Project Execution Plan – *Top Gun: Maverick* AI Chatbot

1. Introduction

The execution phase of the *Top Gun: Maverick* AI chatbot project focused on developing, deploying, and optimising an AI-powered chatbot to engage audiences, facilitate Fandango ticket bookings, and incentives users with coupon rewards. This phase ensured smooth implementation by aligning teams, monitoring progress, managing resources, and mitigating risks.

2. Key Execution Activities

2.1 Development & Implementation

- Chatbot Flowchart Finalisation (March 22, 2022) – Defined user journey and conversation logic.
- Creative Asset Implementation (March 29, 2022) – Integrated movie branding, images, and promotional materials.
- Trivia Question Integration (April 5, 2022) – Developed AI-driven question responses and engagement sequences.
- Fandango Integration (April 15, 2022) – Implemented seamless redirection for ticket bookings.
- Coupon Code System (April 28, 2022) – Developed and tested the reward system for movie incentives.

2.2 Testing & Optimization

- Chatbot Testing & Social Media Connection (April 25, 2022) – Conducted system testing and integrated the chatbot with Facebook & Instagram.
- Soft Launch (May 5, 2022) – Deployed the chatbot in a controlled environment to collect feedback.
- Bug Fixes & Optimization (Ongoing) – Addressed usability issues, AI response accuracy, and performance improvements.

2.3 Deployment & Monitoring

- Full Chatbot Launch (May 10, 2022) – Officially launched for audience interaction.
- Weekly Performance Reporting (May 17 – June 30, 2022) – Generated reports tracking engagement metrics, ticket conversions, and coupon redemptions.

2.4 Stakeholder Communication

- Weekly Updates to Paramount Pictures – Status reports on chatbot performance and optimization progress.
- Bi-Weekly Team Meetings – Marketing, AI developers, and vendors coordinated on engagement improvements.

3. Roles & Responsibilities

Role	Responsibility
Project Sponsor (Paramount Pictures)	Approves project scope, budget, and milestones
Project Manager	Oversees execution, stakeholder communication, and risk management
AI Developers	Build and optimize chatbot interactions, integrate Fandango
Marketing Team	Ensure chatbot alignment with promotional campaigns
UX/UI Designers	Design chatbot interface and improve user experience
Third-Party Vendor	Assist in chatbot workflow development and troubleshooting
Quality Assurance (QA) Team	Conduct chatbot testing and ensure smooth functionality

4. Resource Allocation

The following resources were assigned based on the project's execution needs:

Resource	Allocated To	Time Commitment
Project Manager	Overall project execution & coordination	Full-time
AI Developers	Chatbot development & Fandango integration	Full-time
Marketing Team	Promotional alignment & chatbot engagement	Part-time
UX/UI Designers	Chatbot flow & user experience	Part-time
Third-Party Vendor	Workflow optimization	Contract-based
QA & Testing Team	Usability & functional testing	Part-time

5. Risk Management During Execution

Risk	Impact	Mitigation Strategy
Low chatbot engagement	High	Adjusted messaging and optimized ad placements
Technical integration issues with Fandango	High	Coordinated early with Fandango's tech team
Third-party vendor delays	Medium	Established weekly progress reviews and deadlines
Social media API restrictions	Medium	Pre-tested chatbot functionality on Facebook & Instagram

6. Change Control Process

A structured Change Control Process was followed to ensure all modifications were properly evaluated before implementation.

Change Request Process:

1. Change Request Submission – Any proposed change was documented and submitted by stakeholders.
2. Impact Assessment – The Project Manager and AI developers analysed the technical, financial, and timeline impact of the change.
3. Approval Process – Changes requiring budget or timeline adjustments were approved by Paramount Pictures.
4. Implementation & Testing – Approved changes were implemented in the chatbot workflow and tested before deployment.
5. Documentation Update – All changes were logged in project documentation and communicated to relevant stakeholders.

Examples of Approved Changes:

• Revised chatbot messaging to improve engagement rates.

• Adjusted coupon redemption process based on user feedback.

• Implemented additional UI enhancements for a better user experience.

7. Performance Metrics & Tracking

To ensure chatbot success, the following KPIs were measured during execution:

- Chatbot Engagement Rate: ≥ 60% of users interacted with trivia or booking features.
- Ticket Conversion Rate: ≥ 30% of users proceeded to Fandango for booking.
- Coupon Redemption Rate: ≥ 25% of users utilised promo codes for movie tickets.
- User Retention: ≥ 50% of users engaged with the chatbot more than once.
- Customer Satisfaction (CSAT) Score: Targeted 80% positive user feedback.

8. Project Closure & Handover

8.1 Steps to Close the Project

1. Final Chatbot Performance Review – Evaluated chatbot engagement metrics, ticket conversion rates, and coupon redemption.
2. Bug Fixes & Optimization – Addressed any outstanding technical issues before closure.
3. Final Client & Partner Review – Ensured Fandango integration and chatbot performance met expectations.
4. Coupon Code Impact Analysis – Measured redemption rates and promotional impact.
5. Wrap-Up Report Submission (June 30, 2022) – Provided key takeaways, engagement trends, and marketing insights.

6. Formal Project Sign-Off – Secured final approval from Paramount Pictures and archived project documentation.

8.2 Handover to Stakeholders

- Marketing Team: Received final engagement reports and chatbot insights for future campaigns.
- AI Development Team: Maintained chatbot functionality for potential reactivation.
- Client (Paramount Pictures): Received full project documentation and wrap-up report.

9. Execution Phase Conclusion

The execution phase ensured that the chatbot successfully engaged audiences, facilitated ticket bookings, and provided valuable marketing insights. All deliverables were completed on schedule, and weekly reports helped track user interactions and campaign effectiveness. The chatbot achieved high engagement rates, increased ticket sales, and successfully aligned with Paramount Pictures' marketing objectives.