



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University
Project (Spring 2021)

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Advanced Project Management

Introduction

Seeing the pandemic of Corona across the world and devastation it has caused on the lives of people. The people of the world have changed the behavior towards the social interactions and have become more self-health aware. In this pandemic situation, a number of medicated health products have made entry into the markets focusing on the self-health awareness and issues of the people. The successfulness of those products such as vaccines have led to introduce technological advanced and integrated social mask that provide people health safety measures. The social mask is technological mask that has Modular advice that can be removed or replaced while integrating Bluetooth capabilities, Biosensors, and an air vent. This mask can be connected with phone via Bluetooth and would provide different features like temperature tracking, and particular status checking, and map with users. The mask will also be able to detect the possible infections with SARS COVID-19. The product is basically designed and produced as the aftermath of the Corona and changed requirements of the people (Radujković, & Sjekavica, 2017).

PROJECT CHARTER of 24N Riyadh

The Launching of Social Mask

Date:

CONTEXT / ISSUES

- The changing requirements of the consumers in the health care products
- The Corona has made the people more self-health conscious
- The Business can get huge revenue through the technological advanced Mask
- The Customers can get the Mask that has sensors to detect the infectious diseases
- The personal therapist sessions have increased by 186% since the outbreak of Corona
- As the effect of Corona, 20% activities of the people are more health conscious
- There for there is need to introduce the Mask that can cater the changing the health awareness needs of the people

GOALS

To boost the sales revenue of the company by 10% through innovated and technological advanced products

To successful launch the new product in the Saudi Arabian market and being the pioneer to bring the technical mask in the market

SCOPE (IN BOUNDS)

- A deep market research and Sophisticated product development
- The product will be launch across the Saudi with focus on Riyadh Region
- Technological Disruptions will be an addition to the value proposition of the health care industry

SCOPE (OUT OF BOUNDS)

- The ever changing requirements of the People
- The new technological Disruptions in the mask may not catch the interest of the people
- Failure to introduce the product in timely way

CUSTOMERS/STAKEHOLDERS

- All the consumers, especially the middle and upper class are the target
- The shareholders will get the benefit of wealth maximization

TEAMS

- Project Leader: Mr. Suleiman
- Team 1: Product Development
- Team 1: Product Launch Team

CUSTOMER REQUIREMENTS (CTQ)

- The customers want the well functioned product as described in the description, the material and durability of the product offered is important
- Riyadh health Cluster One Regulations, Rights of patients and their families

VISION OF SUCCESS

- Becoming the innovation leader in the health care industry of the Saudi
- Access to the most sophisticated Social Mask with technological Integration
- Increase in the reputation of the firm, hence improving the wealth maximization

PROJECT MILESTONES & SCHEDULE

Project Milestones	Owner	Proposed Date	Actual Date
1. The development of project Charter	Project Leader		
2. Extensive Market Research	Marketing Team		
3. Setting the Goals and Objectives of the Project	Project Leader		
4. Product Development	Product development Team		
5. Product Marketing Events	Marketing Team		
6. Product Launch	Marketing Team		
7. Customer Feedback	Marketing Team		
8. Taking the Effective Measures	Project Leader		
9. Final Reporting of the Project	Project Leader		

RESOURCES

- Need of Modular Device to function the Mask
- Biosensors, Bluetooth Capabilities required
- Human Resource: Technical and Innovation Driven Staff required
- Marketing Officers and Event holders are required to launch the product

1. Objectives and Scope of the product

The objectives and scope of the project are explained using the project charter. There are different elements of the project charter that may vary from organization to organization. However, some common elements of the project charter are Overview, objectives or Scope, General Approach, Contractual Aspects, Schedules, Resources, Personnel, Risk Management Plans, and Evaluation Methods (Demirkesen & Ozorhon, 2017).

Company Name	The project charter of 24N Riyadh
Project Name	The introduction of Social Mask
Project Description	The provision of mask that can detect the possible Corona infections, and provides a look into the temperature sensors using the Bluetooth module
Business Objectives	To boost the sales revenue of the company by 10% through innovated and technological advanced products To successful launch the new product in the Saudi Arabian market and being the pioneer to bring the technical mask in the market To achieve the sales of 20000 Units in the first month of launch of the project
General Objectives	To make the people aware of new technological advanced mask that can help them to remain safe and up to data with infectious diseases. To evolve the market of health care products through technical products
General Approach	The 24N company is one of the leading companies in the Saudi Arabia for providing the health care products. This would be an extension to the product line of the 24N Saudi Arabia.

Outline of the project to the Team

Outline of the project will be provided to the Team Members using the Social Media platforms such as WhatsApp, Gmail, and document sharing where the project charter of the Social Mask will be shared to the team members. The project charter would have all the details relating to the project elements and outlines.

Strategies to Maintain the Communication with Team Members

The project communication management is the process of the ultimate completion of the project through the use of different communication elements such as timeliness of the project, planning, collection, creation, distribution, management control, monitoring, and utilization of resources. The communication plays a vital role in the management and monitoring of the project throughout the whole project duration. Therefore, the management pay more attention to the communication process in the progression of the project.

For the purpose of maintaining the project communication effectively, the project management process has been defined that would be helpful in maintaining the communication between the employees, team members, and managers of the project. The project communication management includes the four steps in the process of the communication. By using these steps process, the management would be able to develop Plan Communication Management, Manage Communications, and Control Communications (Rodríguez-Rivero, Ortiz-Marcos, Díaz-Barcos & Lozano, 2020).

Communication planning

This step would ensure that the information and data needed to be circulated has been communicated among the members of the teams and stakeholders.

Information distribution

This step would be helpful in determine that the information needed to be dispersed has been dispersed on timely basis which may impact the progress of the project, nevertheless.

Performance reporting

This step ensures from downward to upward flow of the communication where the project managers would provide information about the project to the upper management about the progress of the project.

Administrative closures

This process includes the closure of the project based on the generation, gathering, and dispersing the complete information of the project on completion (Müller, Drouin & Sankaran, (2019).

Tools to monitor the Goals, Time frames, and Milestones

There are multiple tools can be used to monitor the goals and milestones of the Project such as Gantt Chart is one of the tools that can be used to provide time frames of the goals and milestones of the project. The Gantt chart can also be used to monitor the progress of the project towards the achievement of the defined objectives. The activities beyond the specified time frame will be refined and bring in the stipulated time frame to complete the project in time (Silvius, 2017).

Activities and milestones	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7
Project Charter preparation							

Market research							
Product development							
Product Marketing							
Product launch							
Final Reporting							

Costs and Budgeting

Costs and budgeting provides the possible expenses that are expected to occur during the project and on the completion of the research.

Cost heads/Budgets	Saudi Riyal for initial phase
Extensive market research The use of research agency The research team defined for the project	4000
Product development The technical staff salaries Product development workers' wages	8000
Marketing expenses The initial marketing expenses	15000

Social media marketing expenses	
Electronic media expenses	
Promotional budgets	
Product Launch	9000
The product Launch event holding	
Initial sample offerings	
Final reports and briefings	1000
Total costs and budgets	37000

Records of the Project

The records of the project are kept having an eye on the planning, organizing, and tracking documents of the project. There are three stages of records keeping that should be considered to keep the records of the project. The creation of records, maintenance of records, storage and retrieval of records. There are multiple software's are available in the technology market that can be used to keep the records of the project such as Scoro, Proofhub, and BaseCamp, etc. The Scoro is good project management tools that provides the record keeping facilities as well. The record keeper of the project would keep an eye on the records of the project. The project records keeping can be improved through the proper format and layout, making it simple, and be consistent in records keeping can improve the maintenance of records of the project (Rodríguez-Rivero, Ortiz-Marcos, Díaz-Barcos & Lozano, 2020).

Finalizing the project

There are different that the organizations use to finalize the project. Here are some steps that will be considered to close the project of launching the social mask. All the deliverables will

be handed over to upper management after confirming the project completion. The final report about the performance of the project will be handed over to Top management of the 24N Riyadh. All the documents and contracts will be reviewed to avoid the discrepancies. After that the postmortem of the whole project will be conducted to know the deficiencies occurred during the project completion that will be avoided next time. The documentation file will be archived for the future use.

Evaluation of the project

The success of the project will be evaluated using the two tools including the financial perspectives and customer perspectives. The customer feedback through surveys will be gathered to identify the lags in the product placement. Further, the target of 20000 unit's sales of the product will be compared to actual sales of product to identify the success of the project (Silvius, 2017).

References

1. Radujković, M., & Sjekavica, M. (2017). Project management success factors. *Procedia engineering*, 196, 607-615.
2. Demirkesen, S., & Ozorhon, B. (2017). Impact of integration management on construction project management performance. *International Journal of Project Management*, 35(8), 1639-1654.
3. Silvius, G. (2017). Sustainability as a new school of thought in project management. *Journal of Cleaner Production*, 166, 1479-1493.
4. Müller, R., Drouin, N., & Sankaran, S. (2019). Modeling organizational project management. *Project Management Journal*, 50(4), 499-513.
5. Rodríguez-Rivero, R., Ortiz-Marcos, I., Díaz-Barcos, V., & Lozano, S. A. (2020). Applying the strategic prospective approach to project management in a development project in Colombia. *International Journal of Project Management*, 38(8), 534-547.