

COMPONENT 1 PROJECT MANAGEMENT

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Project: Developing a new Online Customer
Survey portal for Unilever PLC

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Introduction

Using cutting-edge technology, the team behind the project "Developing a new Online Customer Survey portal for Unilever PLC" hopes to boost customer involvement and collect actionable data. In today's highly connected world, consumers' wants and requirements are always shifting, and businesses must keep up. Unilever may better understand its clientele and their needs by opening a two-way line of contact using a cutting-edge online survey platform. The goal of this project is to provide Unilever with a system that streamlines the survey development, delivery, and analysis processes. Better product development, more insightful strategic decision making, and closer ties with customers are just some of the benefits that will accrue from the company's new online customer survey site.

Background

The well-known international consumer products firm Unilever PLC wants to learn more about its clients' tastes and satisfaction levels. Unilever values their customers so much that they know they need a reliable online survey site as a component of their customer-focused strategy (Kassim & Abdullah, 2016). The goal is to collect useful information from customers in order to better products, services, and marketing methods. Online surveys are increasingly important in the modern day for gathering information about customers' opinions (Lee & Kozar, 2017). To take advantage of this opening, Unilever PLC plans to create a new platform for conducting customer surveys online that is both intuitive and easy to use. Customers of all ages and backgrounds, from all over the world and from all of Unilever's brands, will be able to use the platform.



Unilever anticipates several positive results from this Programme. To begin, the business hopes to open a line for interaction with its clientele that will facilitate the free flow of ideas, suggestions, and criticisms. Second, Unilever wants to increase consumer loyalty by giving them a voice in the creation of new products and services. Finally, the company hopes to improve its position in the market by using the survey results to make data-driven choices and sharpen its marketing tactics. Unilever PLC is dedicated to making investments in the creation of a state-of-the-art consumer survey portal because they recognize its potential to transform the way they collect customer input and fuel the company's commitment to constant innovation across all their products.

Motivation for Choosing the Topic

Several factors led to the project, "Developing a new Online Customer Survey portal for Unilever PLC," being selected. A key factor is Unilever PLC's dedication to putting the needs of their customers first. Unilever hopes to improve its products and services based on the

feedback they receive from customers; thus, they have launched an online survey platform to facilitate this. Unilever's commitment to its customers is highlighted by this project.

Decisions based on hard data are ³ increasingly important in today's fast-paced business environment (Dholakia, Bagozzi & Pearo, 2017). Unilever PLC can learn more about its consumers' wants and needs by conducting surveys using an advanced internet platform. In product management, advertising, and customer service, this information is crucial for understanding consumer tastes, spotting patterns, and forming long-term plans (Anderson, Fornell & Lehmann, 2017). Acceptance of new technologies is another driving force. Unilever plans to increase its consumer interaction by capitalizing on the disruptive power of digital solutions. Customers' participation can be increased, and their input valued more if a streamlined online survey gateway is created for them.

Unilever PLC is ahead of the competition because it aggressively seeks and implements client feedback (Kassim & Abdullah, 2016). Unilever may learn more about customers' attitudes, preferences, and expectations thanks to the online survey site. Through taking a proactive stance, they can customize their goods, provide individualized service, and increase consumer loyalty. The creation of a new online consumer survey site exemplifies Unilever PLC's commitment to customer focus, data-driven decision making, and technological advancement. Unilever's dedication to meeting its consumers' ever-evolving demands is highlighted by this initiative.

Aim, Vision and Objectives of the Project

The Aim

The mission of the "Developing a new Online Customer Survey portal for Unilever PLC" project is 'to modernize the way Unilever interacts with its clientele through the introduction of an intuitive and feature-rich online survey system and to provide a channel of communication with customers through which useful information about their requirements, preferences, and opinions can be gathered, allowing Unilever to better meet those customers' expectations.'

The Vision

The vision of this project is to build a cutting-edge online survey portal, which will position Unilever's customers as active partners in the product development process. The goal is to create an environment where customer feedback is highly valued and used as the basis for new product development and process enhancements. By taking this step, Unilever hopes to strengthen its reputation as a market leader that places a premium on customer feedback by

forging closer ties with its clientele and providing them with more tailored products and services.

Objectives

To realize the goal of creating a new Online Customer Survey platform for Unilever PLC, the aim has been divided into three objectives: The objective of the project is given as follows:

1. Making it easier for the customers to interact with you by developing a survey platform that they will enjoy using.
2. Collecting Useful Information About Your Customers: To better inform marketing and product development efforts, gather useful information about consumer preferences, purchasing patterns, and levels of satisfaction.
3. Increasing Demand and Happiness by listening to your customers and using their suggestions to better your services and create new, more satisfying goods.

Work-Based Structure Varieties

The term "work-based structure" is used to describe an organization's or a project's blueprint for dividing up tasks, responsibilities, and roles. Project or business goals are chunked into more manageable chunks of work and given to people or groups to complete (Sharma & Pillai, 2018). The structure defines the organizational hierarchy, lines of authority, and systems for coordinating efforts to ensure successful completion of the project (Kassim & Abdullah, 2016). Effective allocation of resources, carrying out tasks, and project management are all made possible by a work-based structure that makes clear who does what, how, and why (Liu & Wang, 2016). It provides a systematic framework for planning and managing work activities, which in turn helps expedite workflows, increase coordination, and promote the effective completion of projects. Possible organizational frameworks for the project are outlined below:

1. Functional Structures: Projects are typically structured according to their functional components, such as growth, design, evaluation, and implementation (Dholakia, Bagozzi & Pearo, 2017). This organizational setup promotes domain-specific expertise across all tasks to guarantee timely and accurate results.
2. Matrix Structures: Team members in a matrix structure report to two sets of supervisors: the functional managers who oversee the team's day-to-day operations and the project managers who oversee specific projects (Anderson, Fornell & Lehmann, 2017). This organizational setup encourages cooperation across departments and makes better use of available resources.

3. *Projectized Structure*: Forming an in-house team whose members work exclusively on the project at hand. This organizational setup allows for lots of independence and responsibility, which results in speedy decision-making and clear lines of communication.
4. *Hybrid Structure*: A hybrid structure considers the unique requirements of each project by incorporating features from several different types of organizational models (Lee & Kozar, 2017). This framework is flexible enough to be altered to meet the specific needs of creating a platform for conducting online consumer surveys.
5. *Cross-Functional Teams*: Groups of workers from different departments working together on a single project. Collaboration, knowledge exchange, and an all-encompassing approach to completing projects are all fostered by this organizational setup.
6. *Virtual Teams*: The term "virtual team" refers to a group of people who use technology to communicate and work together despite being physically separated (Liu & Wang, 2016). There is a need for clear and consistent communication and coordination, but the benefits of this organizational setup are worth it.
7. *Agile Teams*: Teams using the Agile/Scrum methodology handle projects in short, iterative bursts called "sprints," and place a premium on teamwork, flexibility, and improvement.

The Chosen Structure and The Justification

Organizational departments or functional domains serve as the basis for the functional structure, a method of project management. Each department is responsible for the work that falls under its purview (Kassim & Abdullah, 2016); this includes things like development, layout, testing, and implementation. This organizational setup guarantees that team members are well-versed in their specific roles, allowing for effective task completion and efficient use of available resources. Within each department, communication is streamlined, facilitating in-depth cooperation and knowledge sharing. Successful project outcomes can be achieved by the functional structure's clarity of roles and duties, effective coordination, and efficient usage of resources (Anderson, Fornell & Lehmann, 2017).

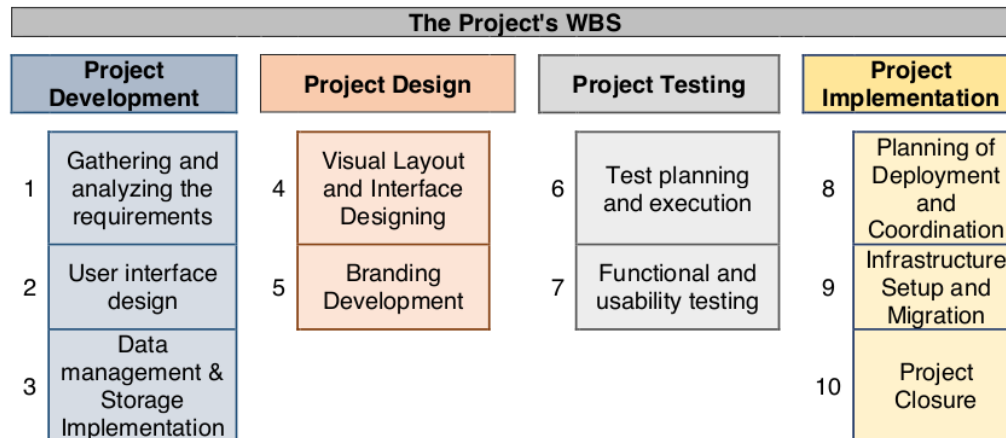
Several factors led to the decision to choose a functional structure for the project. The first major benefit is that it facilitates the utilization of each department's unique set of skills and knowledge to provide superior results throughout all phases of the product life cycle. Second, this setup encourages effective use of available assets, leading to greater production with less wasted time. It also makes it easier for members of different functional teams to communicate and work together, which boosts productivity on the project. The functional structure eliminates

ambiguity about responsibilities and boosts transparency and responsibility (Anderson, Fornell & Lehmann, 2017). In addition, it is consistent with Unilever's current structure, facilitating a more natural transition. The project will gain clarity in roles and responsibilities, improved communication, more efficient use of resources, and better overall organization if a functional structure is adopted. With these in place, Unilever PLC has a better chance of achieving project success and receiving a fully functional online customer survey site on time.

The WBS

WBS Diagram

The WBS of the project is now provided as follows:



WBS Table

WBS	Task Name	Duration (in days)	Start	Finish	Predecessor
1	Project Development	35	8/1/23	9/5/23	
1.1	Gathering Requirements	14	8/1/23	8/15/23	
1.2	Analyzing Requirements	7	8/15/23	8/22/23	1.1
1.3	User Interface Designing	14	8/22/23	9/5/23	1.2
1.4	Data Management Storage Development	7	8/22/23	8/29/23	1.2
1.5	Data Management Storage Implementation	7	8/29/23	9/5/23	1.4
2	Project Design	3	8/22/23	8/25/23	
2.1	Visual Layout & Interface Design	14	8/22/23	9/5/23	1.2
2.2	Branding Development	3	8/22/23	8/25/23	1.2
3	Test Planning	24	8/25/23	9/18/23	
3.1	Test Implementation	14	8/25/23	9/8/23	2.2
3.2	Functional Testing	5	9/8/23	9/13/23	3.1
3.3	Usability Testing	5	9/13/23	9/18/23	3.2

4	Project Implementation	28	9/18/23	10/16/23	
4.1	Planning of Deployment and Coordination	7	9/18/23	9/25/23	3.2
4.2	Infrastructure Setup and Migration	14	9/25/23	10/9/23	4.1
4.3	Project Closure	7	10/9/23	10/16/23	4.2
	Total Duration	76	8/1/23	10/16/23	

Relevant Elements of the WBS

The elements of a WBS are a crucial part for any project. Upon these steps, the success of a project lies. The relevant elements are now discussed below for the project:

Project Development

The relevant tasks within this are:

1. *Gathering and Analyzing Data:* Gathering and analyzing project requirements in order to establish the scope and features of the online customer survey portal falls under the purview of requirements analysis and system development. Part of this process is settling on how the system will be built.
2. *User Interface Designing:* The goal of this project is to design and construct a user experience for the survey platform that is both functional and easy to use. Creating aesthetically pleasing layouts and developing interactive elements are part of this process.
3. *Data management & Storage Implementation:* Effective storage and retrieval of data is a result of careful planning and execution of the survey portal's database design and data management features.

Project Design

The relevant tasks within this are:

1. *Visual Layout and Interface Designing:* This project's primary objective is to design the survey portal's user interface and visual aesthetics in a way that is both aesthetically pleasing and functional.
2. *Branding and Aesthetics Development:* Creating a visually appealing brand identity requires the creation of visual elements like logos and color palettes that are used consistently across all marketing materials.

Project Testing

The relevant tasks within this are:

1. Test Planning and Execution: To ensure the survey portal performs as expected, it is necessary to create a thorough test plan and put it into action with both functional and usability testing.
2. Functional and Usability Testing: Assuring the survey portal is fully functioning and user-friendly is the responsibility of the functional and usability evaluation phase.

Project Implementation:

The relevant tasks within this are:

1. Project Deployment: To ensure a seamless transition into the manufacturing environment, it is necessary to carefully prepare and coordinate the setting up of the survey portal.
2. Infrastructure Setup & Migration: Setting up the required infrastructure and moving it from the development to the production setting while maintaining data integrity is the emphasis of this task.
3. Project Closure: At this stage, the project should be running successfully, and it can be closed as complete.

Specifically Addressing Problems

Several important tactics can be used to assure the success of the project to create Unilever PLC's new Online Consumer Survey platform. Goals, scope, and milestones may all be defined and tracked with the help of efficient project management techniques (Lee & Kozar, 2017). Collaboration and shared goals can be achieved with the help of effective stakeholder engagement and communication (Kassim & Abdullah, 2016). Problems can be overcome with the help of a thorough risk analysis and preventative measures. A focus on excellence should be maintained by extensive testing and validation, and skilled and devoted resources ought to be allocated to important positions. To accept criticism and make appropriate changes, it's important to promote an atmosphere of teamwork, flexibility, and constant progress (Sharma & Pillai, 2018). The project team's chances of meeting their objectives and delivering Unilever PLC's customer survey portal on time would improve if they used these practices.

Conclusion

Significant opportunity exists to improve customer interaction and information collecting with the "Developing a new Online Customer Survey portal for Unilever PLC" project. The project's goal is to provide an accessible and powerful survey gateway, and it plans to accomplish so by adopting an effective framework, making use of specialist skills, and making the most of

available resources. Increasing client involvement, gaining useful intelligence, and bettering product and service quality are all goals that have been articulated. Challenges can be overcome if the project team puts in the time and effort into planning, implementing efficient project management practices, engaging key stakeholders, mitigating risk, and maintaining a focus on quality. If this project is finished well, it will help Unilever's business, customers, and strategic planning.

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