



SoundMind Project Proposal

Develop technology enabled web and mobile tools for the collection and dissemination of public memories. Ideally, clients would be able to search for audio memories from specific years or events and add them to their catalog.

Team Walmart

Anthony Coleman

Jack Perrotta

Memoona Khan



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Problem Statement

SoundMind is in need of a technological platform in which their target audience can collect and disseminate public memories. They are in search of a way for clients to identify, catalog, playback, and tag memories in an easy and efficient manner.





Project Charter

Project Name	SoundMind		
Project Managers	Anthony Coleman, Jack Perrotta, and Memoona Khan		
Start Date	September 12, 2017	Application	Memory Lane
Completion Date	December 5, 2017	Project Sponsor(s)	Steve Scarlow (Professor) Courtney Minich (COO & Professor)

Project Description

SoundMind is a company founded by Andy Kropa, in 2016, through his “Hacking Alzheimer’s” presentation which he presented at the 2015 Creative Capital Retreat. It developed into two applications: Memory Lane and Connect the Dots. Memory Lane is an app on the Amazon Alexa suite. It is an augmented memory service that documents memories, personal and historical. Currently, the Memory Lane database only has records from 1906 - 2017, obtained through public domains. The client’s vision is to create a platform in which users will have access to search, catalog, tag, and play public memories.

Expected Results

- The prototype satisfies stakeholder requirements
- Develop the technology enabled web and mobile tools for the collection and dissemination of public memories
- A platform that enables the users to search, play, tag, and catalog memories



Project Milestones & Deliverables

Milestone/Deliverable	Responsibility	Priority	Status	Goal
Develop project scope with Business Analysts by providing comments and feedback	Anthony C. Jack P. Memoona K.	High	Completed	Final revision completed by December 5, 2017
Create a work breakdown structure to have a sequential order of tasks within schedule and budget	Anthony C.	High	Completed	Final revision completed by December 5, 2017
Create a risk management plan, outlining appropriate steps to take when a risk occurs	Jack P.	Moderate	Completed	Final revision completed by December 5, 2017
Create a risk register to breakdown all foreseeable risks, their impact, probability of occurrence and mitigation techniques	Jack P.	Moderate	Completed	Final revision completed by December 5, 2017
Create a communications plan to keep track of team member communication	Jack P.	Moderate	Completed	Final revision completed by December 5, 2017
Create a quality management plan to guarantee quality in tasks, processes, and overall project	Anthony C.	Moderate	Completed	Final revision completed by

				December 5, 2017
Create a change management plan to outlay appropriate steps to take when a change occurs	Memoona K.	Moderate	Completed	Final revision completed by December 5, 2017
Create a project budget to outline the costs involved in the creating the final project	Jack P.	High	Completed	Final revision completed by December 5, 2017
Customize the template and create a style guide for the final proposal so all sections are uniform	Jack P.	Low	Completed	Completed by December 1, 2017
Create an organizational chart to ensure everyone knows their roles	Memoona K.	Low	Completed	Final revision completed by December 5, 2017
Create a RACI chart to outlay who is responsible, accountable, consulted, and informed	Memoona K.	Moderate	Completed	Final revision completed by December 5, 2017



Project Scope

Statement of Purpose

SoundMind is a start-up that was founded in Brooklyn, New York in 2016 by Andy Kropa. Andy received the Moving Image award for a “Hacking Alzheimer’s” presentation at the 2015 Creative Capital Retreat; this presentation and idea transformed into two applications, Memory Lane and Connect the Dots. Memory Lane is an “augmented memory service” through the Alexa Skills feature on Amazon Alexa-enabled devices that document personal and historical memories. Connect-The-Dots is a platform to assist senior living communities. The company executive board consists of Andy Kropa (Founder), Courtney Minich (COO), Erum Khan (CEO) and Dave Rubin (CTO) .

SoundMind wants to develop web and mobile tools to disseminate public memories. Currently, the software Memory Lane’s database includes history records from 1906 - 2017 which were obtained from the public domain. The new tools should enable users to search, tag, catalog and play public memories with ease.

We will conduct interview our project sponsors to verify the project requirements. We will build a prototype of the tools for users to search, play, and catalog public memories. The prototype then will be presented to the project sponsors to sign off.

Objectives

Researching at least 3 other systems with similar purpose of audio/video dissemination.

Build a prototype of a web application within 4 months with 4 core functions of searching, cataloging, playing, and tagging public memories for the database provided 1906 - 2017.

Assumptions

- Only public memories are concerned
- Target customers include seniors and their family members
- Technology must be extremely elementary as users are not tech-savvy; application must be platform agnostic
- Any framework proposed will work with the current data structure of SoundMind
- The number of active project team members will remain the same throughout the project



Constraints

- The BAs will not have access to Memory Lane's database.
- The web application must be responsive.





Organizational Chart

Name	Role
Andy Kropa	Founder
Courtney Minich	COO
Dave Rubin	CTO
Erum Khan	CEO
Anthony Coleman	Project Manager
Jack Perrotta	Project Manager
Memoona Khan	Project Manager
Han Le	Business Analyst
Nathan Pham	Business Analyst
Nina Sjostrom	Business Analyst
Rebecca Jackson	Business Analyst
Walt Hodge	Business Analyst
Yogi Patel	Business Analyst



Stakeholders Register

Name	Role	Type of Communication	Expectations	Influence on Project Outcome
Andy Kropa	Founder	Interview	Meet client credentials	Moderate
Courtney Minich	COO	Interview	Meet client credentials	Moderate
Erum Khan	CEO	Interview	Meet client credentials	Moderate
Dave Rubin	CTO	Interview	Meet client credentials	Moderate
Steve Scarlow	Project Sponsor	Email	Complete requirements and meet client credentials	High
Courtney Minich	Project Sponsor	Email	Complete requirements and meet client credentials	High
Anthony Coleman	Project Manager	GroupMe, Email, Google Drive, In-Person	Manage Business Analysts, Project completed on-time and under budget	High
Jack Perrotta	Project Manager	GroupMe, Email, Google Drive, In-Person	Manage Business Analysts, Project completed on-time and under budget	High
Memoona Khan	Project Manager	GroupMe, Email, Google Drive, In-Person	Manage Business Analysts, Project completed on-time and under budget	High
Han Le	Business Analyst	GroupMe, Email, Google Drive,	Potential solution for client	High



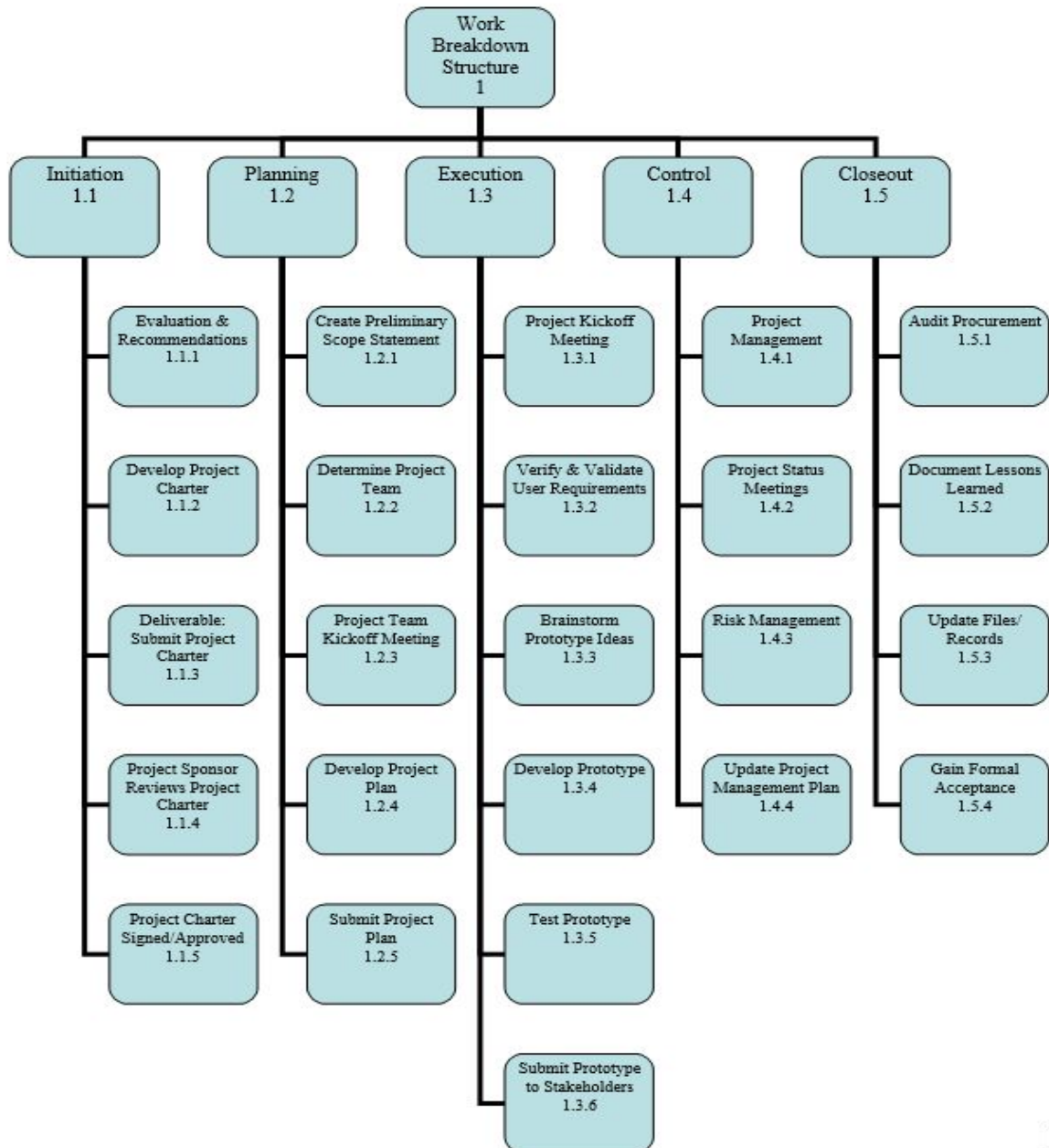
		In-Person		
Nathan Pham	Business Analyst	GroupMe, Email, Google Drive, In-Person	Potential solution for client	High
Nina Sjostrom	Business Analyst	GroupMe, Email, Google Drive, In-Person	Potential solution for client	High
Rebecca Jackson	Business Analyst	GroupMe, Email, Google Drive, In-Person	Potential solution for client	High
Walt Hodge	Business Analyst	GroupMe, Email, Google Drive, In-Person	Potential solution for client	High
Yogi Patel	Business Analyst	GroupMe, Email, Google Drive, In-Person	Potential solution for client	High



RACI Chart

	Roles														
	Project Managers		Business Analysts		Project Sponsors/Stakeholders										
	Anthony C.	Jack P.	Memoona K.	Han L.	Nathan P.	Nina S.	Rebecca J.	Walt H.	Yogi P.	Andy K.	Courtney M.	Erum K.	Dave R.	Steve S.	Courtney M.
Project Deliverables															
Problem Statement	R	R	A	I	I	I	I	I	I	I	I	I	I	C	C
Project Charter	R	R	A	I	I	I	I	I	I	I	I	I	I	C	C
Project Milestones/Deliverables	R	R	A	I	I	I	I	I	I	I	I	I	I	I	C
Project Scope	C	C	C	R	A	A	A	R	R	I	I	I	I	C	C
Organizational Chart	R	R	A	I	I	I	I	I	I	I	I	I	I	I	I
Stakeholders Register	R	R	A	I	I	I	I	I	I	I	I	I	I	I	C
RACI Chart	R	R	A	I	I	I	I	I	I	I	I	I	I	I	C
Work Breakdown Structure	A	R	R	I	I	I	I	I	I	I	I	I	I	I	C
Project Budget	R	A	R	I	I	I	I	I	I	I	I	I	I	I	C
Critical Path	A	R	R	I	I	I	I	I	I	I	I	I	I	I	C
Communications Plan	R	A	R	I	I	I	I	I	I	I	I	I	I	I	C
Risk Management Plan	R	A	R	I	I	I	I	I	I	I	I	I	I	I	C
Risk Register	R	A	R	I	I	I	I	I	I	I	I	I	I	I	C
Change Management Plan	R	R	A	I	I	I	I	I	I	I	I	I	I	I	C
Change Log	R	R	A	I	I	I	I	I	I	I	I	I	I	I	C
Quality Management Plan	A	R	R	I	I	I	I	I	I	I	I	I	I	I	C
Close Out Report	A	R	R	I	I	I	I	I	I	I	I	I	I	I	C
Prototype	C	C	C	A	R	R	R	A	R	I	I	I	I	C	I
Legend:	R - Responsible A - Accountable C - Consulted I - Informed														

Work Breakdown Structure



Project Budget

Project Design

Task Description	Cost per Hour	Baseline Cost (USD)	Actual Usage (Hours)	Actual Cost (USD)	Cost Variance (USD)
Conduct Client Interviews	\$35	\$640	22	\$770	\$130
Design Project Scope	\$25	\$875	35	\$875	\$0
Generate Business Rules	\$25	\$825	31	\$775	(\$50)
Research User Personas	\$30	\$850	22	\$660	(\$190)
Design System Architecture	\$40	\$2,000	46	\$1,840	(\$160)
Project Design Totals		\$5,190	156	\$4,920	(\$270)

Project Development

Task Description	Cost per Hour	Baseline Cost (USD)	Actual Usage (Hours)	Actual Cost (USD)	Cost Variance (USD)
Procure Software		\$1,250		\$1,125	(\$125)
Weekly Team Meetings	\$105	\$4,050	35	\$3,675	(\$375)
Provide Weekly Updates	\$40	\$1,480	27	\$1,080	(\$400)
Build Storyboard	\$25	\$825	45	\$1,125	\$250
Develop Prototype	\$80	\$12,400	135	\$10,800	(\$1,600)
Perform Unit Testing	\$65	\$7,555	107	\$6,955	(\$560)
Perform Integration Testing	\$75	\$4,500	79	\$5,925	\$1,425
Finalize Prototype	\$80	\$7,400	88	\$7,040	(\$360)
Project Development Totals		\$39,460	516	\$37,725	(\$1,735)

Project Delivery

Task Description	Cost per Hour	Baseline Cost (USD)	Actual Usage (Hours)	Actual Cost (USD)	Cost Variance (USD)
Setup Cloud-Based Servers	\$55	\$1,275	25	\$1,375	\$100
Install & Deploy System	\$95	\$9,425	92	\$8,740	(\$685)
Perform System Tests	\$95	\$7,600	95	\$9,025	\$1,425
Perform Acceptance Tests	\$70	\$7,540	125	\$8,750	\$1,210
Project Delivery Totals		\$25,840	337	\$27,890	\$2,050

Total Project Budget

Task Description	Baseline Cost (USD)	Actual Usage (Hours)	Actual Cost (USD)	Cost Variance (USD)
Project Design Totals	\$5,190	156	\$4,920	(\$270)
Project Development Totals	\$39,460	516	\$37,725	(\$1,735)
Project Delivery Totals	\$25,840	337	\$27,890	\$2,050
Project Totals	\$70,490	1,009	\$70,535	\$45

Critical Path

The critical path is the sequence of tasks that will take the longest to complete to deliver a project.

Critical Path Method

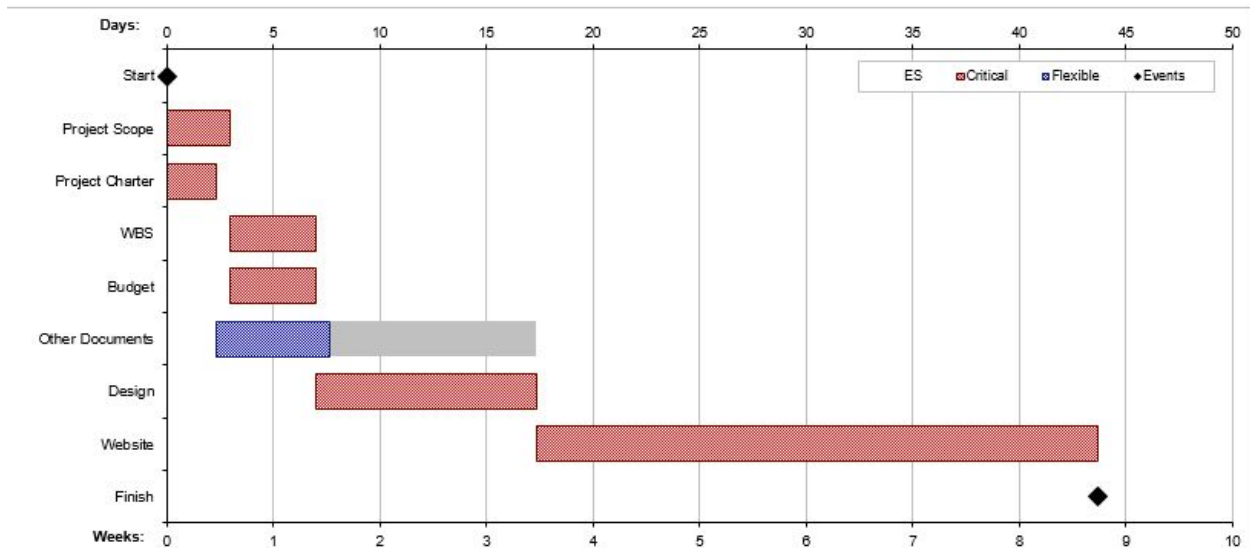
Start Date

 Finish Date

Days to Completion

Times (in Days)
 Time Distribution: Triangular

ID	Task Name	Predecessors (Enter one ID per cell)	O (min)	M (most likely)	P (max)	Duration (exp. time)	ES	EF	LS	LF	Slack
10	Start					0.00	0.00	0.00	0.00	0.00	0.00
20	Project Scope	10	1	3	5	3.00	0.00	3.00	0.00	0.00	0.00
30	Project Charter	10	1	2	4	2.33	0.00	2.33	0.00	0.00	0.00
40	WBS	20 30	3	4	5	4.00	3.00	7.00	0.00	0.00	0.00
50	Budget	20	3	4	5	4.00	3.00	7.00	3.00	7.00	0.00
60	Other Documents	30	4	5	7	5.33	2.33	7.67	12.00	17.33	9.67
70	Design	50	8	10	13	10.33	7.00	17.33	7.00	17.33	0.00
80	Website	60 70	19	25	35	26.33	17.33	43.67	17.33	43.67	0.00
90	Finish	80				0.00	43.67	43.67	43.67	43.67	0.00



The critical path of this project would be the design and development.



Communication Plan

The communication plan defines who should be given specific information, when that information should be delivered and what communication channels will be used to deliver the information. After introducing ourselves and exchanging information we'll set up GroupMe group chats between all members so different mobile operating systems don't interfere with communication. We'll also establish a cloud-based Google Drive folder to allow for collaboration on project deliverables by all members on any device. As Project Managers we'll also establish a Google Drive folder privately to work on our specific deliverables and documentation.

Communication Log

Communication Type	Objective	Medium	Frequency	Audience	Owner
Team Introduction	Introduce all members and exchange contact information.	Email	Once	Project Managers, Business Analysts	Project Managers
Full Team Group Chat	Quick and effective communication between all team members.	GroupMe	Daily	Project Managers, Business Analysts	Project Managers
Project Managers Group Chat	Quick and effective communication between project managers.	GroupMe	Weekly	Project Managers	Project Managers
In Person Meetings	Review project progress and provide feedback on work in progress.	MIS 3506 Classroom	Weekly	Project Managers, Business Analysts	Business Analysts



Risk Management Plan



Photo Credit
<http://anyforex.net/risk-management-process-success/>

1. Identify the Risk
 - 1.1. When new risks are discovered Project Managers will add them to the Risk Register table.
2. Assess the Risk
 - 2.1. Assign a Project Manager to a newly added risk for them to take responsibility of risk response.
 - 2.2. Project Manager defines the Risk Response and the mitigation technique that will most effectively handle the risk.
3. Control the Risk
 - 3.1. The Project Managers continually assess the risks and defined mitigation strategies to ensure they are being handled accordingly.
4. Review Controls
 - 4.1. The whole team will review the risks at in person team meetings and in the team group chat so everyone is on the same page about controlling the risk.

Risk Register

Risk ID	Risk Description	Probability of Occurrence	Cost Impact if Occurs	Overall Risk Score
RD 1	Amazon changes the terms of their Alexa technology to block or limit 3rd party developers.	Unlikely	Very High	9
RD 2	Amazon builds a Memory Lane Alexa Skill equivalent that comes with Alexa-enabled devices.	Unlikely	Very High	9
RD 3	Project Managers and/or Business Analysts drop or withdraw the class.	Likely	Moderate	8
RD 4	Senior citizens and other target users of the project find it difficult or tedious to manually enter and tag memories.	Likely	Low	6
RD 5	A miscommunication occurs between Project Managers and Business Analysts.	Unlikely	Moderate	6

Risk Response

Risk ID	Risk Response	Owner	Risk Management Technique
RD 1	Build the SoundMind Project in a way that allows it to be used on all virtual assistant platforms such as Google, Cortana, and Siri.	Jack	Mitigation
RD 2	Continually add features to the SoundMind Alexa Skill so it becomes more specialized and less replaceable.	Jack	Mitigation
RD 3	Transfer lost members responsibilities to evenly to other members.	Anthony	Acceptance
RD 4	Conduct extensive user tests to better understand the pain points of the target users.	Anthony	Mitigation
RD 5	Open and maintain multiple communication types and mediums to reduce the chance of miscommunication.	Memoona	Mitigation

Risk Matrix

Probability	Very Likely			
	Likely	RD 4	RD 3	
	Unlikely		RD 5	RD 1 RD 2
		Low	Moderate	High
	Impact			





Quality Management Plan

Quality Management Process:

Quality Objectives: The objectives used are to determine the quality of the project deliverables before the due date.

Quality Assurance: The actions taken by the project team to ensure quality is acceptable.

Quality Control: Ensuring the project's quality throughout the timeline of the project.

Quality Standards:

Working Conditions:

- ❖ Is the deliverable working properly without any problems?

Usability:

- ❖ Is the deliverable user-friendly and easy to use?

Customer Satisfaction (client):

- ❖ Does the deliverable meet the requirements of the clients?



Change Management Plan

Process:

1. Change Request Form
 - 1.1. No change is allowed until a form is submitted for approval
 - 1.2. A request must be submitted through Google Form
 - 1.2.1. Form may be submitted from a Project Manager, Business Analyst, and Project Sponsor
2. Submit Form through Google Form to Project Manager
 - 2.1. Project Manager logs in and records each request
3. Review Form
 - 3.1. Project Manager is responsible for analyzing request
4. Evaluate Change Request
 - 4.1. Members of Change Control evaluate request
 - 4.2. Members reach a decision
5. If Change Request Approved
 - 5.1. Manage the assumptions and risks if the new changes will be made
6. Update Project Accordingly
7. Update Baselines

Change Log

Change Request	Submitted By	Request	Submitted On	Change Subject	Impact	Response	Date of Response
1	Jack P.	Move meeting location during BAs classroom time	10/10/17	Group Meetings	Low	Approved	10/11/17
2	Memory Lane	Change the name of company	10/16/17	Company name	Moderate	Approved	10/16/17



Project Close Out

Project Name: SoundMind	Date Prepared: December 5, 2017	Project Manager(s): Anthony C. Jack P. Memoona K.
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Project Description

SoundMind is a company founded by Andy Kropa, in 2016, through his “Hacking Alzheimer’s” presentation which he presented at the 2015 Creative Capital Retreat. It developed into two applications: Memory Lane and Connect the Dots. Memory Lane is an app on the Amazon Alexa suite. It is an augmented memory service that documents memories, personal and historical. Currently, the Memory Lane database only has records from 1906 - 2017, obtained through public domains. The client’s vision is to create a platform in which users will have access to search, catalog, tag, and play public memories.

Solution

The solution for SoundMind was created with clients’ needs, wants, and requirements kept in mind. The prototype platform allows SoundMind to identify, catalog, play, and tag memories. It was built with the end user in mind and has a number of features to make the process of adding users as simple as possible. When a user adds a public memory to their collection, the web application gives suggestions to add similar public memories. By giving suggestions based on the current collection of memories, it makes it easier for users to build a list of relevant memories. Tags allow customers to attach certain feelings, thoughts, and adjectives to memories, when using Alexa on an enabled device these tags make the connection between memories seamless.



Lessons Learned

Anthony Coleman:

The most important thing I learned from this project is how important communication is. At first the communication between the project managers and business analysts wasn't that good; but it eventually improved. Since I work full time and Memoona and Jack commute it was pretty difficult scheduling a time that was convenient for all of us to meet. But then we had a When2Meet sent out throughout the group, it helped organize things and let us know the best available time to meet up. We then met up with our BA's gave them feedback on their documentation and prototype. Better communication definitely helped this project become successful in the long run. In the future when I'm working on a project team, I'll make sure to establish communication early on.

Jack Perrotta:

Running through the whole project cycle from the perspective of the project manager provided additional insight into what it takes to make a large project successful. We had some issues with communication and availability early on due to conflicting schedules. However, once we corrected the issue we were able to build a strong project with the business analysts and deliver on the specifications listed for the project. We also dealt with unforeseen changes through the projects twelve week process, like the change of the company name from Memory Lane to SoundMind. My key takeaways from the project are; communication is key, a lack of communication will lead to a breakdown of the entire project, and unexpected changes to the project can happen at any point, especially when dealing with a startup. Although the changes we dealt with were rather small, you have to be ready for anything when Managing a project this large.

Memoona Khan:

The project was an overall success, but every project has its fluctuations which you learn from. My takeaway would be that communication is a crucial factor, especially between many team members. In the beginning, there was little to no communication between PMs and BAs due to no kickoff meeting because of schedule conflicts. Once that was situated, we were able to better prepare/assist our BA's with their part of the project. Our main source of contact became GroupMe. We kept our BAs updated about their documentation, prototype, and meeting times. With this, our project headed in the right direction. Work was evenly distributed between members and made the process all the more easier. Teamwork and communication were key factors for the conclusion of this project.