



Senior Housing of Boston Newsletter Group

Anubama Chinnakannan, Cicily Wu, Jiachen Xu, Kefu Ji, Parth Bhanushali, Raghuveer Mandadi, Sanket Nabar

01 Problem Statement

02 Purpose & Objectives

03 Technical Summary

04 Implementation Plan Summary

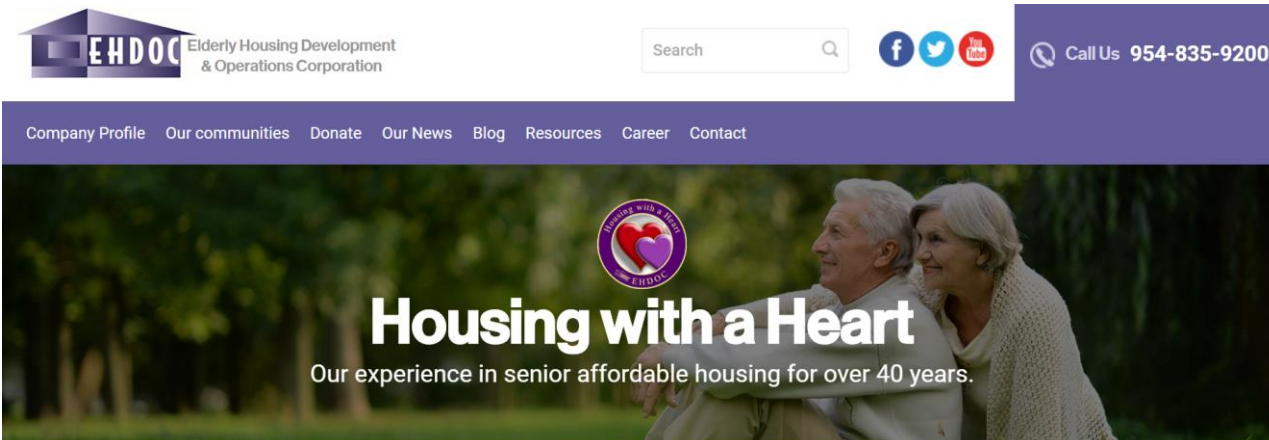
05 Execution Plan Summary

06 Financial Plan with Budget

Problem Statement

14% the population is age 65 or older in Massachusetts (Avg **13%** in the US)

40% of Seniors **do not** use any technologies



Newsletter distribution

- **Number** of newsletters to be printed
- Potential **spots** to drop newsletters
- Potential **advertisers** who can be sponsors

Deliverables



Potential Drop Spots List

Provide a list of drop spots in Charlestown to effectively drop newsletters. The list includes related information such as categories, footprint, size etc.



Potential Activities & Advertisers List

Create a database of potential advertisers for the monthly newsletter. Database includes information such as service provided, contact information, website links and address.

Stakeholders



Senior
Housing of
Boston



Prof. John
Bleakney

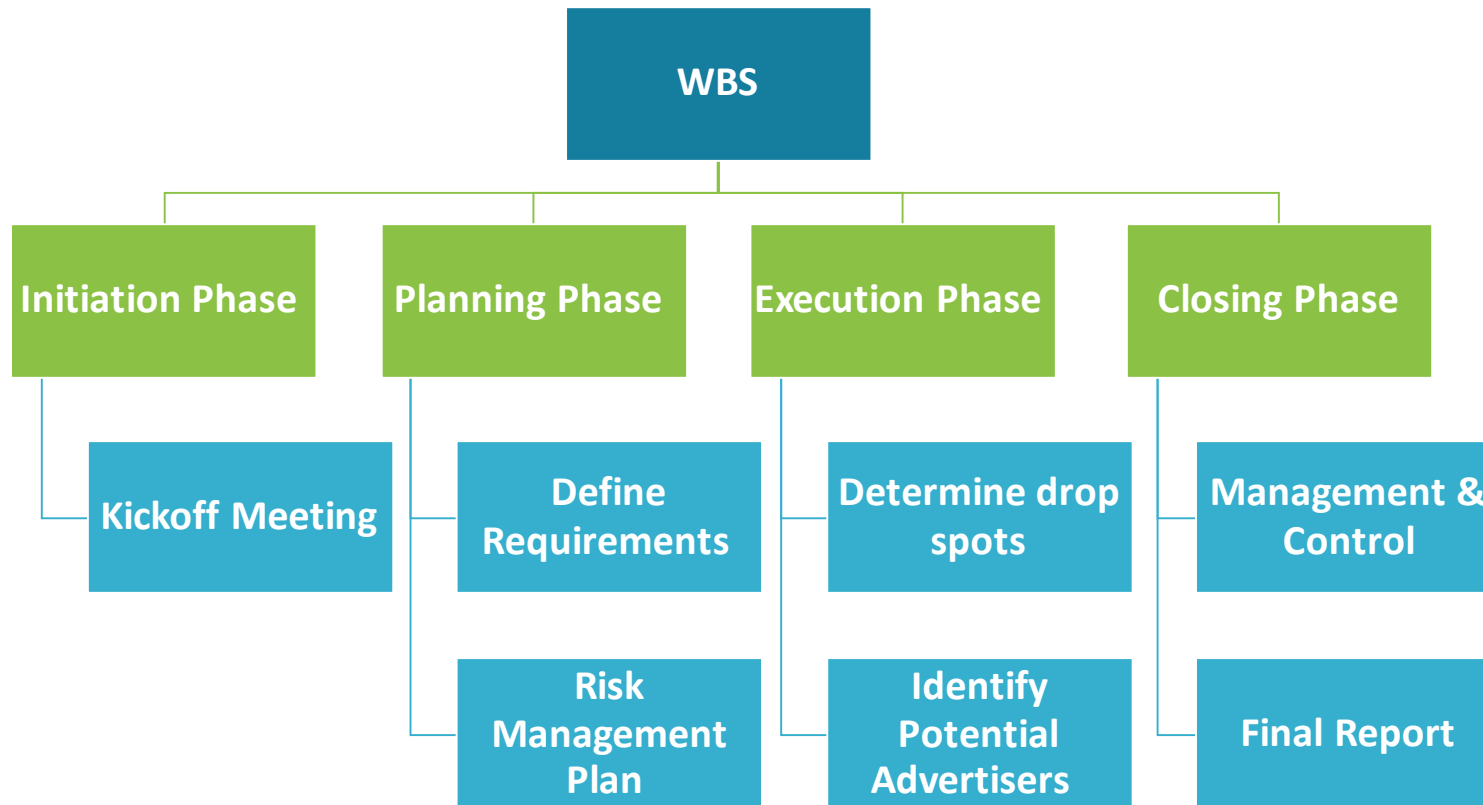


NEU group



Seniors in
Charlestown

Work Breakdown Structure



Work Break-down Structure	
ID	Task
Senior Housing Cooperation of Boston	
1	1.0 Project Initiation Phase
2	1.1 Hold project Kickoff Meeting
3	1.1.1 Define objectives, scope, deliverables and assign leadership role
4	2.0 Project Planning Phase
5	2.1 Define Requirements
6	2.1.1 Interview partners, determine capability and validate needs
7	2.2 Risk Management Plan
8	2.2.1 Develop risk management plan
9	3.0 Project Execution Phase
10	3.1 Determine Newsletter Printing Number
11	3.1.1 Research based on existed dataset and online information
12	3.1.2 Implement to best estimation and create report
13	3.2 Identify Potential Advertisers
14	3.2.1 Explore potential advertisers based on online information
15	3.2.2 Implement to best estimation and create report
16	3.3 Create Printing Timeline and Monitor Timely Execution
17	3.3.1 Create timeline based on activities happening order and duration
18	3.3.2 Build thorough monitor plan
19	4.0 Project Closing Phase
20	4.1 Management and Control
21	4.1.1 Monitor customer acceptance and solve problems
22	4.1.2 Hold project status meetings
23	4.2 Final Report

Project Schedule Chart

	Start Date	End Date	Duration(Days)	Timeline	Status
Sr. Citizens Housing Corp of Boston	Jan 13, 2020	Apr 10, 2020	88		Complete ▾
Define objectives, scope, deliverables and assign leadership role	Jan 15, 2020	Jan 16, 2020	1		Complete ▾
Interview partners, determine capability and validate needs	Jan 23, 2020	Jan 30, 2020	7		Complete ▾
Develop risk management plan	Jan 30, 2020	Feb 6, 2020	7		Complete ▾
Research based on existed dataset and online information	Feb 6, 2020	Feb 13, 2020	7		Complete ▾
Implement to best estimation and create report	Feb 13, 2020	Feb 20, 2020	7		Complete ▾
Explore potential advertisers based on online information	Feb 20, 2020	Feb 27, 2020	7		Complete ▾
Implement to best estimation and create report	Feb 27, 2020	Mar 5, 2020	7		Complete ▾
Create timeline based on activities happening order and duration	Mar 5, 2020	Mar 12, 2020	7		Complete ▾
Build thorough monitor plan	Mar 12, 2020	Mar 19, 2020	7		Complete ▾
Monitor customer acceptance and solve problems	Mar 19, 2020	Mar 26, 2020	7		Complete ▾
Hold project status meetings	Mar 26, 2020	Apr 2, 2020	7		Complete ▾
Final report	Apr 2, 2020	Apr 10, 2020	8		Complete ▾
		Burndown			

RACI Chart

RACI Table		Cicily	Anubama	Sanket	Raghuveer	Parth	Kefu	Jiachen	Professor Bleakney
	Senior Housing Cooperation of Boston								
1	1.0 Project Initiation Phase								
2	1.1 Hold project Kickoff Meeting								
3	1.1.1 Define objectives, scope, deliverables and assign leadership role	A	R	R	R	R	R	R	I
4	2.0 Project Planning Phase								
5	2.1 Define Requirements								
6	2.1.1 Interview partners, determine capability and validate needs	R	R	R	A	C	C	C	
7	2.2 Risk Management Plan								
8	2.2.1 Develop risk management plan	A	R	C	R	C	C	C	
9	3.0 Project Execution Phase								
10	3.1 Determine Newsletter Printing Number								
11	3.1.1 Research based on existed dataset and online information	A	C	C	R	C	R	R	
12	3.1.2 Implement to best estimation and create report	R	A	R	C	R	C	C	
13	3.2 Identify Potential Advertisers								
14	3.2.1 Explore potential advertisers based on online information	C	C	R	A	R	C	C	
15	3.2.2 Implement to best estimation and create report	A	C	R	C	R	C	C	I
16	3.3 Create Printing Timeline and Monitor Timely Execution								
17	3.3.1 Create timeline based on activities happening order and duration	R	R	A	C	C	C	C	
18	3.3.2 Build thorough monitor plan	C	A	C	C	R	R	R	
19	4.0 Project Closing Phase								
20	4.1 Management and Control								
21	4.1.1 Monitor customer acceptance and solve problems	R	A	R	R	C	C	C	
22	4.1.2 Hold project status meetings	A	C	C	C	C	R	R	
23	4.2 Final Report	A	R	R	R	R	R	R	I

Abbreviation	Meaning
R	Responsible
A	Accountable
C	Consult
I	Inform

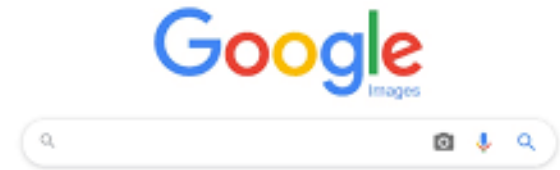
Technical Summary



Google Map



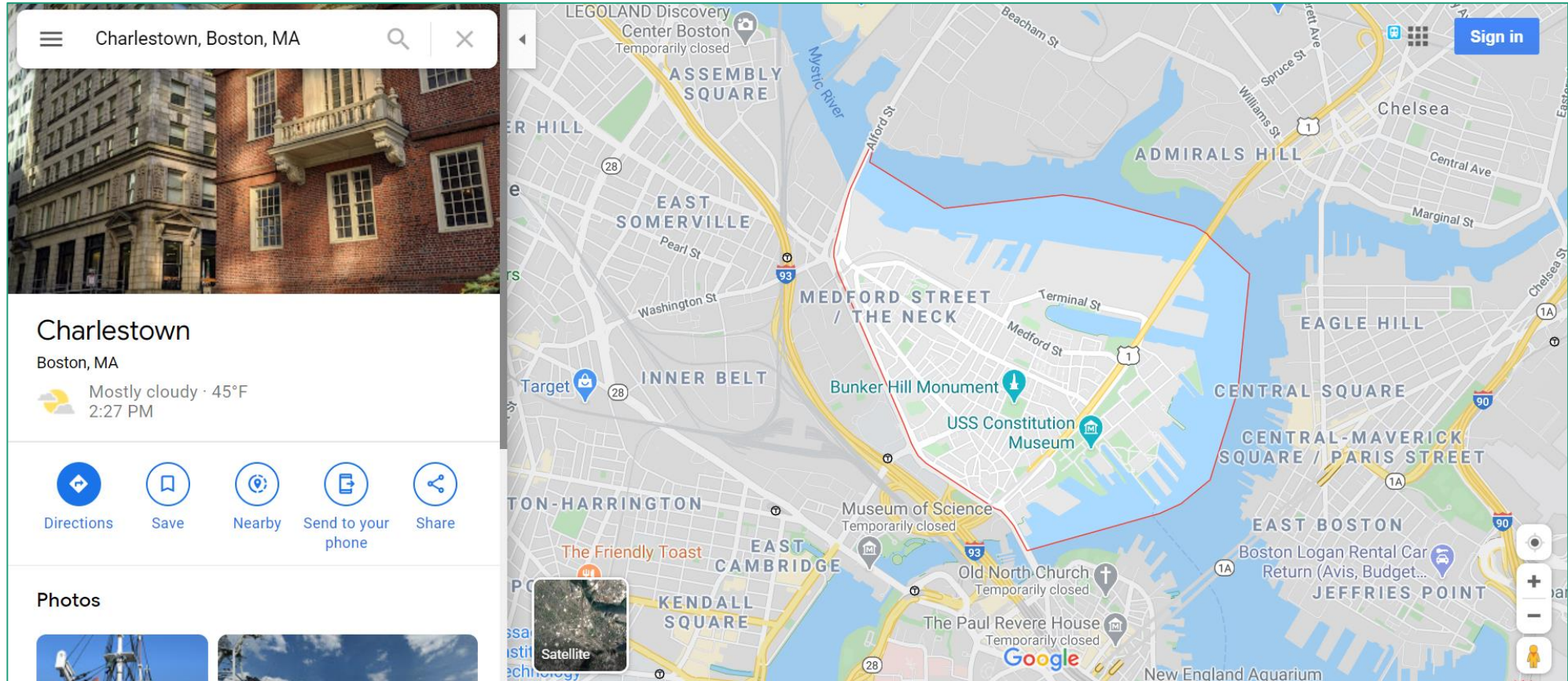
Microsoft Excel



Google Search

Implementation Plan Summary

Potential Drop Spots List



Implementation Plan Summary

Potential Drop Spots List

The screenshot displays a Google Maps interface for a CVS location at 21 Austin St, Charlestown, MA 02129. The left sidebar contains the following information:

- Search bar: CVS, Austin Street, Charlestown, MA
- Address: 21 Austin St, Charlestown, MA 02129
- Location: Located in: Bunker Hill Mall
- Coordinates: 9WGM+9Q Charlestown, Boston, MA
- Website: cvs.com
- Phone: (617) 242-2950
- Hours: Open now: 7AM-8PM
- Buttons: Suggest an edit

The main map area shows the CVS location highlighted in yellow. Other nearby points of interest include:

- Domino's Pizza (Takeout available)
- Fitness Together - Charlestown
- Monument Restaurant & Tavern (Rustic hangout for...)
- Mockingbird Baby & Kids
- Francis B. Austin House
- Bunker Hill Monument (Granite Obelisk for the Freedom)
- Bunker Hill Museum (Exhibits about the American Revolution)
- Charlestown Ace (Source for tools & supplies)
- Citizens Bank
- 7-Eleven (Delivery available)
- The Warren Tavern (Takeout available)
- Element Hair Salon and Spa
- St. John's Episcopal Church
- St. Mary's Church
- Emmons Horigan O'Neil Memorial
- Town Track Club
- Mary L. Fifield Art Gallery
- Bunker Hill Community College
- Gatehouse 75
- Phipps Street Burying Ground
- Bank of America ATM
- Verizon Authorized Retailer - TCC
- Bunker Hill Mall

The bottom of the map shows the Google logo and copyright information: Map data ©2020 Google, United States, Terms, Send feedback, 200 ft.

Implementation Plan Summary

Potential Drop Spots List

	A	B	C	D	E	F	G
1	Potential Drop Spots						
2	Place	Category	Address	Size	Popular time	Footfall (Approx)	Responsible person
3	Boston Organics	Grocery store	50 Terminal St #105, Charlestown	Small	8am-4:30pm	50	Raghuveer
4	Bunker Hill Market	Convenience store	190 Bunker Hill St, Boston, MA	Small	7am-9pm	50	Raghuveer
5	Cambridge Savings Bank	Bank	1 Thompson Square, Charlestown	Small	10am-4pm	50	Sanket
6	Charlestown Elderly Apartments	Apartment building	100 Ferrin St, Charlestown, MA	Medium		60-70	Cicily
7	CVS	Pharmacy	21 Austin St, Charlestown, MA	Large	3-7pm	100	Cicily
8	MGH Charlestown HealthCare Center	Community health center	73 High St, Charlestown, MA 02	Large	10am-4pm	100	Cicily
9	NEW Health Charlestown	Medical clinic	15 Tufts St, Charlestown, MA 02	Small	10am-3pm	50	Cicily
10	Newtown Foodmart	Convenience store	87 Medford St, Charlestown, MA	Medium	7am-9pm	60-70	Raghuveer
11	Sanchez Market	Grocery store	160 Bunker Hill St, Boston, MA	Small	7am-10:30pm	50	Raghuveer
12	Santander Bank	Bank	37 Rutherford Ave, Boston, MA	Large	10am-4pm	70-80	Sanket
13	Teamsters Union 25 Health Services & Insurance Plan: Pharmacy	Pharmacy	552 Main St, Charlestown, MA	Large		100	Cicily
14	The Co-operative Bank	Bank	201 Main St, Charlestown, MA	Medium	10am-4pm	60-70	Sanket
15	Tribute Home Care	Home health care service	24 Cambridge St, Charlestown, MA	Small	*open 24 hours	50	Cicily
16	Whole Foods Market	Supermarket	51 Austin St, Charlestown, MA	Large	7:30am-10pm	100	Raghuveer
17							

Implementation Plan Summary

Potential Activities & Advertisers List – Problem Statement and Task Summary

- The product at hand is a 6-8 page newsletter
- Two pages are dedicated for advertisers
- To optimize effectiveness in reaching out to potential advertisers and maintaining audience interests, the following steps were implemented:
 - Identify services, products, brands and support centers that cater to the need of senior citizens
 - Ensure the service can be locally accessed and/or is locally provided
 - Create a list of options and add data for easy initial contact

Implementation Plan Summary

Potential Activities & Advertisers List

Newsletter - Potential Advertisers

Company Name	Service Provided	Website	Location (if applicable)	Point of contact/Contact information (if available)
Women support group	Women meet up/Support group	https://www.meetup.com/meetup-group-kXZgBHgC/		
Miracle Ear	Hearing Aid Center	https://www.miracle-ear.com/stores-near-me/hearing-aids-medford-ma/miracle-ear-hearing-aid-center-main-street-s11581		
Boston Medical Supplies	Walking supplies/aid	http://www.boston-medical-supply.com/medical-supply-products/walking-aids.html		
Kennedy Center	in-home homemaking and personal care services	https://www.kennedycenter.org/eldercare-services/	charlestown, MA	
Central Boston Elder Services	Senior center with multiple services	https://centralboston.org/about-us/	2315 Washington Street. Boston, MA. 02119	Tel: 617.277.7416 Fax:617.277.2005
Privatus	Nurses/Home Health Aides	https://www.privatuscare.com/		
always here home care	home care	https://alwaysherehomecare.com/		
caregiver homes	home care	https://www.caregiverhomes.com/about		
ETHOS	Home Care, Personal Care Attendant, Nutrition	https://www.ethocare.org/	555 Amory Street Jamaica Plain, MA 02130	Tel: (617)522-6700 Fax: (617)-524-2899
Age Strong Commission	enhance the lives of people 55+ with meaningful programs, resources, and connections	https://www.boston.gov/departments/age-strong-commission	1 City Hall Square Room 271, Boston, MA. 02201	(617)635-4366
Nutrition Services	Nutritional meal services	https://www.cityofboston.gov/elderly/healthfitness.asp		
Seniors Helping Seniors	Home Care	https://www.shsboston.com/	330 Bear Hill Rd. Suite 305 Waltham, MA 02451	(617)877-3163
East Boston Social Centers	Regular Social Activities, Arts and Crafts Projects, Health Information Talks	https://www.ebsoc.org/	68 Central Square, East Boston, MA 02128	
Greater Boston Chinese Golden Age Center	Health care, caregiver services, education and recreation...	http://gbcgac.org	75 Kneeland St., Suite 204, Boston, MA 02111	Tel: (617)357-0226 Fax: (617)357-5323
YMCA Charlestown	Group exercise classes, social events, community education	https://ymcaboston.org/charlestown	150 3rd Ave, Charlestown, MA 02129	(617) 286-1220
CHA PACE	Healthcare	https://www.challiance.org/esp/elder-service-plan	195 Canal Street, Malden	Tel: (617) 575-5850, Fax: (617) 499-8340
Boston Medical Center HealthNet Plan Senior Care Options	Healthcare	https://www.seniorsgetmore.org/	529 Main Street, Suite 500, Charlestown, MA 02129	(855)833-8125 if you are a current member, (855)833-8124 if you would like to learn about becoming a member
Private Home Care Services	Senior home care, hospitalization Care	http://www.privatehomecare.org/	6 Franklin Street Unit 1, Charlestown , MA 02129	(617)580-8999
Right at home	in-home caregiving services	https://www.righathome.net/		
visiting angels	home care	https://www.visitingangels.com/chelsea/home		
jewich healthcare center	post-hospital rehabilitation, home care services, long-term care, alzheimer programs.	https://www.jhccenter.org/		
Boston ElderINFO	caregivers, home care	https://elderinfo.org/		
Friendship Works	petpals, basic helping	http://www.fw4elders.org/		

Implementation Plan Summary

Potential Activities & Advertisers List – Summary of work flow

- Created a list after active research of products/services at the specified geographic location
- Effectively used online tools to identify organizations mentioned
- Researched service provider's websites to obtain contact information
- Cross-referenced service location to fit the newsletter reach radius
- Ran two iterations of the sheet after consulting with the Project sponsor to better suit their requirement

Execution Plan Summary

Project Monitoring

Costs

Schedule

Staff

Quality

Changes



Project Monitoring
and Control process

Project Auditing

Technical overview

Project Status Overview

Final Audit: Budget, Schedule, Quality, Performance, Customer satisfaction

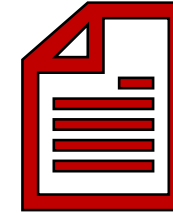
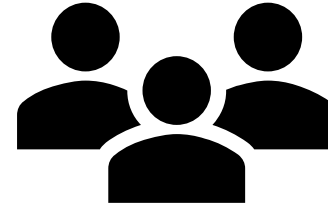
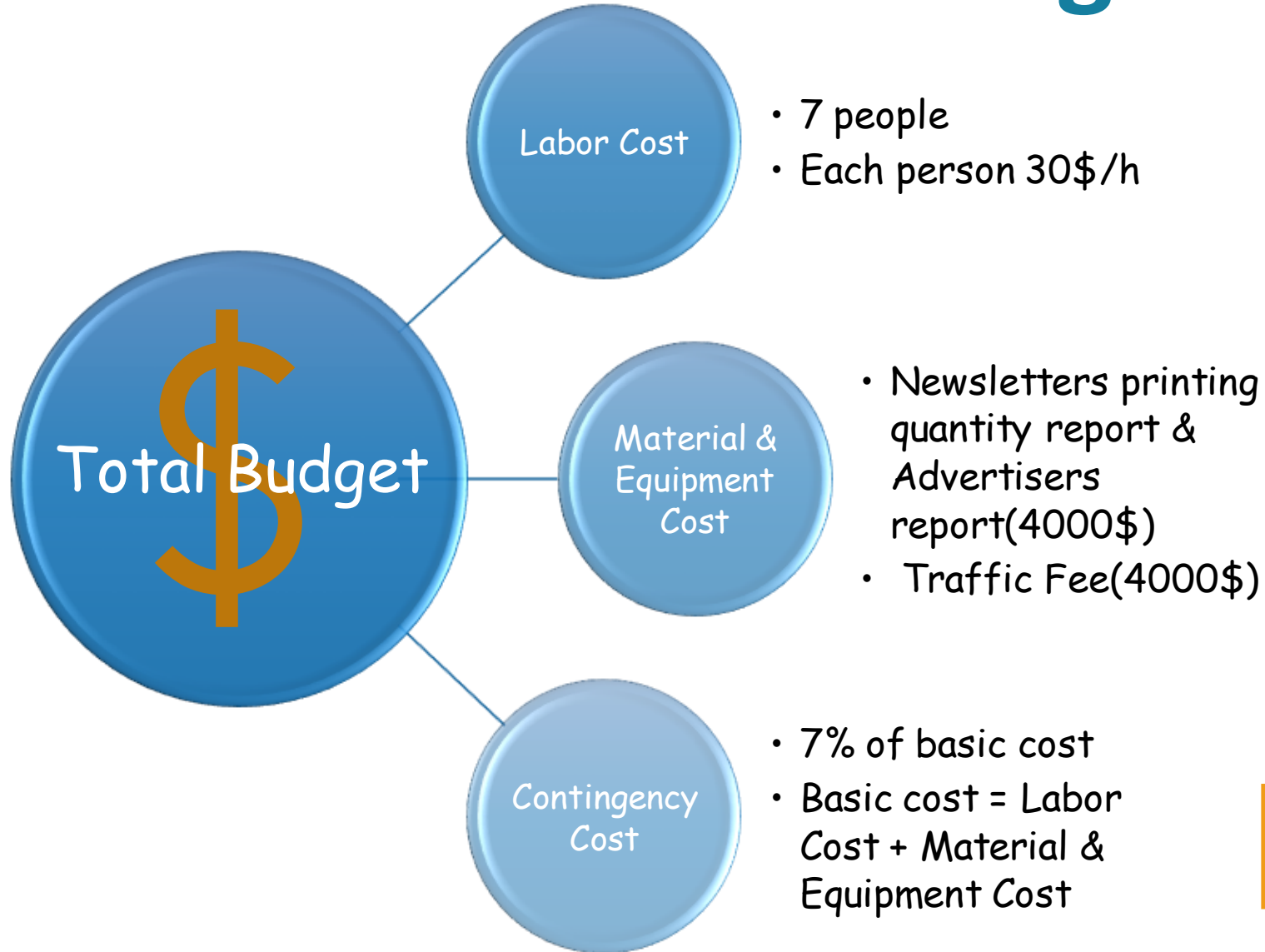


Project Closure

The project is profitable? -> Key factor



Financial Plan With Budget



Financial Plan With Budget

Project Name: Senior Housing Cooperation of Boston						Total Budget				53,431.00
Estimated Start Time : May 1st 2020										
ID	Task Description	Resource								Task Total Cost
		Labor				Material & Equipment			Miscellneous	
		Number of People	Working Hour	Hourly Rate	Estimated Cost	Quantity	Unit Price	Estimated Cost		
1	1.0 Project Initiation Phase									
2	1.1 Hold project Kickoff Meeting									
3	1.1.1 Define objectives, scope, deliverables and assign leadership role	7	25	30	5,250.00					
4	Phase total cost									5,250.00
5	2.0 Project Planning Phase									
6	2.1 Define Requirements									
7	2.1.1 Interview partners, determine capability and validate needs	7	25	30	5,250.00					
8	2.2 Risk Management Plan									
9	2.2.1 Develop risk management plan	7	25	30	5,250.00					
10	Phase total cost									10,500.00
11	3.0 Project Execution Phase									
12	3.1 Determine Newsletter Printing Number									
13	3.1.1 Research based on existed dataset and online information	7	25	30	5,250.00					
14	3.1.2 Implement to best estimation and create report	7	25	30	5,250.00	2	2,000.00	4,000.00		
15	3.2 Identify Potential Advertisers									
16	3.2.1 Explore potential advertisers based on online information	7	30	30	6,300.00					
17	3.2.2 Implement to best estimation and create report	7	20	30	4,200.00				4,000.00	
18	3.3 Create Printing Timeline and Monitor Timely Execution									
19	3.3.1 Create timeline based on activities happening order and duration	7	20	30	4,200.00					
20	3.3.2 Build thorough monitor plan	7	20	30	4,200.00					
21	Phase total cost									37,400.00
22	4.0 Project Closing Phase									
23	4.1 Management and Control									
24	4.1.1 Monitor customer acceptance and solve problems	7	25	30	5,250.00					
25	4.1.2 Hold project status meetings	7	30	30	6,300.00					
26	4.2 Final Report	7	30	30	6,300.00					
27	Phase total cost									17,850.00
28					Labor Cost	63,000.00	Material and Equipment	4,000.00	4000	71,000.00
29										
30	7 % Contingency									5,000.00
31	Total Cost									76,000.00



Thank you!
Questions?