MOBILE PHONE PROJECT MANAGEMENT ASSIGNMENT PLAG REPORT 2021 10 27

by A W

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INTRODUCTION & BACKGROUND MATERIAL (TASK A)

Mobile phones are extensively used in today's rapidly advancing technology; the user of the mobile phone has become more demanding, resulting in rapid technological advancement. With more functions ,the mobile phone is no longer just an instrument for communication, but also a fashion statement and "lifestyle" product. Mobile phones are designed to be stylish, colourful and trendy besides offering high functionality . The mobile phone industry has become one of the most exciting and dynamic ones. . The mobile industry is full of challenges and tremendously exciting changes.

The mobile phone is one of the fast-growing industries in the market. The market for Mobile phones was $543 billion in 2007 and $501 billion in 2006 (Visiongain, 2008). It is estimated that by 2012, it will reach $777.7 billion (Cellular News, 2007). This just proves how much this lucrative product has grown in these few years. Developing the product design involves using tools available to the engineer by which he can make simulations on how his new product will perform. An assessment of materials is equally important in order to have an economical solution that can withstand the forces of nature. Manufacture, quality control and testing are also some of the other activities that are part of this design process.

The mobile phone is a product whose generation speed is exceptionally fast. In the past decorating the mobile phone was a very simple process since mobile phone decoration still depends on using its back cover which can be replaced. Now mobile phone decoration involves in-depth customization in many steps such as hardware, cable, housing and back cover. The purpose of this literature review in a form a research proposal is to conduct a study on how to develop or design a mobile phone in three basic stages: early planning, intermediate planning and final planning.

Mobile phone product design and development involves a set of processes and procedures which facilitates the disclosure of new products in the market. Mobile phone product development is a knowledge-based activity which makes it very difficult to manage. Mobile phones take different forms and designs, and come in different sizes, shapes, textures and colors.

When developing a new product, it is critical to define the project scope. The key products involved in the mobile product design are casing, screen, hardware, operating system and accessories. Each product has its own set of materials that are designed to meet the customer needs. Design and development of new mobile phones: the design and development process is a "complex and largely unpredictable process," which consists of four steps: concept generation, concept evaluation, concept selection and detailed design.

The process of product development for mobile phones depends on the phase of the product lifecycle into which a project falls. Product development is a dynamic and complex task that can involve a number of stages, personnel, and organizations other than the organizations that actually produce the final product.

In 2000 Scenario, the mobile phone market in India started to heat up and competitive landscapes emerged. A new mobile phone was launched every few days and retailers increased their efforts to maintain a low price points. The mobile phone industry had competition at every stage of product development from research and production to marketing and after sales services. Each competitor was trying to introduce a new mobile with a unique feature that would allow him to get a good share of the market. In order to produce a full-fledged mobile phone processor companies work on processor, screen, software, graphic chip, touch panel, memory chips etc. It requires lot of technology

The invention of the mobile telephone is undoubtedly one of the most important breakthroughs in communications. Mobile phone has become more than an exciting revolution in today's evolving world. Today, the mobile phone is essential to life, like any other important aspects. It has made communication faster and more versatile. Due to escalating demand for cell phones or subscribers, the mobile phone market is one of the fastest growing sectors since 1980s (Ye and Kankanhalli, 2018).

The Darma Tech Imitative company along with other modern phone manufacturers designs, manufactures and distributes cellular phones in Middle-East countries (Xin, 2020). The adopted technical and entrepreneurial approach goes into detail on all stages of design and development not just applicable in the current intended mobile phone product that the company offers but also in the future version with accommodating plans for expansion and plus in other exciting prospects.

Mobile phone products are designed for users to access information through handsets that are portable. Since the first mobile phones, product design has played a critical role in its success. Before products are brought into market, research has already been conducted by designers to determine the features and appearance preferred by consumers (Seymour Simon, 2002). Mobile phones also support other functionalities like media devices and web surfing. The first mobile phones were bulky with limited features due to the expensive technology at the time. As technology gets cheaper, more features are added into mobile phones which increases their capability (Harte et al., 2017).

METHODOLOGY (TASK C)

Inputs for Mobile Phone product development are the resources needed to develop, manufacture, distribute and sell mobile phones. The resources can be people, knowledge,

material, technology or funds. But in this project the primary resources are the human personnel involved with the project. They include; two production engineers, four industrial engineers, two process engineers, one Manufacturing/Plant Managers, three CAD/CAM specialists, two Material specialists, three Design Engineer, One Head of Engineering Design, One Marketing Team Leader, One Marketing Manager, and finally the Chief Executive Officer.

Using a life cycle approach to Mobile Product Development (MPD) helps ensure successful and timely delivery. There are inputs and outputs from the MBO, inputs from the MBS, from the technical environments supporting MPD and from other sources also have to be extracted, defined and analysed. In practive, this information is obtained from The management of these inputs are effectively done with the help of activities which are required for each input.

The Mobile Phone Product Lifecycle consists of four phases - Product Concept Phase, Product Development Phase, Product Launch Phase and Product Maintenance Phase. Product Development Phase is further sub-divided into Design Engineering Phase, Hardware Engineering Phase, Software Engineering Phase, Integration Testing Phase, Validation & Certification Phase, Mass Production Phase and Delivery & Support Services Phase.

Similar to this project approach, Mobile Phone Development may be associated with several other phases or activities other than planning. These may include product idea generation, product concept development for different market segments, beta launch of the product, incremental additions to the product based on customer feedback, and other activities.

The methodology is based on the mobile product development stage which is normally conducted when the mobile platform is ready. Mobile Platform in our context refers to mobile hardware device and mobile operating systems. For example, in case of mobile GSM handset it will be platform which is consists of mobile hardware with various peripheral components like Camera, Bluetooth with headset, internet access, GPS navigation with compass etc.

Mobile Phone Lifecycle comprises of ten sub processes. The sub process are product planning, specification, design, development, testing, implementation, hand-over, improvement & maintenance. The Outputs Outputs are the outcome of activities carried out in a process. The outcome is the desired result at the end of each process.

The product concept phase comprises of three stages - Preliminary Analysis Phase, Market Evaluation Phase and Preliminary Design Phase. The product design stage consists of six phases - Conceptual Design Phase, System Design Phase, Detailed Design Phase, Prototype Development Phase, Validation & Verification Phase, and Release & Manufacture Phase.

These processes are supported by various project management tools like Product Requirement Document (PRD), Product Specification, Document Control Procedure (DCP), Customer/User Documentation, Product Data Checklist, Process Flow Charts, Activity Dictionary, Task List and others. In this document all the information about the organization that is relevant for product development process is specified. Specifications of different departments of organization, procedures followed in those departments to ensure quality and successful development of the mobile phone are clearly mentioned in this document.

Product Design Phase is the activity of design the detail of the product. During this phase, the design team will need to involve user of end product in order to get more detailed requirement.

Mobile Phone Product Development involves the activities required to generate the final product. The final product must fit various customer needs and expectations, so their input at the beginning of the project is essential. The methods used for generating the final product are to be developed based on inputs from customers.

Mobile phone products are becoming increasingly complex as a result of advancement in technology. In order to develop a product, a well-defined set of input activities is required to produce the products successfully. Unless the development process is properly planned and executed with adequate resources, there can be problems with cost, quality and time. It is important that managers have a good understanding of the sequence of various activities involved in the development process. Defining activities, important milestones, types of dependencies, relationships between project activities, resource requirements and risks involved at every stage will provide overall guidance toward developing a successful product.

The Product Lifecycle Management (PLM) monitoring Tool helps combine planning, executing, tracking and supporting the processes associated with the design, manufacture and distribution of products. The DM Review module in IBM Rational Team Concert allows users to manage, track and manage changes in Product Data (PDM), software component data (SCD), product documents (PDD) along with 3D models.

The project has four principal deliverables - Schedule, Cost, Requirements and Risk Assessment Reports. These reports are to be submitted by the various project deliverable dates along with the actual mobile phone prototype.

GANTT CHART

The following shows the reports and Gantt-chart visualization of the Mobile Product Development based on the highlighted methodology in chapter 2.

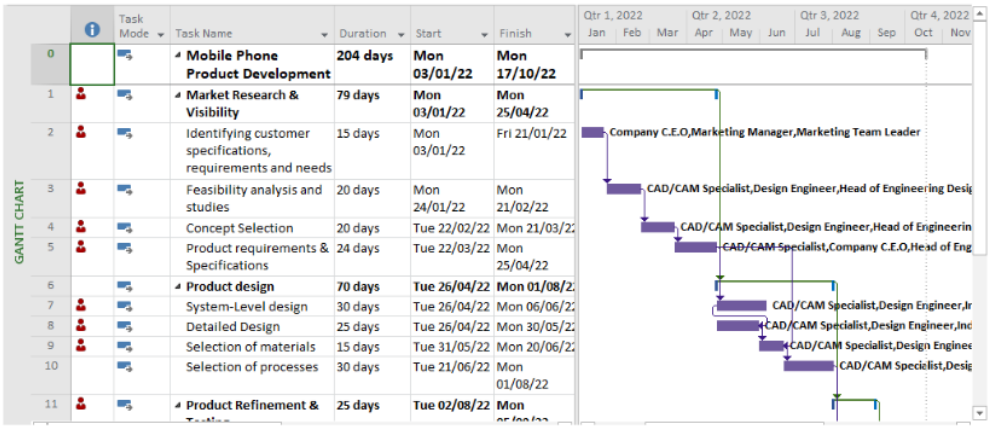

Figure showing the Gantt-chart representation of the Project with the activities.

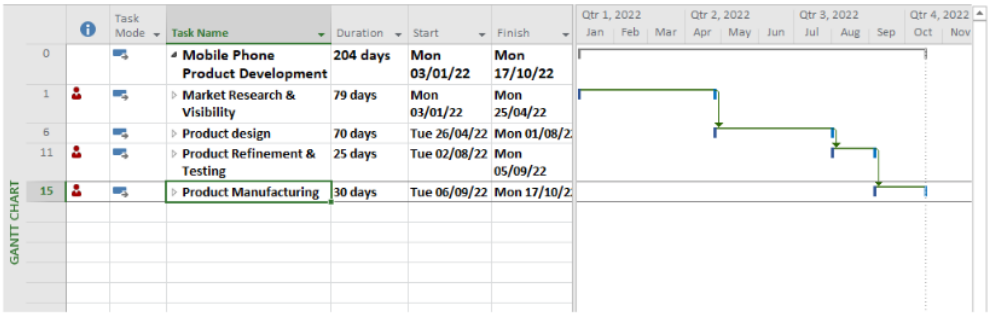

Figure showing the Gantt-chart representation of the Project with the Milestones.

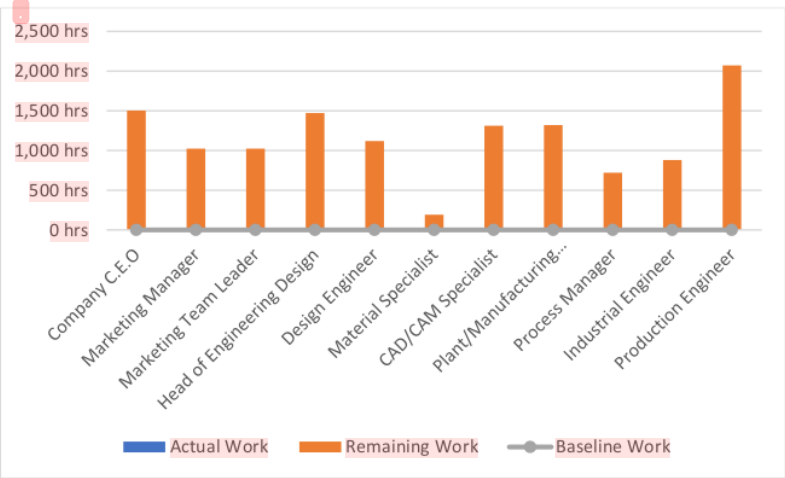

Figure showing the Resource overview of the Mobile Phone development Project.

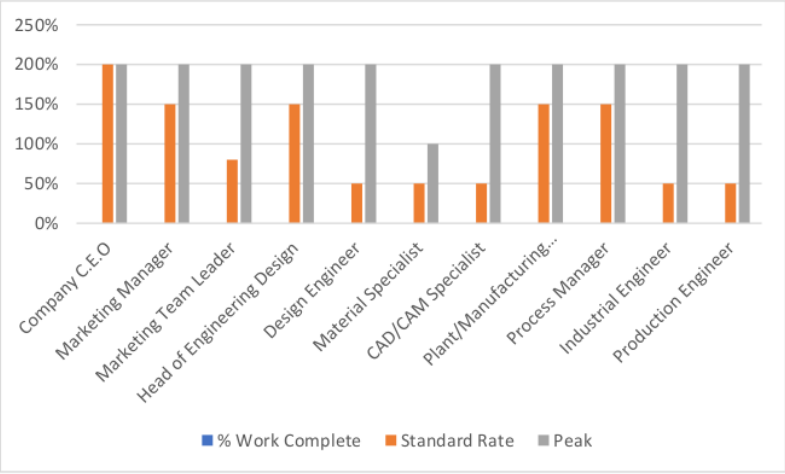

Figure showing the Work Status Resource Overview from Ms. Project.

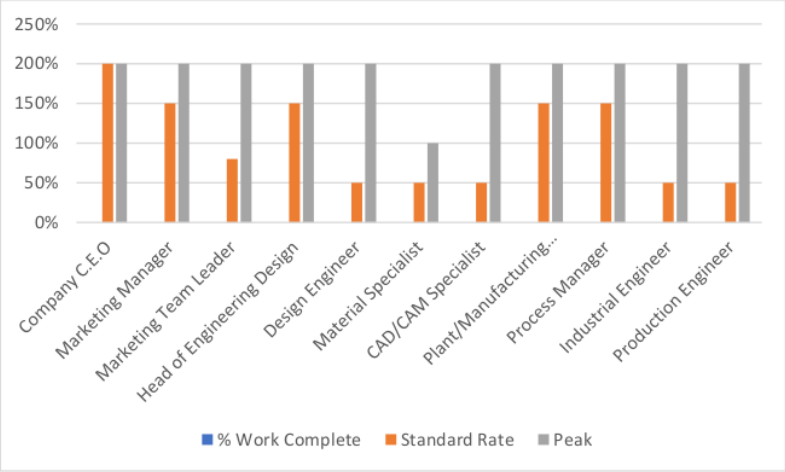

Figure showing the percentage of completed work for the Employees in Darma Tech Initative.

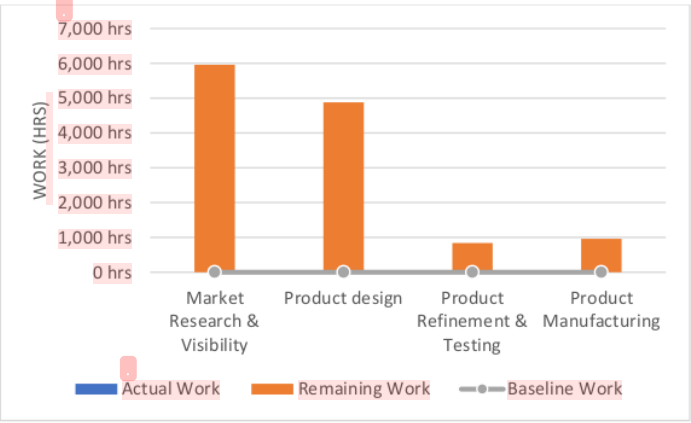

Figure with the Milestones overview in the Mobile Development Project.

RESULTS AND ANALYSIS QUESTIONS

The prototype is a moden Mobile Phone - This flagship Android smartphone from Darma Tech Initiative is set to come with its unveiling at the Mobile World Congress 2023 (January), and into commercial sale in April 2023. It features a Qualcomm Snapdragon 800

quad-core processor clocked at 2.26 GHz, a 5.2 inch 1080p display, 3 GB of RAM, 16 GB of internal storage, a 13 megapixel camera capable of recording 4K video, and a 3,000 mAh battery.

REFERENCES

Amrani, D., & Paradis, P. (2010). Use of computer-based data acquisition to teach physics laboratories: case study-simple harmonic motion. *Latin-American Journal of Physics Education*, *4*(3), 6.

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GENERAL COMMENTS

Instructor

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