**Online Agriculture Products Store**

Mr. Henry, after being successful as a businessman and has become one of the wealthiest persons in the city. Now, Mr. Henry wants to help others to fulfil their dreams. One day, Mr. Henry went to meet his childhood friends Peter, Kevin and Ben. They live in a remote village and do farming. Mr. Henry asked his friends if they are facing any difficulties in their day-to-day work.

Peter told Mr. Henry that he is facing difficulties in procuring fertilizers which are very important for farm. Kevin said that he is also facing the same problem in-case of buying seeds for farming certain crops. Ben raised his concern on lack of pesticides which could help in greatly reducing pests in crops.

After listening to all his friends’ problems, Mr. Henry thought that this is a crucial problem faced not only by his friends but also by so many other farmers. So, Mr. Henry decided to make an online agriculture product store to facilitate remote area farmers to buy agriculture products. Through this Online Web / mobile Application, Farmers and Companies (Fertilizers, seeds and pesticides manufacturing Companies) can communicate directly with each other.

The main purpose to build this online store is to facilitate farmers to buy seeds, pesticides, and fertilizers from anywhere through internet connectivity. Since new users are involved, Application should be user friendly.

This new application should be able to accept the product (fertilizers, seeds, pesticides) details from the manufacturers and should be able to display them to the Farmers. Farmers will browse through these products and select the products what they need and request to buy them and deliver them to farmers location.

Mr. Henry has given this project through his Company SOONY. In SOONY Company, Mr Pandu is Financial Head and Mr Dooku is Project Coordinator. Mr. Henry , Mr Pandu , and Mr Dooku formed one Committee and gave this project to APT IT SOLUTIONS company for Budget 2 Crores INR and 18 months Duration under CSR initiative. Peter, Kevin and Ben are helping the Committee and can be considered as Stakeholders share requirements for the Project.

Mr Karthik is the Delivery Head in APT IT SOLUTIONS company and he reached out to Mr Henry through his connects and Bagged this project. APT IT SOLUTIONS company have Talent pool Available for this Project. Mr Vandanam is project Manager, Ms. Juhi is Senior Java Developer, Mr Teyson, Ms Lucie, Mr Tucker, Mr Bravo are Java Developers. Network Admin is Mr Mike and DB Admin is John. Mr Jason and Ms Alekya are the Tester. And you joined this team as a BA.

Question 1: Identify Business Process Model for Online Agriculture Store – (Goal, Inputs, Resources, Outputs, Activities, Value created to the end Customer)

**1. Goal:** To create a user-friendly digital platform that connects **farmers in remote areas** with **agricultural product manufacturers**, enabling easy **procurement of fertilizers, seeds, and pesticides**.

**2. Inputs:** Farmers & their details (location, land and preferred products), Manufacturers’ details (Product name, type, prices, quantity, expiry), trained employees (It, Infrastructure, tools, frameworks)

**3. Resources:** Distribution houses,Warehouses, Software, Office Space

**4. Outputs:** Viewable inventory of agricultural goods, Shipment tracking and confirmation, Record of farmer’s profile and history, product availability in remote location, Sales revenue

**5. Activities:** Right product availability, Easy Delivery process, Excellent customer services, Partners with leading products

**6. Value Created to End Customer (Farmers):** Convenience of procurement, Accessibility, Direct communication with manufacturers, lower price, empowerment, Trust and transparency.

Question 2: Mr Karthik is doing SWOT analysis before he accepts this project. What Aspects he Should consider as Strengths, as Weaknesses, as Opportunity and as Threats.

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| **Strengths** | * Strong **CSR project** with clear social impact (good for company image) * Defined **budget and timeline** (₹2 Cr, 18 months) * **Available talent pool** (Java devs, testers, infra team) * Backing by **Mr. Henry**, a committed visionary * **Direct access** to real end-users (Peter, Kevin, Ben) for requirement gathering |
| **Weaknesses** | * Development for **low-connectivity rural areas** can pose technical limitations * High expectations due to CSR nature; failure may affect **brand reputation** * Possible **scope creep** due to evolving needs of farmers * Language - Need for a **multilingual or regional language interface** for farmer adoption * Delivering products to different remote locations may increase **the cost or take more time.** |
| **Opportunities** | * Growing push for **digital agriculture** in India * Potential to **expand to B2B** (Agri product wholesale markets) * Great for **portfolio and case studies** in social impact space |
| **Threats** | * **Competition** from existing e-commerce platforms entering agri space * Dependency on **internet penetration** in rural areas * Possible **regulatory hurdles** (Fertilizer/seeds sales often need licensing) * Risk of **low user adoption** if app isn't simple and local-friendly * **Supply chain/delivery logistics** in remote areas can be a challenge |

Question 3: Mr Karthik is trying to do feasibility study on doing this project in Technology (Java), Please help him with points (HW SW Trained Resources Budget Time frame) to consider in feasibility Study.

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| **Hardware** | Servers/Hosting, Development Machines, Mobile devices, Internet Connectivity, Back up & Disaster Recovery |
| **Software** | Java SDK, Database, Web Framework, Frontend Tech, Dev Tools, Testing tools, Security |
| **Resources** | Java Developers, UI/UX Developers, Testers, DB Admin, Network Admin, Business Analyst, Project Manager |
| **Budget** | Salaries(60%), Infrastructure(10%-15%), Software license/Tools(5%), Training/Consulting(5%), Marketing & Launch(5%-10%), Buffer & Contingency(5%-10%) |
| **Time Frame** | Requirement Gathering & Design, Development, Mobile App Development, Testing & QA, Deployment & Training, Buffer |

Question 4: Mr Karthik must submit Gap Analysis to Mr Henry to convince to initiate this project. What points (compare AS-IS existing process with TO-BE future Process) to showcase in the GAP Analysis

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| **Aspects** | **Current State (AS-IS)** | **Desired State (TO-BE)** |
| Product Procurement | Farmers travel long distances to purchase seeds, fertilizers, and pesticides manually | Farmers can order agri-products online from home using mobile or web app |
| Availability of Products | Limited to local suppliers, often out-of-stock or poor quality | Wide variety from multiple manufacturers across regions |
| Pricing Transparency | Prone to middlemen markups, no standard pricing | Transparent, competitive pricing directly from manufacturers |
| Farmer- Manufacturer Communication | No direct link, communication via local retailers or agents | Direct interaction enabled via platform messaging or support |
| Order and Delivery Tracking | No tracking; purchase and transport are manual | Real-time order placement, status updates, delivery tracking |
| Support & Feedback | No structured feedback or grievance mechanism | Feedback, rating system, and customer support built-in |
| Data & Analytics | No data insights; decisions based on assumptions | Sales reports, product demand, farmer behavior analytics |
| Language & Usability | N/A — mostly manual, not digital | Multilingual support and farmer-friendly UI/UX |

Question 5: List down different risk factors that may be involved (BA Risks And process/Project Risks)

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| Internal Risks | * Dependence on manufacturer and vendor for product supply and inventory management * High Operating Expenses due to investments in technology and marketing * Technical issues can affect the customer experience |
| External Risks | * Competition with same other platforms, if available * Changes in Government regulations and policies that affect the e-commerce industry |
| BA Risks | * Incomplete requirement gathering * Misinterpretation of User Needs * Communication Barriers * Change in requirements * Improper Documentation * Lack of Domain expertise * Infrequent stakeholder Involvement |
| Process/Project Risks | * Timeline Overrun * Budget Overrun * Technical Complexity * Internet Connectivity issues * Data Security & Privacy Risks * Regulatory Compliance * User adoption risks * Third party dependency * Testing challenges |

Question 6: Perform stakeholder analysis (RACI Matrix) to find out the key stakeholders who can take Decisions and Who are the influencers

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| R/A/C/I | Name | Designation |
| Responsible | 1. Mr. Karthik 2. Mr. Vandanam 3. Ayan Banerjee 4. Juhi & dvelopers 5. Jason & Alekya 6. John 7. Mike | * Mr. Henry- Primary Sponsor and project initiator. * Mr. Pandu- Financial Head Mr Dooku- Project Coordinator * Mr. Karthik- Delivery Head * Mr. Vandanam- project Manager * Ms. Juhi- Senior Java Developer * Mr. Teyson, Ms Lucie, Mr Tucker, Mr Bravo- Java Developers. * Mr. Mike - Network Admin * Mr. John - DB Admin * Mr. Jason -Tester * Ms Alekya- Tester. * Ayan Banerjee- BA * Mr. Peter, Mr. Kevin & Mr. Ben- Requirement contributors |
| Accountable | 1. Mr. Henry 2. Mr. Pandu 3. Mr. Karthik |
| Consulted | 1. Mr. Henry 2. Mr. Pandu 3. Mr. Dooku 4. Peter, Kevin, Ben 5. Mr. Vandanam 6. Ayan Banerjee |
| Informed | 1. Mr. Dooku 2. Peter, Kevin, Ben 3. Mr. Karthik 4. Mr. Vandanam 5. Ayan Banerjee 6. Juhi & Team 7. Jason & Alekya 8. John 9. Mike 10. Other Farmers |

Question 7: Help Mr Karthik to prepare a business case document

Business Case Document

Project Title: Online Agriculture Products Store

Prepared For: Mr. Karthik, Delivery Head, APT IT SOLUTIONS

Prepared By: Ayan Banerjee, Business Analyst, APT IT SOLUTIONS

Date: April 13, 2025

1. Why is this Project Initiated?

* This project is initiated under the Corporate Social Responsibility (CSR) initiative of SOONY, driven by Mr. Henry's vision to uplift rural farmers by solving the critical issue of agricultural input procurement. The initiative intends to digitize access to farming essentials (fertilizers, seeds, pesticides) and improve the overall agricultural ecosystem in remote areas.

2. What are the Current Problems?

* Farmers in remote areas like Peter, Kevin, and Ben are facing:
* Difficulty in accessing essential products (fertilizers, seeds, pesticides)
* Lack of direct contact with manufacturers
* Middlemen exploitation, leading to high prices and poor quality
* Limited awareness of product variety and availability
* No centralized digital platform to place orders and track deliveries

3. With This Project, How Many Problems Could Be Solved?

* The following problems will be addressed:
* Product Accessibility: Farmers can buy inputs online, anytime, anywhere
* Elimination of Middlemen: Farmers can interact directly with manufacturers
* Transparency in Pricing & Quality: Verified listings from certified companies
* Doorstep Delivery: Ensures convenience and reduces physical dependency
* Product Awareness: Farmers get access to detailed product catalogs and reviews
* Digital Inclusion: Encourages digital literacy in rural areas

4. What are the Resources Required?

* The Resources required, are-
* Human Resources - (APT IT SOLUTIONS):
* Project Manager - Mr. Vandanam
* Business Analyst - Ayan Banerjee
* Java Developers - Ms. Juhi (Senior), Mr. Teyson, Ms. Lucie, Mr. Tucker, Mr. Bravo
* DB Admin - Mr. John
* Network Admin - Mr. Mike
* QA/Testers - Mr. Jason, Ms. Alekya
* Technical Resources:

1. Web & Mobile App Development Tools
2. Cloud Infrastructure
3. Database Systems
4. Testing and QA Tools
5. Payment Gateway Integration
6. SMS/Email Notification Systems

5. How Much Organizational Change is Required to Adopt This Technology?

* For Farmers:
* Moderate change required
* Need basic training in using smartphones/apps
* Language localization and voice assistance may be added
* For Manufacturers:
* Minimal change
* Most already use digital tools for operations and can easily onboard
* For SOONY (Sponsor):
* Low impact organizationally, but high engagement needed in monitoring and promoting adoption

6. What is the Time Frame to Recover ROI?

* Although this is a CSR initiative, the Return on Investment (ROI) in terms of social impact and long-term benefits includes:
* Short Term (6–12 months): Improved access and satisfaction of farmers, increased product sales for manufacturers
* Medium Term (1–2 years): Reduced dependency on middlemen, improved crop yield, increased farmer income
* Long Term (2+ years): Platform expansion to other rural regions, possible monetization via value-added services (ads, subscriptions)
* From a business perspective, the platform could break even or generate returns by:
* Charging minimal platform usage fees from manufacturers
* Partnering with logistics providers
* Offering premium placement or ad space on the app

7. How to Identify Stakeholders?

Primary Stakeholders:

Name/Group Role/Interest

Mr. Henry Project Sponsor

Mr. Pandu Financial Head (SOONY)

Mr. Dooku Project Coordinator (SOONY)

APT IT SOLUTIONS Development & Delivery Team

Peter, Kevin, Ben Farmer Representatives / Subject Matter Experts

Farmers (End Users) Primary beneficiaries

Manufacturers Sellers / Product Providers

Question 8: The Committee of Mr. Henry , Mr Pandu , and Mr Dooku and Mr Karthik are having a discussion on Project Development Approach.

Mr Karthik explained to Mr. Henry about SDLC. And four methodologies like Sequential Iterative Evolutionary and Agile. Please share your thoughts and clarity on Methodologies

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| **Methodologies** | **How It works** | **Best For** | **Pros** | **Cons** | **Use case** |
| Sequential | Requirements → Design → Development → Testing → Deployment → Maintenance  Each phase is completed before moving to the next. | Projects with fixed requirements and low uncertainty  When all requirements are clearly known upfront | Simple to understand and manage  Clear milestones and documentation | Not flexible to changes  Late discovery of issues (usually during testing) | Not ideal for this project due to evolving user needs and stakeholder feedback. |
| Iterative | Develop a basic version (prototype) → Get feedback → Improve it in iterations  Each cycle adds improvements based on feedback | When requirements are not completely known at the beginning | Can detect issues early  Feedback-driven improvements | Can become expensive if not controlled  Initial versions may not be fully functional | Useful for MVP development but may lack the full agility required. |
| Evolutionary | Starts with a working base version  Continuously adds features over time, based on user needs and market demand | Projects that grow organically with changing needs | Adapts to real-time feedback  Delivers usable software early | Scope creep risk  Might lack clear end-point without proper control | Useful when there's a plan for future scalability and feature expansion |
| Agile | Project broken into small cycles called sprints (1–4 weeks)  Frequent releases, continuous feedback, and collaboration  Involves stakeholders throughout development | Projects with changing requirements  Fast-paced environments requiring flexibility | Highly responsive to change  Engages stakeholders regularly  Promotes teamwork and transparency | Requires active involvement of users/stakeholders  Needs experienced team members | Highly recommended for this project due to:  Multiple stakeholders (farmers, manufacturers, committee)  Evolving requirements  Need for quick value delivery |

Question 9: They discussed models in SDLC like waterfall RUP Spiral and Scrum. You put forth your understanding on these models.

When the APT IT SOLUTIONS company got the project to make this online agriculture product store, there is a difference of opinion between a couple of SMEs and the project team regarding which methodology would be more suitable for this project. SMEs are stressing on using the V model and the project team is leaning more onto the side of waterfall model. As a business analyst, which methodology do you think would be better for this project?

**Scrum (Agile Framework) would be a better choice here because-**

* An Agile method focusing on short sprints, continuous feedback, and adaptive planning.
* Encourages frequent interaction with stakeholders.

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| **\*\*Otherwise\*\***  **Prefer V-Model Over Waterfall for This Project**  **Reasoning:**   1. **Involves Real Users (Farmers):** Testing needs to be done early and often to ensure usability and correctness. 2. **Better Quality Assurance:** V-Model supports parallel development and testing, ensuring **early defect detection**. 3. **Risk Minimization:** As product failure would impact farmers' livelihood, strong validation processes (V-Model) are crucial. 4. **Multiple Stakeholders:** Their requirements need validation at every stage. 5. **User-Centric Focus:** Validation in the V-Model ensures products meet stakeholder needs and expectations.   **Why Waterfall Alone is Less Suitable:**   * It’s too rigid; any mid-way change in requirement leads to delays and rework.   Testing only comes after development is complete—**too late** for feedback-based corrections. |

Question 10: Write down the differences between waterfall model and V model.

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| **Aspect** | **Waterfall Model** | **V-Model (Verification & Validation Model)** |
| **Development Style** | Linear and sequential | Linear but includes corresponding testing (validation) phase for each development stage |
| **Testing Phase** | Begins **after** the development phase is complete | Testing is planned **in parallel** with each development phase |
| **Emphasis** | Focus is on completing development first, then testing | Emphasis is on **early testing and validation** throughout the life cycle |
| **Error Detection** | Errors are found **late**, during testing | Errors can be detected **early**, during verification and validation stages |
| **Risk Management** | Less focus on early risk detection | Stronger risk control due to early testing and validations |
| **Flexibility to Changes** | Less flexible to changes once a phase is completed | Similar rigidity, but better control due to validation planning |
| **Project Type Suitability** | Suitable for **simple or well-defined** projects | Suitable for **critical or quality-sensitive** projects (e.g., healthcare, embedded systems) |
| **Maintenance Handling** | Changes post-release require revisiting earlier phases | More structured handling of maintenance due to clearly mapped test stages |
| **User Involvement** | Typically involved at the beginning and end | Involved more regularly due to validation phases |
| **Examples of Use** | Small websites, internal tools with clear scope | Banking apps, medical devices, systems needing high reliability and correctness |

Question 11: As a BA, state your reason for choosing one model for this project

**Reason for Choosing Agile (Scrum) Model:**

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| **1. Evolving Requirements** | * Farmers, manufacturers, and committee members may provide **continuous feedback** as they see the product take shape. * Agile supports **changing or unclear requirements**, which is critical in CSR-driven projects with social impact. |
| **2. Multiple Stakeholders** | * With involvement from Mr. Henry, Mr. Pandu, Mr. Dooku, Peter, Kevin, and Ben — there will be **frequent inputs and suggestions**. * Agile ensures **collaboration with stakeholders** throughout the development process. |
| **3. Faster Time-to-Market** | * By delivering in **sprints**, we can release basic features early (like catalog browsing or ordering) and **add more over time**. |
| **4. Risk Management** | * Continuous testing and feedback loops in Agile reduce the chances of failure and **allow faster detection and resolution** of issues. |
| **5. User-Centric Development** | * Farmers are the primary users. Agile allows for frequent **usability testing**, ensuring the application is **simple and relevant** to them. |
| **6. Better Transparency and Monitoring** | * Sprint reviews, daily stand-ups, and retrospectives ensure **visibility of progress** to the entire team and committee. |
| **7. Scalability** | * Agile supports growth. Once the core system is live, features like support for more languages, regional product catalogs, or payment integrations can be **added in future sprints**. |

Question 12: The Committee of Mr. Henry, Mr Pandu, and Mr Dooku discussed with Mr Karthik and finalised on the V Model approach (RG, RA, Design, D1, T1, D2, T2, D3, T3, D4, T4 and UAT) Mr Vandanam is mapped as a PM to this project. He studies this Project and Prepares a Gantt chart with V Model (RG, RA, Design, D1, T1, D2, T2, D3, T3, D4, T4 and UAT) as development process and the Resources are PM, BA, Java Developers, testers, DB Admin, NW Admin.

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| **Phase** | **Duration** | **Timeline (Weeks)** | **Key Resources** |
| **RG (Requirement Gathering)** | 1.5 months | Week 1 – 6 | BA, PM, Stakeholders |
| **RA (Requirement Analysis)** | 1 month | Week 7 – 10 | BA, PM, SMEs |
| **Design (High-Level + Low-Level)** | 2 months | Week 11 – 18 | BA, Java Devs, DB Admin, Network Admin |
| **D1 – T1 (Module 1)** | 1.5 months | Week 19 – 25 | Java Devs, Testers |
| **D2 – T2 (Module 2)** | 1.5 months | Week 26 – 32 | Java Devs, Testers |
| **D3 – T3 (Module 3)** | 1.5 months | Week 33 – 39 | Java Devs, Testers |
| **D4 – T4 (Module 4)** | 1.5 months | Week 40 – 46 | Java Devs, Testers, DB Admin |
| **UAT (User Acceptance Testing)** | 1.5 months | Week 47 – 53 | BA, Testers, Committee, Stakeholders |
| **Deployment & Implementation** | 2 months | Week 54 – 62 | DevOps/Infra, BA, PM, Trainers |
| **Post-deployment Support + Training** | 3 months | Week 63 – 78 | Support Team, BA, PM |

**Role Key Responsibilities**

**Project Manager (Mr. Vandanam)**- Planning, Gantt chart, timelines, team coordination

**Business Analyst (Ayan Banerjee)**- Requirement gathering, analysis, documentation, stakeholder communication

**Java Developers (Juhi, Teyson, Lucie, Tucker, Bravo)**- Core development work for each phase

**Testers (Jason, Alekya)**- Test case design and execution for each testing phase

**DB Admin (John)**- Database design, performance optimization

**Network Admin (Mike)**- Infrastructure, server setup, connectivity support

Question 13: Explain the difference between Fixed Bid and Billing projects

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| **Aspect** | **Fixed Bid Project** | **Billing (Time & Material) Project** |
| **Definition** | The project is executed for a **fixed cost**, agreed upon upfront. | The client is billed based on the **actual time and resources** used. |
| **Budget** | Fixed, predetermined. | Flexible and varies based on actual hours worked. |
| **Scope** | Well-defined and **frozen** before the project begins. | Can be **evolving or flexible** throughout the project. |
| **Risk** | More risk on the **vendor/company**, as they bear cost overruns. | More risk on the **client**, as costs can increase with scope or delays. |
| **Client Involvement** | Less involved during development. | High involvement needed for regular tracking and approvals. |

Question 14:

➢ Design Timesheet of a BA

➢ Development Timesheet of a BA

➢ Testing Timesheet of a BA

➢ UAT Timesheet of a BA

➢ Deployment n Implementation Timesheet of a BA

**1. Design Phase – Timesheet of a BA**

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| **Day** | **Task** | **Hours** |
| Day 1 | Conduct workshops with stakeholders | 2 hrs |
|  | Create & update Use Case Diagrams | 2 hrs |
|  | Document Functional Requirements (FRD) | 3 hrs |
|  | Review Design with Technical Team | 1 hr |
| Day 2 | Finalize Business Flow Diagrams (BPMN) | 2 hrs |
|  | Update Requirement Traceability Matrix (RTM) | 2 hrs |
|  | Peer review and validation | 2 hrs |
|  | Meeting with Dev & Design team | 2 hrs |

**2. Development Phase – Timesheet of a BA**

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| --- | --- | --- |
| **Day** | **Task** | **Hours** |
| Day 1 | Clarify business logic to developers | 2 hrs |
|  | Review development progress against specs | 2 hrs |
|  | Update requirement clarifications | 3 hrs |
|  | Coordinate with DB/NW admins for support details | 1 hr |
| Day 2 | Walkthrough sessions with developers | 2 hrs |
|  | Support API/data mapping discussions | 2 hrs |
|  | Sprint planning with team | 2 hrs |
|  | RTM update based on dev mapping | 2 hrs |

**3. Testing Phase – Timesheet of a BA**

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| **Day** | **Task** | **Hours** |
| Day 1 | Review test cases and scenarios | 2 hrs |
|  | Align testers with business expectations | 2 hrs |
|  | Support during bug triage | 2 hrs |
|  | Update RTM based on test coverage | 2 hrs |
| Day 2 | Functional walkthroughs with QA team | 2 hrs |
|  | Analyze defect logs and support bug reproduction | 2 hrs |
|  | Validate fix readiness from a business POV | 2 hrs |
|  | Coordination meetings | 2 hrs |

**4. UAT Phase – Timesheet of a BA**

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| **Day** | **Task** | **Hours** |
| Day 1 | Prepare UAT Test Plan | 2 hrs |
|  | Schedule UAT sessions with stakeholders | 1 hr |
|  | Support UAT Execution (Hand-holding users) | 3 hrs |
|  | Capture feedback & log enhancement requests | 2 hrs |
| Day 2 | Create UAT Summary Report | 2 hrs |
|  | UAT Sign-off coordination | 1 hr |
|  | Final traceability check | 2 hrs |
|  | Final UAT presentation with committee | 3 hrs |

**5. Deployment & Implementation Phase – Timesheet of a BA**

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| **Day** | **Task** | **Hours** |
| Day 1 | Final business validation | 2 hrs |
|  | Support Go-live checklist verification | 2 hrs |
|  | Conduct End-user training (remote/village sessions) | 3 hrs |
|  | Communication with stakeholders post-deployment | 1 hr |
| Day 2 | Track issues raised post-deployment | 2 hrs |
|  | Documentation handover (User Manuals, FAQs) | 3 hrs |
|  | Support transition to Maintenance team | 2 hrs |
|  | Wrap-up Meeting and Feedback collection | 1 hr |