# Group Assignment 3: Project Scope

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By

Group 4

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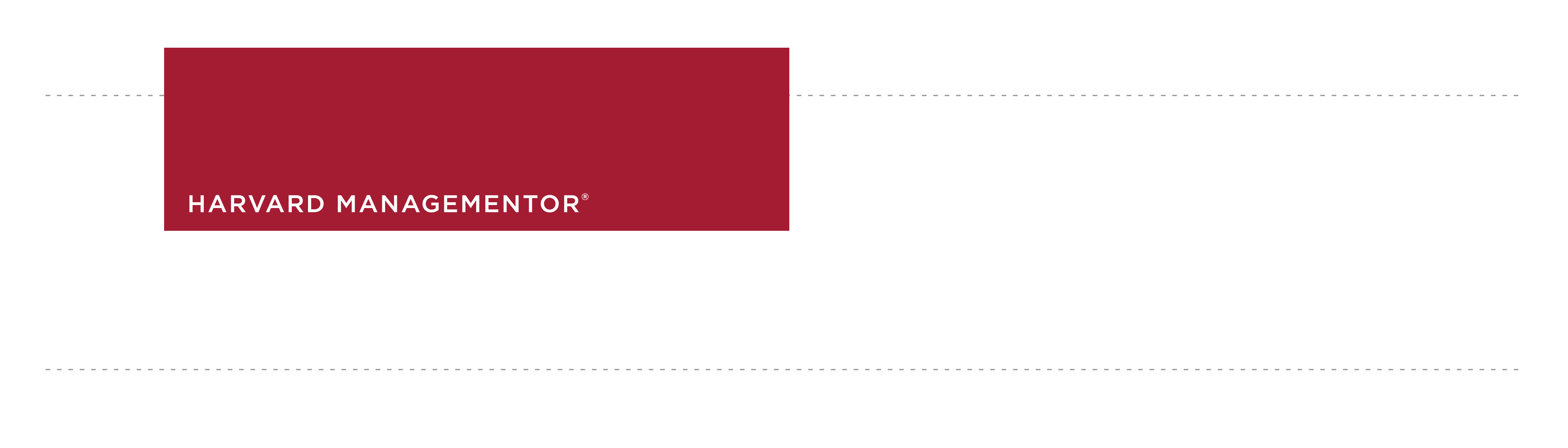
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Worksheet for Clarifying Project Scope

Instructions

*Use this worksheet to clarify the scope of a project. Define the problem you want to solve, brainstorm alternatives, identify stakeholders, define objectives, and anticipate trade-offs.*

**Part I: Define the Problem**

Define the problem that your project needs to solve. What are the underlying practical and business needs that the project must address?

The major issue that needs to be resolve is to update all the existing applications that Handstar Inc was offering as none of it was updated since their initial launch as well as to develop 3 additions new apps to increase the company’s market value so that the organization can maintain or attain leadership position in the same peddle.

The business necessities that require to be addressed are:-

* The update of the existing app and the developed new apps must be easily available at all the accessible platforms and appealing to user-friendly atmosphere.
* The technology used in designing and updating these apps should be latest so that it will be able to give tough competition to other opponents.
* To increase the revenues through which the company can maintain as well as achieve leadership position in the market.
* To evaluate and analyze the usage of these products through web.

What caused people to identify the problem that this project needs to solve?

* The innovations and advancement in technology concerning mobile computing was improving rapidly and the existing customers of the organization were more attracted to such developments. This reason was the major factor that made the stakeholders realize the need of such a project as all other different apps of the same discipline were giving head to head competition. To provide more easy options with enhanced automation to the customer and to attain top position in the market, organizing these projects can be highly beneficial for the growth of the company.

**Part II: Brainstorm Alternatives**

List possible alternatives that you and other project team members have generated for addressing the business need you’ve identified. Evaluate the alternatives and indicate which one will best address that need. Explain why you believe it’s the best alternative.  
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In the case study of Handstar Inc, the goal is to update and develop applications to achieve the leadership position in the market. Below are possible alternatives that we can implement in Handstar Inc project.

1. Update all the applications and then develop new apps.
2. Develop new apps and then update the rest.
3. Update one application then develop another app then follow the same sequence.

Of the above 3 possibilities, we have decided to go with the first option. There are pros and cons on implementing this approach, but the advantages outweigh the disadvantages.

Below are the consequences.

|  |
| --- |
| 1. Once all the apps are updated and released into the market, we have scope to acquire the market by sustaining the competition and attaining new and retain the old customers, this way we can be a ***leader*** in the market. |
| 2. The ***time*** consumed to update an application is less when compared to develop a new app so we will be into the market earlier then expected if we chose to implement this alternative. |
| 3. We will have ***revenue*** generated which can be invested in developing new applications. |
| 4. Another advantage is we can also make use of the same resources as developers, testers, marketing group once the apps are updated in developing the applications, this way we can even reduce the ***cost*** on resources. |
| 5. The disadvantage is that, the time consumed to complete the project might be extended but this can be overlooked as we will be into the market releasing the applications before the planned date which will help us in acquiring the market. |

Considering, above options we have decided to update all the applications and then develop new applications.

**Part III: Identify Stakeholders**

Who has a stake in the outcome of the proposed project? Identify the project stakeholders and their needs. Do the various stakeholders’ goals for the project differ? If so, how? What criteria will different stakeholders use to judge this project a success?

Yes, various stakeholders’ have different project goals based on their position in the organization. The list of stakeholders, their needs and their goals are as follows:  
**Founders**:

* They are the project key sponsors of the company. They are concerned about the competitiveness of the firm for producing better revenue and profits by developing new apps and upgrading old apps.
* The goals for the founders are to increase sales, profitability and become a market leader in the category.

**Director of Product development and marketing:**

* Responsible for preparing the list of potential projects for updating current apps and developing ideas for new apps, estimating the development costs of the various application, product revenues, and the likelihood of retaining or obtaining as a market leader for the given application, also evaluating the extent of web use by each application.
* His goal is to successful idealization to update the current application and addition of new applications.

**Product Business Analyst**:

* Guide business to improve processes, products, services, and software through data analysis. bridging between the business problems and the technology solutions.
* Their goal is to broadening the skills for new techniques, creating easy methodology, and exposure to different projects, and domains.

**Project manager**:

* Responsibility of the planning, procurement, and execution of a project. Defines scope, start, and closure of the project.
* Finishing the project before the deadline, controlling budget and scope of the application, and communicating to stakeholders.

**Software developer**:

* Responsible for using technical and programming skills to build mobile application programs.
* Their goal is to raise the throughput, the number of features delivered in the unit of time.

**UI/UX Designer**:

* Responsible for using analytical and creative skills to develop designs that are usable and deliver a great user experience.
* Their goal is **t**o provide a user-friendly, hassle-free, and simplest interface to the user.

**Software Testing Engineer**:

* Co-ordinatesthe process for software analysis, create and implement testing methods, record test results and improve the application based on the test.
* Their goal is to asset the quality of the application and provide feedback to the developing team.

**Software Architect**:

* Responsible for the fundamental structure of the software, high-level designing, and strategic planning of new software products.
* The goal is to architect applications that support business needs,

**Marketing and sales personnel**:

* Promoting, selling, and distributing the application by raising awareness to generate more revenue and profits.
* Their goal is to increase sales, developing brand awareness, and gaining new users.

**Part IV. Define Objectives**

Clearly state your project’s objectives. Do they reflect stakeholders' needs? Make sure each objective is SMART—specific, measurable, action-oriented, realistic, and time-limited.

* To hold leadership in the market through updating three existing application and develop three new application for users.
* To achieve 11.5% profit by 31st December, 2022. And will continue for next 2 years.
* To generate 10% revenue from outline sale before 30th October of each year (for next three years).
* To recruit 7 new people in software developing team by the beginning of March 2021 to finish project by 15th July, 2021.

**Part V. Anticipate Trade-offs**

What are the conflicting demands of your stakeholders? What trade-offs can you anticipate in terms of quality, time, and cost?   
Conflicting Demands:

## To anticipate trade off, it is extremely important that we first understand the conflicting demands between different stakeholders which are as follows:

1. Sponsors of the project: There is a need to finish the project as quickly as possible without affecting the overall budget.
2. Marketing director: More concerned about leadership position for the products by doing things quickly and increasing overall project budget.
3. Product development team: Focused more on the overall quality and functionality even if it affects the overall budget or time.

Anticipated Tradeoffs:

1. There is a tradeoff between changing the number of hours required to complete the project or the overall project scope. Since the sponsors want all the new products to be completed before the year end, there is a certainty of hiring more employees which might save time but will increase the overall budget of the project.
2. Choosing between a detailed market-oriented campaign or a normal campaign which might expose to less market cap. The marketing team would obviously want to make the most out of it so the tradeoff would be in deciding to spend more money and time in a detailed campaign or a normal one.
3. The product development team will have to choose between spending more to increase overall quality and functionality or to go ahead with a product that might be compromised on the overall quality. If they choose quality and functionality then obviously they will need more time and money so there is a tradeoff there.

What "scope creep" can you anticipate? What additional problems might stakeholders want the project to solve? Clarify what lies inside (and outside) the project's scope.

Scope Creeps:

1. Software updates to improve overall experience.
2. Design changes for a better user interface.
3. Security measures such as firewalls or antivirus to protect from hackers.
4. Servers maintenance and increasing their capacities.
5. Marketing budget is not fixed it will increase with time and scope of media.

Additional problems that stakeholders want the project to solve:

There should be an offline mode for the products that currently do not work without the internet. Not only this but jargon related to products should be minimized so that effective communication can be made between technical and non-technical teams. We have learned that project communication plays a vital role in its success or failure.

Project Scope’s Inside and Outside factors:

Following factors are not included in the project scope:

1. Stakeholder Register
2. Project Roles and Responsibilities
3. Project Scope
4. Requirements, assumptions and constraints
5. Work Breakdown Structure (WBS)
6. Deliverables
7. Acceptance Criteria

Following elements have not been included in the project scope:

1. Training and development of employees
2. Salaries, wages and overhead costs
3. Maintenance
4. Communication channel and network.

**References**

Meredith, J. R., & Shafer, S. M. (2017). *Project management in practice*. (6th ed.). Hoboken: Wiley.