

Subject Code and Title: SDM404 (N06740) Software Development Management

## Assessment 1

### Event Feedback & Survey Platform

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**Project Title:** Real-Time Event Feedback & NPS Analytics Platform

**Date:** 02, June, 2025

**Last Update:** 10, June, 2025

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## 1. Project Overview

### Problem Statement

Event organizers and clinic staff face significant challenges in collecting, processing, and acting on attendee feedback in real-time. Current solutions are often cost-prohibitive or overly complex, leading to underutilized feedback and missed opportunities for improvement. This platform addresses these issues by providing a lightweight, automated feedback collection and analysis system.

### Target Users/Clients

- **Primary Users:** Event managers, clinic staff, team leads
- **Secondary Users:** Event attendees providing feedback, department heads reviewing analytics

## Project Goals

1. Create a no-cost feedback collection system using Google Forms
2. Implement real-time data processing and NPS calculation
3. Develop an automated alert system for critical feedback
4. Provide visual analytics dashboard for stakeholders
5. Ensure data privacy and security compliance

## Tools & Technologies

Category	Technology	Purpose
Frontend	Google forms, streamlit	User interface & dashboard
Backend	Google Appscript	Data processing and automation
Database	Google sheets	Data storage
Analytics	Python (Pandas, matplotlib)	Data analysis and visualization
Hosting	Google Cloud (Free tier), Streamlit cloud	Application hosting

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## 2. Development Methodology

### Selected Methodology: Agile with Sprints

This project will follow an Agile methodology with 2-week sprints to allow for iterative development and continuous feedback integration.

### Justification

1. Iterative Development
2. Risk Mitigation
3. Flexibility
4. Stakeholder Engagement

### Referenced Theory:

- Cobb, C. (2015). *The Project Manager's Guide to Mastering Agile*.
  - Schwaber & Sutherland (2017). *The Scrum Guide*.
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## 3. Scope & Deliverables

### In-Scope

- Customizable feedback form with NPS question
- Real-time data collection and processing
- Automated email alerts for critical feedback
- Role-based dashboard for stakeholders
- Basic reporting and data export

### Out-of-Scope

- Multi-language support, SMS notifications, mobile app

### Deliverables

1. Google Form with NPS
  2. Google Sheet automation
  3. App Script for email triggers
  4. Streamlit dashboard
  5. Documentation
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## 4. Timeline & Milestones

Milestone	Task	Owner	Start	End	Status
Sprint 1	Setup, Form Design	Member 1	01/06	07/06	Done
Sprint 2	Automation	Member 2	08/06	21/06	
Sprint 3	Dashboard	Member 3	22/06	05/07	

Sprint 4	Testing and Docs	Luis	06/07	19/07	
Sprint Final	Review & Submit	Luis	20/07	26/07	

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## 5. Team Roles

Name	Role	Responsibilities
Luis Faria	Project Manager, fullstack	Coordination, time tracking
Member 2	Frontend dev	Forms, dashboard
Member 3	Backend dev	App script, integration
Member 4	Data analyst	Reporting, NPS
Member 5	Full-stack Dev	System integration, QA

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## 6. Cost & Effort

### Human Resources

Role	Hours	Rate	Cost
Project Manager	30	35	\$1,050
Frontend dev	40	30	\$1,200
Backend dev	45	30	\$1,350
Data analyst	35	30	\$1,050
Full-stack Dev	40	30	\$1,200
<b>TOTAL</b>			<b>\$5,850</b>

## Infrastructure

Google Cloud Free Tier, Google Workspace: \$0

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## 7. Risk Management

Risk	Likelihood	Impact	Mitigation
Google API limits	Medium	High	Rate limiting
Engagement drop	High	Medium	Weekly summary emails
Data privacy	Medium	High	GDPR compliance
Technical hurdles	Medium	Medium	MVP-first focus

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## 8. Communication Plan

Tool	Purpose	Frequency	Owner
Microsoft Teams	Medium	Daily	All
Github	Version Control	Continuous	All
Microsoft Teams	Task Management	Daily	PM
Drive	Docs	As needed	All

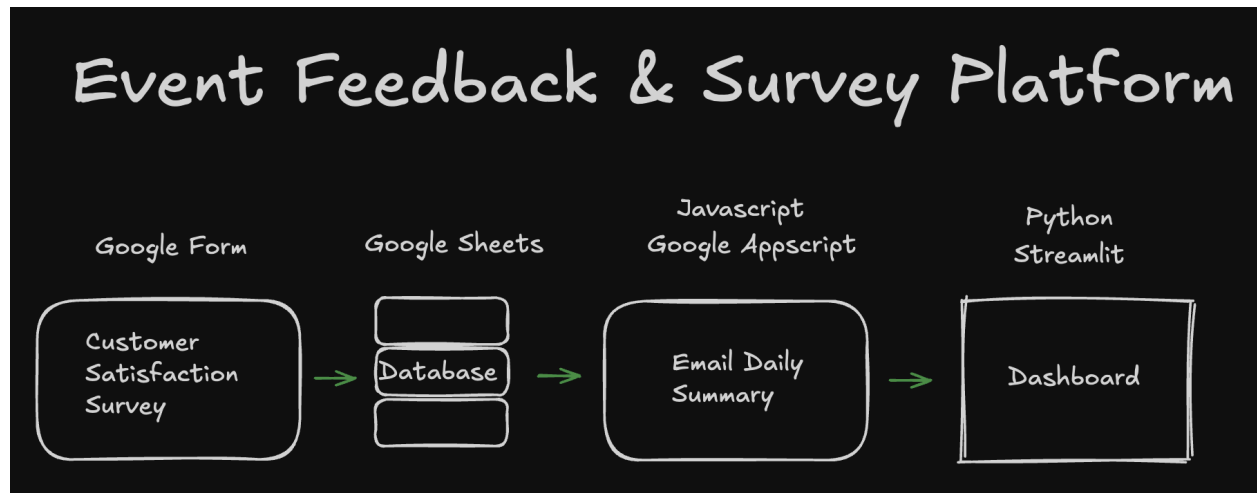
### Meetings:

- Weekly Syncs
- Sprint Planning
- Sprint Retrospectives
- Client Demos

**Response Time:** Urgent (2h), Normal (12h), Low (24h)

## 9. Appendices

### A. Architecture Diagram



### B. UI/UX Mockups



## How Did We Do?

Your satisfaction is our top priority.  
Help us serve you better at Laser Clinics Australia

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\* Indicates required question

### In which Laser Clinics store was your experience? \*

- ☐ Bondi Junction
- ☐ Chatswood
- ☐ Coffs Harbour
- ☐ Darlinghurst
- ☐ Eastgardens
- ☐ Liverpool
- ☐ Miranda
- ☐ Tamworth
- ☐ Wetherill Park

### How do you evaluate the experience you've had? \*

10 being Awesome and 1 being the Worst



## How Did We Do?

👋 Thank you for your feedback!  
Your response has been recorded.  
We appreciate your time and hope to see you again soon at Laser Clinics Australia 💜


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Google Forms

## C. Meeting Log

Date	Decision	Next step
31/05	Define scope	Finalize requirements
10/06	Forms: <a href="https://forms.gle/eMd9mJL89pJXPdNUA">https://forms.gle/eMd9mJL89pJXPdNUA</a>  Spreadsheet saving data:  Laser Clinics - Customer Satisfaction	Build automation at Appscript

## 10. Individual Report – Luis Faria

### Tasks Performed

- (to be filled)
- Designed system architecture
- Integrated App Script, Forms, Sheets
- Quality Assurance
- Led reviews and mentoring

### Challenges

- (to be filled)
- Cross-timezone collaboration → Used async comms
- Code consistency → Implemented CI/CD and reviews

### Lessons Learned

- (to be filled)
- Importance of docs
- Remote team management
- Technical debt awareness