

## Project Initiation Document (PID).

Project Name: DIT Mobile App Update  
Project ID/ No: DIT-CRM/980015  
Project Manager: Ese Elakama  
Date: 05/11/2022  
Version: v1.0

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## **1. Project Background / Introduction**

Digital Infotech Agency was established in 2019 just after the covid-19 pandemic. The business saw an opportunity where 56% of most businesses moved online to have an online presence.

The business created its own digital platform (website) and proceeded in getting other external clients on board to develop their own business websites.

The customer services team are overwhelmed with calls from business customers/ users calling in to speak with the customer services team to ask questions that could be easily be answered online if there were materials available on the mobile app to address such questions.

The idea is to create a solution that will see a drop in call rates from customers into the customer services team.

## **2. Project Benefits**

By updating the mobile app of the digital platform, the update will enable the customers to:

- find answers to frequently answered questions
- reduce the pressure on the customer services team by receiving less calls from customers on questions to be updated on the website

## **3. Project Scope**

The project aims to update the mobile app of the business by:

- Create a new customers Question & Answer page
- Updating the background color on all pages of the mobile app

## **4. Constraints and Assumptions**

### **a. Project Constraints**

The following are the constraints to delivering the Online Payment Integration portal project:

- A short delivery period of 12 months to update the mobile app,

### **b. Project Assumptions**

The following are the assumptions for updating the mobile app for digital infotech IT:

- Updating the mobile app will not disrupt Business As Usual (BAU).
- Update to the mobile app will have no impact to iOS users.

## 5. Project Plan

Detailed schedule and project plan will be available in the Project Plan document.

## 6. Project Methodology

The project methodology to be used in delivering an updated mobile app will be Waterfall & Agile Methodologies, respectively.

## 7. Critical Success Factors

The CSF for delivering an updated contact page on Digital Infotech's website are:

- To ensure an updated mobile app is developed.
- To ensure the updated mobile app is made available to the public before the 1<sup>st</sup> of October 2023
- All changes are to be visible on all iOS and android devices.

## 8. Risks – analysis, prevention, management, and monitoring

See RAID LOG document

## 9. Reporting

The Business Analyst (BA) will escalate any unresolved issue(s) to the Project Manager (PM).

## 10. Project sponsor

Mark Hales is the Project Sponsor.

## 11. Stakeholder List

Name	Role	Approval/ Review/ Information
Mark Hales	Project sponsor	Review/ Approval
Gary Wayte	Head Sales	Review/ Approval
Angela Edwards	Head Marketing	Review/ Approval
Simon Young	Head of IT Commercials	Review

## 12. Glossary of terms

<b>Term</b>	<b>Definition</b>
CRM	Customer Relationship Management
PM	Project Manager
PML	Platinum M3dia London Ltd

## 13. Version Control

<b>Version</b>	<b>Reason for change</b>	<b>Date</b>
V 0.1	Creation of PID by Ese Elakama	15/10/2022
V 0.2	Review of PID by Project Sponsor	2/11/2022
V 1.0	Approval received from project sponsor	5/11/2022