

PROJECT MA

Worth the Words

PROJECT MANAGEMENT PLAN

<https://www.worththewords.org/>

VERSION 3.0

2/14/2025

MANAGEMENT PLAN

VERSION HISTORY				
VERSION	APPROVED BY	REVISION DATE	DESCRIPTION OF CHANGE	AUTHOR
1.0	James Chrisman	1/25/2025	First Draft	Geek Squad
2.0	James Chrisman	2/03/2025	SOW, PC, RMP, and RTM sections were added and updated documents	Alexis De Jesus
3.0	James Chrisman	2/14/2025		Ciona Parker
4.0	James Chrisman	4/14/2025	WBS Phase, Product, and Dictionary	Alexis De Jesus
5.0	James Chrisman	4/24/2025	Final Revisions	Geek Squad

PREPARED BY	Geek Squad	TITLE	Project Team	DATE	1/25/2025
APPROVED BY	James Chrisman	TITLE	Project Sponsor	DATE	

## TABLE OF CONTENTS

1. EXECUTIVE SUMMARY .....	3
2. PROJECT MANAGEMENT APPROACH .....	3
2.1 PROJECT CHARTER/SCOPE .....	4
2.2 DELIVERABLES .....	4
2.3 WORK BREAKDOWN STRUCTURE (WBS) .....	4
2.4 STAKEHOLDER ANALYSIS .....	5
2.5 PROGRESS REPORTING MECHANISM/TEMPLATE .....	5
2.6 SCHEDULE BASELINE .....	5
2.7 PROJECT SCHEDULE/WORKSTREAM SCHEDULE .....	6
2.8 MILESTONE LIST .....	6
2.9 CHANGE MANAGEMENT PLAN .....	6
3. COMMUNICATION MANAGEMENT PLAN .....	8
3.1 PROJECT STAFF LIST .....	9
4. RISK MANAGEMENT PLAN .....	10
4.1 RISK LOG .....	10
5. Statement of Work .....	11
6. Project Charter .....	12
7. Requirements Management Plan .....	12
8. Requirements Traceability Matrix .....	12
9. Systems Architecture diagram .....	13
10. Entity relationship diagram .....	13
11. User Flow Diagram .....	13
12. COST BASELINE/Project Budget (TOTAL COST ANALYSIS) .....	14
13. QUALITY BASELINE .....	14
14. APPENDICES .....	15
14.1 Appendix A .....	15
14.2 Appendix B .....	15
14.3 Appendix C .....	16
15. AUTHORIZATION SIGNATURES .....	19

## 1. EXECUTIVE SUMMARY

Worth the Words is a non-profit organization specializing in music. Their website is functional with good visuals and fairly easy navigation, however, there are redundancies and a lack of features causing lower engagement. These concerns can be improved and there are elements that can be added to the product to make it more functional. Our team has established goals and objectives that should be met which are to strengthen brand identity and increase user engagement. To achieve this, we will be implementing improvements in visualization (UI redesign and navigation) and establishing new product features including the addition of different types of integration processes. With the proper planning and execution, our team will be able to fulfill this by the end of 16 weeks.

## 2. PROJECT MANAGEMENT APPROACH

To accomplish our goals and objectives of heightening Worth the Words digital framework, we will present deliverables through a phased hybrid methodology of both agile and waterfall. Following a structured timeline for deliverable and milestone submission before we move to the next. While also iterative and flexible based on the feedback from stakeholders.

We want to ensure that you understand our strategy to achieve our goals for Worth the Word, therefore we will provide key phases, processes, tools, and techniques that will be employed to execute the project. Our work breaks down structure is composed of 10 deliverables, 3 demos broken down into manageable workloads throughout the project are the design, development, testing, implementation and maintenance phases.

Key decisions will be made within our team following a 7-step process. And that is to first identify the nature of the decision, gather as much information relevant to the topic, seek alternatives, evaluate the risk associated, select a route to take and take action to implement the route chosen. No decision is made in stone and will be evaluated on a continuous basis based on the preceding steps identified. Important considerations within our project are clarity and conciseness, alignment, stakeholder input and flexibility during the project lifecycle.

## 2.1 PROJECT CHARTER/SCOPE

### In Scope:

1. Designing a new user interface
2. Adding new product features (volunteer/interest form, questionnaire, etc.)
3. Integrating a payment management system, content management system, social media, etc.
4. Enhance mobile optimization

### Out of Scope:

1. Rebranding/New branding guidelines

Project Charter: [W03A2 PC.docx](#)

## 2.2 DELIVERABLES

A fully functional redesign of the website with the new following elements:

- Volunteer/Interest Form
- Event Calendar
- Song Catalog
- Integration Processes (Donation and Social Media)
- Questionnaire
- Widgets
- Contact Form
- Newsletter Sign-ups
- Project Showcase
- Fully optimized for mobile devices

## 2.3 WORK BREAKDOWN STRUCTURE (WBS)

WBS is a document/tool that breaks down a project and is the grouping of work defining the scope of the project. The first object includes the WBS for the product (the website and its pages) and the phases of what needs to be done. The second object is the WBS dictionary including deliverables from the WBS phase, who led each one, the duration, and a Gantt Chart as well showing the progress of all the deliverables.



WBS\_Product%20and%20Phase.docx



WBS\_Dictionary.xlsx

## 2.4 STAKEHOLDER ANALYSIS

Stakeholders were determined by the school of business at the University of Louisville, who selected a non-profit from the area named Worth The Words. Worth the Words founder and CEO Demarco Harris will serve as the primary point of contact/ client throughout the course. The team will also report to professor Dr. Chrisman who will oversee our development work and project progress, as well as facilitate communication.

## 2.5 PROGRESS REPORTING MECHANISM/TEMPLATE

We will be using the following document/template to regularly update the state of our project. There will be a total of 3 reports throughout the semester, preferably for each demo. It states the executive summary, risks/issues/dependences, accomplishments, etc.



Project%20Status%20Report%20Template

## 2.6 SCHEDULE BASELINE

RMP and RTM first draft	January 20, 2025
SOW, PC, and PMP first draft	January 27, 2025
System architecture drafting	January 27 <sup>th</sup> – February 3, 2025
Entity relationship diagram and flow diagram drafting	January 27 <sup>th</sup> – February 3, 2025
RMP, RTM, PMP and SOW drafts finalized	January 27 <sup>th</sup> – February 3, 2025
UX/ UI design	February 4 <sup>th</sup> - February 10, 2025
First tatus report	February 10 <sup>th</sup> , 2025
Peer evaluation	February 10, 2025
Demo 1 development work	February 9 <sup>th</sup> – March 3 <sup>rd</sup> , 2025
<b>Demo 1 presentation (~50%)</b>	<b>March 4<sup>th</sup>, 2025</b>
Demo 2 development work	March 16 <sup>th</sup> – March 29, 2025
<b>Demo 2 presentation</b>	<b>April 1, 2025</b>
Final demo development work	April 06 – April 21, 2025
Second progress report	April 21, 2025
<b>Final demo presentation</b>	<b>April 22, 2025</b>
Final RTM and PMP	April 22, 2025

## 2.7 PROJECT SCHEDULE/WORKSTREAM SCHEDULE

Using a template from [Smartsheet](#), the group tracked start and stop dates for each notable item throughout the class. It serves as a high-level timeline for the project and loosely identifies the amount of time spent on certain items. This helps document the tempo of assignments and illustrates the progression of the class from project management documentation to development work.



Workstream  
Schedule.xlsx

## 2.8 MILESTONE LIST

MILESTONE	DESCRIPTION	DATE
Demo 1	Iteration 1: 50% of the project is completed	3/04
Demo 2	Iteration 2: 75% of the project is completed	4/01
Demo 3 (final)	100% of the project is completed	4/22

## 2.9 CHANGE MANAGEMENT PLAN

System changes must be formally requested and approved by the necessary stakeholders of this project. This process will begin with a structured request, followed by review and analysis, and finally implementation of the change. This ensures all vested members of this system are allowed time to assess the impact of the proposed change, and plan accordingly. This change management plan has been implemented to avoid misuse of resources, minimize legal exposure, and prevent financial loss.

Intake form can be found here:

[ChangeRequestForm.docx](#)

All change requests should undergo the following steps before implementation:

-Business analysis

- Likelihood of success, significance to business, resources required and business justification

-Technical analysis

- System dependencies, technical requirements, project estimate

-Approval

- Professor and system owner written approval

The Requirements Traceability Matrix will have files linked/embedded for each change that was made for certain requirements. This will mainly go into any system requirements that were not used.

### 3. COMMUNICATION MANAGEMENT PLAN

NAME	TITLE	EMAIL
Demarco Harris	Client/Director of Worth the Words	
James Chrisman	Project Sponsor	david.chrisman@louisville.edu

Sender	Recipient	Description	Method	Frequency
Project Manager	Geek Squad Team	Weekly Status	Meeting	Tuesdays at 5 pm
Project Manager	Geek Squad Team	Weekly Deliverable Review	Blackboard	Mondays at 11:59pm
Project Manager	Geek Squad Team	Meeting Minutes	Blackboard	As needed
Project Sponsor	Customer	Product Review	Email	As needed



### 3.1 PROJECT STAFF LIST

NAME	TITLE	EMAIL
Alexander Rodriguez	Project Manager	alexander.rodriguez.1@louisville.edu
Alexis De Jesus	Requirements Analyst	alexis.dejesus@louisville.edu
Ciona Parker	Developer	ciona.parker@louisville.edu
Gage Bruner	Requirements Analyst	david.bruner@louisville.edu
Even Temelso	Developer	even.temelso@louisville.edu

## 4. RISK MANAGEMENT PLAN

Briefly describe how you plan to identify, analyze, and prioritize project risks. Also, describe the methods used for tracking risks. Describe contingency plans.

Our risk management plan focuses on identifying, analyzing, and addressing potential risks related to security and data integrity. We identified the highest risks as unauthorized access and data manipulation, especially in sensitive areas like donations, volunteer applications and event RSVP. While Low risks involve activities like viewing event calendars or reading blog posts.

We'll mitigate risks by using secure authentication, limiting access to sensitive areas, encrypting financial data, regularly backing up and auditing high-risk data. PayPal's secure payment system will be used for transactions. Risks will be assessed regularly throughout development to address any emerging issues promptly.

### 4.1 RISK LOG

Link to an external risk log or attach a log as an appendix.

Risk	Probability (L,M,H)	Severity (L,M,H)	Mitigation Approach
Unauthorized access to volunteer applications or donations	H	H	Implement secure authentication methods and restrict access to sensitive data.
Data breach during financial transaction	H	H	Use PayPal's secure payment gateway and implement encryptions for all financial data
Editing or deleting volunteer profiles causing disruption	M	H	Regular data back-ups and approval processes for edits in volunteer profiles and applicants.
Exposure of user data during RSVP for events	M	H	Implement secure forms and limit access to event RSVP's to authorized personnel.
Incorrect edits to team or resource information	M	M	Set up a review process before

			publishing updates and allow for revisions.
Exporting sensitive user data, risking unauthorized access	M	H	Ensure proper authorization is required for exporting data, implement logging for data access.
Viewing event calendars and educational resources	L	L	No action needed; just need to ensure data is available and secure.
Viewing newsletters and blog posts	L	L	Regular audits of content to ensure it is correct and non-sensitive.

## 5. STATEMENT OF WORK

This project will aim to help strengthen brand identity and increase user engagement. In this project, there will be a redesign of the website with a new user interface with the help of integrating a Content Management System to help with functionality and mobile device optimization. There will be new tabs and features that will be established (volunteer/interest form, song catalog, etc.) in addition to adding security measures such as a Firewall and validation. Implementing these new tasks will ensure that the goals and objectives of this project will be met. This project will be developed for 16 weeks with demo presentations to display the team's progress to our client and project sponsor.



W04A1\_SOW.docx

## 6. PROJECT CHARTER

This project will aim to help strengthen brand identity and increase user engagement. This includes a redesign of the website with a new user interface with the help of integrating a CMS. Also, the new redesign will take into consideration of mobile optimization, so that the website can function and be displayed properly on different devices. Alongside the current product features, there will be new tabs and features that will be established (volunteer/interest form, song catalog, etc.). This project will be developed for 16 weeks with demo presentations to display the team's progress.



W04A1\_PC.docx

## 7. REQUIREMENTS MANAGEMENT PLAN

The purpose of the requirements management plan is to identify our intent for the project, and the requirements utilized to fulfill the system obligations. The collection of the requirements has been compiled from a collection of system technologies. For an interactive system solution capable of being responsive, transactional, and authentication. The lifecycle of the project will be of an agile methodology where we intend to implement, test, and revise upon completion. Employed from interviews, mockups, enhancement requests or product reviews.



W04A1\_RMP.docx

## 8. REQUIREMENTS TRACEABILITY MATRIX

The Requirements Traceability Matrix is a tool/Excel sheet that keeps track of all system requirements that will be used for this project. Each requirement will have the following: technical assumptions, specification, dates (baselined, designed, tested, and implemented), status, system component, and any additional notes that will be noted. Throughout the weeks, it will be updated and checked daily when a requirement fulfills any criteria or if any requirement needs to be discontinued for any reason which will be taken note of.



FINAL RTM.xlsx

## 9. SYSTEMS ARCHITECTURE DIAGRAM

The following System Architecture Diagram shows the visual structure of the various components and how each component interacts with one another. From an administrator's perspective, it helps them understand a system's layout.



W04A2\_FINAL\_SAD.d  
ocx

## 10. ENTITY RELATIONSHIP DIAGRAM

The Entity Relationship Diagram shows how entities (people, objects, etc.) are related to each other. An example from this diagram is the users; they are able to fill out a contact form, subscribe to a newsletter, and register for an event. There are different types of relationships such as one-to-one; each contact form is filled out by one user, but a user can fill out many contact forms or even none (zero-to-many).



W04A3\_FINAL\_ERD.d  
ocx

## 11. USER FLOW DIAGRAM

The User Flow Diagram displays the flow of the website and flows for certain interactions. This gives a visual diagram of what a user would experience as if they were on the website and wanted to perform a specific action. This is such as filling out a contact form; the entire flow will be displayed from start to finish.



FINAL\_UFD.docx

## 12. COST BASELINE/PROJECT BUDGET (TOTAL COST ANALYSIS)

The following document breaks down the total cost of ownership. It explores calculations on the Wix subscription our team had used, the hosting system, and optional expenses involving marketing promotions and marketing functionality. The total cost of ownership is on an annual basis and comes to \$407. Assuming there are no discounts and the forecasted fees that are accrued while accepting payments are accurate, then this would be the cost to the client.



CWW TCO.xlsx

## 13. QUALITY BASELINE

ITEM	ACCEPTABLE LEVEL	COMMENTS
<b>Mobile Optimization</b>	High	The product must be able to optimize on desktop and mobile (these two are priorities)
Requirements/Features Functionality	High	Any interactable features and the system requirements must be able to respond properly. If not, errors and bugs will come to be.

## 14. APPENDICES

### 14.1 APPENDIX A

Based on Wix's instructions, changing ownership will be straightforward. Using the built-in function to "transfer ownership", the website will completely be removed from our possession and released to Demarco. In Wix, we'll be filling out the Transfer Ownership form, entering our client's information, and transferring the domain and site plan. For the domain, Demarco can use a pre-existing domain, or he can use the one we created, [creatingworthywords.org](http://creatingworthywords.org). For the premium plan, our client has the choice of whether he wants to keep the premium plan or he can change it after being transferred. After the transfer Demarco can grant us access to the website to assist with basic problems, but we prefer to direct Demarco to Wix documentation to begin the transfer of ownership of the new system. After the valid information is filled out and basic support terms are agreed upon, the transfer process will be complete.

### 14.2 APPENDIX B







Since the product won't be ours anymore after transferring, there will be times when our client will run into problems and won't have our help anymore. Some steps that our client can take will be using Wix's built in "help" features such as their help center, live chat, callback support, and a services status page. In the live chat and online help center, there are answers to specific questions that can be answered by providing articles or brief answers or he will be able to speak with an expert directly. Most of the services are available 24/7 to answer questions on the domain, website editor, etc.

## 14.3 APPENDIX C









### Final Demo\_Geek Squad.pdf

This is the final demo of our project for Worth the Words. It shows every page our website has to offer as well as a preview for the mobile view. The backend is shown for events including creation and RSVP analytics. Overall analytics and marketing is also shown in the demo.

ATTACHMENT NAME	LOCATION / LINK
Statement of Work and Template	  W04A1_SOW.docx SOW%20Template_Final.docx
Requirements Management Plan and Template	  W04A1_RMP.docx RMP%20Template_1.docx
Requirements Traceability Matrix and Template	  Final_RTM.xlsx RTM_Template.xlsx



Project Charter and Template	  W04A1_PC.docx      PC_Template.doc
Team Minutes Template	 Team_Agenda.docx
Demo 1 PPT	 Demo%201.pptx
Demo 2 PPT	 Demo%202.pptx
Final Demo PPT	 Final%20Demo_Geek %20Squad.pptx


# 15. AUTHORIZATION SIGNATURES

**PREPARED BY**

Geek Squad

\_\_\_\_\_  
*Name and Title (Printed)*

\_\_\_\_\_  
*Signature* *Date*

---

**APPROVED BY**

James Chrisman – Project Sponsor

\_\_\_\_\_  
*Project Sponsor Name and Title (Printed)*

\_\_\_\_\_  
*Project Sponsor Signature* *Date*

