Project Plan

Overview

The aim of this project is to develop a Kids Storytime Application called: *Lesen*. Our app will allow parents to record stories for their kids and play it back at bedtime. We will be aiming to record a short story to present to an investment audience. Once we present this to the investment audience, we will be looking for a capital investment to expand our app to over 1000 books.
The funding will go towards getting licences for copyrights on books, sourcing server space and for some recordings of some other voices such as soothing voices for relaxing bedtime stories.

The motivation behind this project is that there is no other product like this on the market. We have identified a gap in the market and are aiming to get in first with this technology. The importance of this project is that it can be used for people who work away such as mine site worker, so that young children will still be able to connect with their loved one's voices.

It would fit within the current IT trends such as Learning Technology. This is an emerging trend with the rise of people learning from home since the pandemic, and it will be evermore increasing in the coming years.

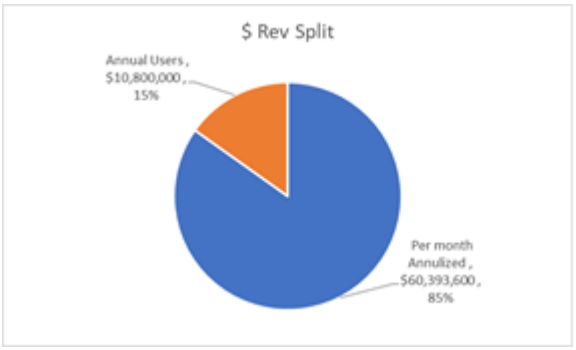
By working on this project, it will show future employers and investors that we are able to work as a team unit, we have well developed learning skills, the ability to adhere to deadlines, coordinated coverage of project items and strong communication skills.

The things that set us apart from competitors is our personalisation and the fact that parents have ultimate control over what the child can hear, see and learn.

Detailed Description

Aims

Project plans & progress – Lesen
As outlined in assignment 2 we are creating a Kids Story Book Application that will allow parents, grandparents, and other family members to pre-record the reading of books for children. Since the feedback we have made some slight change to the project and have decided as a group to change the name to Lesen.
Lesen is Germen for *Read*, it can also be interpreted as a play on words as the products is aimed at kids listening to stories pre-recorded. There was also a call out of the revenue side of the product that we have rectified and will explain in greater detail in the progress page.
Application revenue stream
We plan for to offer this product at a monthly subscription fee of $6.99 per month or $60 as an annual subscription. There is also a friend referral program that if you refer a friend you can get 30 days free use of the product.
There are 4.5 million children in Australia (AIHW) and if we can achieve a 20% uptake in the use of Lesen it would equate to 900,000 subscriptions per year.
Further breakdown with 80% expected to take up monthly billing & 20% taking up annual billing. Below we have graphically represented this trend.
Annual users would make up 15% of our annual revenue stream & Monthly users 85%.



Current scope
The project is to get a theoretical timeline to proceed to the next steps. As we are currently in the funding stage of this project, we must create a detailed project plan to present to investors with the aim of securing funding inside the next 6 months.

We may hit a dead end with funding as we have not yet secured a capital investor and may also have issues around the completion date as 16 weeks to complete a project of this scale.

Project fatigue is also a factor we are working across with the vast number of IT projects in the pipeline for this working group. The current workload sees all team members juggling a min of four assignments projects. This is one of the key call outs that we are making that may affect the deadline.

Ultimately the aim of our project is to develop our app as much as well can with the resources and skills we have, and then seek buy in from future investors to assist with the finalisation of development.

Plans and Progress

Following is our detailed story of how our IT project began, how it is progressing and what stage we are at now.

This project has taken shape by a hardworking team agreeing to expand and build onto the Kids Storytime Smartphone App.

From Assignment 1 through to Assignment 2, this project has started to take shape and is now gaining life.
From the start we have researched the market, seen who are and what our competitors are doing, and have now reached the stage where we are ready to take the next steps, and start development.

Initially our app was called, Read, Record and Replay, but we have reconsidered the name and have come up with a new and exciting improved name: *Lesen*

Now that A1 and A2 have created the foundation of this project it's time we finalised the research and progress this idea into development and deployment.

We identified that like everything, we need a plan as to how we are going to achieve our goal. We have identified the following roadmap, as per below, to be our roadmap for this journey.
Based on our teams' skills and talents, and our understanding of current IT Industry trends, we are following this strategy to achieve our products vision.

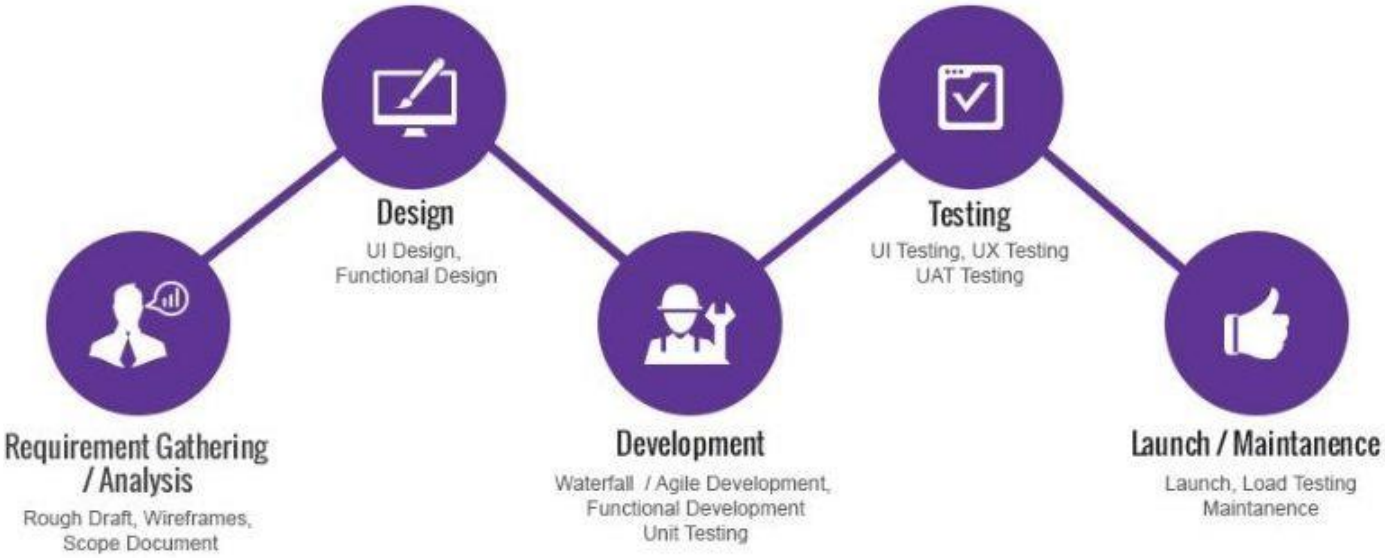


Image from: https://bizsofttech.wordpress.com/2017/10/11/various-phases-of-the-mobile-app-development-lifecycle/

Requirement Gathering / Analysis

We have…

- successfully identified the Overview of the application (including the topic, motivation and landscape), gathered and analysed the required details (documented in previous section).
- documented the Aim of our project has clearly been described, including some goals, however the Scope contains more detailed information.
- developed a rough wireframe but is in the very early draft stages. The wireframe identifies how the navigation and features will work (see drawing following)

Hurdle - Currently experiencing issues with $oftware, as an alternative and a workaround to ensure that a wireframe has been produced, we have developed the wireframe using MS publisher.

**Few more frames to be added.

Design

We have…

- created a very rough UI Design template, identifying theme colours and graphics (see drawing following).

Hurdle – Again, we experienced issues with $oftware and template package$, as an alternative and a workaround to ensure that a UI Design was produced, we have designed the template using MS publisher.

**Few more frames to be added.

Development

We plan to…

- develop list of technical specifications – challenges of logistics, saving money ways
- assess products to purchase rather than build – outsourcing, products and services, hosting (Cloud)

Hurdle - We have no money to fund the development of this project so we are pitching to future investors for buy in, our marketing presentation will be the tool we will use for that.

Once funds have been secured, we can pick up with following the detailed plan, to finalise and execute the development of the app.

Testing

We plan to …

- undertake further detailed testing, this is documented in the following 'Testing' section.
- Undertake Quality Assurance – test application on mobile platforms iOS Android online offline.
- Have staff involved in base line testing.

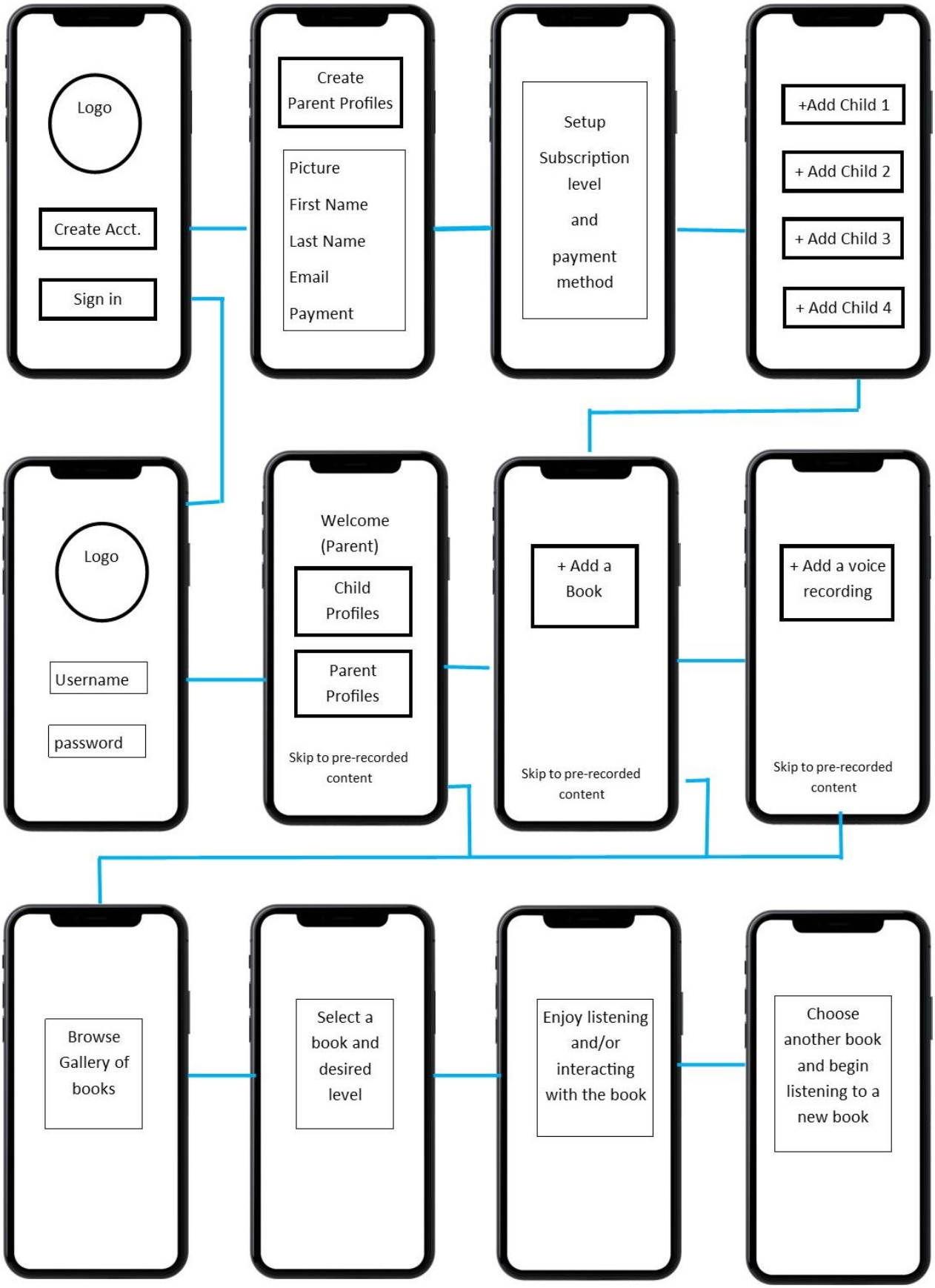
Launch / Post Launch Maintenance

We plan to …

- deploy – go to market, have good visibility and functionality for customer,
- measure our success, using KPIs, to see if the app performing as expected, speed, reliability, customers are adapting/using app, investigate analytics to measure success.
- gather feedback – listen to our end users, gain feedback, ask our customers what features they want to see next.
- provide customer support – value customers, help customer 24/7 with Virtual Assistant/Chat bots for after hrs.
- Salesforce – outbound effort to get customers in. Marketing = visitors = users = paid members
- It is our goal to stay flexible and agile in responses to the rapid changes in the mobile industry to ensure continued success.

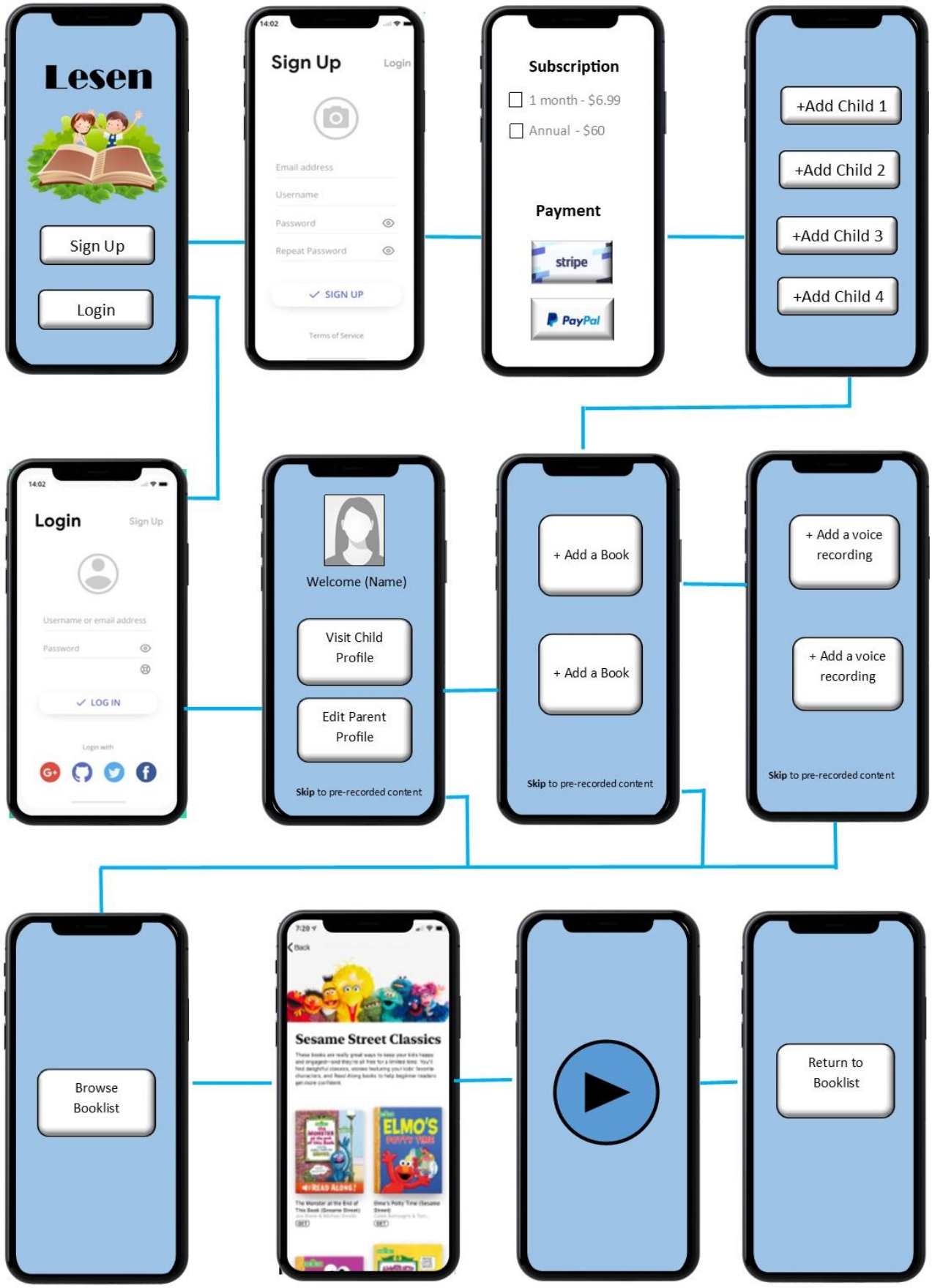
Wireframe/Prototype

The following wireframe is a very rough drawing, of how the apps features and navigation will work.



Design Template

The following design template is a very rough mock-up of how the apps design and style theme will look.



Roles

To support the progress and development of the app, roles as per below have been identified and defined as critical to the process.

- Project Manager – To ensure the project meets deadlines and budget constraints, ensures a stable flow of deliverables, manages routine.

- Senior Backend Mobile Developer (iOS and Android) - Responsible for development of iOS and Android app, delivery of prototype in product development environment, projects uphold a high standard of functional and technical performance.

- UI Designer – responsible for creating wireframes and prototypes, social media campaigns, sales/business initiatives, testing with customers and iterate design based on feedback to produce product, manage design processes end-to-end.

- Cyber Security - responsible for the identification, evaluation and reporting of information security risks in a manner that meets compliance and regulatory requirements, aligning with and supporting the risk posture of the app.

- Technical Support – responsible for communicating with customers to resolve application queries and/or escalate to appropriate teams for resolution, provide business support and help with the use of our products to customers, contributing to the continual improvement of the support process by raising ideas.

Scope and Limits

Project Purpose
Purpose of this project is to develop a smartphone app for entertainment purposes for parents with young families. The application is to enhance a child's ability to learn through a customised environment fully controlled by the parents.

- **Objectives**
  - development of wireframe & prototype
  - design of application
  - development of levels 1-3
  - security
  - testing
  - deployment
  - customer Support
  - As we are currently in the funding stage of this project, we are in the process of creating a detailed project plan to present to investors with the aim of securing funding inside the next 6 months.

- **Exclusions**
  - updates that are planned for later development/deployment
  - improvements identified after deployment will be part of a new project.

Tools and Technologies

- **XCode 12 (Apple)**

XCode is available via Mac App Store website for free of charge. The registered developers can download preview releases and prior version of the suite through the Apple Developer website. It includes editor, compilers and other necessary tools required to facilitate development (Anon., 2015).

- **Java SE Development Kit 15 (Android)**

Java SE is a computing platform for development and deployment of the portable code for desktop and server environment (Anon., n.d.). We can download the latest open JDK release of Java from Oracle for free under an open source license at jdk.java.net. Due to some updates on the Oracle JDK License for releases starting April 16, 2019, it permits certain uses such as personal and development uses at no cost, but other uses authorised under prior Oracle JDK license may no longer be available (Anon., 2020). Oracle Java SE Subscription that includes commercial use license and support is available for as low as $2.50/desktop user/month at the Oracle Store (Anon., n.d.).

- **Amazon Web Services:**
  - Amazon S3
  - Amazon Advertising
  - Amazon EC2
  - Login with Amazon

Amazon web services also now known as a cloud computing platform used for computer power, database storage and content delivery worldwide. It is reliable, scalable, and low-cost infrastructure platform. It is free to join and can explore more than 85 products with free and pay as you go options (Anon., n.d.).

- **Adobe**
  - Adobe Analytics
  - Adobe XD
  - Adobe Target
  - Adobe Reader Mobile SDK

Adobe software provides creation of multimedia and creativity through PC, Mac, iOS, and Android. Products and licence are available to purchase through adobe website and price varies based on the product selected (Anon., n.d.).

- **Stripe or PayPal Commerce Platform**

Stripe and PayPal are used to handle online payment processing. These platforms are most popular, easy to register and can get connected with all customers around the world. Both payment method has same flat-rate processing fee of 2.9%+ $0.30 or a fully customizable service fee for $25/month (Motola, 2020).

- **Microsoft 365 for business**

Microsoft 365 software suite enables productivity solutions with advanced security options at a price that is right for our project. It helps stay connected with employees and customers whether we are working remotely or onsite. There are variety of plans designed to compare and choose based on user needs starting from $6.90 user/month (Anon., n.d.).

As a customer, all our team member has used PayPal and Microsoft 365 for personal and work use. PayPal is the most popular and old method of online payment. It is free to sign up for and use for buyer, easy navigation, and secure way of payment. It has made online shopping easy and fast. Microsoft 365 is used daily at home, school, and work which helps us to create, view, edit and share documents with team quickly and keeps track of our relevant documents for easy access. It is accessible anytime from anywhere without worrying about lost formatting and supports on Android, iOS, or Windows devices. In fact, for our group assignments, our team are collaborating and sharing materials through Microsoft Word and arrange meeting and chat via Microsoft Teams.

Testing

For this application to work well it will have to be systematically tested. This is so that bugs can be found and problems can be fixed before the application enters the market. Nobody wants to have an app that doesn't do what it claims it will do, so we want to minimise the risk of failure with extensive testing.

Testing applications can come in many forms, initially; we would like to test the application on multiple devices. This will include Smartphones and Tablets and across a multitude of platforms. We will have to research the most common forms of devices and the operating systems they use to ensure the product works as it should on these devices.

During the testing stage, it is also beneficial to run these applications through a simulator on a computer. These simulators (such as Reflector 3) can mimic the way a mobile device runs the program (Testbytes, 2019) and could give a relatively clear indication if the app is working.
More testing could include making sure the app is compatible with various modes of the device including portrait and landscape and if the app can run on different settings in the Operating System. We could also test to see if the app runs in the parameters of the system with a performance test of the device under different workloads (Software Testing Help, 2021).
When we are happy with the results of the app we will be prepared to move onto the next stage of development.

Timeframe

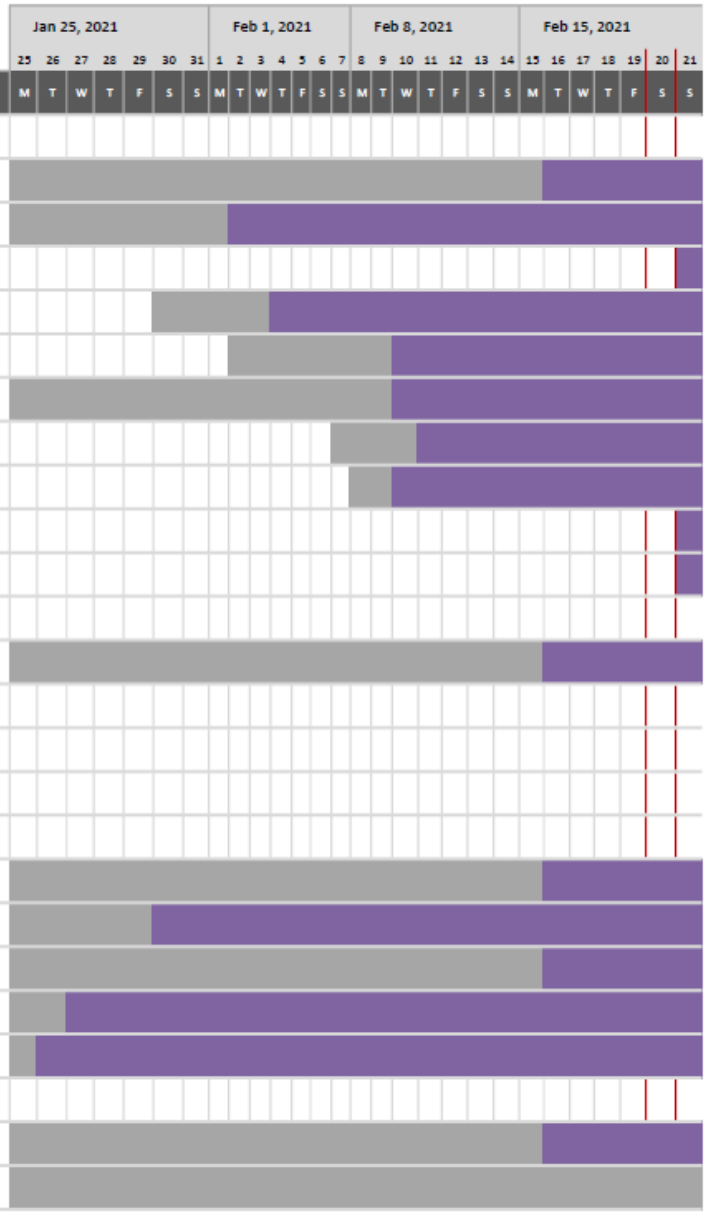
OUR IT PROJECT - TIMELINE

PLASSS TECH

Project Start: Mon, 1/25/2021

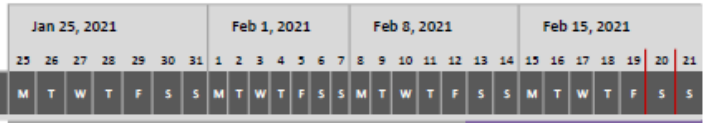
Display Week: 1

TASK	PROGRESS	START	END	DAYS
Pete - Cyber Security Manager				
Week 1 – 6: Formation of Project.	80%	25/1/21	21/2/21	28
Week 7: Oversee the start of development, start making notes.	30%	25/1/21	21/2/21	28
Week 8: Research current threats and update logs.	50%	21/2/21	21/2/21	1
Week 9: Develop secure use of payment system, secure notification system.	25%	30/1/21	21/2/21	23
Week 10: Update user's data to be encrypted on servers, continually review.	40%	2/2/21	21/2/21	20
Week 11: Encrypt current code, continually update.	60%	25/1/21	21/2/21	28
Week 12: Review log in procedure, always look to improve on authentication.	30%	7/2/21	21/2/21	15
Week 13: Review results of test from Backend Development, analyse.	20%	8/2/21	21/2/21	14
Week 14: Apply bug fixes, update where needed.	10%	21/2/21	24/2/21	4
Week 15: More testing and continuous improvement.	0%	21/2/21	23/2/21	3
Laura – Backend Dev				
Week 1 – 6: Formation of Project	80%	25/1/21	21/2/21	28
Week 7: The start of the backend development of app begins with initial endpoints.	60%	22/2/21	26/2/21	5
Week 8: Documentation of the design of the API and database.	90%	27/2/21	4/3/21	6
Week 9: Backend test script written to verify all endpoints are working.	96%	5/3/21	9/3/21	5
Week 10: Implementation of the API using Objective C, Java, Kotlin, and Swift as per platform.	90%	27/2/21	3/3/21	5
Week 11: Perform tests for finding and fixing bugs.	80%	25/1/21	21/2/21	28
Week 12: Finalizing database development, potential continuation of bug fixing.	20%	25/1/21	21/2/21	28
Week 13: Deploy beta to a dedicated host.	80%	25/1/21	21/2/21	28
Week 14: Feedback.	10%	25/1/21	21/2/21	28
Week 15: Bug fixes from feedback and further testing commences.	5%	25/1/21	21/2/21	28
Scott - Project Manager				
Week 1 – 6: Formation of Project	80%	25/1/21	21/2/21	
Week 7: Project Analysis & Design of scope document	100%	25/1/21	21/2/21	



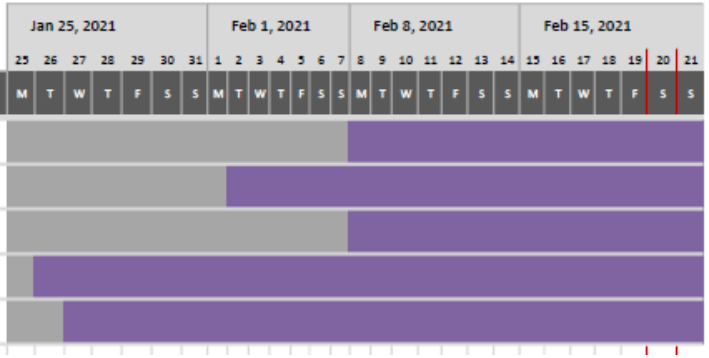
Display Week: 1

TASK	PROGRESS	START	END	DAYS
Week 8: Identifying gap in Scope and risks that may cause a missed deadline with testing and build teams	70%	25/1/21	21/2/21	
Week 9: Stake holder management for project status milestones	60%	25/1/21	21/2/21	
Week 10: Managing external stakeholder timelines to ensure project is on time. Such as AWS checking that servers are ready for deployments	20%	25/1/21	21/2/21	
Week 11: Costs value analysis ensuring tracking on budget. Checking invoices Vs original quoted prices. Also identify any Scope creep within the project.	15%	25/1/21	21/2/21	
Week 12: Working with the development teams to ensure smooth roll out and testing has been completed as per week 8, 9 & 10	20%	25/1/21	21/2/21	
Week 13: Post launch product review to ensure we have covered all project items and the product launch was a success. Possible customer check in depending on time frame to get feedback on the functionality of the product since launch.	5%	25/1/21	21/2/21	
Week 14: Full cost analysis of project hours and return on investment for external providers, checking if it would have been beneficial if we had taken any items inhouse.	0%	25/1/21	21/2/21	
Week 15: Post implementation review of the project. Reporting back to key stake holders such as the investment group if the project has been delivered on budget and within the allocated 15-week time frame.	0%	25/1/21	21/2/21	
Symeon/Sabina - Technical Support Specialist				
Week 1 – 6: Formation of Project	80%	25/1/21	21/2/21	
Week 7: Installation and configuration of hardware systems.	60%	25/1/21	21/2/21	
Week 8: Evaluation of instalments and the workload of the computer system.	95%	25/1/21	21/2/21	
Week 9: Implementation of software and programs	80%	25/1/21	21/2/21	
Week 10: Ensuring hardware and software systems are working together and able to perform to the project's capacity	70%	25/1/21	21/2/21	
Week 11: First stress tests on all computer systems and evaluation of any bugs/issues/enhancements that can be made	60%	25/1/21	21/2/21	
Week 12: Collaboration and feedback with all members of the project, further improvements can be made in this week	50%	25/1/21	21/2/21	
Week 13: Perform final stress test at a projected maximum workload	80%	25/1/21	21/2/21	
Week 14: Final bug fixing and implementation of any last-minute features. Hardware can be replaced or upgraded if it does not meet the project's capacity	30%	25/1/21	21/2/21	
Week 15: Troubleshooting steps solidified for future users and their concerns. Any issues that arise from this week onwards will be handled carefully with collaboration between all roles of the project.	0%	25/1/21	21/2/21	
Alicia:				
Week 1 – 6: Formation of Project (Planning & Research)	80%	25/1/21	21/2/21	
Week 7: Sketchup and wireframe drawings	70%	25/1/21	21/2/21	
Week 8: Develop style guides and template	60%	25/1/21	21/2/21	
Week 9: Create mock-up design template and renderings	50%	25/1/21	21/2/21	
Week 10: Testing the drawings and designs - collect feedback	90%	25/1/21	21/2/21	



Display Week: 1

TASK	PROGRESS	START	END	DAYS
Week 11: Collaborate with Developer and team to implement template design	50%	25/1/21	21/2/21	
Week 12: Implement any suggested improvements prior to release	30%	25/1/21	21/2/21	
Week 13: Deploy in collaboration with Developer and team	50%	25/1/21	21/2/21	
Week 14: Feedback - process and update with fixes	5%	25/1/21	21/2/21	
Week 15: Further planning and design for improvements for next release and future updates.	10%	25/1/21	21/2/21	



Risks

Developing a project of this size and complexity, we have identified the many and various issues and risks that we may very well run into.

- Recruiting the wrong staff member or low number of applicants to recruit from – not getting the best staff.
- Staff member quitting – project may not be what they anticipated or too difficult.
- Staff members experiencing project fatigue – length involved process requiring 100% staff commitment.
- Software issues and compatibility issues – will software run on our current operating systems.
- Staffs ability to successfully use software – Can they do what they have claimed and competently use software.
- Legal and copyright issues – access to use published story books then making money via subscription
- Security breaches – collection of personal information and payment details.
- Lack of planning – potential to have missed or under allocated time to complete task.
- Financial blowout – lack of investing funds wisely (if we had funds).
- Project running over schedule – time management issues.
- Miscommunication – due to number of staff involved in app development process.
- Scope creep – deviating away from aim and goals set for the project.

With all the planning and research, we have invested into this project we do not anticipate experiencing any of the above, however we have identified and are prepared for some of these risks to appear.

Group Processes and Communications

Understandingly, when doing group assessments, communication between members is always key to successful projects.
PLASSS-tech is made up of 6 members from different backgrounds and are even separated by different time-zones. When we started our project together, we decided to set goals and expectations straight away and that having at least two meetings a week between all members was beneficial (Bonnie, 2017).
But what would happen if there was a communication breakdown between members? Well simply, we have been using Microsoft Teams to communicate with each other from having the meetings to using the chat feature and, we are even using it to link our git-hub projects. A good feature of Microsoft Teams is that we are also getting emailed when a meeting is to take place so that if for some reason someone forgets that a meeting is coming up, they will see it in their outlook inbox.
If a group member missed a meeting or stopped using Microsoft Teams, we could also contact them through their RMIT email. In the short time we have been working together I believe that we have developed a great sense of familiarity with each other and that can only strengthen our project (Cornell University, 2016).

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