

Attachment: Create a trello board

Number of methodological Tool	EUPA_LO_115_M_001
Number of attachment	EUPA_LO_115_M_001_Att_1

The project

Description

Your company wants to set up a mobile app for smartphones, in order to allow its customers make orders, read the company's news, etc. The project objective is to set up this application. For this, a project manager (you) needs to create an online, collaborative IT tool for monitoring the progress of the project.

Activities (tasks)

Work Package 1 - Research

- A1. Desk research for identifying the gaps and stakeholders' needs
- A2. Conduct focus groups with stakeholders to get an "insiders perspective"

Work Package 2 - Development

- A3. Development of the app content
- A4. Design of the layout

Work Package 3 - Piloting

- A5. Alpha testing
- A6. Beta testing

Work Package 4 - Dissemination

- A7. Disseminating (marketing) the app (online ads)
- A8. Disseminating (marketing) the app (presentation event)
- A9. Disseminating (marketing) the app (emails)

Work Package 5 - Evaluation

A10. Evaluation of the app

A11. Evaluation of the project effectiveness

Duration of project

The project will last for 4 months

