

Project Status Report

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Project Name	<u>ACE Gear-5 Pro Gaming Controller Launch</u>
For Week ending	10 th Nov'23
Project Status	Yellow
Status Description	<p>Everything from Project Initiation till Finalize Design Specifications went smoothly. Negotiations with graphic designer worked out as expected. Social Media strategy still in the works, negotiation with videographer in progress- work on promotional videos delayed, which means we have to make changes in SM strategy.</p> <p>To get to GREEN:</p> <ol style="list-style-type: none">1. Expedite negotiations with videographer or find a replacement to minimize delay.2. Update and finalize Social Media strategy. Allocate additional resources if needed.

Activities – During the Past Week

Product Designer incorporated design changes according to user feedback from User testing conducted the month before.

According to the design changes made, the Marketing Specialist wrote down the final design specifications for the manufacturer.

Project Manager and Social Media Manager started working on the Social Media Strategy.

Activities – Planned for Next Week

Graphic Designer works on marketing brochures and Banner Ads.
Promotional videos due by end of week.
Schedule manufacturing for the final design with manufacturer.

Project Issues

1. Negotiations with the videographer are in progress. The team is working to expedite the process and minimize any delays.
2. Due to promotional video delay, the social media strategy needs some adjustments. The team is actively reviewing and updating the plan.

Project Changes

Resource Allocation Changes:

Project Manager and Social Media manager will be working overtime and some of the contingency fund is to be allocated towards their time.