TEMPLE UNIVERSITY PRESS

WEBSITE EXPERIENCE

Spring 2015

PROJECT MANAGERS:
Tyler DiBetta
Anthony Havrilla
Anand Kumar
BUSINESS ANALYSTS:
Ibtihal Al-Froukh
Matthew Tremblay
Stephen Scanlon
Samuel McAdoo
Joshua Smith
PROJECT SPONSOR:
{INSERT NAME HERE}

Table of Contents

Project Charter

Client Name: Temple University Press
(http://www.temple.edu/tempress/)

Project Managers: Tyler DiBetta, Anthony Havrilla, Anand Kumar

Description

This semester, the Business Analysts from MIS 3504 and the Project Managers of MIS 3535 will be working on a project for Temple University Press, the university press arm of Temple University was founded in 1969. Temple University Press provides users with published books in a wide variety of topics, from academic works to travel books and also a wide variety of other media content on its website. However, Temple University Press' website does not foster discovery of the supplementary audiovisual content poster for many books making it difficult for users to take full advantages of all the features the website has to offer. In addition, Temple University Press does not link social media to its website making the impact of social media extremely insignificant. This semester, our Business Analysts will be working with Temple University Press to use technology to improve their user experience and grow their current website.

Redesign the TU Press website to create an interactive experience and digital resource

A. Redesign website for better user experience
B. Increase the usage of social media platforms
C. Integrate social media into website

Project Start Date: 1/27/2015
Project End Date: 4/22/2015
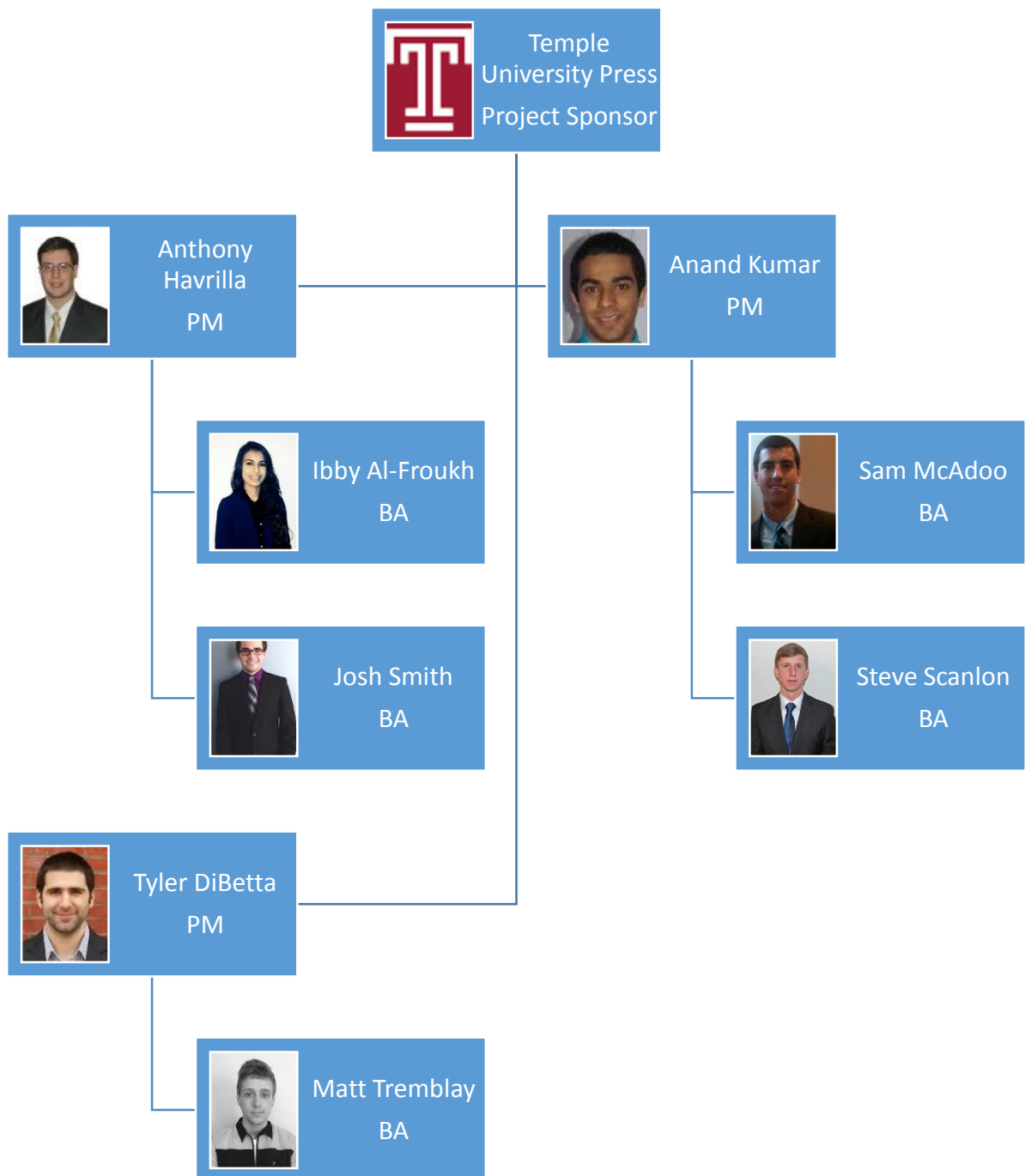
Roles and Responsibilities:

Name	Role	Responsibility
TU Press	Project Sponsor	▪ Monitor Project
Tyler DiBetta, Anthony Havrilla, Anand Kumar	Project Managers	▪ Plan and Execute Project
Ibtihal Al-Froukh, Matthew Tremblay, Stephen Scanlon, Samuel McAdoo, Joshua Smith	Business Analysts	▪ Assisting with the business case ▪ Planning and monitoring ▪ Eliciting requirements ▪ Requirements organization ▪ Translating and simplifying requirements ▪ Requirements management and communication ▪ Requirements analysis

Client Signature: _____   Date: _____

SCOPE DOCUMENT

Organization Chart

Temple University Press
Project Sponsor

Anthony Havrilla
PM

Anand Kumar
PM

Ibby Al-Froukh
BA

Sam McAdoo
BA

Josh Smith
BA

Steve Scanlon
BA

Tyler DiBetta
PM

Matt Tremblay
BA

Stakeholders List

The stakeholder list identifies the people, departments or groups who are stakeholders for the project or organization. This document also describes each affected individual, his or her association to TU Press, and his or her role or impact on the project. The list guide the project managers and the business analysts regarding communication and collaboration about the project's tasks and objectives and the overall project solution.

Name	Title	Role
Temple University Press	Sponsor	Any changes to digital marketing will not affect the company's digital marketing strategy.
Mary Rose Muccie	Director TU Press	Responsible for all aspects of Press operation and management.
Micah Kleit	Interim Editor-in-Chief	Oversees the editorial program, acquires titles in American Studies, Media Studies, Political and Social Theory, Sociology of Health, Religion, Sports, and Regional Studies. Coordinates planning for trade titles.
Ann-Marie Anderson	Director of Sales and Marketing	As head of the marketing department, develops marketing objectives, policies, and strategies for the promotion of all Press titles.
Anand Kumar	Project Manager	Manage the project from the beginning to the end, and create projects documents
Anthony Havrilla	Project Manager	Manage the project from the beginning to the end, and create projects documents
Tyler DiBetta	Project Manager	Manage the project from the beginning to the end, and create projects documents
Matthew Tremblay	Business Analyst	Design a solution to redesign website for a better user experience, increase the usage of social media platforms, and integrate social media into the website
Sam McAdoo	Business Analyst	Design a solution to redesign website for a better user experience, increase the usage of social media platforms, and integrate social media into the website
Ibby Al-Froukh	Business Analyst	Design a solution to redesign website for a better user experience, increase the usage of social media platforms, and integrate social media into the website
Josh Smith	Business Analyst	Design a solution to redesign website for a better user experience, increase the usage of social media platforms, and integrate social media into the website
Steve Scanlon	Business Analyst	Design a solution to redesign website for a better user experience, increase the usage of social media platforms, and integrate social media into the website

RACI CHART

Communication Plan

The purpose of this document is to define the communications strategy of the Temple University Press project. These strategies and goals are intended to provide guidance in planning and measuring results of the current and future communications efforts. The Communications Matrix defines the following:

- How the information will be communicated: meetings, email, telephone, and results presentation
- When information will be distributed—the frequency of project communications both formal and informal
- Who is responsible for communicating project information

  *Communication Information is listed in Stakeholder Registry

Communications Matrix

Communication Style	Audience	Description Purpose	Frequency
GroupMe Application	BAs and PMs	The GroupMe Application will support the whole group's primary communication tool so that everyone is always up-to-date about project meetings, decisions, status, and deliverables. This is an application that allows everyone to group text like iMessage for iPhones so that non-iPhone users can be connected.	**As Needed**
Email	BAs and PMs	Email will be used to transfer documents that cannot be upload to the drive to one another when needed. It will also serve as an initial communication platform for the group and as an emergency communication platform when needed.	**As Needed**
Google Drive	BAs and PMs	Google Drive will serve as our team's shared drive of important documents. BAs will have access to documents concerning their portion of the project, while the project managers will have access to all documents. The drive will allow the team to work remotely on document if needed.	**Daily**
Team Meetings	BAs and PMs	Team meetings will act as our team's collaboration sessions stay on task with the project and get status updates on who is doing what and when things are to be completed. Having team meetings will keep the team on track and on the same page.	**Weekly:** **Wednesdays at 5:00 PM**
Project Status Reports	BAs and PMs	Project reports will serve as our team's communication of project progress and deliverable status and will be part of the team meetings. This will help the team know where we are at during the project as well as identify who did what for the project.	**Weekly:** **Fridays at 4:00 PM**

Stakeholder Registry

Role	Name	Email	Phone
Project Sponsor	Temple University Press	tempress@temple.edu	(215)926-2140
Director TU Press	Mary Rose Muccie	maryrose.muccie@temple.edu	(215)926-2145
Interim Editor-in-Chief	Micah Kleit	micah.kleit@temple.edu	(215)926-2157
Director of Sales and Marketing	Ann-Marie Anderson	ann-marie.anderson@temple.edu	(215)926-2143
Project Manager	Tyler DiBetta	tud45145@temple.edu	(908)797-6356
Project Manager	Anthony Havrilla	tud16394@temple.edu	(215)605-2377
Project Manager	Anand Kumar	tue57315@temple.edu	(610)564-2160
Business Analyst	Ibby Al-Froukh	tue66251@temple.edu	(267)516-2677
Business Analyst	Matthew Tremblay	tud20659@temple.edu	(443)975-1515
Business Analyst	Stephen Scanlon	tue55583@temple.edu	(484)868-3451
Business Analyst	Samuel McAdoo	tud19931@temple.edu	(610)209-0387
Business Analyst	Joshua Smith	tuf14615@temple.edu	(267)374-9787

Risk Management Plan

PURPOSE

This plan documents the processes, tools and procedures that will be used to manage and control those events that could have a negative impact on the Temple University Press project. It's the controlling document for managing and controlling all project risks. This plan will address:

• Risk Identification

• Risk Assessment

• Risk Mitigation

• Risk Response Planning

• Risk Tracking and Reporting

PROCEDURE

RISK IDENTIFICATION: A risk register will be used to properly define and manage the risks that may occur during the duration of this project.

RISK ASSESSMENT: The project managers will evaluate the potential risks that may be involved in the project activity and determine if a risk could possibly occur during the project and describe how the plans we created can eliminate the risk.

RESPONSE PLANNING: The project managers will approach handling any risks that occur through any of the following: acceptance, avoidance, mitigate or transfer the risk.

TRACKING, CONTROLLING AND REPORTING: The project managers will achieve this through our Risk Registry. The Risk Registry will be updated weekly to show how the likelihood of a risk has changed or if certain risk are no longer a threat to our project. The registry will list how we plan to handle all risks the project may encounter. It also shows the likelihood, impact, and severity as a score system, the higher the score the more severe the risk. The risk register contains who is responsible for each risk facing the team. We will have a contingency plan put in place in the event that one of the identified risk occurs. The contingency plans will be put into effect to help keep a minor or large risk from slowing down the project. Our project management team wants to deliver a project, which is on time, within budget and of Temple University Press' desired quality.

Risk Register

Risk Description	Likelihood (low=1 high=5)	Impact (low=1 high=5)	Score/Severity (low=1 high=25)	Mitigation Plan	Owner
BAs not being able to agree on the scope of the project.	2	5	**10**	Mitigate – To create a brainstorming conferences which can help the BAs come to a common understanding on their scope.	Ibby Al-Froukh- BA Matthew Tremblay- BA Samuel McAdoo- BA
BAs do not complete the use cases.	2	1	**2**	Acceptance – The risk of the use cases not being completed is not damaging enough to the project as a whole and accepting that there are no use cases is tolerable.	Samuel McAdoo – BA Matthew Tremblay - BA
BAs do not learn JustInMind	3	5	**15**	Mitigate – hold training sessions where the PMs can offer the BAs knowledge on certain functions in JustInMind.	Joshua Smith – BA Stephen Scanlon - BA
BAs do not complete their schema	2	1	**2**	Acceptance – completing the schema is not a big part of the project and overall solution.	Joshua Smith – BA Stephen Scanlon - BA
BAs business rules do not support their project solution	3	2	**6**	Avoidance – provide BAs with business rules if they do not support the project's solution.	Ibby Al-Froukh- BA Samuel McAdoo- BA

Quality Management Plan

The team chose to include the quality management plan because without quality, most projects will fail to meet the expectation of the client. By sacrificing quality, the project may be able to finish on time on, schedule, and on budget. If the quality is not up to standards, it may cost more money to fix and implement the project deliverables. Quality is extremely important along with the technique to measure quality.

The Quality Management Plan documents the necessary information required to effectively manage project quality from project planning to delivery. It is a type of plan that is related to a company's mission to ensure that it delivers quality products and services that will keep their clients satisfied. It defines a project's quality factors, procedures, and criteria for identifying trouble areas of application.

The Quality Factor Matrix involves quality planning, quality control, quality assurance and quality improvement to increase the project's quality, and the actual standards that must be met. All project deliverables will be assessed by the factors identified in the Quality Factor Matrix.

Quality Factor Matrix:

| Process	Criteria
Quality Planning	This is where the team identifies quality standards objectives, how to achieve these objectives, and requirements for sponsors to sign off and accept project deliverables.
Quality Assurance	This is where the team states the activities and metrics to measure quality. This will allow the team to maintain the desired level of quality for the required deliverables at every step during the project.
Quality Control	This is where the team identifies the monitoring and controlling actions that will be executed to control the project's quality throughout the process. This will also establish how the quality standards will fulfill the actual quality standards defined in the Quality Planning section.
Standards	**Criteria**
Working Condition	This is where the team determines whether the deliverables are in working order, with no errors and/or bugs. The team will determine if the deliverable meets the client's needs and does what it's supposed to do, and if a client's problems can be solved swiftly with little financial impact.
Usability	This is where the team determines if the deliverables are easy to understand and use by the stakeholders. We will explain any parts of the deliverables that could have any complicating parts that need more explainable for better usability.
Innovation	This is where the team specifically determines if the deliverables are innovative or whether they already exist. We will determine if our team's deliverables provide a new state-of-the-art experience to the client or if the solution will get confused by another established solution.
Customer Satisfaction	This is where the team determines if the deliverables are meeting their sponsors and client's expectations. We will determine if they have fulfilled the specific requirements and if the elements are in contract with the customer's requirements.

Change Management Plan

Purpose

The Change Management Plan serves as guidelines for proposing, managing, and implementing a change to any aspect of the project.   This Plan is set in place to weigh the risk of change and manage it as efficiently as possible. The plan will also aid in avoiding surprises, scope creep, or unnecessary changes to the budget, schedule, or quality of the project.

Process

All changes must be proposed to the Project Managers for approval then the decision communicated to all stake holders. The Project Sponsor will have the final say on all changes.
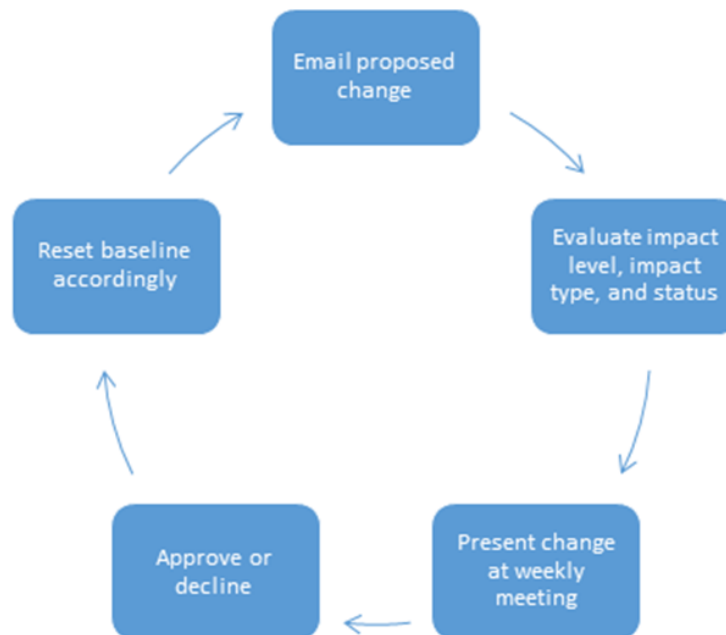
Change Risk

A change to the scope, budget, quality or schedule cannot be made without impacting another or all of the components. This chart will show the risk of the proposed change in regards to each component.

	High Risk	Medium Risk	Low Risk
Scope		X	
Budget	X		
Schedule	X		
Quality			X

PROJECT CLOSE OUT APPROVAL

The undersigned acknowledge they have reviewed the Somerville Lumber Project deliverables and agree with the approach it presents. Changes to any of the deliverables will be coordinated with and approved by the undersigned or their designated representatives.

Signature   Date: 04/27/15

Print Name: Tyler DiBetta

Title: Project Manager

Role: Project Manager

Signature: Date: 04/27/15

Print Name: Anthony Havrilla

Title: Project Manager

Role: Project Manager

Signature: Date: 04/27/15

Print Name: Anand Kumar

Title: Project Manager

Role: Project Manager