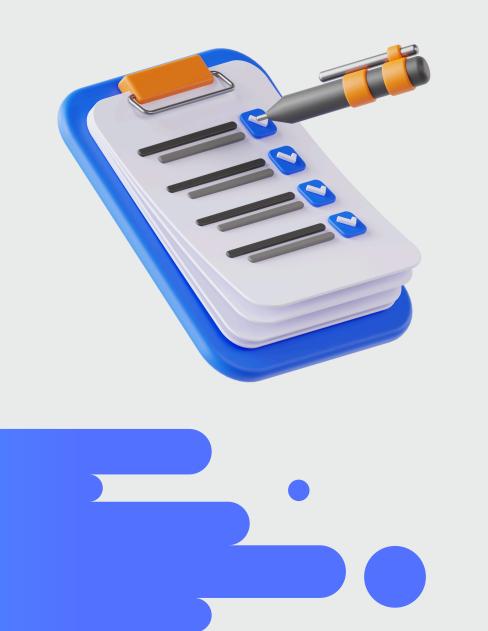# PROJECT MANAGEMENT CAPSTONE PROJECT

PROJECT OVERVIEW

TECHNOVA

TechNova Solutions is a rapidly growing IT company specializing in developing custom software solutions for clients in various industries. To expand their product offerings,

TechNova has decided to create a new Customer Relationship Management (CRM) software system aimed at mid-sized enterprises. This new CRM solution, "NextGen CRM," is intended to help businesses streamline their customer interactions, manage sales pipelines, and improve data-driven decision-making. The project involves creating a comprehensive, user-friendly CRM platform that integrates with popular business tools, uses AI for predictive analytics, and ensures high scalability.

PROBLEM STATEMENT ⊕

TechNova Solutions faces several challenges in delivering its next-generation CRM product:

- **Resource Constraints:** With a tentative budget of ₹50 lakh and a small team, efficient resource allocation, team building, and project prioritization are crucial.

- **Timeline:** The tentative timeline for project completion is **4 to 6 months**, ensuring structured execution through Agile sprints and quality management processes.

- **Risk of Scope Creep:** The project is at risk of expanding beyond the initial scope due to fluctuating stakeholder expectations and the introduction of new features during the development process.

- **Communication Issues:** The distributed team is struggling with consistent and clear communication, which could delay decisions and approvals.

The project aims to address these challenges through structured project management processes, a clear scope definition, and Agile practices, while maintaining a focus on stakeholder communication, team collaboration, and quality delivery.

PROJECT DELIVERABLES

Work Breakdown Structure and Budgeting:

A breakdown of project deliverables and tasks into smaller, manageable components, and also create a estimated budget for the entire project.

Resource Allocation Plan and Risk Management Plan:

A plan detailing how resources will be allocated.and an in-depth risk register with identified risks and mitigation strategies.

Quality Management Plan:

A set of quality assurance processes, including automated testing, user acceptance testing, and regular code reviews.

PROJECT DELIVERABLES

Agile Scrum Sprints:

Sprint planning, execution, and review cycles focusing on the iterative development of core CRM features.

Vendor Contracts and Procurement:

Contracts with third-party vendors, including cloud service providers and software tool suppliers, with clear terms on performance expectations.

Final Report & Presentation:

Prepare a presentation to showcase TechNova's new found capabilities and the business model for a successful CRM journey.

PROJECT GUIDELINES

- This is the time to showcase your knowledge in the field of Project Management.

- You will be provided with a standard template to perform your task in that format. Discuss the problem situation among your team members and distribute the responsibilities accordingly.

- You can draw assumptions, but it should be based on analytical and logical reasoning. Take assumptions fairly as per the prevailing market trends.

- It is very important to utilize all the available resources optimally. This not only ensures creative brainstorming but also reduces the burden on any one individual. Therefore, the involvement of all the members of the group is a must. There will be a negative impact on your evaluation if found violating this parameter.

- In order to maintain fairness, you are required to mention the sources that you are using for your project, along with an appendix consisting of screenshots wherever necessary.

PROJECT GUIDELINES

- As communicated before, the deadline for this project is 4 weeks starting from the date this email is released, and submit the project in document or PDF format.

- Flawless work is ensured through a proper flow of information backed by good and timely communication. To keep the information flowing you can use platforms like Slack, LinkedIn, WhatsApp, Email, Telegram, Zoom, etc. whichever is convenient to all of you.