

Project Management Plan – Logitech AI Chatbot

1. Project Overview

The *Logitech AI Chatbot* was developed for Logitech to increase electronics sales during the holiday season through an interactive shopping assistant. Running from October 24, 2022, to January 20, 2023, the chatbot provided personalised product recommendations, allowing users to choose whether they were buying for themselves or as a gift. It also featured weekly opt-in discount notifications and was supported by Facebook & Instagram ad campaigns. The chatbot was officially launched on December 15, 2022, with post-New Year analytics and support provided until January 17, 2023.

2. Project Management Approach

This project followed an Agile methodology, allowing for iterative development and real-time optimization based on engagement data and client feedback.

Key Phases:

- Initiation: Defined objectives, scope, and key deliverables.
- Planning: Developed chatbot workflow, defined recommendation logic, and set up ad campaigns.
- Execution: Built, tested, and deployed the chatbot, followed by a soft launch.
- Monitoring & Controlling: Tracked chatbot engagement, optimised responses, and provided weekly reports.
- Closure: Finalised analytics, documented lessons learned, and provided a wrap-up report.

3. Project Scope

The chatbot helped users find and purchase Logitech products based on their needs, with the option to buy for themselves or as a gift. It was integrated with Facebook and Instagram to drive engagement.

In Scope:

- AI chatbot development and deployment.
- Personalised product recommendation engine.
- User journey allowing selection between self-purchase or gifting.
- Discount message automation for opt-in users.
- Facebook & Instagram ad setup & optimization.

- Performance monitoring, analytics, and reporting from launch through post-New Year.

Out of Scope:

- Handling customer service inquiries.
- Payment processing (handled by Logitech's website).
- Modifications to Logitech's e-commerce platform.

4. Project Schedule & Milestones

Milestone	Completion Date
Chatbot Workflow Finalization	November 3, 2022
Product Recommendation Logic	November 14, 2022
Facebook & Instagram Ad Setup	November 28, 2022
Chatbot Testing & Optimization	December 10, 2022
Full Chatbot Launch	December 15, 2022
Weekly Discount Message Rollout	December 16, 2022 – January 10, 2023
Performance Tracking & Optimization	January 11, 2023
Wrap-Up Report Submission	January 17, 2023

5. Budget & Resource Allocation

The total budget for the project was **\$40,000**, allocated as follows:

Category	Allocated Budget (\$)
AI Chatbot Development	\$ 12,000
Product Recommendation Algorithm	\$ 8,000
Facebook & Instagram Ad Campaigns	\$ 10,000
Performance Analytics & Optimization	\$ 7,000
Contingency Reserve	\$ 3,000

Resource Allocation

Role	Responsibility
Project Manager	Oversaw execution, stakeholder communication, and risk management
AI Developers	Developed chatbot logic and recommendation engine
Marketing Team	Managed ad campaigns and chatbot engagement strategies
UX/UI Designers	Designed chatbot interface for smooth user experience
Third-Party Vendor	Assisted in chatbot workflow optimization
QA & Testing Team	Conducted chatbot testing and debugging

6. Risk Management Plan

Risk	Impact	Likelihood	Mitigation Strategy
Low chatbot engagement	High	Medium	Optimized chatbot flow and ad placements
Users not completing purchases	High	Medium	Improved CTA placement and discount incentives
Technical integration delays	Medium	Low	Conducted early API testing with Logitech's website
Ad campaign underperformance	Medium	Medium	Adjusted audience targeting and ad creatives

7. Communication Management Plan

Stakeholder	Communication Method	Frequency
Project Sponsor (Logitech)	Status reports via email	Weekly
Marketing Team	Alignment meetings	Weekly
AI Developers & Third-Party Vendor	Daily stand-ups (Slack)	Daily
QA & Testing Team	Testing progress reports	Bi-Weekly
Full Project Team	Sprint review meetings	Bi-Weekly

Key Communication Documents:

- Weekly Status Reports – Tracking chatbot engagement and sales impact.
- Change Request Documentation – Approval process for chatbot modifications.
- Final Wrap-Up Report – Summary of project outcomes and future recommendations.
- Daily stand-ups with development and marketing teams ensured faster issue resolution.

8. Quality Management Plan

Testing Phases:

- Unit Testing: Ensured chatbot responses were accurate and logical.
- Functional Testing: Verified product recommendations and checkout links worked correctly.
- A/B Testing: Optimised chatbot messages and CTA effectiveness.
- Security Testing: Verified compliance with data protection standards.

Rigorous Chatbot Testing:

- Simulated real-world user interactions to identify response gaps.
- Reviewed chatbot logic against common user queries for accuracy.
- Pre-launch stress testing ensured the chatbot could handle high traffic volumes.
- Final approval from Logitech's marketing and product teams before deployment.

Key Performance Indicators (KPIs):

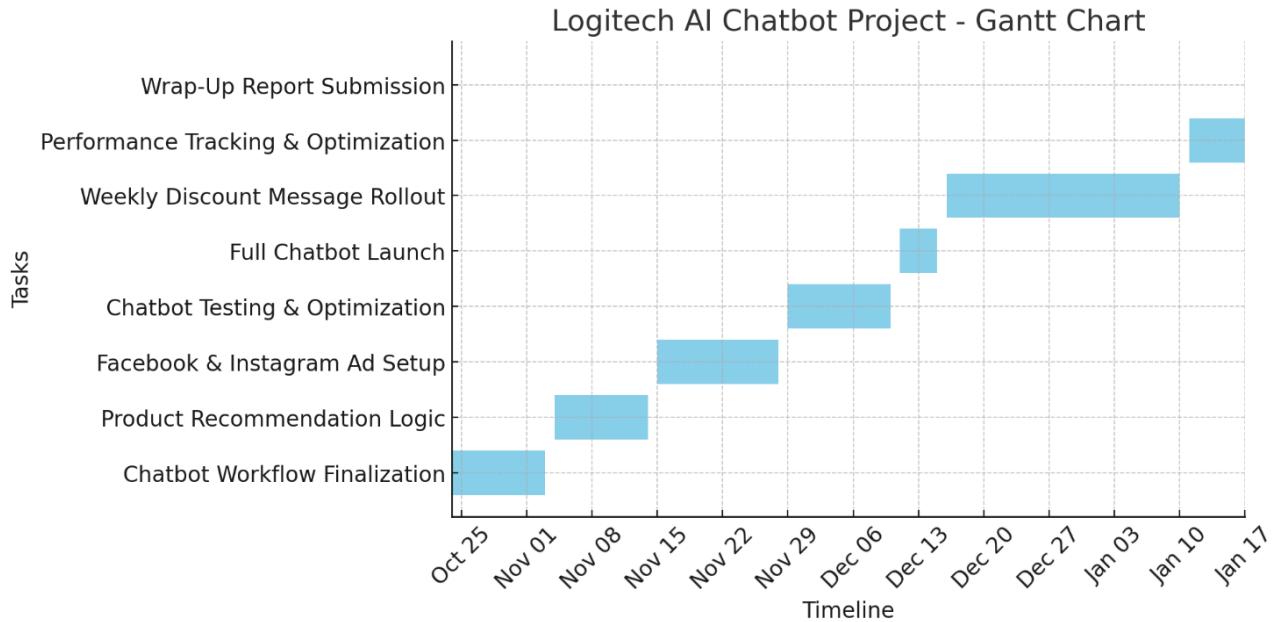
- Chatbot Engagement Rate: $\geq 60\%$ of users interact with the chatbot.
- Purchase Conversion Rate: $\geq 30\%$ of users proceed to checkout.
- Discount Redemption Rate: $\geq 25\%$ of users redeem promo offers.
- User Retention Rate: $\geq 50\%$ of users re-engage with the chatbot.
- Customer Satisfaction (CSAT) Score: Targeting 80% positive feedback.

9. Project Closure & Handover

Steps to Close the Project:

1. Final Performance Review – Analysed chatbot engagement metrics and sales conversions.
2. Bug Fixes & Optimization – Addressed any outstanding technical issues.
3. Final Client & Partner Review – Ensured alignment with Logitech's marketing goals.
4. Discount Campaign Impact Analysis – Evaluated effectiveness of weekly promotions.
5. Lessons Learned Documentation – Captured insights for future chatbot campaigns.
6. Project Sign-Off – Confirmed project completion and archived documentation.

10. Gantt chart



11. Approval & Authorisation

Authorized By	Approval
Logitech	Logitech
Project Manager	Shirsh Kumar