



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

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Section

Master

Date

Thursday

18 / 03 / 2021.

Course Code

(PMG506)

Advanced project Management

Instructions:

- اخر موعد للتسليم هو يوم الخميس 2021-05-20 في تمام الساعة ٩ 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

Project of Creating and building E-commerce Training website

Omar Alghamdi, May 17, 2021
Everyone University

Introduction:

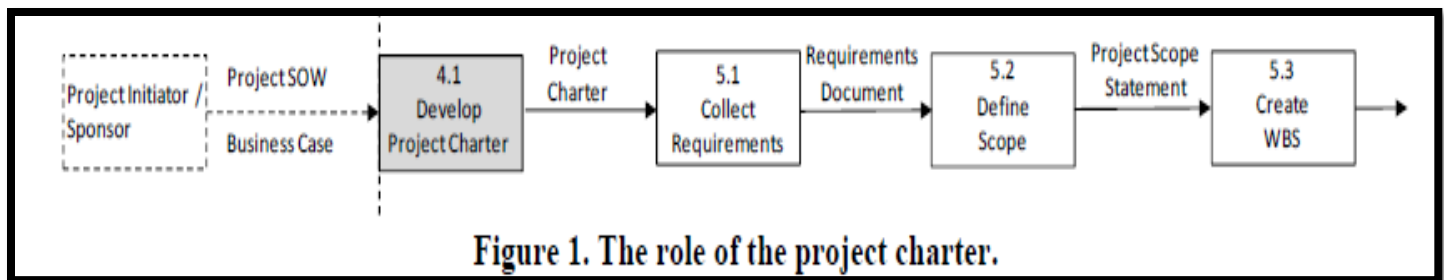
These days due to worldwide pandemic covid 19 and the new technologies like the 4th Generation of cellular networks and the optical fiber of the internet, the use of the websites and apps increased significantly. One of the website types that faced a huge demand is E-commerce websites in particularly (training websites). As Project manager assigned at the initiation phase of the project life cycle in a project of building and creating a modern E-commerce website to provide a professional training and valuable information in different fields and sectors. The project was selected using a sacred cow method by the Sponsor. To be able to carry out the project of creating and building a website successfully, "The key question in this regard is, "What does it take to be successful in the business?" The three mains' steps in the process are: Identification of the factors involved in starting a project, clearly defining the objectives and Identifying measures of performance." (Muhammad Nabeel Mirzaa, 2013). One of the essential parts in the project's success is the proper defining, describing and managing of the purpose, scope and the objectives of the project which will have an impact on the quality of the deliverables of both the project and product on different aspects such as scheduled time and budget. on the other side, Unproper defining of these parts in any project will reduce the probability of the project to be success. This study will discuss:

- The best processes, tools and techniques used to identify and describe purpose, objective and scope.
- The main factors that led to unproper management of the scope.

Keywords: Project scope, product scope, SMART, OITT.

Literature Review:

The aim of the literature review is showing some studies that discussing the tools, techniques and the sequence of processes used to identify the project purpose, scope and objectives and the related issues to improper defining of these elements. A better understanding of different terminologies and the distinction between them in project management can increase the possibility of project success. In addition, the sequence of the project management activities, in general, is core to understand where we are and what must be done in order to complete the required activities to come up with the expected output. The below figure shows the sequence of the project management activities (PMBOK Guide) (PMI,2008). (Ryan, 2011).



The project Life Cycle vs project Management Life Cycle:

Many people get confuse between these two terminologies or understand them in a wrong way. The below table summarize the difference:

Project Life Cycle	Project Management Life Cycle
Phases can take any number; it could be 4 or 5 based on the organization itself	Phases are fixed and they are four phases
Every will have the 4 phases of the project management life cycle	-
The deliverable is the project	Deliverables are the documents and activities that done to create the deliverable of project life cycle.
-	The output from each phase will be consider as input for the next phase

The project scope vs Project Charter:

According to (PMI, 2004) Project Scope is the work need to done to output project's deliverable. While the project charter is “a document issued by the project initiator or sponsor that formally authorizes the existence of a project, and provides the project manager with the authority to apply organizational resources to project activities.” This document will be created and issued as many as the phases of the project life cycle. For every phase there will be one charter.

The project scope vs product scope:

project scope and product scope have different needs, goals, objectives, stockholders, drivers and interfaces. While the product will be driven by project. The project scope is related to the work requires to achieve project objectives and measures against project plan. while product scope is the attributes and characteristics of the deliverables and measures against requirements. (Muhammad Nabeel Mirzaa, 2013).

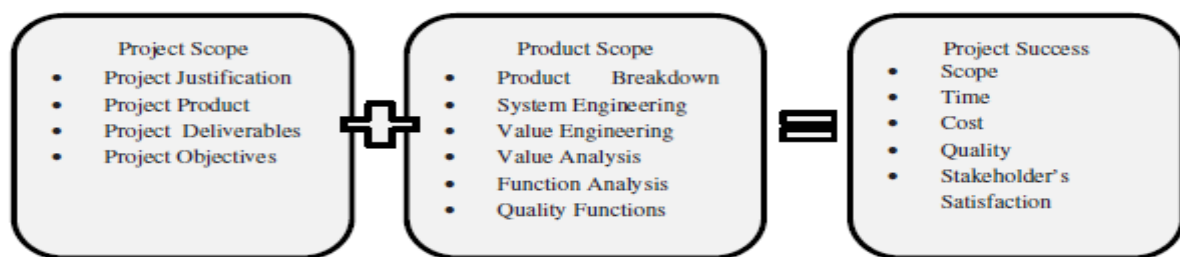


Fig. 1. above shows the combination of project and product scope having impact on project success.

2-Elements of Project charter, purpose and scope:

Project charter:

The project charter is a formal document that authorize the project and the project manager. It is the output of the first initialization processes and has these core elements: *Overview and purpose, Objectives and high-level scope, General approach, Contractual aspects, Schedules, Resources, Personnel, Risk Management, Evaluation methods, High- Level constraints and assumptions.* (Muhammad Nabeel Mirzaa, 2013).

A. Project Purpose:

The project purpose is part of the project charter and is the central of all subsequent of the project management activities of developing the project scope (Ryan, 2011). It contains 2 elements which are: Mission statement, Project Purpose statement.

B. Objectives Elements:

The project objectives are part of the project charter and mentioned using SMART model which is refer to: •Specific •Measurable •Achievable •Realistic •Time-based (Richard Larson)

Project Scope:

The project scope will be mentioned in two stages at the stage of developing the charter in a high-level description, the second stage after developing the charter and requirements are documented in more deep details and will has output which is Project Scope Statement (Stellman, 2018). Project scope contains 3 main elements which are: The Scope statement, Constraints and assumptions in more details.

3-Processes to identify project charter, purpose, objectives and scope:

The processes will display the ways of developing and identifying each of the project charter, purpose, objectives and scope by fulfilment the inputs and using the proper tools and techniques.

Project charter identification Processes:

The charter requires some inputs and using some recommended tools and techniques to be generated as shown in the below chart. (Project Management Institute, 2017)

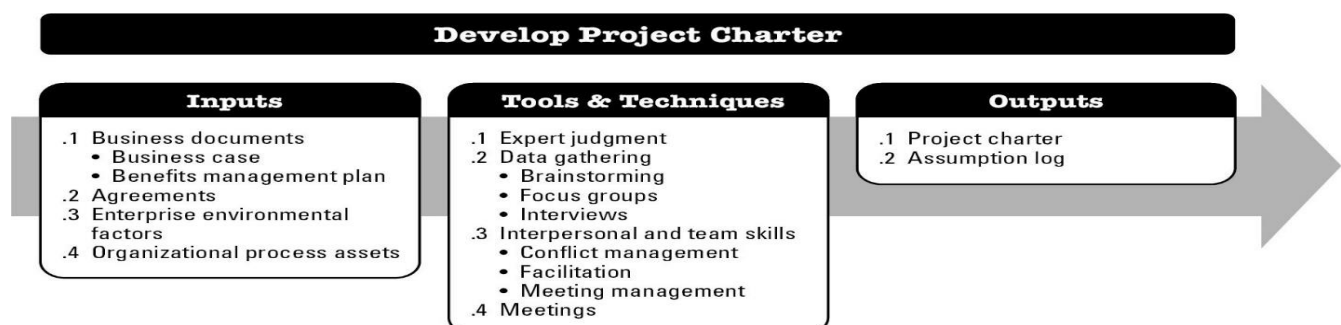


Figure 4-2 (Guide). Develop Project Charter: Inputs, Tools & Techniques, and Outputs

The expert judgment considered as one of the most important tools and techniques for developing the project charter among other tools and techniques. According to (Szwed, 2014) for the expert judgments there must be:

- Adoption of the systematic process for elicitation to improve the produced judgments.
- A way should be developed like mapping of elicitation methods to come up with best possible judgment.
- The sufficient selection and training for the expert must be in place using the latest techniques.
- Using an appropriate method from the latest science to systematically elicit Judgments.

Project Purpose, Goals and objectives identification process:

The below picture shows the suggested processes for identifying the project purpose and its formal decomposition into goals and objectives using iterative process according to a study. (Ryan, 2011)

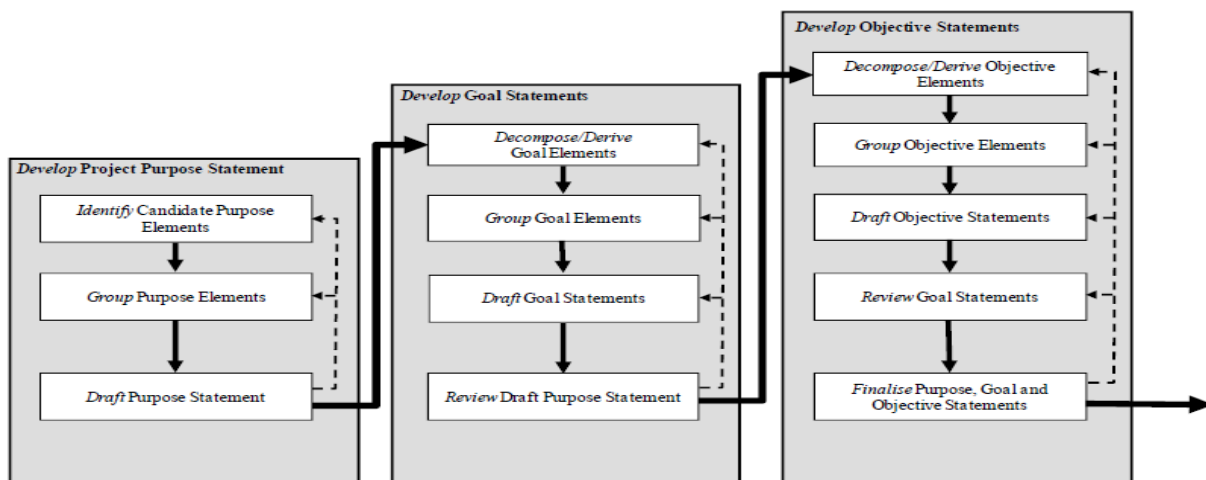


Figure 3. The development of project purpose statement, goals, and objectives for a system.

Another tool that offers structural guidance for writing objective statements using a SMART goal framework called OITT refers to: • The outcome • Its indicator • Target level and • Time frame. As mentioned in the above figure. (Ogbeiwi, 2017)

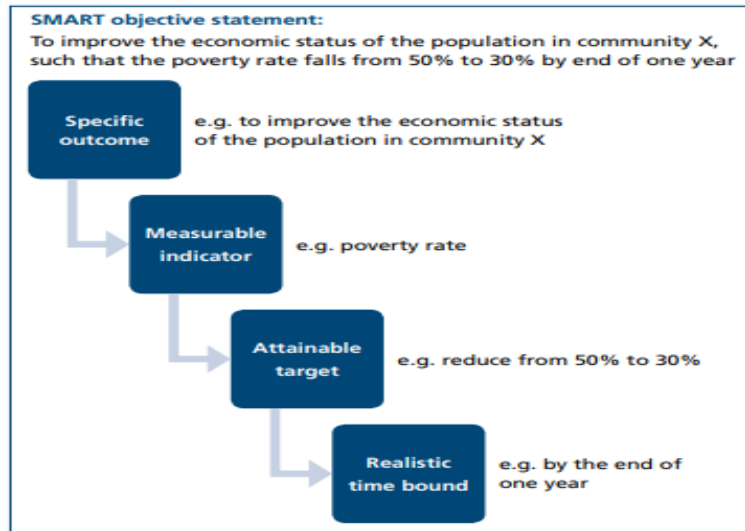


Figure 3. OITT framework of an objective statement

Scope identification process:

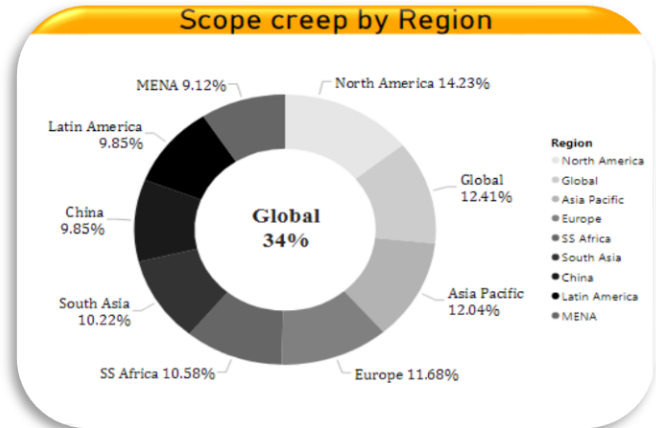
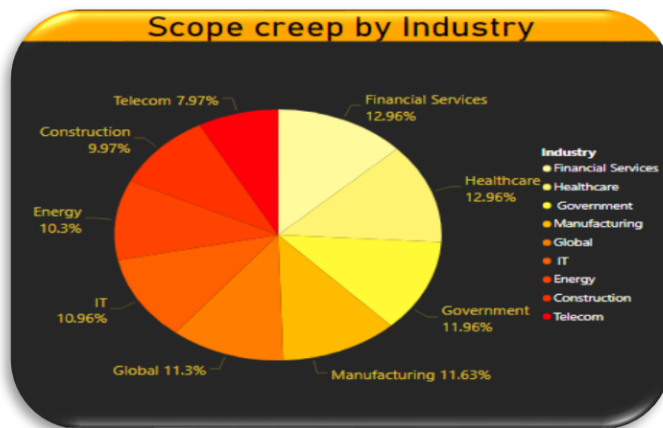
The Scop requires some inputs and using some recommended tools to be generated as shown in the chart. (Project Management Institute, 2017).



4-Unproper Charter, purpose, objectives and scope:

The result of unproper Project charter, purpose and scope will affect the management of the 5 dimensions of the project which are Time, Scope, Quality, Risks and Cost. “Project designed with an incomplete or defective goal framework are less likely to attain their desired outcomes” (Ogbeiwi, 2017). Also, unproper scope definition at high level in charter or in scope defining activities will led to scope creep. (Richard Larson). “The recent researches have realized that most of the project does not achieve much success because of lack of a clear definition for project and product scope as well as improper control of them. Scope, as a measurable concept, has been considered as either a criterion or factor.” According to (Muhammad Nabeel Mirzaa, 2013). According to a report

showing by (PMI, 2004) in the below charts, the percentage of projects that faced a Scope Creep in world is 34 %.



Methodology:

What is the best tool can be used for displaying the project purpose, scope and objectives? is a question that appears for many new workers in the project management filed. The method was adopted in this study is a qualitative- approach using interviews method with participants selected randomly with different years of experience from two different companies through to answer the question “What is the best tool from a list contains popular tools and techniques in the conceptional phase of project life cycle?”. We found that project charter and Scope are the best and popular tools. As Project Manager hired at beginning of the initial state of the project life cycle and due to lack of information about the project. I will select the creating project charter by calling for a meeting to with my team and all related stakeholders to discuss all points related to the project and collect all the requirements. After the meeting I will write and develop the project charter then review its contents with all team members and update it based on the feedback using the inputs beside using some of the mentioned tools and techniques in the literature review for project charter developing according to the (Project Management Institute, 2017) which are: Expert judgments, Brainstorming and meetings. Mainly we will focus on the Experts judgments.

Results and Discussion:

Using the tools, a techniques especially expert judgments with a brainstorming with all related internal, external, primary, secondary and VIP stakeholders in the project charter development. The project purpose, scope and objectives were successfully identified and displayed using the Project charter as the following.

Project Charter

Project Name: "Future leader skills" Training Website	Project Number: 1
Date: 18/4/2021	Revision Number: 0

1. PROJECT GOALS / OVERVIEW

There is a gap exist between what is expected from the students when they graduate from universities and the real need in the marketplace in terms of knowledge and particularly the skills in the sector of engineering. The purpose of the project is to fill that gap by providing training that focusing on the skills that is needed in the marketplace and valuable information on that sector.

2. DELIVERABLES

- 1-Obtaining a domain with the required name.
- 3-Establish online payment methods in the website.
- 2-Provide a prototype for the website user interface and user experience (UI/UX) according to the requirement.

3. SCOPE DEFINITION

The project will include: -Proposed a designing structure for the website and features. -Build website using JavaScript language. -Providing a Prototype for UI/UX for the website.	The project will not include: -Extra fees required for more features for domain. -Using another language for building website. -Maintenance services after completion. -Upgrade for the website.
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4. PROJECT MILESTONES

Form Project Team / Preliminary Review / Scope	07/23/21
Finalize Project Plan / Charter / Kick Off	08/10/21
Define Phase	08/31/21
Measurement Phase	09/28/21
Analysis Phase	10/19/21
Improvement Phase	11/16/21
Control Phase	12/07/21
Project Summary Report and Close Out	12/14/21

5. ASSUMPTIONS, CONSTRAINTS & DEPENDENCIES

ASSUMPTIONS: The project is following a Six Sigma DMAIC approach. The agency has limited experience in doing projects according to this methodology. This project assumes that all stakeholders will understand and accept the six sigma related work products and deliverables.

CONSTRAINTS: Resources will be constrained to four full-time personnel. The Agency does not have the budget to fund any additional resources for this project.

6. Budget

The project Budget is 2000\$

7. Risks

- 1. Changes to Project Scope - Project needs to stay focused on root causes behind the source data and not expand the project into developing system requirements for problems with various applications.
- 2. Bad Data - The availability of cost data within the Project Management System may be so poor that even a basic level of performance cannot be established.

7. PROJECT ORGANIZATIONAL STRUCTURE

Project Manager: Omar Alghamdi Project Programmer: Ihsan Mohammed Project Coordinator: Turki Khalid
 UI/UX Designer: Iman Khan Project Programmer: Saud Ahmed

1. PROJECT AUTHORIZATION

Approved by: Sponsor 	Business Manager Ahmed Saleh Al-Ghamdi  Project Manager Omar Ali Al-Ghamdi 	Date 12/5/2021 Date 12/5/2021
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