Project Management

Assessment ONE

John in wells college

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**Assessment 1 – Case Study**

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## Instruction:

This task is to be completed individually. You need to analyse a case scenario and complete all the tasks mentioned after the scenario.

You need to demonstrate your IT project management ability to identify business strategy and gaps. You will also need to suggest a feasible solution to overcome identified gaps and produce a project charter along with a WBS to implement the proposed solution.

### Duration:

Trainer will set the duration of the assessment.

All my working could be checked at: <https://wellsjohn220.github.io/projectmanagement/>

## Case Study:

### Going Green application, Green IT Project Management

# Project profile

Going “Green” is a mission of many companies around the globe not just for reasons of environmental responsibility, but also for cutting costs in these extremely tight economic times. Green IT efforts represent a specific focus area within enterprises that hold attention to this trend. Green IT leverages information technology to streamline operations, cut costly waste, and reduce the impact on the environment. IT typically consumes only about 10% of an organization’s energy costs, but the net effect of a Green IT project is to go beyond just energy saving. To tackle the other 90%, a Green IT project extends into a variety of other departments, and to execute such an endeavour requires an effective project management function in order to identify and prioritize goals. A Green IT transformation can be a complex process.

Vital Statistics:

* Number of project tasks - 12
* Project duration - 16 months
* Project budget - $1,200,000
* Number of users - 50

## Your tasks:

### Task 1: Identify Business Strategy and Gap

Document the business’s strategies of “Green IT” and also summarise the components required changes for the participating organisation to implement “Green IT Project”. (Min. 300 words)

Answer:

Eco-friendly businesses have a strong edge in the market. Roughly a third of customers will [give priority to brands offering eco-friendly products](https://www.surveymonkey.com/curiosity/more-consumers-are-opening-their-wallets-for-eco-friendly-products/). The problem is that new green companies have difficulty getting their name out.

Search engine marketing is essential for green companies. It can be a dual-benefit as Huffington Post [pointed out in their article](https://www.huffingtonpost.com/brian-hughes/good-for-the-environment-_b_9435418.html) “Good the Environment Good for SEO?” which is quoted below:

“An eco-friendly business model is not just good for environment- going green can also give your digital marketing a boost, too… Just ask Reimer Ivang with Better World Fashion, an innovative startup creating sustainable leather jackets. After Better World Fashion “greened” their SEO strategy, they noticed a real jump in their Google rankings as well as an increase in visitor on-page time.”

Having a good environmental presence can benefit your SEO by helping you attract backlinks. However, you [need a good SEO strategy](https://blueandgreentomorrow.com/features/best-strategies-learning-top-secrets-seo/) to begin with so people can find your brand before earning those organic links. It is like the chicken and the egg dilemma.

**Choosing an SEO Solution as a Green Company**

A lot of green businesses are aware of the concept of SEO, along with its significance. However, their knowledge is only limited to keyword-based content creation based on the most searched topics. To be very frank, that task is arduous as well as ineffective. Major corporations have a decisive advantage over new green companies if the keyword is your only concern as they have a much larger number of backlinks and content updates.

It is also essential that the SEO practices are modified and evolved with time. Most green businesses fail to follow through with their SEO practices. After all, eco-friendly businesses tend to be newer and less experienced business people usually make the decisions. It would give you a great edge if you know [how to manage your SEO well](https://blueandgreentomorrow.com/business/7-green-business-ideas-for-eco-minded-entrepreneurs/).

**Modern SEO Strategy:**

A good SEO strategy for any green business involves organizing a website’s content based on its topic. Based on this, Google can cater better to searcher’s needs and subsequently improve the websites ranking.



### Task 2: Recommend a feasible solution

Assume “Wells International College” is thinking of going “Green” and asked for your assistance in this project. Research different project management applications on the Internet to compare with the Green IT project management application and recommend a feasible solution with proper reasons for Windsor. (Min. 300 words)

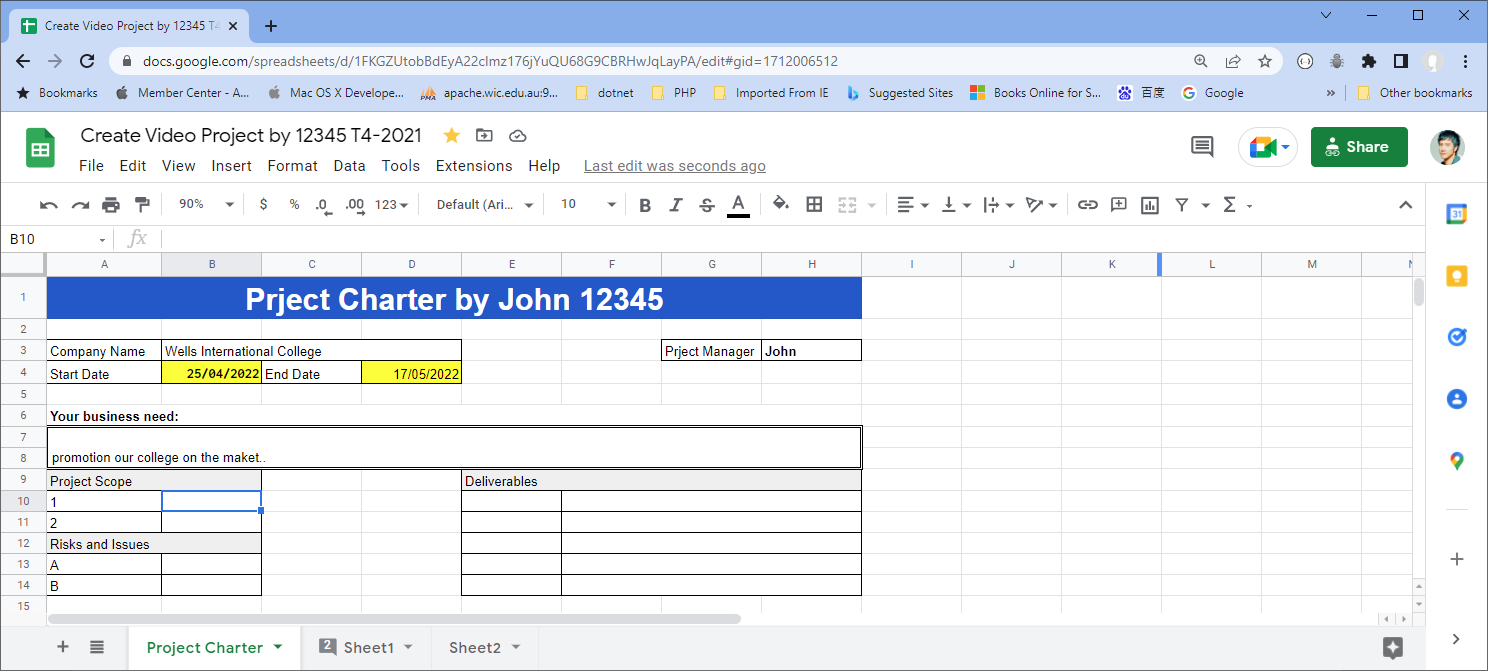
Answer :



See above simple example. Any warehouse, Supply must equal to demand or very close. It is the best business solution.

### Task 3: Produce a Project Charter

Please view my project charter (here only show part):



Develop a project charter for the Windsor project specifying project start date, finish date, approximate budget, project manager, project team with roles and responsibilities, project objective, project approach and stakeholders.

Name: ?

Description: Help business

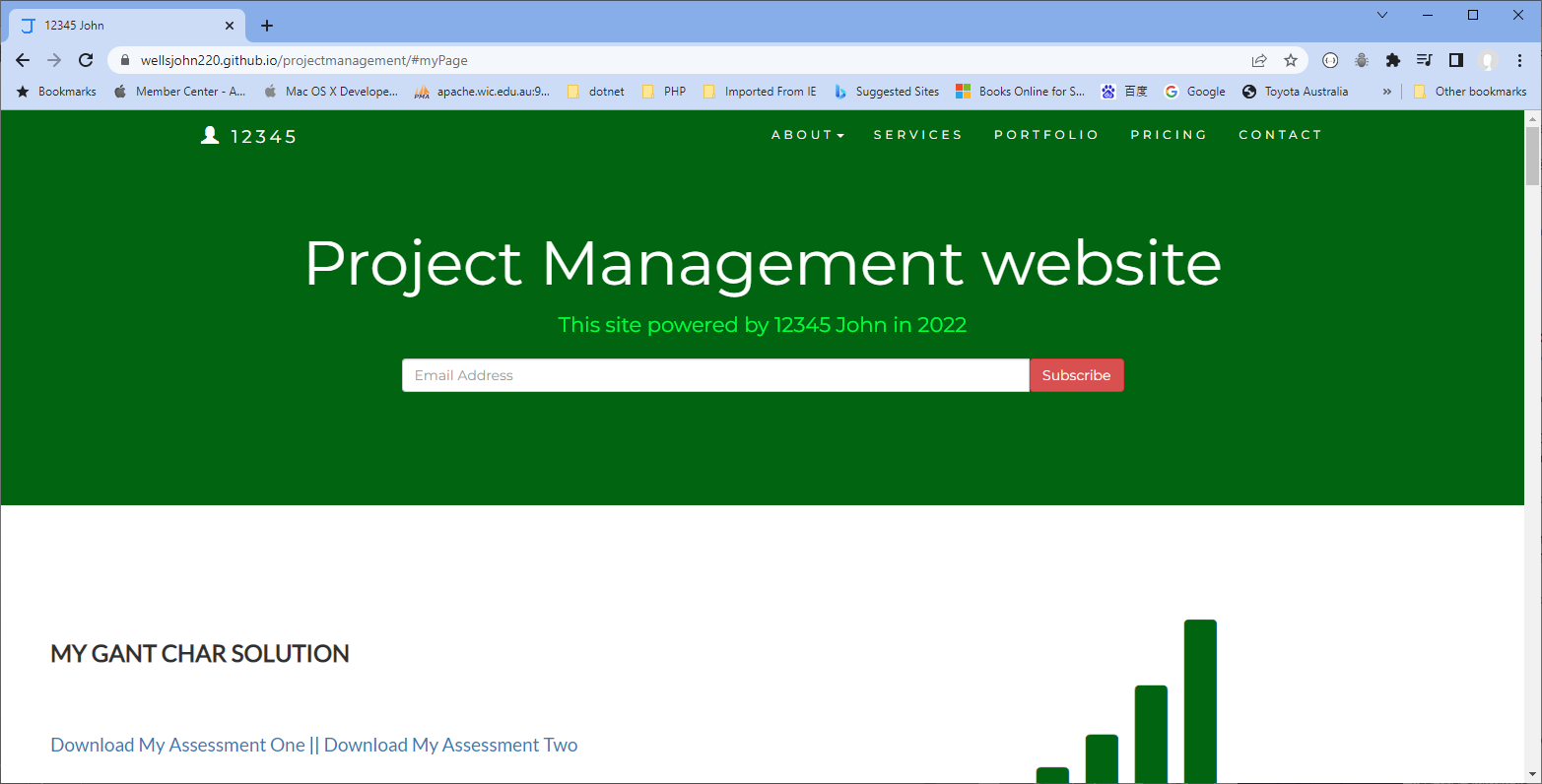
Manager: John

Date Approved:

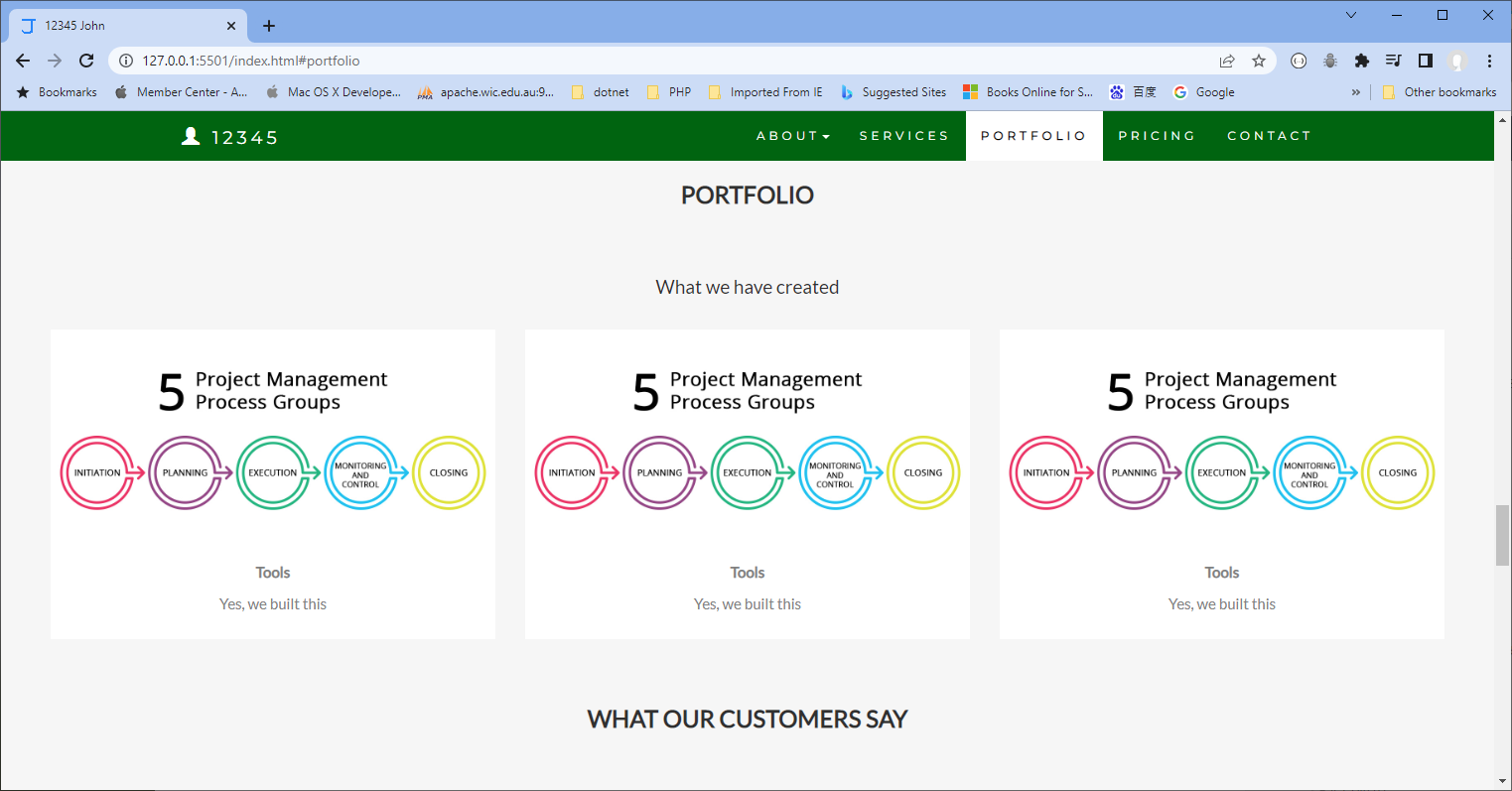
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### Task 4: Project Document

Please check my site: <https://wellsjohn220.github.io/projectmanagement/>



Please replace the images below:



Refer to your current project, you have been asked to develop a project plan for WIC. Project plan outline as following:

In my Green project, I design following topics:

* Introduction (Select one recommendation from Task 2 for implement project plan)

(Please see above my project charter, it is clear indication)

* Project background

(Make promotion video for the college)

* Related factor to organization
* Scope and objective of the project
* Information gathering plan and approach
* Gathering method, can be one of the following
* Interview
* Questionnaire
* Observation
* Detail of information repositories
* Feasibility studies
* Technical (need higher tech made this software more stable and powerful)
* Operational
* Economical
* Social
* Project plan and schedule (Development and Maintenance)
* Work breakdown structure
* Gantt Chart
* Milestone

Above last black diamond is the milestone!

* Project Deliverable
* Communication plan

Communication plan should include communication and consultation with all the relevant stakeholders. (From college learn guide)

* Deployment Plan (If needs)
* Training Plan (If needs)
* Recourse and budget, (budget has been limited by WIC Capital Expenditure of current fiscal year for Hardware $80,000, Software $10,000, and Outsourcing man-hours $100,000)

Above image is showing my current green project displaying part of budget!

* Risk Management
* Risk identified
* Contingency plan
* Change management
* Change control
* Conflict management

### Task 5: Project Closure

Prepare project closure document template as following:

* Project Sign-off document

When project sign off, it means your project finished. So you need make one clear sheet to tell everyone about your project. It will include:

* project start date
* project manager
* project finish date
* if something is going wrong
* ...



* Project evaluation document

You need show about your project, good or not enough. Summary all about your project

It may include:

* Budget evaluation
* Quality evaluation
* Benefit evaluation
* Etc...



* Lesson learned template
* What we have learn through this project
* What we need to do if next project start
* What we learn some lesson. We could not make same mistake again.
* Etc.





## Helpful web links to complete the assessment:

## Search Index

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scenario 1

specific focus 2