



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

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Section	Course	Code	Date
Master		Thursday	17 / 05 / 2021.
(PMG506)			

Advanced project Management

Instructions:

- اخر موعد للتسليم هو يوم الخميس 2021-05-20 في تمام الساعة 9 مساءً.
- الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الانجليزية.
- يتم تسليم المشروع في صيغة ملف pdf مع الالتزام نموذج الجامعة ولن تقبل أي مستندات أخرى.
- يجب مراعاة أقسام البحث الرئيسية (مقدمة Introduction، دراسات علمية سابقة Literature Review، طريقة البحث Methodology، النتائج والمناقشة Results and Discussion، وأخيراً المراجع References. وان كان هناك ملحقات Appendices يتم إضافتها)
- يجب الالتزام بـ Theme موحد كما يلي:
- حجم الخط 12.
- نوع الخط Arial.
- لون الخط أسود.
- المسافة بين الأسطر 1.5 line spacing

• عدد صفحات البحث (لا يقل عن ثلاث صفحات ولا يزيد عن ست صفحات).

Instructor's Name: ~~Eng. Amaal Aburumman~~ **Eng. Dr. Akram M. S. Ali**

Project:

You are required to document your role in administering a project. The project may be set in a business, social, sporting, or family environment but must be of a significant size and scale. If you do not have an actual project to write about you may complete the project hypothetically.

This report will be between three to six pages in length. This is a significant research project.

Your report must address ~~each~~ **ONE** of the following issues:

1. Identify and describe the purpose, scope, and objectives of the project. **Display this information using an appropriate tool.**
2. Describe how the team is given an outline of the project.
3. Describe the strategies that are going to be set up to maintain communication with the team members.
4. Describe the tools that are going to be used to monitor the goals, time frames or milestones.
5. Identify project milestones and activities. **Display this information using an appropriate tool.**
6. Create a budget and link the costs to the key milestones for a project.
7. Describe how you are going to divide tasks and resources amongst a project team. **Display this information using an appropriate tool.**
8. Briefly describe how the progress will be monitored.
9. How are current project records maintained? Who has responsibility for this? provide some recommendations on how this process could be improved.
10. Describe the current procedure for finalizing projects. Create your own procedure and identify how you will evaluate the success of the project.
11. Legislation that may affect the project including health and safety, and anti-discrimination legislation.

Best of luck...

المشروع:

مطلوب منك توثيق دورك في إدارة مشروع. قد يتم تعيين المشروع في بيئة تجارية أو اجتماعية أو رياضية أو عائلية ولكن يجب أن يكون بحجم مناسب. إذا لم يكن لديك مشروع فعلي لتكتب عنه ، فيمكنك إكمال المشروع افتراضياً. سيكون هذا التقرير من ثلاث إلى ست صفحات .

يجب أن يعالج تقريرك كل من **احد** القضايا التالية:

1. تحديد ووصف الغرض والنطاق والأهداف من المشروع. اعرض هذه المعلومات باستخدام أداة مناسبة.
2. صف كيف يتم إعطاء الفريق مخططاً تفصيلياً للمشروع.
3. وصف الاستراتيجيات التي سيتم وضعها للحفاظ على التواصل مع أعضاء الفريق.
4. صف الأدوات التي سيتم استخدامها لرصد الأهداف أو الأطر الزمنية أو المعالم.
5. تحديد معالم المشروع والأنشطة. اعرض هذه المعلومات باستخدام أداة مناسبة.
6. إنشاء موازنة وربط التكاليف بالمعالم الرئيسية للمشروع.
7. صف كيف ستقوم بتقسيم المهام والموارد بين فريق المشروع. اعرض هذه المعلومات باستخدام أداة مناسبة.
8. صف بإيجاز كيف سيتم رصد التقدم.
9. كيف يتم الاحتفاظ بسجلات المشروع الحالية؟ من المسؤول عن هذا؟ تقديم بعض التوصيات حول كيفية تحسين هذه العملية.
10. وصف الإجراء الحالي لإنهاء المشاريع. قم بإنشاء الإجراء الخاص بك وحدد كيفية تقييم نجاح المشروع.
11. التشريعات التي قد تؤثر على المشروع بما في ذلك الصحة والسلامة ، وتشريعات مكافحة التمييز.

مع تمنياتي بالتوفيق..

Create an E-commerce website

Introduction

E-commerce has a massive growth over the years, becoming one of the fastest-growing domains in the modern online world. Though it took some time for the end-users to be accepted, today, we are at a point where most people love to shop online. There were numerous concerns revolving around online shopping at its launch, but over the years, people tend to have started trusting E-commerce for all their shopping needs.

Purpose

Create an application in which costumers would buy their goods online to save time and effort.

Scope

Create and design an e-commerce application that allows People to visit the website, choose the products they like, enter the required details, make payment (or choose to pay later), and purchase goods they want.

Objectives

Implementing an online e-commerce application in order to provide a unique customer experience and enhance the efficiency of services.

Customers can buy a product that is not available in the local market, giving the customer a variety of access to the product than before.

figure out the best marketing tactics that would work well for us to increase sales in order to get revenue.

Team outlines of the project

Employee	service	Description
A	Design interview	-Assessing the client needs and goals -Setting up the strategies for creating web design lay out
B	Design presentation	-preparing wireframes -Determining and finalizing the graphical theme of website
C	Web content	-creating relevant content for product specification. -Adding appropriate images to showcase the products

D	Website development and launch	-configuring and set up testing methods to minimize errors. -Launching the website in accordance with the objective framed.
E	Traffic reports	-Providing website traffic reports to show number of visitors ,bounce rates and the most visited pages.
F	Payment gateway	-integrating payment gateway selection. -Ensuring secure online payment selection.

Strategies for maintaining project team communications

The project manager needs to set strategic plans to increase their chances of achieving their goals by developing successful strategies for keeping everyone informed about what's going on. Here are some strategies that will be taken during the project.

1. Frequent meetings

Hold a strategic meeting for the whole team. Every team member had a chance to be present while project activities and changes are being discussed and creates a level playing field in order to give all team members an opportunity to voice ideas concerns and share status updates.

2.Be transparent, clear, and specific

Communication can sometimes be a waste of time in any form. We can avoid wasting other employees' time (and your own) by being transparent, clear, also concise.

3.team work

People are working on a project for a reason. Whatever their roles, every member is serving an intended purpose and bring value to the project. Regardless of title and position in the project hierarchy, all stakeholders should behave the way everyone deserve and authorities shall be respected due to the responsibilities and accountabilities' given to make the project successful.

Literature review

This study combines factors that other tasks have done about e-commerce and consumers' purchasing decisions in online and offline stores for apparel. It includes price attractiveness, time-saving, consumer intention.

Saving customer time and efforts

Time also considered as one of a major constrains that relates with intention to purchase in a shopping context. It is believed that consumers have their perception of time, whether or not to shop from the internet. Accomplishing the shopping trip using the online as soon as possible refers to the time-saving oriented consumers, and they prefer store choices favoring quick shopping. People who dislike shopping and approaching online retail stores refer to the economic shoppers or known as “problem-solvers.”

Using online shopping requires less effort and better decision-making for consumers who prefer to purchase at the e-store. Consumers may save their time in e-shopping because they do not have to go through any effort to travel to a mall or save their time in other psychological factors such as traffic jams etc. Online shopping increases search efficiency by eliminating travel costs, and psychological costs bring comfort in e-shopping.

Purchase Intention

There are five external factors to understand a consumers' intention to purchase on the internet, consumers' personality, situational factors, product characteristics, last online shopping experiences, and their confidence in e-shopping. Consumer's attribute includes their demographic factors such as age, gender, income, and educational level may lead them to have the intention for online shopping. For the age factor, consumers under 25 have more potential to shop online because of their interest in using the latest technologies to search for product information and compare and evaluate alternatives.

Situational factors will also lead a consumer to have the intention to shop on the internet, such as time pressure, lack of mobility, geographical distance, need for special items, and attractiveness of alternatives.

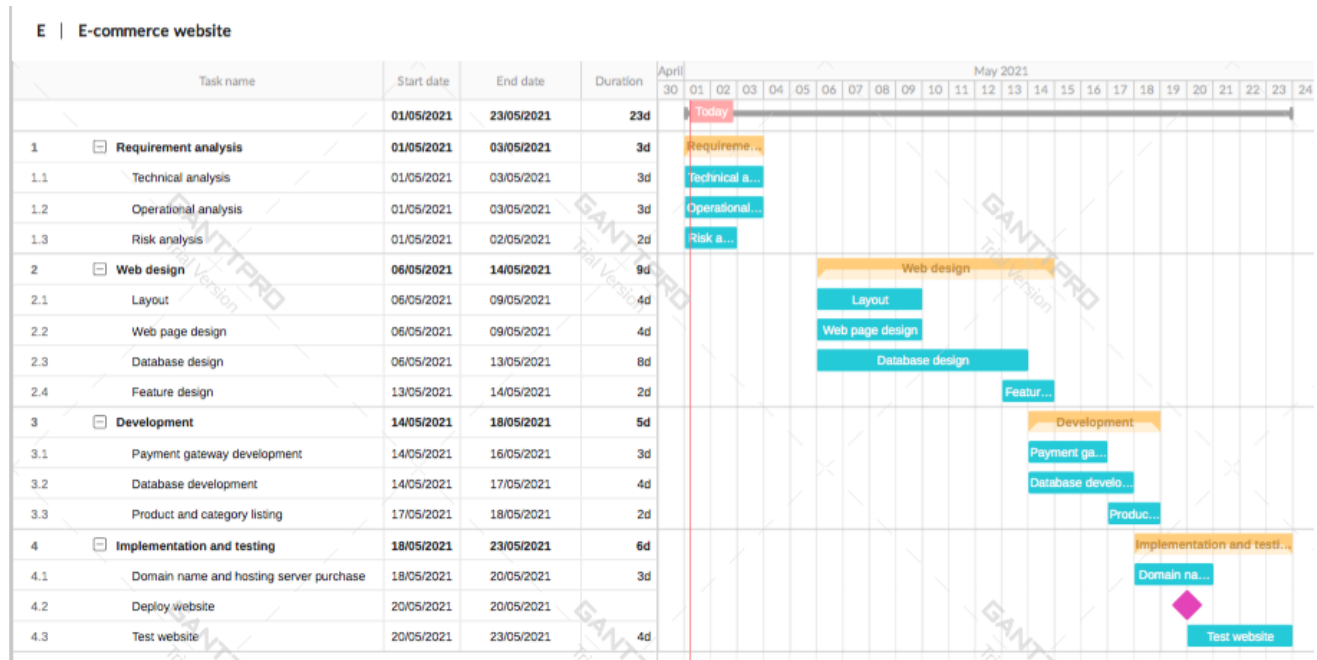
Products characteristic is also another factor that will impact the consumer's intention to purchase on the internet. Product characteristics can be tangible or intangible, standardized or customized. In an online context, the lower tangibility of a product can be caused when the consumer does not hold the product physically and assistance in the shopping process; consumer's intention to shop on the internet will be less when there is a need to seek advice from a salesperson regarding the considered Products such as car, computers, perfume, lotion or perfume have the low potential to be purchased by the consumer because it requires more experience and personal knowledge.

Price attractiveness

A price is a form of money that people use for any transactions. It is predicted that the price of a product differs in online and offline shopping., consumers will save money when there are price promotions on specific products. In an online context, consumers are more likely to depend on the price cues to determine the quality of a product presented on the website because they cannot see or touch the actual product resulted that when there is the presence of promotional offers, consumers will have higher intention to purchase in web-shopping; purchasing decisions and choice-making from alternative evaluations can be made more accessible when there is the presence of promotional offers.

Methodology

The methodology that we used in the project is agile and the tool used to plan, monitor and control the phases is the Gant chart. Scheduling helps us keep a project's workflow organized and meet the final deadline by splitting goals and objectives into milestones. Identifying these milestones helped us track and evaluate progress to forecast and take actions that lead the project to success. We can manage efficiently what we can measure from time, cost and resources required to take the scope plan to reality.



Budget

E-commerce website				
Budget of the website				
	5/2/21			
Gray cells contain calculations that should not be altered.				
Company Data				
Required rate of return	10.0%			
Tax rate	5.0%			
		YEAR		
	0	1	2	3
Initial Investment in Web Site				
Hardware (e.g., servers)	\$25,000			
Software (e.g., e-commerce catalog software)	15,000			
Development (e.g., third-party site design and development)	150,000			
Total Initial Investments	\$190,000			

Costs (Excluding Initial Capital Investments)				
Cost of sales		\$7,500	\$25,000	\$37,500
Maintenance		15,000	15,000	15,000
Project management, customer support		35,000	35,000	35,000
Online advertising, search-engine registration		10,000	10,000	10,000
Depreciation on capital expenditures (calculation uses three-year period)		63,333	63,333	63,333
Hosting, domain-name registration		150	150	150
General and administrative (e.g., rent, insurance, exec. salaries)		10,000	10,000	10,000
[Other costs]		0	0	0
[Other costs]		0	0	0
[Other costs]		0	0	0
Total Costs		\$140,983	\$158,483	\$170,983
Net Benefits (Costs)				
Tax		\$4,017	\$21,517	\$34,017
Value after tax		3,816	20,441	32,316
Depreciation added back		63,333	63,333	63,333
Cash flow	(\$190,000)	\$67,149	\$83,774	\$95,649
Cumulative cash flow	(\$190,000)	(\$122,851)	(\$39,077)	\$56,573

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Depreciation added back		63,333	63,333	63,333
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Cumulative cash flow	(\$190,000)	(\$122,851)	(\$39,077)	\$56,573

Evaluation Metrics	
Net present value (NPV)	\$12,142
Internal rate of return (IRR)	13.4%
Payback period (in years)	2.41

-The Initial investment in the website will be the first cost that will be funded to develop and deploy the website. Cost, risk, and contingency are planned at this stage.

-Project visibility study and financial analysis defined to show the project expected return and where opportunity can be identified to optimize cost and define new lead to increase the return value.

- Net revenue analysis built to monitor and report the project and product financials with shareholders and partners on a frequent basis.

Results and discussion

The project records are maintained by well-defined configuration model to document all projects inputs, outputs and outcomes. By having registers, templates, forms, logs and traceability tool that allow the project manager and the team to maintain and review in frequent basis to keep progress on track and mitigate any obstacle or risk may accrue.

Project success criteria

Initial design and final acceptance of the project outcomes and results are defined as the following:

1. Project requirement are met in the design phase
2. Design transition to a real domain by performing the digitalization with expected quality defined in the design and requirements.
3. Successful test scenarios result by applying UAT user acceptance test
4. Successful launch and on time customer services
5. Successful process to get customer feedback and survey.

HSE

Health and safety is the highest priority to resources and assets. By performing the roles and terms for the HSE in the organization and regulators. It will help to perform the project as planned with minimum losses or damages to assets. People health and safety is a red line and all measure shall be put in place to keep everyone safe.

References

UKEssays. (November 2018). Literature Review on Online Shopping. Retrieved from <https://www.ukessays.com/essays/marketing/literature-review-of-online-purchase-intention-marketing-essay.php?vref=1>

