

ACCA5033: Assignment 1: Innovation & Project Management.

CHANGEMAKERS: CREATIVITY AND VALUE CREATION
ACCA5033
Innovation & Project Management
Assignment 1
Digital Marketing Platform for Small Charities

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ACCA5033: Assignment 1: Innovation & Project Management.

TASK 1 - IDEATION and INNOVATION

1.1 Q1 Innovation

1.1.1 Mind Map

1.2 Q2 Ideation

1.2.1 Project Aim

1.2.2 Objectives

1.2.3 Project Description

1.3 Q3 Research

1.3.1 Ethical & Legal Considerations

TASK 2 - PROJECT MANAGEMENT

2.1 Project Scope

2.2 Proposed Solution

2.3 Technologies & Resources

2.4 WBS

2.5 Timeline

2.6 Gantt Chart

2.7 Risk Management

TASK 3 - DEVELOPMENT and DESIGN

3.1 Development Method

3.2 Design Work 1

3.3 Design Work 2

3.4 Initial Implementation

Conclusion

References

1.1 Q1 Innovation

Q1. Innovation: How Innovation Shapes the World

Society has been transformed greatly through innovation, as it has transformed ideas into new or improved products, services and processes. Unit 1 content explains how innovation has been involved in some of the most important times in human and socio-economic history, such as agriculture and industrialisation, the information age, and the modern era of ideas. Innovation, however, does not just look at technological inventions. It may also change the way people associate, conduct business, learn, and solve social problems.

Innovation and creativity are very closely related. Creativity is premised on the generation of ideas and the development of new relationships among existing ideas, whereas innovation is the process of taking ideas to the point of practical implementation. As a result, creativity can offer ideas, and innovation may convert those ideas into a useful product. The Unit 1 content mentions the increasing competition, globalisation, consumer needs and advancement of technology as part of the reasons why organisations need to innovate.

Economic development, improved wellbeing and communication, an increase in access to education, and environmental sustainability are some of the ways through which innovation can repay society. On the personal level, exposure to innovation may be used to facilitate problem-solving, creativity, flexibility and learning new skills. Innovation is especially applicable to computing students since digital technologies offer them opportunities to create new services and enhance the old ones.

The Digital Marketing Platform of Small Charities is based on these principles, fusing digital technology, innovative communication and organisational requirements to resolve a social issue. Rather than providing another channel of communication, the project aims to create a viable digital offering that can help small charities plan and improve their marketing activities. This generates possible social value by promoting organisations to benefit communities.

1.1.1 Mind Map

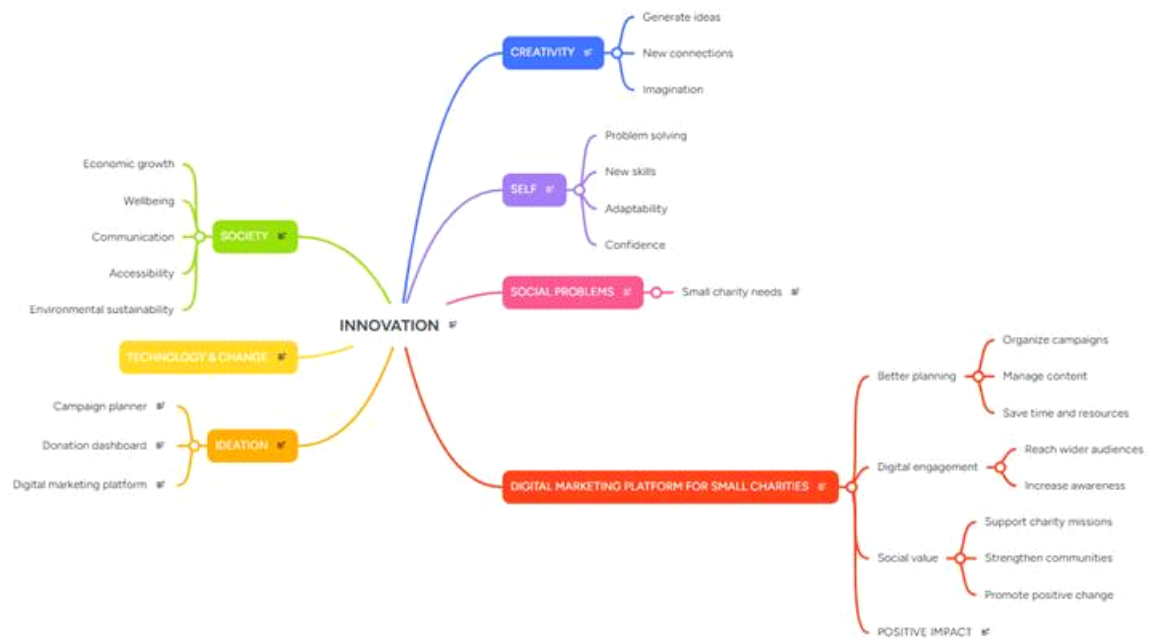


Figure 1: Mind map

<https://mm.tt/map/4098682556?t=805iltRUsb>

1.2 Q2 Ideation

Q2. Project Ideation and Selection

The ideation process has considered various opportunities related to computing and linked to digital technology and positive social impact. The Week 5 session focuses on scoping, the process of researching broadly, determining pertinent problems and evaluating options before determining a suitable solution.

Project idea	Main purpose	Social impact	Feasibility
Digital Marketing Platform for Small Charities	Support charity marketing activities	High	High
Charity Social Media Campaign Planner	Organise social media campaigns	High	High
Volunteer Management Web Platform	Manage volunteers and communication	High	Medium
Charity Donation Campaign Dashboard	Monitor fundraising campaigns	High	Medium
Community Awareness Platform	Promote community initiatives	High	High

The Digital Marketing Platform of Small Charities was chosen due to the best balance between computing application, social value, feasibility and opportunities to develop in practice. It can illustrate requirements analysis, interface design, web development, digital marketing functionality and evaluation without having to involve intricate financial dealings. The module changemaking approach is also in line with the project in the sense that it applies creative action to solve a social issue and is geared towards value creation for stakeholders. Week 4 material acknowledges the social value as one of the most important dimensions based on which value may be generated.

1.2.1 Project Aim

To create and build a user-friendly online marketing platform to guide small charities in planning, managing and assessing their online marketing.

1.2.2 Objectives

The project will:

1. Do online marketing research about the needs of small charities.
2. Identify platform requirements, functional and non-functional.
3. Develop an easy-to-use and intuitive interface.
4. Design a prototype of simple marketing functionality.
5. Test the prototype and decide on improvements as per the user feedback.

1.2.3 Project Description

The proposed platform will provide small charities with a platform where they can organise marketing campaigns, prepare digital campaigns, organise campaign information, and analyse simple engagement metrics. The prototype will be focused more on functionality and usability rather than the efforts to mimic the large-scale commercial marketing platforms.

1.3 Q3 Research

Academic research supporting the project

The literature review relies on the academic literature that talks about digital marketing and social-media presence among nonprofit organisations.

1. Digital marketing adoption

The empirical study by Yoon investigated digital marketing adoption within nonprofit organisations using the Technology-Organisation-Environment framework. Based on the data collected from 303 individuals working in the nonprofit sector, the research revealed variables such as digital-environment change, compatibility and limited human resources to be relevant to the implementation of digital marketing. This goes directly in line with the proposed project aim of offering a practical solution to organisations that have limited resources [1].

2. Social-media fundraising

Elvira-Lorilla et al. examined 83 nongovernmental development organisations and found that the availability of social media did not always result in a boost through additional donations. Instead, the results of fundraising were correlated with the following factors: follower networks, posting activity, content and fundraising-related content, and follower engagement. This explains why there is a need to have a platform that will facilitate systematic and meaningful online marketing, unlike another social-media presence [2].

3. Small nonprofit organisations

Mao used 100 small nonprofit organisations and analysed the relationship between social-media activity and fundraising performance. The results showed ambivalent impacts and showed that online activities need to be controlled and not automatically believed to generate monetary gains. This is particularly true for the proposed platform because it makes it easier to provide rough campaign-performance metrics rather than the social-media activity per se becoming a metric of success [3].

Key research sources

Source	Contribution to project
Yoon (2024)	Digital marketing adoption and nonprofit resource constraints
Elvira-Lorilla <i>et al.</i> (2024)	Social media, engagement and fundraising
Mao (2026)	Small nonprofits and social-media engagement

1.3.1 Ethical & Legal Considerations

Ethical and legal implications are significant as the proposed platform might include organisational data, user profiles, campaign data and even data about supporters [4]. The prototype should therefore strive to follow a data-minimisation strategy by only collecting the necessary data needed to execute the functions.

Consideration	Application to the project
Privacy	Do not collect excessive amounts of personal information.
Data protection	Personal information must be processed appropriately and for specific purposes.
Consent	Participants providing feedback must understand the purpose of the research and must do so voluntarily.
Security	Authentication and data must be protected against any unauthorised access.
Accessibility	The user interface must account for users with various abilities and technological expertise.
Transparency	Marketing functions must use the information collected in an obvious way.
Ethical marketing	The platform must prevent any misleading, manipulative or deceptive promotions.
Feedback ethics	The purpose of feedback must be disclosed to participants; feedback must be confidential if required.

The collection of feedback is also quite applicable, as the project will subsequently need the evaluation of about 3-5 people. They ought to explain to the participants clearly what is going on, that participation is voluntary, and that no more than necessary feedback information should be collected. Personal information should not be present in the final report unless it is quite essential and handled appropriately.

2.1 Project Scope

The proposed project is a Digital Marketing Platform for Small Charities intended to overcome the challenges that smaller charity organisations might face in planning, managing and assessing their digital marketing activities. A manageable prototype will be purposely constrained within the scope of the project to make sure that the available time and resources can be controlled and scope creep can be reduced [5].

The proposed solution is a dynamic online platform with the assistance of which a small charity will be able to create a profile, plan campaigns, plan digital content, monitor simplified audience activity, and view simplified marketing data. The general procedure will be depicted as:

Small Charity → Platform → Marketing Campaign → Digital Audience → Engagement → Measurement

The platform will hence offer a centralised platform in which marketing activities can be streamlined instead of trying to overtake all the prevailing social-media services. This restriction is significant in that a complete commercial marketing platform would need a significant amount of additional development time, technical resources and integration effort.

In-scope activities

Area	Included deliverable
Charity profile	Basic charity registration/profile
Campaign management	Create, edit and organise campaigns.
Content planning	Plan posts and digital marketing content
Audience engagement	Record basic engagement information.
Analytics	Simple campaign-performance dashboard
Interface	Responsive and accessible web interface
Evaluation	Prototype testing and improvement recommendations

Out-of-scope activities

Area	Excluded from project
Financial transactions	No real donations or payment processing
Donor information	No real donor financial/personal database
Advanced AI	No predictive or generative AI marketing system
Full social-media integration	No integration with every social platform
Production deployment	No large-scale commercial deployment
Enterprise analytics	No advanced business intelligence system

2.2 Proposed Solution

The platform is to revolutionise the limited organisational resources in improved digital marketing. Week 4 brings about the value creation as the process of producing something and declares that value can be defined, created, delivered and maintained by the purpose of an organisation, resources and relationships.

Social value is the most robust value dimension of this project since the site is supposed to assist small charities in expressing their cause, reach communities and encourage positive social activities [6]. The economic value can also be generated indirectly by having better organisation of campaigns that help charities to use limited resources more efficiently and perhaps improve communication of fundraising. Influence value may be achieved by raising the level of awareness of people on charitable causes, and harmony value may be provided through better communication between charities and their audiences. The value of enjoyment is not central, but could be created through the channels of a more accessible and simplified digital experience.

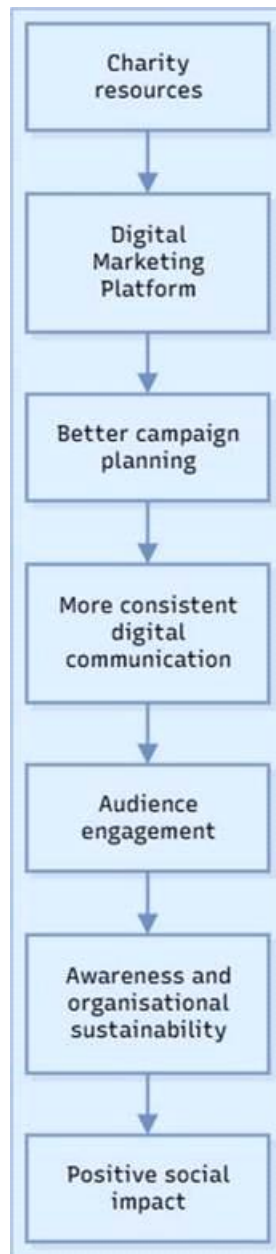


Figure 2: Proposed Solution

This style indicates the perspective of the module that a business model is one that converts resources and relationships into outputs, outcomes and impacts that bring value to stakeholders and society.

2.3 Technologies & Resources

The technologies will be selected by their intended purpose to be used in the project rather than being available.

Technology /resource	Purpose	Why appropriate	Benefit	Limitation
Wix	Prototype web platform	Provides visual web-development and responsive design capabilities	Reduces development complexity and supports rapid prototyping	Less flexibility than fully coded software
Figma	Interface/wireframe design	Allows interfaces to be designed before implementation	Supports early usability decisions and iteration	Does not provide the final functional platform
Canva	Marketing/content visuals	Suitable for creating campaign graphics and presentation material	Enables consistent visual communication	Not a substitute for the platform's functionality
Microsoft Excel	Planning/analytics	Suitable for simple project and engagement data	Easy to use for basic analysis	Limited compared with specialist analytics platforms
Laptop + Internet	Development resources	Required for design, research and platform development	Enables access to project tools and sources	Dependent on reliable access

A time-limited prototype is especially suited to the use of a visual web-development platform since the project aim is to prove a workable computing solution, and not to create a production-scale commercial system.

2.4 WBS

A Work Breakdown Structure is a hierarchical breakdown of the entire scope of the project into tasks and deliverables that can be managed [7].

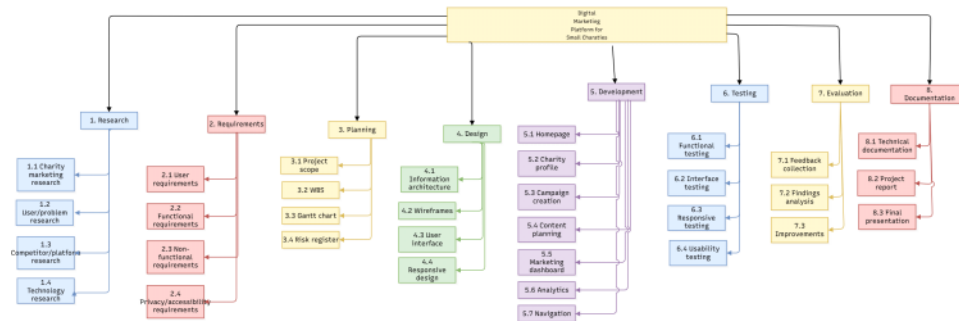


Figure 3: Proposed System WBS Structure

2.5 Timeline

The project activities sequentially involve the investigation of requirements, design, development, testing and evaluation. This sequence alleviates rework since requirements and interface decisions are defined prior to the main prototype being developed. Planning, requirements, design/prototyping, development and testing are also aspects of software development that are interconnected.

Week	Main activity	Key output
1	Research and ideation	Research findings
2	Requirements analysis	Functional requirements
3	Project planning	Scope, WBS and schedule
4	Wireframing	Initial interface
5	Interface design	High-fidelity design
6	Prototype development	Core platform
7	Feature implementation	Campaign and dashboard features
8	Testing	Test findings
9	User feedback	Feedback results
10	Improvements	Revised prototype
11	Documentation	Project documentation
12	Finalisation	Final prototype and report

2.6 Gantt Chart

The module planning content suggests that the Gantt chart is the right form of enlisting project activities against a time scale, with the duration of each activity being graphically represented [8].

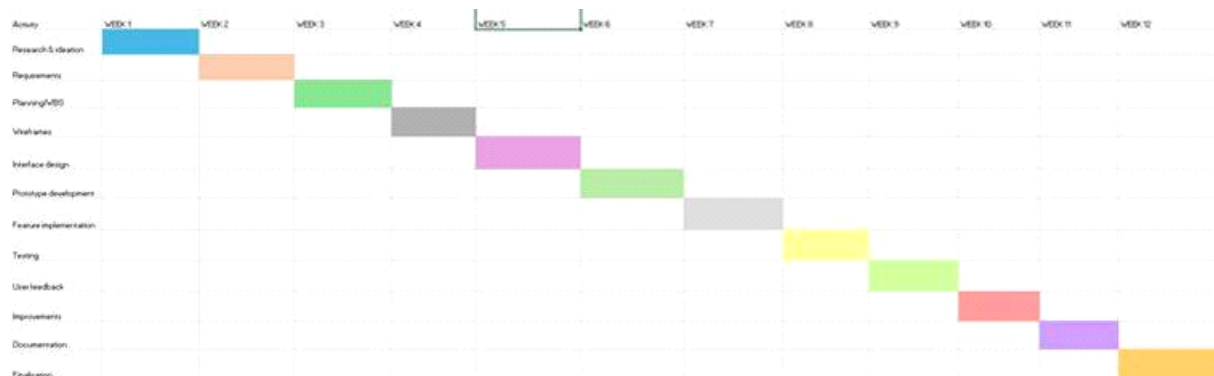


Figure 4: Project Gantt chart for the Digital Marketing Platform for Small Charities.

2.7 Risk Management

The importance of risk management is that the project is time- and resource-bound.

Risk	Likelihood	Impact	Analysis and mitigation
Limited development skills	Medium	High	Possible technical issues may slow down the development of the prototype. The development process must be based on basic functionality, tutorials and documentation when needed.
Time constraints	Medium	High	Any problem with research or design would reduce the time allocated for testing. Weekly milestones and WBS would help manage the development process and cut off low-priority unfinished functionality.
Scope creep	Medium	High	Social media integration or additional advanced analytics would be a waste of development effort. Therefore, the scope of MVP must be considered as the boundaries of the project.
Limited user feedback	Medium	Medium	Lack of feedback would reduce the confidence in usability decisions. The method of collecting feedback must be developed in advance, and participants must be asked for it in early stages.
Technical failure/data loss	Medium	Medium	Loss of design or prototype work would cause major delays. Versioning and backing up files to various places is necessary.
Privacy concerns	Low–Medium	High	Use of real donors' information would violate privacy. Prototype must use example/fictitious information.
Poor usability	Medium	Medium	Working platform may be still inconvenient to use. Therefore, usability feedback and prototype development must occur before the prototype is completed.

Time constraints and scope creep are the most serious threats since they can impact a number of downstream activities. That is why a particular MVP, a WBS and weekly milestones are utilised in the project. The privacy issue is also deemed a high-impact risk even though it has a lower probability, as the prototype will not be associated with real donor financial information.

3.1 Development Method

Comparison of SDLC approaches

Waterfall, Agile, Iterative, Spiral and V-Model are the key SDLC methodologies that will be considered in the project. These are alternative software-development models, and describe SDLC as a structure for planning, developing and testing software.

Method	Suitability	Reason
Waterfall	Medium–Low	Structured but implies fixed requirements and lack of flexibility.
Agile	High	Allows fast iterations, a functional product and feedback.
Iterative	High	Enables multiple iterations of prototype development.
Spiral	Medium	Overly complicated risk management for a student prototype.
V-Model	Medium–Low	Good test plan but inflexible in case of changing requirements.

Chosen approach: Agile with iterative development.

The most appropriate approach for the Digital Marketing Platform of the Small Charities is the agile /iterative development.

Agile is the division of work into mini time-boxed units, and the incremental delivery of working software [9]. It also mentions rapid functionality development, demonstrations, teamwork and early partial solutions as strengths and evolving needs and dependence on customer interaction as weaknesses.

This would be a fitting approach as the platform is a prototype and some of the requirements may be more apparent during the interface development and feedback. Another option, other than attempting to develop all features and then test them, is to develop a simple platform and then consider the campaign management, content planning and analytics features. This can be updated with every release, and then additional functionality can be introduced.

To illustrate, the initial (Iteration 1) could produce the basic charity profile and navigation, the second one (Iteration 2) could produce the campaign creation and content planning, and the third one (Iteration 3) could create the marketing dashboard and evaluation functionality. Testing and feedback may be done between iterations in such a way that the issues related to usability are detected prior to the final prototype [10].

Agile also enables a scope-control approach to the project. The basic MVP could be left as the priority, and features that are of lower priority, like advanced AI or comprehensive social-media integrations, can be left out in case of time constraints. This gives it more flexibility compared to Waterfall, where the requirements are anticipated to be set at an earlier stage, and any changes may be more challenging to incorporate.

Agile has its drawbacks. The project is not massive and is handled on a personal level, and the benefits of broad-based collaboration may be hindered. Scope creep can also be created because of uncontrollable alterations. As such, the Agile methodology should be incorporated into the already laid-down WBS, fixed project term and MVP limit. This offers a flexible aspect in case of development and control of the overall project scope.

3.2 Design Work 1

Project: Digital Marketing Platform for Small Charities

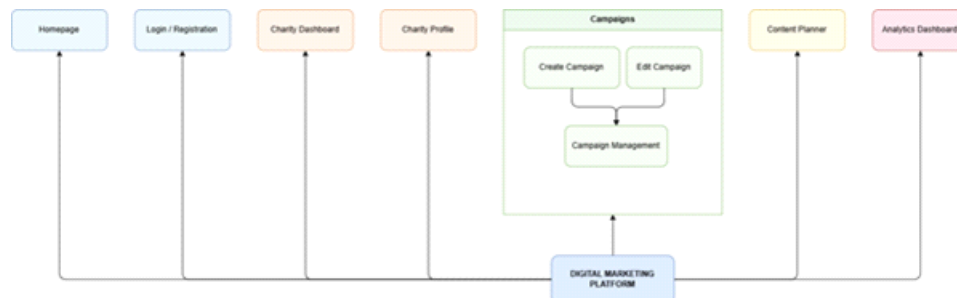


Figure 5: Initial prototype structure

Functional Requirements

ID	Requirement	Description	Expected outcome
FR1	User registration/login	Users can register and securely access the platform.	Authorised users can access their charity account.
FR2	Charity profile	Charities can create and update organisational information.	Charity information can be maintained centrally.
FR3	Campaign creation	Users can create, edit and manage marketing campaigns.	Campaigns can be organised according to objectives and schedules.
FR4	Content management	Users can add and organise campaign content such as text and images.	Marketing content can be managed in one location.
FR5	Campaign monitoring	Users can monitor basic campaign engagement.	Charities can understand campaign activity.
FR6	Basic analytics	Platform displays simplified views, likes, shares and engagement information.	Users can evaluate campaign performance.

Non-functional Requirements

ID	Requirement	Description	Rationale
NFR1	Usability	Interface should be simple and intuitive.	Small charities may have limited technical expertise.
NFR2	Security	Account and organisational information should be protected.	Reduces unauthorised access and protects trust.
NFR3	Privacy	Only necessary information should be collected.	Reduces privacy and data-protection risks.
NFR4	Accessibility	The interface should accommodate users with different abilities.	Supports inclusive use.
NFR5	Performance	Pages should load within a reasonable time.	Reduces user frustration.
NFR6	Responsiveness	Platform should work across desktop, tablet and mobile devices.	Supports access from different devices.

The requirements specification then transforms the needs of the small charities identified into quantifiable system requirements. Non-functional requirements define the quality features of the proposed platform that the system should possess, whilst functional requirements define what the proposed platform should provide. This disparity is consistent with the SDLC material presented in Week 7, which acknowledges the requirements definition as a major step before the detailed design and development.

The requirements are also friendly to scope control. Simple campaign analytics will be included in the project, as it will directly influence the project objective, whereas more complicated artificial intelligence and complete social-media integration would be out of scope for the MVP. In doing so, the project will not be bloated with additional functionality, which would go beyond the time and resources.

3.3 Design Work 2

Design Artefact 2: User-Flow/System-Flow Diagram



Figure 6: User-flow diagram for the Digital Marketing Platform for Small Charities.

The main sequence of interaction for a charity administrator is the user-flow diagram. Once registered or logged in, the user will be taken to the charity dashboard where the profile can be managed and campaigns created. Development of a campaign leads to management of content and publication, and the audience and simple analytics. The last improvement phase establishes a feedback loop between measurement and subsequent campaigning.

This flow underpins the chosen Agile/iterative development approach since the platform may be built and tested using the assistance of single functional units instead of having to ensure that all the features are developed at once. The reading of Week 7 explains Agile as a process of iteration whereby working functionality can be provided in an incremental manner.

3.4 Initial Implementation

Homepage

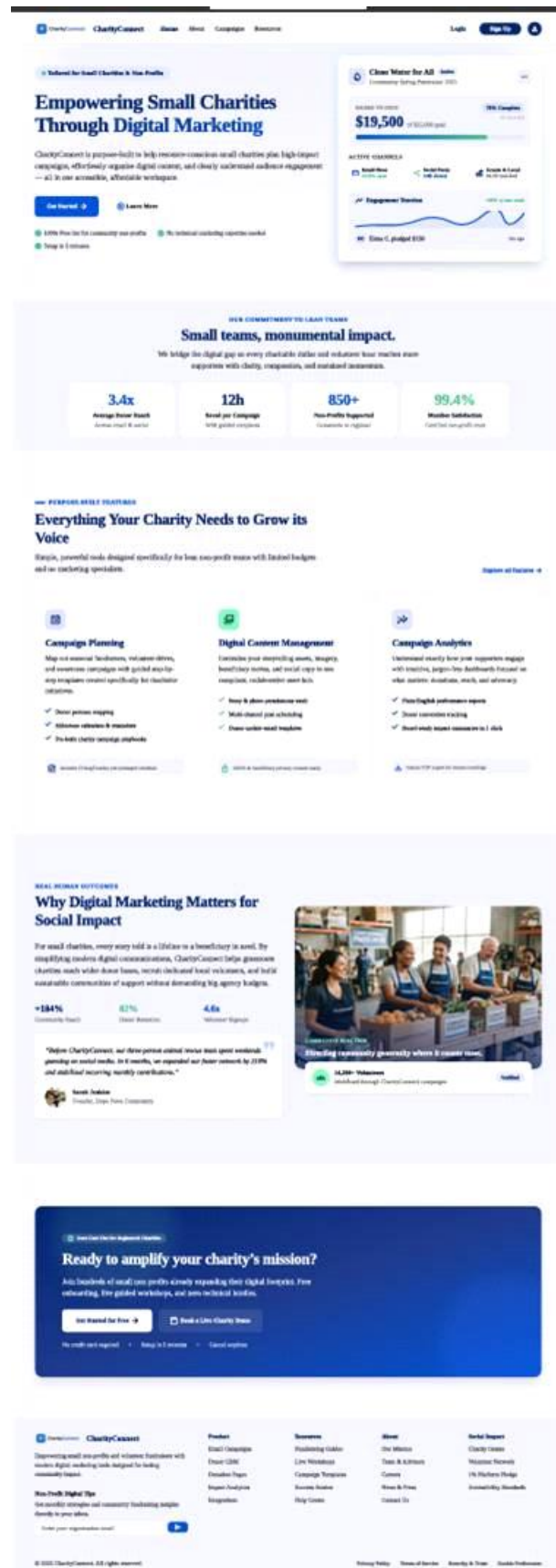


Figure 7: Homepage

Description:

The landing page gives the objective of the site and educates on how small charities can be helped through the assistance of online marketing. The interface offers orientation to the central platform functions and defines the visual appearance of the proposed system.

Charity Dashboard

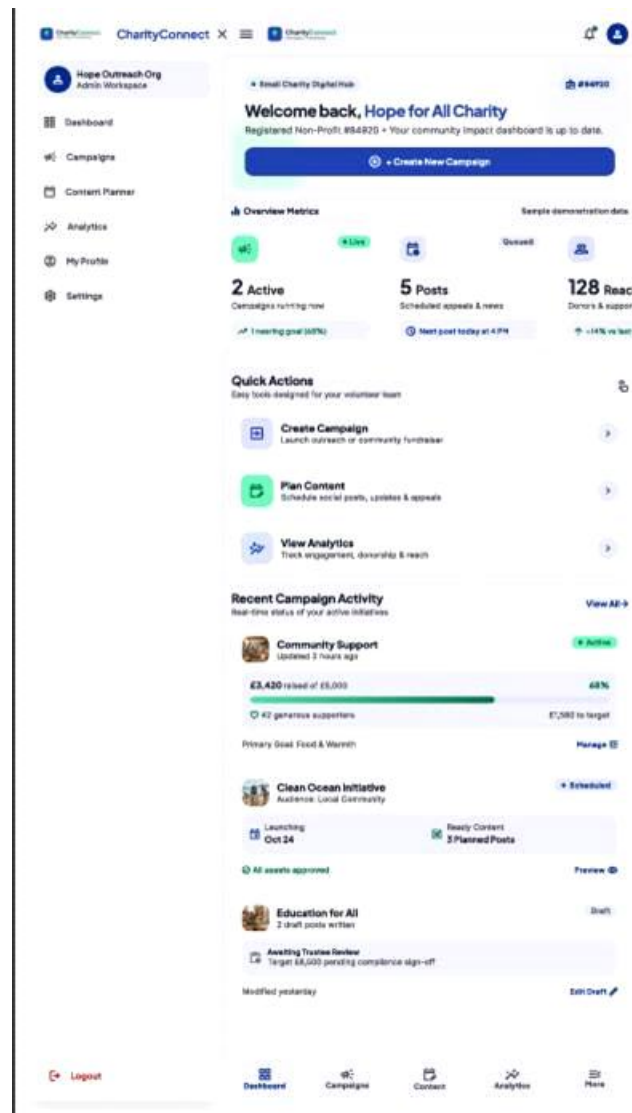


Figure 8: Charity Dashboard

Description:

The dashboard was constructed as the main management interface for charity users. It provides general information on what the campaign is about and links straight to the key functions of the platform.

Create Campaign

CHARITYCONNECT
Hope for All Charity

← Campaigns / Create New

Create New Campaign ▶ Drafting

Fill in the details below to create, schedule, and organise your charity's digital marketing campaign across channels.

Pro-tip for Coordinators
Campaigns featuring clear goals and authentic volunteer photos receive 3.2x more donor shares in the first 48 hours.

1. Campaign Essentials

Campaign Name *
Community Support

Give your campaign a memorable, descriptive title for public listings.

Campaign Objective *
Increase Awareness

Target Audience *
Local Community

Date Range *

Start Date	End Date
10/10/2024	11/30/2024

Campaign Description

Empowering vulnerable local families with weekly food boxes, emergency supplies, and winter care packages.

Internal notes & organisational text for staff and volunteers.

2. Campaign Banner

1500 x 400 px

Upload Campaign Banner Image
PNG, JPG up to 5MB (6.9 mb recommended)

Browse Files

community_pantry_autumn.jpg
1.4 MB • Ready to publish

3. Copy & Channels

100 / 280 views

Breakdown Destinations

[Facebook Page](#) [Instagram Feed](#)

[Donor Newsletter](#)

Campaign Content & Copy

Join Hope for All Charity this autumn to support local families in need! Together, every small gift provides warmth and nourishment. #CommunityFirst

#Unlabeled

Hashtags and mentions are automatically parsed.

Audience Preview LIVE PREVIEW

Hope for All Charity @
Sponsored Campaign • Just now

Local Community **Amaze**

Community Support

Join Hope for All Charity this autumn to support local families in need! Together, every small gift provides warmth and nourishment. #CommunityFirst

Community Goal: £5,000 Now Appeal

[Learn More & Support](#)

Organised by Hope for All Charity • Verified Non-Profit (Reg. #12345678)

[Save Draft](#) [Create Campaign](#)

Navigation: Dashboard Campaigns Planner Analytics Settings

Figure 9: Create Campaign

Description:

The interface for creating campaigns in real life manifests itself in the functional requirement of creating and organising marketing campaigns. The design breaks down crucial campaign data into comprehensible fields to reduce user effort and enhance usability.

Campaign Management

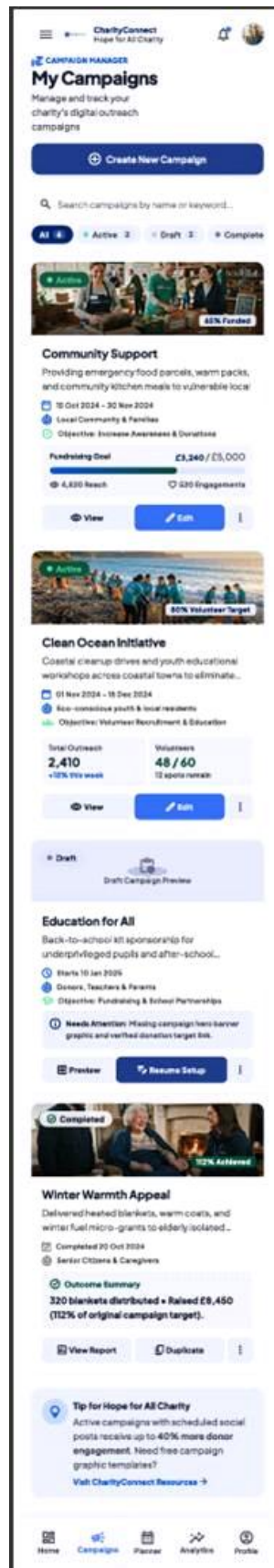


Figure 10: Campaign Management

Description:

The campaign management page allows users to see the existing campaigns and distinguish between the statuses of campaigns. This justifies the need to have centralised campaign management.

Analytics Dashboard

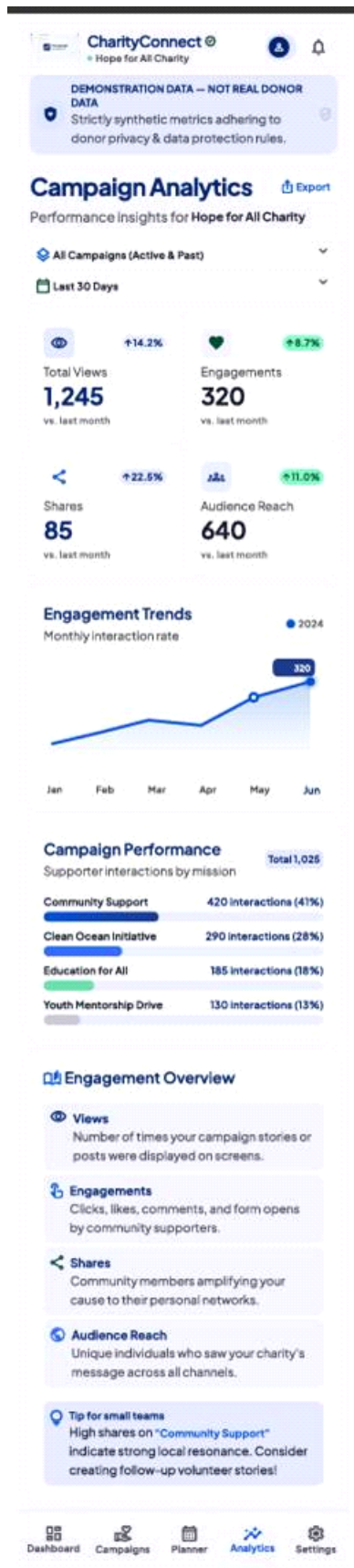


Figure 11: Analytics Dashboard

Description:

The analytics interface provides a simplified perspective of the campaign performance information. The prototype involves demonstration data instead of the actual donor or financial data, minimising privacy threats but enabling the proposed analytics functionality to be tested.

Problem	Impact	Solution/attempted solution
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Navigation issue	Users could not immediately locate campaign functions	Reorganised navigation and simplified labels
Mobile layout problem	Elements overlapped on smaller screens	Adjusted responsive positioning and tested different screen sizes
Analytics implementation limitation	Real social-media data unavailable	Used clearly labelled demonstration data
Design inconsistency	Pages had inconsistent spacing/typography	Standardised fonts, spacing and reusable design elements

Conclusion

The Digital Marketing Platform of Small Charities demonstrates a solution to the practical organisational and social problem that involves the integration of creativity, innovation and project management. The project defined challenges that small charities can face during the development of effective digital marketing activities and suggested a targeted web-based solution. The specified scope, requirements specification, WBS, Gantt schedule and risk register offer a well-organised basis for how to operate the project within the resource and time limitations. The development model adopted, based on an agile and iterative development approach, will help the proposed platform to be developed over time and perfected through feedback. The requirement and user-flow artefacts help in further translating the project idea into real-world computing designs. The first prototype shows how the most fundamental features like charity profiles, campaign creation, content management and simple analytics can facilitate better digital interactions. Overall, the social value becomes a priority of the project, and the organisational sustainability, usability, privacy and responsible use of technology are also discussed as factors to create an appropriate solution for small charities.

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