

Memory Lane

COLLECTION & DISSEMINATION OF PERSONAL MEMORIES

Temple University

MIS 3535: Lead Global Digital Projects

Team CVS

Alex Dimuzio

Angie Wang

Tim McNiff

Dec 4th, 2017

Description:

Memory Lane is a small startup company, and they are developing an app on the Amazon Alexa suite. Alexa can open Memory Lane and then you direct her to a year. In return, she'll play a public memory correlating to the year. Right now, only historical memories are added to the database. However, they want to allow users to easily upload their own personal memories into their accounts. Memory Lane wants the memory to be tagged for ease of searching and cataloging.

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PROJECT CHARTER

Generated by Angie Wang, Tim McNiff, and Alex Dimuzio on October 5, 2017

Project Name:

Memory Lane Web Application

Purpose:

To create an eCommerce platform on a responsive web application -- Develop technology enabled web and mobile tools for the collection and dissemination of personal memories. It can take upwards of 8 hours to upload 30 memories right now. We need to come up with a solution to make it easier to upload memories to the database. Additionally, give our users the option of uploading their own memories in personal accounts.

Project Managers:

Alex Dimuzio
Angie Wang
Tim McNiff

Duties of Project Manager:

To communicate essential tasks and requirements of the project to the business analysis (in MIS 3506) to ensure the eCommerce web application is launched on schedule. This web application enable clients the ability to store their memories in an easy, efficient manner, enable clients and their families the ability to play back their memories in an easy, efficient manner, and provide the ability to tag the audio clips with descriptive notes and keywords for ease of sorting, searching and cataloging.

Project Manager's Authority:

The project managers will have authority over all of the business analysts in the MIS3506 class. Each deliverable will be turned in on the requested date and subsequently be passed onto the client for approval.

Sponsor's Official Commitment:

At this point in time, the sponsor appears to not be as knowledgeable about their direction as we have previously been lead to believe. As it stands, the sponsor is expecting a web application or mobile app to record memories and playback easily. The sponsor is expecting that the solution is feasible and reaches their target market. He will be showed the final solution on Dec 6, 2017.

SCOPE

Generated by Craig Kestecher, Daria Gbor, Lauren Soentgen, Long Nguyen, Maria Boggi, Sarita Cini on November 19, 2017

Statement of Purpose:

SoundMind Intelligence, Inc. is a startup company founded by Andy Kropa consisting of fewer than 10 employees with a mission to “strengthen communities and connect generations” through shared memories. In 2016, SoundMind developed an Amazon skill called Memory Lane capable of accessing and playing memories from the public domain using the voice-activated device, Alexa. The memories are a form of reminiscence therapy which can improve mood and state of well being. The voice-activated technology is geared towards Memory Lane’s primary market of individuals 55+ years old and/or nursing home patients to yield ease of use. SoundMind is looking for technology enabled web and mobile tools that will be used for the collection and dissemination of personal memories for Memory Lane.

SoundMind believes that providing ample content will increase customer demand. The quantity of memories stored is a key performance indicator of the app, therefore SoundMind plans to increase volume through user-generated, private memories. This presents an opportunity to expand the customer base as well as lengthen the amount of time each user interacts with the application. Uploaded memories are hard to catalog and locate reducing the likelihood of user adoption. SoundMind needs to provide users with an easy way to tag memories with keywords so that users can easily find and share memories.

As a result, SoundMind is looking to build an app that will easily and efficiently capture personal memories and tag them based on keywords or notes. Having confirmed the core problem with our project sponsor, we will interview stakeholders and subject matter experts. We will research the Memory Lane skill, Amazon Alexa, and the current market competitors. Once we collect all the requirements, we will design a solution, build a prototype of it in Justinmind, and present the prototype to the management team.

Objectives:

- Provide the ability to capture personal memories within 1 month of implementation.
- Influence users to stay in the app for an average of 5 minutes within 3 month of implementation.
- Provide the ability for users to share personal memories within 1 month of implementation.
- Create a tagging system that locates memories in 2 seconds within 1 month of implementation.
- Enable public and administrative user-authenticated roles within production by launch date.

Assumptions:

- Users will not have a strong technical background.
- Product will be platform agnostic.
- Amazon Alexa’s interface will not undergo drastic updates within the next three months.
- Memory Lane will remain on Amazon’s platform.

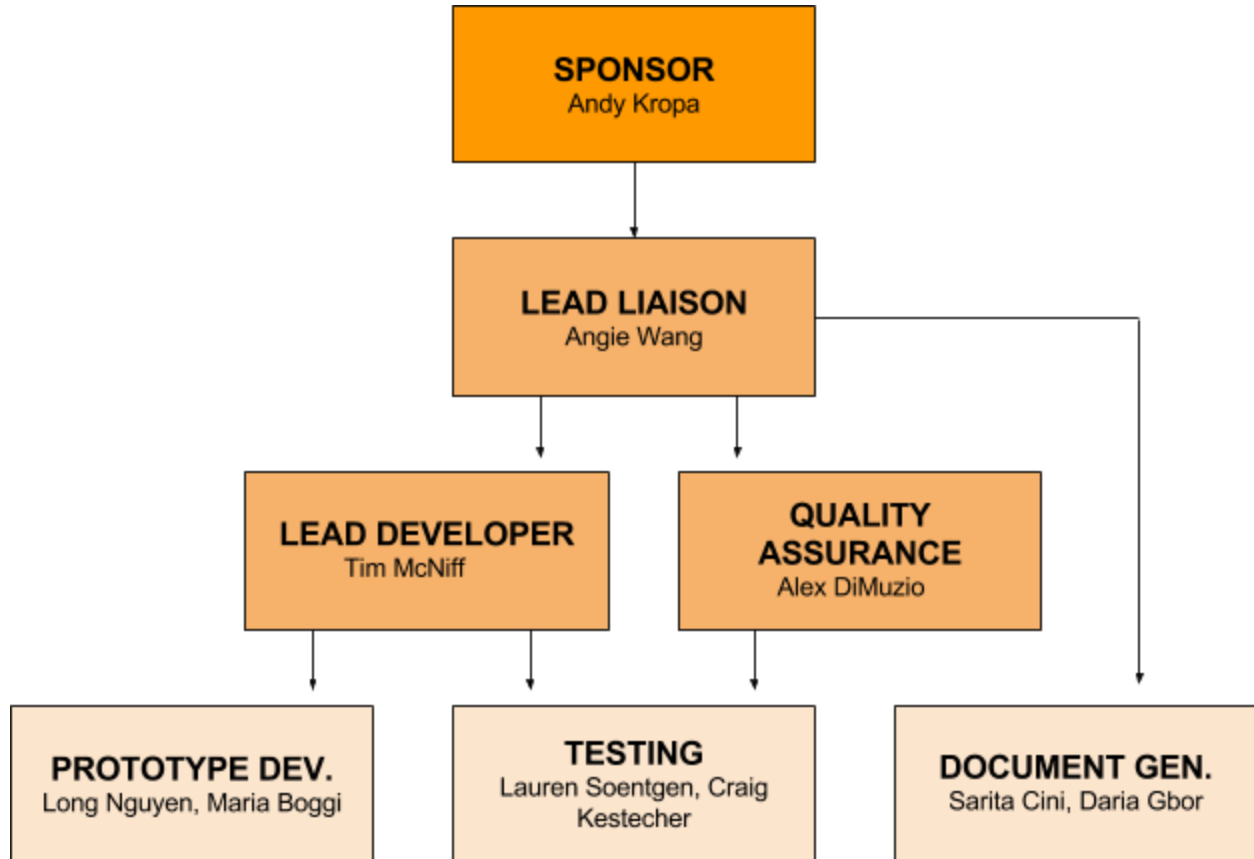
Constraints:

- Alexa cannot be used for voice recording.

- Solution must be manageable for a 5-person team.
- Memory Lane must work with Amazon's developer limitations and restrictions.

ORGANIZATIONAL CHART

Generated by Angie Wang, Tim McNiff, and Alex Dimuzio on November 28th, 2017



RACI ANALYSIS

Generated by Angie Wang, Tim McNiff, and Alex Dimuzio on October 17, 2017

	Lead Developer	Quality Assurance	Lead Liaison	Prototype Development	Document Generation	Testing	Professor
	Project Managers			Business Analysts			
Information Gathering	I	I	A	I	R		I
Documentation Creation	C	C, I	C, A	I	R		I
Development	A	C	I	R	I	I	
Testing	A	I		C		R	
Final Approval	I	I	R, A	I		I	
Launch	A	C	I	R	C	I	

Key

R - Responsible A - Accountable C - Consulted I - Informed	Lead Developer - Tim McNiff Quality Assurance - Alex Dimuzio Lead Liaison - Angie Wang Professor - Courtney Minch	Prototype Development - Long Nguyen, Maria Boggi Testing - Lauren Soentgen, Craig Kestecher Document Generation - Sarita Cini, Daria Gbor
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STAKEHOLDER REGISTER

Generated by Angie Wang, Tim McNiff, and Alex Dimuzio on October 29, 2017

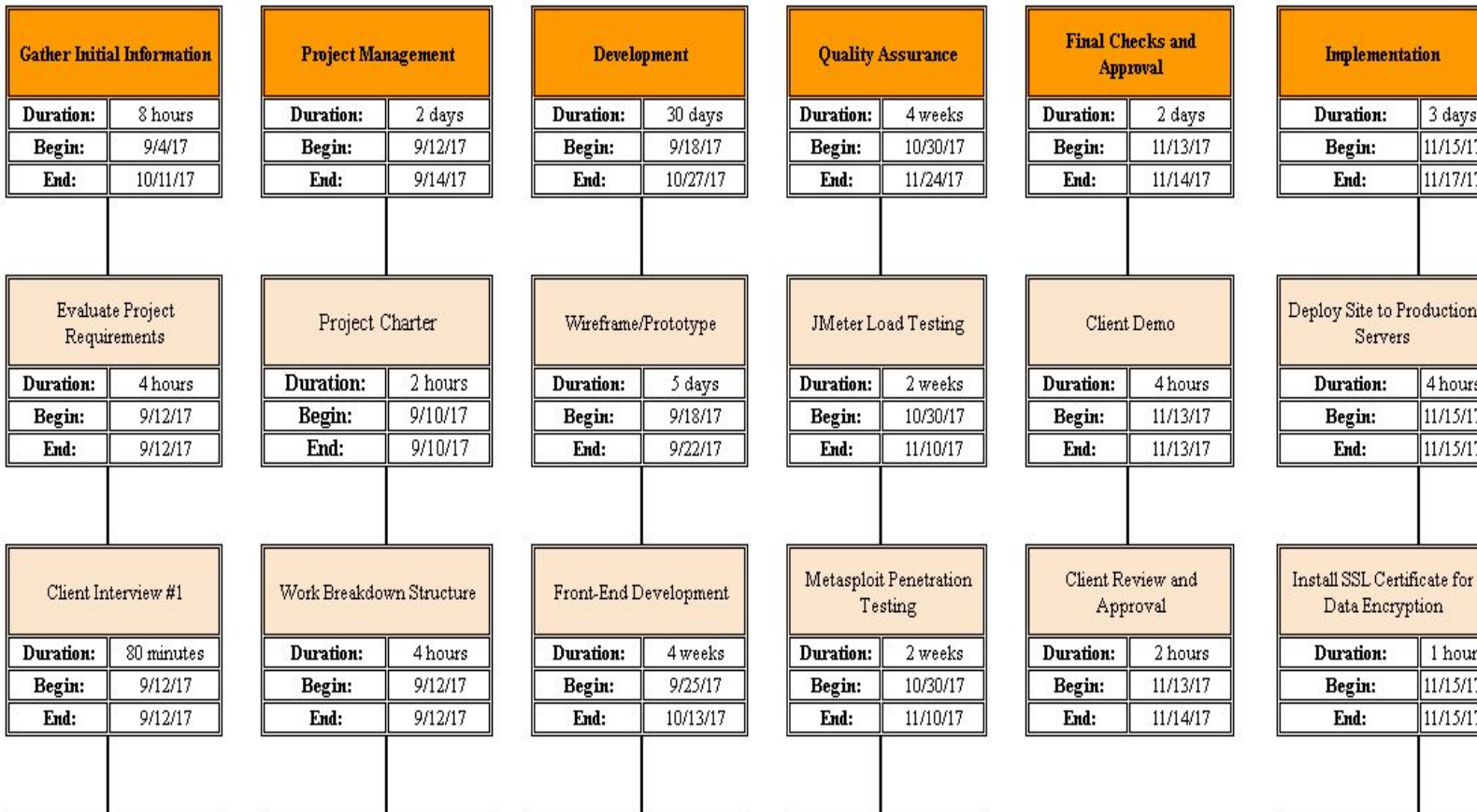
PROJECT INFORMATION							
Project Description	Memory Lane Web Application						
IT Project Manager	Wang, Dimuzio, McNiff						
Name	Title	Organization	Email	Method of Communication	Expectations	Influence	Classification
STAKEHOLDERS							
Andy Kropa	Founder/ Sponsor	Memory Lane	n/a	In-Person at Interview	Provide overall requirements, funding, and approval	High	External, Supporter
Erum Khan	CEO/ Sponsor	Memory Lane	n/a	In-Person at Interview	Provide overall requirements, funding, and approval	High	External, Supporter
Courtney Minich	COO	Memory Lane	courtney.c.minich@gmail.com	In-Person at Interview	Provide overall requirements	High	External, Supporter
Dave Rubin	CTO	Memory Lane	n/a	Skype at interview	Provide overall requirements	High	External, Supporter
Courtney Minich	SME	Temple Univ.	courtney.c.minich@gmail.com	In-Person, Email, Phone	Provide periodic feedback on behalf of sponsor	Medium	External, Coach
n/a	End-Users	n/a	n/a	Email	Sign up to web application, and use alexa to upload memories	High	External
BUSINESS ANALYSTS							
Craig Kestecher	Business Analyst	Temple Univ.	tuf94617@temple.edu	In-Person, Email, GroupMe	Prototype testing at designated milestones or as needed	High	Internal
Maria Boggi	Business Analyst	Temple Univ.	tuc62865@temple.edu	In-Person, Email, GroupMe	Develop upload process for memories	High	Internal
Daria Gbor	Business Analyst	Temple Univ.	tug61143@temple.edu	In-Person, Email, GroupMe	Generate necessary documents to ensure project goals are fulfilled	High	Internal
Sarita Cini	Business Analyst	Temple Univ.	tug92662@temple.edu	In-Person, Email, GroupMe	Generate necessary documents to ensure project goals are fulfilled	High	Internal
Lauren Soentgen	Business Analyst	Temple Univ.	tuf86667@temple.edu	In-Person, Email, GroupMe	Generate necessary documents to ensure project goals are fulfilled	High	Internal
Long Nguyen	Business Analyst	Temple Univ.	tuf92657@temple.edu	In-Person, Email, GroupMe	Develop the account management portal in JustinMind prototype tool	High	Internal
PROJECT MANAGERS							
Alex Dimuzio	Project Manager	Temple Univ.	tuf13664@temple.edu	In-Person, Email, GroupMe	Ensure the prototype developed meets sponsor's requirements as described in the Scope	High	Internal
Tim McNiff	Project Manager	Temple Univ.	tuf19115@temple.edu	In-Person, Email, GroupMe	Ensure the design of the prototype is user-friendly and will allow for scalability in the event of future expansion	High	Internal
Angy Wang	Project Manager	Temple Univ.	angie.wang@temple.edu	In-Person, Email, GroupMe	Communicate between sponsor, BA team, and PM team to ensure all parties are operating synergistically	High	Internal

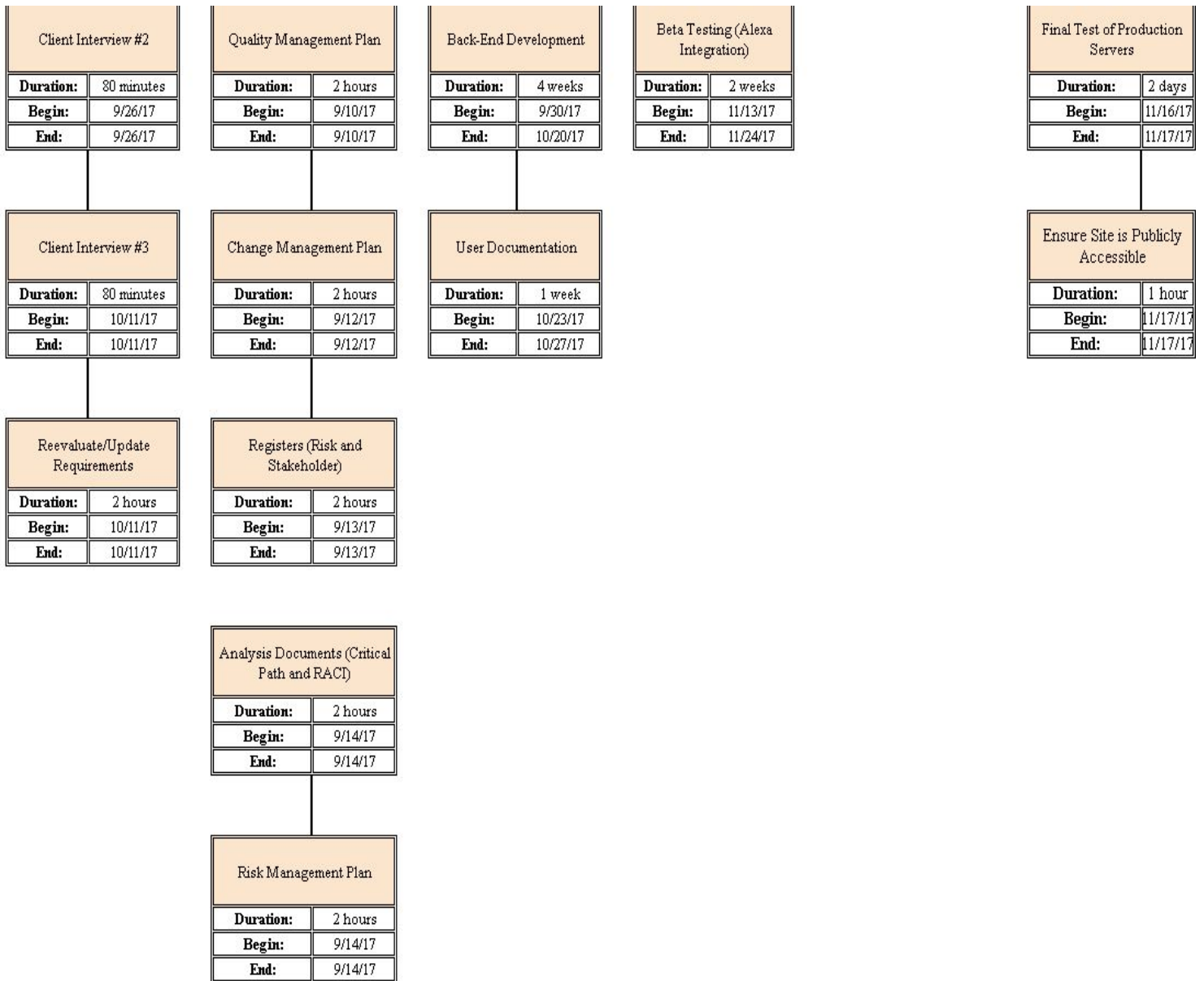
WORK BREAKDOWN STRUCTURE (WBS)

Generated by Angie Wang, Tim McNiff, and Alex Dimuzio on November 7, 2017

Project Name	Memory Lane Web Application
Project Managers	Tim McNiff, Angie Wang, Alex Dimuzio
Project Start Date	August 29, 2017

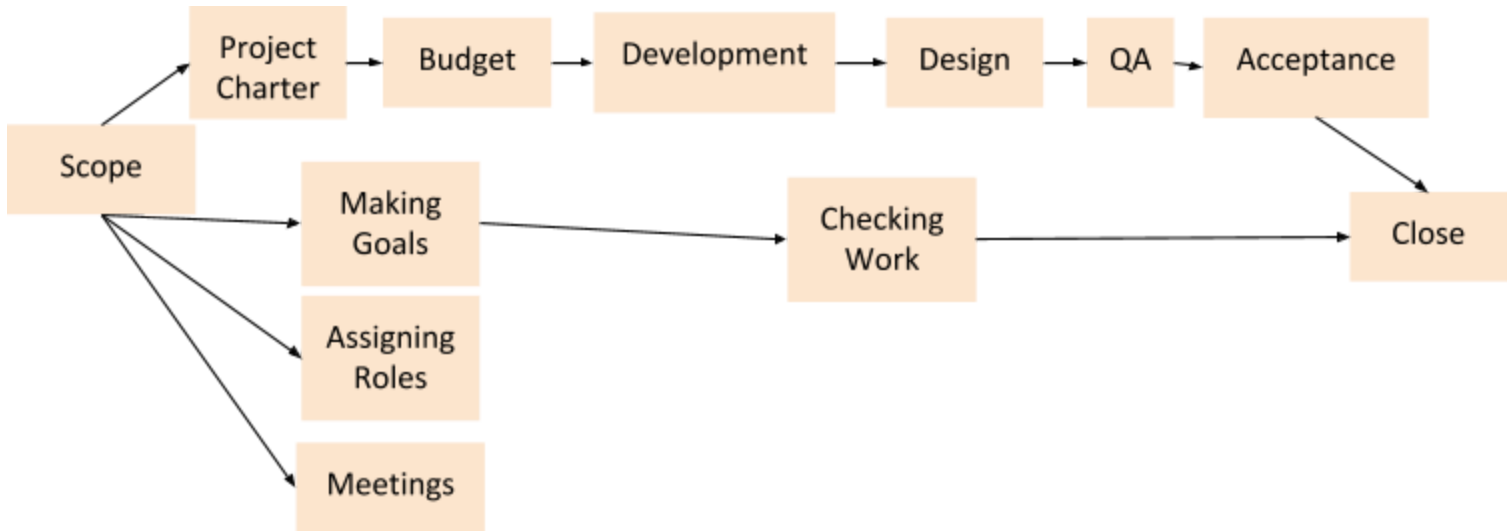
Memory Lane Web App





CRITICAL CHAIN ANALYSIS

Generated by Angie Wang, Tim McNiff, Alex Dimuzio on November 30, 2017



CHANGE MANAGEMENT PLAN

Generated by Angie Wang, Tim McNiff, Alex Dimuzio on November 9, 2017

Purpose:

The Change management Plan establishes how changes will be proposed, accepted, monitored, and controlled. The change control procedures identified in this plan will govern changes to the baseline project scope including changes to the WBS and requirements from project beginning through to completion. In addition, the change control procedures will govern changes to the baseline schedule and cost.

Procedures:

Any project team member can submit a change request to all three of the project managers via Google Docs in the company shared Drive. It is asked that team members make a copy of the Change Request Form (See page 12), fill it out, then share it with all three project managers. This is to ensure that a notification is sent and immediate attention can be directed towards the request.

If the change is denied, the file will be moved into the Denied Requests folder in the same Drive and if it is accepted, the file will be moved into the Accepted Requests. Additionally, the project manager who signs off on the change will be responsible for updating the Change Control Log (See page 11) and all subsequent documents affected by the change.

CHANGE REQUEST FORM

Generated by Angie Wang, Tim McNiff, and Alex Dimuzio on November 9, 2017

Memory Lane

Project Manager:

Date:

Requestor:

To be completed by the requestor:

Describe the nature of the change and resulting deliverables:

--

Describe the business case/rationale for the proposed change:

--

To be completed by the project manager:

Change request number:

Evaluation approval required: Yes No

Estimate to evaluate the change request:

Hours	Cost	Duration	Change to Project End Date

Change request evaluation:

Estimate impact to project:

Hours	Cost	Duration	Change to Project End Date

BUDGET

Generated by Angie Wang, Tim McNiff, and Alex Dimuzio on November 28, 2017

							Budget	Actual	Under/Over	
							\$125,165.00	\$128,760.00	-\$3,595.00	
		Labor			Materials		Fixed Cost			
Task	Vendor/Contractor	Number of Labors	Total Hours	Rate	Units	\$/Unit				
LABOR										
Project Manager	Contractor	1	100	\$50.00			\$5,000.00	\$5,000.00	\$0.00	
Business Analysts	Contractor	2	100	\$45.00			\$9,000.00	\$10,000.00	-\$1,000.00	
Development	Contractor	3								
Coding			200	\$50.00			\$30,000.00	\$35,000.00	-\$5,000.00	
Designing			100	\$50.00			\$15,000.00	\$15,000.00	\$0.00	
UI Integration			100	\$50.00			\$15,000.00	\$16,500.00	-\$1,500.00	
Purchase/Install SSL Cert			50	\$50.00			\$7,500.00	\$7,000.00	\$500.00	
Upload Memories			100	\$50.00			\$15,000.00	\$13,000.00	\$2,000.00	
Testing		2								
Jmeter Load Testing	Contractor		80	\$50.00			\$8,000.00	\$9,000.00	-\$1,000.00	
Metasploit Penetration Testing	Contractor		80	\$50.00			\$8,000.00	\$7,000.00	\$1,000.00	
Beta Testing	Contractor		80	\$50.00			\$8,000.00	\$8,000.00	\$0.00	
Labor Total							\$120,500.00	\$125,500.00	-\$5,000.00	
Promotion (SEO & Social)	Contractor		5	\$75.00			\$375.00	\$375.00	\$0.00	
Promotion Total							\$375.00	\$375.00	\$0.00	
TIME-BASED RESOURCES										
SSL Certificate	Vendor				1	\$150.00	\$150.00	\$150.00	\$0.00	
Domain Name	Vendor				1	\$50.00	\$50.00	\$50.00	\$0.00	
Leased Office Space	Vendor				1	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00	
Time-Based Resources Total							\$1,200.00	\$1,200.00	\$0.00	
MATERIAL COSTS										
Web Development Tools	Vendor				3	\$500.00	\$1,500.00	\$1,500.00	\$0.00	
Adobe Creative Suite	Vendor				2	\$120.00	\$240.00	\$240.00	\$0.00	
Materials Total							\$1,740.00	\$560.00	\$0.00	
ANCILLARY COSTS										
Meeting Travel	Contractor		10	\$75.00			\$750.00	\$600.00	\$150.00	
Kick Off Meeting	Contractor		2	\$75.00			\$150.00	\$150.00	\$0.00	
Communication	Contractor		6	\$75.00			\$450.00	\$375.00	\$75.00	
Ancillary Total							\$1,350.00	\$1,125.00	\$225.00	
							Budgeted Total:	\$125,165.00	\$128,760.00	-\$3,595.00

COMMUNICATIONS PLAN

Generated by Angie Wang, Tim McNiff, and Alex Dimuzio on November 15, 2017

Stakeholder	Method	Frequency	Responsibility	Notes
Key Stakeholders	Project Kickoff Meeting	Beginning of project	Managers & Analysts	Meet to outline goals of projects.
	Client Interviews	Sep 12, Sep 26, Oct 11	Analysts	If managers don't attend, follow-up with analysts.
Project Managers	Weekly Progress Reports	Every week on Wednesday	Revolving between managers	Angie sent out GroupMe chat for every member to join.
	Team Meetings & GroupMe Communication	As needed, via GroupMe or Webex	GroupMe Login Credentials	
Business Analysts	Project Status	As requested by managers.	Prototype Developer	Allow us to see most recent version of prototype.
Project Sponsor/ Client	Project Feedback	As requested by analysts or managers.	Subject Matter Experts (SMEs)	Provide feedback regarding project when asked.

Communication Channels

Throughout the project, communication was readily open via GroupMe messenger, Email, Webex, and in person status updates. This helped when we needed to readily relay messages or exchange documents, as large as the full prototype, in order to generate feedback and improve our project.

QUALITY MANAGEMENT PLAN

Generated by Angie Wang, Tim McNiff, and Alex Dimuzio on November 19, 2017

Purpose

The Purpose of this plan is to ensure that all necessary details are included in this project to satisfy the project sponsor's requirements. It will make sure all deliverables are on time, on budget and of acceptable quality.

Roles and Responsibilities

All team members will play a role in quality management. In order to ensure that appropriate standards of quality are established at every level, the following roles and responsibilities have been identified:

- **Project Sponsor:** The Project Sponsor is the approval authority for Memory Lane. As such, the Project Sponsor will ensure the Executive Committee is informed of all quality standards and initiatives regarding the Memory Lane Project. The Project Sponsor is responsible for approving all established quality standards for the project. Additionally, the Project Sponsor will ensure that quality management standards and practices are met prior to accepting project deliverables and authorizing project completion.
- **Project Manager/ Quality Manager:** The Project Managers have overall responsibility for quality management on the Memory Lane Project. The Project Manager is responsible for the implementation of the Quality Management Plan as well as ensuring all products, processes, and documentation adhere to the plan. The Project Manager will work with the Quality Manager to ensure that quality standards are established at all levels in all areas of the project. The Project Manager is responsible for ensuring that adequate resources are available to properly implement the Quality Management Plan. The Project Manager is responsible for monitoring all project activities to ensure compliance with established quality standards. In this project the Project
- **Project Stakeholders:** Stakeholders will be responsible for working with the Project Managers to ensure that all established quality standards for the Memory Lane project and comply with the acceptable standards of appropriate internal organizations. Additionally, the Stakeholders will help ensure that all established quality standards meet the expectations of our customers.

Quality Control

Quality control for the Memory Lane Project will ensure that all project deliverables comply with established quality standards. In order to meet all requirements and expectations, it is imperative to implement a formal process in which quality standards are measured and accepted. For each deliverable the Project Managers will ensure the quality standards, quality control activities, and frequencies of activities are met on a weekly basis. It is important to note that as the Project Plan evolves, more deliverables may be added and the quality standards may change. If any changes are made, the Project Managers will be responsible for communicating the changes to the project team and updating all project plans and documentation.

Quality Assurance

Quality assurance efforts for the Memory Lane Project will ensure that the processes used in this project product deliverables which meet established quality standards while maximizing efficiency and minimizing waste. For each process the Project Manager will ensure these standards, activities, and frequencies are met. It is important to note that as the Project Plan evolves, more processes may be added and the quality standards may change. If any changes are made, the Project Manager is responsible for communicating the changes to the project team and updating all project plans and documentation.

The Project Sponsor is responsible for the formal acceptance of each process meeting the established quality standards.

Quality Control and Assurance Monitoring

For the Memory Lane Project the Project Managers will maintain a Quality Control and Quality Assurance Log. These logs will be reviewed daily by the Project Managers and also during weekly project status meetings. These logs will also be provided to the Project Sponsor at the end of the project as a deliverable. The purpose of these logs is to itemize and track quality control and assurance activities until closure or until they are no longer required.

Quality Control Log

ID #	Date	Deliverable	Findings	Resolution	Resolution Date

Quality Assurance Log

ID #	Date	Process	Findings	Resolution	Resolution Date

Approvals

The signatures of the people below indicate an understanding in the purpose and content of this document by those signing it. By signing this document you agree to this as the formal Quality Management Plan for the Memory Lane Web App Project.

Approver Name	Title	Signature	Date
Angie Wang	Project Manager	<i>Angie Wang</i>	11/30/17
Tim McNiff	Project Manager	<i>Tim McNiff</i>	11/30/17
Alex Dimuzio	Project Manager	<i>Alex Dimuzio</i>	11/30/17

Risk Mitigation and Avoidance

We will use standard project management tools to mitigate, accept, transfer, avoid and reduce our risk footprint.

RISK MANAGEMENT PLAN

Generated by Angie Wang, Tim McNiff, and Alex Dimuzio on November 17, 2017

				Key	
				1.0- Extremely High	
				0.75- High	
PROJECT INFORMATION Memory Lane, Collection & Dissemination of Personal Memories				0.50- Medium	
Project Managers Angie Wang, Tim McNiff, Alex Dimuzio				0.25- Low	
Risk ID	Project Risks	Impact	Probability	Risk Value	Decision
001	No way to test with Alexa	0.75	1.0	0.50	Accept - No way to test Justinmind with Alexa
002	Software is too difficult to use	0.50	0.40	0.25	Mitigate - Simplify the user experience
003	Product does not meet AWS developer restrictions	0.35	0.25	0.275	Reduce - Scale back the requirements of the project
	Business Risks	Impact	Probability	Risk Value	Decision
004	Database is not secured, customer info at risk	1.0	0.25	0.25	Mitigate - Put security as a priority
005	User base not large enough/poor turnover	0.50	0.45	0.375	Reduce - Promote digital marketing techniques
006	Loss of database	1.0	0.25	0.25	Mitigate- Ensure we can back up data

CLOSE OUT REPORT

Generated by Angie Wang, Tim McNiff, and Alex Dimuzio on December 3, 2017

Project Title: Memory Lane, COLLECTION & DISSEMINATION OF PERSONAL MEMORIES

Date Prepared: November 30, 2017

Project Managers: Angie Wang, Tim McNiff, and Alex Dimuzio

Project Description: Create an web eCommerce platform to record memories.

- Provide the ability to capture personal memories within 1 month of implementation.
- Influence users to stay in the app for an average of 5 minutes within 3 month of implementation.
- Provide the ability for users to share personal memories within 1 month of implementation.
- Create a tagging system that locates memories in 2 seconds within 1 month of implementation.
- Enable public and administrative user-authenticated roles within production by launch date.

The original Budget was \$125,165.00 for all labor, promotion, material, time-based resources, ancillary costs. However, throughout the project we discovered that we needed more money for labor costs. We went over budget by \$3,595.00.

Project Objectives	Success Criteria	How Met	Variance
Launch Web Application	Live Site within 1 month	Created Prototype	Needs Approval
Revenue Increase	Influence users to stay on app	Appealing web application	How many clients sign up
Share personal memories	1 month after implementation	Recording through the web app	Target market
Search for memories	Locate search memories within 2 seconds	Tagging system	Tagging must be used in order to be searchable
Have both public and admin users	Ability to login as admin by launch date	Admin login redirects to admin page	Needs to be in the database as an admin

LESSONS LEARNED REPORT

Generated by Angie Wang, Tim McNiff, and Alex Dimuzio on December 3, 2017

What went well: Throughout the project our team had great communication, we were able to set up a GroupMe chat right away to talk to our Business Analysts. In addition, we set up a drive to share all of our files together. This helped us (PMs) keep track of the documentation the BAs had.

What didn't go well: Since the BAs and PMs had various different schedules, it was hard to meet. Some people had work and others had conflicting class schedules. We only met as a full team about three times, which wasn't ideal.

What I would do differently: In the beginning of the project, the BAs were a little confused between the two different projects: Memory Lanes and Connect the Dots. This put us behind because everyone couldn't come to a consensus about how the solution was going to work. As PMs, we should have set up clear goals in the beginning.

PROJECT ACCEPTANCE FORM

Generated by Angie Wang, Tim McNiff, and Alex Dimuzio on December 3, 2017

Project Name: Memory Lane, COLLECTION & DISSEMINATION OF PERSONAL MEMORIES

Date: December 3, 2017

Project Sponsor: Andy Kropa

Project Manager(s): Angie Wang, Tim McNiff, and Alex Dimuzio

Project Sponsor Information

Project Sponsor Name: Andy Kropa

Action: Accept Reject

Comments:

Project Sponsor Signature: Andy Kropa

Date: 12/3/17

Project Manager Information

Project Sponsor Name: Angie Wang, Tim McNiff, Alex Dimuzio

Action: Accept Reject

Comments:

Project Sponsor Signature: Angie Wang, Tim McNiff, Alex Dimuzio

Date: 12/3/17