

**Project Plan**

**IFN701 & IFN702**

**Project 1 & Project 2**

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| --- | --- |
| **Project Name** | Interactive Marketing Agency for Assisting Producers in Selling Seafood Products |
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**Document Change Control**

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| --- | --- | --- | --- |
| **Version Number** | **Date of Issue** | **Author(s)** | **Brief Description of Change** |
| 1 | 28/03/2016 | Anirut Yaiyua | More precisely integrating project approach into project plan |
|  |  |  |  |

*Table 1 – Demonstrating document control to revisions to this document*

**Definition**

|  |  |
| --- | --- |
| **Term** | **Definition** |
| 4GL | A fourth-generation programming language |
| Deploy | To make a software system available to use |
| Cloud | Datacenter full of servers that is connected to the Internet |
| APEX | Oracle Application Express |
| Scrum | An agile way to manage a project, usually software development |
| Archimate | An open and independent enterprise architecture modeling language to support the description, analysis and visualization of architecture within and across business domains in an unambiguous way |
| Product Backlog | A prioritized features list containing every desired feature or change to the product |
| Sprint | A timeboxed effort; it is restricted to a specific duration |
| UI | User Interface |
| UML | Unified Modeling Language |
| EA | Enterprise Architecture |

*Table 2 – Describing definitions of terms and abbreviations used in this document*

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**Introduction**

In Thailand, fish and seafood products have become an important source of a significant income for the country. According to Canadean (2015), market research report indicates that there has been a continual increase in the overall fish and seafood market value from year 2008 to predicted year 2018 (p. 6). This implies that a number of consumers of Thai seafood products are also rising. Even though Thailand has a reputation of its great variety of seafood products which are highly demanded by many countries, there is a major problem in the domestic market. The issue has been noticed since the Thai seafood market was dominated by a few large organizations such as Charoen Pokphand or CP, Thai Union Group and Siam Canadian. These large organizations have taken over the market from rural seafood producers, leaving them no choice but to sell their products for very cheap prices. This has led to an idea of creating a cooperative organization which offers an alternative business model for poor business people who are especially from countryside according to Mayo’s study (as cited in Biswas, 2015, p. 41).

The cooperative organizationhas proposed a project to be undertaken. This project is focused on designing and developing an interactive marketing agency to assist rural producers to decide on what products they should sell as well as to help them sell their products to customers more easily and more conveniently. In this project, this agency is considered a working solution providing services which enable those poor producers to gain their negotiation power and increase the opportunity of making their seafood products available through the market. The producers will use this system to make their products reach consumers more easily, while the consumers, by using the same system but from a different view, will be able to choose diverse seafood products from different seafood makers. As the solution introduces an online seafood market for different seafood producers who bring differing products to the market, it is certain that product variety will be escalated. An increase in product variety will lead to an improvement of market share and the global competitiveness (Mehrjoo & Pasek, 2014). This will fill the gap between dominant seafood producers and inferior ones who use the services provided by this solution.

**Project Purpose and Key Objectives**

In the past ten years, poor rural producers in Thailand have experienced a difficulty in selling their seafood products because the market has been dominated by a few large companies. The main purpose of this project is to produce an interactive marketing agency by designing and implementing a working solution in order not only to help the poor rural producers compete against those giant organizations, but also to provide a contemporarily alternative way of selling their products. This solution is mainly comprised of a database-driven application and its back-end database. The key objectives of this project are mainly focused on three different aspects. From seafood producer perspective, this proposed solution will provide the producers with a variety of services including inventory management, product advertisement, delivery handling, order management, invoice management and automatic report generator. From customer point of view, seafood consumers will be offered an online market which they can explore and purchase products from registered seafood producers. The final aspect is focused on the cooperative organization. In this aspect, the project will introduce a new methodology of application development including how to use a 4GL tool to implement the database-driven application and how to deploy the solution to Oracle cloud.

The following deliverables necessary for achieving the mentioned objectives are demonstrated within In-Scope and Out-of-Scope categories.

|  |  |
| --- | --- |
| **Deliverables (In-Scope)** | **Description** |
| Business Scope | Used to address the breadth of the services provided by the interactive marketing agency |
| Business Capability Map  (level 1-3 capabilities) | Analyzed and created based on the business scope in order to describe what the interactive marketing agency does in a single map for a comprehensive picture of the business |
| Business-to-IT Alignment Model  (business and application layers) | Used to demonstrate how the interactive marketing agency is structured and how it interacts with stakeholders including producers, customers and staff, and to illustrate which software applications are used to support its services |
| Data Model | Designed based on the business scope to explain what data are needed in the system and the relationships between data itself |
| Back-end Database | Structured and built based on the data model to store data needed for executing the business by generating a SQL script |
| Database-driven Application | Implemented based on the business-to-IT alignment model to create a user interface for end users (producers and customers) to use provided services through application’s features |
| Developer Manual | Created to demonstrate how to use a 4GL tool called APEX to implement the database-driven application and connect to the back-end database as well as a method used to deploy the system to Oracle cloud |

*Table 3 – Showing the deliverables in In-Scope category*

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| --- | --- |
| **Deliverables (Out-of-Scope)** | **Description** |
| Business-to-IT Alignment Model  (technology layer) | As this project is not aimed to integrate hardware part into the solution, so the technology layer is not required in this model. |

*Table 4 – Showing the deliverables in Out-of-Scope category*

The following are the research questions which need to be answered in order to execute the project:

* What are the requirements of seafood producers who intend to use the system?
* How do the existing seafood organizations operate their business?
* How will the solution help poor rural seafood producers become successful in their business?

**Significance**

This project will introduce several benefits in three different aspects including producers, consumers and the cooperative organization. The underlying advantages are described as follows:

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| --- | --- |
| **Aspect** | **Benefit** |
| Producers | Producers will have an online channel to advertise and sell their seafood products to potential consumers. It is more convenient for those producers to access and perform the business. In addition, they may not even need to have a physical store. |
| Seafood producers will not have to rent a cold storage to keep their products fresh because the solution provides an affordable inventory service which also includes freezer storage. It is noted that this project will not provide a physical cold storage, instead it will produce features that seafood producers can use to access a cold storage service. |
| Seafood makers will not need to handle delivery themselves because a complete delivery service is provided through the solution. |
| Seafood producers will not have to generate sales reports manually. The solution will provide them with an automatic sales report genitor via the website. |
| Consumers | Seafood consumers will not need to physically be at the seafood market but still can order fresh seafood products as they wish. |
| Customers will not be forced to purchase seafood products from a single retailer or producer through an online store as before. They will be able to select a variety of products from their preferred producers. |
| Cooperative Organization | The organization will earn the fee that a producer is required to pay for each product that is sold. |
| The organization will be paid for the charges by those producers who use the inventory and delivery services provided. |
| The organization will not need to install a physical server so the hardware and server maintenance costs can be saved as the entire solution will be eventually stored in Oracle cloud. |
| The organization will not have to hire programmers to develop and maintain the solution because the application is implemented using a 4GL tool named APEX which does not require programming skills to develop. |

*Table 5 – Explaining benefits derived from this project in three different aspects*

**Project Approach**

As this project is aimed at establishing the working solution which can be practically used at the end, the system needs to be appropriately designed and implemented. So all of the stages required to be conducted in order to achieve the project goal are divided and allocated into two main phases including design and implementation. The design phase includes five different stages including Business Scope Design, Business Capability Mapping based on seven principles of capabilities, Business-to-IT Alignment Modelling using vertical EA method (Archimate), Data Modelling using UML language and Web-based User Interface Design using Gliffy UI design tool, while the implementation phase involves Oracle 12c Installation and Configuration, Oracle 12c Technology Comprehension, Back-end Database Implementation using Oracle sqldeveloper tool, and Web-based User Interface Development using Oracle Application Express (APEX4.2).These stages from the two main phases will be concurrently operated in order to progressively deliver the outcome or deliverables as demonstrated in table 4.

**Project Management Approach**

According to the project approach which partitions the entire project into two main phases, a set of stages within each phase needs to be perfomed based on a list of requirements provided by the supervisor. It is informed by the supervisor that all of the requirements have not been completely finalized yet. In other words, the requirements will be incrementally delivered and potentially changed as the project progresses. So it is appropriate to elect Scrum project management framework as the project management approach because it provides a sprint methodology that allows incremental and iterative development. Using this approach will ensure that changes are applicable.

The stages in the both phases, design and implementation, will be broken down into the following activities which need to be performed in order to produce the deliverables within a timeframe.

|  |  |  |
| --- | --- | --- |
| **Phase** | **Stage** | **Activity** |
| Design | Business Scope Design | Gathering requirements from the supervisor |
| Summarizing the business scope and the business requirements |
| Business Capability Mapping | Creating a level 1-3 capability map |
| Business-to-IT Alignment Modelling | Creating a model with a business layer |
| Integrating an application layer into the model |
| Data Modelling | Specifying data to be stored |
| Determining data relationships |
| Web-based User Interface Design | Designing website structures |
| Designing website features |
| Implementation | Oracle 12c Installation and Configuration | Installing Oracle 12c DBMS |
| Configuring Oracle Application Express |
| Applying for a workspace on Oracle cloud |
| Oracle 12c Technology Comprehension | Revising Oracle SQL\*Plus |
| Preparing technical knowledge for using Oracle Application Express (APEX) |
| Back-end Database Implementation | Creating a database script file |
| Web-based User Interface Development | Creating a report and form application for producers |
| Implement website features |
| Creating a developer manual |

*Table 6 – Breaking the stages from each of the design and implementation phases into activities*

By using the Scrum framework, eight sprints will be created to fit the eight-week timeframe of this project based on a weekly basis. The mentioned activities from both phases, design and implementation, are allocated into each weekly sprint and performed simultaneously along the sprint. In the beginning of each weekly sprint, the supervisor who plays a product owner role will provide a product backlog or a list of requirements used to proceed the allocated activities. At the end of each sprint, a weekly meeting with the supervisor will take place to ensure an opportunity of delivering and reviewing an increment or deliverables from the current sprint. This incremental and iterative development process will be applied throughout the project.

**Project Plan**



*Table 7 – Demonstrating how all of the activities and deliverables are allocated into the project timeframe*

**Risk Assessment**

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| **Potential Risks** | **Likelihood** | **Description** | **Mitigation Strategy** |
| Failure to keep project on track | Medium | Observed when the supervisor informs that the deliverables do not satisfy the requirements | By ensuring that all of the requirements are clearly understood in a weekly meeting with the supervisor |
| Technical issue as the solution is developed on a virtual disk | Medium | Noticed by seeing the virtual machine crashes or the virtual disk cannot be rebooted | By regularly backing up the virtual disk and saving it to an external hard disk |
| Late deliverables | High | Known when the deliverables cannot be presented to the supervisor at the end of each sprint | By discussing with the supervisor to narrow or remove less important requirements as appropriate |
| Long waiting time for Oracle cloud workspace | Low | Observed when there is no approval for a cloud workspace from Oracle before the start of week 10 | By consulting with the supervisor and regularly contacting Oracle asking for a current application status |

*Table 8 – Describing the potential risks, their likelihoods and descriptions, and how to mitigate them*

**Communication Plan**

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| **Communication Method** | **Description** | **Purpose** |
| Weekly Meeting | A 45-minute meeting with the supervisor every week until the end of the project | To update deliverables, to be informed requirement updates, and to discuss the obstacles of the project and the mitigations |
| Email | An off-hour method to contact and communicate with the supervisor | To inform and discuss issues which need to be urgently resolved as well as to remind significant events relevant to the project |
| Github | An online repository of evidence and workings related to the project | To upload documents and artifacts used to perform the project as well as to receive supervisor’s comments to the deliverables |

*Table 9 – Showing the communication plan used along the project timeframe*

**References**

* *Fish & seafood market in Thailand: Market snapshot to 2018: 1.*(2015). (). Basingstoke: Progressive Digital Media.
* Biswas, S. N. (2015). Organizational behaviour research in rural producers' cooperatives: A neglected domain.*International Journal of Rural Management, 11*(1), 40-59. doi:10.1177/0973005215572460
* Mehrjoo, M., & Pasek, Z. J. (2014). Impact of product variety on supply chain in fast fashion apparel industry.*Procedia CIRP,17*, 296-301. doi:10.1016/j.procir.2014.01.082

**Appendix**

**Response to Feedback from Week 3 Project Brief**

**Student name**: Anirut Yaiyua **Student ID** n9324356

**Project name:** Interactive Marketing

**Date and time slot presented:** 5S 606 1.00pm – 2.00pm Friday, March 18, 2016 (Student 5th)

# Feedback giver : Dr Venkat Venkatachalam

|  |  |  |
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| **Nr.** | **Comment** | **Response** |
| S.1 | Apply for Human Research Ethics for collecting data by interviewing stakeholders | After confirming this with the supervisor, he suggested that this project does not require Apply for Human Research Ethics as the actual source of requirements comes from the discussion and agreement between the supervisor and the project operator. |
| S.2 | Clearly describe the objectives of the project | To clarify the objectives of the project, I have included the statement addressing what the project is aimed to achieve. Moreover, the benefits which this project will produce have been already added. |
| S.3 | Ensure that the deliverables match with the overall project approach in terms of how and when they will be delivered | The revised version of the deliverables has been created to ensure these are the list of products that the project will eventually deliver. These deliverables have been made more applicable to knowledge learned from the IFN600 series. Also, the overall project approach was revisited to affirm that the deliverables match with the scheduled plan. |
| S.4 | Correctly specify the scopes of the project and eliminate the incorrect scopes | The more precise version of scopes has been included. On the other hand, works that are out of scope have been explained to ensure the appropriate boundary of the project. |
| S.5 | Accurately determine the risks of the project and remove unrelated risks | The unrelated risks have already been eliminated while the analysed risks that may lead to the unsuccessful project have been added. These risks were determined based on internal factors of the project. |

# Reflections of Key learnings:

By participating in the week-3 oral presentation, I have learned three significant lessons that help me improve my project. Firstly, it was about knowing that being clearer on the project objectives is really important. It will help me become more comprehensive of what actual benefits this project is going contribute. This will set a very obvious direction of the project. Another lesson I learned was deliverables and scopes of the project are dissimilar. So the deliverables must be very precise on what the project will deliver while the scopes of the project have to be completely explained about what the project will do and will not in term of an extent of the project. Lastly, it was to understand how to relate the project to potential risks. This helps reduce the possibility of the project failure.

To summarize, having a good project plan is absolutely important for starting any project because it will lead to the success of the project at the end.