

# [Clean Details]

## Project Management (PM) Plan



*I mean, it's clean.*

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**Created On:** ..... [March 29, 2020]

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**Social Media:**..... [<https://www.instagram.com/msjadamae/>]

**YouTube or Vimeo:**..... [[https://www.youtube.com/channel/UCed69anZtbL8PAWCADpsBzq?view\\_as=subscriber](https://www.youtube.com/channel/UCed69anZtbL8PAWCADpsBzq?view_as=subscriber)]

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# Executive Summary

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With the rise of social accountability, it was only a matter of time before it spilled over into the fashion world. “The fashion industry has historically relied on exploitative, unsustainable and unethical labor practices in order to sell clothes — but if recent trends are any indication, it won’t for much longer” states Brain Kateman of TechCrunch.com “...with major and small fashion brands alike ditching traditional methods of production in favor of eco-friendly and cruelty-free alternatives.” (2019.) People care about what their dollar is supporting, more than ever. At Details by JMae, all of our accessories are hand made in small quantities. This reduces waste and exploitive practices keeping our little details, clean.

Clean details is the name for a marketing campaign set to run this year in an effort to highlight our social and environmentally conscious practices. With the tag line, ‘I mean, it clean’, our visually stimulating campaign will highlight that ‘clean’ environmentally conscious process in which our products are made. This will follow a style guide to ensure that all of the visuals are similar and convey the same message – clean. We will use light colors and soft imagery to illustrate the level of care that goes into making our products.

At the end of the day, it’s just hair bows and scrunchies, but the impacts that fast fashion and mega corporations have on the industry is astronomical. Conscious consumerism is taking over especially in millennials and Gen Z and now is a great time to align ourselves with this opportunity. The best part? We don’t have to change a thing! Details by JMae is already an environmentally responsible company, we just have to let everyone know it!



**Project Definition Mind Map**  
2. Clean Details  
3. I mean, it's clean.

By: Jada Williams  
3/8/2020  
PTM

**1. Objective**

- Brand Awareness
- Social Media Campaign
- Popular trend

**4. Description & Requirements**

- Cost effective
- Access to resources
- (Schallan, 2019)

**5. Value Propositions**

- Unique brand
- Small business
- (West, 2020)

**6. Stakeholders (Core Team)**

- Jada Williams: PM
- Lead Designer
- Digital Designer
- Social Media Planner

**7. Scope Statement**

- \$6,000
- 5 months
- Emma Bean Bowtique ([etsy, 2020](#))

**8. Constraints**

- Photo Shoot day
- Photo shoot location
- Final plans

**9. Assumptions**

- outfits
- lunch
- Editors

**10. Industry Standards**

- Cross promotion
- Consistency
- Proofread

**11. Success Criteria**

- Look & feel
- Break even
- More followers
- (Spacey, 2017)

**12. Deliverables**

- Editorial Calendar
- Full campaign

**13. Project Start & Finish Dates**

- 3/15/2020 - 8/15/2020

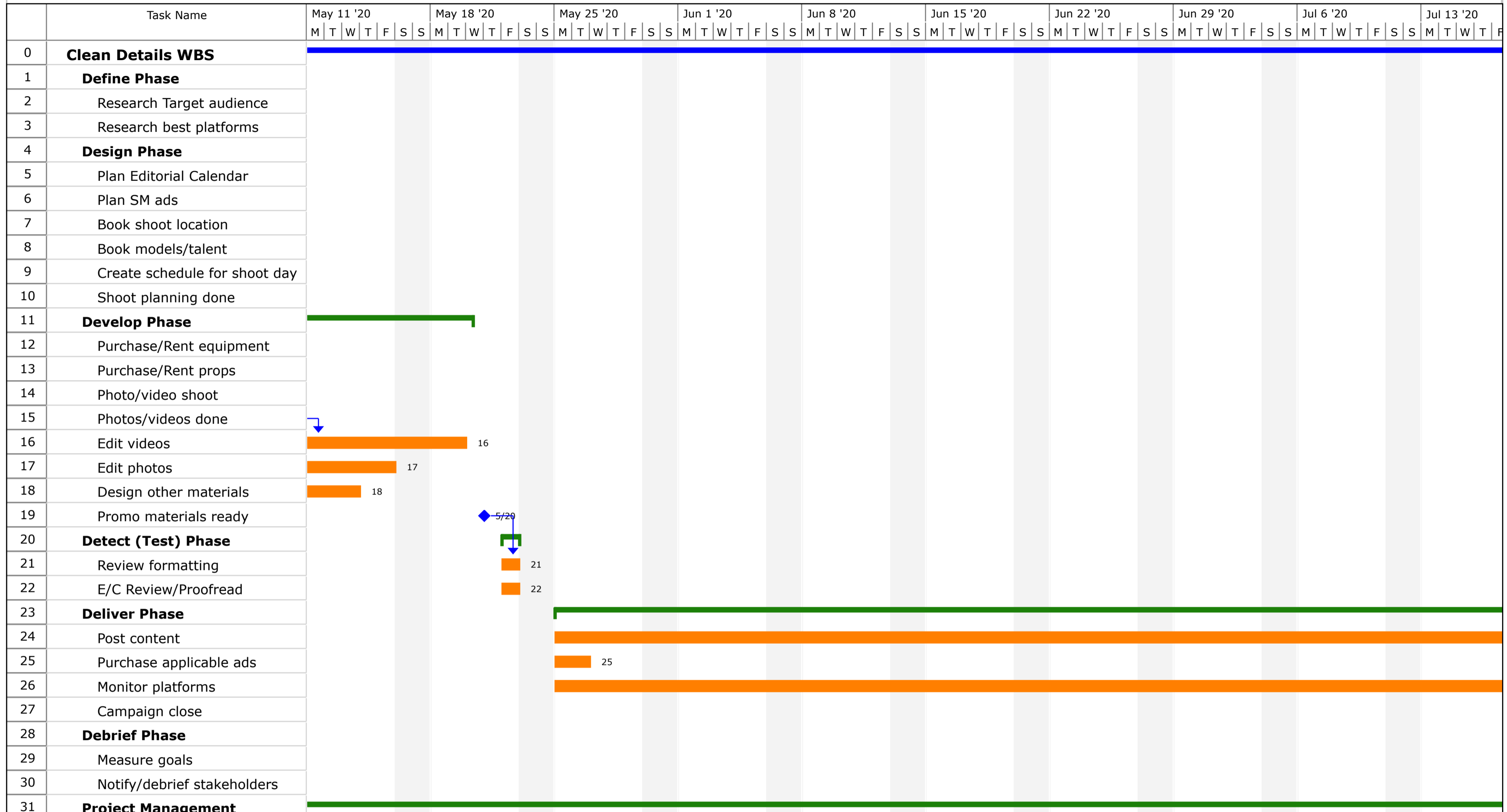
Clean Details:WBS & Gantt Chart

Task ID	Task Name	Duration	Work	Start	Finish	Predecessors	% Complete	Fixed Cost	Apr 6 '20							Apr 13 '20							Apr 20 '20							Apr 27 '20							May 4 '20						
									S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F
0	<b>Clean Details WBS</b>	<b>82 days</b>	<b>0 hrs</b>	<b>Mon 4/6/2</b>	<b>Tue 7/28/</b>		<b>0%</b>	<b>\$0</b>																																			
1	<b>Define Phase</b>	<b>7 days</b>	<b>0 hrs</b>	<b>Mon 4/6/20</b>	<b>Tue 4/14/2</b>		<b>0%</b>	<b>\$0</b>																																			
2	Research Target audience	5 days	0 hrs	Mon 4/6/20 8:	Fri 4/10/20 5		0%	\$0																																			
3	Research best platforms	2 days	0 hrs	Mon 4/13/20	Tue 4/14/20	2	0%	\$0																																			
4	<b>Design Phase</b>	<b>10 days?</b>	<b>0 hrs</b>	<b>Wed 4/15/2</b>	<b>Wed 4/29/</b>		<b>0%</b>	<b>\$0</b>																																			
5	Plan Editorial Calendar	7 days	0 hrs	Wed 4/15/20	Thu 4/23/20	3	0%	\$0																																			
6	Plan SM ads	1 day	0 hrs	Mon 4/20/20	Mon 4/20/20		0%	\$0																																			
7	Book shoot location	2 days	0 hrs	Mon 4/27/20	Tue 4/28/20	5	0%	\$0																																			
8	Book models/talent	1 day	0 hrs	Mon 4/27/20	Mon 4/27/20		0%	\$0																																			
9	Create schedule for shoot day	1 day?	0 hrs	Mon 4/27/20	Mon 4/27/20		0%	\$0																																			
10	Shoot planning done	0 days	0 hrs	Wed 4/29/20	Wed 4/29/20		0%	\$0																																			
11	<b>Develop Phase</b>	<b>12 days</b>	<b>0 hrs</b>	<b>Mon 5/4/20</b>	<b>Wed 5/20/</b>		<b>0%</b>	<b>\$0</b>																																			
12	Purchase/Rent equipment	1 day	0 hrs	Mon 5/4/20 8:	Mon 5/4/20		0%	\$0																																			
13	Purchase/Rent props	1 day	0 hrs	Mon 5/4/20 8:	Mon 5/4/20		0%	\$0																																			
14	Photo/video shoot	1 day	0 hrs	Wed 5/6/20 8	Wed 5/6/20	10	0%	\$0																																			
15	Photos/videos done	0 days	0 hrs	Wed 5/6/20 5	Wed 5/6/20	14	0%	\$0																																			
16	Edit videos	7 days	0 hrs	Mon 5/11/20	Tue 5/19/20	15	0%	\$0																																			
17	Edit photos	5 days	0 hrs	Mon 5/11/20	Fri 5/15/20 5		0%	\$0																																			
18	Design other materials	3 days	0 hrs	Mon 5/11/20	Wed 5/13/20		0%	\$0																																			
19	Promo materials ready	0 days	0 hrs	Wed 5/20/20	Wed 5/20/20		0%	\$0																																			
20	<b>Detect (Test) Phase</b>	<b>1 day</b>	<b>0 hrs</b>	<b>Fri 5/22/20</b>	<b>Fri 5/22/20</b>		<b>0%</b>	<b>\$0</b>																																			
21	Review formatting	1 day	0 hrs	Fri 5/22/20 8:	Fri 5/22/20 5	19	0%	\$0																																			
22	E/C Review/Proofread	1 day	0 hrs	Fri 5/22/20 8:	Fri 5/22/20 5		0%	\$0																																			
23	<b>Deliver Phase</b>	<b>45 days</b>	<b>0 hrs</b>	<b>Mon 5/25/2</b>	<b>Fri 7/24/20</b>		<b>0%</b>	<b>\$0</b>																																			
24	Post content	45 days	0 hrs	Mon 5/25/20	Fri 7/24/20 5		0%	\$0																																			
25	Purchase applicable ads	2 days	0 hrs	Mon 5/25/20	Tue 5/26/20		0%	\$0																																			
26	Monitor platforms	45 days	0 hrs	Mon 5/25/20	Fri 7/24/20 5		0%	\$0																																			
27	Campaign close	0 days	0 hrs	Fri 7/24/20 8:	Fri 7/24/20 8		0%	\$0																																			
28	<b>Debrief Phase</b>	<b>1 day</b>	<b>0 hrs</b>	<b>Mon 7/27/2</b>	<b>Mon 7/27/</b>		<b>0%</b>	<b>\$0</b>																																			
29	Measure goals	1 day	0 hrs	Mon 7/27/20	Mon 7/27/20	27	0%	\$0																																			
30	Notify/debrief stakeholders	1 day	0 hrs	Mon 7/27/20	Mon 7/27/20		0%	\$0																																			
31	<b>Project Management</b>	<b>82 days</b>	<b>0 hrs</b>	<b>Mon 4/6/20</b>	<b>Tue 7/28/2</b>		<b>0%</b>	<b>\$0</b>																																			

Jada Williams, PM  
 Project: Clean Details WBS  
 Date: Sun 3/15/20 9:30 PM

Task		Inactive Task		Manual Summary Rollup		External Milestone	
Split		Inactive Milestone		Manual Summary		Deadline	
Milestone		Inactive Summary		Start-only		Progress	
Summary		Manual Task		Finish-only		Manual Progress	
Project Summary		Duration-only		External Tasks			

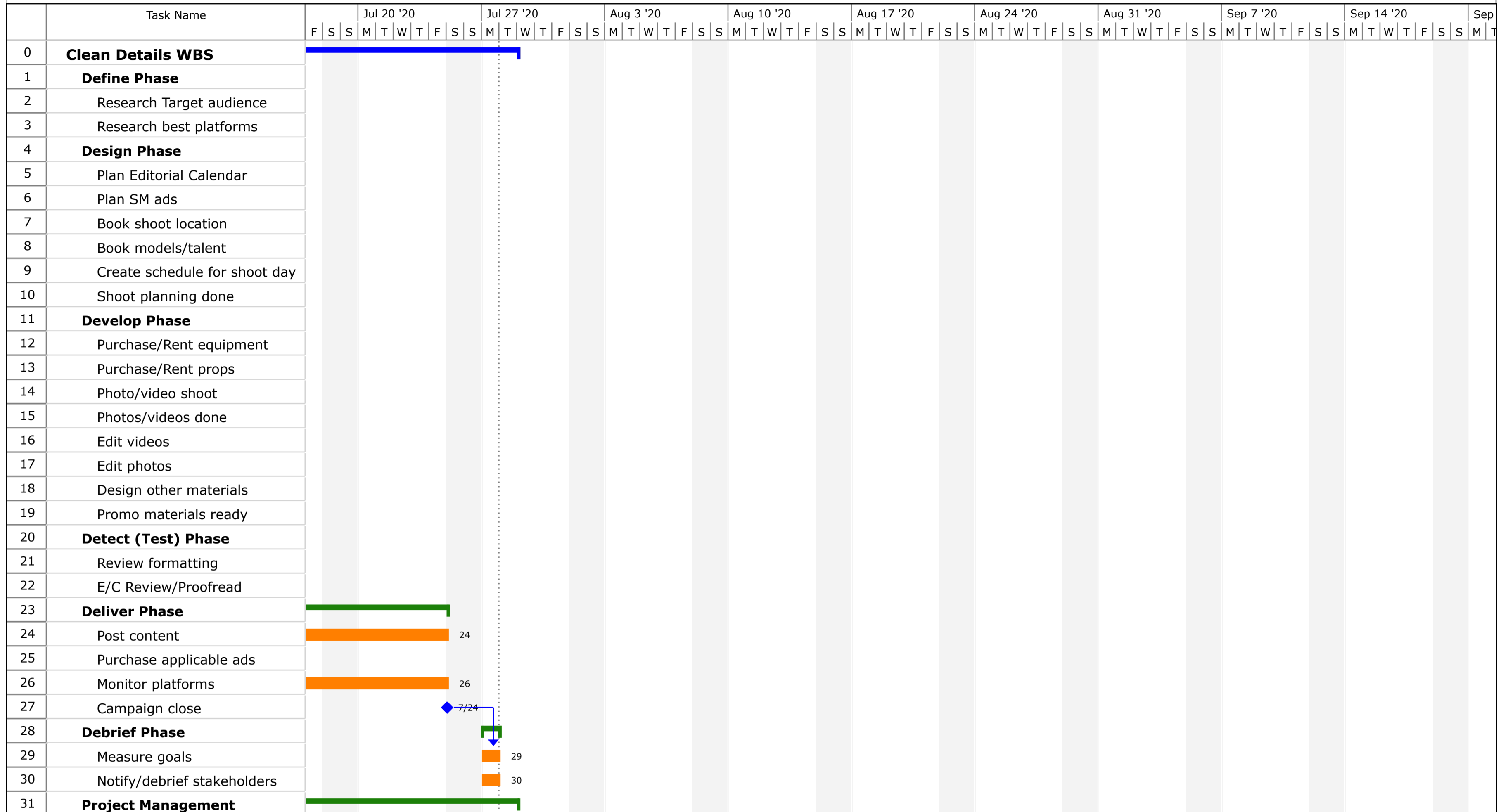
Clean Details:WBS & Gantt Chart



Jada Williams, PM  
 Project: Clean Details WBS  
 Date: Sun 3/15/20 9:30 PM

Task	[Orange bar]	Inactive Task	[White bar]	Manual Summary Rollup	[Teal bar]	External Milestone	[Grey diamond]
Split	[Dotted line]	Inactive Milestone	[White diamond]	Manual Summary	[Bracket]	Deadline	[Green arrow]
Milestone	[Blue diamond]	Inactive Summary	[Grey bar]	Start-only	[Vertical bar]	Progress	[Cyan bar]
Summary	[Green bar]	Manual Task	[Orange bar]	Finish-only	[Vertical bar]	Manual Progress	[Cyan bar]
Project Summary	[Blue bar]	Duration-only	[Teal bar]	External Tasks	[Grey bar]		

Clean Details:WBS & Gantt Chart



Jada Williams, PM  
 Project: Clean Details WBS  
 Date: Sun 3/15/20 9:30 PM

Task		Inactive Task		Manual Summary Rollup		External Milestone	
Split		Inactive Milestone		Manual Summary		Deadline	
Milestone		Inactive Summary		Start-only		Progress	
Summary		Manual Task		Finish-only		Manual Progress	
Project Summary		Duration-only		External Tasks			



Clean Details:WBS & Gantt Chart

	Task Name	May 11 '20		May 18 '20		May 25 '20		Jun 1 '20		Jun 8 '20		Jun 15 '20		Jun 22 '20		Jun 29 '20		Jul 6 '20		Jul 13 '20																																			
		M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F
32	PLOMin	[Orange bar representing task duration]																																																					

Jada Williams, PM  
 Project: Clean Details WBS  
 Date: Sun 3/15/20 9:30 PM

Task		Inactive Task		Manual Summary Rollup		External Milestone	
Split		Inactive Milestone		Manual Summary		Deadline	
Milestone		Inactive Summary		Start-only		Progress	
Summary		Manual Task		Finish-only		Manual Progress	
Project Summary		Duration-only		External Tasks			


Clean Details:WBS & Gantt Chart

Task Name	Jul 20 '20			Jul 27 '20			Aug 3 '20			Aug 10 '20			Aug 17 '20			Aug 24 '20			Aug 31 '20			Sep 7 '20			Sep 14 '20			Sep											
	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M
32 PLOMin	[Orange Bar]			32																																			

Jada Williams, PM  
 Project: Clean Details WBS  
 Date: Sun 3/15/20 9:30 PM

Task		Inactive Task		Manual Summary Rollup		External Milestone	
Split		Inactive Milestone		Manual Summary		Deadline	
Milestone		Inactive Summary		Start-only		Progress	
Summary		Manual Task		Finish-only		Manual Progress	
Project Summary		Duration-only		External Tasks			

# [Clean Details] Risk Management Plan

ID#	Risk 	Assigned To	Likelihood Select from dropdown	Severity Select from dropdown	Timeframe
1	Design Guidelines being ignored	donny: Digital Dsn	Low	Catastrophic	Develop Phase
2	Photo Loss	Elle: Photo Editor	Medium	Critical	Develop Phase
3	Global Crisis	Jada : PM	Low	Catastrophic	During all phases
4	Adobe Software crash	Donny: Digital Dsn	Medium	Moderate	Develop Phase
5	Loss of Employee	Jada : PM	Medium	Moderate	during all phases
6	Problem with location booking	Jada : PM	Low	Critical	Design Phase
7	Proofreading lapse	Jada : PM	High	Critical	Detect Phase
8	Aggregator fails to posts content	jada : PM	High	Minor	Deliver Phase
9	Videos formatted incorrectly	Vishnu: Video Editor	Medium	Critical	Develop Phase
10	Camera Rental fall through	Phi:Photographer	Medium	Catastrophic	Develop Phase

Clean Details: Budget & Gantt Chart

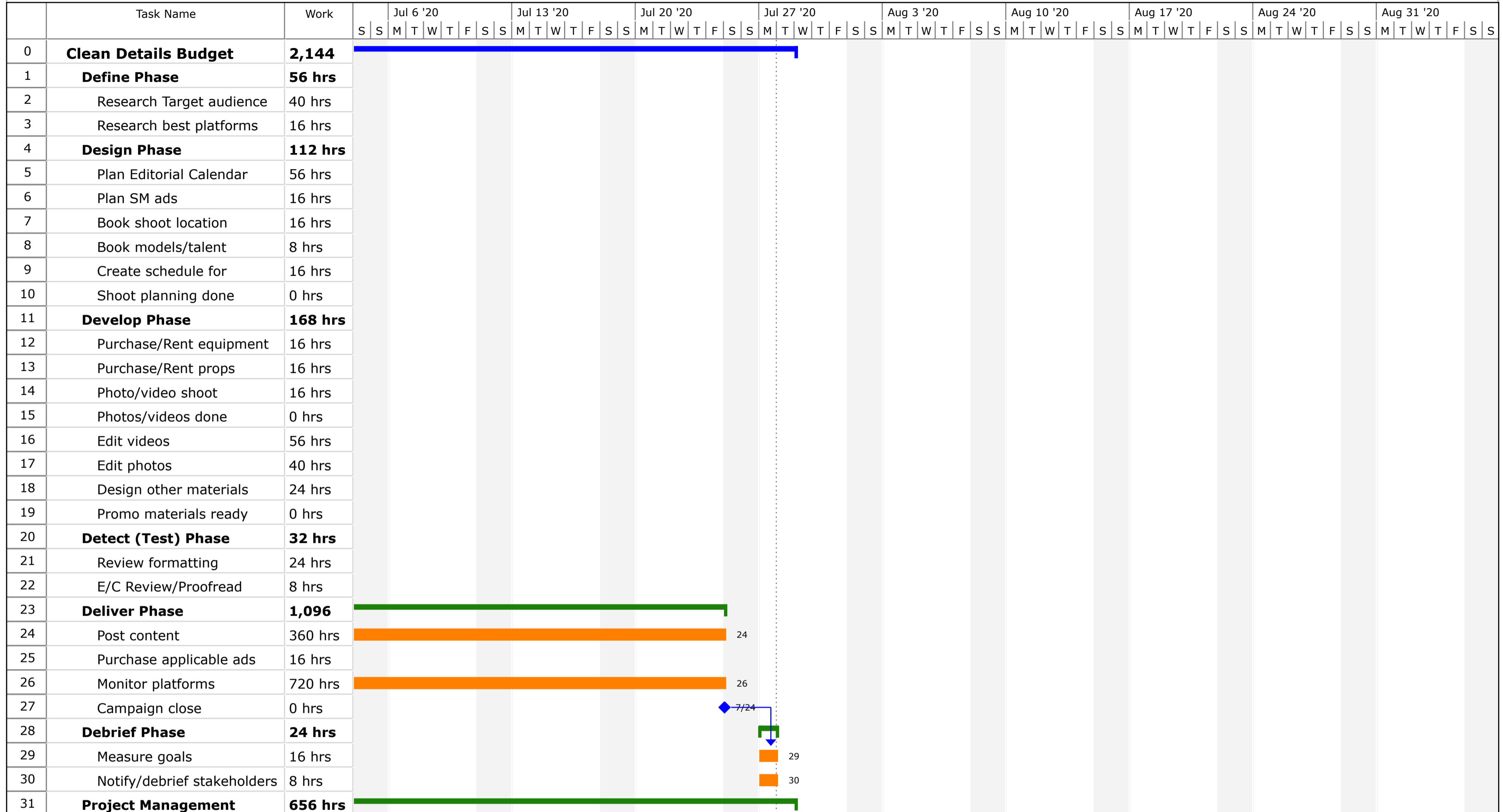
	Task Name	Work	Fixed Cost	Total Cost	Baseline Cost	Cost	% Complete	Actual Cost	Remaining	Apr 6 '20							Apr 13 '20							Apr 20 '20							Apr 27 '20						
										S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F
0	<b>Clean Details Budget</b>	<b>2,144 h</b>	<b>\$0</b>	<b>\$58,960</b>	<b>\$58,960</b>	<b>\$58,960</b>	<b>0%</b>	<b>\$0</b>	<b>\$58,960</b>																												
1	<b>Define Phase</b>	<b>56 hrs</b>	<b>\$0</b>	<b>\$1,552</b>	<b>\$1,552</b>	<b>\$1,552</b>	<b>0%</b>	<b>\$0</b>	<b>\$1,552</b>																												
2	Research Target audience	40 hrs	\$0	\$1,200	\$1,200	\$1,200	0%	\$0	\$1,200																												
3	Research best platforms	16 hrs	\$0	\$352	\$352	\$352	0%	\$0	\$352																												
4	<b>Design Phase</b>	<b>112 hrs</b>	<b>\$0</b>	<b>\$2,528</b>	<b>\$2,528</b>	<b>\$2,528</b>	<b>0%</b>	<b>\$0</b>	<b>\$2,528</b>																												
5	Plan Editorial Calendar	56 hrs	\$0	\$1,232	\$1,232	\$1,232	0%	\$0	\$1,232																												
6	Plan SM ads	16 hrs	\$0	\$416	\$416	\$416	0%	\$0	\$416																												
7	Book shoot location	16 hrs	\$0	\$320	\$320	\$320	0%	\$0	\$320																												
8	Book models/talent	8 hrs	\$0	\$160	\$160	\$160	0%	\$0	\$160																												
9	Create schedule for shoot d	16 hrs	\$0	\$400	\$400	\$400	0%	\$0	\$400																												
10	Shoot planning done	0 hrs	\$0	\$0	\$0	\$0	0%	\$0	\$0																												
11	<b>Develop Phase</b>	<b>168 hrs</b>	<b>\$0</b>	<b>\$6,248</b>	<b>\$6,248</b>	<b>\$6,248</b>	<b>0%</b>	<b>\$0</b>	<b>\$6,248</b>																												
12	Purchase/Rent equipment	16 hrs	\$0	\$280	\$280	\$280	0%	\$0	\$280																												
13	Purchase/Rent props	16 hrs	\$0	\$280	\$280	\$280	0%	\$0	\$280																												
14	Photo/video shoot	16 hrs	\$225	\$850	\$850	\$850	0%	\$0	\$850																												
15	Photos/videos done	0 hrs	\$0	\$0	\$0	\$0	0%	\$0	\$0																												
16	Edit videos	56 hrs	\$1,599	\$3,926	\$3,926	\$3,926	0%	\$0	\$3,926																												
17	Edit photos	40 hrs	\$0	\$600	\$600	\$600	0%	\$0	\$600																												
18	Design other materials	24 hrs	\$0	\$312	\$312	\$312	0%	\$0	\$312																												
19	Promo materials ready	0 hrs	\$0	\$0	\$0	\$0	0%	\$0	\$0																												
20	<b>Detect (Test) Phase</b>	<b>32 hrs</b>	<b>\$0</b>	<b>\$1,176</b>	<b>\$1,176</b>	<b>\$1,176</b>	<b>0%</b>	<b>\$0</b>	<b>\$1,176</b>																												
21	Review formatting	24 hrs	\$0	\$400	\$400	\$400	0%	\$0	\$400																												
22	E/C Review/Proofread	8 hrs	\$300	\$776	\$776	\$776	0%	\$0	\$776																												
23	<b>Deliver Phase</b>	<b>1,096 h</b>	<b>\$0</b>	<b>\$27,120</b>	<b>\$27,120</b>	<b>\$27,120</b>	<b>0%</b>	<b>\$0</b>	<b>\$27,120</b>																												
24	Post content	360 hrs	\$0	\$7,920	\$7,920	\$7,920	0%	\$0	\$7,920																												
25	Purchase applicable ads	16 hrs	\$0	\$480	\$480	\$480	0%	\$0	\$480																												
26	Monitor platforms	720 hrs	\$0	\$18,720	\$18,720	\$18,720	0%	\$0	\$18,720																												
27	Campaign close	0 hrs	\$0	\$0	\$0	\$0	0%	\$0	\$0																												
28	<b>Debrief Phase</b>	<b>24 hrs</b>	<b>\$0</b>	<b>\$656</b>	<b>\$656</b>	<b>\$656</b>	<b>0%</b>	<b>\$0</b>	<b>\$656</b>																												
29	Measure goals	16 hrs	\$0	\$416	\$416	\$416	0%	\$0	\$416																												
30	Notify/debrief stakeholders	8 hrs	\$0	\$240	\$240	\$240	0%	\$0	\$240																												
31	<b>Project Management</b>	<b>656 hrs</b>	<b>\$0</b>	<b>\$19,680</b>	<b>\$19,680</b>	<b>\$19,680</b>	<b>0%</b>	<b>\$0</b>	<b>\$19,680</b>																												

Jada Williams, PM  
 Project: Clean Details Budget  
 Date: Sun 3/22/20 11:11 PM

Task		Inactive Task		Manual Summary Rollup		External Milestone	
Split		Inactive Milestone		Manual Summary		Deadline	
Milestone		Inactive Summary		Start-only		Progress	
Summary		Manual Task		Finish-only		Manual Progress	
Project Summary		Duration-only		External Tasks			



Clean Details: Budget & Gantt Chart



Jada Williams, PM  
 Project: Clean Details Budget  
 Date: Sun 3/22/20 11:11 PM

Task		Inactive Task		Manual Summary Rollup		External Milestone	
Split		Inactive Milestone		Manual Summary		Deadline	
Milestone		Inactive Summary		Start-only		Progress	
Summary		Manual Task		Finish-only		Manual Progress	
Project Summary		Duration-only		External Tasks			

Clean Details: Budget & Gantt Chart

	Task Name	Work	Fixed Cost	Total Cost	Baseline Cost	Cost	% Complete	Actual Cost	Remaining	Apr 6 '20							Apr 13 '20							Apr 20 '20							Apr 27 '20						
										S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F
32	PLOMinG	656 hrs	\$0	\$19,680	\$19,680	\$19,680	0%	\$0	\$19,680	[Orange bar representing 100% completion]																											

Jada Williams, PM  
 Project: Clean Details Budget  
 Date: Sun 3/22/20 11:11 PM

Task		Inactive Task		Manual Summary Rollup		External Milestone	
Split		Inactive Milestone		Manual Summary		Deadline	
Milestone		Inactive Summary		Start-only		Progress	
Summary		Manual Task		Finish-only		Manual Progress	
Project Summary		Duration-only		External Tasks			

Clean Details: Budget & Gantt Chart

Task Name	Work	May 4 '20				May 11 '20				May 18 '20				May 25 '20				Jun 1 '20				Jun 8 '20				Jun 15 '20				Jun 22 '20				Jun 29 '20															
		T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S		
32 PLOMing	656 hrs	[Orange bar representing 656 hours across the period]																																															

Jada Williams, PM  
 Project: Clean Details Budget  
 Date: Sun 3/22/20 11:11 PM

Task		Inactive Task		Manual Summary Rollup		External Milestone	
Split		Inactive Milestone		Manual Summary		Deadline	
Milestone		Inactive Summary		Start-only		Progress	
Summary		Manual Task		Finish-only		Manual Progress	
Project Summary		Duration-only		External Tasks			


Clean Details: Budget & Gantt Chart

	Task Name	Work	Jul 6 '20		Jul 13 '20		Jul 20 '20		Jul 27 '20		Aug 3 '20		Aug 10 '20		Aug 17 '20		Aug 24 '20		Aug 31 '20							
			S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	
32	PLOMinG	656 hrs																								


Jada Williams, PM  
 Project: Clean Details Budget  
 Date: Sun 3/22/20 11:11 PM


Task		Inactive Task		Manual Summary Rollup		External Milestone	
Split		Inactive Milestone		Manual Summary		Deadline	
Milestone		Inactive Summary		Start-only		Progress	
Summary		Manual Task		Finish-only		Manual Progress	
Project Summary		Duration-only		External Tasks			

## [Clean Details] Team Performance Improvement Plan (TPIP)

<b>Teammates</b> 	<b>Position</b>	<b>Skills &amp; Knowledge</b>	<b>Motivated By</b>	<b>DiSC</b>	<b>MBTI</b>	<b>Conflict Resolution Style</b>	<b>Communication Preference</b>
Jada Williams	Project Manager	BA-Entertainment Business, Adobe	Pleasing people	ISDC	ESFJ	Compromising-Fox	Email, In person
Elle Catron	Photo Editor	Basic photography, Adobe	Exceeding expectations	SICD	ISFJ	Avoiding-Turtle	Email, text
Phillip Smith	Photographer	10+ years of experience, various certifications	Producing good work	DSIC	ENTJ	Competing-Shark	In person
Maggie Williams	Marketing Manager	MBA, 5 years marketing experience	Money	ICSD	ESTP	Compromising-Fox	Email, In person

## [Clean Details] Team Performance Improvement Plan (TPIP)

<b>Teammates</b> 	<b>Perceived Strengths</b>	<b>Possible Weaknesses</b>	<b>Time Management</b>	<b>Promote &amp; Measure Performance Improvement With Leadership Styles</b>	<b>Teammate's Performance</b>
Jada Williams	Good work ethic	Forgetful	Easily Distracted	Democratic	5. Outstanding! 😊
Elle Catron	Produces quality work	Timid, doesn't speak up	Never say no, timely	Affiliative	5. Outstanding! 😊
Phillip Smith	Self starter	doesn't play well with others	Fire Fighter, punctual	Coercive (Commanding)	5. Outstanding! 😊
Maggie Williams	Team player	Can be overbearing	Underestimator	Coaching	5. Outstanding! 😊

<p><b>Quality Planning</b></p> 	<ul style="list-style-type: none"> <li>• <b>Phase 2:</b> Design - Our marketing plan is a visual campaign so it is one our requirements that every aspect of the campaign has the same look and feel visually.</li> <li>• <b>Phase 3:</b> Develop - Our message is important and we want to make sure customers arent confused by visual aspects.</li> <li>• <b>Phase 4:</b> Detect (Test) - We will be utilizing several different platforms for this campaign. It is important to make sure all of our posts fit that platform's formatting requirements.</li> <li>• <b>Phase 5:</b> Deliver - The overall goal of this campaign is to drive a .71% average conversion rate across platforms.</li> </ul>
<p><b>Assign Quality Roles</b></p>	<ul style="list-style-type: none"> <li>• <b>Phase 2:</b> Design - Phil the photographer will make sure all phoos follow a cohesive plan, so that they are similar visually.</li> <li>• <b>Phase 3:</b> Develop - Elle, the photo editor will be in charge of making sure al of the photos and design aspects are continuous and similar in style.</li> <li>• <b>Phase 4:</b> Detect (Test) - Maggie, the marketing manager will review marketing materials to make sure they fit not only visually but also convey our marketing message, leading us to our goal.</li> <li>• <b>Phase 5:</b> Deliver - Jada, the PM will use the Plan, Do, Check, Act model to monitor social posting throughout the campaign and work with team to adjust where needed.</li> </ul>
<p><b>Quality Assurance (QA)</b></p>	<ul style="list-style-type: none"> <li>• <b>Phase 2:</b> Design - Phill will plan out the photoshoot, making sure to plan model outfits and locations that are similar.</li> <li>• <b>Phase 3:</b> Develop - Elle will conduct performance reviews to make sure that all assets are within the style guidelines.</li> <li>• <b>Phase 4:</b> Detect (Test) - Maggie, our marketer will use the 0-50-100 rule to keep the team on task &amp; make sure all work (even if it has to be redone) will be done in a timely manner &amp; following the formatting set for it.</li> <li>• <b>Phase 5:</b> Deliver - Jada, the PM will lead ateam meeting going over the campaign together to make sure eveeeryone is in agreeance that it is the best version of the campaign it can be.</li> </ul>
<p><b>Quality Control (QC)</b></p>	<ul style="list-style-type: none"> <li>• <b>Phase 2:</b> Design - Anything that doesn't fit the design aesthetic set, will be discarded and not used so as to make sure we are sending a clear brand message.</li> <li>• <b>Phase 3:</b> Develop - If an asset doesn't fall within the style guide, Elle will redesign or send back to the designer for redesign to ensure easy understanding.</li> <li>• <b>Phase 4:</b> Detect (Test) - Maggie will use social media aggregation software to schedule posts. This software will report back if there is an issue with formatting.</li> <li>• <b>Phase 5:</b> Deliver - Jada will monitor comment sections, conversion rates and consult with the team should any adjustments need to be made.</li> </ul>

# Team Project Agreement (TPA)

It isn't required to fill out the TPA but it has to be included into your Comprehensive PM Plan (week 4). You can use the TPA when you communicate and collaborate with future team projects. Delete all of this blue text before submitting this TPA.

Team Name: \_\_\_\_\_  
Project Name: \_\_\_\_\_

## Team Member's Contact Information

Member's Name	Personal and Alternative Emails	Social Media, Discord, Trello, Skype	Phone Number(s)

## Communication and Accountability

Member's Name	Best Available Days & Times (Be specific)	State or Country & Time Zone

## Conflict Resolution

Possible (Future) Conflicts	What are the specific steps to resolve the problem?
(e.g.) Teammate not responding	(e.g.) Contact teammate multiple times via multiple platforms--email, phone, Twitter, Facebook, Google Hangouts,

*If true, sign or initial that you helped with and agree with this TPA. (e.g. L.F., R. S., B.N., F.S., D.C.)*

I helped my team with this Team Project Agreement (TPA) and I agree with it \_\_\_\_\_  
I will do my best to abide by this TPA and the Work Breakdown Structure for this project \_\_\_\_\_

## Meeting Management Basics

Agenda \_\_\_\_\_  
Frequency, date, time, location \_\_\_\_\_  
Attendees--facilitator, note-taker, etc. \_\_\_\_\_  
Delegated or volunteered action items \_\_\_\_\_  
Minutes: \_\_\_\_\_

# [Clean Details] Resources



Week 1 References	Week 1 (in-text) Citations
Spacey, J. (2017, October 23). 14 Examples of Acceptance Criteria. Retrieved March 8, 2020, from <a href="https://simplicable.com/new/acceptance-criteria-examples">https://simplicable.com/new/acceptance-criteria-examples</a>	<b>Success Criteria:</b> Look & feel – make sure the feel of the brand is the same across platforms and throughout the campaign. (Spacey, 2017).
Schallon, L. (2019, February 25). Celebrities Can't Get Enough of This Hair Trend Right Now. Retrieved March 8, 2020, from <a href="https://www.glamour.com/gallery/hair-ribbon-bow-ideas">https://www.glamour.com/gallery/hair-ribbon-bow-ideas</a>	<b>Project Description:</b> . This trend has also been highlighted among celebrities in the recent years, as pointed out in a 2019 vogue article ( <a href="#">Schallan, 2019</a> ).
West, C. (2020, January 27). 6 standout social media marketing examples to inspire your strategy. Retrieved March 8, 2020, from <a href="https://sproutsocial.com/insights/social-media-marketing-examples/">https://sproutsocial.com/insights/social-media-marketing-examples/</a>	<b>Value Proposition(s):</b> According to a 2020 sprout social article “Powerful visuals help sell products by enticing the prospective consumer to make a purchase” ( <a href="#">West, 2020</a> ).
Hair Accessories, Bow Clips and Floral Sashes by EmmaBeanBowtique. (n.d.). Retrieved March 8, 2020, from <a href="https://www.etsy.com/shop/EmmaBeanBowtique?ref=search_shop_redirect">https://www.etsy.com/shop/EmmaBeanBowtique?ref=search_shop_redirect</a>	<b>Model Project (Scope):</b> A similar product can be found at <a href="#">Emma Bean Bowtique</a> .

Week 2 References	Week 2 (in-text) Citations
Shaheen, J. (2015, January 13). Multi-Channel Marketing: How Long Should Campaigns Last? Retrieved March 15, 2020, from <a href="https://technologytherapy.com/long-multi-channel-advertising-campaigns-last/">https://technologytherapy.com/long-multi-channel-advertising-campaigns-last/</a>	<b>Duration:</b> The deal run time for a marketing campaign is 45 days, just over 6 weeks, giving people enough time to process the campaign and recognize it but not so much time that it becomes stale (Shaheen, 2020).
Sprout Social. (2019, September 6). Social Media Advertising & Paid Social Guide. Retrieved March 15, 2020, from <a href="https://sproutsocial.com/insights/topics/social-media-advertising/">https://sproutsocial.com/insights/topics/social-media-advertising/</a>	<b>Task:</b> Plan editorial Calendar – 7 days. I made this task take longer because according to a sprout social article (2019), there are many facets to social media marketing that can change depending on which platform is being used.
Why Hire a Certified Professional Photographer (CPP)? (n.d.). Retrieved March 15, 2020, from <a href="https://www.ppa.com/cpp-only-section/why-hire-a-certified-professional-photographer-cpp">https://www.ppa.com/cpp-only-section/why-hire-a-certified-professional-photographer-cpp</a>	<b>Resource (Work/Labor/Stakeholder):</b> Hiring a professional, certified photographer is important because they have the technical training to back up their personal skill & creativity (ppa, 2020).
Dropbox Business Review. (n.d.). Retrieved March 15, 2020, from <a href="https://reviews.financesonline.com/p/dropbox-business/">https://reviews.financesonline.com/p/dropbox-business/</a>	<b>Resource (Material or Equipment):</b> The reason I chose Dropbox Business specifically is because it has unlimited space, and unlimited file recovery & version history(finances Online, 2020). This will be helpful when sharing large files such as videos with the team & when reviewing posts

## [Clean Details] Resources

Week 3 References	Week 3 (in-text) Citations
Verzuh, E. (2015). <i>The Fast Forward MBA in Project Management, 5th Edition</i> . John Wiley & Sons.	<b>Risk Management (Risk):</b> “Managing the small risks as well as the big ones means that little things are less likely to trip you up. (Versuh, 2005).” It isn’t a big deal if Hoostuite or whichever aggregator doesn’t post the scheduled post but it’s a small thing that if prepared ofr properly, wont becoe a big issue.
Sandman, P. M. (2007, June 7). Why talk now? The case for communicating with employees before the pandemic arrives. Retrieved March 22, 2020, from <a href="http://www.cidrap.umn.edu/news-perspective/2007/06/why-talk-now-case-communicating-employees-pandemic-arrives">http://www.cidrap.umn.edu/news-perspective/2007/06/why-talk-now-case-communicating-employees-pandemic-arrives</a>	<b>Risk Management (Severity or Warning Sign):</b> Global Crises happen without warning and can happen at any time. Being prepared before it happens can put employees at ease and keep their trust in you as an employer “At the very least, they need to know that you have one [a plan]” (Sandman, 2007).
(n.d.). Retrieved March 22, 2020, from <a href="https://www.payscale.com/mypayscale.aspx?surveyId=8f9b7cac-e991-4e21-8c01-0ae6a5e7180d&amp;tab=personal">https://www.payscale.com/mypayscale.aspx?surveyId=8f9b7cac-e991-4e21-8c01-0ae6a5e7180d&amp;tab=personal</a>	<b>Budget (Work/Human Resource Cost):</b> Maggie the Marketer has 5 years of experience in the Social Media Marketing world, sh will be our Social Media manager, according to payscale her market value is \$41K per year. I found her hourly rate by divin 41,000 by 52 (weeks in a year) then by 40 (hours per week). That came out to \$22 per hour.(payscale, nd)
Mac vs PC Pros and Cons. (2017). Retrieved March 22, 2020, from <a href="https://www.crucial.com/articles/mac-users/mac-vs-pc-the-pros-and-cons">https://www.crucial.com/articles/mac-users/mac-vs-pc-the-pros-and-cons</a>	<b>Budget (Material or Equipment Resource Cost):</b> Because we are using a highly digital distribution method, it is important to make sure we’re using cuttingedge equipment. “Macs tend to have new innovations incorporated into their design faster than PCs. (crucial.com, 2017).

Week 4 References	Week 4 (in-text) Citations
Entrepreneur Personality. (2020). Retrieved March 29, 2020, from <a href="https://www.16personalities.com/estp-careers">https://www.16personalities.com/estp-careers</a>	<b>MBTI Position Fit:</b> “This social intelligence, combined with Entrepreneurs’ natural boldness and improvisational skill, makes sales, business negotiations, marketing, even acting... a great fit. (16Personalities.com, 2020) Maggie’s personality makes her a perfect fit for marketing manager as she is willing to take risks but also won’t make herself or us look bad in the process.
Conflict Styles Assessment. (2017, April 17). Retrieved March 29, 2020, from <a href="https://www.usip.org/public-education/students/conflict-styles-assessment">https://www.usip.org/public-education/students/conflict-styles-assessment</a>	<b>Conflict Resolution Style:</b> Phil’s conflict resolution style was listed because of the results from the conflict resolution quiz he took.
In Q4, Social Media Drove 31.24% of Overall Traffic to Sites [REPORT]: Content Marketing Blog. (2015, February 9). Retrieved March 29, 2020, from <a href="https://www.shareaholic.com/blog/social-media-traffic-trends-01-2015/">https://www.shareaholic.com/blog/social-media-traffic-trends-01-2015/</a>	<b>Quality Requirements:</b> The quality requirements were set based off of industry standards reported by Shareaholic.com in 2015. Though these numbers were reported 5 years ago, they are still valid today as seen by industry leaders such as ad week referencing them as late as late 2019.
Verzuh, E. (2015). <i>The Fast Forward MBA in Project Management, 5th Edition</i> . John Wiley & Sons.	<b>Quality Assurance:</b> In Chapter 16, Verzuh references the 0-50-100 rule when tracking progress. This will help with monitoring QA because if we can catch any problems before the task is finished, it will save us time and keep us on schedule.

(Source: Adobe stock)

# [Clean Details]

## Project Management (PM) Plan



*I mean, it's clean.*

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**Thanks for your time and consideration!**

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