

# EPA Proposal Brief

*Managing Data Transformation Projects*

Advanced Software Engineering - Module 5

## How to use this brief:

**Read this document in full** and bring any questions you have on the assessment to either a workshop or the next 1:1 with your instructor. **Advance in your project journey by completing milestones**, which are progress checks on tasks that build to your overall output. Milestone submission and reviews will be part of your workshop and independent work. **Self-assess your progress** against the assessment criteria table while completing your project.

<b>Module Title</b>	Managing Software Transformation Projects		
<b>Format</b>	Project Proposal (AP-P)	<b>Deadline</b>	###/###/###
<b>Length</b>	5,000 words	<b>Feedback Due</b>	20 working days after deadline
<b>Intended Audience</b>	Leadership at your organisation	<b>Weighting</b>	100%
<b>Project Title</b>	A proposal for a software transformation project at my organization		
<b>Project Learning Outcomes</b>	<p><b>LO1:</b> Demonstrate up-to-date knowledge of business analysis and project management principles and approaches. (S23, B7)</p> <p><b>LO2:</b> Critically evaluate and select appropriate business analysis tools and project management methodologies. (S23)</p> <p><b>LO3:</b> Develop a detailed project plan that rigorously identifies organisational and technical constraints and risks. (B6)</p> <p><b>LO4:</b> Professionally communicate analysed business problems and approaches to data/digital solutions to technical and non-technical stakeholders. (K9, B5)</p>		
<b>Project Milestones</b>	<p><b>Milestone 1:</b> Produce a Business Case Summary (Weeks 1-2)</p> <p><b>Milestone 2:</b> Develop your Business Analysis Methodology (Week 3).</p> <p><b>Milestone 3:</b> Develop your Project Charter (Weeks 4-5)</p>		

	<p><b>Milestone 4:</b> Produce a Risk Management Plan (Week 6)</p> <p><b>Milestone 5:</b> Create a Communication Plan (Weeks 7-8)</p> <p><b>Milestone 6:</b> Deliver Completed Project Proposal (Week 9)</p>
<b>Feedback</b>	Written feedback and a grade will be given within 20 working days after the deadline. Opportunity for further discussion will be available during individual coaching sessions.

## What do I need to do for this project?

This assessment will give you the opportunity to complete a deep dive into a software-related business problem faced by your organisation, and propose a project that will enable your organisation to go through some form of software transformation.

It might be tempting at this point to think about huge projects that will propel your organisation into the 22nd Century. However, the proposal should be for a realistic and achievable project that could be completed in the timespan of six months and be fully managed by you. Your project documentation should be accompanied by a final justification statement that should articulate a persuasive rationale for the decisions you have made.

## Final Project Output

Section	Content Covered
<p><b>A Business Case</b> (approx 1000 words)</p> <p>LO1</p>	<p>This will be the outcome of a business analysis you will complete. This analysis should uncover a digital or data problem that could be turned into positive impact through a small scale project.</p> <p>This section should:</p> <ul style="list-style-type: none"> <li>• Illustrate the context.</li> <li>• State and discuss the problem.</li> <li>• Argue why the transformation solution is needed.</li> <li>• Demonstrate the impact it could have on the organization.</li> <li>• Include a problem statement that clearly defines the scope and focus of the business problem you will investigate.</li> </ul>
<p><b>A Business Analysis Methodology</b> (approx 800 words)</p>	<p>This portion of your proposal will explain the business analysis approach you will take, and the business analysis tools you will use.</p> <p>You will evaluate a range of potential tools and approaches, and justify your choice.</p>

LO2	
<b>A Project Charter</b> (approx 1000 words)  LO3	<p>This section will contain an overview plan of the project you are proposing. It will build out from the business case by creating a core goal and set of objectives for the project.</p> <p>It will contain the project's key deliverables, milestones, and budget. Potential features to this section are:</p> <ul style="list-style-type: none"> <li>• Scoping statement</li> <li>• A work breakdown structure</li> <li>• An initial cost estimate</li> </ul>
<b>A Risk Management Plan</b> (approx 600 words)  LO3	<p>This section should contain a risk assessment and mitigation plan. These risks may include potential issues with budget, quality, scope, scheduling and more.</p> <p>This section should aim to assure stakeholders that the project can be managed and monitored.</p>
<b>A Communication Plan</b> (approx 800 words)  LO4	<p>The section will identify and analyze the stakeholders involved in the project.</p> <p>It should aim to highlight the strategy, purpose, method, and frequency you plan to communicate with and engage different groups of technical and non-technical stakeholders.</p> <p>This section aims to show your project through a range of narrative lenses, such as how you would report the project through an impact story.</p>
<b>A Justification Statement</b> (approx. 800 words)  LO1, LO2	<p>In this statement you should articulate a rationale for the decisions you have made in planning your project, reflecting on your own approach to managing and communicating the project. The following questions may help to guide this section:</p> <ul style="list-style-type: none"> <li>• What are your own reasons and drivers for doing this project?</li> <li>• What are the key decisions you will have to make during this project?</li> <li>• What tools and methods will you use, and why?</li> <li>• What other approaches did you consider, and why did you choose to exclude them?</li> </ul>

## Example projects

- **A digital document management system**

- A project about digitizing paper-based processes and implementing a centralized document management system to improve efficiency, reduce costs, and enhance collaboration among government departments.
- **An AI-powered recruitment tool**
  - A project exploring the potential to create an AI-based tool to streamline the recruitment process, automatically screen resumes, and identify top candidates based on predefined criteria, ultimately reducing time-to-hire and improving the quality of hires.
- **Optimizing customer service with chatbots**
  - A project aiming to implement chatbots powered by natural language processing (NLP) to handle common customer inquiries, provide instant support, and reduce the workload on human customer service representatives.
- **Creating a data-driven decision-making framework**
  - A project about developing a framework that leverages data analytics and visualization tools to support informed decision-making processes across various business functions, such as marketing, finance, and operations.
- **Migrating legacy systems to the cloud**
  - A project assessing the organization's existing IT infrastructure, identifying suitable cloud solutions, and creating a roadmap for migrating legacy systems to the cloud to enhance scalability, flexibility, and cost-efficiency.

## Project Milestones

Project milestones are completion points for the overall output of your module project. Please note that the project is intended to be a piece of applied work that develops over the course of the module, rather than a summative assessment to be completed in a short, intense period of time at the end of module learning.

**NOTE:** For step-by-step guidance on milestone completion, follow the Milestone activities for the module on your MyMultiverse account.

## Check Your Durable Skills

In addition to the assessment criteria, all assessments across your apprenticeship will also be marked on your durable skills. Use this checklist to ensure you are submitting a high quality piece of work.

- **Clear communication.** I've clearly and concisely communicated my findings and demonstrated professional language, spelling and grammar, and adhered to the word count.
- **Thinking strategies.** I've evaluated available information, methods and arguments to form conclusions that I think support my project.
- **Self-reflection.** I've considered feedback from previous work to inform the current submission. I am engaging with feedback with a growth mindset in order to continuously improve.
- **Referencing.** When discussing someone else's work, I've clearly acknowledged original sources through in-text referencing or citations, and created a reference list.

## How should I submit this Portfolio Project?

Your submission should be prepared as a single Word/PDF document (or similar word processing format). Please make sure your work adheres to the MV referencing and style guide (see MyMultiverse). All work is checked for plagiarism using Turnitin.

Ensure that you meet the MV guidelines for academic integrity by considering the following:

- **Referencing:** When discussing someone else's work, clearly acknowledge the work by using in-text citations and a reference list adhering to the Harvard referencing style.
- **Word Count:** Any text exceeding the maximum word limit will not be marked. Text that adds to the word count includes all text except the reference list or appendices. All text in diagrams and in-text citations count towards the overall word limit.
- **Submission time:** All submissions must be made by mid-day on 10th Wednesday of your module.

## How will my assessment be marked?

To do well in this assessment, you must refer back to content from the module. Please also refer to the below criteria as a guide to your assessment structure, delivery and content. These will support you in demonstrating the full range of knowledge, understanding and skills required for success in this assessment.

Description	F	E	D	C	B	A
<b>Demonstrate up-to-date knowledge of business analysis and project management principles and approaches. (S23, B7)</b>	<p>Lacks understanding and <b>fails to apply</b> business analysis or project management principles.</p> <p><b>Makes no attempt</b> to address business problems or construct a business case, showing negligible engagement.</p>	<p><b>Recognises basic</b> business analysis principles with minimal clarity.</p> <p><b>Demonstrates an inadequate ability</b> to describe or apply them, leading to inappropriate choices and significant omissions in problem analysis and case development.</p>	<p><b>Shows foundational understanding with basic application</b> of business analysis and project management principles.</p> <p><b>Identifies and superficially analyses</b> business problems, constructing a rudimentary business case.</p> <p><b>Uses minimal research</b> and references at least one organisational theory or best practice to illustrate effective teamwork in digital solutions.</p>	<p><b>Clearly explains and effectively applies</b> business analysis and project management principles in a systematic manner.</p> <p><b>Analyses business problems</b> with marked accuracy, developing a coherent business case informed by both professional and academic sources.</p> <p><b>Demonstrates</b> effective team collaboration strategies through an understanding of current practices.</p>	<p><b>Conducts rigorous analysis and offers well-justified evaluations</b> of business analysis and management principles.</p> <p>Develops a <b>detailed and comprehensive business case</b>. Integrates evidence from research to <b>propose organisational improvements</b> and <b>evaluates</b> team dynamics.</p>	<p><b>Strategically integrates</b> business analysis and project management principles to address complex business challenges.</p> <p><b>Critically analyses</b> optimised solutions and a thorough business case.</p> <p><b>Proposes ambitious organisational improvements</b> with strategic planning to maximise team effectiveness and collaboration.</p>
<b>Critically evaluate and select appropriate business analysis tools and project management methodologies. (S23)</b>	<p><b>Fails to articulate</b> or apply any business analysis methodologies.</p> <p>Shows <b>no effort to incorporate research</b> or leverage professional and academic sources to inform practice.</p>	<p><b>Identifies some</b> business analysis methodologies with minimal clarity.</p> <p><b>Engages in limited research</b>, demonstrating minimal use of professional and academic sources to start informing practice.</p>	<p><b>Describes basic application</b> of business analysis methodologies with foundational competence.</p> <p><b>Engages in modest research</b>, utilising some professional and academic sources to inform practice and slightly extend software development knowledge.</p>	<p><b>Explains and applies</b> business analysis methodologies effectively.</p> <p><b>Conducts research that incorporates</b> relevant professional and academic sources to inform best practices and contribute to software development knowledge.</p>	<p>Performs <b>detailed analysis and evaluation</b> of business analysis methodologies.</p> <p><b>Conducts research from diverse professional and academic sources</b> to inform best practices and extend software development knowledge in the organisation.</p>	<p><b>Strategically integrates</b> business analysis methodologies.</p> <p><b>Conducts extensive research</b> from a variety of professional and academic sources to effectively inform best practices and significantly extend software development knowledge within the organisation.</p>

<p><b>Develop a detailed project plan that rigorously identifies organisational and technical constraints and risks. (B6)</b></p>	<p><b>Fails to identify</b> constraints and risks, resulting in a non-existent project plan.</p> <p><b>Does not demonstrate</b> awareness of trends or innovations.</p>	<p><b>Describes some constraints</b> with significant omissions in detail; <b>struggles to identify</b> key risks.</p> <p><b>Minimal awareness</b> of trends or innovations, leading to disconnected planning.</p>	<p><b>Applies basic</b> knowledge to identify some constraints and risks with <b>limited detail</b>.</p> <p><b>Occasionally acknowledges trends</b>, using them to inform partial integration of best practices.</p>	<p><b>Explains and analyses</b> key constraints and risks.</p> <p>Develops a project plan with <b>consistent integration</b> of best practices, showing awareness of current trends and innovations.</p>	<p><b>Thoroughly evaluates</b> constraints and risks, crafting a detailed plan that addresses them effectively.</p> <p><b>Consistently applies</b> best practices informed by up-to-date trends, showing how teams leverage innovations in development.</p>	<p><b>Synthesises</b> complex information into a concise and coherent project plan.</p> <p><b>Critically evaluates</b> constraints and risks, strategically integrating relevant trends and innovations to drive organisational benefits.</p>
<p><b>Professionally communicate analysed business problems and approaches to data/digital solutions to technical and non-technical stakeholders. (K9, B5)</b></p>	<p><b>Fails to communicate</b> analysed business problems and solutions effectively.</p> <p>Shows <b>no application</b> of leadership principles or professional standards.</p>	<p><b>Communicates basic</b> ideas but lacks clarity and effectiveness.</p> <p><b>Limited application</b> of leadership principles and professional standards.</p>	<p><b>Applies</b> communication strategies effectively, though with some clarity issues.</p> <p><b>Occasionally</b> utilises leadership principles.</p>	<p><b>Explains and justifies</b> effective communication strategies, <b>applying</b> leadership principles. Understands communication's impact on stakeholder engagement.</p>	<p><b>Analyses and evaluates</b> sophisticated communication methods, proposing innovative solutions.</p> <p><b>Consistently applies leadership</b> principles and professional standards.</p>	<p><b>Synthesises</b> diverse information for maximum stakeholder engagement.</p> <p><b>Critically evaluates and implements</b> innovative communication strategies, applying leadership principles.</p>