Mobile Discounts App

Risk	Description	Impact	Probability	Strategy	How
		Risk Management			
Technical Risks	This includes issues with the technology or software used to develop the application, such as compatibility with different devices or operating systems, data security, or functionality problems.	High	Medium	**Migtigate**	Have a thorough testing phase to identify any technical issues, work with experienced developers and cybersecurity professionals, and plan for regular updates and maintenance.
Maps provider	Google maps goes down or malfunction	Medium	Low	**Avoid**	Plan for a quick substitute maps service provider that can be remotely reconfigured.
Competitors	With existing competitors in the market, it's possible that our application may not be well-received or may not gain traction.	Medium	High	**Migtigate**	Conduct a thorough market analysis to identify what sets your product apart, and plan marketing and promotion strategies to differentiate it from competitors.
Financial Risks	This includes potential budget overruns, cost overruns, or unexpected expenses.	High	Medium	**Migtigate**	Develop a detailed budget and track expenses closely throughout the project, identifying any potential cost overruns early and making necessary adjustments.
Resources	This includes the availability and quality of resources, such as team members, equipment, or software.	Medium	Medium	**Migtigate**	Plan for contingency resources and identify potential risks to availability of resources, such as changes in personnel, equipment failure, or vendor delivery delays.
User Adoption	It's possible that users may not find the application user-friendly, or may not adopt it as expected.	Medium	High	**Escalate**	Escalate to R&D, conduct user testing and surveys throughout development to identify any user adoption issues, and make necessary adjustments based on feedback. Plan for user education and training to increase adoption and usage.