



S.M.I.L.E PROJECT STATEMENT OF WORK

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Introduction

The purpose of this Statement of Work, SOW, is to define the responsibilities, deliverables, assumptions, constraints, application development process, obligations, and project management methodology for the *Servers Manifesting Incredible Legendary Experiences* Project, S.M.I.L.E. From this point forward, *Norm's* will be known as the Customer. From this point on, *Pennington Enterprises* will be known as the Partner.

Purpose/Focus of Project S.M.I.L.E

Norm's is a white tablecloth steak restaurant that caters to various customers. By examining customer feedback, return rates, and even employee satisfaction and retention, it is apparent that Norm requires a training module that will be used to retrain and onboard new employees that have positions that place them in the bar/lounge area. This training module will address job duties and performance inconsistencies by creating standardized protocols. The employees required to complete the modules include bartenders, managers, food expeditors, cocktail wait staff, and bussers. The modules will be a combination of independent and hands-on instruction. Upon completion of the module, the team is better prepared to serve the customer with consistent drink and food preparation practices, interactions with the patrons, and an understanding of the company and the opportunities for professional growth within the organization. The desired outcome of this training is a ten percent improvement in the feedback scores left on social media and through voluntary surveys completed by patrons. Furthermore, feedback will be collected from the employees before, during, and after the completion of the modules to ensure that the needs of the employees are being addressed. *Pennington Enterprises* will provide end-to-end mobile application development services to

Norm's. Pennington Enterprises will work with key stakeholders to develop a series of instructional modules to meet the business objectives of Norm's, which is a 10% improvement in the overall satisfaction rating of both customers and employees.

- Survey – design, deployment, analysis
- Training Course – design, prototyping, review, deployment
- Comparative Study – data review, trend analysis

Main Project Requirements

- Identify stakeholder requirements
- Document stakeholder needs and expectations
- Develop an action plan with milestones and deliverable dates
- Manage requirements and progress throughout the project

Objective

The S.M.I.L.E Project has the following terminal objective:

Norm's management strategies increase overall employee and customer satisfaction at Norm's by a value of 10%

Scope

Upon completion of the modules, the employees will be able to:

1. Describe the Core Values and Structure of Norms (can embed this into the units)
2. Communicate an understanding of your role within the Norm's including the road to management within the organization
3. Effectively follow the outlined procedures for opening and closing the Bar (prep work/stocking)
4. Demonstrate effective food service procedures (set-ups and what goes with this)
5. Successfully wait on customers (customer interactions/professionalism)
6. Consistently follow the mixology standards and measurements (glasses/prep)

Roles and Responsibilities

Primary stakeholder Norm's Responsibilities

- The role of the Norm's will be to:
- Provide information to the design team regarding current onboarding requirements
- Provide support for the deployment and implementation of the program
- Provide tools and resources to aid staff with the facilitation of the onboarding program

Project manager responsibilities:

- Ensures that the project team meets deadlines by managing the scope and budget.
- Responsible for all project management tasks and activities.
- Accountable for the development and management of the overall project plan.
- Reports progress to the project sponsor and report feedback to the project team.
- Addresses issues that arise to ensure the successful completion of the project within the time frame.

SME responsibilities:

- Assist with defining the processes and policies and supply procedural regulations.
- Accurately represent the facility maintenance needs to the project team.
- Bring information about the project back to the team for feedback and revision.
- Provide feedback for test cases and scenarios and may also validate results.
- Provide input and execute user documentation and training materials.
- Test the product(s) or service(s) towards the end of the project/program (user acceptance testing), using and evaluating it for accuracy and usability, and providing feedback to the project team.
- Ensure the content is accurate.
- Assist with resolving any issues related to the project goals within their area of expertise.

Planning and Implementation Team

- Contributing to overall project objectives
- Completing individual deliverables

- Contributing expertise to establish and meet business needs

Instructional Designer

- Collaborate with the SME
- Define the scope and sequence of the course
- Define the learning objectives based on the project goals
- Develop a method of assessing the project from start to finish
- Collaborate with the multimedia specialist to create storyboards, graphic materials, videos, scripts

Social media coordinator/Multimedia Specialist

- Produce content that communicates the vision for the project
- Schedule and manages the release of information via email, Twitter, text messaging, and other communication methods.

UX Facilitator

- Plan and conduct user research
- Interpret data and feedback
- Report feedback to the project manager
- Create user stories, personas, and storyboards
- Conduct usability testing.

Development Timeline

Deliverable	Description	Due Date	Responsible Party(ies)
Statement of Work	Outlines the purpose of the project, the way the project will be structured and how it will be successfully implemented	8/1/2022	Norm's management and Pennington Enterprises

Project SharePoint Site and/or Primavera Project	Site to communicate current information related to the project	7/29/2022	Norm's management and Pennington Enterprises
Communication Plan	Outlines project participants' roles and responsibilities in reviewing, approving, and disseminating information about crucial project processes, events, and documents.	8/1/2022	Norm's management and Pennington Enterprises
Status Reports	Status Reports as established within the communication plan	Weekly from start of project	Pennington Enterprises
Activities, Schedule & Resources/Personnel (ASR)	<p>Project Plan, Timeline, or Schedule used to guide project execution and control reflecting assignment of personnel on scheduled activities, cost, scope, and established baselines.</p> <p>It can be delivered as a Microsoft Excel workbook with a tab for each item or as separate lists within a SharePoint Project Site.</p>	Ongoing	Norm's management and Pennington Enterprises
Issue Tracking Log	The issue tracking log of ongoing and closed issues. It will be used to order and organize issues by type and severity to prioritize problems associated with the recent milestones	Ongoing-Daily for duration of development	Pennington Enterprises
Action Items Log	A log of documented events, tasks, activities, or actions that needs to take place.	Ongoing-Daily for duration of development	Norm's management and Pennington Enterprises
Financial Budget Plan	Expense details of the project	9/5/2022	Norm's management and Pennington Enterprises

Project Phase/Process Check Point	Used to formally request approval to proceed to the next phase/process of a project.	Weekly-Friday	Norm's management
Project Closure Form	Provides confirmation that the quality criteria for the project deliverables have been met and requests approval from the Project Sponsor to formally close the project.	9/25/2022	Norm's management and stakeholders
After Action Report (Lessons Learned)	Identifies processes and actions that worked well as well as addressing problematic issues and needs for improvement and proposing measures to counteract problematic issues for future revision of the S.M.I.L.E project	12/31/2022	Norm's Management

Potential Financial Analysis

Project Phase	Description	Total Estimated Costs (USD)
Knowledge Gap Survey	Create and survey current employees who work in the lounge to identify gaps in knowledge	Gratis Pennington Enterprises
Training Program	Design and deploy a course for all Cocktail/Bar Staff, including management-level positions. Annual updates to the course are also included in this phase.	Gratis Pennington Enterprises except: Norm's will be using an existing Learning Management System to host the modules Updates will be completed by the management leadership team

Comparative Study	Create and conduct a post-deployment comparative study to determine the effectiveness of the S.M.I.L.E program	This will be completed by the management team as an assigned duty
	Total Estimated Budget	

Project Deliverables

Deliverable	Responsible Party	Recipient	Recurrence
Survey design for review	Designer	Norm's Management and SME	Once
			Start of project
Survey design review comments for adjudication	Norm's Management	Designer	Once
Completed survey design for deployment	Designer	Norm's Management	Once at the Start of the Project
Survey analysis report	Designer	Norm's Management	Once
Training course design for review	Designer	Norm's Management	Once
Training course design review comments for adjudication	Norm's Management	Designer	Once
Training course prototype for review and testing	Norm's Management, Stakeholders, and SMEs	Designer	Once
Prototype review and testing comments for adjudication	Norm's Management	Designer	Once
Prototype testing report	Designer	Norm's Management, Stakeholders, and SMEs	Once

Completed training course for review	Designer	Norm's management, Stakeholders, and SMEs	Once Start of project
Training course review comments for adjudication	Norm's Management	Designer	Once Start of project
Completed training course for deployment	Designer	Norm's Management	Once Start of project
Updates to training modules, as needed	Norm's Management, SMEs	Norm's Stakeholders	Semi-annually
Comparative study design for review	Created by Designer by delivered by Norm's Management	Norm's	Annually
Comparative review comments for adjudication	Norm's Management	Norms Stakeholders	Annually
Completed comparative study for deployment	Norm's Management	Norm's Stakeholders	Annually
Comparative study results report	Norm's Management	Norm's Stakeholders	Annually

Assumptions

- To achieve the stated objectives, the project will be appropriately funded for the twelve-month contract period.
- Survey and training course designs will be reviewed and approved by the primary stakeholder of Norm's.
- The course will be redeployed with any necessary after a review and the integration of yearly updates by the management team at Norm's.
- After deployment, the course will be available for all staff via an online employee portal.

- Management will serve as the training facilitator and create additional resources to aid staff.

Constraints

- The successful deployment of the course alone cannot guarantee a significant increase in the customer and employee satisfaction score. Retraining will be required as needed to ensure consistent SOPs.
- This project scope only includes updates to the program every twelve months. Norm's is responsible for making any changes to SOPs not covered by the scheduled updates to staff.

Communications Management

This communications plan aims to establish the expectations for deliverable materials throughout the project. Pennington Enterprises CMP defines the framework for communication for the duration of the design and implementation process. This plan will ensure that the project progresses by facilitating the links among people, ideas, and information necessary for project success. The intended audience of the Pennington Enterprises CMP includes the project manager, design team, executive project sponsor, and additional stakeholders at Norm's.

Legal and Ethical Issue/Compliance Management

There are several compliance issues to address in the lead to the project launch. This may include the use of trademarks within the content. As well as ensuring the course complies with the Americans with Disability Act (United States Department of Justice Civil Rights Division. These issues will be addressed in the following manner:

1. The regulating guidelines shall use the use of any federally trademarked symbols. The course will include an accessibility statement following procedures outlined by W3C WAI (2021). This statement shows users a steady commitment to accessibility and social responsibility. It offers all users that you care about accessibility and their needs.
2. The creation and implementation of the learning course will require that it meets ADA requirements as they pertain to visually and auditory-impaired users. A compliance checklist will be created and maintained for this purpose.
3. The organization must appoint 1-2 employees to regularly check and maintain course compliance.

ADA Checklist

- Inclusion of an accessibility statement- provides information to users about the accessibility of the course content. Demonstrates commitment to accessibility.
- Includes a commitment to accessibility for people with disabilities. Accessibility standard applies to the course.
- Contact information for course designer in the event of user problems
- Technical information about supported web browsers
- The visual use of a screen reader
- Inclusion of ALT text: Descriptive, relevant, and understandable on images, graphs, and links
- Clearly and correctly listed headings
- Descriptive and contextualized link names
- Identify and review graphs, charts, and tables to ensure information reads accurately and in order.
- Execute forms to ensure items are correctly labeled with no barriers
- Navigate the layout from start to finish, checking for issues
- Audio- use of audio assistive technology
 - o Text captions that synchronize with video
 - o images/ audio tracks
 - o Audio descriptions of images: setting changes, gestures, or minute details.

- Acceptance – This must clearly outline the inspection requirements, testing and validation processes, approval process, client signoffs, and acceptance.

LETTER OF AGREEMENT

Client Name: Norm's

Name of Project: *Servers Manifesting Incredible Legendary Experiences* Project, S.M.I.L.E.

Date September 1, 2022

As promised, I have set out below a description of the services that I, Beth Pennington, will provide Norm's, together with our agreed-upon fees. I will provide the following services:

- A high-level training module that reaches the goals of the project:
 - a. Describe the Core Values and Structure of Norms (can embed this into the units)
 - b. Communicate an understanding of your role within the Norm's including the road to management within the organization
 - c. Effectively follow the outlined procedures for opening and closing the Bar (prep work/stocking)
 - d. Demonstrate effective food service procedures (set-ups and what goes with this)
 - e. Successfully wait on customers (customer interactions/professionalism)
 - f. Consistently follow the mixology standards and measurements (glasses/prep)
- Final delivery of high-quality modules with editing permissions transferred to Norm's

Please note that we have not agreed to these services:

- Software conversion (i.e., PDF or similar)
- Graphic changes or edits after feedback is received
- Yearly updates
- Hosting of the modules
- Analysis of data after completion of the project

Delivery Terms:

- Edits by Pennington's Enterprises will conclude on December 31, 2022
- The final product will be live by September 22, 2022

My fee for these services will be as follows:

- Gratis
- Additional expenses: No other costs are anticipated; no other fees will be charged by the designer
- Norm's assumes the cost of time for training and implementation of employees

I, Norm's, agree that the preceding statement of work and client agreement defines our mutual responsibilities concerning the S.M.I.L.E Project,

Manager (Client)

Designer