Project DDI

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Table of Contents

We are a humanist group dedicatd to saving lives and making the world a safer place one step at a time. Our current project proposal, Project Drink and Drive Intervention (DDI), aims to increase awareness about drinking and driving, decrease the number of DUIs, save lives, and prevent further tragedy.

We believe our effort combined with the right sponsor is necessary to reach our goals and will also benefit government spending in the area of interest. With the recent recession and policies created with the current administration resulting in higher taxes in the years to come, there must be other ways to free up spending to for allow for spending dictated by the implementation of new policies. Project DDI should decrease costs associated with dealing with drunk drivers and prevent further tragedy. Investors will also have the opportunity to monetize the website for additional profit.

Project DDI will have three key components of operation.

*1.	Website – The public will be able to access information on drinking and driving and opt in to the driver program.*
*2.	App – Participants will be able to download the app that allows*
them to contact the switchboard operator that will dispatch drivers to their location.
*3.	Driver Program – The driver program will have drivers on call who will drive home the participants who signed up through the website. Managers will be assigned their own areas of the operating locality where designated drivers will be on call.*

The financial benefits should outweigh the costs in the long term and offer relief to the criminal and legal proceedings in government buildings.

Executive Summary

3

Project: Drink & Drive Intervention (DDI)

Justification

Drunk driving accidents result in thousands of death and billions of tax dollars a year. With Project DDI, more people can be informed on various ways to prevent DUI accidents. The program will help promote and encourage people to make wiser decisions for themselves, and provide support to others who are affected by alcoholism.

Characteristics and Requirements

1. Service dedicated to driving intoxicated person's back home. Persons using the service will have WWsigned up ahead of time through the supporting website. When the person goes out and knows he will become heavily intoxicated, he can use an app that identifies his identity and location and text message, at any time, a number that goes to a switchboard operator. The operator will dispatch on-call designated drivers to the users location to drive that person home. There will be managers who manage the employees to ensure their availability.

2. Supporting website for the service. Website will educate visitors on safe drinking and driving and provide resources to online related content. There will be a service that visitors can sign up for the designated driving program service for a small fee and download the supporting app that will allow them access to the service. Website will also bring in some revenue for sponsors through advertising.

3. App creation. Technical skills are needed to develop an app that will allow the service to locate and identify the program user.

Deliverables

1. Service for designated driving

    1.1. Needs assessment: People with appropriate skills to run the service.

2. Website

    2.1. Technical personnel to create the website.

3. App

    3.1. Technical personnel to create supporting app.

Project success Criteria

Project success will occur on the basis that yearly budget and law enforcement reports reflect cost improvement. The project will be monitored and evaluated after six months after its launch date. Success will be measured by the combination of the following:

- Visitors to website exceed 100 per day
- Partners' services and product sales increase by 7%
- At least 5% decrease in reports of drunk driving related traffic accidents

Scope

Introduction

In the United States, close to twelve thousand fatalities result in DUI related incidences, nine hundred thousand incarcerated, while a full third are shameless repeat offenders. These numbers are one hundred percent preventable by practicing responsible drinking and driving habits. By implementing more programs to encourage safe drinking and driving, we can support a process that saves lives and keeps tax dollars available to other government run programs with worthy causes.

Objective

The strategy is to implement a local program with easy access dedicated to servicing intoxicated persons, thereby helping to decrease DUI related incidences and cut costs in tax spending.

Current Situation and Problem / Opportunity Statement

The numbers in DUI incidences are unlikely to decrease significantly and costs lowered without the effort to prevent or deter human behavior. Without intervention, alcoholism will only worsen and can only end in disastrous tragedy and unnecessary expenses in law enforcement and legal fees. Sponsors will also have the opportunity to monetize the website through online advertising.

Critical Assumptions and Constraints

The project requires employees and managers to market and run a service and technical skills to create and maintain a website.

Analysis of Options and Recommendations

Options:
1) Continue without support and let humans behave irresponsibly as they always have.
2) Create a prevention program to cut costs and save lives.

Preliminary Project Requirements

1) Will need a hiring manager to hire responsible and licensed persons to market and run the service
2) Technical skill is necessary for a website

Business Case

5

Budget Estimate and Financial Analysis

Initial costs will be $60,000. $7,000 for the software and hardware to create and maintain the website, $35,000 for other marketing, and up to $3,000 for each starting employee's wage. Exhibit A. demonstrates costs over time based on the projected number of prevented DUIs in proportion tax dollars saved. Exhibit B. is the estimated starting costs to launch the project.

Schedule Estimate

The project will be ongoing until terminated.

Potential Risks

The program may not prove to be popular or utilized enough for it's investment in time and money.

Exhibits:

Business Case

Projected Startup Costs:

Marketing	Social Media	$5,000
	Online Ads	$3,000
	Magazine Ads	$10,000
	TV Commercials	$15,000
	Search Engine Optimization	$2,500
	TOTAL	$35,000
Software and Hardware	Adobe Creative Suite CC	$2,000
	Computers	$3,000
	Other	$2,000
	Total	$7,000
Overhead		$2,000
	Total	$2,000
Web Host		$30
	Total	$30
Employees	Web Designer	$2,000
	App Developer	$2,500
	PR/Marketing Manager	$3,000
	Project Manager	$2,500
	Total	$10,000
Other		$5,970
	Total	$5,970
	Grand Total	$60,000

The general target audience for the DDI program is anyone who enjoys drinking out at bars, clubs, restaurants, parties, and other social events. This includes both males and females of all races and ages above 18. Some of our target audience may end up driving home under the influence of alcohol. Many of these people don't do it to intentionally risk endangering themselves and others. They may have driven to the event and ended up drinking more than they had anticipated but are reluctant to leave their car behind. Other peo- ple may not want to spend the high costs for a taxi. DDI provides a variety of services that reduces the stress of having to worry about driving, but is also more affordable than most taxi services.

According to the gallup website 66% of adult Americans re- ported drinking on occasion. About 22% of these drinkers are aware and admit that they sometimes drink too much. That means that at least 14% of all US adults occasionally get drunk. Male drinkers reported consuming more drinks a week at an average of 6.2, while female drinkers drank an average of 2.2 drinks a week. Of self-reported over-drinking, the highest gender/age group was young men between the age of 18 to 34 years of age with 31% admitting they sometimes drank too much. When comparing race, white people tend to drink more on average than non-white people.

The specific target audience is aimed towards drinkers that are at a high risk of driving while intoxicated and are considered a dan- ger on the road. Based on the previous statistics, the spe- cific target audience is a White male between the ages of 18 and 34.

Special considerations need to be taken into account when developing the website and phone app. People us**ing** the app are likely to be under the influence of alcohol. The use of a simple and clean interface, basic straight to the point instructions, and built in GPS tracker should help make the app user friendly for even intoxicated users. The website is primarily for people who want to plan aheadof time and hire our drivers online. It can be slightly more detailed then the app as the user is not as likely to be intoxicated. The site will also contain other helpful resources about drinking and driving for those who are interested. Another thing to consider is Houston's diversity in cultures. According to US News, 41% of the total popu- lation of Houston is Hispanic. Creating a Spanish version of the web- site and App and hiring some drivers who are fluent in Spanish will help us to broaden our business and address more people's needs. Future develop- ments can address other ethnic groups as well.

Gantt Chart

9
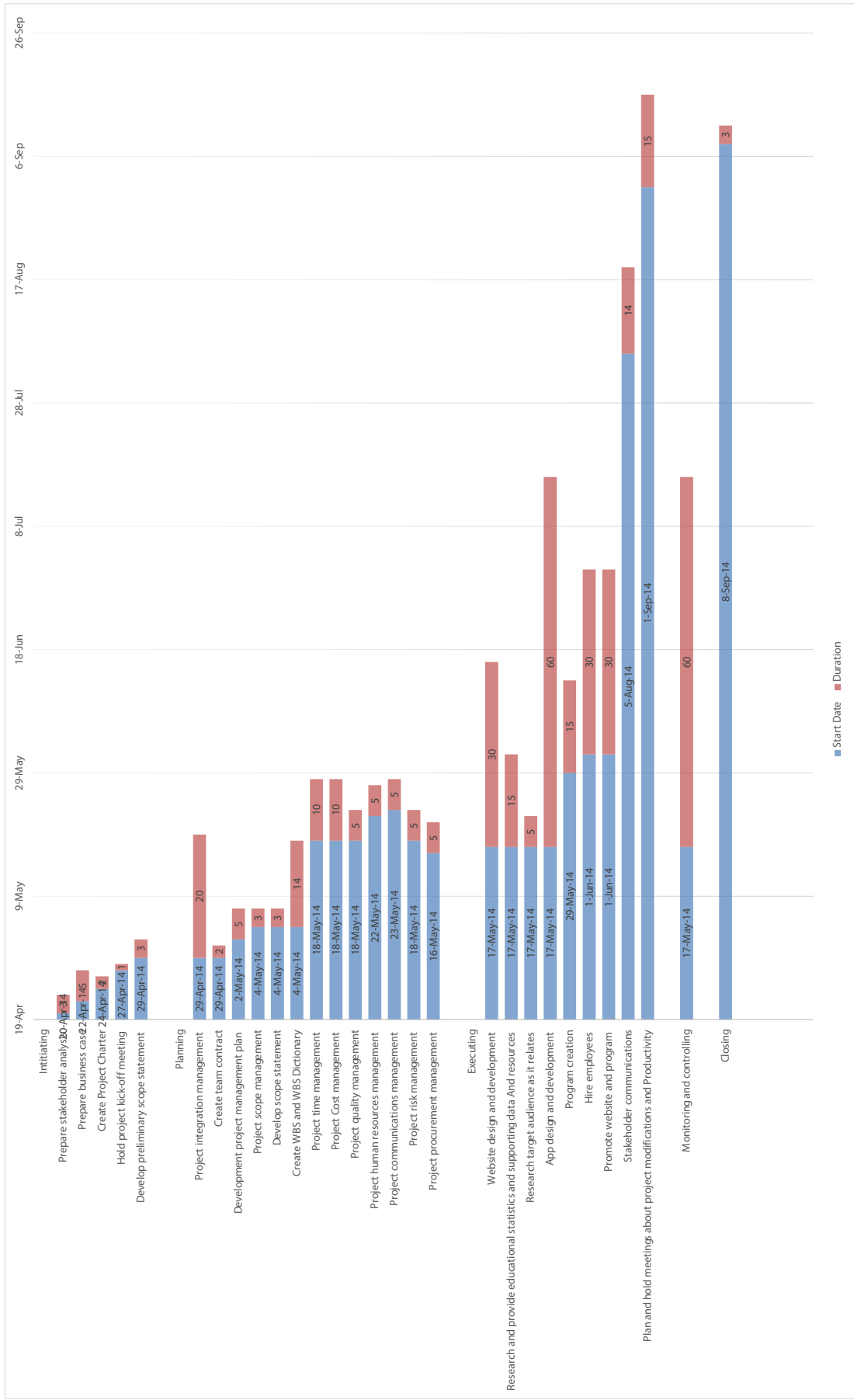
Project Duration: April 2014 – ongoing

1. Initiating
    1.1. Prepare stakeholder analysis
    1.2 Prepare business case
    1.3 Create Project Charter
    1.4 Hold project kick-off meeting
    1.5 Develop preliminary scope statement
2. Planning
    2.1. Project integration management
        2.1.1. Create team contract
        2.1.2. Development project management plan
    2.2. Project scope management
        2.2.1. Develop scope statement
        2.2.2. Create WBS and WBS Dictionary
    2.3. Project time management
    2.4. Project Cost management
    2.5 Project quality management
    2.6 Project human resources management
    2.7 Project communications management
    2.8 Project risk management
    2.9 Project procurement management
3. Executing
    3.1. Website design and development
        3.1.1. Research and provide educational statistics
            and supporting data and resources
        3.1.2. Research target audience as it relates
    3.2. App design and development
    3.3. Program creation
        3.3.1. Hire employees
    3.4. Promote website and program
    3.5. Stakeholder communications
        3.5.1. Plan and hold meetings about project modifi
            cations and Productivity
4. Monitoring and controlling
5. Closing

Work Breakdown Structure

Software
Adobe Creative Suite
Microsoft Office
Software development kit

Hardware
Computers
Servers
Phones
Printers

Staff
Project Manager
Project Management Team
PR/Marketing Manager
Web Designer
App Designer
Information Technology
Customer/Help Service
Designated Drivers, Managers

Resources

1st Year Budget for Project DDI

WBS Categories / Month	1	2	3	4	5	6	7	8	9	10	11	12	Total Cost
1. Initiating	2,000												$3,000
2. Planning	3,000	1,000	1,000	1,000	1,000	1,000							$7,000
3. Executing													
3.1. Web site		2,000	2,000	2,000	30	30	30	30	30	30	30	30	$6,240
3.2. App		4,000	4,000	4,000									$12,000
3.2.1. Hardware/Software		7,000											$7,000
3.3. Program Creation													
3.3.1. Hire employees					20,000	20,000	10,000	10,000	10,000	10,000	10,000	9,000	$99,000
3.3.2 Driving Service					10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	$80,000
3.4. Promote Website & Program					15,000	10,000	10,000	8,000	5,000	5,000	5,000	1,000	$62,000
4. Monitoring and Controlling													
4.1 Management Team	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	$96,000
4.2 IT				1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	$8,000
4.3 Customer Service Team		2,000		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	$16,000
5. Closing*													
Subtotal													$396,240
Reserves												$5,000	$5,000
TOTAL	13,000	24,000	13,000	15,000	57,030	52,030	41,030	39,030	39,030	36,030	36,030	36,030	$401,240

*Project is to be ongoing indefinitely

Budget

12

Introduction

The main goal of this project is to educate and promote responsible drinking and driving. By implementing more programs to encourage safe drinking and driving, we can support a process that saves lives and keeps tax dollars available to other government run programs with worthy causes.

Quality Standards

The standards that apply to this project are summarized as follows:

1. Customer standards:
To ensure that customers are receiving quality services we will provide numerous ways for them to communicate their satisfaction. The help service is a 24-hour answering service that listens to problems or complaints that customers may have. Phone calls will be monitored, and basic information recorded to keep track of specific issues that may need to be addressed. The web site will also provide an email for additional comments. A customer satisfaction survey will also be available on the website for customers to fill out.

2. Employee selection standards:
 ensure top quality performance for our customers, an intensive screening process will take place when hiring designated drivers. A checklist will be created to ensure that all potential candidates have met specific criteria. Background checks will be conducted to make sure no employees have criminal records or past drinking or driving offences.

3. Work place standards:
Surveys will be conducted every 3 months to check employee morale and to address questions and concerns each may have. Detailed written records will also be maintained of any formal complaint made by employees during their employment. All issues will be addressed and handled accordingly.

Metrics

Metrics measure quality performance. Several metrics apply to this project, and more may be developed as the project progresses. The project team will use a few key metrics, as follows:

Quality Management

13

1. Customer survey response:
Customer surveys will be measured on a monthly basis. For the surveys to present accurate data, each candidate must be someone who has an account with DDI and has used the service or website at least one time. 30 or more surveys a month is considered to be the ideal amount for an accurate overall description performance.

2. Employee survey:
Every three months all employees will be required to fill out a survey that measures their overall experience working at DDI. Questions will be divided into various categories and have a scale of 0 to 5. Zero means that the employee is not satisfied at all with the area addressed, and five represents the area as exceeding expectations.

Problem Reporting and Corrective Action Processes
When an issue should occur, the individual should address the manager in charge of their specific division. The manager should work with their team member to help correct problems. Major problems that endanger project success should be brought up with the project manager. If there is any confusion as to who is a manager, refer to the project organization chart.

Quality Management

14

1. Methodology

The project team will determine risks prior to project execution date in order to create risk management plans. Possible risks will initially be evaluated through brainstorming and competitive analysis At the beginning of each quarter of the fiscal year, the team will re-evaluate data and update possible risk factors, their probabilities, and potential impact.

2. Roles and Responsibilities

The project manager will be responsible for general risk identification, analysis, and planning. After major risks are identified, specific risk management tasks will be delegated to other team members whose jurisdiction the tasks falls under.

3. Budget and Schedule Estimates

Schedule estimates and budget may change after risks are identified in order to conduct strategies to reduce probability and impact.

4. Risk Categories

Potential risks will be organized into general categories before being broken into subcategories. The general categories are as follows:

4.1 Business risks refer to anything that effects project scope, costs, and time. Subcategories include:

4.1.1 Time constraints (failure to meet deadlines)

4.1.2 Costs (over-budget, not enough revenue, imbalance between supply and demand)

4.2 Technical risks include issues that affect either the employee's or customers' ability to use hardware, software, or equipment. Subcategories include:

4.2.1 Website issues

4.2.2 Phone application issues

4.2.3 Company hardware issues

4.2.4 Company software issues

4.3 Organizational risks include risks that impact executive support, employee support, and team support

4.4 Project management risks include issues with estimates, communication, and resources

4.5 Legal liability risks include any possible civil suit claims from either employees or customers. Liability subcategories include:

4.5.1 Physical or emotional harm

4.5.2 Negligence

4.5.3 Property damage or loss

5. Risk Probability and Impact
Each risk will be categorized as high, medium, or low based on its probability and impact. Within each category, the risks will be ranked numerically based on the severity of impact.
Probability and impact will initially be determined through research and competitive analysis. These rankings will be evaluated each quarter and adjusted accordingly.

6. Risk Documentation
All risk related data will be documented in a risk register. Other documents to be created after risks are identified include contractual agreements, contingency plans, and fallback plans.

Risk Management

Introduction

The main goal of this project is to educate and promote responsible drinking and driving. By implementing more programs to encourage safe drinking and driving, we can support a process that saves lives and keeps tax dollars available to other government run programs with worthy causes.

Staffing Requirements

This project will require the following internal staff:
- Project manager
- Project team members to help with project planning
- Information technology to help with technical support
- Web Designer to create the web site and graphic design
- App Designer to create an app for smartphones
- Marketing Manager to help promote and market DDI
- Customer/Help Service to answer phones and help customers
- Designated Drivers to drive drunk people

Staff Assignments

The project manager will interview and hire the rest of the project team members. As a team, they will carefully select the rest of the employees. The designated drivers must have a driver's license and a clean driving record preferably with driving experience. The Web Designer and App designer will be hired for a three-month period in which they will be expected to finish the web site and phone application.

Training, Rewards, and Reassignment

Designated drivers will have a two-week training period to get used to an on-call schedule. The customer service team will have 1 week of training. The rest of the staff is expected to be prepared without the need for additional training. Each staff member has a different salary based on their specific position and number of hours worked. Mangers will be available to answer questions and help employees resolve conflicts. If unresolvable interpersonal conflicts occur, schedule changes can be made if available.

Stakeholder Communication Requirements
Checklists, surveys, staffing, procurement, miscellaneous request forms will be provided, and meetings held in order to maintain effective communication, relationships, workflow, and overall quality for all parties involved.

Communications Summary
Stakeholders will may refer the following table for communications practices. An archive of communications will be available in the back office of the main website.

Stakeholders	Communications Name	Delivery Method	Producer	Due/Frequency
Project Steering Committee	Weekly Status Report	Paper, meeting		Thursday Noon
Sponsor and Champion	Monthly Status Report	Paper, meeting		1st of Every Month Noon
Employees	Project Related	Memo, email, intranet, meeting		Tbd
Team	Weekly Status Report	Meeting		Mondays Noon

Guidelines
- *Ensure messages are clarified. Keep communication to a minimal.*
- *Use forms as provided available on the site for download.*
- *Emails are to be appropriately titled.*
- *Notice of meetings must be 24hr in advance.*
- *Use common sense words*
- *Ask questions when in doubt*
- *Always confirm to others when documents have been sent or received*
- *Always add dates and titles to documents*
- *Make as much of use of checklists as possible.*

Escalation Procedures for Resolving Issues

Issues should be resolved at the lowest level whenever possible. Highly critical issues requiring immediate attention shall be first directed to the project manager. If the project manager is unsure as to handle the issue, they should bring it to the project steering committee. Issues needing higher level authority to assess and resolve conflict will escalate accordingly.

Revision Procedures for This Document

Revisions of this plan will be made only by the project manager, or immediate subordinates. Any changes to the plan must be approved by the project manager before being distributed. Revisions will be dated and version number numerically updated.

Communications

19

Introduction

The purpose of this document is to set the expectations on how changes to the DDI project will be approached. The change management plan will define what constitutes for change, the process for submitting, reviewing, and approving changes, and the roles and responsibilities of the project management team. Any request for changes should be submitted to the project manager. If approved, the project manager will share the plans with the rest of the stakeholders.

Change Management Approach

The change management approach for the DDI project is to ensure that any changes made benefit the over all project objectives. The approach is to review the best methods for allocating resources and identify whether changes will still fit within the project's scope, budget, and scheduling baseline. Unnecessary changes should be avoided.

The Change Management approach consist of the following:
- Identify what changes are necessary for meeting objectives
- Determine what resources are required for changes
- Manage changes throughout the process
- Evaluate whether changes were effective or not

Definitions of Change

There are three categories that changes requested for the DDI project fit in to. Each request will be evaluated by the project manager, change control board, and specific knowledge area mangers before coming to a decision. Proper documentation and communications are required by individuals requesting a change. The types of change requests are:

Schedule Changes: These changes include anything that impacts the original set schedule

Scope Changes: These changes affect the initial scope definition

Budget Changes: These changes affect initial budget baseline. More funding may be required.

Change Control Board

Members of the change control board are responsible for reviewing and approving change requests. They are required to determine the potential impact a change may make on schedule, scope, and budget. They will evaluate risks and determine whether a change is necessary or beneficial to project goals. The following table contains the members of the change control board and their roles.

Change Management

Name	Position	CCB Role
Jee Lee	Project Manager	CCB Chair
Celeste Mouledoux	Team Member	CCB Member
Willy Rukata	Team Member	CCB Member

Roles and Responsibilities
The following is the list of roles and responsibilities of each of change control board:
Project Manager
> Approve all changes to budget/funding allocations
> Approve changes to schedule baseline
> Approve changes to project scope
> Receive and review all change requests
> Make documentation and revisions for changes
> Chair the CCB

Project Team
> Submit all change requests on change request forms
> Provide as much detail on change request forms as possible
> Communicate requests with project manager and team
> Provide feedback on impact of proposed changes

Change Control Process
The project manager will be responsible for executing changes during the change control process. The change control process for the DDI project should always be followed in the same way.

1) Identify the need for change
2) Log Change in the change request register
3) Evaluate the change
4) Submit change request to the project manager
5) Obtain Decision
6) Implement Change
7) Review Changes

Project Team Members' Names and Sign-Off

Name	Signature	Date
Jee Lee	_____	_____
Willy Rukata	_____	_____
Celeste Mouledoux	_____	_____

Code of Conduct: As a project team, we will:
- Work proactively
- Keep other team members informed of information related to the project
- Focus on what is best for the entire project team
- Treat each other with respect

Participation: We will:
- Provide the opportunity for equal participation
- Contribute individual ideas
- Be open new approaches and consider new ideas
- Stay on top of deadlines

Communication: We will:
- Keep discussions on track
- Use the telephone and e-mail as the primary method of communication
- Keep each informed about what needs to be done or what has been done

Problem Solving: We will:
- Only use constructive criticism in order to make improvements
- Strive to build on each other's ideas
- Be open to asking each other questions

Meeting Guidelines: We will:
- Keep each other informed regularly through e-mail and text message
- Plan to have face-to-face discussions on Tuesday between 6-10:30pm
- Determine each week if an additional meeting should be arranged
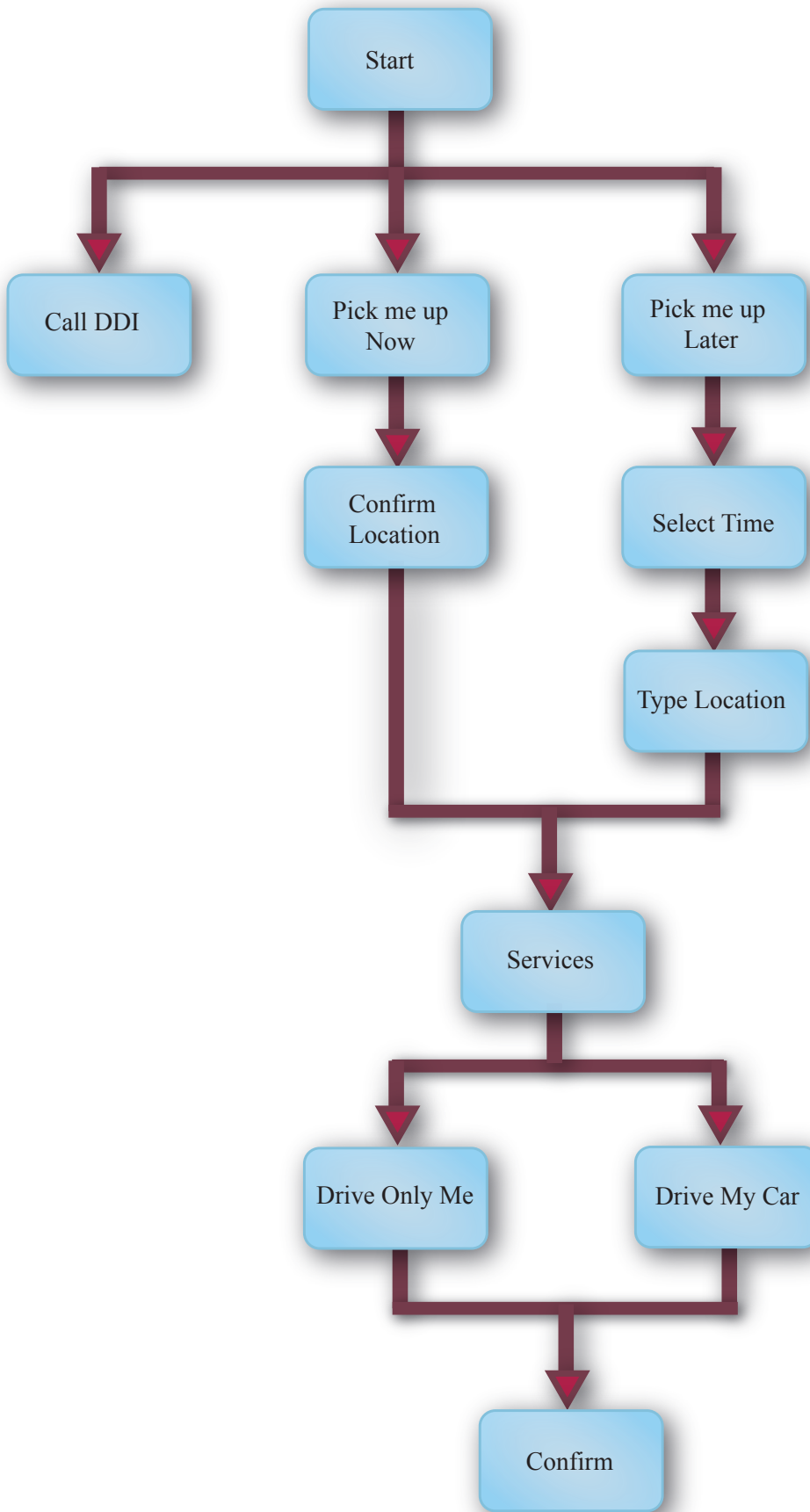
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   │ Call DDI │  │ Pick me up   │  │ Pick me up   │
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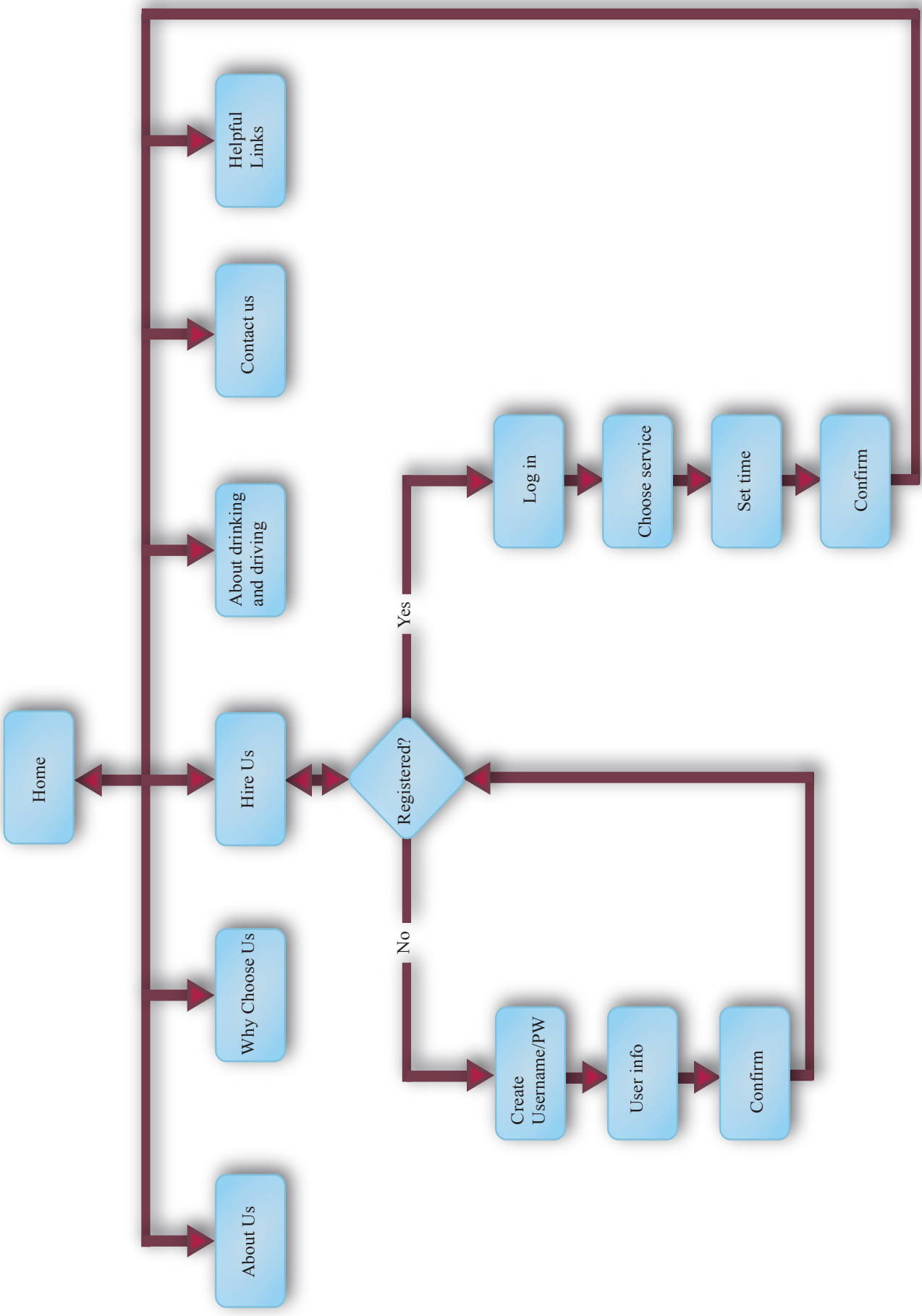
App Navigation

23

Website Navigation

24

DRINK & DRIVE INTERVENTION

Welcome to DDI

Username

Password

Sign Up   Sign In

Website Screenshot