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Email:

**PART A**

**Project initiation Document**

**Project Title:** Cancer support Hub

**Executive summary:**

We recommend developing a web-Based support website for Cancer patients and also a mobile application. This digital platform will be designed to deliver holistic support to the cancer patients, caregivers, supporters and survivors. It will provide a telehealth services, a treatment tracker, and a safe platform for secure donations, volunteer assistance, a mentorship program, and a caregiver support area. Our goal is to address the mental, physical, and practical facets of the cancer journey.

**Mission Statement:** Cancer Support Hub empowers cancer patients to access a single, unified digital platform that offers all-encompassing support, encourages community involvement, and guarantees accurate information. Our goal is to establish a place where cancer patients, survivors, caregivers, and supporters may come together to find support, strength, and information as they face the obstacles associated with cancer journey.

**Vision Statement:**  Creating a future in which no one has to confront the challenges of cancer alone. Our aim is to be the global leader in comprehensive cancer support, employing technology to build meaningful connections, provide individualized resources and contribute to cancer research developments. Through innovation and diversity, we will aspire to be a light of hope and resilience in the cancer community, creating positive improvements in the lives of those we serve. This website will be aimed to support about 5000 people who have been diagnosed with cancer without costing the NHS extra money.

CancerSupport Hub Organizational chart

**Q: Reference to any relevant research performed and criteria used to select the project.**

**References to Relevant Research:**

**Market Research:**

* Studies on the prevalence of cancer and the ever-growing need for comprehensive support services.
* Research done so far on how cancer affects patients, survivors, caregivers and their families.
* Reports on the existing gaps in cancer support services and areas for improvement.

**User Needs Assessment:**

* Surveys, interviews or focus groups with people affected by cancer to identify their needs, problems and preferences for support.
* Analyzing feedbacks from current self-help groups, healthcare providers and cancer organizations.

**Telehealth Research:**

* Studies evaluating the effectiveness and acceptability of telehealth services in an oncology setting.
* Research conducted about telehealth as a solution for remote patient consultation, follow-up and outcomes.

**Criteria Used to Select the Project:**

The criteria used to select Cancer support hub project is based on its innovation and uniqueness, its alignment to the organizational mission and goals, its need and demand and its feasibility.

* **Need and Demand:** With high demand for support based upon on market research from individuals who have been diagnosed with cancer.
* The impact of improving the well-being of individuals who are living with cancer, which was supported by relevant research sources.
* **Innovation and uniqueness**: Cancer support hub will be differentiated by its key features that will add value to various users.

**Aims and Objectives of Cancer Support Hub**

**Aims:**

Cancer support hub aims to provide a support system that will help individuals who have been diagnosed with cancer to throught their journey. It also aims at making sure that everyone has access to a wide range of tools, data, and services concerning cancer treatment, care, coping mechanisms, and survivorship. Give cancer patients the tools they need to speak up for themselves, take an active part in choosing their treatment, and contribute to research and educational projects.

**Objectives:**

* **Create an Internet-Based Platform:** Provide a user-friendly online platform (mobile app and website) that acts as a centralized location for community involvement, resources, and cancer support services.
* **Encourage Collaboration in Research:** Provide cancer patients with the means to engage in research partnerships, which will improve the field's understanding of cancer therapy and care.
* **Promote awareness:** Through education and awareness campaigns, increase public knowledge of cancer-related concerns, encourage early identification, and de-stigmatize conversations about the disease.
* **Involve Medical Professionals**: Work together with medical experts to offer reliable information, educational resources, and support technologies to improve patient care and communication between healthcare providers and patients.
* **Maintain your Finances:** To guarantee long-term viability and scalability, create a sustainable financial plan that incorporates revenue streams like donations, sponsorships, and product sales.

**Project Scope and Deliverables**

Beyond only supporting cancer patients, the goal of the CancerSupport Hub initiative is to draw in and include a range of non-governmental organizations (NGOs) and support groups. In order to provide a comprehensive digital platform for cancer patients, the project uses a complex strategy together with auxiliary services. This include:

* **Various Support Teams**: The platform will function as a hub for other support groups and non-governmental organizations in addition to cancer patients, promoting an ecosystem powered by the community auxiliary services
* **Donation**: the platform will provide provision for fundraising, donation of items that will help those who are in need.
* Interactive services like "Get Involved," which encourage volunteerism, and an event calendar that lists both past and future cancer-related activities.
* **NGO Networks and Local Cancer Support**: The platform's reach will be increased by users' ability to find nearby Cancer support groups and non-governmental organizations (NGOs) that can help individuals with cancer.
* **Online shopping**: The site will have an e-commerce store that provides users with the ability to purchase cancer-related items at a reduced price.
* **Center of Resources:** A comprehensive resource center containing papers and articles that address different facets of cancer therapy, different kinds of cancer, and associated data.
* **Access to Medical Professionals**: A built-in Telehealth feature for online consultation with Healthcare professionals.

**Project Scope Diagram**

**Assumptions on which the project plan is based**

As a project manager, these guides will help me in the planning and execution of Cancer support hub project. I have to validate them through an ongoing research, evaluation and user-feedback. I will also need to make some adjustments due to change in circumstances.

* **Participation in Community Support:**

Assumption: People impacted by cancer are eager to participate actively in online forums and peer support groups.

Justification: studies have shown that community engagement groups have a crucial role it plays in improving the well-being and coping with cancer.

* **Telehealth Services Acceptance:**   
  Assumption: People are open to using telehealth services to receive remote medical advice and assistance.   
  Justification: Studies and patterns in the medical field show that telehealth technologies are becoming more widely accepted and used, particularly when it comes to oncology care.
* **Volunteer and Resource Availability:**

Assumption: Enough volunteers, funds, and alliances can be gathered to assist with the platform's launch and continuous functioning.

Justification: Initial discussions and outreach initiatives point to possible interest and availability from sponsors, organizations, and volunteers to support the project.

* **Adoption of Technology and Accessibility:**

Assumption: In order to use the online platform and make use of its services, users must have access to the required technology, such as devices and internet connectivity.

* It is assumed that the platform's extensive support services will have a positive effect on cancer patients' results, empowerment, and general well-being.
* **Financial Sustainability:**

Assumption: Enough money will be raised from the suggested sources of income (such as product sales, sponsorships, and donations) to support the platform's ongoing operations and expansion.

Justification: Market research and financial forecasts point to the possible profitability of the suggested revenue model, but continued observation and modification may be required.

**\*\*\*\*\*Q: What measures you might use to enable you to demonstrate the success of the project**

There are 4 principles I will use to demonstrate the success of cancer support Hub. These principles are based on

* Business justification
* Management by stages
* Controlled progress
* Learn from experience.

**Business Justification**

Q: Legal, Social and Ethical issues that might affect the project and how you would address these issues. (PESTLE Analysis)

**Political**  
**Issue:** Project delivery may be impacted by modifications to laws or policies pertaining to internet platforms, data protection, or healthcare.  
**Taking Care of the Problem:** Review pertinent political changes on a regular basis and communicate with stakeholders to comprehend possible effects. Throughout the project lifespan, create backup plans to ensure compliance and adjust to changes in regulations.

**Financial**  
**Problem:** Funding availability, donor support, or sponsorship agreements for the project may be impacted by economic difficulties or fluctuation.  
**Taking Care of the Problem:** To foresee such difficulties, keep an eye on financial projections and economic data. To reduce economic risks, create financial reserves, diversify your funding sources, and work out adaptable contracts.

**Social**  
**Problem:** User acceptance and involvement may be impacted by social attitudes, cultural norms, or community views about cancer, healthcare, and online support resources.

**Taking Care of the Problem:** To comprehend societal dynamics and sensitivities, do stakeholder analysis and interact with community representatives. Create services that are centered on the needs of users, encourage cultural sensitivity, and modify communication tactics to appeal to a range of groups.

**Technological:**

**Issue:** User preferences, platform development, and security requirements may be impacted by swift improvements in technology or modifications to the digital infrastructure.

**Taking Care of the Problem:** Keep up with new and technical trends that are pertinent to the project. To keep up with the rapidly changing technological scene, prioritize cybersecurity measures, use agile development processes, and perform regular technology evaluations.

**Legal:**

**Problem:** The project may be exposed to legal risks due to factors including intellectual property rights, data privacy laws (like the GDPR), and liability concerns.

**Taking Care of the Problem:** To determine legal responsibilities and regulatory requirements, do a complete legal analysis. To reduce legal risks and assure compliance, create strong data protection policies, secure the required authorizations for content consumption, and sign contracts with partners.

**Environmental**

**Issue:** Project operations, resource availability, and stakeholder goals may be impacted by environmental issues including climate change, natural catastrophes, or sustainability concerns.

**Taking Care of the Problem:** Evaluate the environmental hazards and vulnerabilities associated with the project's activities and sites. Create backup plans in case of unforeseen events, include sustainable practices into project operations, and work with stakeholders and environmental experts to reduce environmental consequences.

As a project manager, by incorporating PESTLE analysis into project planning and risk management processes, I can actively identify and address ethical, legal and social issues that might affect the project. This strategy improves project resilience in dynamic and uncertain situations by ensuring compliance and reducing risks.

**Constraints:**

When dealing with a project of this nature, there may be issues on from the reliability of the platform on sponsorship and donation, which could introduce financial instability. Introduction of ecommerce feature will help generate more funds for the sustainability of the project. Also, managing forums and support groups requires resolving disagreements, possible confrontations, and the dissemination of false information. It is essential to use effective moderation in order to preserve a welcoming and encouraging atmosphere.

***Summary of Project Justification with a Business Case and Choice of Project Management***

***Methodology***

**Business Case for Cancer Support Hub**

**Executive summary:**

We recommend developing a web-Based support website for Cancer patients and also a mobile application. This digital platform will be designed to deliver holistic support to the cancer patients, caregivers, supporters and survivors. It will provide a telehealth services, a treatment tracker, and a safe platform for secure donations, volunteer assistance, a mentorship program, and a caregiver support area. Our goal is to address the mental, physical, and practical facets of the cancer journey.

**Reasons**

* It will help specifying the kind of cancer, progress of treatment, and preferences for support needed required by cancer patients.
* To create resource Center were details on types of cancers, their treatments as well as ways of dealing with them.
* It will help provide edited list of external sources such as articles, videos, and support groups like NGOs that will provide information and support to both cancer patients, survivors and caregivers.
* To create a mentorship Program that will link people who have had cancer before with those recently diagnosed with it.
* It will also allow easy communication and provision of assistance through secured means like messaging.
* Support Group Finder that can find local or online support groups. This will be equipped with filters that enable users to choose cancer type, stage and preferred meeting time.
* There will be a Volunteer Assistance where volunteers can provide practical help to patients (e.g., transport, food supply).
* To create an event calendar that will display diverse events associated with cancer such as fundraising activities awareness campaigns and meetings for clubs formed by persons affected by the disease.
* We aim on creating online donations aimed at supporting research on cancer, patient care programs among others.
* We want to create an online platform where users buy cancer related-products which will help raise funds to support cancer patients.

**Expected Benefits**

* We forecast to raise more than £350,000 yearly through fundraising activities and sales from online shops in the first 3 years
* At least 5000 people will benefit from it in the United Kingdom without an extra cost to the NHS.
* Individuals with cancer can seek reliable information, support groups and practical assistance.
* With Mentorship programme, it will help link who have had cancer before with those recently diagnosed with it thereby creating a community where cancer patients won’t feel left alone.

**Expected dis-benefits**

* Technology accessibility: Some users who are older in age or live in an area where there is limited access to technology may find it difficult to access the digital platform.
* Concerns about data privacy: some users may be concerned that their health information may be shared on the platform.

**Timescale**

Project time: 6 months: Tolerance: ±3 weeks.

Project Start: February 1st: Start with Requirements Analysis.

Project Finish: September 1st.

First Benefit Reviews will be 3 and 6 months after go-live.

**Costs**

Estimated costs are £250,000.

Estimated yearly maintenance and support is £45,500.

**Investment Appraisal (Simple)**

* A 20% return on investment (ROI) means that for every £1 invested in the project, £0.20 in net profit is generated.
* Based on a simplified evaluation, the "CancerSupport Hub" initiative may yield a profit in comparison to its original £250,000 budget, as indicated by its ROI of 20%.

**Risks**

**Business Model Canvas**

*Version:*

2.0

*Designed for:*

CancerSupport Hub

*Date:*

March 2024

*Designed by:*

Kingsley Ugonna Aguagwa

Key Partners

Key Activities

Key Resources

Cost Structure

Revenue Streams

Channels

Value Propositions

Customer Relationship

Customer Segments



Cancer Patients

Mentorship Programs

Community engagement

Platform Development

Local Cancer Support Groups

Online Forum

Support services for Cancer patients and cancer survivors.

Cancer survivor

Content Creation

Telehealth Services

Telehealth Services

Caregivers

Cus

Customer Support

Non-governmental Organizations

Telehealth services that will connect cancer patients with healthcare professional for medical consultations.

Collaboration with Research Facilities

Support services

Healthcare Professionals

Healthcare Professionals

Website

For cancer patients: They can benefit from research collaborations.

Technological infrastructure

Volunteers

Networks of Partnership with Healthcare Experts

Mobile Application

There are educational topics that will help to educate and raise awareness about cancer.

Suppliers for Cancer Products

Supporters

Support experts and community moderators

Marketing and Promotion cost

Customer Support and community management cost

Digital platform development cost like Domain name, hosting cost etc.

Telehealth service cost

Sales from cancer related products

Sponsorships

Donations

Content creation Cost

**Project Product Description**

|  |  |
| --- | --- |
| Title: | CancerSupport Hub website |
| Purpose: | The purpose of this project aims to provide a welcoming and encouraging web community that offers information, support, and individualized services to help in the journey of those who have been diagnosed with Cancer. |
| Composition: | * Homepage * Registration and profile Page * Get involved * Volunteers for support, research programs, for an event, fundraising. * Event * Donation page * Support Services like mentorship program, emotional support, and support with household bills. * Telehealth integration with healthcare professionals. * Ecommerce shop * Resource center * Community engagement like Online Forum, feedbacks. * User support page |
| Source Products: | Some of these products that would be sold on the online shop would be   * Online Outfit and Comfort: For healing after surgery, use soft clothes, specialized headgear and sleepwear, cozy lounge attire. * Well-being and Health: dietary supplements specifically designed for cancer sufferers, goods that encourage unwinding and reducing tension, skincare regimens for those receiving medical care. * Teaching Resources: Books and other materials about coping mechanisms and cancer awareness, DVDs or online courses with educational content about cancer. * Useful Assistance: equipment and assistance from medicine for everyday life, personalized personal hygiene products for cancer patients, goods that promote accessibility and mobility. * Emotional Health: Motivating and inspiring products, goods that reduce stress, like aromatherapy items. * Recuperation and Rehabilitative Activities: Equipment for rehabilitation and exercise, Comfortable pillows and cushions that provide support, assistance to recovery for the post-treatment stages. |
| Skills Required: | * Project management skills * Technical Skills (frontend and backend development, database administration, designing the user interface (UI) and user experience (UX), protection of data and security). * Content Creation * Healthcare knowledge * Forum Moderator * Digital Marketing Skills * Financial management Skills |
| Customer Quality  Expectations: |  |
| Acceptance  Criteria: |  |
| Tolerances: |  |
| Acceptance  method: |  |
| Acceptance  Responsibility: |  |

**CancerSupport Hub Product Breakdown Structure (PBS)**

Platform Development

**Data structure information**

Design of User Interfaces

* Backend Development
* Development of Mobile Applications
* Database Implementation
* Hosting website
* Domain Name

User Profiles and Registration

* User Registration
* Customized Profiles- Cancer patients, Cancer Survivor, Caregivers and Healthcare professionals

Search functionality

**Support Channels**

Assistance Provided

* Mentoring Program;
* Locate Support Groups; NGOs, Local group
* Emotional Support
* Volunteer Help;

Integration with Telehealth;

* Features of Telehealth Services
* Safe Routes for Communication

**Ecommerce section**

Online Store

* Online Shopping Features
* Product Listings with Discounts

**Content development**

Resource Center

* Publications and Articles
* Treatment Details
* Cancer Types
* Learning Aids and Resources
* Healthcare Professional Access

Module on Research Collaboration

* Programs for Volunteer Research
* Tools for Collaboration

**Engagement**

Volunteer

* Support Cancer patient
* Campaign for us
* Assist in an event
* Raise money

Event Schedule

* Ongoing Events
* Future Events

**Analytics and Reporting:**

* Ethical and anonymous tracking of user behavior
* Metrics measuring the performance of support channels (usage, response times, satisfaction)
* Analysis of content engagement (most-used resources, user requirements)
* Impact monitoring (questionnaires, testimonies, hopeful narratives)

**CancerSupport Hub Product Breakdown Structure (PBS)**

**CancerSupport Hub Product Breakdown Structure (PBS)**

**Diagram of CancerSupport Hub Product Breakdown Structure (PBS**)

Product Flow diagram

(URL Name) www.cancersupporthub.com

Cancer Support Hub

Hosting Configured

Emotional support

Add information

Order

E-commerce store

Support channels

Telehealth integration

Care giver profile

Healthcare professional profile

Cancer patient profile

Login page

Register

Update

Critical path analysis

Planning and preparation