

# Animated real-life case project. Cost Optimization of a Product

APPLIED PROJECT MANAGEMENT  
GROUP 13



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## 1. Preface

Our project is based on a video that exposes a case related in the production of a new product in order to improve the opportunities in the market of technology. The main purpose of the video is to give an objective point of view of the situation and to help the spectator to understand the case and all the phenomenon that happened during the project management and the execution of it.

At the beginning, we manage that as we said at the description of this project. We divide our product (the video) in groups.

One of them was the responsible of the video script, this group had to read carefully the case and explain in the best possible way. In the script we included the pictures and the scenes to improve the comprehension. This group was formed by Alex and Aleix.

Once we had written the script, we divided the video in two parts. The first part of the video was in charge to Zain and Samad and the second part to Oscar and Jose.

Zeeshan recorded the voice of the video, and finally Alex edited the video joining the two parts and the voice, using the VideoScribe Software purchased by the group, as the trial version was not effective.

- **Group number: 13**

- 1) Alejandro Bergillos Rivas 519777
- 2) Oscar Ivanez Encinas 502064
- 3) Zeeshan Ali 502344
- 4) Zain Munir Bin Tariq 521976
- 5) Jose Paulino Peris Sastre 502063
- 6) Aleix Garsot 519747
- 7) Samad Ashfaq 499055

## 2. Digitalization projects

As we said before, our project is a video. We selected this product because we thought that would be the best tool for express what we want to describe. But at the beginning we discussed about which kind of format we should, at least, contemplate.

We had some ideas like a webpage, mobile application, interactive game, and an eBook format.

We made a brainstorming with advantages and disadvantages for each product format, for example: the webpage is a good way to inform accurately, you can write large information and keep it all organized and clear. But it is hard to keep the attention of the consumer. It is right that if the design of the webpage is pleasant you can achieve more audience, but in a conclusion is not easy to get.

We discussed a lot about mobile application, nowadays everyone has a mobile, so this makes more easier the accessibility. You can write in a clear way the information, might be not like the webpage but similar, avoiding larges texts and make it visually attractive. The strong point is the dynamics, in the mobile phone there is a huge dynamic, you can take advantage of this and ensure that the attention of the consumer would be high. Unfortunately, none of us know how to develop an app. We could learn how to programme it and how to verify the app in the app store, but the main was: It will be worth? For sure that this will takes us a lot of time, also we will assuming a lot of risk and a lot of possibilities to failure. Will be worth to put a lot of effort doing an app for first time? Might be, we can achieve a video with a nice performance putting the same effort. As you can guess, finally we dismissed the application for a mobile.

To be honest, the video was our first idea and once analysed, the best. In a video you can explain the message and at the same time adding pictures and some other tool for make it easier and clearer. Furthermore, this images also are working in keeping the attention all the time. It is really hard to stop looking the screen when this is showing graphs and pictures every time without interruption. Another good reason to consider the video is that the consumer has the power of time, they can pause, go back and go slowly whenever they want. If they do not understand something or they want just to settle the knowledge, it is possible to repeat it the times that they prefer.

To sum up we saw in the video a great opportunity to transmit what we want to transmit, since we said, finally we chose this product to develop our digitalization project.

In our case the challenge was the digitalization itself, none of us have the knowledge for programming a complex code. We know the basis of some programming language, but we do not have enough experience to transform this knowledge into a product. So that was the first and the main challenge that we met, and we solved this meeting several times, and talking between us, exposing all the capabilities and weak point that everyone could to bear. Once that we had known our limitations, we could refine in the best way our goal.

Another challenge for us was the management, at the beginning we were a little bit late respect to the plan that we design for the project. Basically, we started one week late because nobody realized that we had to start at this date. That is possible the only problem that we had in terms of management and organization. Although, we have to say in our defence that we could manage the timing, it is true that we started a bit late, but we put extra effort in order to accomplish the deadlines that we according by ourselves.

### **3. Self-evaluation of the project management effort in the project, success or failure? And why?**

The final delivery has been different that the original one. We have kept the video format, but we change the way to produce the video. Our first idea was a video recorded with a normal camera, using printed pictures to support the information. The camera would be in a zenithally position and the pictures would appear manually in due time. We realized that this would not the best way to produce a video. We thought that this kind of format would not be formal and also would not be visually pleasing. For that reason, we look for similar videos on *YouTube*, we saw many formats and finally we choose our favourite. We wanted to get a formal format but enough pleasant and dynamic to keep the attention of the consumer.

The software to produce the video was new for all the group members. That is one of the risks that we had to deal with. But this risk was smaller in comparison the problems that we would have to take making an application for mobiles. So finally, we take the risk of the video software and we started our product. The truth is that we thought that

we will have to put extra effort to understand the software but in fact, was not so difficult, we quickly understood the way that the program works.

Where we had more difficulties was when we were joining the two parts of the video and the audio. To put everything together and well-coordinated we use another video editing program, and that did cost us more to understand and to use it. We had to spend more time that we thought in order to get the final video, but as we were doing good in terms of time and planification, this did not become a problem.

We consider that we have got a nice success in terms of project management. It is clear that is not perfect but we achieve all the goal in our planification. Obviously, we had to change some things regarding the original project, and we found some points to overcome, but in general we are satisfied. The only point we would improve was the start, as we said before we went one week late, this could have caused us problems, but we knew how to fix it fast by working hard, and that is what we did. We respected all the deadlines imposed by ourselves, and the little changes that appear in our project were easily solved thanks to our good communication and good time management.

We evaluate our project management effort as successful

<i>Scale</i>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neither nor disagree</b>	<b>agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
<i>Your response</i>						X

#### 4. Self-evaluation of the value to the learners? (evaluation of project success) Can you document your assessment?

Identifying the target audience, you make a power move to your business prosperity. Before starting an advertising campaign, you should clearly imagine who these people are. Lots of people make a mistake considering their product to be desirable to all. By and large, this is not true. In our case we chose target audience as university students, professors, researchers depending upon their background, experience and connection with the project management field as well as engineers or layman who have experience from any field.

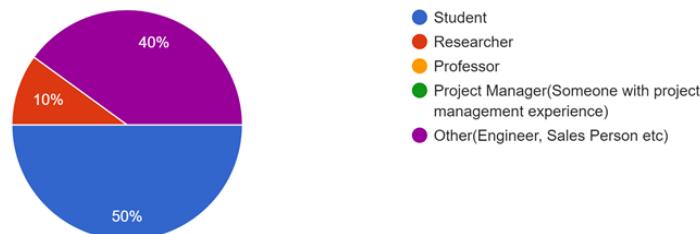
There are many things to consider when discussing the learning potential for our product, including the ability to produce value at the ultimate scale. Formal research tools like concept testing, prototype testing, test markets and focus groups can help determine the market viability of our product. However, these can be complex, expensive and time-consuming.

So the group decides to make a Google Form to assess the final product which includes the 5 questions asked about the key concept in the video, animation performance and overall case concept mentioned in the video.

The 10 respondents submitted the response after watching the video.

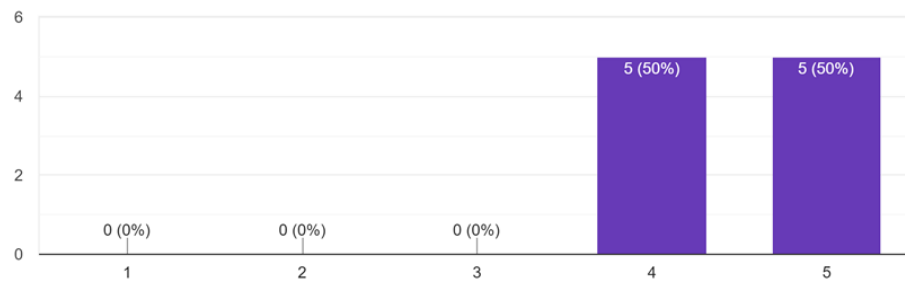
The principal and most complicated task for is a definition of the target group. To evaluate the overall value of the product, respondents were chosen from different areas depending upon their background, experience and connection with the project management field. Although the topic of the video is very wide, and number of fields can gain a good knowledge about the topic, but we make our scope narrower due to the cost as well as study hours of the project course. We limited our informants to the people having direct connection with the project management field or the engineers from the different fields.

Who are you? (Choose the best option that suits you)  
10 responses



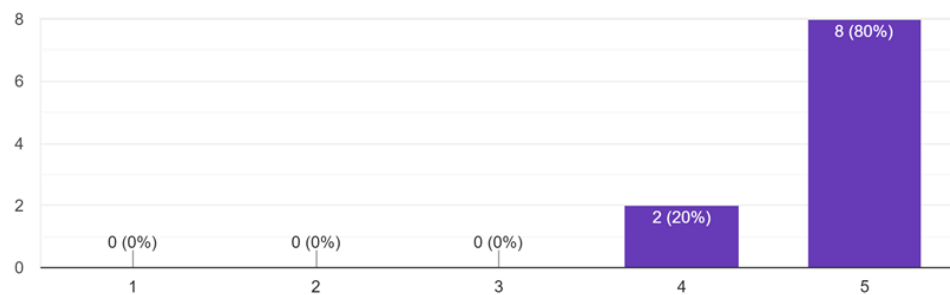
What do you think about the main concept in the video?

10 responses



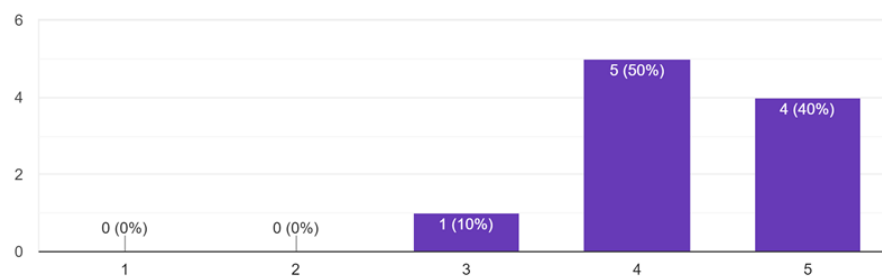
How was the quality of the video?

10 responses



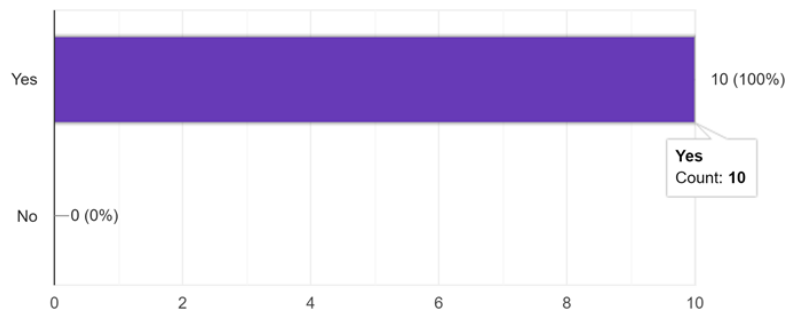
Animations were good enough to explain the concept?

10 responses





Do you think these type of videos are effective for students to understand the concepts?  
10 responses



**Our product is of high quality and we recommend it to be used as learning aid in project management**

<i>Scale</i>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neither agree nor disagree</b>	<b>Agree</b>	<b>Strongly Agree</b>
<i>Your response</i>					X

## 5. Factors that have contributed to failure / success.

Top 5 factors found in successful projects are:

1. User Involvement
2. Executive Management Support
3. Clear Statement of Requirements
4. Proper Planning
5. Realistic Expectations

The report concludes that these were the elements that were most often pointed to as major contributors to project success. Will these elements alone guarantee success? But if these are done well, we will have a much higher probability of success.

The next category that proved to be challenged that is they were completed but were over budget, over time, or did not contain all functions and features originally required.

Top 5 indicators found in Challenged projects are:

1. Lack of User Input
2. Incomplete Requirements & Specifications
3. Changing Requirements & Specifications

4. Lack of Executive Support
5. Technical Incompetence

And finally, a list of all the top factors found in Failed projects:

1. Incomplete Requirements
2. Lack of user involvement
3. Lack of Resources
4. Unrealistic Expectations
5. Lack of Executive Support
6. Changing Requirements & Specifications
7. Lack of Planning
8. Didn't Need it Any Longer
9. Technical Illiteracy

The first thing is to understand what this term refers to when it comes to determining needs. Generally speaking, 'needs assessment' is a phrase about evaluating the resources needed to complete a task or project. It is used in project management to determine the time, financial commitment and personnel needed to complete a project.

Needs assessment and project management go hand in hand with project managers undertaking this process to make a project's objectives a reality. Conducting an objective estimate of the resources needed for a given project would help prevent future complications and provide a basis for calculating the budget necessary for the project. The method of determining needs will proceed.

There are some basic steps that you can work through to determine what assets will be needed to complete a project and conduct an evaluation of needs.

1. The first step in performing needs assessment is to gather information on what is needed and consult with staff whose expertise will be integral to the project. It is also useful to discuss which technology, tools or other resources are required to perform the required tasks.
2. The second step is to identify the problem that needs to be addressed and prioritize the processes that need to be undertaken to create a resolution.
3. The third step in the evaluation of needs is to decide which solutions might be necessary if unexpected situations arise.
4. The fourth step is to reach consensus and agree on what is needed with the project's senior management. They will need to be informed about what is

needed and they will have to agree to the allocation of funds and resources outlined in the need's assessment.

## **6. Most important lessons from your project**

Prior to begin the lessons learned from the management of project, is important to highlight some facts. Since the initial stages of the project, it is important to realize the importance of the organization. All the students have different schedules and activities they must do. Besides, it is difficult to divide the workload of the project for making everyone in the group contribute for not getting bored but not in huge amount to get the group members overwhelmed. The group learned that writing a cooperation agreement, determining the organization and the possible rewards and penalizations, in the early time of the project is an excellent idea to fix these problems.

Regarding the lessons of the project itself, the first thing useful to do, my advice is brainstorming about what kind of project is more suitable for your group. Having group members with knowledge in programming will make easier the development of an app. However, recording an animated real-case video will be easier if the group members specialized in video editing. Nevertheless, if any of the group members have any specific background for this kind of project, we learned that there are several tools and programs accessible for beginners that will make the project easier. Search and find these programs and get familiarized with them as soon as possible is critical for the success of the final product

Once the category of the project is selected, it is time for planning the development of it. If the first two points were fixed, you should have organized time for work in the project, and the project should be well defined. In our opinion, analysing the project and divide it into smaller pieces will make the workload reduced and the motivation of the group will increase due to the feeling of being finishing some part of the project.

If you follow these bullet points, the progress of the final product will be faster and easier.

However, at the last stages of the project, normally approaching the exams, the up and down emotions of the students can make the teamwork difficult. We learned that, even though it is difficult to control it, having periodic meetings and communicate the

schedule problems of each member will reduce the possible complications and lead to better results.

To conclude, we think that the most important advice we can make is trying to make all members involved and motivated with the project is the easiest way to success.

## 7. Peer-review report

### Group 11 Product Review.

- A) Based on your evaluation (as a group) please indicate the strengths and weaknesses of the final product.

Unfortunately we could not manage to open the game file.

- B) Please evaluate the degree of your support to the following statement (group-based evaluation):

**The product we reviewed is of high quality and we recommend it to be used as learning aid in project management**

<i>Scale</i>	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
<i>Your response</i>	X				

- C) On a scale from 0 to 10. **What grade would you recommend for this product?**

0. (Because we could not be able to open the file, we tried with different pc's)

## 8. References

1. **Hussein, Bassam.** *The Road to Success> Narratives and Insights form Real-life Projects*. s.l. : Fagbokforlaget, 2018. 9788245024449.
2. **Parviainen, M. Tihinen, J. Kääriäinen and S. Teppola,** “Tackling the digitalization challenge: how to benefit from digitalization in practice,” *International Journal of Information Systems and Project Management*, vol. 5, no. 1, pp. 63-77, 2017.