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**To:** Blayne Strode Smith  
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# AGILE PROJECT PLAN OUTLINE

IFB295 - Assessment 2

OCTOBER 2022

**PREPARED FOR**

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ExerciseGear

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Agile Innovation Project

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## 1.0 Introduction

For an efficient and successful project outcome, it's critical that our client ExerciseGear is informed of the detailed Agile Project Plan outline to ensure a succesful and prosperous cooperation between ExerciseGear and our team Agile Innovation Project (AIP).

The planning report focuses on providing a detailed overview of the pre-project details, such as allocated roles and their associated risks and terms of reference, which includes detailed description of the business driver, project objectives and its related benefits on a high level project scope including an estimated ballpark.

Additionally, ExerciseGear can find a highly detailed feasibility study, which includes a comprehensive outline solution consisting of the key components and how they are linked to each other, an in-depth project risk assessment and project approach questionnaire, which will help understand what each employee working on the project understands under DSDM.

Within the foundations & deployment section, a broad outline of the business showcases estimations of where the organization is and what the organization might look like in 5 years time. The requirements list, strategy plan for testing the quality of the solution and associated delivery plan enables assurance that the project will be a full success. Finally, readers can expect a benefits realization plan including the application of SMART principles to further ensure confidence in the agile project.



## 2.0 Pre-Project

### 2.1 Project Roles Summary

There has been a thorough and in depth analysis of all available roles and project team members. An effort has been made to assign members to suited roles, this has been done with great success and there has been an extremely cautious attempt to reduce all possible risks and impacts in regards to the hires and the roles they've been assigned. All relevant internal and external stakeholders have been identified.

DSDM Role	Personel	Responsibilities / Tasks	Why (Reasons)	Risk
Business Sponsor	Bill Smith	Power and motivate his team, keep him on track so he can keep everyone else on track	Bill is the owner of the business	Go rogue Limited availability (busy schedule)
Business Visionary	Bill Smith	Power and motivate his team, keep him on track so he can keep everyone else on track, keep the vision alive	Bill is the driving force behind the business.	Go rogue
Project Manager	Jessica Strong	Ensuring effective communication between stakeholders and governance roles. Ensuring the project is appropriately planned and scheduled. Ensuring risks and issues that could occur during the project can be resolved. Providing assistance to other governance and techicale roles.	Jessica is the most senior manager. She has worked in a range of management roles for over 20 years. Excellent communicator and has managed projects before. She has managed relationships with over governance roles.	While Jessica is an experienced manager, it is not known how much of an understanding of DSDM or Agile-style concepts she has. We do not know how Jessica is perceived by her peers.

Technical Coordinator	John Blackwood and Jane Johnson	They are the technical authority behind the project and ensure that the worked solution as well as the internal technical roles behind it work in a consistent way. They will manage the technical architecture of the project, including the team's technical activities and assessing its risks and evaluating technical options. They will work with the Business Analyst to decide the most appropriate way to turn the agreed high-level business requirements into a working solution. Before deployment, they will have to approve if the solution is technically fit, and will have the final say any time technical differences arise between the Solution Development Team members.	John and Jane have experience as back-end developers within AIP, with the former having experience as a Microsoft ASP.Net programmer and database developer, and the latter having experience in developing database systems using Microsoft SQL Server. This is highly suitable for ExerciseGear's intents and purposes to create an online presence.	There is no explicit mention of how much experience they respectively have in their fields. Considering the amount of work and responsibilities that Technical Coordinators have in providing a technical solution, this is a fairly important point to figure out. There is also a risk of technical differences between John and Jane themselves, thus we need to ensure that they continuously work in a collaborative manner amongst themselves as well as the entire team in general.
Technical Advisor	Jonathan Apleton	He supports the Solution Development Team through the provision of detailed, and often specialist, technical input and advice with regards to the requirements, design and review sessions. He also makes the day to day decisions in operation and helps test solutions.	Jonathan is the team leader across several development projects and Microsoft .Net platform and therefore has the required experience for this role.	He might struggle with an overloaded workload and might need to cut back as he is also the team leader.

Business Analyst	Danelle Livinston	Danelle is the bridge between business and technical teams and ensures that business needs are modeled correctly and facilitates communication between both technical and business roles.	Danelle is BABOK certified and experienced	She is available 3 days a week throughout the project, which might not be enough depending on workflow.
Business Advisor	Jessica Strong Kevin Chen	Jessica Strong and Kevin Chen will provide specialist input into all of the tasks required of them such as solution testing and providing legal advice for the solution. They will work alongside the business ambassador, providing input into requirements, design, review activities, day to day project decisions, business scenarios, developing business user and support documentation for the solution and deploy the solution releases into the business as appropriate.	Kevin Chen is well prepared for the testing side of this role while Jessica Strong is very experienced in business and the legal side of business.	There may be scheduling conflicts between the two employees which may result in slower production times. Jessica also has a lot of jobs she is already required for.
Business Ambassador	Jessica Strong	Jessica will provide a business perspective for day-to-day decision-making and solution development. She organizes business acceptance testing, as well as using the details of business scenarios to define and test the solution. She assures that the solution is evolving at an acceptable pace and standard.	Being that she has been with ExerciseGear for over 20 years, she is respected by her business peers and has seniority and credibility to create decisions on behalf of the entire business. She has great knowledge of the business, but as a great	Business ambassadors are typically busy individuals, so it is important to ensure that her normal workload may be delegated such that her amount of commitment is agreed upon at an achievable level.



			communicator she will bring in her advisor(s) to support her.	
Team Leader	John Apleton	John will provide the driving force and cohesive nature within the interaction of team members. Here responsibility will be to create an environment where team members will follow orders and requests, as well as make sure that deadlines are met on time. This includes checking project progress through regular stand-ups, retrospectives and reviews.	Has experience in team leading, and the microsoft NET Framework, so can assist in organizing a well structured and cohesive team to create efficient and sufficient code.	Since he is the team leader, and does not have sufficient knowledge of all team members' knowledge spheres, and thus won't be able to assist in some areas of conflict.
Solution Developer	Sara Simpson	Sara will be working with the rest of the development team to produce any solution, diagrams, and supporting documents/work for the increment. Sara will also be responsible for a first preliminary test of any work they do before it's sent to a queue for a dedicated tester.	Sara is a developer working for AIP and is available full time.	The only definite risk is that there is not enough information to determine anything other than "they can probably do their job", provided in the case study.
Solution Tester	Kevin Chen	Creating and performing testing on the project. Works with Business Analyst and Business Ambassador to create acceptance criteria. Reports to Technical Coordinator and Team Leader on testing activities.	Has engaged in solution testing	Is available for only two days a week

Workshop Facilitator	Ryan Murphy	Ryan is responsible for managing the workshop process and is the catalyst for preparation and communication.	Ryan is a certified workshop facilitator, and therefore has the knowledge required to manage staff in the workshop, as well as maintaining stock levels and providing the means to ship new goods.	Ryan's pedantic nature could prove to be a problem in the workplace depending on the people he cooperates with to ensure task expectations and resolutions are met.
DSDM Coach	Jonathan Apleton	Johnathan as an experienced Agile Team Leader will be working with a team who has little experience with DSDM and will help members get the most out of the approach. He will be helping the team use DSDM practices and and helping those outside the team appreciate DSDM philosophies and values. Helping the team work in a collaborative and cooperative way typical of DSM and Agile approaches and building DSDM capability within the teams at all levels.	Jonathan is a seasoned Agile Team Leader who has a lot of experience which is required of this role.	Jonathan is not a certified DSDM coach therefore he may be required to learn about being a coach before starting the project.



## 2.2 Terms of Reference

ExerciseGear is a fitness organisation redefining their business strategy to Covid and post-Covid conditions. Pre-Covid physical means of marketing has grown outdated, and an opportunity arises for the organisation to now expand towards online customers to maintain, and possibly grow, their market share. Features have been previously defined and prioritised through DSDM approaches, with 'won't have'-prioritised features, such as an AI chat bot, likely to be excluded. Prioritisation was done to both satisfy ExerciseGear's objectives as well as expected customer demands. Recognising direct and indirect costs from past projects within similar IT scopes, an initial cost estimate lies around \$480,000.



## 3.0 Feasibility

### 3.1 Outline Solution - Use Case Diagram and Explanation

The ExerciseGear Onlineshop consists of different features which are interlinked with each other. First, customers are able to register an account in the system with the options of either registering as a professional gym or private customer. Customers are then able to browse different products and place orders. When an order is placed by the customer, they will be requested to make payment which is connected to a bank ensuring payments are made. After payment, the order will be processed by the warehouse, packed for delivery and then delivered by the third party delivery party as seen in the use case diagram. To stay on track of the delivery, customers are also able to track their order through the third party delivery party. In the case of equipment needing repairment, customers can request a repairment which will then be processed by staff. Finally, in the case of customers wanting to make a query, they have the option to do so by an AI based Chatbot. The use case diagram (figure 1) below is a visual representation of the system and the interlinked features it consists of.

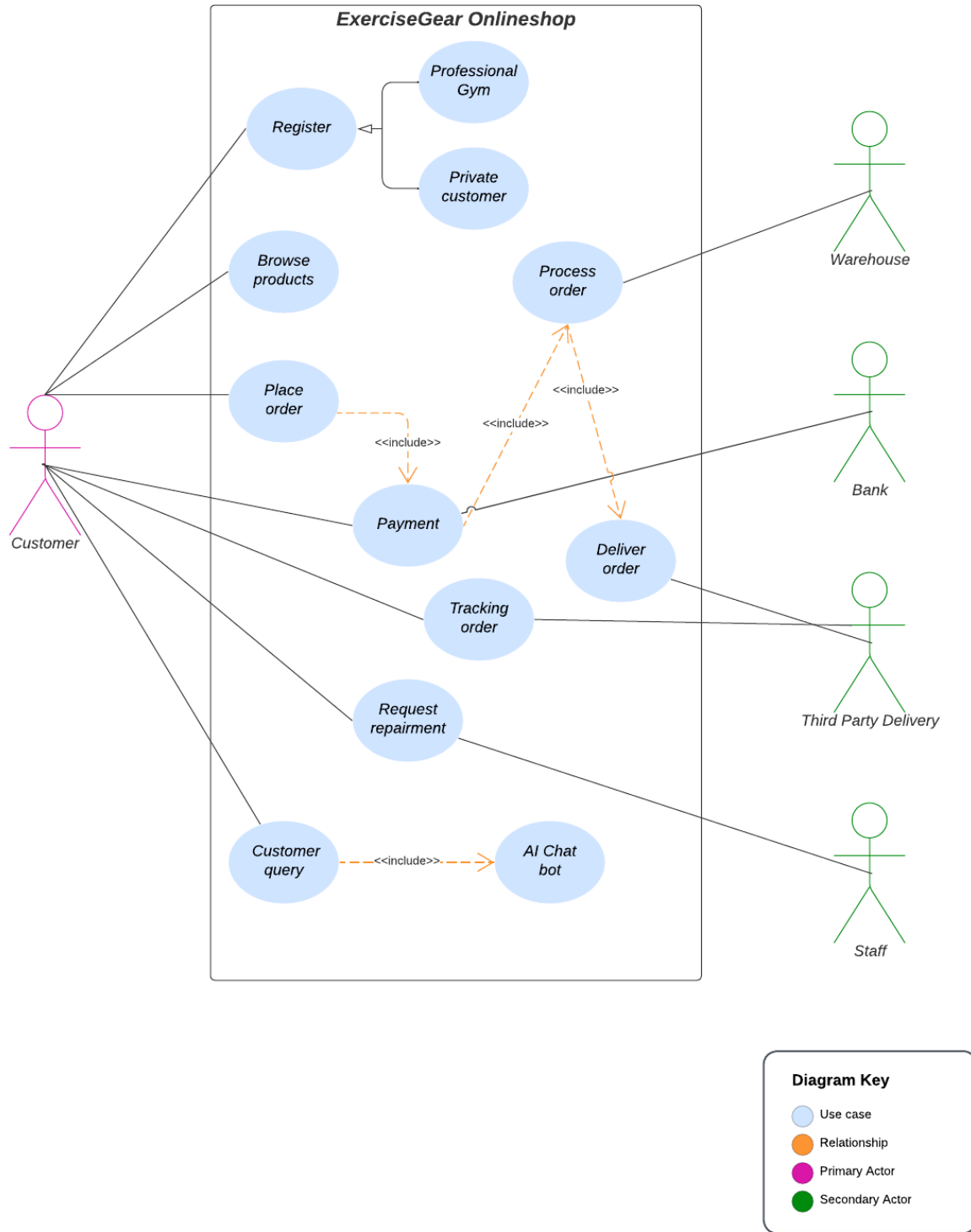


Figure 1: Use Case Diagram of ExerciseGear Onlineshop



## 3.2 Risk Assessment

The creation of a risk register was done in order to identify, assess, respond, and communicate various risks arising from the commencement of this project. Assessing and reviewing how similar risks have affected projects in the past, each risk is assigned a probability, proximity, and response accordingly. To continuously monitor and update this register, there will be discussions both within the team as well as subsequent communications with stakeholders every two-week sprint. Communication techniques implemented will include brainstorming meetings, getting opinions from experienced industry experts, viewing past projects and their risk management procedures, as well as team-based assessments. This is done in recognition of the inevitability of new risks arising, identifying them as early as possible, and assigning a proper response before they disrupt the project, noting that this register is not a set and forget document. Ensuring that past identified risks are responded to in accordance to their proximity within these two-week sprint discussions is also imperative. The risk register document was created in accordance with PRINCE2 risk management control principles, defining procedures in which project risks are identified, assessed, controlled, and communicated. The complete risk register is present in Appendix 2.

### 3.3 Project Approach Questionnaire (PAQ)<sup>1</sup>

Project Approach Questionnaire							
<b>Project Approach Questionnaire (PAQ)</b>							
Project: Cloud Software for Exercise Gear				Name: Jonathan Apleton			
Date: 8/10/22				Position: DSDM Coach			
	Indicate the closest collective opinion						Where appropriate, comment on issues or risks related to a more negative response to this aspect of the DSDM approach
Ref	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
1	All members of the project understand and accept the DSDM approach (Philosophy, Principles and Practices)				Disagree		Only 1 DSDM coach is present (Jonathan Apleton). Additionally, Jessica Strong may have an understanding of DSDM. The rest, do not understand DSDM, Thus, they present risks in correctly performing their job.

<sup>1</sup> Agile Business Corporation (2022). *Project Approach Questionnaire*. Agile Business Corporation.  
<https://www.agilebusiness.org/dsdm-project-framework/appendix-b-project-approach-questionnaire-paq.html>.

2	The Business Sponsor and the Business Visionary demonstrate clear and proactive ownership of the project.				Disagree		Bill Smith has not been very clear in the process of the desired outcomes within the case study. It is also clear that many employees do not have a clear understanding of the motivation of the CEO.
3	The business vision driving the project is clearly stated and understood by all members of the project team		Agree				Bill Smith motivates and powers his team, to keep the business vision alive and on track.
4	All project participants understand and accept that on-time delivery of an acceptable solution is the primary measure of success for the project		Agree				Our project managers and Coordinators have experience with meeting deadlines and time commitment schedules.

5	The requirements can be prioritized and there is confidence that cost and time commitments can be met by flexing the scope of what's delivered.		Agree				With the presence of multiple managers and advisors with many years experience in working in the area, they are good at managing their time and by extension, flexing the scope of what needs to be delivered.
6	All members of the project team accept that requirements should only be defined at a high level in the early phases of the project and that detail will emerge as development progresses.		Agree				John and Jane Blackwood both work to make sure the business is turning the high level requirements into work solutions.



7	All members of the project team accept that change in requirements is inevitable and that it is only by embracing change that the right solution will be delivered.	Strongly Agree					The Technical Coordinators and Project managers of the group (Jessica Strong, John Blackwood and Jane Johnson) must assess risks, and as a result, they are suitable for making changes due to those risks.
8	The Business Sponsor and Business Visionary understand that active business involvement is essential and have the willingness and authority to commit appropriate business resources to the project.				Disagree		Bill Smith (Business Sponsor and Business Visionary) has limited availability, despite being the business owner. Therefore, he presents a risk of going rogue.

9	It is possible for the business and solution development members of the Solution Development Team to work collaboratively throughout the project.	Strongly Agree					Business advisors, as well as technical advisors, can work with their counterparts in that field effectively, and with sufficient time to successfully fulfill their role in DSDM.
10	Empowerment of all members of the Solution Development Team is appropriate and sufficient to support the day-to-day decision-making needed to rapidly evolve the solution in short, focussed Timeboxes		Agree				Experienced project managers, and willful business advisors (including other advisors such as technical advisors), have the work experience in their fields to deliver good management, and by extension, empower the team in fulfilling their DSDM roles. Therefore, this DSDM presents a positive outlook, rather than a risk.

11	The DSDM roles and responsibilities are appropriately allocated and all role holders understand and accept the responsibilities associated with their role.		Agree				Project Managers such as Jessica. understand her role and have experience, but it is not known whether she will fit smoothly into her role. All other employees have the relevant experience to begin to understand their role, including Jessica.
12	The Solution Development team has the appropriate collective knowledge and skills (soft skills and technical skills) to collaboratively evolve an optimal business solution.	Strongly Agree					

13	Solution Development Team members are allocated to the project at an appropriate and consistent level sufficient to fully support the DSDM timeboxing practice	Strongly Agree					The members of the solution development team have the sufficient skills required to support the DSDM practice.
14	Tools and collaborative working practices within the Solution Development Team are sufficient to allow effective Iterative Development of the solution.		Agree				IT Support specialist Sriman Newman has set up various devices required to run the business, including all the packages and software needed for the solution testers to do their job. In addition, the IT development officers assist with this process.
15	All necessary review and testing activity is fully integrated within the Iterative Development practice.		Agree				

16	Project progress is measured primarily through the incremental, demonstrable delivery of business value.		Agree				
17	There are no mandatory standards or other constraints in place that will prevent the application of the DSDM Philosophy and Practices on this project.	Strongly Agree					

<p>Non adherence of employees to the DSDM principles is a risk that must be accounted for. DSDM allocates roles to people with experiences that may differ to the description of the role, thus presenting a factor of uncertainty within this specific DSDM approach. As a result, this could also present a risk which reduces effective productivity of DSDM. Higher up the chain project managers are not available all the time, thus presenting another risk for insufficient management and unproductive results within this DSDM approach, due to the fact that some employees have multiple DSDM roles, and cannot efficiently allocate time to effectively assist with everyone's requirements and demands.</p>							
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## 4.0 Foundations & Deployment

### 4.1 Communication and Stakeholder Engagement Plan

Communication and Engagement Plan					
ID	What	Who	How	When	Why
1	The Project Level staff discuss the progress of the project. The length of this meeting should be at maximum one hour. The Project Level staff in this assessment utilize the Solution Development Team sprint plan and release plan to determine if the project is on schedule and meeting the business needs. The result of the meeting is recorded in documentation.	Project Level Staff	This meeting should occur in person or with the use of a video communication service.	This meeting will occur at the end of the work week.	The reason for this meeting is to allow the Project Level staff to ensure that the project is progressing at the designated rate and if it meets the standards of the Project Level staff. If the project does not, then this meeting gives the Project Level staff the opportunity to investigate why the project is not meeting its goals and document the requested changes so they can be acted upon by the Solution Development Team.
2	The Project Level staff review the recent sprint and its integration within the overall project. This meeting should be at maximum two hours. The Project Level staff will use the user stories produced by the Solution Development Team to assess the completed sprint. The result of the meeting is recorded in documentation.	Project Level Staff	This meeting should occur in person or with the use of a video communication service.	The meeting shall occur when the Solution Development Team completes a Sprint.	The reason why this type of meeting must occur is that it provides the Project Level staff the ability to review the work the Solution Development Team has completed in the most recent sprint. This allows members of the Project Level staff such as the Business Visionary to see if the resultant work meets their idea of the project. If the sprint does not meet the standard, this meeting allows the Project Level staff to request alterations before a new sprint can start.

3	Project Level staff decide on major issues facing the project development. The time required for these meetings should range depending on the subject matter, twenty minutes to two hours. The Project Level staff should use the risk register to determine the severity of the risk and documentation related to the identified issue. The result of the meeting is recorded in documentation.	Project Level Staff	This meeting should occur in person or with the use of a video communication service.	A meeting of this type should only occur when an issue is either identified or brought to the attention of the Project Level Staff.	During the development of the project, it is possible that the Project Level staff will have to intervene if major issues occur. These are issues that intervene with the progress of the project such as conflicts in views between the Solution Development Team and their support. Ultimately the Project Level staff will have the authority to settle the matter and direct the Solution Development Team and others on how to proceed with the project.
4	The Project Manager and Team leader discuss the production of the current sprint. This meeting should not last for more than one hour. To assist in the review of the sprint, the Project Manager should use the sprint plan and the user stories in reviewing the sprint. The result of the meeting is recorded in documentation.	Team leader and Project Manager	This meeting should occur in person or with the use of a video communication service.	This meeting should occur either after the Project Level Staff have reviewed a sprint and before each sprint.	The Team Leader of the Solution Development Team is informed of the wants of the Project Level staff, primarily the Business Visionary. This is done to lower the possibility that the sprint will have to be altered after completion if the Business Visionary or other members of the Project Level staff raises concerns over the state of the recent sprint and whether it meets their standards. If this meeting occurs after the sprint, the Team Leader will be informed by the Project Manager on the opinion of the sprint by the Project Level staff and if the most recent sprint will have to alter the sprint to meet the standards set out by Project Level staff.

5	<p>The Team leader informs the Project Manager of complications they are facing in completing the project.</p> <p>These issues can range from disagreements over the project development to conflicts between the Solution Development team and their support members. This meeting should not last for more than two hours.</p> <p>The documentation used in the meeting should include communication between the Solution Development Team and the support staff.</p> <p>Additional documentation focusing on project design should be included in the review. The result of the meeting is recorded in documentation.</p>	Team leader and Project Manager	This meeting should occur in person or with the use of a video communication service.	This meeting shall only occur when the Project Manager has been informed about an issue that is affecting development of a Sprint in the Solution Development Sphere.	<p>The reason for this meeting is to allow the Team Leader of the Solution Development Team to inform the Project Manager if they are encountering issues in the development of the project.</p> <p>Ultimately the goal of informing the Project Manager of these issues is to allow the Project Manager to either decide on a course of action or informing the Project Level staff of the issues and allowing a consensus to form.</p>
6	<p>Each member of the Solution Development Team discusses their contribution to the current sprint and what they are currently working on. Each member should have at least two minutes and no more than four minutes to discuss. At the end of each speech, members can query about their work. At maximum, this should be a twenty-five-minute meeting. The Team Leader should record a brief statement of each member's speech to document the Solution</p>	Solution Development Team	This meeting should occur in person or with the use of a video communication service.	The Solution Development Team will have this type of meeting every workday.	<p>To ensure cohesion between the Solution Development Team, each member will state what they are currently working on and what they have recently completed. This is done to inform the group of the overall progress of the sprint.</p>



	Development Team progress.				
7	The Solution Development Team delegates tasks to its members. This meeting should last at least fifteen minutes minimum and forty minutes maximum. For governance the Team Leader should record each member's tasks and its associated difficulty from the user stories.	Solution Development Team	This meeting should occur in person or with the use of a video communication service.	This meeting will occur at the start of development of each sprint.	The reason for this meeting is to allow each member of the Solution Development Team to know the goal of forthcoming sprint and allow each member the possibility of asking questions concerning the sprint and how it will be achieved.
8	Solution Development Team cooperation with the Technical Advisor. These meeting lengths can range depending on the request. The documentation used in these meetings should contain specific user stories used to describe the wanted feature. Communication and advice given to the Solution development team should be recorded.	Technical Advisor and Solution Development Team	This meeting should occur in person or with the use of a video communication service.	The Solution Development Team will coordinate and develop the product with the Technical Advisor when requested by the Solution Development Team.	During the development of the project the solution Development Team will coordinate development with the Technical Advisor. This is due to the Technical Advisor being able to provide the perspective of those who will run the project after it is completed and their detailed knowledge on the required systems to achieve the desired outcome.

9	<p>The Solution Development Team coordination and cooperation with the Workshop Facilitator. The length of each workshop is determined by the Team Leader and the Workshop Facilitator. Documentation shared between the Workshop Facilitator and the Solution Development Team should be the current sprint plan, the release plan and each member's specific user stories they are working on. At the end of each workshop the Workshop Facilitator should record the progress of each member in their task.</p>	<p>Workshop Facilitator and Solution Development Team</p>	<p>This meeting should occur in person or with the use of a video communication service.</p>	<p>For the workshop to be successful the Solution Development Team will need to coordinate with the Workshop Facilitator before the workshop. They will also work with the Workshop Facilitator during workshops.</p>	<p>For the Solution Development Team to work at their maximum potential they will need to communicate with the Workshop Facilitator. This is because before a workshop occurs, the facilitator will work with each member to make sure they are able to complete any tasks that are demanded of them. While at the workshop they will promote cooperation and assist members to meet their objectives by the end of each workshop. An example of this meeting:</p>
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10	<p>The DSDM coach discusses the DSDM framework with each member of the Solution Development Team. The documentation used in this meeting contains each member and their assigned role within the DSDM framework and their associated description of their role and responsibilities.</p>	<p>DSDM Coach and Solution Development Team</p>	<p>This meeting should occur in person or with the use of a video communication service.</p>	<p>For the meetings to teach the Solution Development Team how to enact their roles in the DSDM framework, it should occur before the start of the project. The DSDM coach will also be allowed to sit in on the SDT other meetings to see if they meet their role and to advise members if they are failing to meet DSDM standards.</p>	<p>By ensuring communication between the Solution Development Team and the DSDM coach it is hoped that the members of the Solution Development Team will not only understand their responsibilities within the DSDM framework but be empowered by it allowing the SDT to be able to improve cooperation and work out.</p>
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11	<p>The Solution Development Team will coordinate with the Business Advisor throughout their project to assist in the development of the solution. The documentation used in these meetings should contain specific user stories used to describe the wanted feature. Communication and advice given to the Solution development team should be recorded.</p>	<p>Business Advisor and Solution Development Team</p>	<p>This meeting should occur in person or with the use of a video communication service.</p>	<p>The Solution Development Team will coordinate and develop the product with the Business Advisor when requested by the Solution Development Team.</p>	<p>By allowing communication between the Business Advisor and the Solution Development Team, the team will be able to incorporate a specialist that can act as an intended user or beneficiary of the product. They can also assist in the development of tests for the product and creating documentation for the product.</p>
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12	The DSDM coach discusses the DSDM framework with each member of Project Level staff. The documentation used in this meeting contains each member and their assigned role within the DSDM framework and their associated description of their role and responsibilities.	DSDM Coach and Project Level Staff	This meeting should occur in person or with the use of a video communication service.	For the meetings to teach Project Level Staff successfully how to enact their roles in the DSDM framework, it should occur before the start of the project. The DSDM coach will also be allowed to sit in on the other Project Level Staff successful other meetings to see if they meet their role and to advise members if they are failing to meet DSDM standards.	By allowing the Project Team to be advised by the DSDM Coach it is hoped that the Project Team will be able to successfully govern over the SDT by understanding their responsibilities in the DSDM framework.
13	Administration is informed of the completion of the website and changes occurring in the business. The documentation passed onto administration should state the layout of the website, its pathways, and	Administration Staff and Solution Development Team	This meeting can occur in person or through email.	These meetings should occur during and when the project is completed.	For the Administration staff to be effective in delivering customer satisfaction and keeping the business running efficiently, they must be informed by the Solution Development Team of the changes occurring and how to respond.

	its functions (how to reset password).				
14	The administration staff communicated with the Warehouse Staff about each order. The administration will create a document detailing customers' order, shipping and ExerciseGear orders.	Administration Staff and Warehouse Staff	This meeting can occur over the phone or through email.	These meetings should occur during the workday.	For the business to be effective there must be communication between administration and warehouse staff to ensure customers will receive their order.
15	Administration Staff communication with the Technician to inform them of repair request/s. The administration will create a document detailing customer requests for repair of their equipment and the customer detail such as address.	Administration Staff and Technician	This meeting can occur over the phone or through email.	This meeting should occur at the start of each workday.	For the Technician to be able to function effectively at their role, they must be informed by the administration on what tasks are to be carried out.
16	The administration staff ordering and paying for the use of a third-party delivery company. The documentation used should contain the customers details, ordered equipment and the billing for the third-party company. This should last at maximum ten minutes.	Administration Staff and delivery services	This meeting can occur over the phone or through email.	This meeting should occur when an order needs to be shipped.	As the business requires a third-party service to deliver equipment to their customers, administration staff must contact and pay said third party.
17	Customer/s inquiry/ies about the services provided by ExerciseGear. Administration should record the customer/s inquiry/ies for review and if the customer contacted them over email.	Administration Staff and Customers	This meeting can occur over the phone, through email or in person.	This meeting should occur at the request of a customer.	To ensure customer satisfaction the business must be able to answer the customer inquiry. By storing these details we can ensure which questions are most likely to be asked and provide a satisfactory answer to them.

18	Staff satisfaction and understanding of ExerciseGear. This meeting requires documentation with questions for staff to fill out. This form should take at most ten minutes to fill out.	All Staff	This meeting should occur over email.	This meeting should occur at least once a year	As the business is undergoing change it is critical that all staff members be able to voice their opinions and understanding of ExerciseGear. This should allow Administration to gauge the level of understanding and satisfaction of each staff member.
19	Customer satisfaction. Customers should be offered the ability to submit documentation about their satisfaction with ExerciseGear	All customers with an account	This meeting should occur over email.	This meeting should occur at least once a year	By receiving customer feedback, ExerciseGear will be able to improve its services and therefore profit. This will be done by collecting customer feedback and working on the most pressing issues raised by them.

Table 2 :Communication and Engagement Plan

The goal of this Communication and stakeholder engagement plan is to provide a template for communication within ExerciseGear in relation to the development and deployment of the project. Therefore, to achieve this, the documentation focuses on providing engagement between the different sections of the project primarily between the governance (Project Level Staff) and the developer of the project (Solution Development Team).

This is because if the project does not meet the standards of the Project Level Staff then the project is a failure. To avoid this potential occurrence we have assigned multiple meetings to review the sprint, the progress of the project and the integration of the sprints in the overarching project. While there are faults to this plan, such as time required to go through these meetings, reading the required documents, documenting the results of the meetings and the option that Project Level staff will be perfectionists. It is hoped that utilizing a top heavy approach of management will result in meeting the desired outcome of the Business Visionary and other members of the Project Level staff. To determine if this style of management works, one can analyze if the project is meeting its deadlines, are sprints being completed on time, are they passing inspection by the Project Level staff? For if it is not, then it is certain that the current approach of governance is failing. Therefore certain oversight meetings can be cut from the communication plan to ensure the deadlines are met.

By formatting the planned communication by the Solution development team and the support group, it is hoped that it will result in increased productivity and staff satisfaction as they will be able to receive the required support. Though a negative of this plan is that it may result in support staff being overwhelmed with requests. The efficiency of these meetings will be determined by productivity and staff reports\*.

Furthermore to assist those affected by the project but who are not involved in it we have provided meetings to assist them in their duties. Primary this should allow them to fulfill their

duties to the business. Effectiveness of these meetings in teaching the staff can be determined by staff reports and customer satisfaction.

\*A staff report is a report filled out by a staff member answering queries about their employment at ExerciseGear and its practices.



## 4.2 Business Case

ExerciseGear is a fitness organisation with over 2000 products varying from exercise machines and equipment to footwear and accessories. They currently market to professional gyms and private customers, with sales and leasing income of \$1 million and \$0.5 million per annum respectively. An extra onsite repair service for exercise machines also provides \$0.25 million in income per annum. They make use of rented space and third-party delivery services in their operations. Pre-Covid, their means of marketing were largely physical, such as making use of a showroom as the primary method to find new customers. Due to subsequent changes in conditions, they have been looking to expand their strategy in order to cater towards these changes. While in the short term this expansion is largely concerned with maintaining their existing market share, they may also look to grow their customer base in the long term. With the growth of technological dependence, a majority of the market obtains their information of new trends and products online. Taking this into account, ExerciseGear may see a significant growth in their consumer base and market share within the next 5-10 years as opposed to competitors failing to recognise the opportunity to expand to online markets in the present.

The aforementioned growth of ExerciseGear's customer base and market share is a possible tangible benefit gained from this project. Their ability to attract a significant, measurable size of the market is indicative of their reputation and their ability in adhering to trends and customer demands, exposing the strength of the brand in the fitness industry. Another tangible benefit is, with less resources exerted in the marketing of their brand physically, an online presence passively doing so instead, these resources may then be allocated to other aspects of the business, bringing a tangible increase in productivity measured by more business activities being completed in a similar timeframe to the past. Lastly, both aforementioned benefits lead to an increase in revenue and sales, therefore providing more financial resources for ExerciseGear to utilize in future expansions and projects.

An intangible benefit is the enhancement of the customer experience and satisfaction. Customers may find it easier to interact with the business online rather than physically, including the purchase of products and requesting repair services. Next, ExerciseGear's brand equity is also increased, meaning the identifiability and power their brand name holds within the population. The awareness and perceived quality of their brand brings loyalty from their customer base. Lastly, the growth of the brand may bring about an increase in employee morale. Seeing that their contributions to the project have created a significant improvement,



their contentment and subsequent motivation to work within ExerciseGear may increase, which again potentially increases workforce productivity.

Initial cost estimations were calculated taking into account software and licensing costs, labor costs, purchasing new equipment, and more. Individual estimates were taken from examples found online. A complete breakdown is available in Appendices 3-5. Based on these initial estimates, ExerciseGear is expected to spend around \$481,250 during the course of the project.



## 4.3 Prioritized Requirements List

To ensure proper and efficient timebox planning, the prioritization of user stories have been examined explicitly according to INVEST. The team made sure that each story is thoroughly independent, small and testable. In addition, teams went over the stories to make sure they provide high value to the customer base.

The priority of user stories have also been further analyzed by utilizing the 8 BABOK 3.0 criterias: *Benefit/Value, Penalty, Cost, Risk, Dependencies, Time Sensitivity, Stability and Regulatory/Policy Compliance* in the form of a scoring sheet (see appendix 1). Each user story has been scored against the 8 criterias on a scale of 1 - 10, 1 being the lowest value and 10 the highest.

The team put a high importance on the BABOK criterias 1 & 2, which take both Benefit and Value of the user story and the penalty if it's not implemented into consideration. This ensures the best interest of the company ExerciseGear is being prioritized, which is the money and value a feature can bring but also ensuring features which might not bring much money in but are highly valued by customers are prioritized. This ensures ExerciseGear also prioritized customers wants and needs.

A column (L) summarizing the score sum of Benefit/Value and Penalty has been created, which helps make a better picture of the importance of the user story according to these two criterias. However, these criterias alone don't determine the prioritization. The remaining criterias have been examined alongside benefit/value and penalty to ensure a proper prioritization.

After giving each user stories BABOK criteria scores, the team first looked at the score given in column L, showcasing the importance of the story to the business.

As a guide, user stories with a score of <15 in column L were considered high priority and pointed towards must haves on the MoSCoW prioritization scale. User stories of a business importance score between 10 - 15 were considered as should haves and stories with a score of 5 - 10 as could haves. Anything below or equal to 5 was initially marked as won't haves.

As the next step, the score of regulatory/policy compliance was further taken into consideration. The team made sure that user stories with a score higher than 7 were definitely must haves to ensure compliance with regulatory and policy requirements. Furthermore, the team ensured that user stories with dependencies greater than 5 were also must haves to ensure an efficient project outcome.

Changes in MoSCoW prioritization due to the analysis of user stories against the 8 BABOK criterias have been marked yellow in the last column of the scoring sheet (appendix 1).

Following the scoring sheet, the prioritized requirements list (figure 2) was created, which lists each story, its acceptance criteria, estimated hours, story points and revised MoSCow priorities, showcasing a high-level overview of tasks the project is going to address.

Prioritised Requirements List (PRL)							
Story Ref #	Story title	Feature	As a	Acceptance Criteria	Estimate (h)	Story Points	MoSCoW
1	Search Product	Search button	customer	Given: I have a search button to search for products and prices When: I "search" for the given information in the search bar Then: The product should appear with its associated price and an information button.	10	2	Must have
2	Register Customer Type	Registration button	customer	Given: I have a "register" button to register as a customer When: I press "register" Then: The system should display an option to register as a "Professional Gyms" member or a "Private member", with the associated name and password registration criteria to fill.	10	2	Must have
3	Make Customer Order	Order button	customer	Given: I have an "Order" button When: I click the "Order" button Then: the system should give me available products and recommendations, and I can make a payment and the system will give me an invoice and receipt to confirm my payment.	20	4	Must have
4	Track Existing Orders	Track order button	customer	Given: I have a "Track My Order" button When: I click on "Track My Order" Then: the system should display the current step of the delivery process that my order is in and give me an ETA/ETD on when my product will arrive.	10	2	Should have
5	Customer requesting repair	Request repairs button	customer	Given: I have a "Request Repairment" link When: I click in "request Repairment" Then: the system should display a form where the user can input their machine number, machine fault, comments, contact details(name, email, phone).	20	4	Must have
6	Customer using AI Chatbot	AI chat popup	customer	Given: I have a "Chat now" pop-up When: I click on "Chat now" in the menu Then: the system should display a chat with an AI asking and answering the customers questions in the chat box.	40	8	Should have
7	Hide Product	Hide product	staff	Given: I have a product out of stock. When: I click "hide product" on the backend product page Then: it removes the product from the store page	10	2	Must have
8	Update Product	Update product information	staff	Given: I need to update product information When: I update information in the product page and click "save" Then: the information on the public product page will be updated	10	2	Must have
9	Edit User Details	Edit user details	staff	Given: I have ability to access user's details When: I click a user's profile Then: I should be able to edit their details.	20	4	Must have
10	Create Customer Account	Create new customer account	staff	Given: I can create a new account for a customer When: I click on a "create account" button Then: the system should display the account creation page.	10	2	Must have
11	Edit Customer Order	Edit customer orders	staff	Given: I have the ability to edit a customer order When: I click on "Edit customer orders" Then: the system should allow me to alter their order.	20	4	Should have
12	Order Equipment For Customer	Order equipment for customer	staff	Given: I have the ability to order equipment for a customer When: I click "order" Then: the order should be able to be linked to a customer's account	20	4	Must have
13	Repair request creation	Create repair request button	staff	Given: I have a 'create request button' When: I press said button Then: the page should change so I can enter the job details and save it for the rest of the team to view	10	2	Must have
14	View Customer Orders	View customer orders button	staff	Given: I have a 'View Customer Orders' button When: I click the button Then: the system should give me customers and their respective orders, after which I can issue them an invoice and receipt if they have made a payment and view their tracking history.	10	2	Must have
15	Pay Third Party Delivery Providers	Pay third party delivery providers function	staff	Given: I have a 'Pay Delivery Providers' button When: I click the button Then: I can make a payment and be given an invoice and receipt afterwards, and the provider will be immediately notified.	20	4	Must have
16	Backlog Staff Details	Record staff details function	staff	Given: I have a 'Record Staff Details' button When: I click the button Then: I can record relevant staff details, such as how many hours they work, when they take leave, and/or a backlog of their tasks done/to be done, by which I can inform my superiors and colleagues about.	20	4	Must have
17	Make Supplier Orders	Make supplier orders	staff	Given: I have a 'Make Supplier Order' button When: I click the button Then: I will be given a list of products and their respective quantities and availabilities, of which I can make a selection, then make a payment, receive a receipt for said payment, and will be informed at a later date of when my goods will be received such that I can restock ExerciseGear's inventories.	20	4	Must have

18	repair progress update	Record repair details	staff	<b>Given:</b> There are spaces to enter them <b>When:</b> I enter the repair details (time worked, parts used etc.) <b>Then:</b> it should save and produce an accurate breakdown of all the costs involved for viewing.	10	2	Should have
19	Repair completion	Edit repair request details	staff	<b>Given:</b> There is a Repair request <b>When:</b> work is done, and I fill out the updated status on the order <b>Then:</b> it should be updated on all displays and request payment from the customer.	20	4	Should have
20	View Cart and Pay	View current order	customer	<b>Given:</b> I have an order ready to be placed <b>When:</b> I Confirm order <b>Then:</b> I should be taken to receive payment then given an order confirmed	20	4	Must have
21	Business Statistics	Generate reports	staff	<b>Given:</b> there is a dashboard with insights showing activity reports <b>When:</b> I click the report <b>Then:</b> I can see a list of activity for that specific report	40	8	Could have
22	Repair Scheduler	Daily repair schedule calendar	staff	<b>Given:</b> there is a calendar with the daily repair schedule <b>When:</b> I click on the calendar <b>Then:</b> I can see the machines that I need to repair on the given day	20	4	Must have
23	Item Collection	Warehouse breakdown orders	staff	<b>Given:</b> There is an unfulfilled customer order <b>When:</b> I open the order <b>Then:</b> A break down of all parts to be collected and ready for shipping should be displayed so that can be done.	10	2	Must have
24	Track Order	Track customer order	customer	<b>Given:</b> I need to track my order <b>When:</b> I go to view my order <b>Then:</b> I should be provided information on the location of my equipment	10	2	Should have
25	View Product Info	View all products and information for customer	customer	<b>Given:</b> there is a product page with a list of products with prices <b>When:</b> I click the product I am interested in <b>Then:</b> I see a product page with a list of all information relating to the product	10	2	Must have
26	Customer Quote For Repairing equipment	Customer request quote for repairing machines	customer	<b>Given:</b> I have the ability to get a quote for repairing my machine/s <b>When:</b> I request a quote <b>Then:</b> the store should provide an accurate quote for repairing the machine/s.	10	2	Should have
27	Customer AI Chat Bot	AI chat bot	customer	<b>Given:</b> I have the ability to communicate with an AI chat bot <b>When:</b> I submit a query with an AI chat bot <b>Then:</b> the AI chat bot should be able to respond to my query.	40	8	Should have
28	Staff creating events	Create events	staff	<b>Given:</b> I have a "Create event" link displayed <b>When:</b> I click on "Create events" <b>Then:</b> the system should display a form where the staff member can input the event name, event date and time, event address and event description.	20	4	Could have
29	Staff placing promotions	Place promotions	staff	<b>Given:</b> I have a "Place Promotion" link displayed <b>When:</b> I click on "Place Promotion" <b>Then:</b> the system should display a form where staff can place a promotion by inputting a picture or video, description and targeted demographic of the promotion.	10	2	Could have
30	Staff searching product recommendations	Search for related product recommendations	staff	<b>Given:</b> I have a "Related Product Recommendations" link displayed <b>When:</b> I click on "Related Product Recommendations" <b>Then:</b> the system should display alternative products in the form of a product picture, product name and price.	40	8	Won't have
31	Staff engaging in social sustainability events	Engage through social sustainability events	staff	<b>Given:</b> I have a "Join event" link displayed <b>When:</b> I click on "Join event" <b>Then:</b> the system should display possible social sustainability events in the form of a social sustainability event name and description where I can click on to join.	10	2	Won't have

Figure 2: Prioritized Requirements List



## 4.4 Development Approach Definition

In order to ensure the client they will be receiving a robust piece of software, the client will not only gain access to the build every increment, it will also be tested thoroughly throughout development. To achieve a rigorous level of testing, a mixture of different testing methods will be implemented, including: Unit Tests which test any individual functions, usually by the developer as their working. Component tests which tests to make sure all functions in a given component work together properly, end to end testing for full work flows, System test will be performed to see if multiple completed components can work together without interference and failure. Regression tests make sure that a new piece of the software doesn't break existing parts or itself after any bug fixes or iterations. and user acceptance testing which is performed at the end to ensure that the program is actually doing what the client has requested. These tests will ensure that at all stages the project is moving forwards and acceptable, instead of backwards or sideways. ISO2500:2005 standards will be followed at all times during production and testing to ensure consistency and functionality.

## 4.5 Delivery Plan

Project: Exercise Gear Website					
INCREMENT 1 Necessity for Function	D E P L O Y M E N T	INCREMENT 2 Staff Integration & Repairing	D E P L O Y M E N T	INCREMENT 3 Final Features	F I N A L  D E P L O Y M E N T
<p>The goal of this increment is to deliver ExerciseGear a website that contains what we have determined to be necessary to function. These features are:</p> <p>Story ID:Title</p> <p>3. Make Customer Order</p> <p>4. Track Existing Orders</p> <p>11. Edit Customer Order</p> <p>12. Order Equipment For Customer</p> <p>20. View Cart and Pay</p> <p>23. Item Collection</p> <p>24. Track Order</p> <p>1. Search Product</p> <p>7. Hide Product</p> <p>8. Update Product</p> <p>25. View Product Info</p> <p>2. Register Customer Type</p> <p>9. Edit User Details</p> <p>10.Create Customer Account</p> <p>By ensuring the initial website contains these features,</p>		<p>The goal of this increment is to expand on the website to provide Staff access to ExerciseGear Employees and to allow customers to access the repair option which ExerciseGear provides. This Increment also provides ExerciseGear a social media present. These features are:</p> <p>Story ID: Title</p> <p>14. View Customer Orders</p> <p>15. Pay Third Party Delivery Providers</p> <p>16. Backlog Staff Details</p> <p>17. Make Supplier Orders</p> <p>5. Customer requesting repair 13. Repair request creation</p> <p>18. Repair progress update</p> <p>19. Repair completion</p> <p>22. Repair Scheduler</p> <p>26. Customer Quote For Repairing equipment</p> <p>28. Staff Creating Event</p> <p>29. Staff Placing Promotions</p> <p>31. Staff Engaging in Social Sustainability Events</p>		<p>The goal of the final increment is to provide ExerciseGear website the final features that will increase Customer accessibility and satisfaction while also providing ExerciseGear important information to review their business. These features are:</p> <p>Story ID: Title</p> <p>6. Customer Using AI Chatbot</p> <p>27. Customer AI Chat Bot</p> <p>30. Staff Searching product recommendations</p> <p>21. Business Statistics</p> <p>The final increment of this project is focused on delivering customer and staff satisfaction and use of the website. These features are deemed beneficial but not necessary. For the customer this increment focuses on allowing their interaction with an AI chatbot to further interaction with the website by providing</p>	

ExerciseGear will be able to successfully run a website that is capable of allowing a customer to order and browse their website. This should allow ExerciseGear to increase their largest income source, selling gym equipment.					The reasons for these features to be placed in the second increment of the project is due to these features not being necessary to allow ExerciseGear to generate a profit. These features focus on integrating staff processes onto the website, adding the ability to order a repair and creating a social media presence to allow outreach to a new consumer base.					an immediate answer to their query. The Staff will be able to suggest products based off customers wants and to be able to generate business statistics to judge the health of the business.				
TIME BOX 1					TIME BOX 2					TIME BOX 3				
Week 6	Week 7	Week 8	Week 9		Week 10	Week 11	Week 12	Week 13		Week 14	Week 15	Week 16	Week 17	

Table 3: Delivery plan

		Timebox 1		
		4 Weeks		
Kick Off	Investigate	Refinement	Consolidation	Close-Out
	20-30% of effort	60-70% of effort	10-20% of effort	

Figure 4: Timebox 1

		Timebox 2		
		4 Weeks		
Kick Off	Investigate	Refinement	Consolidation	Close-Out
	20-30% of effort	60-70% of effort	10-20% of effort	

Figure 5: Timebox 2

		Timebox 3		
		4 Weeks		
Kick Off	Investigate	Refinement	Consolidation	Close-Out
	30-40% of effort	50-60% of effort	10-20% of effort	

Figure 6: Timebox 3

The goal of the delivery plan is to deliver a plan roll out of the project. This ensures that we have planned out which features will be deployed at certain dates. To do this we have split the requested features from necessary to function to beneficial features using the MoSCoW framework. For increment one we have focused on delivering the essentials, therefore allowing ExerciseGear to generate a profit from its customer base. In increment two, we focused on extending the staff integration in the website and providing ExerciseGear with a social media presence. For increment three we focused on delivering the final features requested by users.

## 4.6 Product Burndown Chart

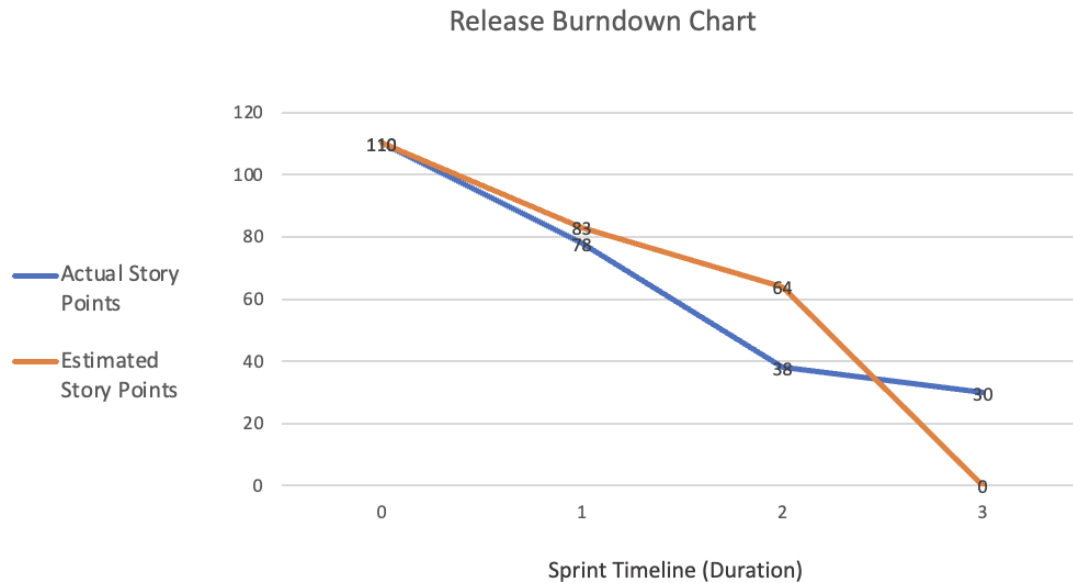


Figure 3: Product Burndown Chart

The type of burndown chart chosen was that based upon story points, a release burndown chart. The developer team updates the release burndown chart (figure 3) at the end of each sprint to show the client team. The Horizontal axis shows the sprints, and Vertical axis shows the amount of work remaining at the start of each sprint.



## 4.7 Benefits Realization Plan

<b>Benefit Description (Be Specific)</b>	<b>Type</b> ( <i>Tangible/Intangible</i> )	<b>How will this be measured?</b>	<b>Expected Value Gained (\$, %, or appropriate measure)</b>	<b>Expected Target Date</b>	<b>Person Responsible monitoring and reporting</b>
Growth of Exercise Gears customer base and market share	Tangible	For customer base, compare the customer accounts in the database for each month and annualise it at the end of year.  Market share is calculated by dividing the total sales of one particular product or industry by the sales of one company over the same period of time.	10% increase in customer base  1% increase in market share	12 months after project completion  12 months after project completion	Accounts Manager  Marketing Manager
Increase in productivity due to less physical resources exerted to marketing	Tangible	Seeing an increase in spending for other parts of the business rather than physical advertising.	3% increase in all other spending	3 months after project completion	Chief Financial Officer
Increase in revenue and sales	Tangible	Checking there is an increase of sales MoM annualized, seasonally adjusted.	3% increase in sales each month  3% increase and above	6 months after project completion	Operations Manager  Operations Manager

		Checking key performance indicators are on track to be reached.	overall for KPIs	12 months after project completion	
Enhancement of customer experience and satisfaction	Intangible	Viewing and comparing customer complaints MoM.	4% decrease in customer complaints each month	3 month after project completion	Accounts Manager
Increase brand equity	Intangible	Check customer repurchasing has increased and compare YoY.  Checking there is growth in social media interaction each season.	5% increase in customer repurchases  10% increase in social media interaction	12 months after project completion  12 months after project completion	Accounts Manager  Social Media Manager
Increase in staff moral	Intangible	Conduct an employee attitude survey.  Compare the number of sick days employees take each year.	10% increase in staff retention  4% decrease in sick days used	1 month after project completion  12 months after project completion	Human Resources Manager  Recruitment Manager

## 5.0 References

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## 6.0 Appendix

**Appendix 1:** User Stories Scoring sheet against the 8 BABOK 3.0 criterias

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Story Ref #	Story title	Feature	As a	BABOK								Business Importance = Benefit/Value + Penalty	MoSCoW	Reprioritization: BABOK to MoSCoW
				1. Benefit/Value	2. Penalty	3. Cost	4. Risk	5. Dependencies	6. Time Sensitivity	7. Stability	8. Regulatory/Policy Compliance			
1	Search Product	Search button	customer	10	10	2	2	6	0	10	0	20	Must have	Must have
2	Register Customer Type	Registration button	customer	10	10	2	2	6	0	10	0	20	Must have	Must have
3	Make Customer Order	Order button	customer	10	10	4	3	8	0	10	0	20	Must have	Must have
4	Track Existing Orders	Track order button	customer	4	6	2	2	3	0	10	0	10	Should have	Should have
5	Customer requesting repair	Request repairs button	customer	8	8	4	4	6	0	7	8	16	Must have	Must have
6	Customer using AI Chatbot	AI chat popup	customer	5	7	9	8	4	0	6	5	12	Wont have	Should have
7	Hide Product	Hide product	staff	8	8	1	2	6	8	10	0	16	Must Have	Must Have
8	Update Product	Update product information	staff	9	10	5	3	7	9	7	0	19	Must Have	Must have
9	Edit User Details	Edit user details	staff	7	10	5	4	7	7	8	7	17	Must Have	Must have
10	Create Customer Account	Create new customer account	staff	8	10	5	4	8	0	8	0	18	Must Have	Must have
11	Edit Customer Order	Edit customer orders	staff	7	7	4	3	4	9	8	4	14	Should Have	Should have
12	Order Equipment For Customer	Order equipment for customer	staff	8	9	4	4	6	8	8	2	17	Must Have	Must have
13	Repair request creation	Create repair request button	staff	8	8	4	4	6	0	7	8	16	Must Have	Must have
14	View Customer Orders	View customer orders button	staff	9	9	2	3	6	6	9	9	18	Must Have	Must have
15	Pay Third Party Delivery Providers	Pay third party delivery providers function	staff	9	9	2	2	8	9	7	10	18	Must Have	Must have
16	Backlog Staff Details	Record staff details function	staff	6	10	2	2	6	2	9	10	16	Should Have	Must have
17	Make Supplier Orders	Make supplier orders	staff	10	10	3	2	8	9	8	0	20	Must Have	Must have
18	repair progress update	Record repair details	staff	6	9	4	2	4	9	7	9	15	Should Have	Should have
19	Repair completion	Edit repair request details	staff	7	8	4	2	3	9	7	4	15	Should Have	Should have
20	View Cart and Pay	View current order	customer	6	9	4	2	4	8	8	4	15	Must Have	Should have
21	Business Statistics	Generate reports	staff	6	3	3	2	4	9	8	0	9	Could Have	Could have
22	Repair Scheduler	Daily repair schedule calendar	staff	8	8	2	2	6	8	9	0	16	Must Have	Must have
23	Item Collection	Warehouse breakdown orders	staff	9	8	2	2	4	8	9	0	17	Should Have	Must have
24	Track Order	Track customer order	customer	3	7	2	2	3	8	9	0	10	Should Have	Should have
25	View Product Info	View all products and information	customer	10	10	5	2	6	0	7	0	20	Must Have	Must have
26	Customer Quote For Repairing equipment	Customer request quote for repairing machines	customer	5	6	6	4	4	0	7	4	11	Should Have	Should have
27	Customer AI Chat Bot	AI chat bot	customer	5	7	9	8	5	0	6	5	12	Won't Have	Should have
28	Staff creating events	Create events	staff	2	4	2	2	4	2	7	0	6	Could Have	Could have
29	Staff placing promotions	Place promotions	staff	5	4	5	5	5	4	6	0	9	Could Have	Could have
30	Staff searching product recommendations	Search for related product recommendations	staff	1	2	8	3	3	5	7	0	3	Should Have	Won't have
31	Staff engaging in social sustainability events	Engage through social sustainability events	staff	1	4	5	1	1	0	7	0	5	Could Have	Won't have
												Legend	Legend	
												MUST HAVE	New prioritization change	
												SHOULD HAVE		
												COULD HAVE		
												WONT HAVE		

## Appendix 2: Risk Register plan for ExerciseGear

Risk Identifier	Risk Category	Risk Description	Probability Impact (Low, Medium, High)	Impact (Low, Medium, High)	Proximity (Sooner, Later)	Response Category (Opportunity, Threat)	Response Action
1	TECHNOLOGY	Hacking and breaches, other security vulnerabilities	Low	High	Later	Threat	Avoid
2		Failed storage	Low	Medium	Later	Threat	Reduce
3		Lost or compromised hardware	Low	Medium	Later	Threat	Reduce
4		File/data corruption	Medium	Medium	Later	Threat	Reduce
5		Legacy systems and software (in the long run)	Low	Medium	Later	Threat	Avoid
6		Unscalable software	Low	Low	Later	Threat	Avoid
7		Information privacy	Medium	High	Later	Threat	Avoid
8		Data regulation non-compliance	Low	High	Later	Threat	Avoid
9		Availability and uptime	Medium	Medium	Later	Threat	Reduce
10		Capacity (network overload, infrastructure risks, resources)	Medium	Medium	Later	Threat	Reduce
11	PEOPLE	Lack of skill sets to execute project or aspects within it	Medium	High	Later	Threat	Fallback
12		Sudden unavailability of key people (temporary)	Low	High	Sooner	Threat	Reduce
13		Permanent loss of people (promotion, resignation, long-term sickness)	Low	High	Later	Threat	Fallback
14		Not enough people	Medium	Medium	Later	Threat	Fallback
15		Queuing of people (spread skillsets around project instead of one workflow at a time)	High	Medium	Sooner	Opportunity	Exploit/Share
16	ORGANISATION	Lack of communication	High	High	Sooner	Threat	Reduce
17		Lack of clarity	High	Medium	Sooner	Threat	Reduce
18		Lack of decision making skills	Medium	Medium	Sooner	Threat	Reduce
19		Not enough staff available to cover time and effort to complete project	Medium	High	Later	Threat	Fallback
20		Lack of funding	Low	High	Later	Threat	Reduce
21		Lack of prioritization	Medium	Medium	Sooner	Threat	Reduce
22		Quality of staff	Low	High	Sooner	Opportunity	Enhance
23		Poor scheduling	Medium	Medium	Sooner	Threat	Reduce

	<b>L</b>						
24	<b>R E Q U I R E M E N T S</b>	Scope creep, estimation errors, resistance to change	High	High	Later	Threat	Avoid
25		Regulatory non-compliance and legal issues	Low	High	Later	Threat	Avoid
26		PR issues	Low	High	Later	Threat	Reduce
27		Unexpected costs or process bottlenecks	Medium	Medium	Later	Threat	Reduce
28		New/changing requirements may overwork the project team (e.g. adding new features)	Low	High	Later	Threat	Accept
29		Some new requirements may open up for other uses (e.g. new interface in database may be used for other features)	Low	Low	Later	Opportunity	Enhance
30		Poorly articulated statements of requirements (stemming from stakeholders not being engaged properly)	Medium	Medium	Sooner	Threat	Reduce
31		Changes to regulatory environment forces changing of existing requirements	Low	Medium	Later	Threat	Accept
32		Requirements being overly complex, risk of poor understanding by the team	Medium	Medium	Sooner	Threat	Reduce
33		Insufficient time allocation to requirements gathering and definition resulting in gaps or errors	Low	Medium	Later	Threat	Accept
34	<b>E S T I M A T I O N</b>	Biased estimations due to confusing normal inefficiencies with risk events.	Medium	Medium	Later	Threat	Reduce
35		Under/overestimation of workloads	Medium	Medium	Later	Threat	Reduce
36		Under/overestimation of time required for an activity, or the project as a whole.	Medium	High	Later	Threat	Reduce
37		Under/overestimation of project costs.	Medium	High	Later	Threat	Reduce

### Appendix 3: Complete Cost Estimations for Business Case

Resource	Cost	Duration (in months)	Details	Total
Information System (website) Development Costs	\$30,000	1	Total development of ecommerce website cost. <sup>2</sup>	\$30,000
Website Management and Upkeep	\$500	3	20% of development cost results in expected annual maintenance costs (\$6,000). Divided into months.	\$1,500
Cloud-based Website Hosting	\$500	3	At maximum. Prices could likely be less than listed. <sup>3</sup>	\$1,500

<sup>2</sup> How Much Does It Cost To Build a Website? (2022 Data) | Upwork. (2021, April 21). Www.upwork.com.  
<https://www.upwork.com/resources/how-much-does-it-cost-to-build-website>

<sup>3</sup> How Much Does Ecommerce Hosting Cost [2022 Guide]. (2022, February 20). Elogic.  
<https://elogic.co/blog/ecommerce-hosting-cost-how-much-does-web-hosting-cost/>

Mobile Application Development Costs	\$35,124	1	Total development cost. Includes design of app, size, wireframing, and developer account registration for Android and Apple to add the app to the app/play store (more details in Appendix 5 mobile app development cost estimation table). Android developer registration is a one-time \$25 fee. Apple Developer Program has a subscription plan of \$99 per year.	\$35,124
Mobile Application Management and Upkeep	\$487	3	20% of app development cost allocated for annual maintenance costs (\$5,854). Divided into monthly costs.	\$1,461
Software and Licensing Costs	\$1,000	3	Microsoft Office 365, etc.	\$3,000
Labor Costs	\$129,555	3	See labor costs estimation table in Appendix 4.	\$388,665
Developer Equipment	\$20,000	1	Computers, desks, chairs etc.	\$20,000
Overall				\$481,250

#### Appendix 4: Labor cost estimations

Labor	Estimated Salary per Year	Estimated Cost (per month)	Details
Business Sponsor	\$163,866	\$13,655.50	Both served by Bill Smith
Business Visionary			
Project Manager	\$124,579	\$10,381.58	
Technical Coordinators	\$208,378	\$17,364.83	2 technical coordinators
Technical Advisor	\$111,212	\$9,267.67	
Business Analyst	\$75,000	\$6,250.00	

Business Advisors	\$208,410	\$17,367.50	2 business advisors
Business Ambassador	\$137,441	\$11,453.42	
Team Leader	\$96,229	\$8,019.08	
Solution Developer	\$110,000	\$9,166.67	
Solution Tester	\$80,000	\$6,666.67	
Workshop Facilitator	\$93,875	\$7,822.92	
DSDM Coach	\$145,664	\$12,138.67	
Total		\$129,554.50	Estimates taken from various job-seeking sites

#### Appendix 5: Mobile app development cost estimations

Mobile App Development <sup>4</sup>	
Resource	Estimated Cost
Size and Design of App	\$16,000
App Design	\$18,000
Wireframing	\$1,000
Developer Registration for Android Play Store (one-time fee)	\$25
Developer Registration for Apple App Store (per year)	\$99

<sup>4</sup> Zenesys Technosys Pvt. Ltd. (2022). Zenesys.  
<https://www.zenesys.com/blog/ecommerce-app-development-cost>



Total	\$35,124
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