



# Project Plan

Version 0.1

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# Version History

Version	Date (dd/mm/yy)	Changes	Checked by
0.1	07-02-23	First version of project plan; added context, organization info, methodologies, gantt chart & risk management	

## **Abstract**

The purpose of this document is to inform readers of the agreements made in accordance with Obero, which includes associated stakeholders, relevant scopes/topics to be explored and expected deliverables to be made by the end of the project. The assignment will be approached periodically using a combination between Agile Scrum and the Double Diamond, which are ideal for swift iterations, feedback, and incremental improvements during the design process.

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# Glossary

Terms	Definition
A	
AI	Artificial Intelligence —
Agile Scrum	
B	
C	
Consumers	
CRM	Customer Relations Management —
Customer Experience	
D	
DOT Framework	
Double Diamond	
E	
F	
F&B	Food & Beverages —
G	
H	
I	
In-store	
J	
K	
L	
M	
MoSCOW	
N	
O	
P	
PWA	Progressive Web Application —
Q	

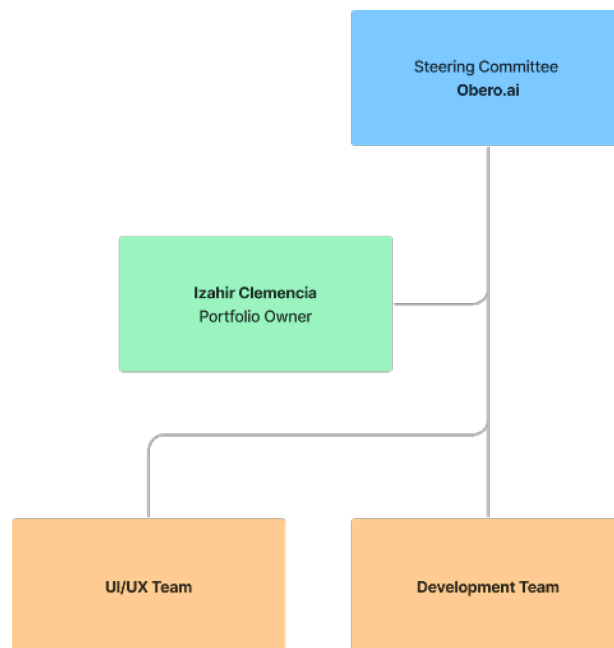
R	
<i>Restaurateurs</i>	
S	
<i>SaaS</i>	Software as a Service —
<i>Sprint</i>	
T	
U	
<i>UI</i>	User Interface —
<i>UX</i>	User Experience —
V	
<i>Vendor</i>	
W	
X	
Y	
Z	

# The Company

## 1.1 Background Context

Obero is a Dutch software company that specializes in IT Services & Consultancy, providing Software as a Service (SaaS) solutions for the online ordering and delivery sector. Founded in 2020 by Alexander Clemencia, Izahir Clemencia, and Mohamed Dahou, the company's goal is to improve customer experiences within businesses by offering in-ordering solutions for enhanced sales efficiency. The company is based in the Netherlands and currently employs 17 people.

## 1.2 Organizational Chart



## 1.3 Mission Statement

Obero's long term mission is to empower businesses with advanced AI-powered solutions that drive operational efficiency and improvements on decision-making, providing unparalleled value to clients and contributing to the growth of technology.

# The Assignment

## 2.1 Job Description

### *The CRM Platform*

Obero offers a CRM platform for managing subscribers, mainly businesses operating within the food and beverage sector; also known as restaurateurs. The platform has features to help Obero communicate with restaurateurs, including a module for creating digital menus and ordering systems. However, the current platform is not user-friendly and requires technical knowledge, leading to slow troubleshooting in-between subscribers. So, Obero is shifting focus towards a partner model where vendors act as intermediaries and providing a user-friendly platform to manage restaurateurs. Obero plans to improve the platform by making it a Progressive Web App, accessible on all devices.

### *In-store Experience*

Apart from the vendors, Obero aims to also improve the in-store user experience for restaurateurs and their customers by conducting research on current pain points and opportunities for improvement. This research will inform the redesign of the CRM platform and development of new features and tools to support the in-store experience. Obero wants to provide a comprehensive solution combining the best of online and in-store experiences for customers.

## 2.2 Objective

Hence, the objective of this assignment is to improve the UX of Obero's CRM Platform by the end of the internship period at July 2023, by conducting a comprehensive valuation of the current platform, identifying opportunities for efficiency, scalability, reliability, and usability improvements, which leads to the redesign of the platform's UI as a PWA.

By conducting real-life user research and providing support for the implementation of the redesigned platform, this assignment aims to increase the platform's efficiency and usability by 20% as measured through user satisfaction surveys and testing metrics.



## 2.3 Research Questions

The proposed main research question is as follows:

*What factors can Obero's Customer Relations Management be improved on to allow better scalability, usability, reliability, and efficiency, for operational usage within the food and beverage industry?*

With several sub-research questions to further justify the definition of the assignment:

<i>Sub-Research Questions</i>	<i>Area of Interest</i>
What factors define the functionality of a CRM platform?	Customer Relations Management (CRM) systems
What factors define a scalable and reliable SaaS model, and how is it related to CRM systems?	Software as a Service (SaaS) systems
How can streamlining in-store processes impact customer satisfaction and employee efficiency in a food and beverage operations?	Daily in-store operations & processes
What are the users involved in Obero's partner-relationship model, and their inter-related significance?	User & target group definition
What contributions do PWAs offer in enhancing the user experience of CRM systems?	Progressive Web Apps (PWA) usage & environment

## 2.4 Requirements

Alongside the research questions, came also the requirements that have been requested and discussed together with the company. These requirements should be in parallel with and supported by the scope of the assignment:

<i>Topic</i>	<i>Expectations</i>	<i>Priority (MoSCOW)</i>
Redesign of Obero's CRM platform.	A redesign of the current management platform to be usable for both vendors and restaurateurs.	Must
Implementation of Obero's CRM platform & end-user (consumer) ordering interface	Implementation of the management platform and end-user interface as a PWA using Angular framework.	Should
Data management & visual representation for in-store ordering processes.	User research on how data is processed and displayed properly for consumers within restaurants.	Must
Obero logo and site rebranding	Evaluation and redesign on Obero's brand and site page.	Could

## 2.5 Scope

<i>Inside Scope</i>	<i>Outside Scope</i>
<b>CRM Platform &amp; Use Cases within In-store Processes</b>  Observe, evaluate and redesign Obero's current CRM Platform and user test changes to affiliated target audiences.	<b>Back-end Development &amp; APIs</b>  Creation and maintenance of database, and communication using APIs, achieved using certain server-side programming languages.
<b>Consumer Ordering Interface for In-store Daily Operations</b>  Observe, evaluate and redesign how data is displayed between the CRM platform and the end-user interface of ordering apps for consumers.	<b>Obero's Branding Redesign</b>  Rebranding of obero's current brand identity. Includes site refurbish and logo redesign.
<b>Obero's Target Groups and User Relations</b>  Deeper insight on different entities involved within Obero's partner model, including significance and dependencies.	<b>Analysis on Obero's Market &amp; Sales Strategy</b>  Conducting in-depth analysis on Obero's current marketing strategy, resulting in an advisory report for long term sales growth.
<b>Front-end Knowledge of Angular Framework</b>  Knowledge in creating design elements and components in Angular, with end goal delivery of a working PWA.	
<b>Implementation of Solution into a Progressive Web App (PWA)</b>  Research and implementing designed solutions into a working MVP, that is expected to be a web-app.	

# Approach

## 3.1 Methodologies

### *Project Management*

This assignment will incorporate the usage of **Agile Scrum**, a well known methodology for handling collaborations and producing efficient deliverables per sprint.

Agile Scrum is a project management system that combines the Agile philosophy ('incremental developments') and the Scrum framework ('breaking down projects into sprints'). According to Sean Peek (2023), features are built at a priority level, where the goal of each sprint is to build the most important features first, and to come out with a deliverable product; more features are then built into the product in subsequent sprints, based on adjustments made by stakeholders and customer feedbacks in between.

### *Design Process*

With the Agile Scrum, the **Double Diamond** will be used as the main methodology for executing design processes, combined with the research methodologies and strategies offered by the **DOT Framework**.

The Double Diamond model consists of four main stages: Discovery, Definition, Development and Delivery, which are combined within an iterative process used for better organization within creative processes (Costa, R. 2018). The Development Oriented Triangulation (DOT) Framework, on the other hand, is a research method that helps to structure and communicate research processes using triangulation of different strategies in order to solidify ICT-based solutions (ictresearchmethods.nl, 2021).

When combined with the strategies derived from the DOT Framework, the design process will be ensured of its approachability, having the ability of exploring different perspectives while maintaining open-ended opportunities for associates to further iterate and collaborate. It helps to ensure that the design process is user-centered, with the goal being the successful creation of innovative solutions via justified strategies.

## Research Methods & Strategies

The DOT Framework consists of 5 main research strategies:



1. *Library*

Examining existing works and theories to further guide design processes.



2. *Field*

Investigating the context of products and its usage to understand user needs, wants, limitations and other environmental factors.



3. *Lab*

Testing concepts for validating and verifying certain functionalities of scenarios.



4. *Showroom*

Assessing ideas against existing works through expert testing or evaluation against general standards/guidelines.



5. *Workshop*

Explore opportunities via prototyping, designing and co-creation to gain insights into innovative possibilities.

Within each strategies, contains different methods of which can be used to gain answers and eventually solutions to the aforementioned problem. This project will be using 'Method Triangulation', a method of combining different appropriate research methods from the DOT framework in order to cover different views.

The methods and strategies that are outlined below serve as the basis for addressing the research questions posed and potentially developing an innovative solution that meets the stakeholders' expectations, with the aim of gaining a deeper understanding of the research objectives.

<i>Research Questions</i>	<i>Strategies</i>	<i>Methods</i>	<i>Explanation</i>
What factors define the functionality of a CRM platform?			
What factors define a scalable and reliable SaaS model, and how is it related to CRM systems?			
How can streamlining in-store processes impact customer satisfaction and employee efficiency in a food and beverage operations?			
What are the users involved in Obero's partner-relationship model, and their inter-related significance?			
What contributions do PWAs offer in enhancing the user experience of CRM systems?			

### *3.2 Planning*

The Double Diamond methodology involves dividing the project scope into four distinct stages, referred to as 4D: Discovery, Definition, Development, and Delivery. This design process will be spread over a 5-month period, spanning 22 weeks, during which Agile Scrum will be utilized, resulting in a total of 11 sprints to reach completion.

### *3.3 Gantt Chart*

(...)

# Other Requirements

## 4.1 Stakeholders

<i>Name</i>	<i>Role and Functions</i>	<i>Availability</i>
Alexander Clemencia <a href="mailto:alexander@simptel.com">alexander@simptel.com</a>	Scrum Master Company Supervisor	Mondays to Fridays 09:00 — 17:00
Izahir Clemencia <a href="mailto:izahir@simptel.com">izahir@simptel.com</a>	Portfolio Owner	Mondays to Fridays 09:00 — 17:00
Mohamed Dahou <a href="mailto:mohamed@simptel.com">mohamed@simptel.com</a>	Technical Advisor	Mondays to Fridays 09:00 — 17:00
Deep Patel <a href="mailto:deep.patel@simptel.in">deep.patel@simptel.in</a>	Lead Developer Team	Mondays to Fridays 06:30 — 16:00
Ahmad Dornaika (email here)	-	-
Who else should i add?		
Lin Yuzhong <a href="mailto:y.lin@fontys.nl">y.lin@fontys.nl</a>	University Supervisor Graduation Project Advisor	Mondays to Fridays -
Nathanael William Biantoro <a href="mailto:w.biantoro@student.fontys.nl">w.biantoro@student.fontys.nl</a>	UI/UX Designer Graduate Intern	Mondays to Fridays 09:00 — 17:00



## 4.2 Communication Agreements

<i>Communications</i>	<i>Aim/Purpose</i>	<i>Organizer</i>	<i>Frequency</i>
Daily Scrum	Providing a daily checkpoint for agile teams to review progress, plan next steps, and identify impediments to ensure smooth completion of tasks.	Scrum Master	Daily (09:30 every morning)
Check-up Meeting (with University Supervisor)	Evaluate progress, provide feedback, and ensure that the supervisor is updated on current tasks, goals, and objectives.	Graduate Intern	Weekly — Bi-weekly (flexible availability between both parties)
Sprintplanning	Define and prioritize work tasks for the upcoming sprint.	Scrum Master	Bi-weekly (at the start of sprint)
Sprint Demo & Retrospective	Showcase completed tasks, solicit feedbacks and identify areas for improvement for the next sprint.	Scrum Master	Bi-weekly (at the end of sprint)

## 4.3 Tools Used

<i>Tools</i>	<i>Aim/Purpose</i>
MS Teams	Used for day-to-day internal operations for communication purposes, as well as serving storage for project tasks and notes via plugins.
Azure DevOps	Main program for sorting out features, epics, and user stories within the scope of the project, accessible for any individuals associated with the project.
Jira Work Management	Productivity tool used for personal updates and creation of own timeline separated from the company's. Used for self-updates and checkpoints in relation to general progress.
Figma	Main design tool used for the design and development of solutions. Used for creating media products throughout the project.

## 4.4 Risk Management

<i>Risks</i>	<i>Probability</i> (Least / Unlikely / Likely / Most)	<i>Severity</i> (Low / Medium / High / Severe)	<i>Contingency Plan</i>
Unclear or changing requirements	<i>Likely</i>	<i>Low — Medium</i>	Quick handling via communication between parties, and establishing a protocol of defining what has been changed and why.
Insufficient time for completing tasks	<i>Likely</i>	<i>Medium</i>	Put tasks in backlog, address issue in retrospective and encourage associates to reassess sprint points (duration) during sprintplanning.
Dependency on key stakeholders	<i>Unlikely</i>	<i>High</i>	Set up an early document/plan for every session that requires the presence of certain stakeholders, and repeatedly remind stakeholders of that session. If problem persists, put stakeholder on hold and continue with other tasks.
Task bottlenecks due to completion dependency on others	<i>Likely</i>	<i>Medium — High</i>	Early identification of bottlenecks by regular progress tracking and applying knowledge-sharing to associates for better team dynamic and capacity.
Technical difficulties (Hardware malfunction)	<i>Least</i>	<i>High — Severe</i>	Notify supervisor when event occurs; if own device, go to ISSD to acquire temporary replacement; if workspace-related, notify supervisor of working from a different location.
Resistance to change from stakeholders	<i>Likely</i>	<i>Medium</i>	Provide justified reasoning for the change to be necessary, if persists, create a log document to save proposed changes instead of deletion.
Unavailability due to sickness/unforeseen circumstances	<i>Likely</i>	<i>Medium — Severe</i>	Notify associates beforehand if absence is necessary, provided with details of reason and date of availability.
Insufficient resources available to complete certain tasks	<i>Unlikely</i>	<i>Medium</i>	Address issue to company supervisor; if no solution, reassess requirements of the problematic task with associates.

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