

Quality management plan for project: Real-Time Marketing Data Application Development				
Part I: Project objectives (reference project charter)				
1 Deliver a secure, user-frendly app that meets AHI's internal and external stakeholder needs				
2 Ensure the app provides accurate, real-time insights into market trends, customer preferences, and competitive an				
3 Achieve robust IT infrastructure upgrades, including security protocols				
4 Maintain high defect resolution rates (target:95%) during the testing phase				
5 Achieve customer satisfaction targets post-launch (85% positive focus group feedback)				
6				
7				
Part II: Project quality team (Project Manager, QA, QC, SME)				
Name	Role	R (Responsible)	A (Accountable)	C (Consult)
Cary Manning	Project Manager	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Keiko Tanaka	QA Lead	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Priya Service	IT Lead/SME (Quality)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ram Samuels	Marketing SME (Quality)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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Quality assurance activities (quality audits)			Quality control activities (quality i	
Conduct regular project audits during all phases			Perform rigorous functional testing to valid functionality	
Implement a peer review process during development to ensure compliance with user needs and business objectives			Carry out security inspections to verify the robust protocols	
Provide training sessions for internal stakeholder to maintain consistent quality practices across teams			Execute usability testing with focus gr peerformance gaps and refine ap	

