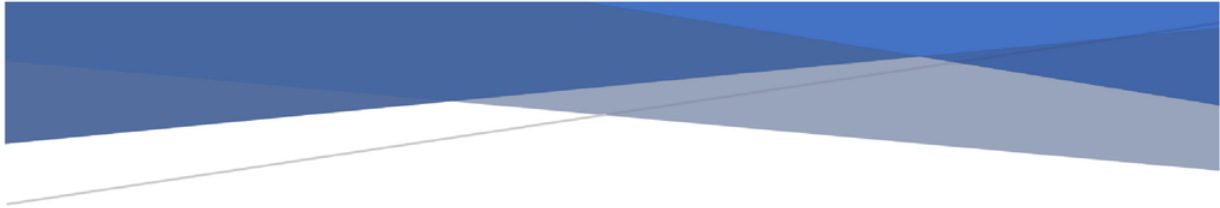


Project Management

by Zhongyu Xia

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HMW RPROJECT

Individual Work

Zhongyu Xia (Jerry)

1704670@student.uwtsd.ac.uk

Content

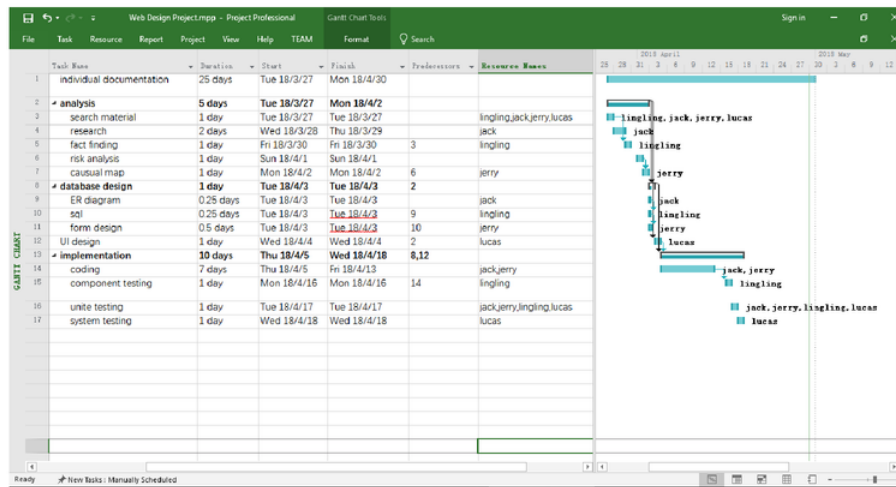
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Project Plan

In this section, the author will mainly introduce the team's plan arrangement in the early stage of the project and the plan changes in the implementation process. In this project, the team which is consist of four staffs (Jerry, Lucas, Jack & Ling) need to make a website for storage management.

Gantt Chart

At the very beginning of the project, the team needs to plan and analyze the project. In this part, the team make a gantt chart and assign all the tasks to each staff in this team.



The main website development task is divided into four main steps: Analysis, Database Design, UI Design and Implementation.

Analysis (6 days)

1. The team need many materials to develop the website, therefore, each staff in this team need to search for some materials such as development tools, application for meeting, how to do storage management and so on (1 day).
2. Jack need to do some research mainly about how people manage their stock in real stores (2 days).
3. Ling need to find some examples of storage management, especially some web pages then the team can design the function of the website more quickly and accurately ().
4. Using the risk management which has been finished in the past time, the author Jerry will draw the casual map through discussions with everyone. What is important for this task is that drawing the casual map need to begin after the risk management because the casual map in this project is a negative one so the risk is important (The discussion and edit the risk management will take 1 day, drawing the casual map will take 1 day).

Database Design (1 day)

The database design must begin after finishing the analysis because the team need enough materials and experiences to begin to do the development task. The database design should be the first work to develop a website, and the general order of this task is ER Diagram -> SQL Design -> Form Design. Everyone in this team discuss the entities and the relationships in this project, then Jack will draw the ER Diagram, Ling will do the the SQL design and author Jerry will design the form.

UI Design (1 day)

The UI Design need to begin after Analysis, however it can be a parallel work for Database Design. So Lucas will do the UI Design and the other three will finish database design as above.

Implementation (10 days)

After all the design work, the team can begin the implementation task.

1. Coding (7 days)

Jerry and Jack will do the coding work.

2. Component Testing (1 day)

Ling will test the website mainly on functions and whether there exists some bugs in this website.

3. Unite Testing (1 day)

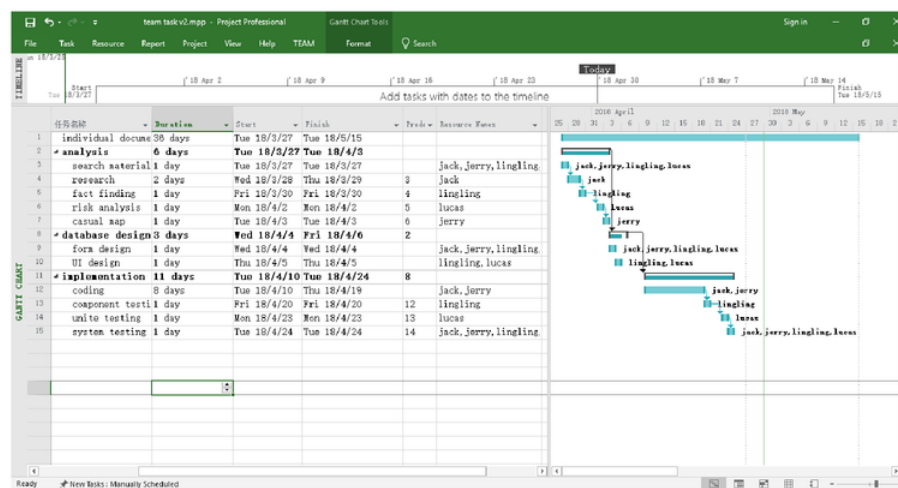
The whole team need to take part in the unite testing because everyone need to know how the web page works and test in different ways to prevent bugs and errors.

4. System Testing (1 day)

Lucas will do the system testing which contains if the website can work in different computer, especially in different operating system.

Gantt Chart After Edited

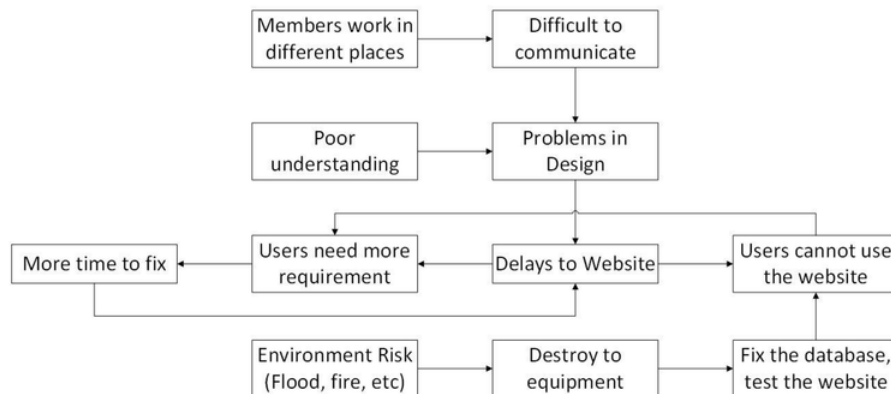
When doing the project, not everything can be carried out as expected. Due to various new issues, such as when team members are not in the same place during the project and even if there is a time difference, the gantt chart needs to be adjusted.



Risk Analysis

In this section, the author focuses on causal maps that have been sorted out by previous risk analysis. What happens to the risk during the implementation of the project, how to deal with it, and what the results are.

Causal Map



There are 3 main problems in this project, one is team members may work in different places since the project happens to be the Easter holiday, the other is some members have not had prior knowledge of computer programming or shop inventory management which will cause some poor understanding problems of this project. In this part, the author divided the content of the causal map to 3 levels.

Level 1: The main problems

1. Members work in different places

Members work in different places will cause some problems if the team need to communicate with each other or have a meeting. Then there will be some problems in designing the website which will take more time to design or program.

2. Poor understanding

Poor understanding will lead to problems in design work obviously.

3. Environment risk

Environment risk like the flood or the fire will destroy the equipment such as the server or network to the server. Apparently, this will lead data recovery or database repairmen.

Level 2: Intermediate reasons

1. Problems in Design, Difficult to Communicate

Taking more time for design will cause some delays to the web pages, then a lot of problems will come. For example, the users may want more requirements because of waiting for the development or cannot use the web. These things will directly lead the team to spend more time developing web pages, fixing web pages or implementing new functional requirements, which is the level 3 loop.

2. Fix the database.

Fixing the database will cause that the users cannot use the website.

Level 3: Loop (Which will make things worse and worse)

More time to fix, Users need more requirement, Delays to Website, Users cannot use the website.

In this loop, all things will cause delay finally, and delays to the web will cause more problems which will make the website delay to delay. This level is the main section of the causal map since it may finally destroy the project. So, the team need to think about some measures to deal with the level 1 and level 2 problems in order not to make them become a vicious circle.

Measures

People work in different places

If team members work in different places, they can communicate via the WeChat and other apps on the Internet. This solves the problem of communication difficulties.

For the time differences in different countries, the team can set a rule: A regular meeting is held each week to assign each person a corresponding task, and then the task completed by each person is uploaded one day before the next regular meeting, and others can upload their own opinions about each other's tasks and discuss it at the regular meeting.

Poor understanding

The analysis which is mentioned in the previous gantt chart has solved this problem perfectly. The team need to do a lot of research and learning before starting the development. So, every team member should have a deeper understanding of the project.

Environmental risk

1. Fire

To avoid fire, the room where the server is stored must be air-conditioned to prevent overheating, and the wire should be checked on time to prevent short circuits.

2. Flood & earthquake

To avoid flood, the server should not be placed on the 2nd or 3rd floor.

3. Losing data

The data must be backed up on a regular basis, and any problems can be restored in time to prevent further losses.

In the project

During this project, the main problem encountered is that different members work in different places. However, communication and understanding barriers basically did not appear through WeChat communication and correct assignment of tasks. So, this part of the problem is basically solved.

Due to the thorough research on the project and the search for sufficient resources, each member has a thorough understanding of the project. Therefore, the problem of poor understanding did not happen.

Finally, as this project has not yet reached the specific implementation process, no

corresponding response measures have yet been made.

Website Development

Database

Entity

Category (The types of the item):

cid – int: the primary key of the category table.

cname – varchar (20): the name of the category.

Export (Store the export record):

eid – int: the primary key of the export table.

pid – int (the pid is connected with the form Product): The export goods.

count – int: The number of products recorded in this export.

start & end – varchar (20): The start place and the end place of the export record.

date – datetime: The date time of this export record.

Product (Store the product information)

Pid – int: the primary key of the product table.

Pname – varchar (20): The product name.

Cid – varchar (20): The category of the product, it is connected with the category.

Pprice – int: The price of the product.

Pcount – int: The storage number of the product.

Sid – int: The supplier who supply this product.

Plocation – The location of the product.

Ppic – varchar (20) The local address of the picture stored in the product.

Supplier

Sid – int: Primary key.

Sname – varchar (20): The supplier name.

Sdescription – varchar (200): Some information of the supplier.

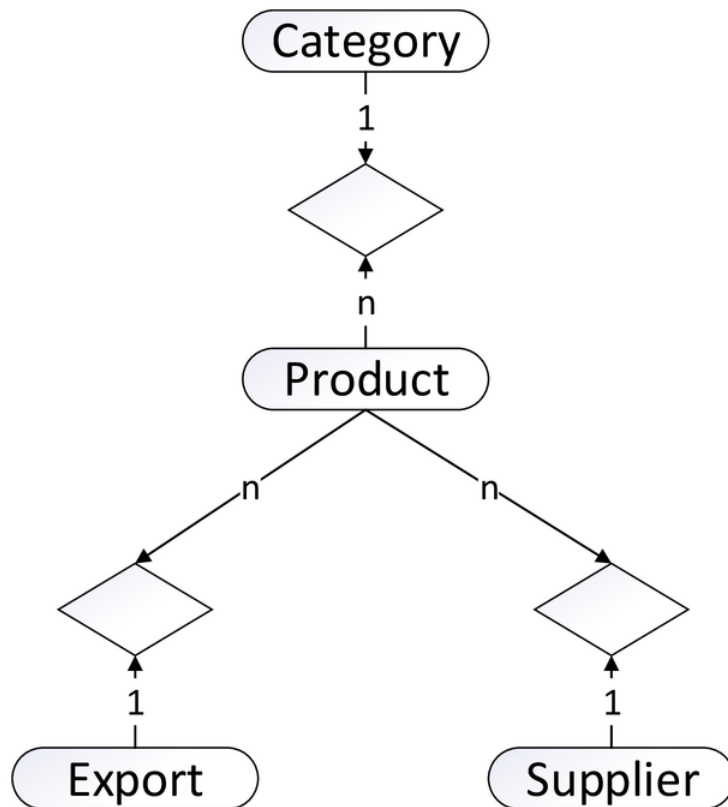
User

Userid – int: Primary key.

Userrole – int: The role of the user. 0 is administrator and 1 is the normal user.

Username – varchar (20) and Userpassword: The log in username and password.

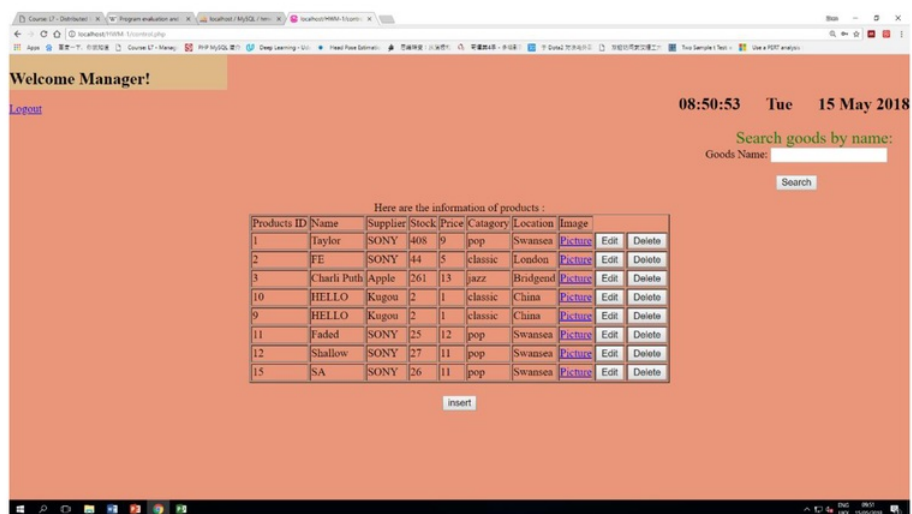
Relationship



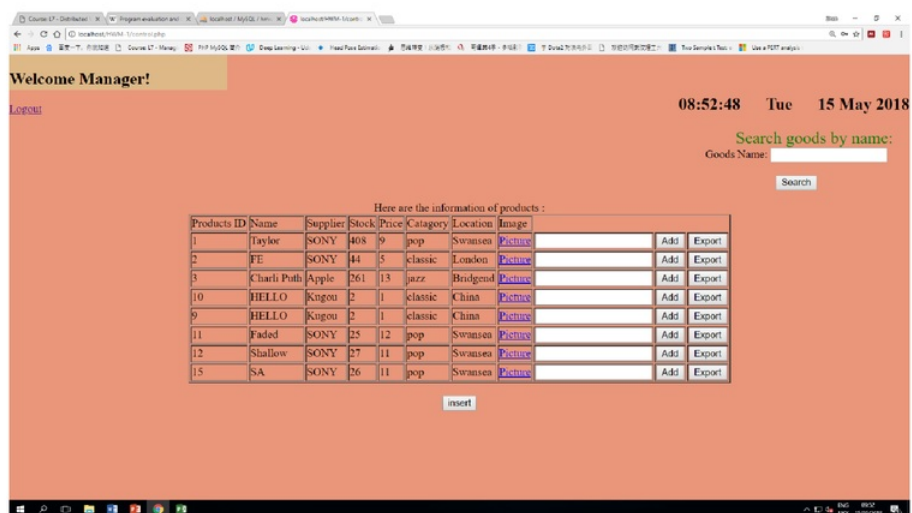
Webpage

In the webpage, the developers in this team (Jerry and Jack) designed two roles: administrator and normal user. Jerry developed the normal user and Jack developed the administrator function.

In the administrator section, this role can do insert new items, edit the information of a product, delete a product item and search items which he or she is interested in.



In the normal user function, the role can insert a new item, but can only add the storage for a product instead of editing or deleting. A new function is that the normal user can do export which means a product can export from one place to another place. The export will decrease the amount and be stored in the database.



Sustainability Issues

First order

Online sales will increase the purchases of users in many different regions. This will directly lead to an increase in logistics, and then increase the waste of cartons.

Second order

More logistics will cause Transportation Optimization.

Third order

During long-term of this project, the transportation may become a big problem to the society, waste of cartons will lead to more and more logging and waste of resources.

Method

1. Attract customer strategy

"Attract customer strategy" is how to make customers find your products in many commodities, be attracted to enter the shop to browse carefully, that is, to try to place customers interested information in the place where customers can contact our information, and attract They are interested. As mentioned before, the current number of online stores is fierce, and competition is fierce. Customers should be able to find your products in many commodities and have an interest. First, the source of goods must be competitive, such as a well-known brand of network agents, or "new ", odd, special" products, are more likely to get customers favor. The second is that there are more information contact points, which means to use multiple means to display product information. Forums, friendship links, QQ groups, search engines, and blogs are all effective online promotion tools. It is best to post some of your own stories or The idea of starting your own business is more likely to be clicked on by people, not all advertising posters, more posts, and insisting on doing so will have an effect. The effectiveness of the forum is also quite good, especially in the more well-known local forums. This can be found in search engines. When the forum's product images and text are smartly set up as signature files, it becomes a mobile advertisement. When we post back stickers, product information is naturally promoted.

2. Establish a trust strategy

"Trust establishment strategy" is when the customer comes to the store because of the attraction of a product, the seller shows the customer's confidence in the virtual store through various aspects of display, and is willing to buy merchandise, and even interested in other merchandise in the store. Creating a sense of trust is the key to facilitating customer purchases. This requires the seller to be fully aware of the product knowledge, the customer's doubts and answers flow, the customer has a trust, eliminate doubts, it would be difficult to shoot it.

3. Sales promotion strategy

The "sales promotion strategy" is based on the customer's trust in the store. When he has an interest in a product, he has a desire to buy but he doesn't know how to promote it. The seller will promote it from "intent to buy" to "plan to buy now." "Transformation.

4. Emotional investment strategy

"Emotional investment strategy" is that after a customer purchases a product at once, the seller increases the stickiness through emotional marketing, making it the next time he comes back and becomes an old customer.

5. Online Shop Promotion Strategy

Sales promotion in the online store is free from postage, discounts, and giveaways. At the same time, because of the special nature of online shopping and online stores, its unique online shop credit management cannot be ignored.

Ethical Issues

1. Reputation issues. Reputation is the most prominent issue in online shopping. Among the users who did not purchase a manager, due to the characteristics of the network's virtualization and other characteristics will cause him to distrust the shop. Question the quality of the goods and pay for security.

Reason:

The first is information asymmetry. In the process of online shopping, both buyers and sellers have insufficient knowledge of each other's information and it is easy to cause a crisis of confidence. The credibility of online shopping is mainly divided into two aspects: First, the seller cannot publish fake goods and sales information, and the second is that the user cannot cancel the false purchase caused by the order without permission.

2. Security issues. Network security problems have always existed on the Internet. In online shopping, users are more concerned about the security of the network, such as the user's personal information, passwords and financial security during the transaction process.

Reason:

Network viruses and hacking occur frequently and pose a threat to network security. These will lead to users' trust in online shopping security, because these may lead to information leakage and financial security issues.

Legal Issues

Legal problems

1. Online stores and physical stores, once involved in the sale of fake and shoddy products, not only bear civil liability, if the amount is found to be huge and the circumstances are serious, criminal prosecution will be pursued.

2. When looking for a distributor, it is necessary to pay attention to the relevant brand's

authorization certificate. It is best to purchase one or two products for inspection and product description. Many people claim to support genuine inspection. However, many brands do not have authorization to sell on the Internet. So where do these products come from? High imitation, fine imitation... When our sales are small, I may be safe. When our sales volume is large, we may attract civil lawsuits and even criminal responsibility. This will have a logical problem. When is it called big and when is it smaller?

3. The lack of formal agency contracts between agents and distributors. In addition to Taobao's distribution platform, many agents require that the Net Generation license be opened after the relevant website is registered, but there is no evidence in the hands of the Net Generation. Once the infringement is involved, the distributor's website is shut down, and the online agency may not be able to claim compensation from the agents after it has been unable to take legal responsibility.

GDPR

1. Clearly obtain user's permission to collect data. Generally, a web developer can explicitly obtain information that the user approves by popping a window.
2. Classify user data in their own products, such as: PII, non-PII, public information, non-public information, confidential data, etc., so that corresponding design can be made for PII information.
3. Process PII information. Because each company's approach to handling PII is not the same, this is not the case.
4. Define the data storage period, such as: 12 months, 24 months, and so on.
5. Upgrade your product to become a GDPR compliant product.
6. The company should allow the user to pay for secret because the user have the authority to keep his or her own private information.

Project Management

GRADEMARK REPORT

FINAL GRADE

48/100

GENERAL COMMENTS

Instructor

Intro & Plan

Some good explanation of project monitoring with before and after Gantt charts. References?

Risk Management

Good explanation of practical elements involved in risk monitoring. Also good explanation of causal map and the vicious cycle. One way to avoid that is to say no to user requests that will further delay the project.

Sustainability

Brief examples of First, Second and Third order sustainability factors given. The problem of packaging could be avoided by moving to electronic downloads. The content under Methods heading is not relevant.

Ethical and legal issues

Some basic points made about ethics but no discussion of the BCS Code of Conduct. Some content about legal issues including the GDPR - explain what it stands for and reference!

Overall some good discussion but you have lost marks because of the lack of references.

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