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IPRO 351 – Project Plan
Spring 2008



IPRO 351

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SPRING 2008

1.0. OBJECTIVES

It is our objective to create a medium in which to combine the need of proficient web developers for university projects/ jobs as well as others looking for similar services outside of the university, with IIT students looking to gain experience as well as payment, whether through class credits or through wages. We plan to create a business model of a consulting firm that seeks out clients, as well as having clients brought to the firm, realize their needs, create a design document of their proposed website, then seek out the students with the capabilities matching the clients needs and “hire” them for the job, all the while maintaining that the quality of the student’s work will be sufficient to the client and therefore sufficient for our consulting firm. The start up companies/clients we gain will receive knowledge, expertise, and fresh ideas for a much needed website for their company/project. On the other hand the students will receive real-life experience working for a client in a certain timetable, with a standardized set of guidelines while also receiving some form of compensation.

2.0. BACKGROUND

PROJECT HISTORY

IPRO 351 started in Fall 07 as an effort to develop an online community for investment banking for a sponsor who was an investment banker himself but needed the web expertise and fresh ideas he hoped students could give him to get his website running. As the project proceeded it was realized that the students could not do all the work in time allotted, and instead the IPRO team focused on diverting its efforts towards creating a website for SonicPro, a product being developed by another IPRO.

Before the beginning of spring 2008 IPRO 351 was approached by Blane Canada. Working under the supervision of a professor, IPRO 351 would work with the marketing specialists of Blane Canada to develop and design an online training module utilizing its research and educational tools. The module would be used by some of the ten various trade associations in North America to enhance their visibility and credibility in the market place. Essentially, the online training module would teach specific business retention and expansion strategies aimed at increasing economic

development in local and regional areas. Blane, Canada developed a partnership with the IPRO program where the students would receive course credit in exchange for a market-ready online training module.

OPPORTUNITY

The past team for IPRO 351 realized that there was a huge need for affordable, quick webdevelopment services in the Small and Medium Business market. A lot of startups wanted quick and cheap solutions for their web needs; I.e. website development, content development, web application development, content management systems etc. Similar needs are experienced by other teams in the IPRO program.

Additionally, Illinois Institute of Technology has a large number of computer science undergraduates and graduates that are looking for project experience in the real world. The aim of IPRO 351 is to fulfill both these needs; that of the CS student body, and those of small and upcoming business; by bringing them both together.

SOLUTIONS AND TECHNOLOGY

The IPRO 351 team will leverage the IT skills of its team members in establishing its own website. This website will act as a portal for recruitment purposes, as well as a storefront for possible clients. The website will allow for posting of possible new projects as well as resumes of students. The Business team will establish the procedures and business model for the company to function.

PATH AHEAD

The Spring 08 semester will focus on developing business storefront and completing the first part of the project for Blane Canada.

LOOKING AHEAD

Blane Canada is the first client for IPRO 351, and the team intends to use the experience gained on this project to further finetune the business operations processes and recruitment processes. At the end of the semester, the team hopes to have organizational structure in place that will enable the IPRO to continue as a self sufficient student run business.

3.0. METHODOLOGY/BRAINSTORM/WORK BREAKDOWN STRUCTURE

The problem at hand is one of web application development and as a web application development firm for web developers we will work to provide website and software consulting services to our clients. In order to solve this problem we will do requirements gathering and best practices research. IPRO 351 will qualify and register students who may be willing to work for nominal wages or course credit. The scope of work the client is looking for will be determined, and IPRO 351 will evaluate what they can provide. The solutions will be tested by showing the designs to clients to verify that requirements were understood and to reduce the potential accrual of extraneous costs, due to changes made during the coding, testing and post-mortem phases; in other words, later on in the development process. IPRO 351 will use an agile approach to development in which IPRO 351 will use a staged release strategy, so that the clients can give feedback on each individual component of the product. Following the best practices and related research, IPRO 351 will present the findings and recommendations to the clients. The feedback from the presentation can be used to gauge the quality of the research.

A series of research and testing documentation will be kept including, standard documentation, related to software development. Also standard usability testing documentation will be kept. IPRO 351 will make presentations of best practices research, et al to clients. IPRO 351 will maintain a log of communications with the clients, as a record of feedback and requirements. The analysis of the test results will be conducted by having the clients give us their feedback. This will be reviewed and be used to grow the group's understanding of good business and web development practices. Usability testing results will be used to modify the products, based on the feedback.

4.0. EXPECTED RESULTS

BUSINESS

OBJECTIVE - IDENTIFY TARGET MARKET AND PRODUCT

RESULTS -

Research through primary and secondary sources result in developing the business model.

OBJECTIVE - WRITTEN CODE OF ETHICS

RESULTS -

Create ethical standards for I PRO 351 to adhere to as guiding principles of quality, reliability, and customer care.

OBJECTIVE – COMPLETE FINANCIAL STATEMENT

RESULTS –

Create an accurate financial statement which will assist in securing future funding for the venture and impact planning on the pricing and marketing strategy.

OBJECTIVE – FORMAL BUSINESS PLAN WRITE-UP

RESULTS –

The write-up of the business plan lays the foundation for I PRO 351 in its future semesters, acting as a reference point from which all future progress will be compared with and integrated into.

TECHNICAL

OBJECTIVE - DEVELOP A TRAINING MODULE FOR BLANE CANADA

RESULTS –

Create the infrastructure for upload of subsequent modules and create the first module for Blane Canada.

OBJECTIVE - DEVELOP WEBSITE FOR I PRO 351

RESULTS –

Create an interactive website that profiles I PRO 351 and the business, while serving as a portal to recruit future student employees.

5.0. PROJECT BUDGET

There is no associated budget at the moment. We believe that there will be minimal costs involved this semester. Whatever costs occur in producing the final product

for Blane Canada will be borne by Blane Canada. We do not expect other costs for this semester.

6.0. SCHEDULE OF TASKS AND MILESTONE EVENTS

See attached Gantt chart for the schedule of tasks and milestone events. The hours and due dates for the milestones are estimates only.

MILESTONES

TECHNICAL

ANALYZE

In the analysis phase, the instructional problem is clarified, the instructional goals and objectives are established and the learning environment and learner's existing knowledge and skills are identified. Below are some of the questions that are addressed during the analysis phase:

- Who is the audience and what are their characteristics?
- Identify the new behavioral outcome.
- What types of learning constraints exist?
- What are the delivery options?
- What are the online pedagogical considerations?
- What is the timeline for project completion?

DESIGN (2 WEEKS TOTAL, 54 MAN HOURS, COMPLETE MARCH 4TH)

The design phase deals with learning objectives, assessment instruments, exercises, content, subject matter analysis, lesson planning and media selection. The design phase should be systematic and specific. Systematic means a logical, orderly method of identifying, developing and evaluating a set of planned strategies targeted for attaining the project's goals. Specific means each element of the instructional design plan needs to be executed with attention to details.

These are steps used for the design phase:

- Documentation of the project's instructional, visual and technical design strategy
- Apply instructional strategies according to the intended behavioral outcomes by domain (cognitive, affective, psychomotor).
- Design the user interface and user experience
- Prototype creation
- Apply visual design (graphic design) (multimedia design)

- Document the design strategy (Vinson- 3 hrs)
- ID Design (18 hours) Ryan, Min
- Concurrent multimedia design (6 hours) Jesus
- User interface design (18 hours) team
- Prototypes (12 hours) team

DEVELOP (72 MAN HOURS, COMPLETE BY 25 MARCH)

The development phase is where the developers create and assemble the content assets that were created in the design phase. Programmers work to develop and/or integrate technologies. Testers perform debugging procedures. The project is reviewed and revised according to any feedback given.

- Create and assemble the content (20 hours)
- Testing (20 hours)
- Develop documentation as we go along (20 hours)

IMPLEMENT (DEMO TO BLANE/CANADA BY 3 APRIL, 20 MAN HOURS)

During the implementation phase, a **procedure for training** the facilitators and the learners is developed. The facilitators' training should cover the course curriculum, learning outcomes, method of delivery, and testing procedures. Preparation of the learners include training them on new tools (software or hardware), student registration.

This is also the phase where the **project manager ensures that the books, hands on equipment, tools, CD-ROMs and software are in place, and that the learning application or Web site is functional.**

EVALUATE

Tests designed for domain specific criterion-related referenced items and providing opportunities for **feedback** from the users

BUSINESS

A schedule of tasks and goals is created as a set of guidelines for the business team to adhere to as closely as possible. This is only preliminary, since all conditions which may arise during the research and development processes cannot be foreseen and accounted for. Individual member assignments are also flexible, as some tasks may be greater or lesser than initially anticipated. The constantly-modified project schedule will be posted on iGroups so everybody is well-informed of where the team needs to be. A tentative business team project plan is attached.

7.0. INDIVIDUAL TEAM MEMBER ASSIGNMENTS

TECHNICAL TEAM

Robert Vinson

Skills:

- Programming in Java, Ocaml, python
- Experience as navy instructor
- Project management experience

Ryan Cunningham

Skills:

- Programming in Java, Perl, Ruby
- Unix Scripting

Ian McCall

Skills:

- Commercial programming and web applications

Andrew Peake

Skills:

- Programming in Java, C
- Database development
- Web design

Jesus Alonso

Skills:

- Web design
- Multimedia

Min Seung Kim

Skills:

- Programming in Java, C
- Database development
- Web applications

BUSINESS TEAM:

Abhinav Hasija

Skills:

- Experience in marketing
- Project Management
- Advertising
- New Product Development experience
- Marketing Research
- Competitive analysis

Antonio Morales:

Skills:

- Experience in marketing
- Process Design
- Product Design
- New Product Development
- Marketing Research

Jeong Shik Kim:

- Business Process management
- Financial accounting
- Cash flow analysis

TEAM LEADER: ABHINAV HASIJA

Responsibilities:

- o Lead the members to achieve goals and run all the meetings
- o Collect the drafts from each member and make the final reports

SUB TEAMS:

• **TECHNICAL:**

To design the main functionalities of websites and pass it to the outsourced technical teams. The team also needs to supervise the development of the websites and web applications and test the functionalities of the finished projects.

LEADER:

Robert Vinson – Distribute tasks to members, follow up all the new ideas on designing websites from clients, supervise the development of the websites, test the websites, and finalize the reports

MEMBERS:

Ian McCall, Andrew Peake, Jesus Alonso, Ryan Cunningham, Min Kim
- Develop the basic functionalities of the websites/applications and testing the websites/applications submitted by the outsourced technical teams

BUSINESS:

Acquiring clients and looking for people to handle the projects assigned by clients or start up companies who want to develop a web presence.

LEADER:

Abhinav Hasija – Communicate with clients and outsourced technical teams, distribute tasks to members, finalize the reports and supervise the overall completion of tasks.

MEMBERS:

Antonio Morales, Jeong Shik Kim – Looking for outsourced technical teams and set up business model for our consulting firm, understanding and implementing clients' business needs, studying revenue models for online communities

DESIGNATION OF ROLES

A. MEETING ROLES

- **Minute Taker:** Andrew Peake – Takes meeting minutes to summarize what is discussed each week and posts it in iGroups.
- **Agenda Maker:** Abhinav Hasija – Creates meeting agendas based on last meeting's notes and posts them on iGroups.
- **Time Keeper:** Antonio Morales - Alerts team if we are running over the time allotted in the meeting agendas.

B. ASSIGN STATUS ROLES

- **Weekly Timesheet Collector/Summarizer:** We do not have one person who does this for our group. We have decided to let each person be responsible for posting their own timesheet each Tuesday on iGroups.
- **Master Schedule Maker:** Abhinav Hasija has created our preliminary schedule and will proceed to keep it updated as the project progresses.
- **iGROUPS:** Robert Vinson maintains our igroups account.
- **Group Profile Creator:** Jesus Alonso
- **Head Writer/Document Editor:** Antonio Morales and Abhinav Hasija