CREATING A VIRTUAL EVENT WEBSITE

By

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List of Exhibits

Keywords

- Virtual Event
- Virtual Race
- Challenge
- RunSignUp
- Website

Abstract

This Best of 10 Virtual Race project involved creating a virtual athletic event website designed to motivate participants to engage in multiple types of physical activity while providing a fair and engaging leaderboard system. Traditional virtual events often favor participants who specialize in a single activity, such as cycling or running long distances, making it difficult for multi-sport athletes to compete. This project addressed that gap by implementing a scoring system across multiple categories such as cardio, ball sports, racket sports, weight training, outdoor activities, etc. where lower cumulative scores indicate better overall performance. This approach encourages participants to improve in weaker areas and explore activities they may not normally try.

The platform was built using RunSignUp, which allows secure registration, payment processing, activity logging, and leaderboard management. The project included updates and refinements to ensure usability, scoring accuracy, and a user-friendly experience for a broad audience of active individuals. A trial event is planned to be held to validate the platform, demonstrating that it meets project goals and supports a full-scale launch.

The final deliverable is a fully functional, scalable, and intuitive website capable of hosting virtual fitness events that are inclusive, competitive, and engaging, providing a new way for participants to challenge themselves across multiple activity types.

Project Scope and Overview

The Best of 10 Virtual Race project focused on designing and implementing a virtual athletic event platform aimed at encouraging participants to engage in a variety of physical activities while providing a fair, transparent, and competitive scoring system. The motivation for this project stems from the limitations observed in existing virtual events, where participants who specialize in a single activity often dominate leaderboards, creating a barrier for multi-sport participants. By requiring engagement across multiple activity categories, including cardio, ball sports, racket sports, weight training, outdoor activities, and so much more the platform promotes inclusivity and encourages participants to challenge themselves in areas they might not typically explore.

The primary goal of the Best of 10 Virtual Race was to deliver a fully functional website capable of hosting a virtual fitness event, with integrated registration, secure account management, activity logging, and a leaderboard system. Participants log their results across multiple activity categories, and rankings are based on cumulative scoring, where lower total scores indicate stronger overall performance. For example, a participant placing 1st, 3rd, 4th, 4th, and 107th in the five categories would receive a total score of 119. This system ensures that participants who are strong in multiple areas are rewarded, while also incentivizing improvement in weaker categories.

The scope of the project included research, platform selection, development, testing, and validation. Initial research involved evaluating multiple website platforms and analyzing other virtual events such as The Race Across Alaska, 100 Miles of May, and Conqueror Challenges. While the original plan was to use WordPress with an integrated registration system, the discovery that RunSignUp offers a built-in website builder allowed for streamlined development and full integration of event registration, payments, activity logging, and leaderboard management. This decision reduced project complexity, saved significant time, and ensured a seamless user experience.

The platform was designed to be user-friendly, intuitive, and scalable, accommodating a wide range of participants from casual fitness enthusiasts to dedicated athletes. Iterative testing and feedback were incorporated throughout the development process, including a trial event to validate website functionality, scoring accuracy, and overall usability.

Deliverables for the project include:

- A fully functional RunSignUp-based website capable of hosting virtual athletic events
- Secure participant registration and account management

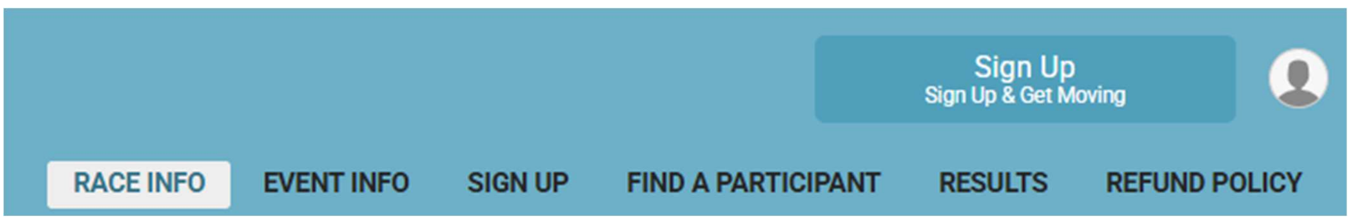
- Activity logging for multiple fitness categories
- A leaderboard system using cumulative scoring to encourage balanced participation
- Validation and refinement through a trial event to ensure full-scale readiness

The project aims to provide a new and engaging approach to virtual fitness competitions, offering participants a platform that is fair, motivating, and encourages exploration across a diverse set of physical activities. By creating a system where success requires multi-activity engagement, the project delivers a unique experience that is both competitive and inclusive, appealing to a broad audience of active individuals.

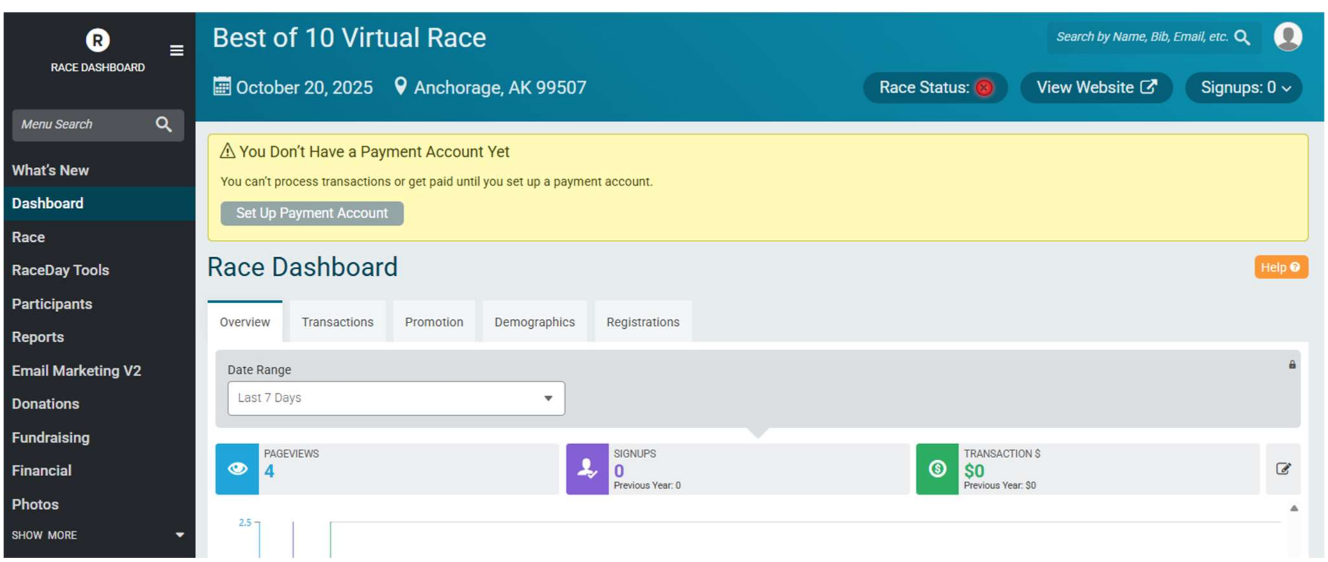
Website Screen Shots

Cover page of the race website:

Tabs within the website:



Editing page (this can only be seen by myself, the race owner):



Research

Preliminary Research

Before building the website for The Best of 10 Virtual Race, several critical questions needed to be answered to select the most appropriate platform and design. These questions focused on identifying the best website platforms, understanding user expectations, and determining the features required for a successful virtual athletic event.

Research Approach

Initial research was conducted at the UAA Consortium Library online; however, information relevant to creating a virtual race website was limited. More fruitful results were obtained through general internet searches and leveraging AI tools to analyze and narrow down suitable platforms. This approach allowed identification of platforms used by similar virtual events, which greatly informed the platform selection process.

Event/Challenge Platform Research

A review of existing virtual events helped identify what platforms were commonly used:

Event/Challenge Research			
Number	**Event/Challenge**	**Platform used**	**Website**
1	The Conqueror	Bespoke Commerce	https://www.theconqueror.events/
2	Race Across Alaska	RunSignUp	https://www.raawc.com/Race/AK/USA/AlaskaChallenge
3	100 Miles in May	Custom Platform	https://100miles.healthyfuturesak.org/
4	My Virtual Mission	SaaS Platform	https://www.myvirtualmission.com/
5	RunSignUp Challenge	RunSignUp	https://runsignup.com/
6	Forget-Me-Not Challenge	RunSignUp	https://runsignup.com/Race/AK/ANYWHEREUSA/SpringDuathlonChallenge

Website Platform Selection

Selecting the right platform was one of the most critical decisions for the project. Initially, WordPress integrated with RunSignUp was chosen for registration, payment processing, and participant tracking. During setup, it was discovered that RunSignUp includes a fully integrated website builder capable of hosting the entire event website. This allowed a simplified setup, reduced the project timeline by several weeks, and ensured seamless integration of registration, payments, and participant tracking.

Required Website Features

Reviewing successful virtual event websites indicated the platform needed the following features:

- Participant registration and payment processing
- Individual and team tracking for distance or activity-based goals
- Integration with fitness tracking apps (for future development)
- Leaderboards and progress tracking to encourage friendly competition
- Photo uploads and participant stories to enhance community engagement (for future development)
- Event updates and announcements (newsfeed or blog section, for future development)
- Medal or rewards display to showcase achievements
- Contact and support form

RunSignUp included all these features natively, making it the ideal platform for the project.

Technical Requirements

As a first-time website builder, it was essential to choose a platform with minimal technical barriers. RunSignUp provides pre-built templates, drag-and-drop customization, and an intuitive interface, allowing professional results without prior web development experience. Other platforms, such as WordPress, Wix, and Squarespace, require more technical knowledge and integration work, while fully custom-built solutions demand extensive programming skills. This analysis confirmed that RunSignUp offered the best balance of functionality, simplicity, and reliability.

Project Timeline

The timeline for website development is influenced by platform choice, feature complexity, content availability, and builder expertise. Initial WordPress integration would likely have required 2 to 3 months, switching to RunSignUp reduced the duration. Final evaluation of development time will be possible after project completion.

User Experience and Interaction

RunSignUp is widely recognized for its user-friendly interface. Users can create accounts, register, log activities, and track progress easily. The familiar structure ensures consistency and confidence, while minimizing technical support requirements.

Control and Customization

For a first-time builder, using RunSignUp templates allowed substantial customization of design, layout, and content, without the stress of building a site from scratch. Templates also ensure responsiveness, accessibility, and security.

Analytics

Although advanced analytics were not required, RunSignUp provides basic built-in tools to track registration, fundraising, and engagement. Future iterations could integrate other platforms to help for more and deeper analytics.

Post website questions and answers through research:

- What website platform should I use?
    - Choosing the right website platform was one of the most critical factors for the success of this project. Selecting the wrong platform could have limited the site's functionality and caused major setbacks later on.
    - After conducting initial research and reviewing other virtual event websites, such as The Race Across Alaska, 100 Miles in May, and The Conqueror Challenge, I found that each used a variety of different platforms, including WordPress, RunSignUp, and fully custom-built systems.
    - Initially, I decided to use WordPress as my main website platform and integrate it with RunSignUp to handle event registration, payment processing, and participant tracking. However, during the setup process, I discovered that RunSignUp actually offers its own built-in website builder that can host the entire event site directly on their platform.
    - This discovery turned out to be a valuable lesson learned. By building the site directly through RunSignUp, I eliminated the need for separate WordPress integration, simplified data management, and removed several potential points of failure. This change

significantly reduced the overall project duration, saving an estimated several weeks of development time, and created a more seamless user experience for participants.

- What features does the website need?
  - After reviewing other successful virtual event sites, I determined that the following features were essential for this project:
    - Participant registration and payment processing
    - Individual and team tracking capabilities (for distance or activity-based goals)
    - Integration with fitness tracking apps (For Future development, not part of this project).
    - Leaderboard and progress tracking to promote friendly competition
    - Medal or rewards display page to showcase achievements
    - Contact and support form
  - Fortunately, the RunSignUp website builder includes all of these features (and more) natively. This made it the ideal platform for the project, ensuring full functionality without requiring additional plugins or custom code.
- How much technical knowledge do I need to build that website?
  - This was one of the central questions of the project, especially since I had no prior experience building websites.
  - Through this process, I learned that RunSignUp's website builder requires minimal technical background. It uses pre-built templates, drag-and-drop content sections, and simple customization tools, allowing even first-time users to create a professional and functional event website. While having some general knowledge of web layout and design is helpful, the learning curve is quite manageable.
- What platforms require lower and more technical need?
  - Platforms such as RunSignUp, Race Roster, and Eventbrite are designed to require very little technical skill. They provide structured templates and integrated payment systems that are ideal for beginners or small teams.
  - On the other hand, platforms like WordPress, Wix, or Squarespace offer greater design flexibility but require more time, effort, and in some cases, technical understanding, especially when integrating registration systems or payment gateways.
  - Fully custom-built websites (using HTML, CSS, or frameworks like React or Ruby on Rails) demand the highest level of technical expertise, maintenance, and security management, but offer complete creative control.

- Based off this information is mainly why I chose to use RunSignUp as my platform as a new website builder.
- How long will it take to build a website?
    - The duration to build a website varies greatly depending on the platform, the complexity of features, and the technical skill of the builder.
    - For this project, my initial plan, using WordPress with RunSignUp integration would likely have taken 2 to 3 months to fully develop and test. However, by switching to the RunSignUp built-in website option, the total timeline was reduced by several weeks.
    - In general, website development timelines are affected by:
        - The builder's experience level
        - The number and complexity of required features
        - The availability of content (photos, text, graphics)
        - The platform's ease of use and support options
    - I'll be able to more accurately evaluate total duration once the project is completed.
- How easy will it be for users to register, log activities and interact?
    - RunSignUp is widely recognized for being extremely user-friendly, which was one of the main reasons I selected it. Registration follows the same familiar process that participants use for thousands of other races and virtual events hosted on the platform.
    - Users can easily create an account, register for the event, log their progress, and view leaderboards, all from one place. This consistency and reliability improve participant confidence and minimizes the need for technical support.
- Should I have full control over the website or am I ok with a pre-built look?
    - As a first-time website creator, I chose to use a pre-built template through RunSignUp's builder that allows customization of colors, images, and content layout. This approach gave me significant creative control while avoiding the stress and time commitment of developing a website entirely from scratch.
    - The pre-built structure also ensures the website remains responsive, accessible, and secure important factors that can be difficult to manage independently.
- Do I need analytics to track user activity, sign-ups, etc.?
    - While advanced analytics weren't a primary requirement for this project, RunSignUp automatically provides basic built-in analytics, including registration numbers, fundraising totals, referral tracking, and engagement metrics.

- For a first event, these built-in tools are sufficient. However, if future events expand in scope, integrating external analytics platforms (such as Google Analytics or Meta Pixel) could provide deeper insights into marketing effectiveness and participant behavior.

Post-Test Event Research

After the upcoming test event, additional research will be conducted using participant feedback to refine the website, features, and event structure. This research will be collected through surveys distributed to end users. While the following questions are valuable for future development, they have been removed from the current project scope to maintain schedule efficiency:

- What types of athletic activities do you regularly participate in?
- What other activities would you be interested in trying?
- Have you ever logged activities online before? If so, what functions did you like or dislike?
- How long should the test event last?
- What motivates you to participate in athletic events?
- What features would be most important to you on the website?
- Would you prefer to participate solo or as a team?

These questions will serve as a strong foundation for future research efforts. When revisited, the findings will help guide improvements to ensure the Best of 10 Virtual Race website meets participant needs, enhances engagement, and supports broad participation across multiple activity types.

Knowledge areas

Schedule Management

The Project Schedule Management Plan was a critical component of "The Best of 10 Virtual Race" project, as timing played a major role in overall project success. The website portion of the project needed to be fully functional well before final completion to allow time for testing, stakeholder feedback, and implementation of improvements. Careful tracking and control of the schedule ensured that milestones were achieved as planned.

Throughout the project, the schedule was consistently updated with each Project Progress Meeting (PPM) submission to reflect actual progress, identify delays, and adjust future timelines as necessary. The project manager initially identified the schedule as both a high risk and a high opportunity area, meaning that while delays could significantly impact outcomes, effective schedule management could lead to major efficiency gains.

During PM 686A, the schedule was monitored closely using the Critical Path Method (CPM) since the project had limited cost-based tracking activities, making SPI (Schedule Performance Index) less effective. The CPM allowed the project team to predict potential completion dates and identify which tasks were most critical to maintaining timely delivery.

In PM 686B, the project began slightly behind schedule during the early phases. By PPM#2, adjustments had been made to bring the project back on track for an on-time completion and test event. However, after PPM#2, it was discovered that deliverables related to the PM 686B coursework had not been included in the original schedule. Incorporating these additional deliverables extended the project duration by approximately 11 days with the increased scope.

Scope Management

Developing and maintaining a clear and controlled project scope was one of the primary challenges of this project. The Project Scope Management Plan defined the parameters of what would be included in the website, ensuring that project deliverables aligned with stakeholder expectations and available resources.

The scope evolved over time through ongoing input from stakeholders, who provided feedback at each PPM submission. Their comments were reviewed and incorporated into the project plan, gradually improving the definition and quality of the project scope.

During PM 686B, several scope changes were logged and tracked in accordance with the Integration Management Plan and the project's established change control process. These changes included:

- Website location adjustments due to platform modifications
- Event name change to better reflect the project's vision
- Revisions to activity inputs and performance tracking structure
- Inclusion of PM 686B deliverables, which had initially been omitted but were added later, extending the overall schedule by approximately 11 days

Minor scope adjustments also occurred throughout the project, such as refinements to the Stakeholder Management Plan and improvements to deliverable definitions. This iterative refinement process ensured that the project remained aligned with its goals and adaptable to evolving requirements.

Risk Management

Risk management played an essential role throughout the project, especially considering the project manager's limited experience with website development and the reliance on external platforms for hosting and functionality. Risks were identified early in the Project Management Plan (PMP) and monitored throughout both PM 686A and PM 686B.

High-priority risks included:

- Selecting an inappropriate website platform
- Schedule overruns due to unforeseen scope
- Limited technical knowledge in website setup and configuration

Mitigation strategies included conducting extensive preliminary research before committing to a platform, maintaining open communication with stakeholders, and adopting a flexible and iterative project schedule. Contingency time was built into the project plan to accommodate unexpected learning curves and platform-related complications.

The proactive identification and management of these risks ensured that the project remained feasible and within manageable limits, even when scope changes and learning barriers arose.

Procurement Management

Procurement was a high-impact component of the project, despite involving only a single major procurement item, the selection of the website platform. The chosen platform would determine how well the project could meet requirements and achieve its objectives.

During the early stages, extensive research was conducted to compare available options such as WordPress, RunSignUp, and other event-hosting platforms. The initial plan was to use WordPress as the primary website builder and integrate it with RunSignUp for event management and activity tracking. However, during implementation, it was discovered that RunSignUp included its own built-in website builder, capable of hosting a fully functional and customizable event page.

This finding significantly simplified the project. By building directly through RunSignUp, the project eliminated the need for integration between two platforms, reducing potential points of failure and saving overall project schedule time. The procurement decision ultimately proved highly effective, providing all the functionality needed with minimal technical setup.

Procurement tracking was documented in the project's Procurement Management Plan, which measured success based on whether items were obtained within the estimated timeframes and met project requirements. The process was successfully completed in PM 686B, marking a major milestone for the project.

Stakeholder Management

The Project Stakeholder Management Plan was one of the most important components of the project. The end user's participants of "The Best of 10 Virtual Race" would ultimately determine the project's success. If they found the website difficult to use or the event experience unsatisfactory, the entire projects would be considered a failure or a lesson learned.

Throughout PM 686A and PM 686B, stakeholders provided feedback at every PPM submission. Their insights helped refine the project's scope, website design, and communication approach. The feedback loop was a continuous process, ensuring that the website remained user-focused and accessible.

In PM 686B, an additional stakeholder group was identified. RunSignUp technical support partner who assisted the project manager in building the website. This addition was not originally anticipated but became invaluable to project success. Given the project manager's limited technical background, this stakeholder provided essential guidance in navigating the RunSignUp platform and customizing the event site. Their contributions improved efficiency, reduced technical risk, and directly enhanced project quality.

Stakeholder satisfaction continued to serve as the key performance metric for this plan. Success was defined by positive feedback from end users and the completion of a functional, user-friendly event website that supported the overall mission of the project.

Risks realized

During the course of the project, several risks materialized that affected the project's schedule, scope, and execution.

Scope Changes:

The project experienced multiple scope changes, each requiring additional time and effort to manage. The most notable occurred when the PMP 686B deliverables were not originally included in the 686A project management plan. When these were added after PMP 686B PPM #2, the project duration increased by approximately 11 days, pushing project milestones behind schedule. This demonstrated how incomplete early scope definition can have cascading impacts on overall timelines and resource allocation.

New Stakeholder Involvement:

An unexpected stakeholder, the RunSignUp support team was added mid-project to assist with technical development. While ultimately beneficial, this change required the project manager to quickly adjust stakeholder communication plans and decision making processes. The risk of stakeholder expansion was not initially considered but proved to be a critical factor in managing project coordination.

Scheduling and Tracking Oversights:

While the project successfully recovered from early schedule delays, a key oversight occurred when the project manager fell behind on tracking and updating deliverables. This lapse in monitoring created temporary misalignment between actual progress and the documented schedule, which could have affected reporting accuracy. This experience reinforced the importance of maintaining consistent schedule tracking even when ahead of deadlines.

Complexity of the Scoring System:

The scoring system presented unforeseen complications, requiring significant troubleshooting and collaboration with RunSignUp to develop a functional workaround. This consumed additional time and resources and highlighted the need for early prototyping and risk assessments for custom or technical components.

Risks Realized Table		
Risk	**Impact**	**Mitigation/Response**
Scope changes	Extended project duration by ~11 days	Implemented scope change controls and documentation
Addition of new stakeholder	Adjusted stakeholder management process	Re-established communication protocols
Schedule tracking oversight	Temporary misalignment between actual and planned progress	Re-emphasized consistent tracking practices
Complex scoring system	Increased project complexity and workload	Collaborated with RunSignUp for workaround solutions

Test Event

A test event was held on November 8–9, 2025, with approximately ten participants registering. All sign-ups occurred at the last minute, as the website was not ready for public use until the day before the event. Despite the tight timeline and small sample size, the test event proved extremely valuable. The project manager (PM) gained far more insight than anticipated, and the feedback collected will significantly improve the website and future event structure.

Key Findings From the Test Event

The test event revealed several issues related to usability, scoring, and interface functionality. Major observations include:

Participants Could Not View the Compiled Leaderboard

- Only the website owner (the PM) was able to view the overall event leaderboard.
- Participants could view individual activity leaderboards but not the combined results for all activities.

Difficulty Identifying Where to Input Activities

- Test users reported confusion about where and how to enter their activities.
- The website lacked a clear tab or interface for activity input.

No On-Site Activity Input Feature

- Participants could only enter activities using an emailed link.
- After submitting one activity, they had to return to the email and click the link again to submit the next one.
- The site did not allow users to enter multiple activities at once—a feature commonly available in comparable virtual race platforms.

Series Scoring Did Not Function as Intended

- The system did total each contestant’s score based on leaderboard placement.
- However, participants who submitted fewer than five activities received a “0” in those missing categories.

- Because a lower score is better, this unintentionally pushed low-participation contestants to the top of the leaderboard.
- A new method is required to assign non-participants the appropriate high score for missing categories (e.g., number of participants + 1).

Additional Issues Observed

- Leaderboards did not update automatically; the PM had to log in repeatedly to refresh results manually.
- The website lacked a date-entry field for activities, making it difficult for participants to track when activities occurred.
- No tie-breaker system was implemented, even though a tie occurred during the test.
- The PM is unsure how the system resolved the tie, as no logic was in place to handle it.

Recommendations for Improvements

Based on the issues identified, the following enhancements are recommended for future development:

Correct Series Scoring Logic

The scoring system must assign an appropriately high score to any category where a participant has no recorded activity.
Example: If there are 10 contestants, a participant with no entry in a category should receive 10 points for that category (or another appropriate max-score system).
This will ensure the leaderboard reflects accurate rankings and prevents under-participation from falsely inflating rankings.

Add a User-Friendly Activity Input Interface

A dedicated activity input tab should be integrated directly into the event website.
Improvements should include:

- The ability to enter activities without relying on email links
- The ability to submit multiple activities at once
- A cleaner, more intuitive layout for entering data
  These features are standard in most virtual race platforms and will greatly reduce user frustration.

Add a Date Field for Each Activity

Participants should be able to record the date of their activity.
This improves organization, transparency, and participant tracking—especially for users who repeat similar activities throughout the event.

Enable Participant Access to the Overall Leaderboard

Participants should be able to see the combined event leaderboard at any time.
Additionally, the PM needs to investigate why the overall leaderboard did not appear for participants during the test.

Automate Leaderboard Updates

Leaderboards should update automatically or at least within a short interval after data is submitted.
Manual updates are time-consuming and limit transparency and engagement.
Real-time or near-real-time updates are standard expectations in modern virtual events.

Implementing a Tie-Breaker System

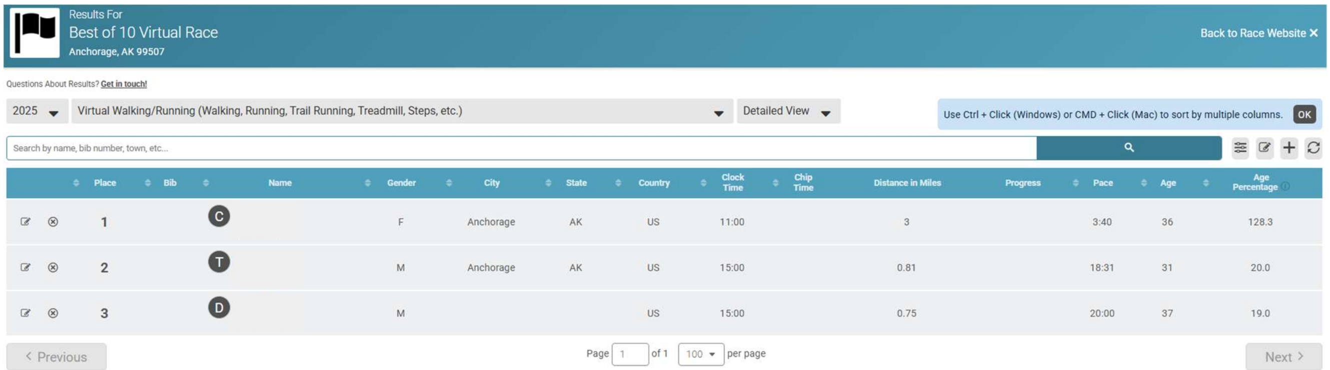
A tie-breaking method—such as fastest single activity time, total volume, or earliest submission—should be built into the scoring logic.
This will ensure consistent and fair results in future events.

Test Event Summary

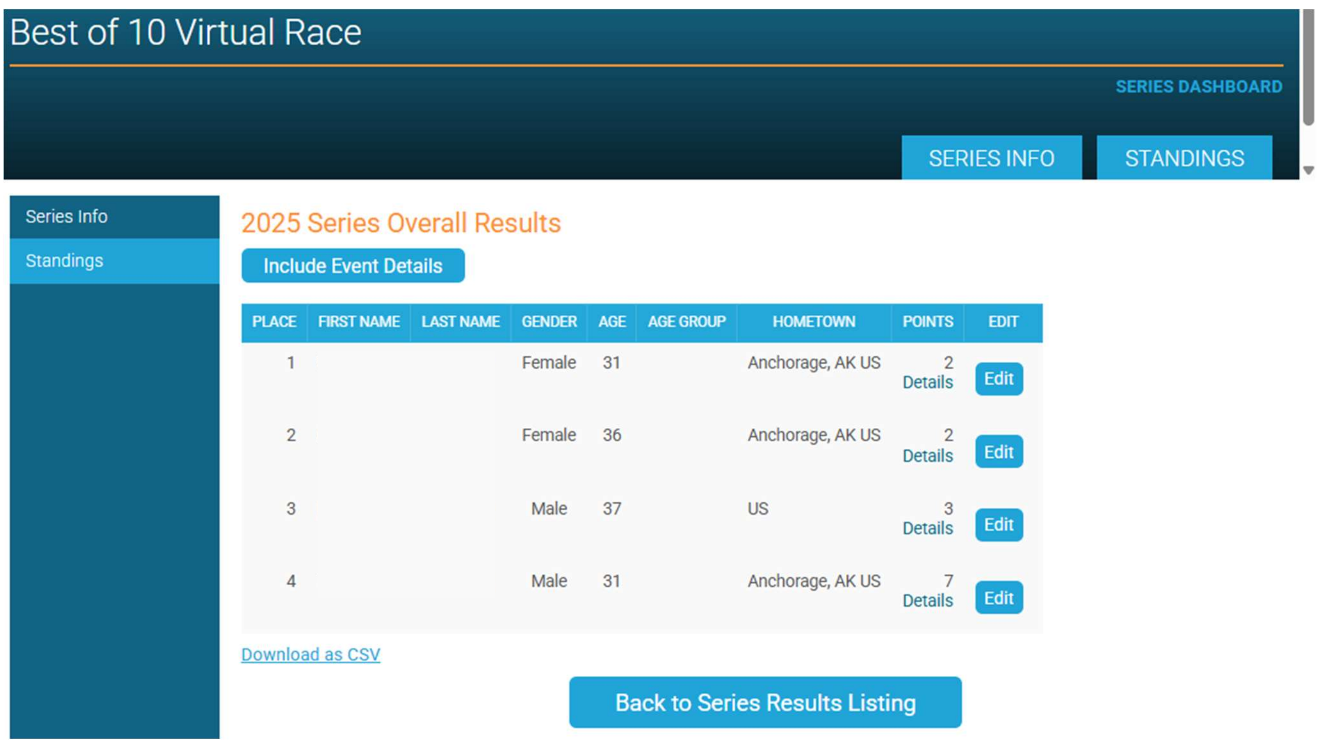
Overall, the test event provided invaluable insights into the user experience, scoring issues, and workflow challenges of the website. While many aspects functioned at a basic level, several critical components require improvement before hosting larger-scale or public-facing events. Addressing these issues will enhance participant engagement, reduce confusion, and ensure fair, accurate, and enjoyable competition for all future events.

Test event screen shots:

Example of leaderboard in an individual activity:



Example of over all race results during event:



Lessons Learned

Throughout The Best of 10 Virtual Race project, numerous lessons were learned that contributed to both the project's immediate success and the project manager's continued development as a professional. Each phase of the project revealed new insights about planning, stakeholder engagement, scope control, and adaptability. These lessons were captured and reviewed at every Project Progress Meeting (PPM) and were used to improve project performance moving forward.

Project Scope Management

One of the most significant lessons learned during this project was the importance of flexibility within scope management. The original Project Scope Management Plan was designed to define project boundaries and maintain control over scope creep, but it quickly became apparent that a rigid approach was unrealistic for a project with so many unknown factors.

The project required multiple scope changes due to discoveries made during execution, including changes to the website platform, event structure, and deliverables. Initially, the project manager did not anticipate using the formal change process frequently, but as the project evolved, it became the most utilized aspect of the plan.

A key takeaway was that scope change templates should be adaptable as some scope changes were minor and did not require all fields of the standard template. In future projects, developing multiple versions of a scope change request form or an agile style template could streamline documentation and approval processes. This would make it easier to manage frequent but low-impact changes while still maintaining formal control of major revisions.

Procurement Management

The procurement process provided valuable lessons about research, patience, and informed decision-making. Early in the project, the project manager planned to use WordPress as the main platform, integrating it with RunSignUp for event management. However, after encountering challenges and performing further research, it became clear that RunSignUp's built-in event website builder offered a simpler, more effective solution.

This shift in procurement direction delayed progress temporarily but ultimately resulted in a much better product. The key lesson learned was that gaining knowledge before final procurement decisions is critical especially for a project manager with limited technical background in website design. While the procurement took longer than anticipated and changed direction multiple times, each iteration provided valuable insight. The process demonstrated that taking time to understand the product before committing to a purchase can prevent costly rework later in the project.

Stakeholder Management

Initially, the project assumed a limited stakeholder base, with the project manager serving as the primary decision-maker. However, as the project progressed, an unanticipated but highly beneficial stakeholder was identified: the RunSignUp support and technical assistance team. Their involvement became a critical success factor in overcoming technical challenges and customizing the website effectively.

This experience reinforced the lesson that stakeholders are not always known at project initiation, and new stakeholders can emerge as the project unfolds. Remaining open to new collaborations and reevaluating the stakeholder register throughout the project ensures that important contributors are not overlooked. The lesson learned here is that effective stakeholder management requires continuous engagement and flexibility, not just at the beginning of the project but throughout its life cycle.

Schedule Management

In the early stages (PM 686A), the project manager made a strategic decision to build the schedule with conservative activity durations and finish-to-start relationships to allow for recovery opportunities if delays occurred. This proactive scheduling approach proved to be extremely valuable. When the project fell behind schedule early on, the built-in flexibility allowed it to recover by overlapping certain activities and completing tasks ahead of their planned durations.

This reinforced the importance of schedule resilience and building contingency time and structure to adapt to unforeseen challenges. Additionally, continuous monitoring using the Critical Path Method (CPM) ensured that focus remained on high-impact activities. The ability to adjust sequencing and resource allocation dynamically allowed the project to regain momentum and stay on track for completion.

Overall, the key lessons from the scheduling process were:

- Building flexibility into the schedule from the start can save the project later.
- A well-structured CPM schedule allows for proactive decision-making.
- Conservative initial durations help prevent the schedule from becoming unrealistic under changing conditions

Conclusion

The completion of this project represents a significant achievement in both project management application and professional development. From its initial conception to substantial completion, the project evolved through a series of planned activities, managed changes, and adaptive decision-making. The primary goal of delivering an effective, user-friendly, and scalable platform for event participation and management has largely been realized, and early results show strong promise for long-term success.

Throughout the project, a variety of challenges emerged, including shifts in scope, extended procurement timelines, and the addition of new stakeholders. Each challenge tested the flexibility of the project management plan and the ability to adjust strategies in real time. Frequent scope changes required a disciplined change control process, while procurement delays emphasized the importance of thorough market research and communication. The unexpected inclusion of the RunSignUp support team proved especially valuable, furnishing technical expertise that significantly improved the reliability and capability of the system.

Despite early setbacks in scheduling, the project successfully recovered by overlapping activities and maintaining a proactive, problem-solving approach. Conservative duration estimates and built-in schedule flexibility during planning enabled timely adjustments when risks materialized. As a result, the project regained momentum and ultimately delivered its core objectives on time and within the revised scope.

A major milestone in the project's lifecycle was the test event held on November 8–9, 2025. Although only ten participants registered largely due to the website becoming available just one day prior to the event, it generated highly valuable insights. Participants encountered several usability and scoring issues, including difficulty locating where to input activities, challenges submitting multiple activities, missing date-tracking fields, and limited visibility of the overall leaderboard. Additionally, the series scoring logic did not function as intended, and leaderboards required manual updates by the project manager. These findings highlighted critical opportunities for refinement and confirmed the importance of real-world testing before wider implementation. The data collected during this event will directly inform future improvements, ensuring the platform becomes more intuitive, functional, and engaging for subsequent users.

The lessons learned from this project extend beyond its deliverables. It underscored the importance of flexibility in scope management, the need for structured yet adaptable procurement and stakeholder strategies, and the benefits of continuous monitoring throughout the project lifecycle. The challenges and discoveries encountered particularly during the test event have contributed to a deeper understanding of applied project management principles and will guide future initiatives involving dynamic requirements, user-centered design, or emerging technologies.

The project now stands in its final stages, with all primary components completed and validated, and with meaningful feedback already gathered through practical use. The results of the November test event have provided a clear direction for the next round of improvements and offer confidence that the platform can be further strengthened before broader deployment. Once the remaining refinements are implemented, final evaluation and recommendations will be added to complete the project documentation, ensuring a comprehensive record of performance, lessons learned, and opportunities for continued enhancement.

Appendix A

Change Logs

CHANGE REQUEST FORM

Change Description		
Project Name: Best of 10 Virtual Race	**Change Name:** Website Location	**Number:** 01
Requested By: Tim Sorensen	**Contact:**	**Date:** 9/20/2025
Description of Change: The website has been decided to be built through RunSignUp rather than the originally picked WordPress site.		
Reason for Change: After much research and some trial and error, it was deemed that building the website through RunSignUp would simplify things and help streamline the project.		
Priority [Circle One]: 1. High 2. Medium 3. Low		
Impact on Deliverables: None		
Impact of Not Responding to Change (and Reason Why): Could delay project as work could not start on website.		
Approval Needed by: PM		

Change Impact
Tasks/Scope Affected: Website Design
Cost Evaluation: $0.00
Risk Evaluation: Low
Quality Evaluation: N/A
Additional Resources: N/A
Duration: Roughly a week of trial and error to discover this
Additional Effort: None
Impact on Deadline: None
Alternative and Recommendations:
Comments:

Sign Offs	
[Circle One]: 1. Accepted 2. Deferred 3. Rejected 4. More Info Requested	
Comments: Good to Go	
Project Manager Signature: *Tim Sorensen*	**Date:** 9/25/2025
Decision Maker Signature: *Tim Sorensen*	**Date:** 9/25/2025

CHANGE REQUEST FORM

Change Description		
Project Name: Best of 10 Virtual Race	**Change Name:** Name Change	**Number:** 02
Requested By: Tim Sorensen	**Contact:**	**Date:** 9/20/2025
Description of Change: The name is recommended to be changed from Healthy Life to the Best of 10 Virtual Race		
Reason for Change: This seems to be a good fit for the project overall.		
Priority [Circle One]: 1. High 2. Medium 3. Low		
Impact on Deliverables: None		
Impact of Not Responding to Change (and Reason Why): None		
Approval Needed by: PM		

Change Impact
Tasks/Scope Affected: Name
Cost Evaluation: $0.00
Risk Evaluation: Low
Quality Evaluation: N/A
Additional Resources: N/A
Duration: None
Additional Effort: None
Impact on Deadline: None
Alternative and Recommendations:
Comments:

Sign Offs	
[Circle One]: 1. Accepted 2. Deferred 3. Rejected 4. More Info Requested	
Comments: Good to Go	
Project Manager Signature: *Tim Sorensen*	**Date:** 9/25/2025
Decision Maker Signature: *Tim Sorensen*	**Date:** 9/25/2025

CHANGE REQUEST FORM

Change Description		
Project Name: Best of 10 Virtual Race	**Change Name:** Activity inputs	**Number:** 03
Requested By: Tim Sorensen	**Contact:**	**Date:** 9/20/2025
Description of Change: Change the amount and how activities are tracked on the website.		
Reason for Change: Due to limitations of website functions the original thought of having 200+ activities is going to be broken down into just activity groups. This will simplify things, and the original idea is not possible.		
Priority [Circle One]: 1. High 2. Medium 3. Low		
Impact on Deliverables: Activity groups will be used over individual activities		
Impact of Not Responding to Change (and Reason Why): Project will not be able to proceed without approval.		
Approval Needed by: PM		

Change Impact
Tasks/Scope Affected: This does affect some of the website design
Cost Evaluation: $0.00
Risk Evaluation: High
Quality Evaluation: N/A
Additional Resources: N/A
Duration: None
Additional Effort: None
Impact on Deadline: None
Alternative and Recommendations: None
Comments: None

Sign Offs	
[Circle One]: 1. Accepted 2. Deferred 3. Rejected 4. More Info Requested	
Comments: Good to Go	
Project Manager Signature: *Tim Sorensen*	**Date:** 9/25/2025
Decision Maker Signature: *Tim Sorensen*	**Date:** 9/25/2025