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**Chapter 01**

**Introduction**

Filing complaints against issues, sending applications, and submitting suggestions to offices is a real struggle. With all the paper hassle, we're running from one office to another, and we have no clue about what's going on with our applications or complaints. Also, when natural disasters like floods, earthquakes, or fires hit, our records may be destroyed. It's a mess with lots of problems – complexities of complaints, suggestions, and applications, lack of transparency and accountability, uncertainty in keeping records, and documentation of processes on paper.

Now, let's think about how we can make things better. The key is to move away from the hassle of paperwork and introduce a digital solution. Imagine a scenario where there's no need to dash between offices or worry about the status of the applications. This is where a digital system steps in, offering a more straightforward approach. Instead of dealing with stacks of paper, we can simply click a button to send our complaints or applications. It's like having a helpful companion that streamlines and organizes the whole process.

So, looking at how things can get better, let's see what e-Desk offers. It has three parts - User, Admin, and Office-Specific Admin. Users can log in easily, share complaints, manage profiles, and add files. Admins handle offices, users, and posts, while office-specific admins manage posts and users in their office. e-Desk keeps things simple with secure logins, easy designs, notifications, dashboards, and safety features. And there's more - tracking, discussions, priority settings, searches, reports, customizable dashboards, language support, collaboration, data insights, issue predictions, mobile access, offline mode, scalability, and user-friendly training. It's not just fixing a computer; it's a big change making everything better from the old paper ways.

**Chapter 03**

**Detailed Description of the Project**

The "eDesk" project encompasses a user-centric approach, acknowledging the significance of user feedback and engagement. The platform consists of three main modules: User, Admin, and Office-Specific Admin, each tailored to meet specific needs. Users can effortlessly submit their concerns, while administrators gain access to powerful tools for managing posts, users, and statistics.

**3.1 eDesk Home Page**

The eDesk Home Page serves as the entry point for users, administrators, and office-specific administrators. It is designed to be user-friendly and intuitive. On the home page, users are greeted with an overview of the application's key features and a navigation menu to access different modules such as User, Admin, and Office-Specific Admin.

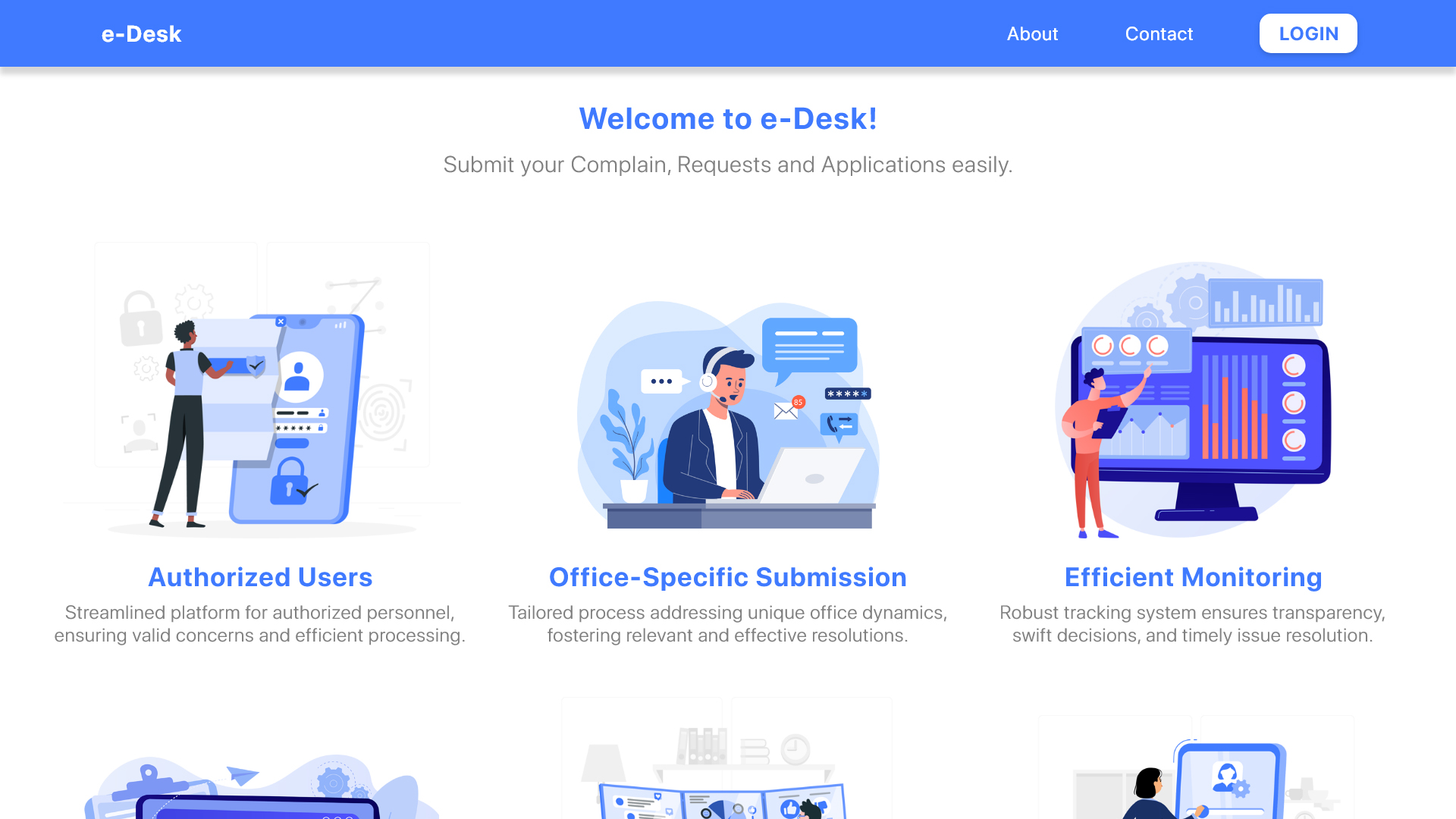


Fig: Landing Page

**3.2 eDesk Login**

The eDesk Login feature provides a secure and straightforward way for users, administrators, and office-specific administrators to access their respective modules. Users need to enter their predefined User ID and Password to log in successfully. The login mechanism ensures the privacy and security of user data.

A screenshot of a computer

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Fig: Login Page

**3.3 Create User**

The Create User functionality is available within the admin module. Administrators can create new user accounts, enabling the expansion of the user base. This feature involves defining a User ID and Password for the new user. The admin module ensures that user accounts are managed efficiently.

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Fig: User Creation

**3.4 Home (User)**

Upon successfully logging in, users are directed to their personalized Home page within the User module. User Home provides an overview of recent activities, notifications, and a quick access dashboard to manage complaints, suggestions, and requests. Users can easily navigate to different sections like Complaints, Profile Management, and other relevant functionalities from their Home page.

In the Home (User) section, users can:

* View and manage their submitted complaints, suggestions, and requests.
* Access the Profile Management feature to update personal information.
* Stay informed about the status of their submissions.
* Navigate to other modules and functionalities seamlessly.

The Home (User) interface is designed for user convenience, making it easy for individuals to interact with the eDesk system and stay updated on their activities within the platform.

A screenshot of a computer

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Fig: Home Page (User)

**3.5 Submit Complaints/Request/Applications**

The "Submit Complaints/Request/Applications" feature within the User module empowers users to communicate their concerns, suggestions, or requests effectively. Users can provide details such as User ID, Office Name, Complaint Details, and even attach photos and videos for a comprehensive submission. This feature ensures a streamlined process for users to engage with the eDesk system and seek assistance or convey feedback.

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Fig: Submit Complaints/Request/Applications

**3.6 Dashboard (User)**

The User Dashboard is a central hub within the User module, offering a comprehensive view of the user's interactions and activities. It serves as a quick reference point for submitted complaints, notifications, and other relevant information. The User Dashboard is designed for ease of use, providing an intuitive interface for users to navigate through different sections and manage their interactions with the eDesk system effectively.

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Fig: User Dashboard

**3.7 Office-Specific Admin - Newsfeed**

Office-Specific Admins have a dedicated "Newsfeed" section within their module. This feature allows office-specific administrators to stay updated on the latest posts, activities, and announcements relevant to their specific office. The Newsfeed ensures timely dissemination of information, fostering efficient communication within each office.

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Fig: Newsfeed (Office-Specific Admin)

**3.8 Office-Specific Admin - Dashboard**

The "Dashboard" for Office-Specific Admins provides a consolidated view of office-specific activities and statistics. This includes post management, user activities, and specific office-related data. The Office-Specific Admin Dashboard is designed to facilitate effective administration at the office level, offering insights and tools necessary for managing office-specific operations within the eDesk system.

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Fig: Dashboard (Office-Specific Admin)

**3.9 Super Admin - Newsfeed**

The "Newsfeed" for Super Admins serves as a centralized channel for receiving updates, announcements, and important information related to the entire system. This ensures that Super Admins are well-informed about global activities, system-wide changes, and any critical announcements that may impact the overall functioning of the eDesk platform.

A screenshot of a computer

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Fig: Newsfeed (Super Admin)

**3.10 Super Admin - Dashboard**

The Super Admin Dashboard provides a high-level overview of system-wide activities and statistics. It includes features for managing posts, users, offices, and other global aspects of the eDesk system. The Super Admin Dashboard is designed to empower Super Admins with the tools and insights needed to oversee and regulate the entire eDesk platform.

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Fig: Dashboard (Super Admin)

**3.11 Statistical Overview**

The Statistical Overview feature offers comprehensive data insights and analytics, accessible to both Admins and Office-Specific Admins. It includes information on user activities, complaint resolution statistics, and other relevant metrics. The Statistical Overview facilitates data-driven decision-making, allowing administrators to analyze trends and patterns within their respective domains.

A screenshot of a graph

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Fig: Statistical Overview

**3.12 Mobile App**

The Mobile App is an extension of the eDesk platform, providing users with the flexibility to access the system from their mobile devices. The app allows users to submit complaints, track activities, and receive notifications on the go. It enhances accessibility, ensuring that users can engage with the eDesk system anytime, anywhere, using their mobile devices.

The Mobile App is designed to be user-friendly, offering a seamless experience for users who prefer the convenience of mobile access to the eDesk platform.

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Fig: Mobile Application

**Chapter 04**

**Business Model Canvas**

The Business Model Canvas (BMC) serves as a strategic tool to outline and visualize the key components of a business model. In the context of the "eDesk" project, the canvas provides a comprehensive view of how the platform creates, delivers, and captures value. Let's explore each of the nine components of the Business Model Canvas.

**4.1 Customer Segments**

The "eDesk" project identifies three primary customer segments:

* Users: Individuals submitting complaints, suggestions, or requests.
* Administrators: Responsible for overseeing and managing the platform.
* Office-Specific Administrators: Administrators with specific responsibilities within their offices.

Understanding these segments helps tailor features to meet the unique needs of each group.

**4.2 Value Propositions**

The "eDesk" project offers the following value propositions:

* Efficient Communication: Users can easily submit and track their concerns.
* Comprehensive Administration Tools: Administrators have robust tools for post management and statistical analysis.
* Mobile Accessibility: The mobile app provides flexibility for users on the go.

These value propositions address the specific needs and pain points of each customer segment.

**4.3 Channels**

The "eDesk" platform delivers value through the following channels:

* Web Platform: The primary channel for users and administrators to access the system.
* Mobile App: Enhances accessibility for users on mobile devices.
* These channels ensure that users and administrators can interact with the platform seamlessly.

**4.4 Customer Relationships**

The "eDesk" project establishes the following customer relationships:

* User Engagement: Providing a user-friendly interface for efficient complaint submission.
* Administrator Oversight: Offering tools for administrators to manage user interactions effectively.

These relationships are essential for fostering user satisfaction and effective administration.

**4.5 Revenue Streams**

The revenue model for the "eDesk" project may include:

* Subscription Fees: Charged to organizations or offices for using the platform.
* Premium Features: Offering additional features for a fee to enhance user and administrator experiences.

These revenue streams ensure the sustainability and growth of the platform.

**4.6 Key Resources**

Key resources for the "eDesk" project include:

* Technology Infrastructure: Servers, databases, and development tools.
* Skilled Development Team: Engineers and designers for continuous platform improvement.

These resources are crucial for maintaining and enhancing the platform's capabilities.

**4.7 Key Activities**

Key activities within the "eDesk" project involve:

* Platform Development: Continuous improvement and feature updates.
* User Support: Helping users for a seamless experience.

These activities contribute to the ongoing success of the platform.

**4.8 Key Partnerships**

Key partnerships for the "eDesk" project may include:

* Technology Providers: Collaborating with companies providing essential technological components.
* User Organizations: Partnering with organizations to enhance user engagement.

These partnerships contribute to the overall effectiveness and growth of the platform.

**4.9 Cost Structure**

The cost structure for the "eDesk" project encompasses:

* Development Costs: Expenses related to platform design, coding, and testing.
* Maintenance Costs: Ongoing expenses for server maintenance and user support.

Understanding the cost structure helps in managing resources efficiently.

A screenshot of a computer screen

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Fig: Business Model Canvas

**Chapter 09**

**Work Breakdown Structure**

**9.1 Introduction**

The Work Breakdown Structure (WBS) is like a detailed plan for our "eDesk" project. It helps break down the big tasks into smaller, more manageable parts. In this part, we're going to shows the WBS for "eDesk." It will explain the different jobs we need to do and what we expect to achieve in each part of the project.

**9.2 Project Scope**

The "eDesk" project is all about creating a complete system with three main parts: User, Admin, and Office-Specific Admin. Each part does different things, and we're making sure to include everything we need now and might need in the future for a strong and flexible solution.

**9.3 Project Phases**

The "eDesk" project is divided into several phases, each representing a distinct stage in the project's lifecycle. The WBS is organized based on four stages to provide a clear roadmap for project implementation.

**Stage 1: Planning and Requirements Analysis**

Task 1: Project Kickoff

* Arrange kickoff meeting.
* Define project scope and objectives.
* Identify key stakeholders.

Task 2: Requirements Analysis

* Conduct user interviews.
* Document user requirements.
* Identify system functionalities.

**Stage 2: Defining Requirements**

Task 1: Functional Requirement

* Functional Features.
* User Interfaces.
* Data Management.

Task 2: Technical Requirement

* System Architecture.
* Performance and Scalability.
* Security Measures.

**Stage 3: Designing Architecture**

Task 1: System Design

* Architectural design.
* Database design.

**Stage 4: Development**

Task 1: Frontend Development

* Implement user authentication.
* Design and develop user dashboard.
* Incorporate media handling features.

Task 2: Backend Development

* Implement database schema.
* Develop complaint submission functionality.
* Build post management features.

Task 3: Integration

* Integrate frontend and backend.
* Implement notification system.
* Test system integration

**Stage 5: Testing and Quality Assurance**

Task 1: Unit Testing

* Conduct unit tests for each module
* Address identified issues.

Task 2: System Testing

* Perform comprehensive system tests.
* Validate user and admin workflows.

Task 3: User Acceptance Testing (UAT)

* Engage users for UAT.
* Collect and address user feedback.

**Stage 6: Deployment**

Task 1: Release Planning

* Develop a deployment plan.
* Coordinate with IT for server setup

Task 2: Deployment

* Roll out the system.
* Monitor initial performance.

**9.4 Project Management and Control**

Project Management and Control is like running a ship that's headed towards building the best possible "eDesk" system. Here's how it works:

Task 1: Risk Management

* Identify potential risks.
* Develop risk mitigation strategies.

Task 2: Progress Monitoring

* Establish progress tracking mechanisms.
* Regular project status meeting.

Task 3: Change Management

* Document change requests.
* Assess impact and feasibility.

In simple terms, Project Management and Control for our "eDesk" project is about planning well, keeping an eye on progress, adjusting as needed, and ensuring our project reaches its destination successfully.

**9.5 Conclusion**

The WBS we've just talked about is like our project's to-do list. It breaks down all the jobs for each part of "eDesk." This helps our team know exactly what to do and when. We've also made sure to plan for future features, so our system can grow and change as needed. Following this plan is super important to make sure we create a system that's strong, safe, and has all the features our users and admins need.

**Chapter 10**

**Project Management Plan**

The Project Management Plan (PMP) is a crucial document that outlines the approach, processes, and methodologies for managing the "eDesk" project effectively. It serves as a roadmap for the project team and other relevant parties. Below is a detailed description of the Project Management Plan for the "eDesk" project:

**Project Overview:**

The eDesk project aims to develop a comprehensive Complain management system with three main modules: User, Admin, and Office-Specific Admin. The system will facilitate efficient communication, issue tracking, and management across various offices. The project is scheduled to be completed within a specified timeline and budget, with the goal of delivering a robust, secure, and user-friendly application.

**Project Objectives:**

1. Develop a secure authentication and authorization system.

2. Implement user-friendly modules for Users, Admins, and Office-Specific Admins.

3. Enable efficient complaint and post management functionalities.

4. Incorporate media handling, notification systems, and dashboards for enhanced user experience.

5. Ensure the application is responsive, adhering to high-security standards.

**Project Scope:**

The "eDesk" project encompasses the development of three distinct modules, each with its own set of functionalities. Additionally, common features, future enhancements, and potential integrations with external systems are considered within the project scope. The scope also includes the implementation of advanced search and filtering options, security measures, and a responsive design for various devices.

**Project Timeline:**

The project is structured into phases, each with specific milestones and deliverables. The timeline includes development, testing, and deployment phases, with allocated time for feedback, adjustments, and potential feature additions. The timeline is designed to ensure the timely delivery of a fully functional and tested "eDesk" system.

**Project Team:**

The project team consists of skilled professionals with expertise in software development, database management, security, and user experience design. Roles and responsibilities are clearly defined, and communication channels are established to facilitate efficient collaboration within the team.

**Risk Management:**

A comprehensive risk management plan is in place to identify, assess, and mitigate potential risks throughout the project lifecycle. Risks related to technical challenges, resource constraints, and external dependencies are addressed, and contingency plans are developed to minimize the impact of unforeseen events.

**Quality Assurance:**

Quality assurance processes are integrated into each phase of the project to ensure that deliverables meet predefined standards. Testing procedures, including unit testing, integration testing, and user acceptance testing, are outlined to guarantee the reliability, security, and functionality of the "eDesk" application.

**Communication Plan:**

An effective communication plan is established to facilitate transparent and timely communication among team members and end-users. Regular status meetings, progress reports, and feedback sessions are scheduled to keep all parties informed and engaged throughout the project.

**Change Management:**

A change management process is in place to handle any modifications or additions to project requirements. Change requests are documented, assessed for impact on the project timeline and budget, and approved through a structured change management procedure.

**Conclusion:**

The Project Management Plan for the "eDesk" project provides a comprehensive framework for guiding the development, testing, and deployment phases. By adhering to this plan, the project team aims to deliver a robust, secure, and user-friendly office management system that meets the needs of users, admins, and office-specific admins. Regular monitoring and adaptation to changes are integral components of the plan to ensure successful project completion.

**Chapter 11**

**Detailed Gantt Chart**

A Gantt Chart is a visual representation of the project schedule, displaying tasks, their start and end dates, and dependencies over time. Below is a description of the Gantt Chart for the "eDesk" project:

**Objective:**

The Gantt Chart for the "eDesk" project provides a comprehensive and visual representation of the project timeline. It is a powerful tool that enables project managers and team members to track progress, allocate resources, and manage dependencies effectively.

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Fig: Gantt Chart of "eDesk" (Summery).

**Components of the Gantt Chart:**

**1. Task List:**

- The Gantt Chart begins with a phase list that outlines all the activities required for the "eDesk" project. Tasks are categorized by module (Planning and Requirements Analysis, Defining Requirements, Designing Architecture, Development, Testing and Quality Assurance, Deployment).

**2. Timeline:**

- The horizontal axis represents the project timeline, spanning from the project initiation to the completion date. The timeline is represented in months, are clearly marked.

**3. Task Duration:**

- Each task/phase is represented as a horizontal bar along the timeline. The length of the bar corresponds to the duration of the task/phase. The start and end dates of each task are clearly indicated.

**4. Dependencies:**

- We're using an agile software development approach for our project. Instead of working on everything at once, we focus on one module at a time. If one module requires another, we pause the current one and move on to the next. This way, we don't create dependencies, making our work more flexible.

**5. Resource Allocation:**

- Resource allocation is indicated by color-coding. This helps identify which team members or resources are assigned to specific tasks.

**Detailed Gantt Chart for "eDesk" Project:**

Below is a detailed breakdown of the Gantt chart for the "eDesk" project. We want to make this easy to understand, so we're keeping it simple.

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Fig: Detailed Gantt Chart of "eDesk".

**1. Authentication Module:**

- Subtasks include designing the authentication system, implementing secure login mechanisms, and testing user authentication.

**2. User Module:**

- Tasks cover user profile management, complaints/suggestions/requests functionalities, and media handling implementation.

**3. Admin Module:**

- Activities involve post management, office management, user management, and global user post tracking. Admin-specific features are developed in parallel with user module tasks.

**4. Office-Specific Admin Module:**

- Development runs concurrently with the user and admin modules. Tasks include post management, user management, and office user post tracking.

**5. Common Features:**

- Tasks encompass the development of authentication and authorization, media handling, notification system, dashboard, search and filtering, reporting, responsive design, and security measures.

**6. Future Enhancements:**

- Milestones and tasks related to future features, such as role-based access control, status tracking, comments and discussions, priority and urgency levels, attachments management, history and audit trail, user notifications, advanced search and filters, automated reports, customizable dashboards, integration with external systems, multi-language support, feedback mechanism, collaboration tools, data analytics and visualization, machine learning for issue prediction, mobile app development, offline mode, and scalability.

**Progress Monitoring:**

The Gantt Chart will be regularly updated to reflect actual progress against the planned schedule. This allows for the identification of potential delays, resource constraints, or dependencies that may impact the project timeline. The project manager and team can use the Gantt Chart to make informed decisions and adjustments to ensure the project stays on track.

The Detailed Gantt Chart for the "eDesk" project serves as a dynamic and visual tool for project management. It provides a clear roadmap for the project team, stakeholders, and management to track progress, manage resources, and ensure the successful and timely delivery of the "eDesk" application. Regular updates and adaptations to the Gantt Chart will contribute to effective project management throughout the development lifecycle.

**Chapter 12**

**Project Launch**

The Project Launch is a critical phase that marks the culmination of the development process and the introduction of the "eDesk" application to its users. This phase involves thorough planning, coordination, and execution to ensure a seamless transition from development to live operation. Below is a detailed description of the Project Launch for the "eDesk" application:

**Pre-Launch Preparation:**

**1. Final Testing and Quality Assurance:**

- Conduct comprehensive testing of all modules and features to identify and resolve any remaining bugs or issues. Perform user acceptance testing (UAT) to ensure the application meets the specified requirements.

**2. Documentation:**

- Prepare user manuals, FAQs, and any necessary documentation to assist users in navigating the eDesk application. Ensure that all relevant information is accessible and easy to understand.

**3. Backup and Recovery Plan:**

- Establish a robust backup and recovery plan to safeguard data integrity. Ensure that data can be restored in case of unexpected issues during the launch.

**Launch Day Activities:**

1. **Infrastructure Deployment**

To ensure a seamless user experience, we opted for Azure App Services to host the web application. Azure App Services provide a scalable and reliable platform, facilitating easy deployment and management of web applications. Additionally, we employed Azure MySQL Database to store and manage the project's data securely.

1. **Hosting Strategy**

For web hosting, we chose “InfinityFree”, a reliable and cost-free hosting platform. “InfinityFree” supports the necessary technologies and offers a free hosting plan, making it an excellent choice for the initial launch phase.

1. **Deployment Process**

The deployment process involved packaging the application and database configurations, followed by uploading them to Azure App Services and Azure MySQL Database, respectively. This ensured that the application and data were securely and efficiently managed in the cloud.

**4. DNS Configuration**

To make the application accessible to users, we configured the domain name system (DNS) settings on InfinityFree. This step involved linking the registered domain with the Azure App Services, ensuring that users could access the "eDesk" application through a user-friendly domain name.

1. **Monitoring and Maintenance Plan**

With the project live, a robust monitoring and maintenance plan was put in place. This involves continuous monitoring of application performance, server health, and user interactions. Regular maintenance tasks, such as software updates and security patches, were scheduled to ensure the ongoing stability and security of the system.

**3. User Support:**

- Have a dedicated support team available to assist users with any issues or questions that may arise during the initial launch period. Provide multiple channels for support, such as a helpdesk or chat support.

**4. Communication:**

- Send out launch notifications to all users, admins, and office-specific admins, reiterating important information about accessing the application. Use various communication channels, such as emails, announcements within the application, and any other relevant means.

**5. Feedback Collection:**

- Encourage users to provide feedback on their initial experiences with the application. Set up mechanisms for users to report any issues or suggestions for improvement.

**Post-Launch Activities:**

**1. Continuous Monitoring:**

- Continue monitoring the application's performance and user interactions. Address any issues promptly and adjust as necessary.

**2. User Feedback Analysis:**

- Analyze user feedback to identify trends, common issues, and areas for improvement. Use this information to plan future updates and enhancements.

**3. Documentation Updates:**

- Update user manuals, FAQs, and documentation based on user feedback and any changes made to the application post-launch.

**4. Communication of Updates:**

- Keep users informed about updates, new features, and improvements to the eDesk application. Maintain transparent communication to build user confidence and engagement.

**5. Post-Launch Review:**

- Conduct a post-launch review with the project team to evaluate the overall success of the launch. Identify lessons learned and areas for improvement in future projects.

**Conclusion:**

The Project Launch for the eDesk application is a carefully orchestrated process that involves meticulous planning, testing, communication, and support. By ensuring a smooth launch and effectively addressing any issues that arise, the project team can set the stage for a successful deployment and positive user experiences.

Continuous monitoring and responsiveness to user feedback post-launch are crucial for maintaining a high-quality user experience over time. The journey doesn't end with the launch; instead, it transforms into a dynamic phase of iterative improvements and enhancements based on real-world usage and user insights. As the eDesk application embraces the real-world environment, the project team remains committed to delivering a reliable, user-friendly platform. The launch is not just a conclusion but a transition into an exciting phase of growth, learning, and collaboration with users to make eDesk a valuable tool in their day-to-day activities. The team looks forward to the continued success of the application and the positive impact it aims to create in addressing user complaints, suggestions, and requests efficiently.

**Chapter 13**

**Project Risk Analysis**

Project Risk Analysis is a systematic process of identifying, assessing, and mitigating potential risks that could impact the successful completion of the eDesk project. A comprehensive risk analysis is essential for effective risk management and ensuring that the project team is prepared to handle uncertainties. We will conduct a thorough analysis of risks associated with the "eDesk" project using a Risk Breakdown Structure (RBS) and propose a mitigation plan to address these risks effectively.

**13.1 Risk Breakdown Structure (RBS):**

A Risk Breakdown Structure helps categorize and analyze risks systematically. Here, we break down potential risks into key areas:

**13.1.1 Technical Risks:**

Subpar System Performance: The system may not perform as expected, leading to slow response times.

Integration Challenges: Difficulty in integrating external systems could hinder the project's functionality.

**13.1.2 Operational Risks:**

Insufficient User Training: Users might face challenges in using the system if training is not comprehensive.

System Downtime: Unplanned system downtime could disrupt normal operations.

**13.1.3 Organizational Risks:**

Change Resistance: Resistance from users or administrators to adapt to the new system.

Lack of Stakeholder Involvement: Insufficient engagement from stakeholders in key decision-making processes.

**13.1.4 External Risks:**

Data Security Breach: Possible breaches compromising user data.

Regulatory Changes: Changes in regulations affecting the project's compliance.

**13.2 Risk Analysis:**

**13.2.1 Probability and Impact Assessment:**

Assess the likelihood of each risk occurring (Low, Medium, High).

Evaluate the potential impact on the project if the risk materializes (Low, Medium, High).

**13.2.2 Risk Prioritization:**

Prioritize risks based on their combined probability and impact, focusing on high-priority risks.

**13.2.3 Risk Documentation:**

Document each identified risk, its probability, impact, and prioritization for future reference.

**13.3 Mitigation Plan:**

**13.3.1 Technical Risks Mitigation:**

Performance Testing: Conduct rigorous performance testing to identify and address system performance issues.

Incremental Integration: Adopt an incremental integration approach to manage integration challenges step by step.

**13.3.2 Operational Risks Mitigation:**

Comprehensive Training Program: Develop and implement an extensive user training program to ensure users are well-equipped to use the system.

Redundancy and Backup Systems: Implement redundancy and backup systems to minimize system downtime.

**13.3.3 Organizational Risks Mitigation:**

Change Management Strategy: Develop a change management strategy to address resistance and foster a positive attitude towards the new system.

Stakeholder Engagement Plan: Develop a plan to actively involve stakeholders in decision-making processes.

**13.3.4 External Risks Mitigation:**

Security Measures: Implement robust security measures to safeguard against data breaches.

Regular Compliance Audits: Conduct regular compliance audits to ensure alignment with changing regulations.

**13.4 Continuous Monitoring and Review:**

Regularly monitor and review the identified risks and the effectiveness of the mitigation plan throughout the project lifecycle. Adjust the plan as needed to address new risks or changes in project conditions.

**Conclusion:**

Effective risk analysis and mitigation are crucial components of project management. By proactively identifying and addressing potential risks, the "eDesk" project can navigate challenges more smoothly, increasing the likelihood of successful implementation and user satisfaction.

**Chapter 14**

**Basic Financial for "eDesk" Business**

We’ll divide the financial aspects of our "eDesk" project. Understanding the revenue, costs, and gross profit is essential for the sustainability and growth of our business. Let's break down these financial elements with a detailed build-up.

**14.1 Revenue Model**

Revenue is the total income generated by our business. In the context of "eDesk," the primary source of revenue might come from:

**14.1.1 Subscription Fee from Institutions**

Description: e-Desk will implement a Software as a Service (SaaS) model, offering universities and organizations a dedicated and customized version of the platform.

Revenue Source: Institutions will pay a subscription fee for access to extended features, including advanced reporting, analytics, and priority customer support.

**14.1.2 In-App Advertisements for Universities**

Description: e-Desk will display targeted advertisements within the app, focusing on evening courses, events, and services offered by the university.

Revenue Source: Universities will be charged for ad placements, creating an additional revenue stream for e-Desk.

**14.1.3 Geolocation-Based Ads**

Description: Utilizing geolocation, e-Desk will deliver targeted messages to users based on their physical location, benefiting both local businesses and the university.

Revenue Source: Local businesses and the university will pay for targeted advertising services.

**14.2 Cost Model**

Understanding our costs is crucial for maintaining a healthy financial structure. Costs associated with "eDesk" can be categorized into:

**1. Development**

Description: Costs associated with the development, maintenance, and continuous improvement of the e-Desk platform.

Components: Software development, server maintenance, security updates, and bug fixes.

Software Development: Expenses related to coding, testing, and deploying the platform.

Technology Infrastructure: Costs for servers, databases, and other technical infrastructure.

**2. Operational Costs**

Description: Investment in a robust customer support system to ensure institutions receive prompt assistance.

Components: Staff salaries, training programs, and tools for efficient customer support.

Description: Overhead costs associated with day-to-day operations and management of the e-Desk project.

Components: Office space, utilities, administrative staff salaries.

Employee Salaries: Consider the salaries of your development team, administrative staff, and customer support.

Office Expenses: Rent, utilities, and other office-related costs.

**3. Marketing and Advertisement**

Description: Promotion of e-Desk to institutions and users, including marketing campaigns and advertisements.

Components: Digital marketing, print materials, and promotional events.

**4. Maintenance and Updates**

Software Updates: Costs associated with keeping the platform up to date with the latest features and security measures.

Customer Support: Expenses for maintaining a customer support team to assist users.

**14.3 Gross Profit**

Gross profit is the difference between revenue and the cost of goods sold (COGS). In the case of "eDesk," where the service itself is the product, we can simplify the build-up as follows:

Gross Profit = Revenue − Costs

**14.4 Detailed Build-Up**

Subscription Fee from Institutions:

Revenue: Subscription Fee from Institutions

Costs: Development and Maintenance, Customer Support

In-App Advertisements for Universities:

Revenue: Ad Placement Fees

Costs: Development and Maintenance, Marketing and Advertisement

Geolocation-Based Ads:

Revenue: Fees from Local Businesses and University

Costs: Development and Maintenance, Marketing and Advertisement

**14.5 Feasibility Analysis**

The introduction of a SaaS model, complemented by targeted in-app advertisements, enhances the feasibility and sustainability of e-Desk. The diverse revenue streams from institutions, universities, and local businesses contribute to a robust financial structure. This approach ensures that e-Desk remains financially viable while delivering valuable complaint management and administrative solutions to its users.

**Chapter 15**

**Company Valuation**

Certainly! We are looking to apply the concept of company valuation to our "eDesk" project, we might consider a different perspective given that our project is likely a software development initiative rather than a traditional business. Instead of assessing financial metrics, we can focus on evaluating the intrinsic value and potential impact of our project. Below is a tailored approach for applying a valuation-like analysis to the "eDesk" project:

### 1. \*\*Strategic Alignment:\*\*

- \*\*Project Objectives:\*\*

- Evaluate how well the eDesk project aligns with the strategic objectives of the organization or stakeholders. Consider its contribution to overall goals, market positioning, and competitive advantage.

### 2. \*\*User Impact:\*\*

- \*\*User Adoption Potential:\*\*

- Assess the potential impact of the eDesk application on user satisfaction, efficiency, and overall experience. A higher adoption rate and positive user feedback can be indicative of a valuable project.

### 3. \*\*Innovation and Uniqueness:\*\*

- \*\*Differentiation:\*\*

- Consider how innovative and unique the eDesk project is compared to existing solutions. A higher level of differentiation may indicate a higher valuation in terms of uniqueness and market competitiveness.

### 4. \*\*Market Potential:\*\*

- \*\*Market Demand:\*\*

- Evaluate the market potential for the eDesk application. Consider factors such as the size of the target audience, market trends, and the potential for scalability.

### 5. \*\*Technical Excellence:\*\*

- \*\*Quality of Development:\*\*

- Assess the technical excellence and robustness of the eDesk application. Consider factors such as the use of best practices, scalability, security measures, and adherence to coding standards.

### 6. \*\*Potential for Growth:\*\*

- \*\*Scalability:\*\*

- Evaluate the scalability of the eDesk project. Consider how well the application can accommodate growth in terms of user base, additional features, and expanding to new offices or regions.

### 7. \*\*Risk Analysis:\*\*

- \*\*Mitigation Strategies:\*\*

- Assess the risk mitigation strategies in place for potential challenges in the development process, user adoption, or changes in market conditions.

### 8. \*\*Stakeholder Satisfaction:\*\*

- \*\*Stakeholder Feedback:\*\*

- Consider feedback from stakeholders, including users, administrators, and office-specific admins. Positive feedback and satisfaction levels can contribute to the perceived value of the eDesk project.

### 9. \*\*Return on Investment (ROI):\*\*

- \*\*Projected Benefits:\*\*

- Estimate the potential return on investment by evaluating the projected benefits of the eDesk application, such as increased efficiency, reduced operational costs, or improved communication.

### 10. \*\*Documentation and Reporting:\*\*

- \*\*Project Documentation:\*\*

- Prepare comprehensive project documentation that outlines the objectives, features, and potential impact of the eDesk application.

### Conclusion:

While the traditional financial metrics used in company valuation may not directly apply to a software development project like eDesk, a thoughtful analysis considering strategic alignment, user impact, innovation, market potential, technical excellence, and stakeholder satisfaction can provide insights into the project's intrinsic value. This tailored approach allows you to assess the worth of your project in terms of its potential impact, uniqueness, and alignment with organizational objectives.

**Chapter 16**

**Conclusion**