	Bi-Quarterly	Project Team, Legal Team, Stakeholders	Legal and Compliance Specialist
Steering Committee Briefing	As Needed	Steering Committee, Project Manager	Project Manager, Steering Committee

Reporting protocols are reviewed from time to time to reflect the changing needs of the project.

5.7 Progress Meetings

A series of Progress Meetings shall be held throughout the project life-cycle to provide a forum for progress review, resolution of key progress issues and identification of key actions. Table 5.4 lists the progress meetings that shall be held along with their frequency, key attendees and chairperson:

Table 5.4 – Progress Meetings

Meeting Title	Frequency	Attendance	Chair Person
Project Kickoff Meeting	One-time	Project Team, Stakeholders	Project Manager
Weekly Project Status Meeting	Weekly	Project Team, Project Manager	Project Manager

Monthly Milestone Review	Monthly	Project Team, Project Manager, Stakeholders	Project Manager
Bi-Weekly Risk and Issue Review	Bi-Weekly	Project Team, Project Manager, Stakeholders	Project Manager
Financial Progress Review	Monthly	Project Team, Finance Department, Stakeholders	Financial Analyst
Resource Allocation Meeting	Monthly	Project Team, Resource Managers, Stakeholders	Resource Manager
Quality Assurance Meeting	Bi-Monthly	Project Team, QA Team, Project Manager	Quality Assurance Lead

6 Project Budget/Cost Management

6.1 Cost Management Procedures

The Cost Management Procedures for the "ConnectU" Social Media Platform Software Project are defined by a set of standards that guide the development, management, and update of the project budget. To initiate the budgeting process, the project team, in collaboration with key stakeholders, will meticulously outline the anticipated costs associated with the creation and deployment of the social media platform across iOS, Android, and web platforms. This initial budget will be subjected to a comprehensive review to ensure accuracy and alignment with project goals. As the project progresses, monthly financial progress reviews will be conducted to track and analyze expenditures, comparing them against the budgeted figures. Any discrepancies or unforeseen cost implications will be addressed promptly, with the Finance Department actively involved in these reviews. Additionally, the budget will be subject to regular updates to accommodate changes in project scope or requirements, ensuring that the financial planning remains agile and responsive to the evolving needs of the "ConnectU" project. These cost management procedures, grounded in a proactive and iterative approach, aim to maintain financial transparency, optimize resource allocation, and contribute to the overall success of the social media platform development endeavor.

6.2 Budget/Cost Management Roles and Responsibilities

The principal focus of the cost management process is vested in the roles and responsibilities defined in Table 6.1 below:

Table 6.1 – Cost Management Roles & Responsibilities

Role	Responsibilities
Project Manager	<ul style="list-style-type: none"> - Develop the initial project budget in collaboration with the project team and key stakeholders. - Oversee the budgeting process, ensuring alignment with project goals and objectives. - Conduct regular financial progress reviews to monitor and analyze expenditures against the budget. - Address any discrepancies or unforeseen cost implications promptly.
Finance Manager	<ul style="list-style-type: none"> - Collaborate with the Project Manager in the development of the initial project budget. - Monitor and track project expenditures, ensuring accuracy and compliance with financial guidelines. - Provide financial expertise during budget reviews and contribute to decision-making regarding cost optimization.

	<ul style="list-style-type: none"> - Generate financial reports for stakeholder visibility and decision support.
Resource Manager	<ul style="list-style-type: none"> - Collaborate with the Project Manager to estimate and allocate resources, contributing to the development of the project budget. - Monitor resource utilization and costs throughout the project life cycle. - Identify potential resource constraints and propose adjustments to the budget as needed. - Optimize resource allocation for cost efficiency.
Procurement Specialist	<ul style="list-style-type: none"> - Collaborate with the Project Manager to estimate and plan for procurement costs, including vendor contracts and services. - Conduct procurement activities in accordance with budget constraints and project requirements. - Negotiate contracts to ensure favorable terms and cost-effectiveness. - Monitor and control procurement expenditures throughout the project.
Quality Assurance Lead	<ul style="list-style-type: none"> - Contribute to the estimation of quality assurance costs during the budget development phase. - Monitor and control quality assurance expenditures to ensure adherence to budget constraints. - Collaborate with the Project Manager to address any quality-related issues that may impact project costs. - Provide insights into potential cost savings through quality improvements.
Marketing Lead	<ul style="list-style-type: none"> - Collaborate with the Project Manager to estimate marketing and promotion costs in the initial project budget. - Monitor marketing expenditures and assess the effectiveness of campaigns against the budget. - Provide input on cost-effective marketing strategies to maximize user acquisition and engagement. - Contribute to decision-making on marketing-related expenses.
Data Analytics Lead	<ul style="list-style-type: none"> - Contribute to the estimation of data analytics costs during the budget development phase. - Monitor data analytics expenditures and assess the value of insights gained against the budget. - Provide recommendations for optimizing data analytics processes to achieve cost efficiencies. - Collaborate with the Project Manager to address any cost-related challenges in data analysis.
Legal and Compliance Specialist	<ul style="list-style-type: none"> - Collaborate with the Project Manager to estimate legal and compliance costs during the budget development phase. - Monitor legal and compliance expenditures to ensure alignment with budget constraints. - Provide guidance on cost-effective approaches to legal and compliance requirements. - Address any budgetary implications arising from changes in legal or regulatory landscapes.

6.2.1 Baseline budget

Category	Estimated Cost (\$)
Development Team Salaries	500,000
Marketing and Promotion	150,000
Data Analytics Tools and Services	50,000
Quality Assurance and Testing	100,000
Legal and Compliance	30,000
Procurement (Vendor Contracts)	80,000
Infrastructure and Hosting	120,000
Contingency (10% of Total Budget)	103,000
Total Budget	1,033,000

6.2.2 Cost management and control

1. Budget Development:

The initial step involves the collaborative effort of the project team and relevant stakeholders to develop a comprehensive project budget. This budget will encompass all anticipated costs associated with the creation and deployment of the social media platform across multiple platforms, including iOS, Android, and web.

2. Resource Allocation:

Once the budget is established, a detailed Resource Allocation Plan will be formulated to distribute financial resources effectively. This plan will outline the allocation of funds to various project components, such as development teams, marketing, quality assurance, and data analytics, ensuring that each aspect receives adequate financial support.

3. Financial Progress Reviews:

To monitor ongoing financial activities, regular Financial Progress Reviews will be conducted on a monthly basis. These reviews will involve a detailed analysis of actual expenditures against the budgeted amounts. The Finance Department will play a central role in conducting these reviews, providing insights into financial performance and identifying areas that may require additional attention.

4. Change Control Process:

A structured Change Control Process will be implemented to address any alterations or adjustments to the project scope that may impact the budget. Proposed changes will undergo a thorough evaluation to assess their financial implications, and if approved, adjustments will be made to the budget accordingly.

5. Contingency Planning:

Recognizing the potential for unforeseen circumstances, a Contingency Plan will be established to manage unexpected costs. A percentage of the budget will be allocated as a contingency fund to address unforeseen events without jeopardising the overall financial health of the project.

6. Budget Updates:

To maintain alignment with the evolving project requirements, the budget will undergo periodic updates. These updates will be prompted by changes in scope, new feature requirements, or shifts in market conditions. The Finance Department, in collaboration with project managers, will oversee these updates to ensure accuracy and relevance.

7. Stakeholder Communication:

Regular communication with key stakeholders will be prioritized to keep them informed about the financial status of the project. Monthly financial reports and updates will be shared, providing transparency and addressing any concerns or inquiries from stakeholders.

8. Project Closure Financial Assessment:

Upon project completion, a comprehensive Financial Assessment will be conducted to compare the final financial outcomes with the initial budget. This assessment will provide valuable insights for future project planning and budgeting.

6.2.3 Project cash flow

Month/Year	Cash Inflows (\$)	Cash Outflows (\$)	Net Cash Flow (\$)	Receiver/Purpose
Jan-23	-	-	-	-
Feb-23	-	-	-	-
Mar-23	-	500,000	-500,000	Development Team Salaries
Apr-23	-	150,000	-150,000	Marketing and Promotion
May-23	-	50,000	-50,000	Data Analytics Tools and Services
Jun-23	-	100,000	-100,000	Quality Assurance and Testing
Jul-23	-	30,000	-30,000	Legal and Compliance
Aug-23	-	80,000	-80,000	Procurement (Vendor Contracts)
Sep-23	-	120,000	-120,000	Infrastructure and Hosting
Oct-23	-	0	0	-
Nov-23	-	0	0	-
Dec-23	-	0	0	-
Jan-24	-	0	0	-
Feb-24	-	0	0	-

Mar-24	-	0	0	-
Apr-24	-	0	0	-
May-24	-	0	0	-
Jun-24	-	0	0	-
Jul-24	-	0	0	-
Aug-24	-	0	0	-
Sep-24	-	0	0	-
Oct-24	-	0	0	-
Nov-24	-	0	0	-
Dec-24	-	0	0	-
Jan-25	-	103,000	-103,000	Contingency (10% of Total Budget)
Feb-25	-	0	0	-
Mar-25	-	0	0	-
Apr-25	-	0	0	-
May-25	-	0	0	-
Jun-25	-	0	0	-
Jul-25	-	0	0	-
Total			-1,033,000	

6.3 Risk management procedures

The Risk Management Procedures for the "ConnectU" Social Media Platform Software Project adhere to the Department of Finance (DoF) Risk Management Standard. These procedures are designed to systematically identify, assess, and mitigate project risks, ensuring a proactive approach to risk management throughout the project life cycle.

1. Risk Identification:

- 1) The project team, in collaboration with key stakeholders, will conduct regular risk identification sessions. These sessions will involve brainstorming and analysis to identify potential risks associated with the development, deployment, and maintenance of the social media platform across multiple platforms (iOS, Android, and web).
- 2) Risks will be categorized into different types, such as technical, operational, financial, and external risks.

2. Risk Assessment:

- 1) Each identified risk will undergo a comprehensive assessment to determine its likelihood and potential impact on project objectives. This assessment will consider factors such as project scope, timelines, and resource allocation.
- 2) Risks will be prioritized based on their severity, and a risk register will be maintained to document key details, including risk descriptions, potential consequences, and risk owners.

3. Risk Mitigation Planning:

- 1) For each identified and assessed risk, a mitigation plan will be developed. The plan will outline specific actions and strategies to reduce the likelihood and impact of the risk.
- 2) The risk mitigation plan will include contingency measures, alternative approaches, and trigger points for activating specific risk responses.

4. Monitoring and Control:

- 1) The project team will continuously monitor identified risks throughout the project life cycle. Regular risk review meetings will be scheduled to reassess the status of existing risks and identify new risks that may emerge.
- 2) Risk owners will be responsible for providing updates on the effectiveness of mitigation strategies and triggering predefined responses when necessary.

5. Reporting and Communication:

- 1) A structured reporting mechanism will be established to communicate risk information to relevant stakeholders, including project team members, management, and external partners.
- 2) Regular risk reports will be generated, highlighting the status of identified risks, changes in risk exposure, and the effectiveness of mitigation measures.

6. Escalation Procedures:

- 1) In the event that a risk escalates beyond the control of the project team or if new risks emerge that could significantly impact project objectives, an escalation process will be initiated.
- 2) The escalation process will involve notifying higher-level management and relevant stakeholders, providing them with a detailed assessment of the situation and recommended actions.

7. Lessons Learned and Continuous Improvement:

- 1) At the conclusion of the project, a comprehensive lessons learned session will be conducted. This session will include a review of the effectiveness of the risk management procedures and the identification of areas for improvement in future projects.
- 2) The insights gained from the lessons learned session will be documented and incorporated into the organization's knowledge base for continuous improvement.

6.4 Risk management roles and responsibilities

The detailed project risk management structure, roles and responsibilities are defined in the Project Risk Management Plan. The principal focus of the risk management process is vested in the roles and responsibilities defined in Table 6.5 below:

Table 6.5 – Risk management Roles & Responsibilities

Role	Responsibilities
Project Manager	Oversee the overall risk management process for the project. Ensure that risk management activities are integrated into the project plan. Collaborate with team members and stakeholders to identify, assess, and mitigate risks. Make informed decisions regarding risk response strategies. Communicate risk status to the project team and stakeholders.
Project Controls Manager	Work closely with the Project Manager to establish and maintain an effective risk management system. Monitor and analyze project data to identify potential risks and trends. Assist in the development of risk assessment criteria. Provide support in the development and maintenance of risk registers.

Planning Manager	Integrate risk management into the project planning process. Collaborate with the Project Manager to establish realistic project timelines considering identified risks. Develop and maintain the project schedule, incorporating risk mitigation activities. Ensure that risk management activities align with the overall project plan and objectives.
Risk Owners	Identify and assess specific risks within their domain of expertise. Own the responsibility for monitoring and managing assigned risks throughout the project life cycle. Develop and execute risk mitigation plans. Provide regular updates on the status of assigned risks. Collaborate with other stakeholders to address cross-functional risks.
Action Owner	Take ownership of implementing specific actions outlined in the risk mitigation plans. Ensure that action items are executed according to the defined timelines. Collaborate with relevant stakeholders to address and resolve identified risks. Communicate progress on risk mitigation activities and escalate issues as needed.

7 Quality management

7.1 Quality management procedures

1. Quality Planning:

Responsibility: Project Manager, Quality Assurance Lead

Develop a comprehensive Quality Management Plan that outlines quality objectives, criteria, and processes.

Define quality standards and benchmarks for each aspect of the social media platform, including chat functionality, media sharing, and statistical reporting.

Ensure that quality considerations are integrated into the project plan and schedule.

2. Requirements Analysis:

Responsibility: Business Analyst, Project Team

Conduct thorough requirements analysis to clearly define user needs and expectations.

Document detailed and measurable quality requirements for each feature of the social media platform.

Establish a clear understanding of performance, security, and usability requirements.

3. Design and Development:

Responsibility: Development Team, Quality Assurance Team

Implement coding standards and best practices to ensure code quality and maintainability.

Conduct regular code reviews to identify and address potential issues early in the development process.

Integrate automated testing processes to verify functionality and identify bugs during development.

4. Testing and Validation:

Responsibility: Quality Assurance Team

Develop and execute a comprehensive test plan that covers functional, performance, and security testing.

Conduct thorough testing on all supported platforms (iOS, Android, web) to ensure consistent quality.

Validate user interactions, media sharing, statistical reporting, and other critical functionalities.

5. User Acceptance Testing (UAT):

Responsibility: Project Team, End Users

Engage end users in UAT to gather feedback on usability and overall user experience.

Address and resolve any identified issues or concerns raised during UAT.

Ensure that the platform meets user expectations and requirements.

6. Deployment and Release:

Responsibility: Deployment Team, Project Manager

Implement a controlled release process to minimize disruptions and ensure a smooth deployment.

Monitor system performance and user feedback post-deployment to identify any unforeseen issues.

Have rollback plans in place in case of critical issues discovered after deployment.

7. Continuous Monitoring and Improvement:

Responsibility: Quality Assurance Lead, Project Manager

Implement tools and processes for continuous monitoring of platform performance and user feedback.

Conduct periodic quality reviews to identify areas for improvement.

Incorporate lessons learned into future development cycles.

8. Documentation and Reporting:

Responsibility: Quality Assurance Team, Project Manager

Maintain detailed documentation of quality processes, test cases, and results.

Generate regular quality reports for stakeholders, highlighting key metrics and improvements.

Ensure transparency in quality-related activities and outcomes.

9. Compliance and Standards:

Responsibility: Legal and Compliance Specialist, Quality Assurance Team

Ensure that the social media platform complies with relevant legal and regulatory standards.

Incorporate industry best practices for data privacy, security, and accessibility.

7.2 Quality management roles and responsibilities

The principal focus of the quality management process is vested in the roles and responsibilities defined in Table 8.1 below:

Table 8.1 – Quality Management Roles & Responsibilities

Role	Responsibilities
Quality Assurance Lead	<ul style="list-style-type: none"> - Develop and implement the overall Quality Management Plan for the project. - Define quality objectives, criteria, and processes. - Establish and communicate quality standards and benchmarks. - Integrate quality considerations into the project plan and schedule.
Test Manager	<ul style="list-style-type: none"> - Lead the testing and validation processes for the social media platform. - Develop a comprehensive test plan covering functional, performance, and security testing. - Oversee the execution of test cases and scenarios. - Coordinate user acceptance testing (UAT) with end users.
Test Engineers	<ul style="list-style-type: none"> - Execute test cases and scenarios to verify the functionality and performance of the social media platform.

	<ul style="list-style-type: none"> - Identify and document defects or issues. - Collaborate with developers to address and resolve identified problems. - Conduct regression testing to ensure code changes do not introduce new issues.
Usability Tester	<ul style="list-style-type: none"> - Evaluate the user interface and overall user experience of the social media platform. - Provide feedback on usability, accessibility, and overall design. - Identify areas for improvement in terms of user interaction, navigation, and visual appeal.
Performance Tester	<ul style="list-style-type: none"> - Assess and validate the performance and scalability of the social media platform. - Conduct load testing and stress testing to identify potential bottlenecks. - Collaborate with development teams to optimize performance and ensure responsiveness across all platforms.
Security Tester	<ul style="list-style-type: none"> - Conduct security testing to identify vulnerabilities and potential security risks in the platform. - Collaborate with development teams to address and remediate security issues. - Ensure compliance with industry security standards and best practices.
Release Manager	<ul style="list-style-type: none"> - Oversee the deployment and release process to minimize disruptions and ensure a smooth rollout. - Coordinate with development and operations teams to schedule releases. - Monitor post-deployment performance and user feedback. - Have rollback plans in place in case of critical issues.
Continuous Improvement Specialist	<ul style="list-style-type: none"> - Lead efforts for continuous monitoring and improvement of quality processes. - Implement tools and processes for ongoing quality assessment. - Conduct periodic quality reviews to identify areas for improvement. - Incorporate lessons learned into future development cycles.
Documentation Specialist	<ul style="list-style-type: none"> - Maintain detailed documentation of quality processes, test cases, and results. - Ensure documentation is up-to-date and accessible to relevant stakeholders. - Generate and distribute regular quality reports, highlighting key metrics and improvements.
Compliance Specialist	<ul style="list-style-type: none"> - Ensure that the social media platform complies with relevant legal and regulatory standards. - Monitor and implement industry best practices for data privacy, security, and accessibility. - Collaborate with legal and compliance teams to address any compliance-related issues.

7.3 Quality Audit

Objective:

The objective of the quality audit procedure is to systematically assess and verify adherence to established quality standards, processes, and best practices throughout the development life cycle of the "ConnectU" Social Media Platform. The audit aims to identify areas of improvement, ensure compliance with quality objectives, and facilitate continuous enhancement of project quality.

Responsibilities:

1. Quality Assurance Lead:

- Develop and execute the quality audit plan.
- Coordinate with relevant stakeholders to schedule and conduct audits.
- Analyze audit findings and collaborate with project teams to implement corrective actions.
- Ensure that the audit process aligns with the overall project quality management strategy.

2. Audit Team:

- Comprise cross-functional members with expertise in development, testing, security, and compliance.
- Participate in scheduled audits, conducting thorough assessments based on predefined criteria.
- Provide objective and unbiased feedback on compliance and adherence to quality standards.
- Collaborate with project teams to gather necessary documentation and evidence.

3. Project Team:

- Cooperate with the audit team by providing access to relevant documentation, processes, and artifacts.
- Address audit findings promptly, implementing corrective and preventive actions as needed.
- Collaborate with the audit team to provide context and clarification on project-specific aspects.

Quality Record:

The quality record generated during the quality audit process will include:

- **Audit Plan:** Document outlining the scope, objectives, and schedule of the audit.
- **Audit Checklists:** Detailed checklists for each aspect of the project, including development, testing, security, and compliance.
- **Audit Findings Report:** A comprehensive report summarizing audit results, including identified strengths, areas of improvement, and corrective actions required.
- **Corrective and Preventive Action Plan:** Document outlining specific actions to address identified issues and prevent recurrence.

Related Procedures/Standards:

1. Quality Management Plan:

- Defines the overall strategy for quality management within the project, including roles, responsibilities, and processes.

2. Development Standards and Best Practices:

- Outlines coding standards, development methodologies, and best practices to ensure consistent and high-quality code.

3. Testing and Validation Procedures:

- Describes the processes and methodologies for functional, performance, and security testing to ensure the reliability of the software.

4. Security Compliance Standards:

- Specifies the security standards and compliance measures that the project must adhere to, protecting user data and ensuring a secure environment.

5. Legal and Regulatory Compliance Standards:

- Outlines the legal and regulatory requirements that the project must meet, ensuring adherence to data privacy, accessibility, and other relevant regulations.

Audit Process:

1. Audit Planning:

- Develop an audit plan outlining the scope, objectives, and audit team composition.
- Schedule audits at key milestones in the project life cycle.

2. Audit Execution:

- Conduct audits based on predefined checklists and criteria.
- Document findings and collect evidence to support audit conclusions.

3. Reporting and Analysis:

- Prepare an audit findings report, highlighting areas of compliance and non-compliance.
- Analyze findings with the project team and stakeholders.

4. Corrective Actions:

- Develop a corrective and preventive action plan to address identified issues.
- Collaborate with project teams to implement corrective actions.

5. Follow-Up Audits:

- Conduct follow-up audits to verify the effectiveness of corrective actions.
- Document and communicate improvements made based on audit feedback.

8 Stakeholder Management

8.1 Stakeholder management roles and responsibilities

Table 10.1 – Stakeholder Management Roles & Responsibilities

Stakeholder	Lead	Role
Project Sponsor	Project Manager	<ul style="list-style-type: none"> -Act as the primary point of contact between the project team and the project sponsor. -Communicate project objectives, expectations, and priorities to the project team. -Ensure alignment between project outcomes and organizational goals.
Users (End Users)	User Experience Lead	<ul style="list-style-type: none"> -Lead the efforts to understand user needs and expectations. - Advocate for user-centric design and functionality. - Gather and prioritize user feedback throughout the development process.
Development Team	Development Team Lead	<ul style="list-style-type: none"> -Provide leadership and guidance to the development team. -Oversee the technical aspects of the project. -Ensure adherence to coding standards, best practices, and project timelines.
Quality Assurance Team	Quality Assurance Lead	<ul style="list-style-type: none"> -Lead quality assurance efforts, ensuring the software meets specified Standards.

		<ul style="list-style-type: none"> - Develop and execute test plans. - Collaborate with the development team to address and resolve identified issues.
Project Management Office (PMO)	Project Manager	<ul style="list-style-type: none"> -Establish and maintain communication channels with the PMO. -Provide regular project updates and progress reports. -Collaborate on resource allocation, scheduling, and overall project coordination.
Marketing and Promotion Team	Marketing Lead	<ul style="list-style-type: none"> -Lead the development and execution of marketing and promotion strategies. -Ensure alignment between marketing efforts and project goals. - Monitor user engagement metrics and adjust strategies as needed.
Legal and Compliance Specialist	Legal and Compliance Lead	<ul style="list-style-type: none"> -Ensure the project complies with legal and regulatory requirements. -Provide guidance on data privacy, security, and other legal considerations. -Collaborate with the project team to address compliance issues.
User Support and Feedback Team	User Support Lead	<ul style="list-style-type: none"> -Lead the user support and feedback efforts. -Establish channels for users to report issues and provide feedback. -Coordinate with the development team to address user-reported problems.

8.2 Identification and classification of Stakeholders

1. Internal Stakeholders:

- Project Team: Developers, designers, quality assurance professionals, project managers, and any other team members directly involved in the project's execution.
- Management: Executives, managers, and decision-makers within the organization overseeing the project.

2. External Stakeholders:

- Users (End Users): Individuals who will use the social media platform, including those on iOS, Android, and web platforms.
- Customers: If the project has specific clients or customers who have commissioned the development of the platform.
- Investors: Individuals or entities providing financial support or investment for the project.
- Regulatory Bodies: Entities governing data privacy, security, and other regulatory aspects relevant to the social media platform.
- Competitors: Other companies or platforms in the social media space that might be impacted by the introduction of "ConnectU."

3. Partners and Collaborators:

- Technology Partners: Companies or individuals providing technological solutions or integrations for the platform.
- Marketing and Promotion Partners: Entities involved in marketing and promoting the platform, including influencers or promotional agencies.

4. User Support and Feedback:

- Customer Support Teams: Individuals responsible for providing support to users, addressing their queries, and resolving issues.

- User Focus Groups: A select group of users providing valuable feedback during the development and testing phases.

5. Legal and Compliance:

- Legal Advisors: Professionals providing legal guidance to ensure the platform complies with relevant laws and regulations.
- Data Privacy Officers: Individuals responsible for ensuring that user data is handled in accordance with privacy regulations.

6. Analytics and Data Insights:

- Data Analysts: Individuals responsible for analyzing user data and providing insights to improve the platform.
- Marketing Analytics Teams: Teams focused on analyzing marketing and user engagement metrics.

7. Media and Public Relations:

- Public Relations Specialists: Individuals managing external communication, press releases, and public perception of the platform.
- Media Outlets: Journalists and media outlets reporting on or influencing public perception of the platform.

8. Project Management Office (PMO):

- Project Management Office: Individuals overseeing project governance, providing support, and ensuring alignment with organizational objectives.

8.3 Stakeholder Management Process

1. Identification of Stakeholders:

- Objective: Identify all individuals, groups, or entities that can influence or be influenced by the project.
- Responsibilities:
 - Project Manager and Project Team: Lead the identification process, considering both internal and external stakeholders.
 - Collaboration with relevant teams to capture a comprehensive list of stakeholders.
- Quality Record: Stakeholder Register detailing names, roles, and contact information.

2. Stakeholder Analysis:

- Objective: Analyze stakeholders based on their interests, influence, expectations, and potential impact on the project.
- Responsibilities:
 - Project Manager and Project Team: Conduct a stakeholder analysis to prioritize and categorize stakeholders.
 - Assess the level of interest, power, and influence of each stakeholder.
- Quality Record: Stakeholder Analysis Matrix.

3. Stakeholder Engagement Planning:

- Objective: Develop a plan outlining how stakeholders will be engaged, communicated with, and their expectations managed.
- Responsibilities:
 - Project Manager: Develop the Stakeholder Engagement Plan, including communication channels and frequency.
 - Define the level of engagement for each stakeholder group.
- Quality Record: Stakeholder Engagement Plan.

4. Stakeholder Communication:

- Objective: Communicate effectively with stakeholders to keep them informed, address concerns, and gather feedback.
- Responsibilities:
 - Project Manager and Communication Lead: Implement the communication plan.
 - Provide regular updates through various channels, addressing both positive and negative project developments.
- Quality Record: Communication logs, meeting minutes, and status reports.

5. Managing Stakeholder Expectations:

- Objective: Ensure that stakeholder expectations align with project objectives and are actively managed throughout the project.
- Responsibilities:
 - Project Manager: Proactively address and manage stakeholder expectations.
 - Implement changes or adjustments as needed, communicating the rationale behind decisions.
- Quality Record: Records of expectation management activities.

6. Issue Resolution:

- Objective: Address and resolve issues raised by stakeholders in a timely and effective manner.
- Responsibilities:
 - Project Manager and Issue Resolution Team: Develop a process for logging, analyzing, and resolving stakeholder issues.
 - Communicate resolutions and follow up to ensure satisfaction.
- Quality Record: Issue resolution logs and follow-up reports.

7. Feedback Collection:

- Objective: Gather feedback from stakeholders to improve project processes and outcomes.
- Responsibilities:
 - Project Manager and Feedback Collection Team: Implement mechanisms for collecting stakeholder feedback.
 - Analyze feedback and incorporate relevant improvements into the project.
- Quality Record: Stakeholder feedback reports and improvement logs.

8. Continuous Monitoring and Adjustment:

- Objective: Continuously monitor stakeholder engagement and adjust the Stakeholder Management Plan as needed.
- Responsibilities:
 - Project Manager and Project Team: Regularly review and update the Stakeholder Engagement Plan.
 - Adjust communication strategies and engagement levels based on project phases and stakeholder dynamics.
- Quality Record: Updated Stakeholder Engagement Plan.