

Managing Projects in the Organisation

PROJECT MANAGEMENT PLAN

LECTURER TERRY WALCOTT

**STUDENT : MARIANA CRISTINA AXENTE
STUDENT NUMBER: 2024470**

**BA (Hons) Leadership and Management Skills for
the Workplace Level 5 Term 1 Table of Content**

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INTRODUCTION

- Project management refers to the fundamental database or document that facilitates choosing the right initiative, monitoring it, and carrying out the project (Brown, 2021).



(Brown, 2021)

- The following presentation will focus on the impact of Covid-19 in a UK-Based company named PureGym.

PROJECT SCENARIO



(puregym, 2022)

- The British fitness chain PureGym has been adversely impacted by the pandemic forcing them to shut their business down, as fitness and gymming were not important to many individuals
- Therefore, for resolving, PureGym is launching a new personalised fitness application that will allow them to conduct their business operations through mobile application(puregym, 2022).

- The outbreak of the Covid-19 is considered one of the most overwhelming pandemics that the world has ever faced



(Brown,
2021)

PROJECT MANAGEMENT PLANNING

Project title	Developing a fitness application for PureGym to help resolve their covid-19 issues.
Illustration	The following project includes the service upgrade of PureGym through the new launch of the mobile application. Moreover, the project is set to be accomplished within a year of its initiation. In addition, the project will also include deadlines works for software designing and the different phases of the project. On the other hand, the audience for the developed fitness application will be fitness experts and gym trainers as well as the individuals who are concerned about their healthy wellbeing.(Crawford, 2021).
Background of the project	The scenario of the project outlines the impact of the covidpandemic on the business operations of PureGym leading themto shut their business. Therefore, the project will mainly focus on the fitness application development for PureGym, which will help them recover their loses during lockdown. Moreover, the project will also go through each stage stating from project initiation till project closure.

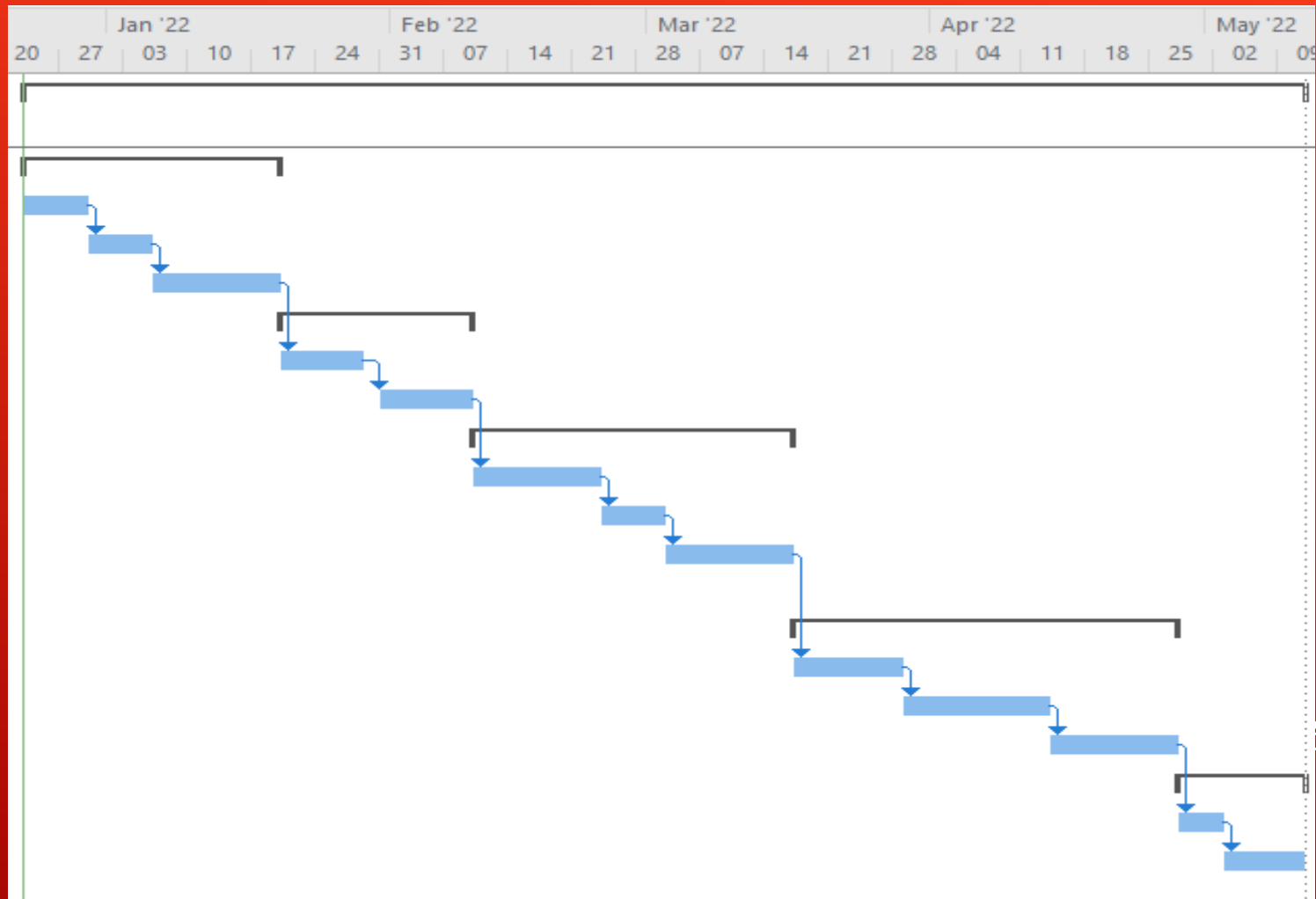
CONTD...

Project aim objective	The project's main agenda is to develop a fitness application that will be launched in the UK market to adopt e-commerce business. The initial objective of the project will be to launch a new fitness mobile application that will allow the company to run its business online. The second objective for this project will be to focus on gaining majority of consumer attraction and build a strong and loyal consumer base. The Third objective of the project will be to enhance the revenue and sales of the company with the help of the newly launched fitness application (Senabre Hidalgo and Fuster Morell, 2019).
Scope of the project	The scope of the project outlines the initiative taken by PureGym to introduce a new fitness application in the market. In addition, the application will provide a vast range of services for its consumer including personalised training, diet chart. Further, the application will also include a product shopping section where consumers can buy supplements online.

CONTD...

Stakeholders	App developer, project manager, higher authorities and management of PureGym, app designer, software developer, and product analyst.
Milestone	The following project should be accomplished within a year of the project initiation
Budget	The budget set for beginning the following project is expected to be somewhere around £50,000 - £ 100,000.
Project constraints	Lack of resources is a major issue that PureGym may face while developing the designated fitness application for its online business expansion. In addition, inappropriate developers may be another significant challenge that the company may face during their app development stage (Kerzner, 2019).
Success measurement	The success will be measured by the increased revenue and strong consumer base of PureGym.

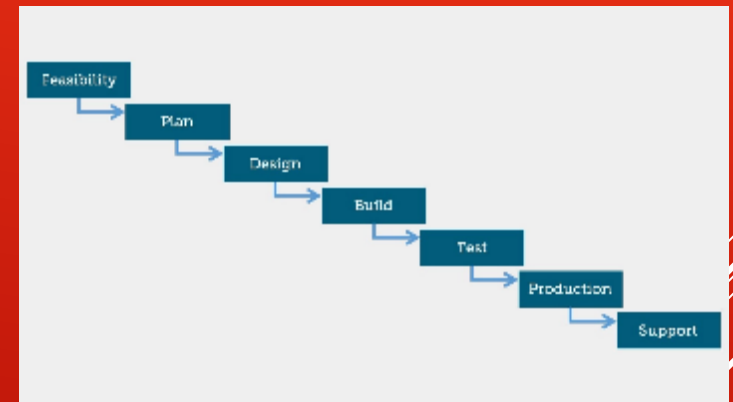
GANTT CHART



PROJECT MANAGEMENT METHODOLOGIES

Waterfall methodology

- The most fundamental way to project planning is known as waterfall project management, which emphasises a constant flow from a project's commencement to its conclusion.
- Project managers will choose the task's resources, objectives, and size utilising the waterfall method, which will also help them predict work productivity with accuracy (Prada, 2021).



(Prada, 2021)

- In addition, the report also outlines a detailed scenario based on which the project will be initiated.
- Apart from that, the above assignment has also outlined the work breakdown structure along with the Gantt chart that will be followed for the successful completion of the project.
- On the other hand, the waterfall methodology has been critically analysed and discussed in the above proposal as well.

CONCLUSION

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Managing Projects in the Organisation

LEVEL 5

**BA (Hons) Leadership and Management Skills in The
Workplace**

Lecturer: Terry Walcott

Student Name: Mariana Cristina Axente

Student ID: 2024470

Introduction

The project management plan will focus on developing a fitness app for a gym named Pure Gym. The organisation has faced huge losses during the pandemic. Thus, it needs to change its business operations by implementing a new app. Thus, the following report will be provided with a project. It will further elaborate a suitable project management plan with the help of the project life cycle. A Gantt chart along with a Work Breakdown Structure will be prepared with the help of the MS project. The stakeholders and their impact on the project will be further analysed. The report will further identify the risks related to the following project, along with its mitigation methods.

Project Title

To develop a fitness app for Pure Gym in the post-Covid situations

Project Scenario

Pure Gym is one of the most renowned fitness centres in the UK. The organisation has faced immense issues in conducting its operations during the outbreak of the pandemic. Their revenue generation was reduced and the organisation had to cut off the employees. Thus, the following project management plan has focused on developing a fitness app integrated with various features to meet client requirements. It will incorporate various exercise levels and also provide the customers with a customised exercise chart. They can also avail diet charts, as per their requirements. Moreover, the app will help to track a customer's performance and provide them with an assessment of their performance.

Project Management Plan

A project management plan can be mentioned as a formal document that highlights the methods of conducting a project (Teamwork, 2022). It illustrates a project's deliverables, timeline, budget, scopes and goal. The following project management plan for developing an app will follow the stages of the project life cycle. It highlights the steps that a project manager necessitates to administer a project from its initiation to closure. There are three distinct stages in a project life cycle, project initiation, planning, and execution (NEDIGER, 2019). The plan of app development will undergo these stages to attain success.

Project Initiation

Project title	To develop a fitness app for Pure Gym in post-Covid situations.
Background of the project	Pure Gym is a renowned UK-based gym with its headquarters in Leeds. There are 294 gyms in the nation, as per the reports of 2020. During the outbreak of the pandemic, all the gyms were shut down and their operations stopped. After the impact was reduced, the Government provided permission to open some of them, but Gyms were considered to be leisure activities and were kept closed. The organization has, thus, decided to develop an app that will provide the customers with all fitness requirements. Furthermore, it will provide the customers with all fitness necessities, along with diet and exercise charts. An online nutritionist will be available 24 hours a day, along with a trainer. Thus, the customers can commence their exercise in their leisure time.
Project aims and objectives	The aim of the project is to develop a fitness app for Pure Gym which will enable the organization to reach out to clients. The preliminary objective of the plan is to develop an app to reach out to customers. The next objective focused on integrating the app with various features that can meet the exercise requirements of a customer.

	The final objective of the project is to enhance business growth after implementing the app in business operations.
Scope of the project	The scope of a project provides details on the activities that will be commenced. It includes a project's boundaries, resources, deliverables, timelines, constraints, processes, assumptions and stakeholders. The scope of the following project is to develop a fitness app for Pure Gym to regulate its business operations. A work breakdown structure and Gantt chart will be prepared, to track the tasks and their progression. The stakeholders and their impact will be analysed. The risks related to the project management will also be assessed.
Project's influence on the related operations	The app that will be developed through a project management plan will help Pure Gym to reach out to the customers. It is seen that, in this busy contemporary world, people do not have time for themselves. Thus, they do not visit gyms or take care of their fitness. The outbreak of the pandemic has also lowered business operations. During the pandemic, the organization faced huge losses. Further, the Government opened access to some businesses but restricted gatherings in gyms and parks. This developed a fear in the mind of the customers and some of them discontinued visiting the gym. Thus, the business was suffering from huge losses. In order to mitigate the issue, the organization has decided to develop a fitness app. In this way, it can reach out to all its customers. The clients can work out as per their schedule and they do not need to visit the gym. Thus, more and more customers will be attracted to the business and the organization will be able to make up for the losses in Covid-19 and generate revenue.
Stakeholders	Project manager, resource manager, android developers, UX designer and QA Engineer.
Milestone	It is expected that the project can be executed within 6 months from the day it is started.
Budget	The budget of the following app development plan is estimated to be £ 85,000.

Project constraints	Project constraints refer to the limitations that a project may face in its planning process (Asana, 2021). The following app development plan may face time and budget constraints since determining them are tricky.
Success measurement	The success can be measured when the app will attain recognition among its customers (Hughes, 2012). This will help the organisation to develop a strong customer base and generate more revenue. The success will also be analysed by gathering customer feedback regarding the app.

Project Planning

Project planning illustrates a road map that highlights the starting, execution and end lines of a project (Heerkens, 2015). It is detailed with information on what an organisation needs to follow while dealing with a project. It highlights the resources, timetables, deadlines, deliverables and staff as per the project aims and objectives, along with their role in the project management plan (Lacoma, 2020). The following project management plan has been commenced to develop an app for Pure Gym so that they can enhance business growth. It will illustrate the budget allocated, along with a Gantt chart and work breakdown structure. This will help the project manager to track the plan's progression and allocate resources as per the necessity.

Waterfall methodology

The simplest method of project management is considered waterfall project management and this technique essentially focus on a gradual transition from the early stages of a project to its completion (Cavet, 2021). It will be extensively used by professionals and is front-loaded such that it relies on meticulous planning, highlighting the key, and rigorous execution. Most crucially, it works according to set deadlines, objectives, and outputs and maintains a logical procedure. While using this strategy, the executives' operational group is often self-contained and not required to be in regular communication, unless certain linkages are necessary. Generally speaking, project managers will use the waterfall method to determine the project funding, objectives, and complexity of the project. It will also help with precisely predicting work efficiency. Agile and Waterfall are very comparable in nature (Team Clarizen, 2021). When a

company has extensive, comprehensive plans that call for a single timeframe for all of its projects, waterfall project management performs well. However, it can be expensive to make modifications at times. Most individuals who don't have unclear criteria will employ this technique since it gives project managers a good overview of how events will progress from the start and delivers an appropriate manner to accomplish it. There are five common segments in this procedure, sequentially (MORRIS, 2022). This will help in accomplishing the project management plan related to app development successfully.

Requirements

The project leaders assess operational requirements at this phase and then write out what the programme must be competent to accomplish. The project coordinator makes every effort to fully comprehend the needs of the targeted sponsorship. Defined requirements will be used to explain each step of the project, such as the expenses, variables, threats, connections, benchmarks, and dates for execution. These criteria are often provided in a formal statement (Coltuneac, 2021).

Designing

It is the most crucial phase where the project manager or supervisor will design appropriate operational concepts, select the technologies, prepare blueprints, and carefully build the framework to carry out the project effectively. Ultimately, an elevated or rational structure that outlines the tight integration, objective and project scope, as well as the overall workflow within each aspect, will be developed. When this is finished, it is converted into a physical design utilising certain hardware and software components to carry out a qualified project schedule.

Implementation

Just after the design is finished, this phase will occur. During this time, the teammates will commence working on the project and the technologies are put into use. Event management teams create programmes or events during this process based on project parameters, with some validation and installation also occurring. Considering that rigorous study and design have already been completed, it will be regarded as the quickest step of the waterfall model (Parsons, 2019).

Verification or testing

Each component will be put through a testing procedure to make sure that the administration performs as anticipated and satisfies all standards. Testing must be performed to guarantee there are no flaws before introducing the item or activity to the people. Therefore, the testing team will use the product manager's provided design papers, and identities to construct their data sets (Khoza et al., 2020).

Deployment and maintenance

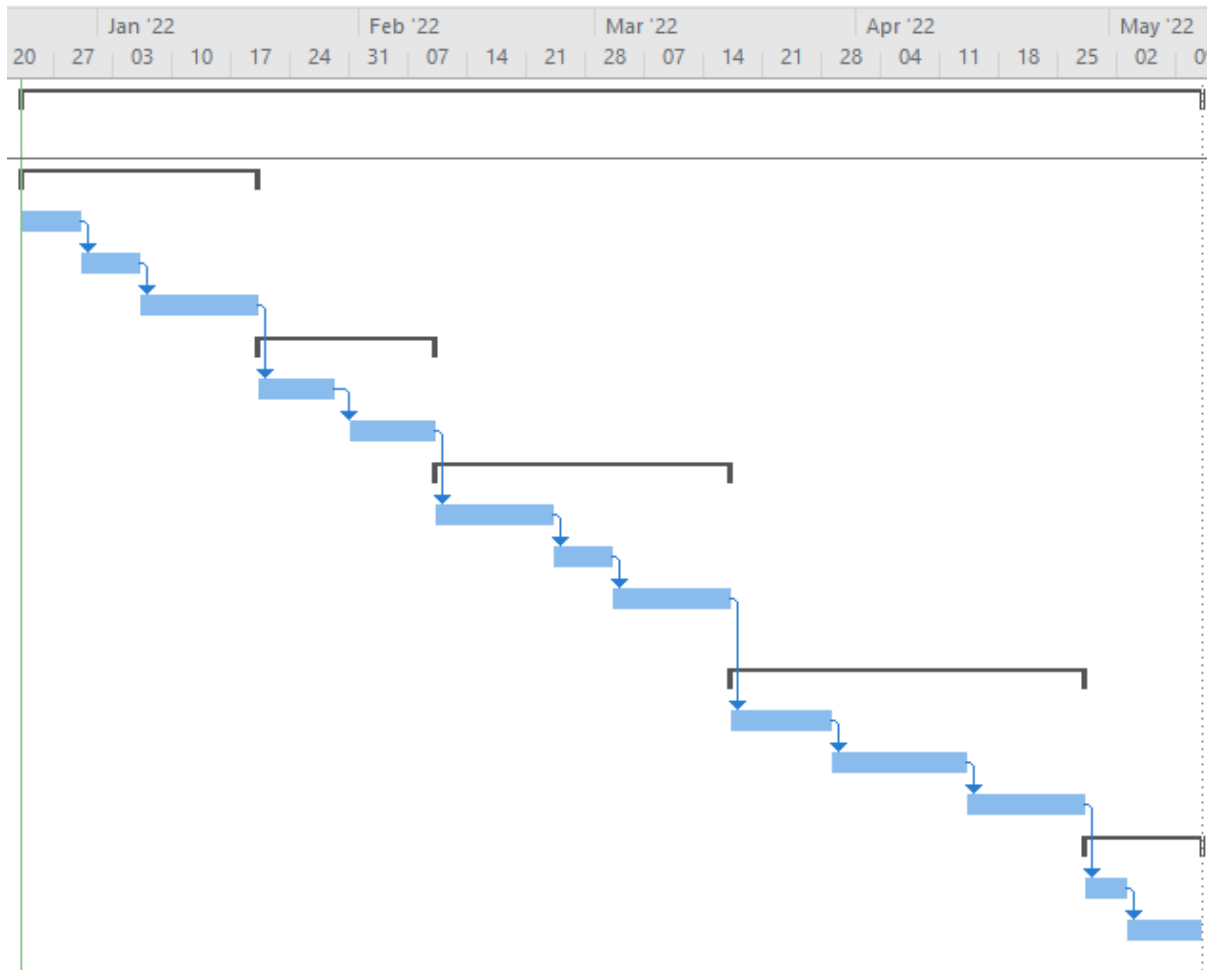
It is the word that marks the formal beginning of the operation or events and the onset of maintenance. A workforce will be designated to handle modifications and design the service or event in a desirable manner in the instance that any defects are discovered or modification proposals are received from users.

Budget Estimation

Stages		Expenses
Expenses of documentation as well as planning	Development	£7000
Expenses on development		£ 8000
Expenses on experiments and testing		£ 15000
Expenses related to project management		£ 30000
Expenses of system and server admin		£ 5000
Expenses incurred due to marketing	Marketing	£ 20000
The total cost of the project		£ 85000

Gantt chart

The Gantt chart is a form of bar chart that illustrates a visual representation of project tasks that are planned for their efficient accomplishments. It highlights the deadlines and all the team members can identify their daily activities from the same. The following Gantt chart has been provided to offer the organisational directors an idea of the activities and the team members with their tasks that needs to be performed for developing the app.



(Source: Author)

Work Breakdown Structure

Work breakdown structure in project management refers to a deliverable-oriented, hierarchical and visual framework of a project. It is significant since the managers are provided with assistance to assimilate the project scope and recognise the tasks that are necessary for the efficient accomplishment of the project (Maylor, 2011). The following work breakdown structure will provide the organisational directors with an idea of the activities that need to be commenced.

Stakeholders of the project

Team Members	Responsibilities as per the SMART Objectives
Android developers	The roles and responsibilities of an android developer are to create applications that can be accessed through an Android operating system (Total, 2022). It also includes detailing closed attention to the compatibility of the application in various devices and android version as a result of ecosystem fragmentation. Moreover, the software needs to hold a proper comprehension of patterns and practices that surrounds the platform.
UX designer	The role of a UX designer illustrates standing for the client by identifying their requirements. The job role also includes incorporating all the elements that are beneficial to a user and providing them with the best services (WHITE, 2022). Thus, a UX designer also focuses on user experience while developing the latest feature and making adjustments to the current services of the organization.
Project manager	The project manager's role and responsibilities begin from before initiating a project till its closure. It includes planning, organizing as well as directing a project so that it attains success, along with its aims and objectives. From allocating budget to tracking the project's progression, it is the job role of a project manager to supervise the project and ensure that it is accomplished successfully.

QA engineer	The role of a QA engineer while developing an app is to develop various tests that recognise the issues that the software may face before its inauguration. They also identify and remove mistakes from codes before they are released to a client.
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Project Execution

Project execution is the stage where the project plan is executed and the final deliverables are gathered. In this stage, the documentation is done and the clients are provided with the deliverables. The risks are analysed and the clients are provided with a demo of the product before its final delivery (Sment and Ho, 2021). It is one of the most crucial stages of a project life cycle as it incorporates documentation and success measurement.

Risk Analysis

Risks	Analysis	Mitigation methods
Data Breaching	Through any illegal form, the data within the software may be breached. This results in hacking all the authentic data of an organization, resulting in an organizational loss.	The software developers need to implement strong data security to get rid of breaching.
Premature optimisation	In coding, speed is often prioritized over legibility as well as cleanliness (Streb, 2022). In order to ensure proper speed, the developers sometimes fail to concentrate on writing efficient codes. Thus, the operations get slowed down.	For mitigating the issues of premature optimization, a software developer needs to integrate a code review method within the app. This will help in identifying the efficiency of the app.

Conclusion

The following project management plan has focused on developing a fitness app for PureGym. During the outbreak of the pandemic, the organisation faced huge losses as its operations completely shut down. No customers were visiting the gym to avoid gathering. Thus, the organisation has decided to integrate software into its business process. The app will be provided with all the necessities of exercising. A shopping area will be available through which the customers can avail of various products that are rarely found in the market or are highly expensive. It will also be integrated with diet and exercise charts with an all-day long trainer and nutritionist available. Thus, the following project management plan has been conducted, using the stages of the project lifecycle. In the initiation stage, all the activities of the project have been detailed. Furthermore, the planning stage has been incorporated with a budget plan, along with a Gantt chart and work breakdown structure, using MS project. The stakeholders have also been analysed and their role in the app development plan has been highlighted. The report has finally highlighted the execution stage and analysed the risks related to the project management plan.

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