Project Management Plan

Top Gun: Maverick – AI Chatbot Engagement Campaign

1. Project Overview

The *Top Gun: Maverick* AI chatbot, developed for Paramount Pictures, aimed to boost audience engagement before the movie's release by integrating interactive trivia, Fandango ticket booking, and a coupon reward system. The chatbot was deployed on Facebook and Instagram, allowing seamless interaction and ticket purchases. The project ran from March 15, 2022, to June 30, 2022, including weekly performance tracking and post-launch support.

2. Project Management Approach

This project followed an **Agile methodology**, using iterative development cycles to refine chatbot interactions and optimise user engagement. Regular client feedback was incorporated to ensure alignment with branding and marketing strategies.

Key phases:

- Initiation: Defined objectives, deliverables, and project scope.

- Planning: Designed chatbot workflows, defined technical requirements, and set up integration with Fandango.

- Execution: Developed, tested, and deployed the chatbot, followed by a soft launch.

- Monitoring & Controlling: Tracked chatbot engagement, optimised based on feedback, and generated weekly reports.

- Closure: Finalised a wrap-up report and ensured a smooth project handover.

3. Project Scope

The chatbot enabled users to interact with movie-related trivia, book tickets via Fandango, and receive coupon-based incentives. It was integrated with Facebook and Instagram for a seamless experience.

In Scope:

- AI chatbot development and deployment.

- Trivia-based engagement with dynamic conversation flows.

- Integration with Fandango for ticket bookings.

- Social media chatbot deployment (Facebook & Instagram).

- Performance monitoring, weekly reporting, and final wrap-up report.

Out of Scope:

- Customer service inquiries.

- Payment processing (handled by Fandango).

- Modifications to Fandango's booking system.

4. Project Schedule & Milestones

Milestone	Completion Date
Chatbot Flowchart Finalization	March 22, 2022
Creative Asset Implementation	March 29, 2022
Trivia Question Integration	April 5, 2022
Fandango Integration	April 15, 2022
Chatbot Testing & Social Media Connection	April 25, 2022
Soft Launch	May 5, 2022
Full Chatbot Launch	May 10, 2022
Weekly Reporting Begins	May 17, 2022
Wrap-Up Report Submission	June 30, 2022

5. Budget & Resource Allocation

The total budget for the project was **$50,000**, allocated as follows:

Category	Estimated Cost ($)
AI Chatbot Development	$ 15,000
Trivia Question Integration	$ 7,000
Fandango API Integration	$ 10,000
Marketing & Ad Campaigns	$ 12,000
Third-Party Vendor Fees	$ 4,000
Contingency Reserve	$ 2,000

Resources:

- Project Manager: Oversaw execution, stakeholder communication, and risk management.
- AI Developers: Built and optimised chatbot interactions.
- Marketing Team: Ensured chatbot alignment with promotional campaigns.
- Third-Party Vendor: Assisted in chatbot workflow development.

6. Resource Management Plan

The project required a mix of internal and external resources to ensure a successful implementation.

Roles & Responsibilities

Role	Responsibility	Resource Type
Project Manager	Oversee execution, stakeholder communication, and risk management	Internal
AI Developers	Develop and optimize chatbot interactions	Internal
Marketing Team	Ensure chatbot alignment with promotional campaigns	Internal
UX/UI Designers	Design chatbot interface and improve user experience	Internal
Third-Party Vendor	Assist in chatbot workflow development	External
Quality Assurance (QA) Team	Conduct chatbot testing and ensure smooth functionality	Internal

Resource Allocation Strategy:

- AI Developers: Focus on building chatbot logic and integrating Fandango API.
- Marketing Team: Collaborate on engagement strategies and campaign alignment.
- QA Team: Test chatbot functionality, ensuring accuracy and seamless integration.
- Third-Party Vendor: Support chatbot deployment and workflow optimization.

7. Risk Management Plan

Risk	Impact	Likelihood	Mitigation Strategy
Low chatbot engagement	High	Medium	Optimize chatbot messaging & ad placement
Technical integration issues with Fandango	High	Low	Align with Fandango's development team early
Coupon code redemption issues	Medium	Medium	Ensure codes are validated before distribution
Third-party vendor delays	Medium	High	Set clear deadlines & maintain weekly check-ins
Social media integration issues	Medium	Low	Conduct early testing with FB/IG APIs

8. Communication Management Plan

Effective communication was critical to align teams, ensure smooth execution, and keep stakeholders informed.

Communication Methods & Frequency

Stakeholder	Communication Method	Frequency
Project Sponsor (Paramount Pictures)	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: Track project progress, chatbot engagement metrics, and any roadblocks.

• Bi-Weekly Client Meetings: Review performance insights and discuss improvements.

• Final Wrap-Up Report: Summarise chatbot success, user interactions, and lessons learned.

• Change Request Documentation: Any modifications to chatbot scope, UI, or features will require a formal approval process.

9. Quality Management Plan

• Testing Phases: Conducted multiple test cycles, including usability testing, integration testing, and a soft launch before full deployment.
• User Engagement Metrics: Tracked chatbot engagement rate, ticket conversion, and coupon redemptions.
• Client Sign-Off: The chatbot underwent final approval before launch.

Key Performance Indicators (KPIs):

• Chatbot Engagement Rate: At least 60% of users who interact with the chatbot should complete a trivia session or inquire about ticket booking.

• Ticket Bookings via Chatbot (Click Out Rate): At least 30% of users should proceed to Fandango for ticket purchase.

• Coupon Code Redemption Rate: At least 25% of distributed coupon codes should be used for ticket bookings.

• User Retention Rate: At least 50% of users who engage with the chatbot should return for additional interactions.

• Customer Satisfaction (CSAT) Score: Targeting 80% positive feedback from chatbot users.

10. Project Closure & Handover

The project concluded with:

1. Final chatbot performance review – Engagement metrics & ticket conversions.
2. Bug fixes & optimization – Addressed technical issues.
3. Final Client Review – Ensured stakeholder alignment.
4. Coupon Code Impact Analysis – Reviewed redemption rates.
5. Wrap-Up Report Submission – Summarised project success.

11. Gantt Chart

Gantt Chart - Top Gun: Maverick AI Chatbot Project (Final Version)
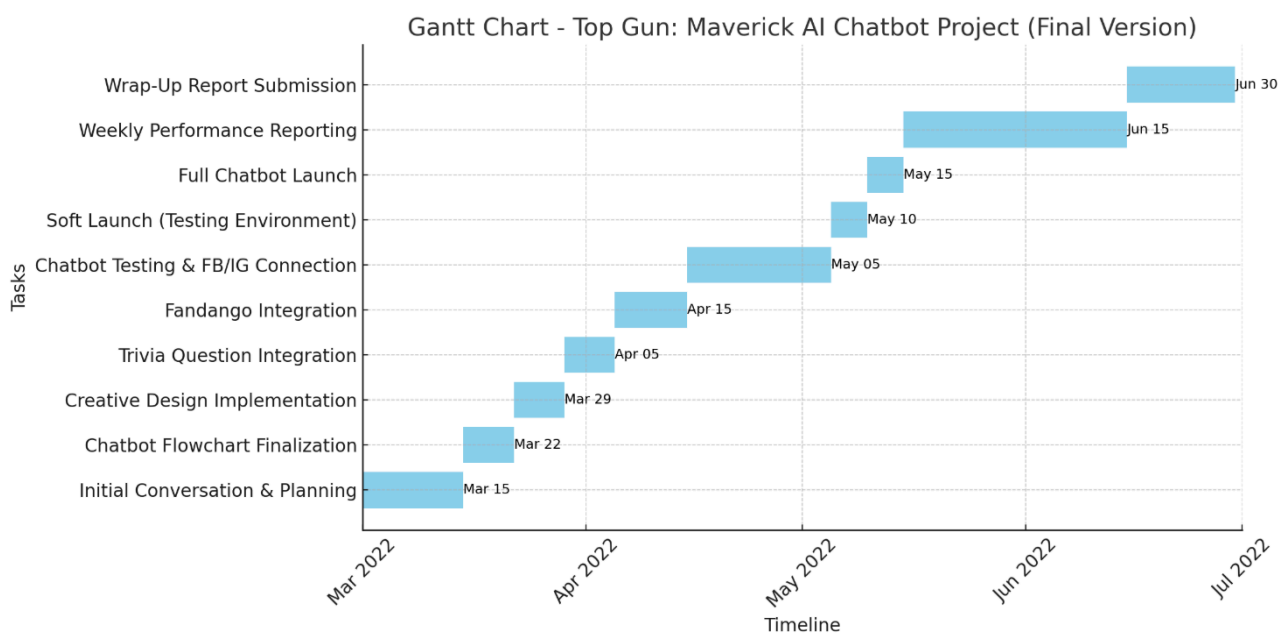
12. Approval & Authorisation

Name	Signature
[Project Sponsor - Paramount Pictures]	Paramount Pictures
[Project Manager - Your Name]	Shirsh Kumar