Project Status Report ​​

PROJECT TITLE: Luny Social Media App

PROJECT MANAGER: Khudhur Nawras

COMPANY NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DATE: 2023/11/24 Fri

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| **PROJECT SUMMARY** |
| Improve user experience in interacting with the Luny app to sustain the current users and increase the attention of new users. The project consists of 5 features. Ad experience, news feed experience, etc. Two features successfully completed which resulted in increasing the application quality and attracting new users. We also uncovered a new opportunity to exploit, where Spanish users showed a high interest in using our service. |

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| **PROJECT HIGHLIGHTS/BLOCKERS** |
| **Highlights:**   * Two successful feature releases that have improved the quality of the app. * Analysis revealed a new opportunity for Spanish-language users.   **Blockers:**   * Targeting a new demographic increases the costs, resources, and time. * May have to pause project to re-prioritize Sprints |

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| **PROJECT HEALTH CHECK** | | |
| **Scope** | **Status** | **Tasks: Completed/Pending** |
| Time | At Risk | **Completed:**   * The first two features.   **Pending:**   * Support for Spanish Language. |
| Cost | At Risk |
| Quality | At Risk |