

UAT MS555 Assignment 1

eBay Style Website

Problem Statement

Greece is teetering on the edge of a full economic collapse, but the European Union has recently discovered and laid claim to 50 exoplanets which they are willing to sell off in order to raise capital to bring Greece back from the brink. We have been selected to manage this project, and we need to raise 15-20 billion Euros by auctioning off these 50 exoplanets within 7 days.

Gold Card

Cost

(Undefined, though as Greece is on the brink of bankruptcy, limiting the cost would be ideal.)

Schedule

7 days (5 for setup and 2 for the auctions themselves)

Scope

- Hold a 48-hour, online auction.
- Raise at least 15-20 billion Euros.

The Problem

We must raise at least 15-20 billion Euros within 7 days.

The Customers

The European Union and Greece (clients), and the auction's bidders (customers).

Stakeholder Analysis

The European Union

The European Union is backing this project and their money is on the line. Failing this project will fail the EU and not only lose them money, but also likely lose us future contracts with them. Since Greece is a part of the EU, a declaration of bankruptcy would greatly affect the EU's economy as a whole, as they would have to absorb the cost of providing aid and having a devalued Euro.

Greece

Greece is to be the primary recipient of any funds we manage to raise, and since they're on the brink of economic collapse, they are heavily invested in this project. Failure to successfully complete this project will likely result in Greece declaring bankruptcy.

Bidders/Buyers

The bidders are in integral stakeholder in our project. Without bidders, and a good number of them, our auction won't be an auction and bids won't drive the final sale price up high enough to meet our project's scope.

Once our auction ends and the winning bidders become buyers, their importance to and investment in the project becomes much higher (literally). Buyers are going to expect secure, well-tracked transfer of their money as well as full, legal transfer of rights to the exoplanet(s) they purchased in a timely manner.

Web Developer

The web developer we contract is going to be instrumental to the success of the project. Their pocketbook and reputation are on the line, so we expect them to provide a reliable website with proper security measures and a pleasing, easy to use user interface.

Web Host

The web host that our project's auction website is deployed to is a key stakeholder. As an exclusive 48-hour auction, any errors that bring down or cause delays to the website will be a huge egg on the face of the web host, our team, and the whole EU. The web host will need proper bandwidth that support staff in place to manage this integral 48-hour window.

Legal Team

The legal team that we contract with will be handling all the important paperwork involved in transferring legal ownership of the exoplanets from the European Union to their respective buyers. If the legal team fails to properly execute one of these transfers it will not only be a black mark on their firm but also might put the entire project's scope in jeopardy due to the amount of

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money involved in each exoplanet sale. Having a reputable legal firm on contract will also increase customer trust in the project's legitimacy.

Bank

The bank we choose to handle the financial aspects of this project is an integral stakeholder. We expect prompt and full payment upon the completion of the auction and our customers expect secure handling of their funds, so the bank performing their duties properly is key to the project's successful completion.

Internal Marketing

Our internal marketing team is the stakeholder responsible for creating all the key art and copywriting for each of our exoplanets' auction page. Their work is integral to appealing to our audience of potential bidders and drawing them. As most exoplanets have unappealing names and blurry-at-best images, our internal marketing team is going to be a boon when it comes to attracting customers.

External Marketing

The external marketing team for our project is comprised of multiple stakeholders, including influencers and advertising companies. Their responsibility to the project is drawing potential bidders into the auction and generating buzz for the entire situation.

Customer Support

Our customer support team is going to be a key stakeholder, especially during the auction days. They'll be responsible for handling all direct user communication and assisting users with any issues that arise during the auction.

The Plan

Day 1 – This day is integral to the project. We don't have a long runway for this project's completion, so if we experience any delay the whole project is put at risk. The key players on day 1 are the internal marketing team, part of the external marketing team, the web host, and the web developer. The web host is responsible for providing the web domains required to host our site and routing visitors to the appropriate location, we'll want as many variations of the primary domain name as possible to funnel typos and misprints into the correct domain. The web developers are responsible for providing a stub website, capable of displaying key art and accepting email registration for potential bidders to receive updates on the auction. Our internal marketing team is responsible for creating the key art for our stub website and the copywriting for our announcements. Our external marketing partner is responsible for blasting advertisements that funnel people to our stub website in order to generate buzz for the auction.

Day 2-4 – The next 3 days of our project schedule can have our various teams operating mostly in parallel, so long as each component piece of the final project is completed on time. Almost every stakeholder will have some task that needs to be completed by the end of these 3 days. The internal marketing team needs to complete key art and copywriting for each of the 50 exoplanets. The external marketing team needs to ramp up advertisement frequency and influencer integration to expand the audience as much as possible. The bank will need to setup the appropriate escrow accounts so that the funds from the auction can be handled appropriately. The legal team will need to write, proof, and finalize both the terms of service for the auction website as well as the implicit contract entered for those placing a bid in the auction. The legal team should also begin preparing the rights transfer paperwork that will be used when an auction is completed. The web development team will have these 3 days to solidify the website's functionality.

Day 5 – The last day before the auction starts is extremely important. All the previously-engaged stakeholders will need to finalize their efforts in order to bring the auction site together into a functioning whole. Art, copy, terms of service, and all other elements will need to be integrated into the final website, which will then need to be deployed to the website host for final testing. The majority of day 5 should be devoted to fully integrating and testing the website, combined with fully amping up all versions of marketing and buzz marketing.

Day 6-7 – The auction days will put to test the customer support and web hosting teams to the test. The majority of these days will be watching the clock waiting for the auctions to end while handling any customer or website issues that arise. Once the final timers expire on the auctions, the legal and bank teams will be activated to properly handle the money-for-rights transaction with the highest bidder. If everything goes to plan, by the end of day 7, Greece will have money in the bank and the buyers will have legally-binding documents showing their ownership of their very own exoplanet.