



TPK5100 - APPLIED PROJECT MANAGEMENT

Reflection Report for Product-Based Assignments

STEVE - your STudent EVEnt buddy

Group 13

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Table of contents

1. INTRODUCTION	3
2. EVALUATION OF PROJECT MANAGEMENT EFFORT	4
3. EVALUATION OF THE IMPACT (PROJECT SUCCESS)	7
4. FACTORS THAT HAVE CONTRIBUTED TO FAILURE / SUCCESS. (1-2 PAGES)	9
5. MOST IMPORTANT LESSONS FROM YOUR PROJECT (1 PAGE)	10
6. REFLECTION ON LEARNING AND UNLEARNING (1-2 PAGES)	11
7. ACKNOWLEDGMENTS	13
8. REFERENCES	13
9. APPENDIX	14

1. Introduction

The goal of the project was to help students find information about events organized by the student organizations in NTNU Trondheim with a website that gathered them all. The website should have had an intuitive event calendar and dedicated pages for each organization containing a short description of their activity along with contacts and links to their channels.

In the developed website the events are presented through google calendar and they include various information such as date, time, location, and a short description of the event, along with tags that easily show further details like price, free food, need for membership, and accessibility.

The platform is integrated with an automated system, which automatically uploads the events. The input information comes from the organizations which submit a standardized CSV file to a dedicated mail, from where it's downloaded, elaborated, and uploaded to a google calendar. The purpose of the project was to meet the needs of a large number of students who can't properly manage their interests across various organizations due to the highly fragmented context in which these subjects operate. Therefore, the target was to increase the reachability of the many opportunities offered by the student organizations and to simultaneously grant them higher visibility.

Our website should constitute a clear, unified, and updated platform to share all the university events located in Trondheim and nearby among students. Given the multitude of existing websites, each one with its events, it is complicated to learn about them all. Especially at the beginning of the semester, students could be curious to try new activities, both on the cultural and the sports side. Moreover, our website could also be a point of reference for sociality and making new friends for those who struggle the most to find a group or for students interested in meeting new people or developing new interests. Furthermore, it could be a great source of visibility for organizations, since they will all be on a single platform and students will be able to easily find them. Finally, university organs could suggest to all the new students a unique platform. A website like ours could be a huge help also in this direction.

Future developments of this project could include further automation of the error and exceptions management as well as the implementation of many more functions that could help the users such as a useful links page, a feedback area, and a booking option for the scheduled events. Ideally, the platform could be also expanded to other universities' networks and user targets.

Finally, given the high interest raised by the platform from different stakeholders, we are currently looking for local partners willing to manage the website once the exchange program will come to an end.

2. Evaluation of Project management effort

a) The organization of the project tried to follow the initial plan described in the pre-report and it was mainly based on the constant communication within the project team and the division of the tasks according to the personal skills and a balanced workload.

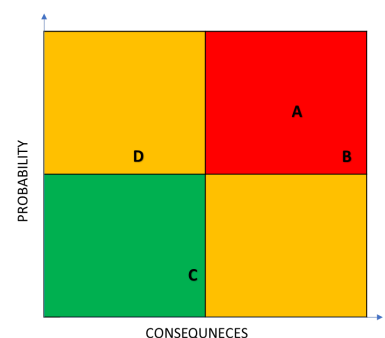
The distribution of the tasks followed the roles and the responsibilities that were defined at the beginning:

- Andrea, project manager, took care of the organization and progress of the different tasks and the risk management.
- Mauro, responsible for stakeholder management, dedicated to the communication and relationships with stakeholders.
- Sofia, website designer, created the platform and developed it according to stakeholders' needs and project progress.
- Vittorio, responsible for the technical side, managed the relationships with the computer consultants and handled the automation of the platform.

For some critical tasks the effort of multiple team members were joined in order to finish it in time and avoid a work overload on the single person responsible for it. Anyways, the person responsible for the task had to give support and supervision to the process. Nevertheless, sometimes there were some misunderstandings on the tasks that lead to a greater workload for the person in charge. We believe that it was an effective way to proceed, as a matter of fact we managed to respect the timing of the project without major coordination problems. This was also due to weekly meetings and frequent updates and feedback on the team's Slack group.

b) In the risk management plan, we mainly considered four risks, shown in the risk graph:

- A. Poor adoption of the platform from the student organizations;
- B. Students could not be interested;
- C. Lack of events;
- D. Lack of computer science skills.



The risk assessment was quite accurate, as a matter of fact we had to face the risks that we identified. However, the preventive actions that we elaborated were hard to apply and sometimes not sufficient.

We focused mainly on the critical risks: A and B. We put a lot of effort in order to convince the organizations to join our website, from answering all their questions to showing the importance of

this service for the students and the benefits for the organizations. Actually, there were other possible reasons not to join the project that we didn't consider. For instance some big organizations refused just because they are already well known among the students, while others, such as Line organizations, refused since they organize events only for a restricted group of Norwegian students and have no interest in being further known. Moreover, almost half the organizations didn't even answer our proposal.

To reach the students we focused on advertisement through both our and organizations' channels. This turned out to be necessary and effective for the launch of the website, but not sufficient to reach a considerable number of students.

About the lack of events, we figured out that it was related to the number of organizations and the frequency of their events. Despite only a few organizations uploading their events, so far there have always been events, considering also that we suggested adding ordinary activities like an event, such as PR stands. However, it is way too early to jump into any conclusions about this risk.

The planned strategy to manage the informatic side was effective. We started all the digital tasks early and we took advantage of the support of informatic consultants for some suggestions.

c) The communication plan can be considered successful on the internal side but not really for the external one.

Google Drive was effectively employed for storing material useful to all the members of the group, as well as to monitor personal progress. It had been necessary to tidy up the shared folder multiple times, especially at the beginning when every one uploaded files based on the task they had to complete.

Slack was efficiently used for communications of little relevance and to schedule weekly meetings. Meetings were essential throughout the whole project, in particular for brainstorming and coming up with new ideas and to decide upon the next steps. Going on well with the team members helped us feel confident to say everything that came to our minds without being judged by others.

On the other hand, external communication was worse than planned. At the beginning, when we asked about their needs and to co-create the website with some of them, the communication with students was good; however, the advertisement was not enough to reach a large number of students.

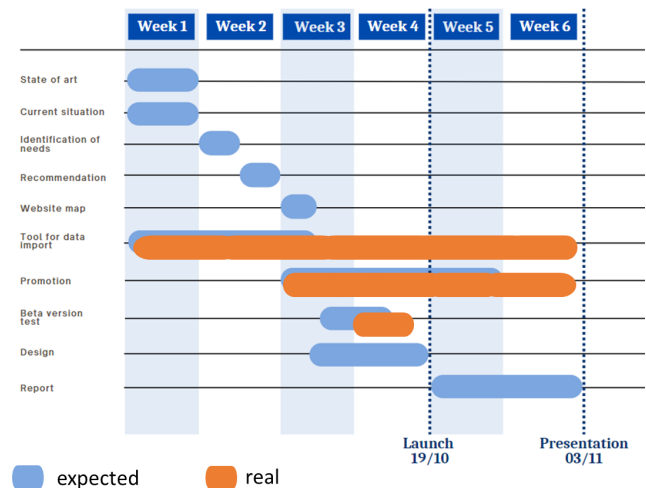
As far as student organizations and offices are concerned, the only available communication channels on their website were social media or email. These tools are asynchronous and for sure not the best ones to exchange information. In the few possible cases, we contacted the organizations and offices directly through telephone, or even better we met them. Here, we experienced much better communication than through a text message. A meeting with all the organizations and offices

would have been the best option, but it would have required too long and we were on a tight schedule.

d) The originally stated success criteria were the following:

- project management success: completion date;
- process success: team's commitment, good relationship with stakeholders;
- project success: users' and providers' satisfaction, quality of the product.

The completion date was respected according to the plan, as a matter of fact on October 19th the website was launched with a satisfactory quality level. All the phases of the breakdown structure followed the schedule, and if they had a shift, delay or duration extensions it didn't affect the final completion time. For example the tool for data import is a backend part of the website that is not visible to students and organizations, therefore



we could launch the website without it and go on working on that. On the other hand for the promotion we realized that we continue for a longer period.

Team's commitment was really high. Every member truly believed in the project and dedicated themselves with plenty of effort.

The relationship with stakeholders varied. We established a deep relationship with those who showed enthusiasm towards the project, being also the ones who helped us to codesign the website. The relationship with the other stakeholders, except for those who did not even reply to our proposal, remains formal and limited to the exchange of information.

On this side, we should have also considered other stakeholders, such as places where events take place.

The project aimed to help students find information about events organized by the student organizations in NTNU Trondheim, therefore the satisfaction of users (students) and providers (student organizations) was a key point. All the students that were aware of our website really appreciated it. We received very positive feedbacks from the organizations as well, though the organizations that joined our project are few compared to the overall number, so we couldn't affirm that we satisfied them.

We evaluate our project management effort as successful:

Scale	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
Your response				X	

3. Evaluation of the impact (Project success)

a) The main categories of the target audience of our product are students, student organizations and student offices.

The following considerations are based on the potential of the platform developed from the feedback received from organizations and students who have actively adopted the product. To develop the following observations we, therefore, did not rely on the current statistics relating to the use of the site, which will however be described in the following paragraph.

Students: they benefit from our product since it helps to give a broader and unified view of everything that is taking place within the University environment. The website, indeed, provides an overview of all that concerns student organizations allowing students to engage with the different opportunities and to develop their interests in the various fields.

Thanks to the integration offered by the website, students can be actively involved in the development of a more active, inclusive, and educational environment. This will enable the users to practice theoretical concepts learned in class and to strengthen cross-functional expertise. Moreover, the platform will enhance the opportunities to meet new people and network.

Student organizations: through the developed platform they can easily and effectively reach a large user base potentially interested in their offer. Previously, only those people who already knew the organization were able to get informed about the events through social media pages where the information was posted. The website will now allow organizations to increase their visibility and involve all students, from exchange and freshman to senior students. Moreover, less leafleting and stand promotion will be necessary. This means less money spent, less paper and ink used and less waste of time.

Academic administrative division and international office: their goal is to help students to settle upon their arrival at NTNU as well as to make their experience as easy as possible. With this in mind, the website would be a useful tool to be used during orientation week and to spread to students throughout the various faculties.

b) It is not easy, at this point of time, to determine whether the deliverable was a success or not. Looking at data, 126 student organizations were contacted but we did not get an answer from 52 of them. Through our project we found out that a lot of student organizations that were linked on

NTNU pages do not exist anymore (16 organizations) and many others are not easily reachable through emails and social media.

So far, 32 organizations decided to join the project which means that 55% of the organizations we interacted with decided to take part in the website. Three of these organizations also cooperated with us through the process and gave us feedback on the product.

On the students' side, we tested the product before launch with beta testing on a focused group and what came out was that all students found the product useful and liked the idea of having all events gathered in a single platform. They furthermore suggested some implementations to the design and user interface. Once the website was launched we received direct feedback from the students through quick interviews: the deliverable was found to be useful and user friendly by around 90% of the interviewed while 10% of them answered that they didn't find it useful since they were only interested in the events of student organizations which they already followed on social media. Furthermore, we were able to analyze the impact on end-users looking at the website traffic data.

Looking at these statistics, around 160 users visited the website on the launch day and this number decreased with time up to an average of 14 sessions and 12 single users per day.

Until today, based on access data, 348 single users accessed the website. This result was achieved thanks to a leafleting activity on campus as well as a spread of the website link on student groups and a sponsorship on the student organizations' social media.

In our project we deal with two different classes of users and we as well obtained two different impacts of our product. For what concerns the students we consider our project a success since we managed to create a website that meets the needs of many students. Considering the short amount of time that intercurrent from launch and considering as well the low level of accessibility via Google and the few advertisements that we were able to conduct, we are happy of the impact on these users and we are optimistic on a positive future increase of traffic.

On the other hand, we believe that the impact of the project on student organization was not up to expectations. We hoped for a quicker and more active response from them and we will discuss in the next chapters of this report the different reasons and factors that led to such a poor and fragmented response in order to detect changes and implementations that could transform the result from a failure into success also from this point of view.

Given the above considerations, we believe that time was the major issue of our project. With a greater amount of time we would have been able to take advantage of more appropriate communication channels, for example in-person meetings, and we would have developed a stronger

product advertisement. The product we launched is not yet a complete deliverable, therefore we would have delayed the launch until a larger number of student organizations would have joined, so as to build user loyalty from the beginning.

We can say that today, looking at the whole project ***we do not consider it a success*** since we are not satisfied with the development stage we were able to achieve. However, we believe in its potential and, given the positive feedback from the users as well as the office's support, we consider the idea to be valid and for this reason we will carry it out until it will be complete.

We evaluate the quality of our final results as outstanding:

Scale	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
Your response		X			

4. Factors that have contributed to failure / success.

From a further analysis on the project, we found many factors that contributed to the success (on the student side) and to failure (on the student organizations side).

Success factors:

- **Suitable schedule.** The project has developed in time complying with the milestones and deadlines we previously set.
- **Student and office involvement.** Many students were involved with direct interviews and focused groups throughout the project. Offices also took part in the development of the product. Thanks to significant feedback, they helped us create a deliverable that meets their needs.
- **Good planning.** All tasks were clearly identified and responsibilities were addressed to the team members.
- **Internal collaboration.** Group meetings and frequent interactions among the team members created a positive working environment and synergy.
- **Plan B.** When facing technical issues with the automatic upload of the events into the website the team redesigned the process to guarantee the website's usability.
- **Commitment.** All team members strongly believed in the project and were loyal to the decisions made. The tasks were performed with effort and time dedication.
- **Internal communication.** The team used many different communication channels, and transparency was guaranteed throughout the process.

Failure factors:

- **Reachability.** Visibility on the google search engine wasn't guaranteed as we thought. The website doesn't immediately pop up in the results, which makes it hard to reach without a direct link or QR code.
- **Advertisement.** Our marketing strategy turned out to be undersized compared to the user base we targeted.
- **Knowledge and previous experience.** None of the team members had previous experience in web development, thus we all had to learn the basics to establish common grounds for communication and the requirements of the project.
- **Student Organizations involvement.** We should have involved more organizations of diverse shapes and sizes in the development phase, to be able to gather ideas from different standpoints and understand the reasons for the ones that rejected us.
- **External communication.** Looking at the fragmented answers we received it's clear that our communication plan with the organization was not optimal. We indeed received opposite answers, some of these highly positive towards the project, and some others completely disinterested.

In particular, the main factors that affected the project result were internal communication, stakeholder involvement, and risk management on the success side. These factors contributed to facilitating the development of the platform while keeping an eye on the risks and needs. On the other hand, the lack of proper external communication and advertisement were the key factors towards failure. They should have been involved with in-person interactions instead of emails. We also should have developed a long-run advertisement since, looking at the data, we can say that our campaign lost effectiveness after a few days and therefore had a limited effect.

Comparing the factors we came up with and the factors listed in the book, we found that the majority of them match or they can be brought back to them. Some of them cannot be found in the book (reachability and advertisement) , the reason for this being that they are project specific.

5. Most important lessons from your project

- Every project has a goal: the satisfaction of a need. First of all, you have to identify that need, and in order to do that, the involvement of the stakeholders is crucial. The lesson we

learned is that it is important to speak to them in person, like we did with the students using corridor interviews.

- Don't consider all the stakeholders at the same level. You should choose a proper way to speak to each of them, giving more importance to the major ones. We addressed all the student organizations with the same message; instead, we could have customized it by inserting information related to each organization.
- We learned that the first impression matters. In the first text message sent to the organizations, we presented ourselves as exchange students, as well as our idea about the website. Many organizations replied to the message asking for further information about the website, wondering if it would have been useful only for exchange students and if it would have been permanent or shut down at the end of the semester. Therefore, we suggest to do not take anything for granted and to describe your idea in as much detail as possible.
- We learned that it is necessary to pay attention to the clarity of the communication. Indeed, some organizations were extremely excited when they first heard about our project, while others were unwilling to join us. Once the website was finished, we contacted the latter organizations again, showing the result of our work, and some of them changed their mind. In our opinion, this happened because only at this point they had a clear idea of what the website would have looked like, and especially how orderly the events are displayed.
- Our experience suggests internal communication is as important as the external one, if not even more. Every member of the group should always be aware of their tasks, in order to avoid time loss and delays on the completion of the project. Therefore, the higher the frequency of the updates, the better.
- Another advice is to be aware of any potential constraints, whatever their nature is. You can start addressing them from the beginning, and if you can't overcome such constraints on your own, you can always ask for help, in order to avoid unpleasant surprises. In our case, we were not aware of all the limitations of the platform used to create the website, and so far we have not been able to develop an effective SEO activity.

6. Reflection on learning and unlearning

Learnings:

- **Knowledge of the context.** It is the starting point and is necessary to have a clear overview of the environment that surrounds the potential stakeholders, the common behaviors and the

culture. Discovering it is so important because it's the environment in which we have to develop the project.

- **Involving the final users.** Since the beginning, our project has focused on improving students' life, which can be achieved in different ways. Therefore we decided to ask directly to the students what they were looking for and we made some quick corridor interviews to have some spontaneous hints in order to understand their needs. Moreover, during the whole process we continuously involved the students to have feedback about the website.
- **Tasks prioritization and timing.** Even though we studied it during the course with the network diagram, only when putting it in practice did we fully understand its importance. Indeed, it avoided getting stuck at some point because some activities haven't been done, allowing the project to go on. Moreover, we learnt that critical tasks priority should be split among all the members of the group, so as to speed up the project.
- **Technical side.** We needed to learn how to create a website, to manually import events on Google Calendar and to create a program in order to do it automatically, once the organizations sent their events.

Learnings were particularly critical to the success of the project during interactions with the stakeholders. Indeed, having a deep knowledge of the context, the expected benefit of the website and the functioning of it has allowed us to better answer their questions and cooperate.

Un-learnings:

- **Equal treatment for stakeholders.** The practice of interacting with the stakeholders as they were equally important is wrong, indeed the relationship with them should reflect their influence and interest. For example, at the beginning we communicated with big and small organizations in the same way, but we should have approached them in different ways.
- **A good idea is enough.** A good idea from a point of view may not be seen as such from another perspective.
- **Giving up on negative or missing answers.** While contacting all student organizations, there were many that didn't even answer and some that declined our offer to join the project. Initially we decided not to insist, but then we realized that if we were really interested in involving those organizations we had not to give up. Actually we persevered in keeping the organizations informed about the project and in some cases we succeeded in convincing new ones.

- **Marginal importance of team discussions.** At the beginning we thought we would not have had many group meetings to manage the project. However, when we started working we realized that discussing the project together was really important to mix different points of view and to plan the activities.

Un-learning were significant especially when we had to face problems according to our risk management plan. In fact the preventive actions were based on assumptions which sometimes were disattended, so we had to adapt the project to real problems.

7. Acknowledgments

We would like to sincerely thank all the people who decided to take part in our investigations, giving us interesting viewpoints and helping us understand the culture surrounding us. The inputs given have been crucial for the understanding of the needs of students and organizations.

We embrace this opportunity to thank the organizations and to the students who decided to cooperate with us from the first interactions, investing time and resources to provide us with punctual feedback and suggestions.

We are especially grateful to Diletta Quarticelli who granted us technical support in the development of the backend and assisted us in the testing phases of the website.

Last but not least we'd like to thank our teacher Bassam Hussein, who provided us with interesting lessons, viewpoints, cases and ideas, taught us how to tackle and foresee problems and directed us toward the best possible way to manage the project, other than granting us this amazing learning opportunity.

Vittorio Mazza, Sofia Galeazzi, Andrea Roversi, Mauro Casini

8. References

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9. Appendix

Appendix.1: Pre-Report



TPK5100 - APPLIED PROJECT MANAGEMENT

Pre - Report

NTNU student life event platform

Group 13

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PRODUCT

The goal of the project is to build a website for NTNU in which all of the events organized by the various student organizations are clearly gathered in an intuitive calendar. Also the organizations themselves will be collected with their contacts, links and descriptions.

The events will be shown with information about date, time, location and eventual price or requirements for the participation, such as memberships or previous competences.

The platform will have a technological component that will grant the automation of the calendarization, making it easy for the organization to add their own calendar to the website.

The product meets the needs of a large quantity of students who can't properly manage their interests across various organizations due to the highly fragmented context in which these subjects operate.

The target is to increase the fruibility of the many opportunities offered by the student organizations and to simultaneously grant them higher visibility.

In the future, the platform could connect to other university's networks, expanding its implementation, as well as new functionalities, such as directly booking events from the platform and reviewing them.

Considering a user target outside the student network might also represent an interesting scaling opportunity.

EXPECTED BENEFITS

First of all, our website should constitute a clear, unified and updated platform to share all the university events located in Trondheim and nearby among students. Given the multitude of existing websites, each one with its own events, it is really complicated to learn about them all. Especially in the first period of the semester, students could be curious to try new activities, both on the cultural and on the sport side.

Moreover, our website could also be a point of reference for sociality and making new friends for those who struggle the most finding a group or for students interested in meeting new people.

Furthermore, our website could become a great source of visibility for organizations. In fact, since they will all be on a single platform, students will be able to easily find them.

Finally, university organs could suggest to all the new students a unique platform.

In fact, it was reported that although information on different organizations and activities are given during the orientation week, it's hard then to remember them all and to understand how to reach them out. Therefore, a website like ours could be a huge help also in this direction.

POTENTIAL STAKEHOLDERS

The main stakeholders of the project can be classified as follows:

	Small interest	Large interest
Critical influence	- Computer consultants	- Students - Student organizations
Marginal influence		- Student office - International office

Students are the users therefore we consider them in G1, having high interest and high influence. Since they will directly interact with our product we are willing to involve them in the design process to make sure that their needs are fully satisfied. In order to do so, an heterogeneous group of students will be selected to test the beta version of the platform, before the official launch.

Student organizations also belong to G1. They have a large interest, since they would like to be known by as many students as possible, and critical influence, as they are the ones who organize and manage all the activities. Without an active engagement by the student organizations, the website could not exist, therefore their involvement is fundamental. In order to do so, also a representative sample of student organizations will be selected to test the beta version of the platform.

Computer consultants belong to G2. They have little interest in the project but their expertise is key for the achievement of the project goals. Therefore, we are going to involve them and try to be as flexible as possible in order to satisfy their availability.

International and student offices belong to G3. They have a large interest in the project since they focus on supporting student's university life but at the same time they have marginal influence on the outcome since they are not personally involved. We will communicate with them, send them updates on the project progress and ask for suggestions.

RISK ASSESSMENT

One of the main risks we are considering is the low adoption of the platform by the student organizations. These organizations might indeed not be willing to change their communication channels due to resistance and consolidated practices.

To avoid this, we are going to keep in touch with these subjects to gather their feedback, make the whole process more friendly and to allow a seamless transition from the actual systems to the new practice.

Also, in order to address this risk, showing the importance of this service for the students and the benefits for the organizations is going to be crucial for the success of the project.

On the other hand, students could not be interested in using our website too. A student really passionate with a particular activity, for example, may only join the relative team and avoid all the other groups. However, students like this represent a minor percentage of all the students.

What is more dangerous is that students won't be going to use our platform because they didn't know about it. In order to address this risk, we would like to advertise our website on the organizations' websites and social media and through activities like leafleting.

Another risk we're taking in account is the potential lack of events for a long period. We don't have much control over this factor, but this scenario seems very unlikely to happen since there are many student organizations. Anyways, in this case we would invite them to create some small events or to spread the events along the time in a different way avoiding periods with very high density of events alternated with empty periods. Moreover we could ask them to reconsider some of their routine meetings or internal events as possible public events, for example for basketball university matches usually joined only by parents and close friends.

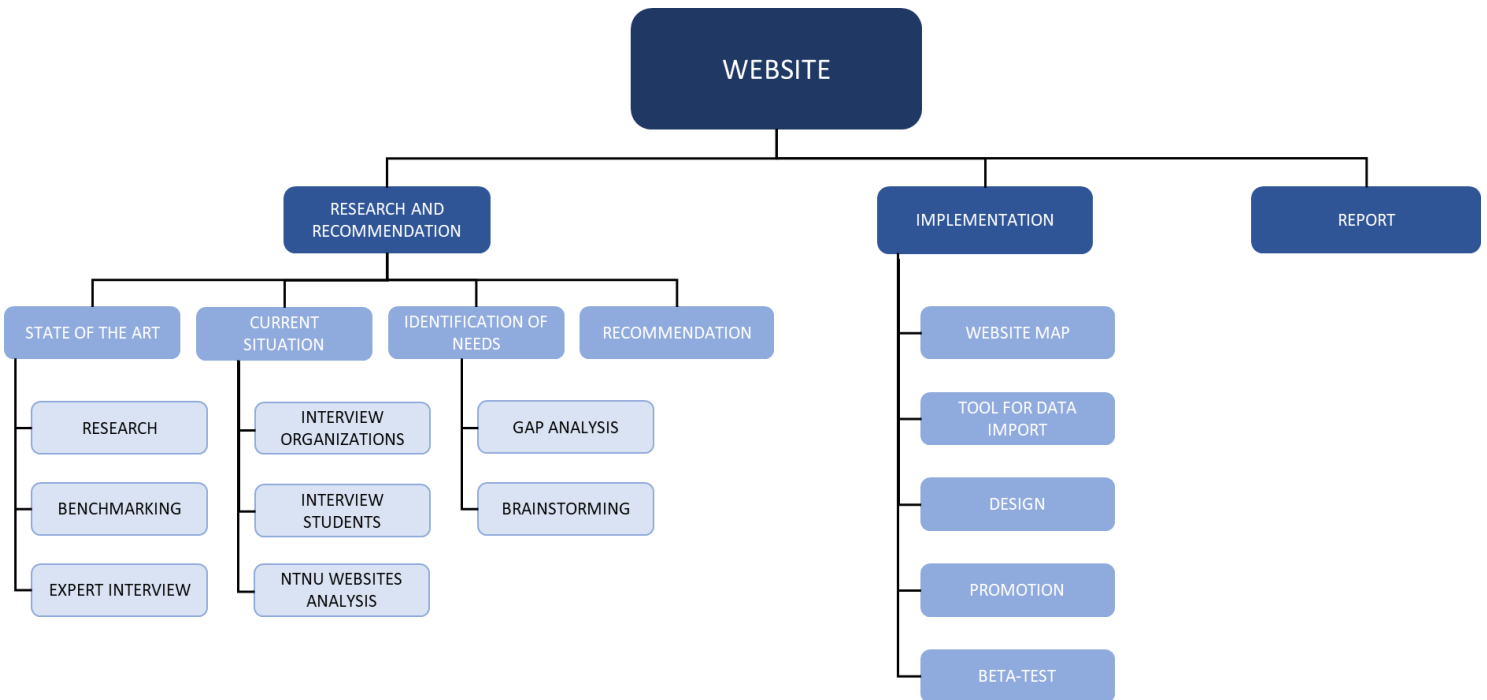
Finally, another possible risk may be the lack of informatic skills within the team which are useful for the completion of the project. This could lead to great delays that could compromise the finalization of the project according to the schedule. In order to avoid this risk we are going to immediately start all the digital tasks that are not strictly related with the involvement of the stakeholders and in any case we are going to focus on completing them as soon as possible. Furthermore we are going to take advantage of some informatic consultants for suggestions and eventual support in critical tasks that we can't address by ourselves.

SKILLS

In order to produce our product we will need to acquire skills on the following fields:

- Informatic: we will need to acquire knowledge on website creation and data import. In order to do so we will refer to informatic consultants who will support us with suggestions on the development of the product.
- Networking: we will need to get connections with student organizations and students. Therefore, we will take advantage of NTNU websites and pre-existing networks of the organizations.
- Promotion: marketing skills will be needed in order to reach as many students as possible and to do so we will do online research and exploit existing organization skills and communities.
- Team working: we will try to develop this skill by frequent group meetings and by the use of communication tools and apps.
- Management: in order to manage project planning, implementation and evaluation we will try to put into practice the tool presented in class.

BREAKDOWN STRUCTURE



Project:

- Website;

Main deliverables:

- Research and recommendation;
- Implementation;
- Evaluation;

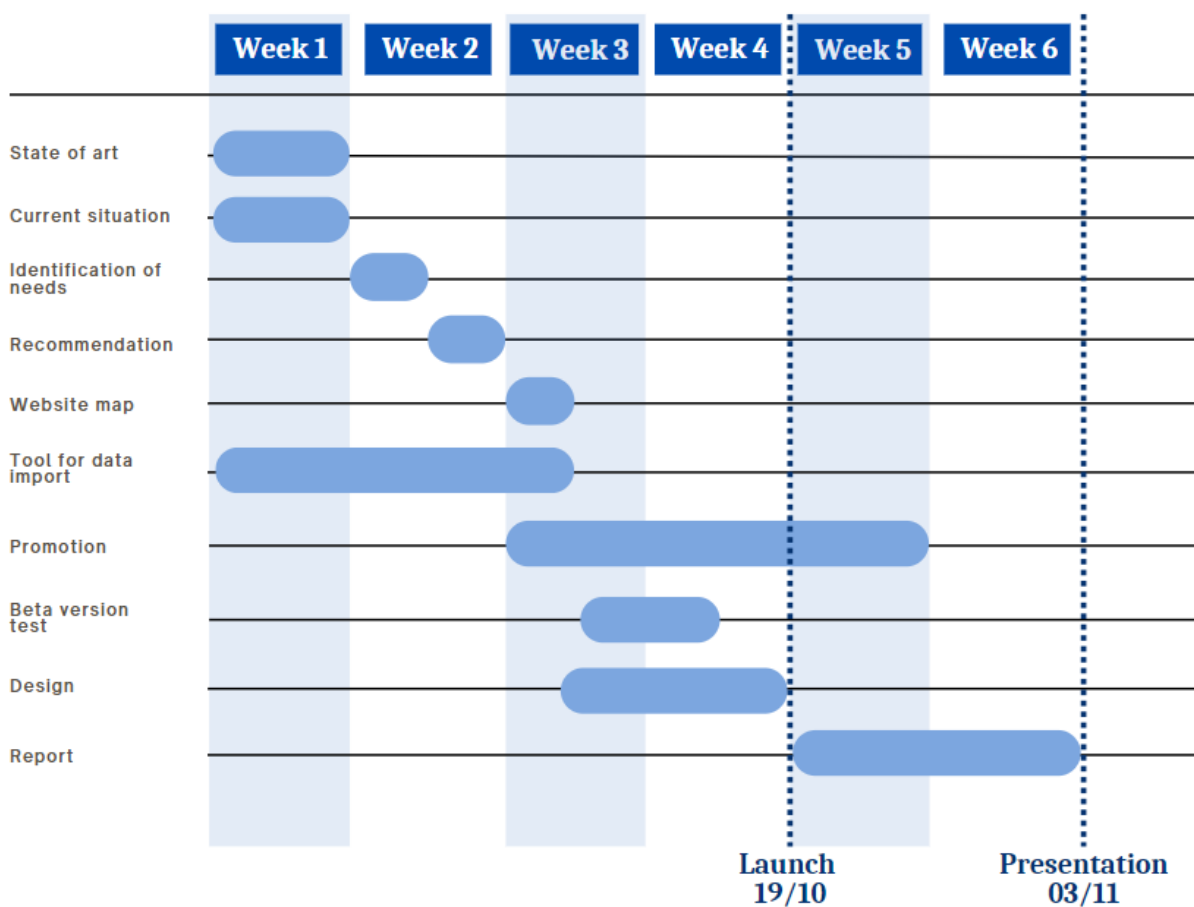
Sub-deliverables:

- State of art;
- Current situation;
- Identification of needs;
- Recommendation - creation of the user journey map;
- Website map - sections and pages creation, widget selection, layout pre-definition;
- Tool for data import - coding of the script for automatic data collection from emails and for uploading of the files to the calendar, synchronization of website calendar with event calendar;
- Promotion - leaflet design, social media post through organizations' channels and student/international offices involvement before and after launch;
- Beta version test - choice and involvement of samples of organizations and students, bug correction;
- Design - color, templates and layout review;

Work packages:

- Research - online research about events websites;
- Benchmarking - evaluation of the features of the websites analyzed;
- Expert interview - feasibility analysis and suggestions from informatic consultant;
- Interview organizations - contact and involvement, requirement definition;
- Interview students - contact and involvement, requirement definition;
- NTNU websites analysis - research on pre-existing websites;
- Gap Analysis - comparison between state of art and current situation;
- Brainstorming - ideas on possible solutions;

SCHEDULE



SUCCESS FACTORS

The main success factors that we identified are the following:

- Adequate project planning, a proper distribution of the tasks to the resources and along the time;
- Clear and realistic objectives, to give the team the right direction to take, to make the members aware of what they are supposed to do and to avoid discouragement for unreachable objectives;
- Risk assessments, in order to account for possible risks and to plan a solution for the different eventualities;
- Identification of requirements, to satisfy the needs of the various stakeholders;
- Stakeholder management, in order to involve them properly and have an effective communication;
- Commitment, belief and enthusiasm of both the team and the stakeholders who collaborate;
- Teamwork, good working environment and effective communication;
- Knowledge and experience, so that our team can face or prevent possible problems;
- Technology to support the project, efficient and effective use of digital tools;

ROLES AND RESPONSIBILITIES

Each member of the team has a clear and defined role:

- Vittorio will take care of the informatic side of the project, managing relationships with the computer consultants and the planning of the platform;
- Andrea will be the project manager and he will take care of the organizational aspects of the work;
- Sofia will be the website designer, modifying the platform based on its development;
- Mauro will be the stakeholder manager, taking care of the communication and relationships with them;

COMMUNICATION PLAN

The main tools for internal communication, between the team members, are Google Drive and Slack. The first one, a file storage and synchronization service, is used for gathering and storing information. The second one, instead, it's a texting tool and it's used for meetings management.

Meetings will regularly take place every week in Glosaugen common areas in order to give and receive feedback on project status and to plan the following tasks.

External communication will be done through social media, emails, leaflets and slack channels with the sample groups for the beta version of the website. Moreover, information gathering and feedback meetings will be organized with the stakeholders.

Appendix 2.

Link to the website: [Events | STEVE - STudentEVENT \(steventnu.wixsite.com\)](https://steventnu.wixsite.com/Events/STEVE-STudentEVENT)

Appendix 3.

Link to the video presentation: [STEVE Your STudent EVENT buddy - YouTube](#)