

Case Study – 3

(25 points)

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Submission: Save this Word document with your answers as a PDF file and upload the PDF file to Canvas.

(5 pts) Build a risk management analysis for the Book Exchange Project (Fig 3.26) with at least 5 risk items, estimating likelihood and impact. This is easier to do after you complete the Work Breakdown Structure and Gantt chart below.

(20 pts) Create a work breakdown structure and Gantt chart for the Book Exchange Project. Your WBS should have at least 10 main tasks and at least 2 sub-tasks for each one (for a total of 20 tasks). Construct your Gantt chart (using the same tool as before) such that:

- All of the tasks and subtasks from your WBS make it into the project
- Assign durations to each of the tasks
- Use the January 1 of this year as the start date for your plan
- Create the appropriate dependencies between your tasks and subtasks

Use one of the project management tools identified on the “External Tools Page” in Canvas.

Identify the critical path for your project (by task IDs):

Create a PDF of your Gantt Chart

Submit your Risk Management plan & the PDF of your Gantt Chart to Canvas

WORK BREAKDOWN STRUCTURE:

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors
1	★	Contact Owner/Client	3 days	Fri 1/1/21	Tue 1/5/21	
2	★	Establish Connections like email or phone	1 day	Fri 1/1/21	Fri 1/1/21	
3	★	Create Defined Meeting Times/Places	1 day	Mon 1/4/21	Mon 1/4/21	2
4	★	Create Budget For Project	5 days?	Wed 1/6/21	Tue 1/12/21	1
5	★	Define Budget Flexibility per Sprint	2 days	Wed 1/6/21	Thu 1/7/21	
6	★	Define penalties for going over budget	3 days	Fri 1/8/21	Tue 1/12/21	5
7	★	Create Application Design	21 days	Wed 1/13/21	Wed 2/10/21	4
8	★	Test multiple designs and themes	14 days	Wed 1/13/21	Mon 2/1/21	
9	★	Contact Client for final design decisions	7 days	Tue 2/2/21	Wed 2/10/21	8
10	★	Create Application Functionality	28 days?	Wed 1/13/21	Fri 2/19/21	4
11	★	Develop baseline application buttons and UI	24 days	Wed 1/13/21	Mon 2/15/21	
12	★	Iron out first-round bugs and problems	4 days	Tue 2/16/21	Fri 2/19/21	11
13	★	Marketing/Advertising	10 days?	Thu 2/4/21	Wed 2/17/21	11,9
14	★	Contact advertising agencies/personnel	3 days	Thu 2/4/21	Mon 2/8/21	
15	★	Create Early marketing visuals and hype events	7 days	Tue 2/9/21	Wed 2/17/21	14
16	★	Beta Testers	31 days?	Mon 2/22/21	Mon 4/5/21	10
17	★	Advertise application beta testing and verification	14 days	Mon 2/22/21	Thu 3/11/21	
18	★	Choose applicants and accept into program	25 days	Thu 2/25/21	Wed 3/31/21	
19	★	Design Improvements	21 days?	Tue 4/6/21	Tue 5/4/21	
20	★	Contact beta testers and get feedback	21 days			

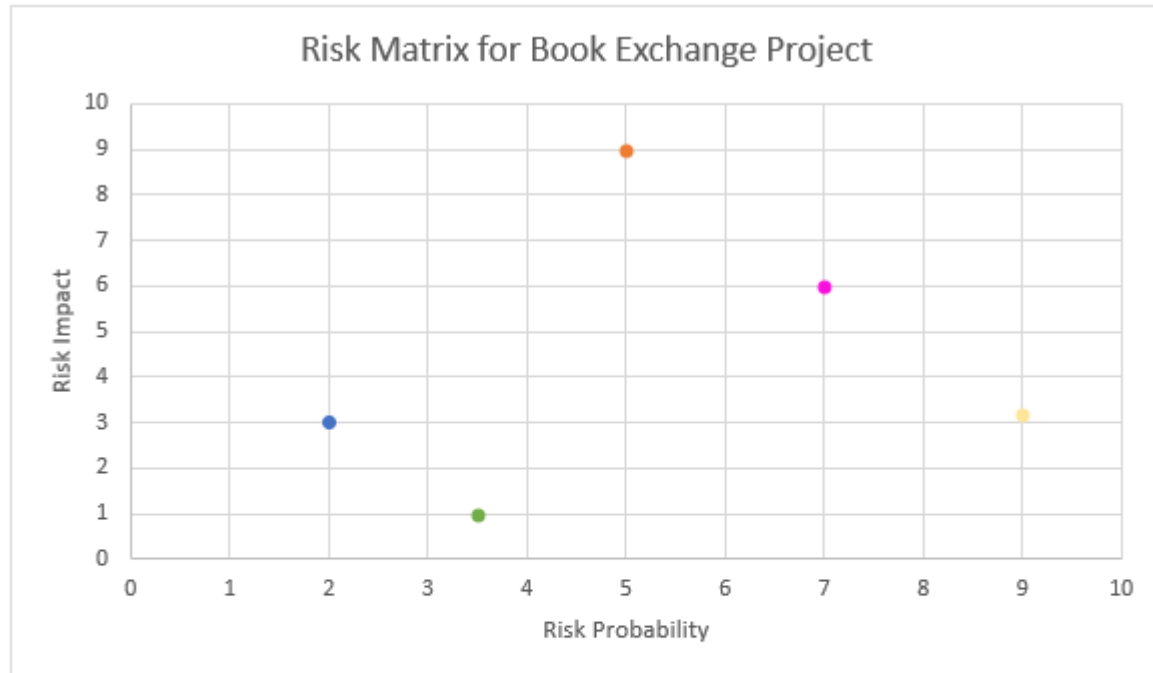
ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors
21	★	Implement feedback improvements	21 days			
22	★	Functionality Testing/Improvements	28 days	Tue 4/6/21	Thu 5/13/21	
23	★	Contact beta testers and get feedback	28 days			
24	★	Implement feedback improvements	28 days			
25	★	Final Marketing and Improvements	7 days?	Fri 5/14/21	Mon 5/24/21	22
26	★	Create final project advertisements	7 days			
27	★	Finishing touches on design and functionality	7 days			
28	★	Project Launch	1 day?	Fri 5/28/21	Fri 5/28/21	
29	★	Release application to the public	1 day			
30	★	Continue marketing for final product	1 day			
31	★	Continue monitoring for further improvements	21 days	Sat 5/29/21	Fri 6/25/21	

Critical Path by ID: 1, 4, 10, 16, 22, 25, 28, 31

GANTT CHART –



Risk Plan –



Orange – Going Over Budget

Blue – Not meeting functionality test deadlines

Green – Failing to contact advertising agencies on time

Yellow – Not finding any/enough beta testers

Pink – Delaying project launch date