

PROJECT PLAN

Luton Town FC Digital Platform

Start-up Manager: [Your Name]

1. Executive Summary

Luton Town FC platform project will respond to the necessity of the centralized digital facility, at which fans should acquire tickets, merchandise, memberships, and community facilities. At the moment, viewers are forced to use different systems to get these services. The project will provide a single web application that will enhance the ease of the fan experience and create various sources of revenue for the club. In the long-term perspective, it is planned to develop a prototype at the top level that will illustrate all the key features, but will be prepared to be integrated with payment systems in the future.

2. Project Objectives

Primary Objective: Create a working web application, enabling fans of the Luton Town FC to create an account, buy match tickets, merchandise, and membership plans.

Secondary Objectives:

- Provide features that are exclusive to members such as the automatic discounting in form of automatic discounts and private chatroom access.
- Program an AI chatbot that will offer 24/7 fan support with stadium directions.
- Make a responsive design for both desktops, tablets and handheld devices.
- Implement multi-language support among international fans (8 languages)

3. Project Scope

In Scope	Out of Scope
User registration and authentication	Live payment gateway integration
Ticket purchasing system	Native mobile app development
Merchandise shop with delivery options	Email notification system
Membership subscription tiers	Live match streaming
Member-exclusive chatroom	Social media integration
AI chatbot with stadium directions	Advanced admin analytics
Multi-language support (8 languages)	Third-party API integrations

The project provides a fully operational prototype that has all the essential features that are available in the demo mode. Check clearing is emulated where the complete user journeys are used, and no actual transaction is made. Such a range of scope guarantees the team an opportunity to introduce the final product within the ten weeks and remain focused on the main needs of the client.

4. Key Deliverables

Deliverable		Description	Owner
Functional Application	Web	Working Flask app with all core features	Development Team
Project Documentation		Plans, logs, reports from all five roles	All Team Members
Video Demonstration		5-minute video showing product in action	Project Manager
Source Code Repository		Complete codebase with comments	Development Team
Database Schema		SQLite database with all required tables	Development Team
User Testing Results		Evidence of functionality testing	Quality Manager

5. Initial Timeline

Week	Key Activities
Week 1-2	Team formation, role assignment, initial planning
Week 3-4	Development environment setup, database model creation
Week 5-6	Implement core features (authentication, tickets, shop)
Week 7-8	Add advanced features (chatbot, chatroom, multi-language)
Week 9	Comprehensive testing, bug fixes, and documentation completion
Week 10	Final review, video recording, submission preparation

6. Success Criteria

- All 10 principal client requirements are effectively put in place.
- Users would be able to register, log-in and buy tickets at the right price.

- Discounts for members are automatically offered depending on subscriptions.
- Chatroom can be accessed only by verified members who are subscribers.
- The AI chatbot is accurate in answering fans about matches, tickets and directions.
- The multi-language switch works in all pages.
- The video clearly displays all features in the full user journey.

BCS-DERIVED TEAM CODE OF CONDUCT

Luton Town FC Project Team

Start-up Manager: [Your Name]

1. Purpose

Our project team will have professional and ethical standards according to this Code of Conduct, that was based on the BCS Code of Conduct principles. Although it does not dictate the code of standards, it regulates team conduct in the absence of which we work professionally, ethically and respectfully during the ten-week project.

2. Core Principles

- **Integrity:** Be honest and ethical in your various project practices; Do not misreport progress or contributions.
- **Accountability:** Personally take responsibility for given assignments and deliverables.
- **Equality & Inclusion:** Work with all the team members respectfully, irrespective of their background, in line with the UK Equality principles.
- **Professional Behaviour:** Always communicate positively and in a respectful manner.
- **Transparency:** Report improvement, difficulties, and obstacles openly and especially on time.

3. Agile Working Standards

- personally make all team meetings and sprint reviews.
- Keep the sprint commitments and communicate with the team in advance in case the deadlines are being compromised.
- Complete Software- Develop full tasks to the agreed Definition of Done.
- Report task developments on the platform that the team uses regularly.

4. Role of the Start-up Manager

As the Start-up Manager, my role will be to:

- Ensuring compliance with this Code of Conduct by the team.
- Heavy emphasis on the promotion of respectful and inclusive team culture.
- Observing personal responsibility and organizational teamwork.

- Facilitating conflict resolution as a professional.
- Blowing out of proportion unresolved serious matters to the course supervisor.

5. Communication Standards

- Always use professional language when communicating in a team.
- Give one at least 24 hours' notice of meetings in case of inability to get there.
- Stay out of discriminating, offensive, or inappropriate language.
- Utilize accepted communication media (e.g. WhatsApp/ Microsoft Teams) responsibly.
- Reply to messages in a decent time.

6. Academic Integrity

- Work that is presented should be that of the team.
- All outside sources or code should be cited.
- Adhere to the guidelines on plagiarism in the university.
- Do not distribute work on projects with other groups.

7. Breach of Conduct

Lack of compliance could lead to:

- Unofficial communication and oral reprimand.
- Notified through a written warning at meetings.
- Referral to the course instructor for intractable or severe problems.
- Influence on the personal grades according to the university policy.

8. Agreement All team members agree to comply with this Code of Conduct.

Name: _____

Signature: _____

Date: _____

INDIVIDUAL REFLECTIVE REPORT

Luton Town FC Digital Platform Project

Start-up Manager: [Your Name]

1. Introduction

With the Luton Town FC platform project, the goal was to provide a single digital platform on which fans can buy tickets, merchandise, memberships, and community capabilities on a single web application. Being a Start-up Manager, I was assigned the task to come up with the first project plan and to draw the code of conduct of the team based on the BCS principles. These guiding documents guided our team in how we determined scope, allocated tasks and swore an oath of professional conduct over the course of the ten-week project. The focus of this report is a critical evaluation of the project deliverables, legal and ethical issues that arose, the success of our Agile project execution method, and the lessons that I would take into my future workplace.

2. Project Overview and Outcomes

Our project solution was to provide a working web-based application comprising user registration, purchasing tickets, merchandise store, membership clubs, member chatroom, and a chat robot that uses artificial intelligence skills. All ten client requirements were put in place effectively. The chatbot surpassed expectations by having seventeen built-in AI capabilities, such as support for multiple languages, typing errors, and memory of users. The membership system rightly charges the discounts, and only subscribers can enter the chatrooms. Multi-language support supports eight languages and right-to-left support of Arabic language.

The ten weeks met all the objectives. It was the only feature that was compromised partially, namely, payment processing is not enabled live, which was done on purpose, considering that integrating payment live was explicitly scoped to keep focus on core functionality. The team produced a high-quality, production-ready prototype which exhibits end-to-end user pathways between registration and purchase of the ticket, as well as community interaction. The product can correspond to the client's specification and offer a solid base for future payment integration.

3. Legal, Social and Ethical Considerations

Social Impact: The site builds good communal relationships by having a member chatroom where the fans can communicate and discuss the experience of the match. Nevertheless, even online communities exclude or isolate. We dealt with this by providing the moderation functions such as

reporting out messages and a profanity filter that filters out offences in several languages. The AI chatbot enhances the degree of accessibility by providing 24/7 information, especially to international fans, due to its capabilities to interpret languages.

Ethical Issues: The profanity filter cuts between the freedom of speech and the safety of the community- something we have talked a lot about. We also decided to use automated filtering, which includes human review, since before content is permanently obscured, it goes through the reports to be approved by the admins. Privacy was a concern: passwords are hashed, they are not kept in plain text, and we do not store all user data. It provides the level of confidence, and in case of approximations of information, the chatbot tends to make it clear so that users do not confuse approximations regarding facts. Multi-language support is a solution to accessibility ethics since the solution provides access by making the platform accessible to non-English speaking fans.

Legal Considerations: The GDPR compliance influenced our data collection- we store only a hash of passwords, username, and email. Educational use of all club materials is done without infringement of intellectual property. The chatbot refers users to official points in making lifestyle choices, such as buying tickets, to mitigate liability.

Reflection: At first, our team maintained entirely on functionality. Being a front-runner in the code of conduct discussions required me to contemplate these outside concerns. Ethics were considered part of our design and not an addition.

4. Effectiveness of Project Management Approach

4a. Meeting Deadlines

We monitored the progress by applying a Kanban board with a weekly stand-up meeting. The point is that the majority of the deadlines were achieved, although the chatbot integration was one-week late due to the surprise of the complexity with the translation API. When this was manifested, we reorganized activities: the Project Manager modified the schedule, and two of the members worked on the chatbot completion, and other members continued work on the front end, and we shared the delay during our sprint review. What was learned is that one should create contingency in the unknown technical aspects, which I will take into consideration in my next project planning.

4b. Product Viability

The product is viable. Everything is reliable with core functionality, complete user flows and a properly structured codebase so that it can be expanded upon in the future. This can be rolled out as a commercial product using payment gateway integration. The chatbot is an added value not seen in even more generic club websites, and the multilingual support is more important as it provides support to personalities that are underserved by the club websites, with its international fan base. The platform can fulfil real fan demands of ticketing, merchandising and community under a single umbrella platform.

4c. Agile Project Management as a Tool

Agile methodology was very efficient in the project. The iterative development enabled us to develop the basic authentication features, and then gradually become sophisticated. This implied that we never worked on an empty product.

Reviews with tutors were also very valuable- they allowed an external accountability and the identification of potential problems at an early stage. The chatbot delay was also used because the flexible Agile nature ensured we could reprioritize without the whole project going astray. Having a defined assignment of roles (Project Manager, Quality Manager, Risk Manager, Scheduling Manager and myself as Start-up Manager) made the task distribution easier in the team and the lack of distribution avoided duplication of roles.

However, we faced challenges. It was hard to estimate the story points of the first few sprints; we were over-ambitious in terms of time. Also, team members were not equally conversant with the Agile terms, and additional clarifications were necessary in the first meetings.

In general, Agile offered the appropriate scale of order and flexibility. The framework made us both structured, and also allowed for the uncertainties that any software development is bound to bring. The regular communication focus and the ability to see tangible improvements in progress were especially successful when it comes to a team of five, which has conflicting schedules.

5. Key Lessons Learned

Lesson 1: Clear Scope Definition Prevents Creep

As a Start-up Manager, it was important to develop the project plan with in/out of scope sections. If other features were suggested later on by the team members, we were able to consult the agreed-upon scope and determine whether the features were worth making changes. Nonetheless, I did not anticipate the complexity of chatbots. I will engage the technical team members in scope estimation in the future and include specific contingencies with features that require external APIs or with technologies that are not well-known.

Lesson 2: Team Dynamics Require Active Management

In the middle of the project, one of the members ceased to communicate. Instead of making assumptions, the Project Manager simply made a phone call and found out that they were personal issues, but could not confess to having difficulties. We reallocated their work, and they did what they could. This led me to understand that planning processes of projects should consider human factors, such as that capacity is variable and psychological safety is a concern. The code of conduct I adopted focused on professional behaviour; however, going forward, I will clearly state to the team that, as a guideline, you need to speak up early in case you need assistance.

Lesson 3: Ethics Must Be Embedded from Day One

My leadership of the code of conduct development made me contemplate the non-functional ethical duties. Our design choices were influenced by the debate surrounding the profanity filter, data privacy and data accessibility. Otherwise, we could have released a technically working, but ethically dubious product. Next time, I will not build ethical discussions at the project start lineup as an attached thing.

Lesson 4: Communication Prevents Crisis

The incidence of the silent team member would have gotten out of hand. Since we had developed regular check-ins and a Project Manager who was ready to make personal follow-up, we settled it positively. I learned to use the communication structure (stand-ups, sprint reviews) when it is accompanied by a culture in which people are not afraid to tell the truth. This will guide me in handling the team leadership in the future.

6. Conclusion

The Luton Town FC project was able to meet the requirements of the client and create a complex and feature-rich application. Being the Start-up Manager, I was educated that there should always be a balance between ambitions and realism, that ethics and team interactions are as important as technical implementation. Such lessons shall have a direct influence on my approach to project management in my career.