TV ONTARIO

PRESENTED BY :

SLEEP WITH EASE

PROJECT PLAN

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KICK-OFF MEETING AGENDA

Project: Product designed to promote better sleeping habits for children.
Venue: Room 2114, Seneca Polytechnic College @ York campus, Stephen E.Quinlan Building, 70 The Pond Rd, North York, ON M3J 3M6
Date: 24 November 2023
Start Time: 1:30 p.m.
End Time: 4:00 p.m.
Attendees:

- Professor Connie Sauernheimer, Consultant, Seneca Agency
- Syeda Aliya Jaffrey, Designer, Seneca Agency
- Safra Ducreay, Strategist, Seneca Agency
- Maniraj G Parthasarathy, Project Manager, Seneca Agency
- Terry Hudson, Director of Marketing, TVO
- Cynthia Thompson, Director of Product Acquisitions, TVO
- Sandra Bullet, Director of Retail Distribution, Loblaws, Shoppers Drug Mart
- Laura Syndical, Head of Research, Canadian Sleep Society
- Indiana Laines, Director of Engineering, Seneca Agency

Purpose: Introduction to the Project Plan, discuss L&D of product and product rollout from development to launch
Meeting Agenda

1. Welcome and Introductions
2. Stakeholder Roles & Responsibilities
3. Planned Involvement of Stakeholders
4. Project Summary
5. Work Approach
6. Task List
7. Deliverables
8. Timeline
9. Effort & Cost
10. Assumptions

External Stakeholders

External Stakeholders

TVO, the client, delivers impactful digital education products, in-depth current affairs, thought-provoking TVO Original documentaries, and award-winning TVOkids content.

Program stakeholders

- **Infants to Teens(Age 1 - 14 Yrs)** - Persons most impacted
- **Parents / Guardian / Caregivers (Aged anywhere from 18 Yrs to 70 Yrs)**: Primary feedback about sleep disorders came from child caregivers
- **Educators and childcare providers** Reported a reoccurring pattern of children having trouble sleeping during naptime.
- **Pediatricians and Sleep Specialists** Reported that parents needed help addressing sleep disorders.
- **Children Activists and Parent Bloggers** - Reporters who take the initiative to help address and reduce sleep disorders in children.

Partnership stakeholder

Loblaw Companies Limited is a Canadian franchise supermarket with 22 regional and market-segment banners, pharmacies, banking, and apparel.

Shoppers Drug Mart is a Canadian retail pharmacy chain in Toronto, Ontario. It has more than 1,300 stores in ten provinces and two territories. Owned by Loblaws.

Canadian Sleep Society is a national organization committed to improving sleep for all Canadians through support for research, promotion of high-quality clinical care, education of professionals and the public, and advocacy for sleep and sleep disorders medicine.

PROJECT STAKEHOLDERS

Internal Stakeholders

Project Managers organize, plan, and execute the project within budget and schedule constraints and ensure the project is completed on time.

Product Managers create the product vision, listen to customer feedback, translate it into features, prioritize them, and set user expectations.

The **research and development team** develops activities the companies undertake to innovate and introduce new products and services or to improve their existing offerings.

The **design and engineering team develops** a company's product design concepts.

The **marketing and communications team** handles various promotional materials and uses their communication skills and creativity to create engaging content and increase brand awareness.

PLANNED INVOLVEMENT

Core External Stakeholders

TVO, ensures end product aligns with the company's vision

Program stakeholders

- **Infants to Teens(Age 1 - 14 Yrs)** - Improved sleep
- **Parents / Guardian / Caregivers (Aged anywhere from 18 Yrs to 70 Yrs)**: Track the sleeping habits of children
- **Educators and childcare providers** Track and **r**eport improved performance in learning settings
- **Pediatricians and Sleep Specialists** Recommend, report and track children's overall mental health

Partnership stakeholders

Loblaw Companies Limited Ensure product is scalable

Shoppers Drug Mart Ensure product is accessible to wider audience

Core Internal Stakeholders

Project Managers

- Leads the project team allocated to the project, defines main guidelines, allocates project tasks, and motivates and monitors internal and external resources to accomplish all tasks and milestones.
- Defines all project plan documents, including scope and financial plans, schedule, and risk management plans.
- Effectively monitors and controls project progress, resource utilization, Financials, and risks.

Product Managers

- Launch new products and features, test their performance, and iterate quickly.
- Work collaboratively with engineering, marketing, legal, UX, and other teams on cutting-edge technologies.
- Develop solutions to problems by collaborating as needed across regions, product areas, and functions

The research and development team

- creating and developing new products to meet consumer needs
- contributing towards the planning, execution, and monitoring of testing a product
- redesigning and refining existing products
- meeting with other departments to discuss product concepts

The design and engineering team

- Utilize your proficiency in Figma to create high-fidelity wireframes, prototypes, and UI designs for web-based dashboards and other digital platforms.
- Contribute to creating and maintaining a cohesive and scalable design system that ensures consistency and enhances the user experience across various properties.

PROJECT SUMMARY

Goal

To create a scalable product that helps to improve sleeping habits and alleviate moderate sleep disorders.

Features

Blog

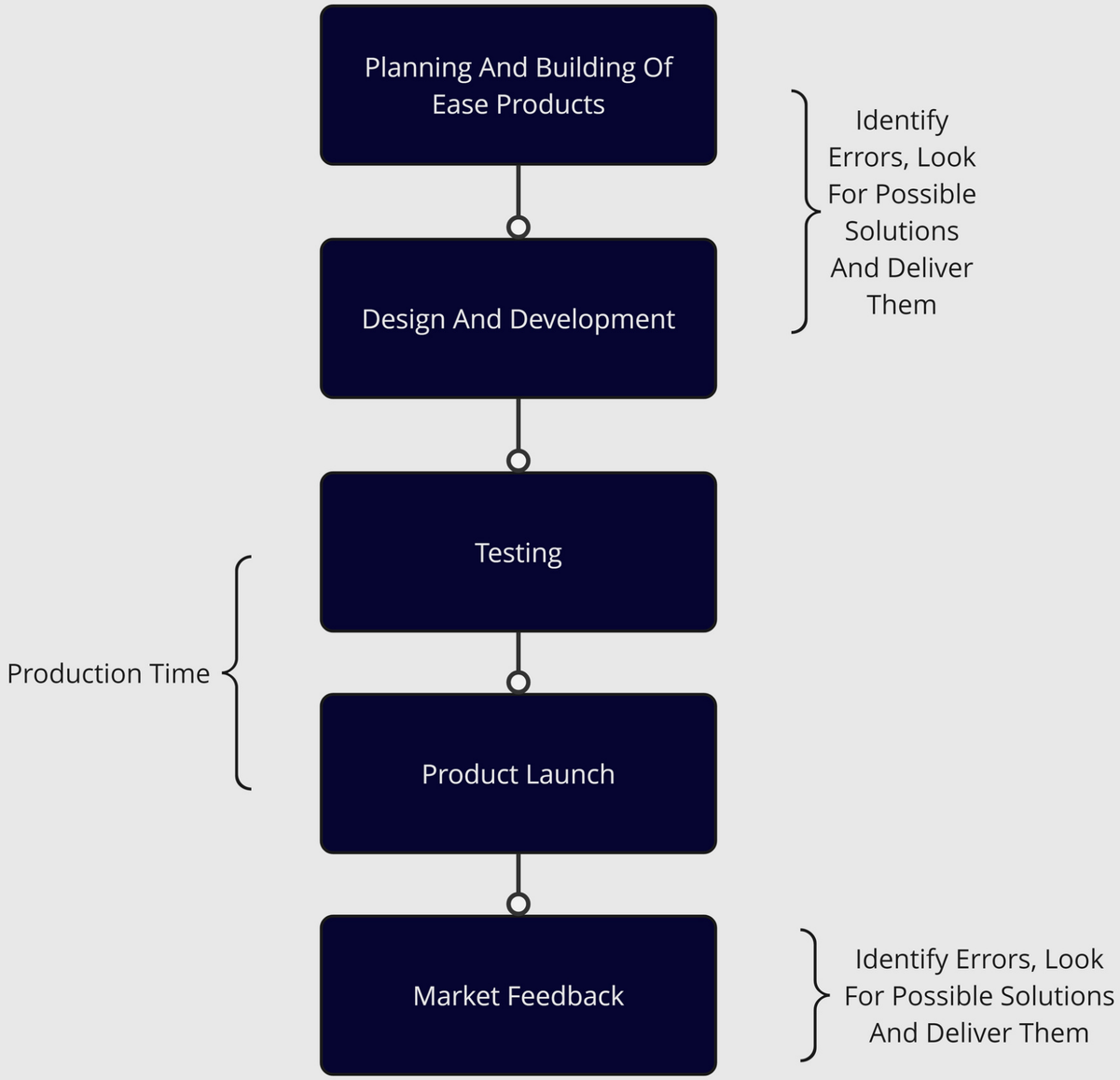
AI

Reports

- A blog section will have mothers and short story writers to create and share kid-friendly stories while having the opportunity to earn from their contributions.
- Like popular voice assistants like Alexa and ChatGPT, AI-powered interactive Features enable voice-based interactions and chat assistance.
- Displays what is Popular with Other Caretakers / Parents (More like Social media)
- Customizable Sleep Scheduling, allowing users to set personalized sleep timings.
- Narrating Bedtime Stories in customizable voices, including using parents' voices.
- Recommending result-oriented Sleep Schedules to improve sleep quality.

Key Demographics

- Infants to Teens(Age 1 - 14 Yrs) with mild to moderate sleep disorders or abnormal sleeping habits
- Gender Neutral
- Caretakers wishing to improve children’s sleeping habits



WORK APPROACH

TASK LIST

1) Research & Planning

- **Market Research:** Identify competitors and market trends for children's sleep aid products.
- **User Research:** Understand preferences of parents and children regarding sleep aids.
- **Requirements Gathering:** Define features for the interactive toy and the app.
- **Strategic Planning:** Develop a roadmap and project plan for efficient execution.

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2) Competitors Toys and Apps

- **Ideation and Design:** Developing ideas and design of the product.
- **Competitor Analysis:** Analyze competitors' products and features.
- **Technology Research:** Investigate emerging technologies for potential integration.

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3) Product Designing

- **Interactive Toy Design:** Design 3D model and AI features of the interactive toy.
- **App UI/UX Design:** Create wireframes and design the user interface for the app.
- **Integration Planning:** Plan for seamless integration between the toy and the app.
- **Prototyping:** Develop prototypes for both the interactive toy and the app.

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4) Development & Testing

- **Toy Manufacturing:** Collaborate with manufacturers for mass production.
- **App Development:** Code the mobile application with control and monitoring features.
- **Quality Assurance:** Ensure both the toy and app meet quality standards.
- **Iteration and Improvement:** Make necessary improvements based on testing feedback.

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5) Deployment & Post Launch Activities

- **Distribution:** Establish the sales channels of Toys in Popular marketplaces and TVO website.
- **App Deployment:** Launch the mobile app on relevant app stores.
- **User Training:** Create resources for parents and children on using the interactive toy and app.
- **Support and Maintenance:** Set up support systems and plan for ongoing maintenance

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6) Ideation & Planning

- **Feedback Analysis:** Analyze user feedback to identify areas for improvement.
- **Research and Development:** Stay updated on emerging technologies and user needs.
- **Iterative Enhancements:** Continuously iterate on features based on user feedback.
- **Market Trends Monitoring:** Monitor market trends for potential updates and enhancements.

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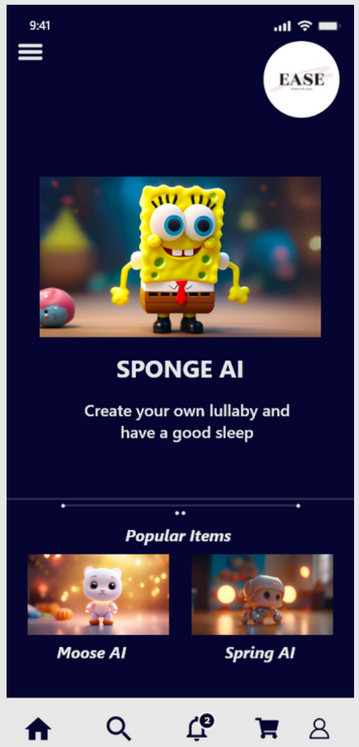
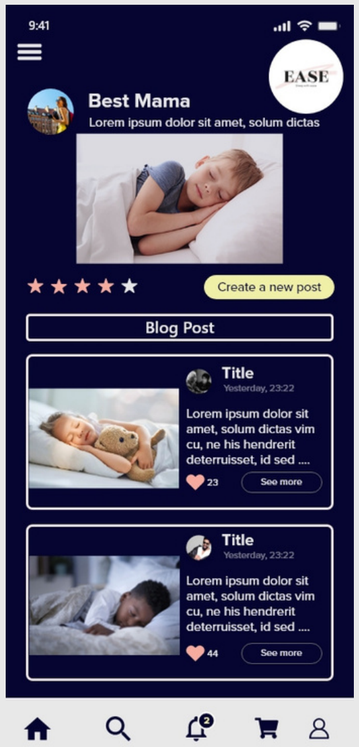
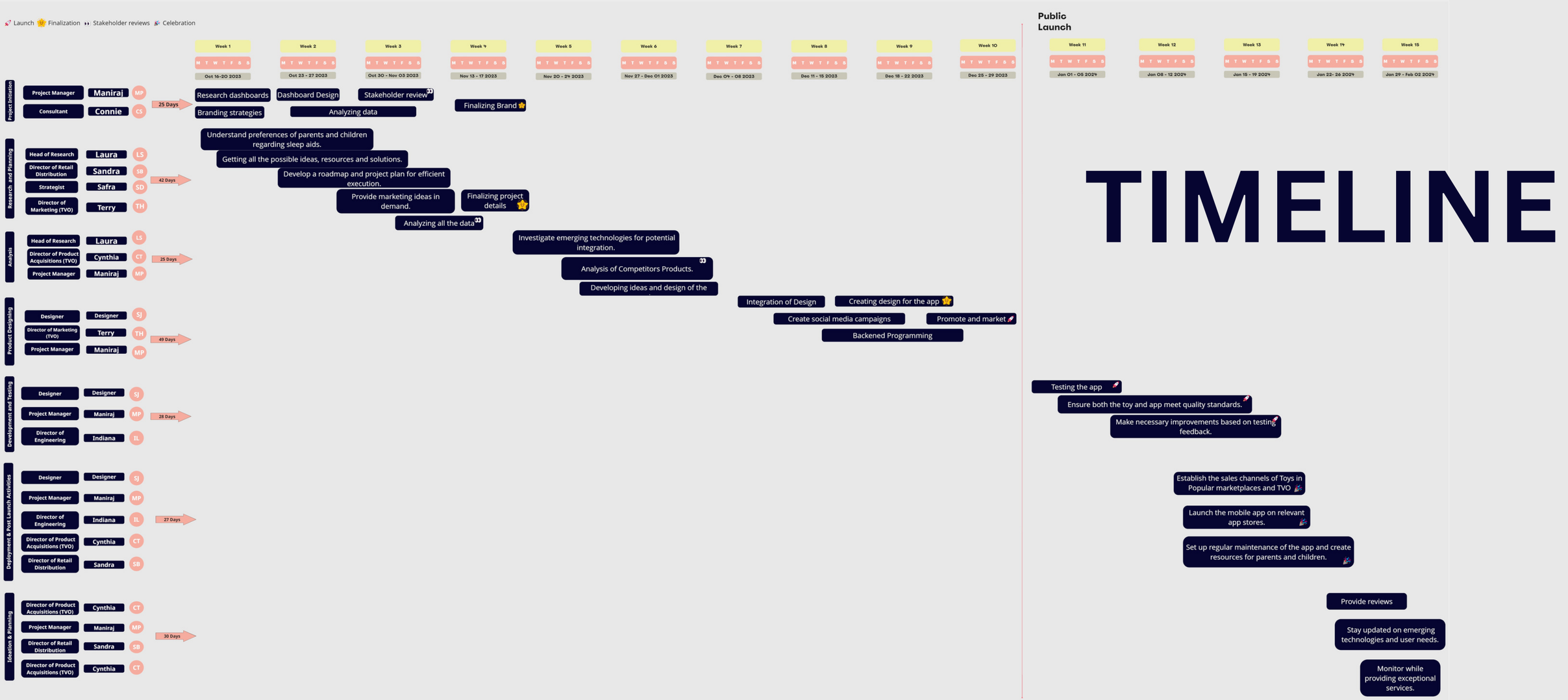
DELIVERABLES





- Project plan
- research
- user experience
- wireframes
- prototyping
- user interface
- development specifications
- testing and quality assurance
- testing
- product launch
- evaluation
- maintenance


Launch
Finalization
Stakeholder reviews
Celebration
Week 1
Week 2
Week 3
Week 4
Week 5
Week 6
Week 7
Week 8
Week 9
Week 10
Oct 16-20 2023
Oct 23 - 27 2023
Oct 30 - Nov 03 2023
Nov 13 - 17 2023
Nov 20 - 24 2023
Nov 27 - Dec 01 2023
Dec 04 - 08 2023
Dec 11 - 15 2023
Dec 18 - 22 2023
Dec 25 - 29 2023
Public Launch
Week 11
Week 12
Week 13
Week 14
Week 15
Jan 01 - 05 2024
Jan 08 - 12 2024
Jan 15 - 19 2024
Jan 22- 26 2024
Jan 29 - Feb 02 2024
Project Initiation
Project Manager
Maniraj
Consultant
Connie
25 Days
Research dashboards
Dashboard Design
Stakeholder review
Branding strategies
Analyzing data
Finalizing Brand
Research and Planning
Head of Research
Laura
Director of Retail Distribution
Sandra
Strategist
Safra
Director of Marketing (TVO)
Terry
42 Days
Understand preferences of parents and children regarding sleep aids.
Getting all the possible ideas, resources and solutions.
Develop a roadmap and project plan for efficient execution.
Provide marketing ideas in demand.
Finalizing project details
Analyzing all the data
Analysis
Head of Research
Laura
Director of Product Acquisitions (TVO)
Cynthia
Project Manager
Maniraj
25 Days
Investigate emerging technologies for potential integration.
Analysis of Competitors Products.
Developing ideas and design of the
Product Designing
Designer
Designer
Director of Marketing (TVO)
Terry
Project Manager
Maniraj
49 Days
Integration of Design
Creating design for the app
Create social media campaigns
Promote and market
Backened Programming
Development and Testing
Designer
Designer
Project Manager
Maniraj
Director of Engineering
Indiana
28 Days
Testing the app
Ensure both the toy and app meet quality standards.
Make necessary improvements based on testing feedback.
Deployment & Post Launch Activities
Designer
Designer
Project Manager
Maniraj
Director of Engineering
Indiana
Director of Product Acquisitions (TVO)
Cynthia
Director of Retail Distribution
Sandra
27 Days
Establish the sales channels of Toys in Popular marketplaces and TVO
Launch the mobile app on relevant app stores.
Set up regular maintenance of the app and create resources for parents and children.
Ideation & Planning
Director of Product Acquisitions (TVO)
Cynthia
Project Manager
Maniraj
Director of Retail Distribution
Sandra
Director of Product Acquisitions (TVO)
Cynthia
30 Days
Provide reviews
Stay updated on emerging technologies and user needs.
Monitor while providing exceptional services.

TIMELINE

EFFORT & COST

Development Cost: ($ 58,300)
AI & App Development

Manufacturing Cost: ($ 10,000)
Interactive Toy sample

Testing & Quality Assurance: ($ 50,000)
Toy Testing, App Testing, App Testing

Market Research: ($ 30,300)
Research Cost, Competitors Product Cost, Product Analysis Cost

Technology Cost: ($ 20,000)
Technology stack for app development, including any licensing fees or third-party integrations, Project Management Tool, Adobe subscriptions, and other software subscription.

Legal and Regulatory Compliance Costs: ($ 80,000)
Character License, App technology License, Third Party integration License

Design Cost: ($ 80,000)
Art & 3D Modelling of the Product and UI UX Design Cost

Marketing and Promotion Cost: ($ 150,000)
Online Marketing, Promotional Deals, Giveaways, Affiliate marketing, CPC marketing.

Operational Cost: ($ 60,000)
Management, Office Space, and Utilities costs

Miscellaneous Cost: ($ 70,000)
Consultancy, Travel and Accommodation costs, Meeting Costs, and other unforeseen challenges cost

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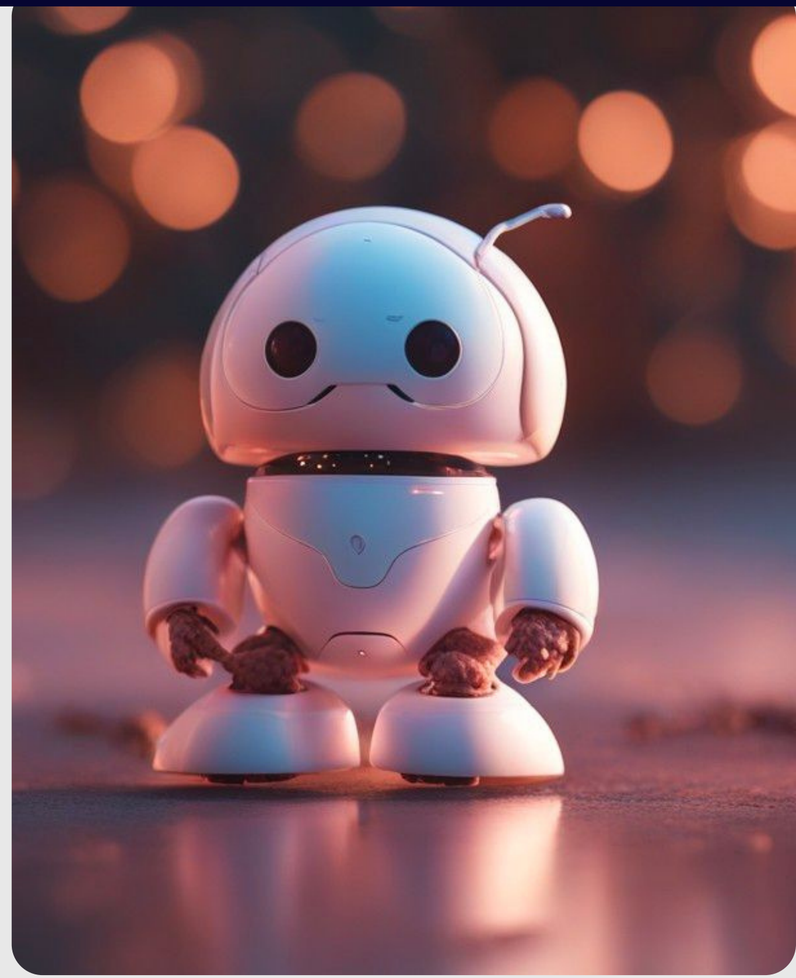
Total Cost: $ 608,600 (Six Hundred Eight Thousand and six hundred Dollars only)

Note: All $ mentioning Canadian Dollars Only

ASSUMPTIONS

- Skilled developers will be available for the entire project.
- Market demand for the interactive toy aligns with research findings.
- The chosen technology stack for app development remains stable.
- Users engage with the interactive toy and app as intended.
- The app complies with child safety and data protection regulations.
- Licensing is secured for selected toon characters.
- Cost estimates for manufacturing and development are accurate.
- Stakeholders provide timely feedback to avoid project delays.
- Bulk production will be initiate at expected time to launch.
- The project will be completed within the planned timeline.



RESOURCE PAGE

PRESENTED BY:

Syeda Aliya Jaffrey
Safra Ducreay
Maniraj G Parthasarathy

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