

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.

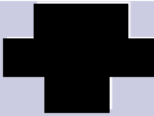
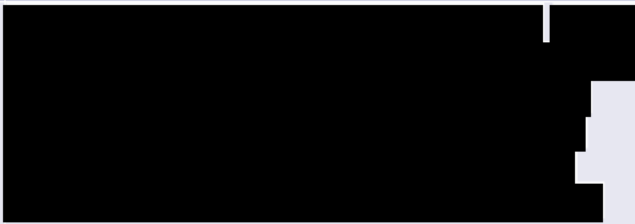




Key Risks

ID No	Risk Description and Mitigation	RAG	Owner	Proximity Date	Executive Update
4	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. 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.	A	[REDACTED]	11/04/18	
3	There is a risk around how the use of Wi-Fi data is perceived by the public, stakeholders and privacy groups. The risk is being actively managed by the press office through comms through the press and consultations with privacy groups.	G	[REDACTED]	On-going	Messaging Matrix will be completed to ensure we have a consistent messaging across all channels.
2	GDPR compliance - 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	G	[REDACTED]	On-going	



Key Dependencies

ID No	Dependency Description	Dependency Impact	Resolution Date	Owner	RAG
I	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
I			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	

