

IT Project Management Project #1

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What is Plush Packet Inc. (PPI) ?

- PPI is a business that has started to help children learn by using different cartoon characters.
- PPI targets children from starting at the pre-school level as well as the elementary school level.
- PPI sells to people all around the world, ones with children, teachers who teach at schools, as well as tutors, to help children get a better understanding of the material.

What is PPI? Continued...

- PPI has expanded their educational materials and now offer many different options for children to use while learning:
 - *Educational DVDs
 - *CD-ROMs
 - *Web-based Multimedia
 - *Educational Plush toys
- PPI has decided to expand into new markets to normalize children having fun while also learning.

What's the Problem?

- Although PPI has continued to grow, not all products sold are remaining successful.
- The newest products that were added have not been successful and have not made a profit:
 - *Comic Books
 - *Board Games
 - *Television Show (Based on all the characters & their stories)
- PPI is looking for new possibilities for expanding and reaching out to all new customers as well as having customers having a way to reach out to us.

How can we help?

- Creating a new Project Team that will help PPI find new relationships that will make their new business's successful.
- Creating a New Website with different colorful features, cool fun facts, with constant updated information.
- Allowing customers to learn more about the company as well as promote their business, so that they will be able to make profits.
- This will help with the development of the Customer Support System Project.

Project Description

- Customer Support System is going to be added when being on the website. Allowing customers to ask questions, sign up for alerts, call PPI to talk to a representative to answer all the questions that are needed. Customer Support System will include a live chat on the website allowing customers to talk to someone with immediate help if holding on the phone is not what they would like to do. This System will also allow members to upgrade their packages as well as have access to all PPIs new added collections. This CCS will be included not only on the website but also on the app that can be downloaded.

Business Objectives

- Increasing Profit that is being made
- Expanding to a bigger audience
- Increasing efficiency
- Growth of the PPI business
- Making sure that customers are getting constant updates about the business
- Making sure that we are in all customers budget, and not too “pricey”.

Project Team Members

- **Tanya Holcomb, Chief Technology Officer-** has been added to the team because she will be over the technology of this website. She will make sure that all procedures and policies are taken care of as well as focusing on the uses of technology that will improve the quality for the customers.
- **Carol Schulmeyer, Vice President, Project Management-** has been added to the team because she will focus on the actual project at hand. As well as make sure that we are working towards the main goal, meeting deadlines as well as making sure that we are sticking to the written plan.

Project Team Members continued..

- **Alena Kritkos, Director of New Product Development-** will be added to the team because she will be responsible for leading the team in research for new products in PPI. Experimenting redesigns and new ideas so that we can constantly upload and sale new PPI material.
- **Fred Hatch, Director of Software Development-** will be added to the team because he will constantly develop and maintain the software application/ operating system to the PPI site. He will constantly have software run & will have it automatically give daily updates, so that it will not be behind in years like it is now.

Project Team Members continued..

- **Robert, System Designer-** would be added to the team so that he can create a detailed design for our system. Creating a design that will catch customers eye, that will create attention so that PPI can increase in customers.
- **Veronica Borseley, Application Designer-** would be added to the team so that she can determine the best programming solution that PPI can use so that parents and teachers are allowed to have their children learn while downloading an app on a device.

Why ?

- The team members that I have picked were all chosen based on what their positions could bring to the business.
- They were picked based upon the areas that we need help in the most, which would be with the designing, expanding the business, working mostly with technology.
- The positions were also picked upon which positions would help PPI get out to the customers, “who would help get our name out there?”