

# 6,460 Wi-Fi Data Insights

PM: [REDACTED]

Programme Manager: [REDACTED]

T&D Sponsor: [REDACTED]

Sponsor: [REDACTED]



# Project Update

## Achieved

- Produced high level plan and estimate for the customer benefit deliverable and for work up to Gate 2, which has been approved by the Sponsors
- Initiated project requirements gathering
- Engaged marketing and the press office to utilise channels to ensure the public is aware of Wi-Fi data collection
- Compiled a list of marketing channels will be utilised for the project with TDM and Marketing
- A 2D CAD data reference system to locate advertising assets and access points has been chosen



# Funding

	Funding RAG	G
Funded By	Business Funded – Other	
Approved Funding		
Spend to Date		£73,191.38
Variance (Approved - EFC)		£0.00
Spend to Go (EFC - Spend to Date)		

## Cost Commentary

Spend to date included total spend during the pilot

Funded by Commercial Development

Estimated Final Cost is for project work up to Gate 2 (including spend for pilot). Approval for the estimated final cost for delivery will be presented at Gate 2.

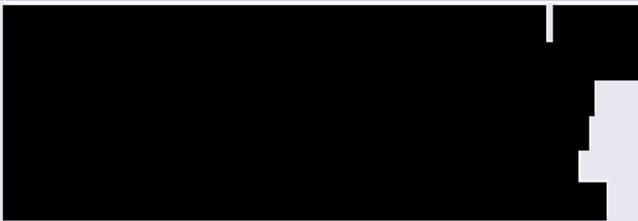
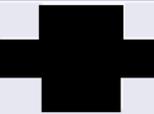


# Key Risks

ID No	Risk Description and Mitigation	RAG	Owner	Proximity Date	Executive Update
4	<p><b>There is a risk the solution will not be able to produce a near-real time stream of data and will not meet the project requirement SLAs.</b> The solutions from the pilot were built on a static data set, however these would need to be refactored for use on a near real-time stream of data. This will be mitigated by continual testing and developing to understand the capabilities of the system, and manage the project requirements to ensure SLAs are deliverable.</p>	A	[REDACTED]	11/04/18	
3	<p><b>There is a risk around how the use of Wi-Fi data is perceived by the public, stakeholders and privacy groups.</b> The risk is being actively managed by the press office through comms through the press and consultations with privacy groups.</p>	G	[REDACTED]	On-going	Messaging Matrix will be completed to ensure we have a consistent messaging across all channels.
2	<p><b>GDPR compliance</b> - The Wi-Fi will be processing pseudonymised (tokenised) data which could be attributed to a natural person by the use of additional information until such time that the link back to an individual MAC address has been destroyed. During the project, there is a number of legislation which will have to be met including the draft ePrivacy Regulation. As this is still in draft, there is a risk that the requirements could change when processing Wi-Fi data. All drafts of the new legislation will be reviewed by the Data Governance Manager to ensure the project is compliant</p>	G	[REDACTED]	On-going	



# Key Dependencies

ID No	Dependency Description	Dependency Impact	Resolution Date	Owner	RAG
1	There is currently no central system which holds complete set of LU station maps which captures information of advertising assets and access points within a station. This requires a piece of work to be completed with the central CAD/GIS team to produce a set of maps which captures the required information.	If the 2D CAD data reference system is not delivered, it will significantly slow down the production of deliverables.	TBC		G
			On-going		A



# Decisions

## Decisions

Decision	Owner	Date	Status
Customer Benefit deliverable has been approved by Sponsors. Option Five - The product will provide a set of alternative routes between two selected stations by direction with details on the amount of crowding and journey times, taking into account link level crowding.	[REDACTED]	25/10/17	Complete
Estimate for Gate 2 accepted by Commercial Development, and is to be formally approved by the Commercial Development Project Board (ongoing action)	[REDACTED]	25/10/17	Complete

## Actions

Actionee	Raised on	Action	Status
[REDACTED]	25/10/2017	New risk - Stakeholder/customer perception of capturing and using Wi-Fi data	Complete
[REDACTED]	25/10/2017	Send Joe Scheinkonig breakdown (by resource) of cost estimate up to Gate 2	Complete
[REDACTED]	25/10/2017	Joe Scheinkonig to secure approval from the Commercial Development Project Board for estimate for Gate 2	Complete
[REDACTED]	25/10/2017	To explore the technical and privacy viability of providing Exterior Media with percentage mix of aggregated flows based on types.	Complete

## Update

- Data that will be captured and processed will be from authenticated devices (device must go to splash page once) . Require further investigation to determine whether sign-in is required.

# Key Milestones

Key Milestones	Baseline End Date	Forecast / Actual Date	RAG	Commentary
PEP and PRD signed off for delivery	18/09/17	18/09/17	C	
Change request/Gate 2	11/01/18	11/01/18	G	
Approval to start full scale and continuous data collection	TBC	TBC	TBC	
Delivery of full scale data collection	TBC	TBC	TBC	
Release of customer-benefit product	TBC	TBC	TBC	The product will be produced (but not released) prior to the full scale data collection. The product is currently forecast to be delivered for 31/01/18.
Delivery of commercial benefit product	TBC	TBC	TBC	
Re-release of customer-benefit product using new data	TBC	TBC	TBC	

