Final Project Report, Satej2
Project Management BADM 589

Project: Improving the User Experience of Spotify App

Miro Board Link (If you require view access them let me know)

Discussion about why the project is chosen, the significance of the project for the organization/company, what problem will be solved at the end of the project etc.

Why We Chose This Project

We picked this project because we want to make Spotify better for its users. We noticed that sometimes Spotify's free version can be annoying because of ads and limits on how many songs you can skip. We also want to understand why some people like other music apps more than Spotify. By looking into these things, we can suggest ways to make Spotify even better, especially for people who use it for free.

Why It's Significant for Spotify

This project is really important for Spotify. There are a lot of other apps where you can listen to music, so Spotify needs to keep making its app better to keep its users happy and to attract new ones. Our project looks at how to improve Spotify's free version. This is important because a better free version can make more people want to use Spotify. If we do this right, even more people might decide to pay for Spotify Premium increasing revenue.

What problem will be solved

By the end of this project, we want to:

1. Make the Free Version Better: We want to find ways to make listening to music on Spotify's free version more enjoyable, without all those annoying ads and limits on skipping songs.

2. Improve How Spotify Feels to Use: We're going to suggest changes to make Spotify easier and more fun to use, so everyone can find and play their favorite music without any hassle.

3. Help People Understand Spotify Better: Sometimes, people don't know about all the cool things Spotify can do. We want to make it easier for everyone to find and use Spotify's best features.

In short, we're working on making Spotify more fun for everyone, especially for people who use it for free. We think that by making a few smart changes, we can help Spotify be an even better place for listening to music.

Description of the project management organization structure (Functional, dedicated or matrix) and the reason for the choice

For our Spotify user experience improvement project, we've chosen a Matrix organization structure. This approach combines elements of both functional and project-based structures, which we believe offers the best flexibility and efficiency for this project.

Why We Chose the Matrix Structure:

1. Expertise Utilization: Our project requires input from various specialists, including user experience (UX) researchers, data analysts, marketing professionals, and software developers. The matrix structure allows these experts to contribute to the project while still performing their regular roles within Spotify.

2. Flexibility: This project involves exploring different aspects of the user experience and may require shifting focus or resources as new information comes to light. The matrix structure supports this flexibility, allowing team members to adapt to evolving project needs without disrupting the broader organizational workflow.

3. Enhanced Communication: By bridging different departments, the matrix structure fosters better communication and collaboration among team members. This is crucial for our project, as insights from one area can significantly impact decisions in another.

4. Resource Efficiency: Instead of pulling experts away from their daily roles into a dedicated project team, the matrix structure allows us to leverage their skills on an as-needed basis. This ensures that we're making the most efficient use of Spotify's talent pool, without compromising ongoing operations.

5. Accountability and Support: Team members report to both their functional managers and the project manager, ensuring a clear understanding of their responsibilities. This

dual reporting line helps in balancing project tasks with their regular duties, providing a support system that facilitates problem-solving and decision-making.

Reason for the Choice:

The matrix structure is particularly well-suited to our project's dynamic nature. It accommodates the diverse skill sets needed to tackle various aspects of the user experience on Spotify, from technical development to customer insight gathering. Moreover, this structure supports our goal of iterative improvement, allowing us to rapidly prototype, test, and refine solutions based on user feedback. By choosing the matrix organization, we're positioning the project for success, leveraging the strengths of Spotify's talented workforce while maintaining the flexibility to navigate the complexities of user experience design.

Project scope statement

Project Objective: To enhance the Spotify user experience for freemium users within the next 6 months, focusing on user engagement and satisfaction, with a project budget capped at $200,000.

Product Scope Description: The project aims to address key user pain points related to ad intrusiveness, music discovery, and playlist management. Solutions will be designed to improve the overall usability and appeal of Spotify's freemium service, thereby increasing user satisfaction and encouraging premium subscriptions.

Deliverables:

- In-depth analysis of user pain points and preferences.
- Development of user personas and journey maps.
- Recommendations for improving the freemium model.
- Prototypes of proposed UI/UX enhancements.
- Comprehensive report on findings and recommendations.

Milestones:

- Complete user research and pain point identification by month 2.
- Develop user personas and journey maps by month 3.

- Design and test UI/UX prototypes by month 4.
- Finalize recommendations and prepare a report by month 5.
- Present findings and recommendations to Spotify management by month 6.

Technical Requirements:

- Utilization of UX design tools like Miro or Figma for prototyping.
- Conduct user surveys and interviews for research using various interviewing/surveying techniques.
- Analysis of user interaction data from Spotify's platform.

Limits and Exclusions:

- The project will not cover backend development or algorithm changes.
- Budget limited to $200,000.
- Focus strictly on the freemium model without altering premium features.

Acceptance Criteria:

- Deliverables completed within the stipulated timeline and budget.
- Recommendations based on comprehensive user research.
- Prototypes that demonstrate potential improvements in user experience in a visualization tool like Figma.

Scope Creeps:

- Expansion of research beyond initial user groups.
- Broadening the project to include premium features.
- Additional iterations of prototypes based on feedback.
- Discovering new finding/pain points late in the project lifecycle.

Project Priorities:

- Constrain: Budget and project duration.
- Enhance: User satisfaction and engagement.
- Accept: Adjustments to the project scope based on findings.

Discussion of possible scope creeps (use your imagination)

In our project focused on improving Spotify's user experience, especially for freemium users, we anticipate a few possible scope creeps:

1. Discovering New Pain Points: User research might reveal unexpected issues. To avoid scope creep, we'll set a deadline for incorporating new insights, with later findings reserved for future projects.

2. User Feedback on New Features: Feedback could suggest additional features. We'll prioritize changes that align with our original goals, deferring others to later phases.

3. Technological Changes: New tech or unexpected technical hurdles could tempt us to expand our scope. We'll conduct feasibility studies before adopting any significant technological changes.

4. Stakeholder Feature Requests: Stakeholders may request new features. Through a change control process, we'll assess these against our project's objectives, focusing on core goals.

5. Integration Challenges: Integrating our solutions with Spotify's existing systems may be more complex than anticipated. Regular coordination with the technical team will help us stay within our original scope.

By recognizing these potential scope creeps and having strategies to manage them, we aim to stay focused on enhancing the Spotify user experience within the project's original boundaries.

Discussion on project priorities in terms of cost, time, and performance

1. Performance: The highest priority is given to performance because the primary objective of this project is to improve the user experience for Spotify's freemium and potentially premium users. This encompasses not only the usability and functionality of the platform but also the personalization and relevance of the content provided to the users. An enhanced user experience is crucial for retaining existing users and attracting new ones, thereby directly

impacting Spotify's market position and revenue in the long run. Investing in high-quality research, design, and testing to uncover and address user pain points is essential for the project's success.

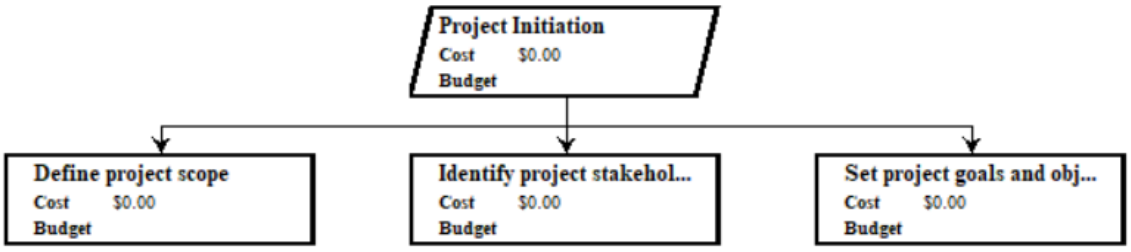
2. Cost: The second priority is cost, given the project budget of $200,000. While this is a substantial budget, it's imperative to manage these funds efficiently to cover all necessary aspects of the project, including research, design, implementation, and testing phases. Cost management will ensure that the project delivers the maximum value for the investment made, avoiding overspending in areas that do not contribute significantly to the project's goals. Efficient use of the budget will also enable the exploration of additional opportunities to enhance user experience without requiring further investment.

3. Time: The final priority is time, with a project timeline of 6 months. While timely completion is important to ensure that improvements are implemented quickly to meet user expectations and respond to competitive pressures, it should not come at the expense of performance (quality of user experience enhancements) or lead to inefficient use of the project budget. The 6-month timeframe should be viewed as a guide rather than a strict deadline, allowing for flexibility in the project schedule to ensure that all enhancements are thoroughly researched, designed, and tested before implementation.

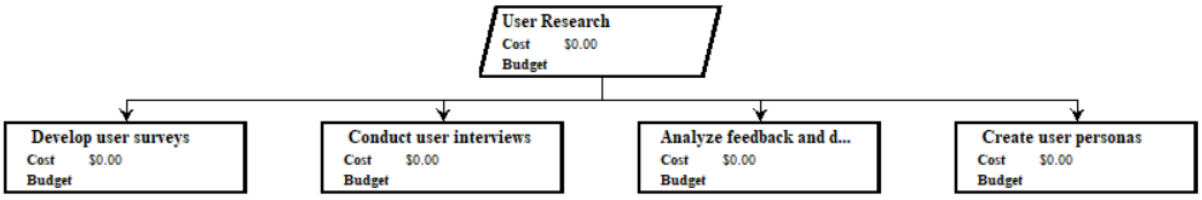
In summary, performance is the top priority because the ultimate goal is to enhance user satisfaction and engagement with Spotify. Cost is the second priority to ensure efficient use of the budget, maximizing the impact of every dollar spent towards achieving the project's goals. Time is the third priority, providing a framework for project completion while allowing for flexibility to ensure the quality and effectiveness of the enhancements made to Spotify's user experience.

Work Breakdown Structure (WBS) in ProjectLibre (A screenshot)

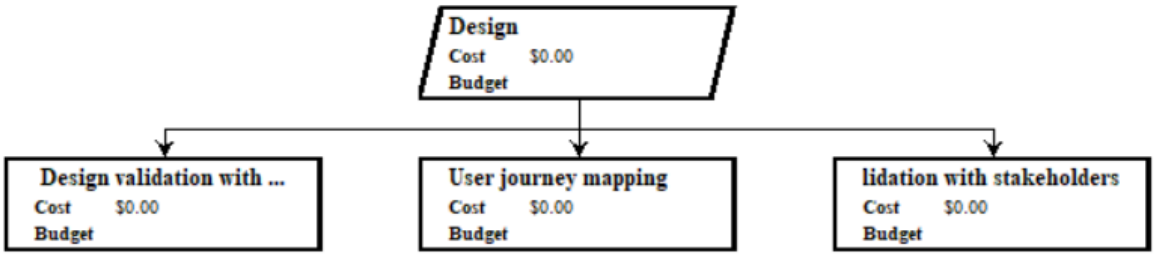
1] Project Initiation



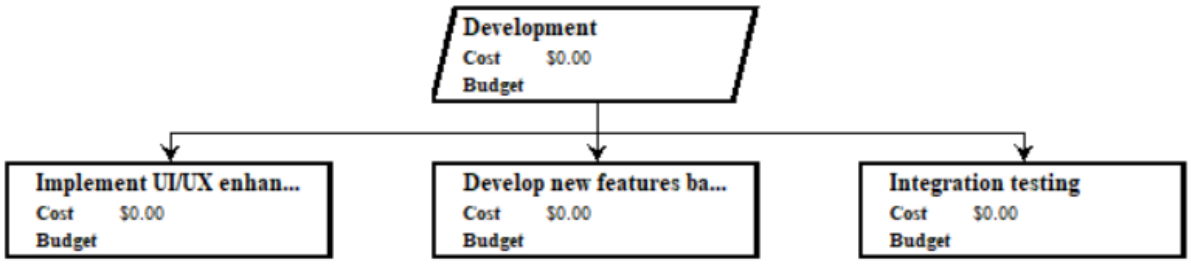
2] User Research



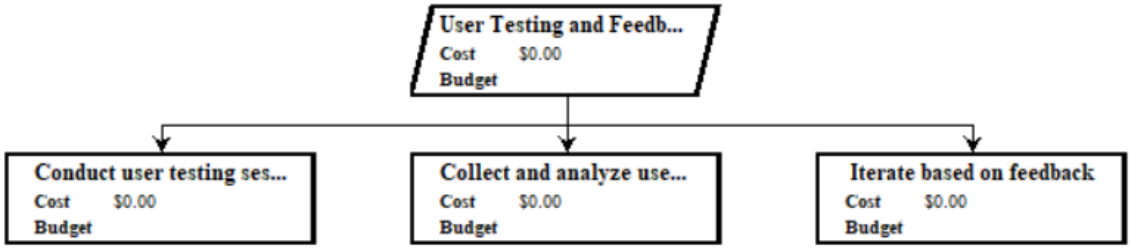
3] Design



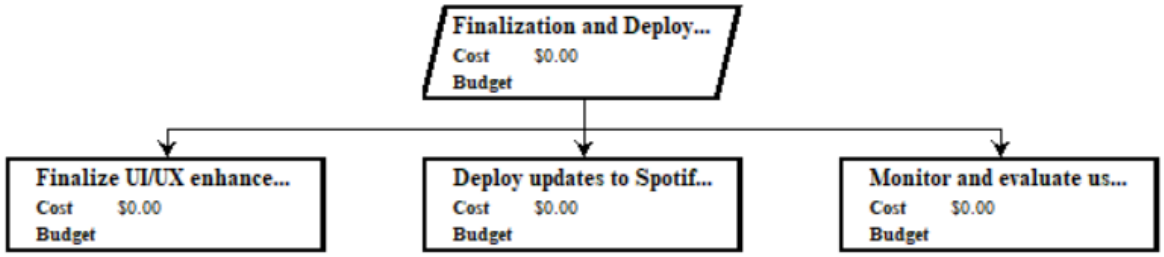
4] Development



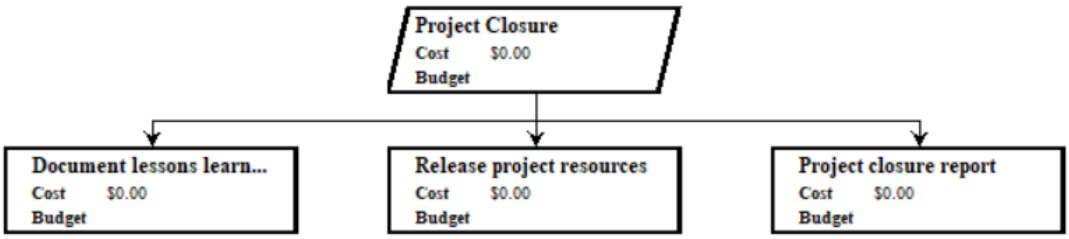
5] User Testing and Feedback



6] Finalization and Deployment



7] Project Closure



Integration of the WBS with the project organization or responsibility matrices

Integration with Responsibility Matrix (RACI Example):

Task	Satej (R/A/C/I)	Kaden (R/A/C/I)	Omar (R/A/C/I)
1. Project Initiation	A/R	C	C
2. User Research	R	A/R	C
3. Design	C	R	A/R
4. Development	C	C	A/R
5. User Testing and Feedback	R	A/C	R
6. Finalization and Deployment	C	R	A/R
7. Project Closure	A/R	C	C

R: Responsible – Executes the task.
A: Accountable – Ultimately accountable for completion.
C: Consulted – Provides input based on expertise.
I: Informed – Kept up-to-date on progress.

Communication plan

Communication Objectives:
Ensure transparent and timely information exchange among project team members and stakeholders.
Facilitate collaboration and decision-making processes.
Provide regular updates on project progress, challenges, and changes.

Key Stakeholders:
Project Team (Satej, Kaden, Omar)
Spotify Management
User Research Participants
Development and Design Teams
Marketing Department

Communication Tools and Channels:

Miro Board Comments: Miro boards comments system will be utilized to efficiently give feedback and ask for changes
Email: For formal communications, sending documents, and scheduling meetings.
Instant Messaging (Slack or similar): For day-to-day communication, quick updates, and informal chats.
Video Conferencing (Zoom or similar): For regular team meetings, stakeholder updates, and remote discussions.
Project Management Software (Asana, Trello, or similar): For tracking tasks, deadlines, and project progress.

Communication Activities:

Activity	Audience	Frequency	Channel	Responsible
Project Kickoff Meeting	All Stakeholders	Once	Video Conferencing	Project Manager
Weekly Team Meetings	Project Team	Weekly	Video Conferencing	Project Manager
Bi-weekly Progress Reports	Spotify Management	Bi-weekly	Email/Project Software	Project Manager
User Feedback Sessions	User Research Participants	As needed	Video Conferencing	User Research Lead
Design Review Meetings	Design Team	Monthly	Video Conferencing	Design Lead
Development Updates	Development Team	Bi-weekly	Email/Instant Messaging	Development Lead
Stakeholder Update Meetings	All Stakeholders	Monthly	Video Conferencing	Project Manager
Project Closure Meeting	All Stakeholders	Once	Video Conferencing	Project Manager

Project Times and Costs Estimation (choose one of the methods you learn in the class)

To estimate the entire project's time and costs for enhancing the Spotify user experience using the Three-Point Estimation method, we'll apply the formulas for both time and cost across all major phases. This approach will help us accommodate uncertainties and provide a more rounded view of potential timelines and financial needs. Let's break down the estimation for the entire project:

Time Estimation for Each Phase:

1. Project Initiation and Planning:

O = 1 week, M = 2 weeks, P = 3 weeks

TE = (1 + 4*2 + 3) / 6 = 2 weeks

2. User Research:
O = 3 weeks, M = 4 weeks, P = 6 weeks
TE = (3 + 4*4 + 6) / 6 = 4 weeks

3. Design Phase:
O = 4 weeks, M = 5 weeks, P = 7 weeks
TE = (4 + 4*5 + 7) / 6 = 5 weeks

4. Development Phase:
O = 5 weeks, M = 6 weeks, P = 8 weeks
TE = (5 + 4*6 + 8) / 6 = 6 weeks

5. User Testing and Feedback:
O = 2 weeks, M = 3 weeks, P = 4 weeks
TE = (2 + 4*3 + 4) / 6 = 3 weeks

6. Finalization and Deployment:
O = 2 weeks, M = 3 weeks, P = 5 weeks
TE = (2 + 4*3 + 5) / 6 = 3 week

7. Project Closure:
O = 1 week, M = 1.5 weeks, P = 2 weeks
TE = (1 + 4*1.5 + 2) / 6 = 1.5 weeks

Total Project Time = 24.5 Weeks

Cost Estimation for Each Phase:

1. Project Initiation and Planning:
O = $5,000, M = $7,000, P = $10,000
TE = $5,000 + 4*$7,000 + $10,000) / 6 = $7,000

2. User Research:

O = $15,000, M = $20,000, P = $25,000
TE = ($15,000 + 4*$20,000 + $25,000) / 6 = $20,000

3. Design Phase:

O = $25,000, M = $30,000,(P = $35,000
TE = ($25,000 + 4*$30,000 + $35,000) / 6 = $30,000

4. Development Phase:

O = $40,000, M = $50,000, P = $60,000
TE = ($40,000 + 4*$50,000 + $60,000) / 6 = $50,000

5. User Testing and Feedback:

O = $10,000, M = $15,000\), P = $20,000
TE = ($10,000 + 4*$15,000 + $20,000) / 6 = $15,000

6. Finalization and Deployment:

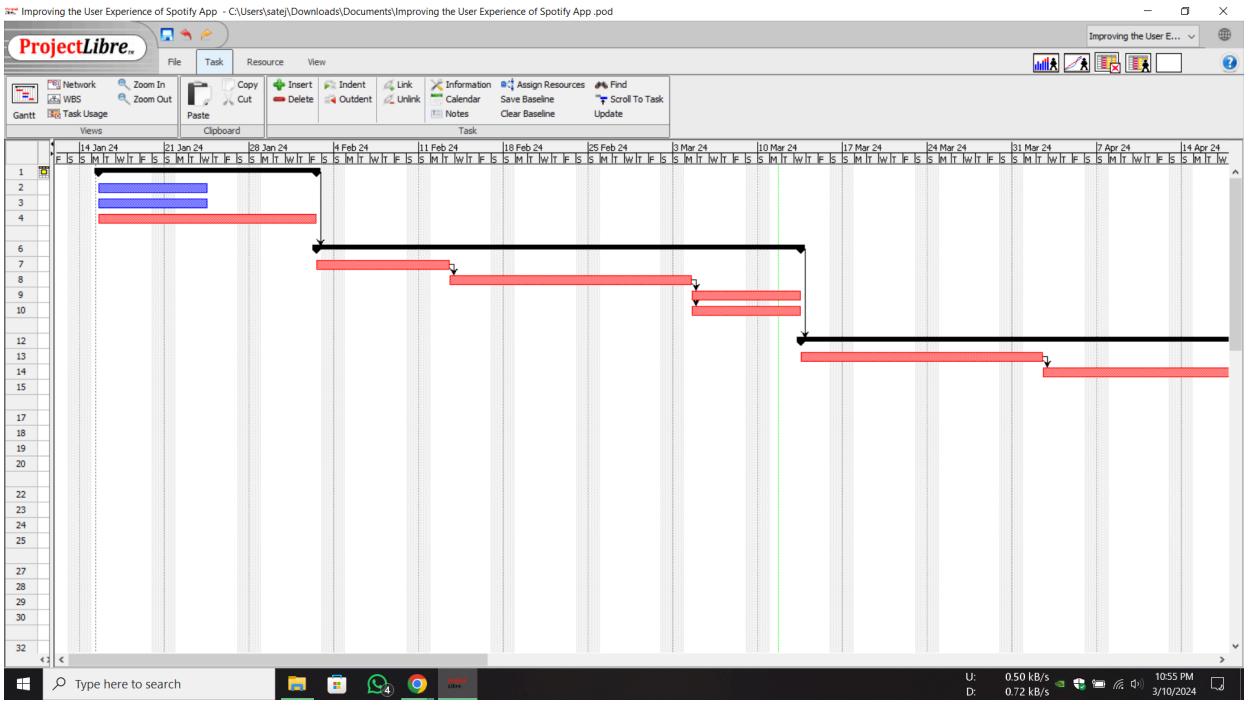
O = $10,000, M = $12,000, P = $15,000
TE = ($10,000 + 4*$12,000 + $15,000) / 6 = $12,000

7. Project Closure:

O = $3,000, M = $5,000, P = $7,000
TE = ($3,000 + 4*$5,000 + $7,000) / 6 = $5,000

Total Project Cost = $7,000 (Initiation) + $20,000 (Research) + $30,000 (Design) + $50,000 (Development) + $15,000 (User Testing) + $12,000 (Finalization) + $5,000 (Closure) = $139,000

Project gantt chart with critical path (ProjectLibre screenshot)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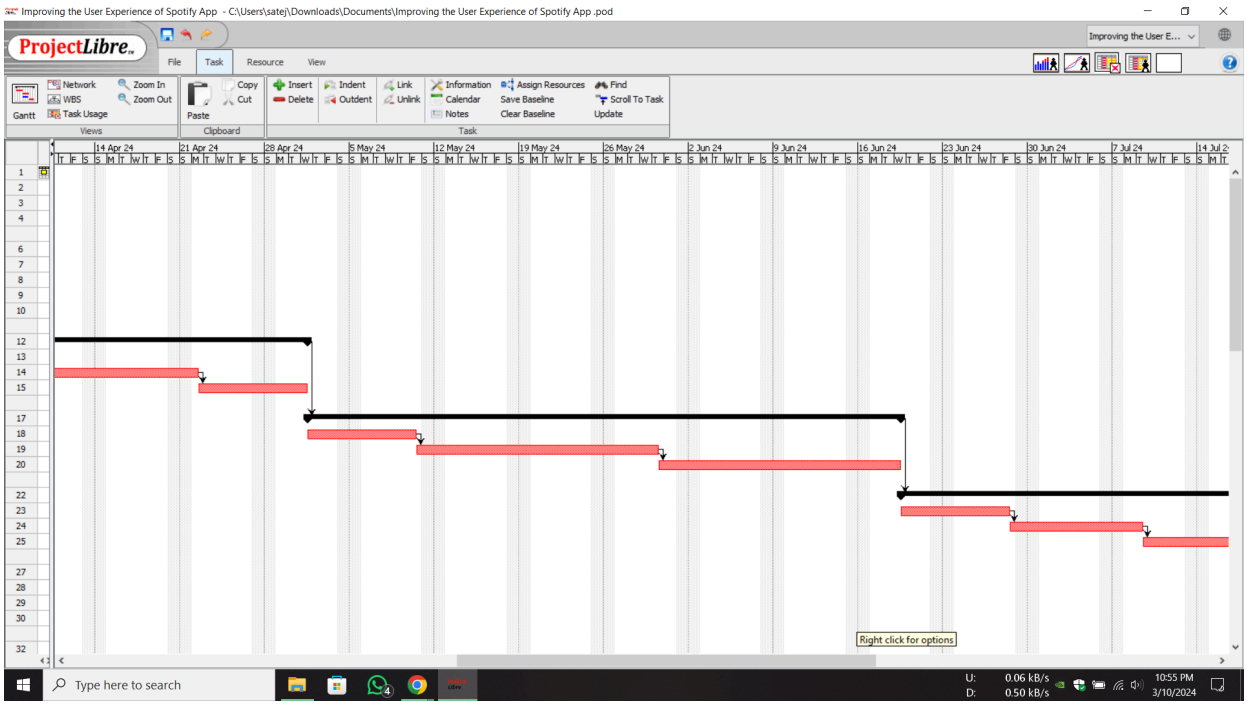
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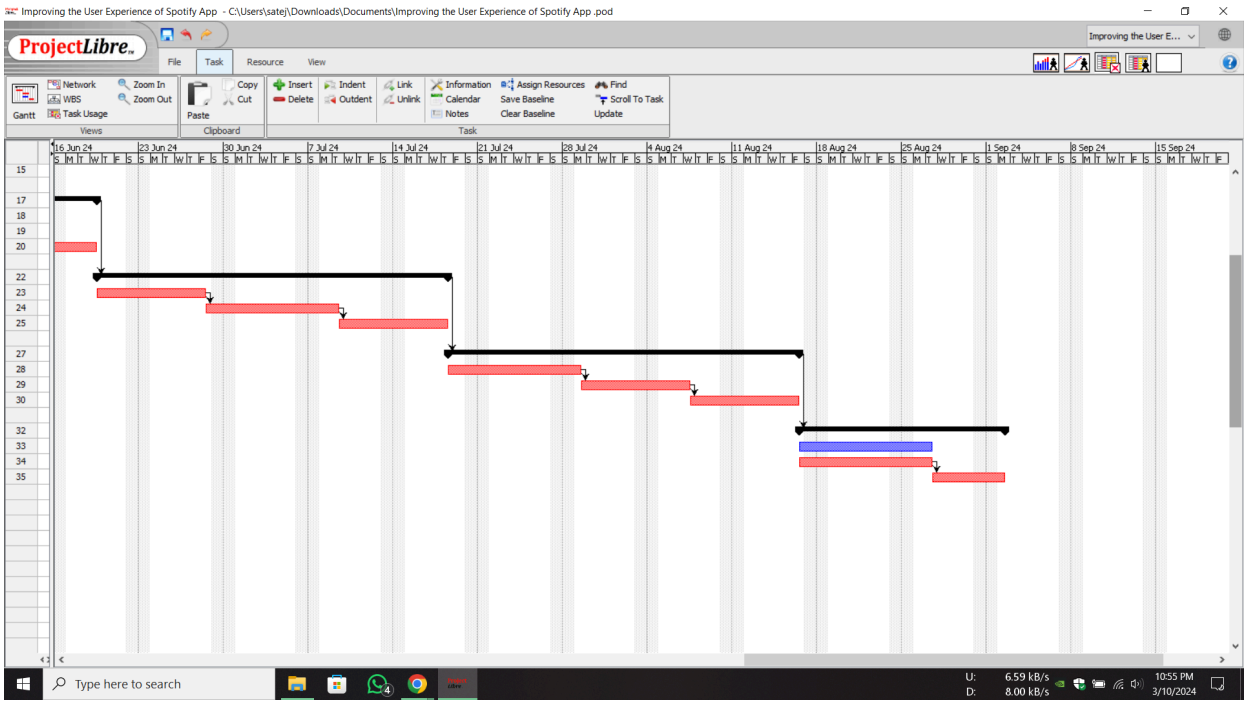
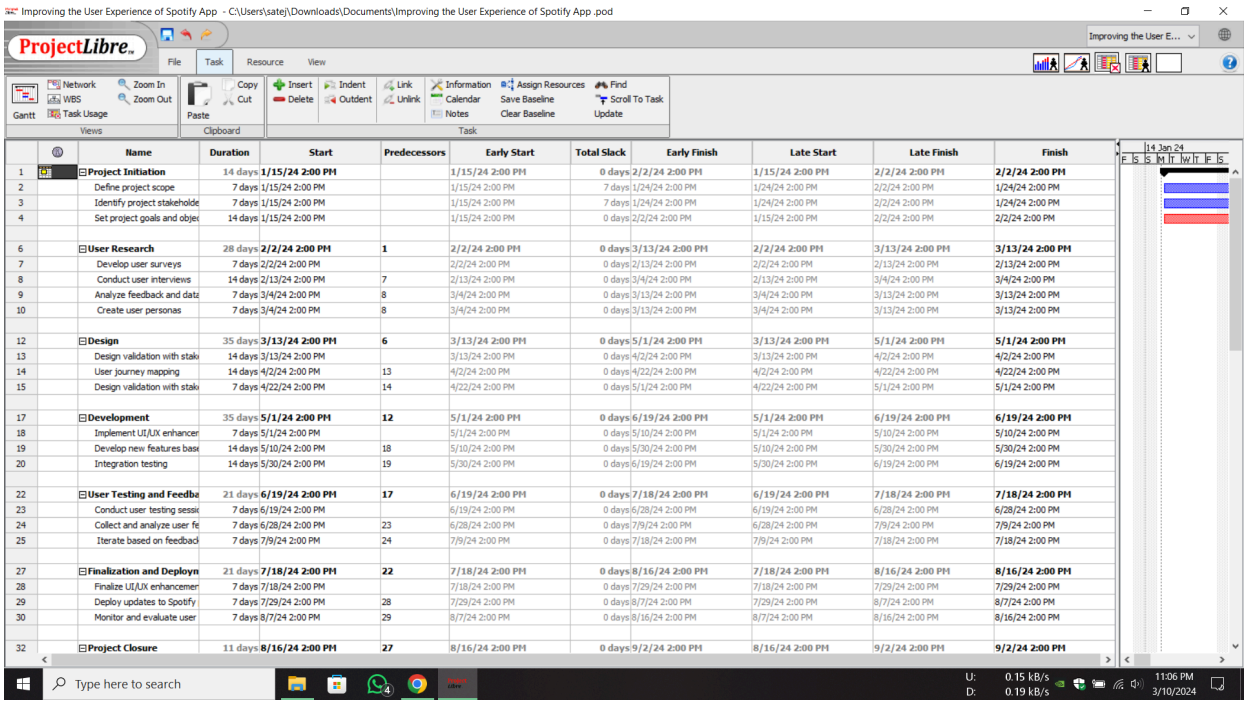
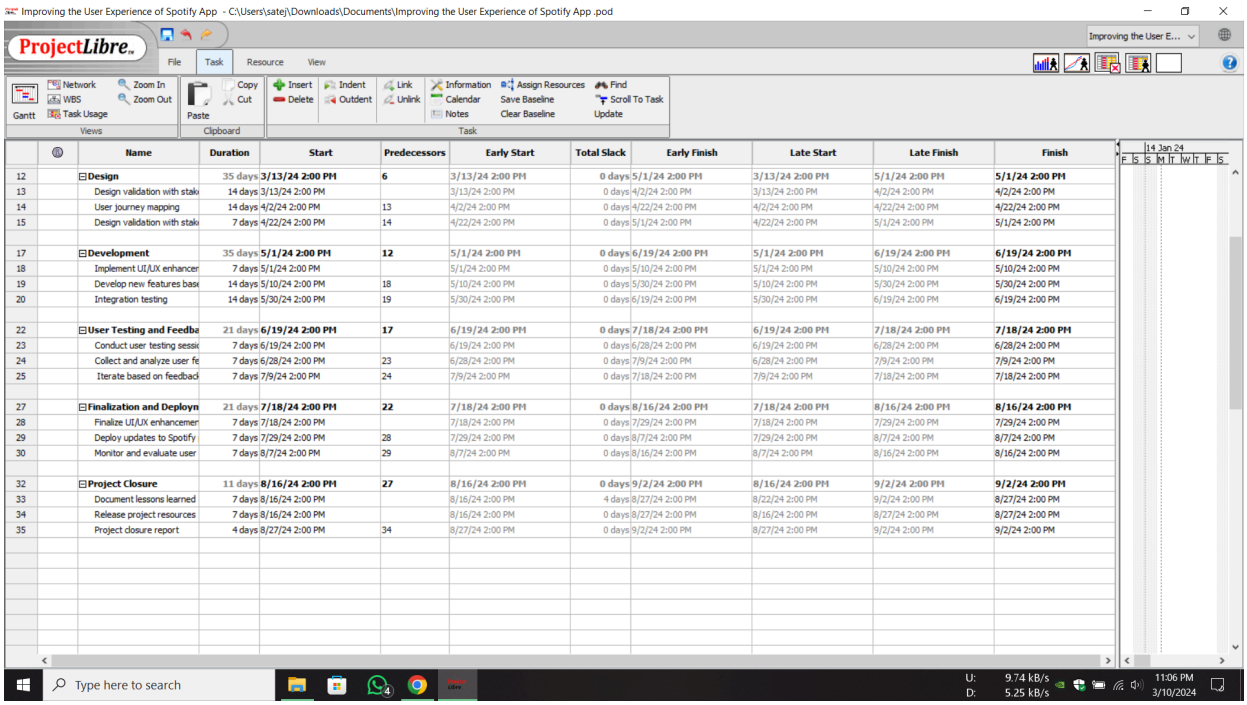


Early, late, and slack activity times (ProjectLibre screenshot)



	Name	Duration	Start	Predecessors	Early Start	Total Slack	Early Finish	Late Start	Late Finish	Finish
1	**Project Initiation**	14 days	1/15/24 2:00 PM		1/15/24 2:00 PM	0 days	2/2/24 2:00 PM	1/15/24 2:00 PM	2/2/24 2:00 PM	2/2/24 2:00 PM
2	Define project scope	7 days	1/15/24 2:00 PM		1/15/24 2:00 PM	7 days	1/24/24 2:00 PM	1/24/24 2:00 PM	2/2/24 2:00 PM	1/24/24 2:00 PM
3	Identify project stakeholde	7 days	1/15/24 2:00 PM		1/15/24 2:00 PM	7 days	1/24/24 2:00 PM	1/24/24 2:00 PM	2/2/24 2:00 PM	1/24/24 2:00 PM
4	Set project goals and obje	14 days	1/15/24 2:00 PM		1/15/24 2:00 PM	0 days	2/2/24 2:00 PM	1/15/24 2:00 PM	2/2/24 2:00 PM	2/2/24 2:00 PM
6	**User Research**	28 days	2/2/24 2:00 PM	1	2/2/24 2:00 PM	0 days	3/13/24 2:00 PM	2/2/24 2:00 PM	3/13/24 2:00 PM	3/13/24 2:00 PM
7	Develop user surveys	7 days	2/2/24 2:00 PM		2/2/24 2:00 PM	0 days	2/13/24 2:00 PM	2/2/24 2:00 PM	2/13/24 2:00 PM	2/13/24 2:00 PM
8	Conduct user interviews	14 days	2/13/24 2:00 PM	7	2/13/24 2:00 PM	0 days	3/4/24 2:00 PM	2/13/24 2:00 PM	3/4/24 2:00 PM	3/4/24 2:00 PM
9	Analyze feedback and data	7 days	3/4/24 2:00 PM	8	3/4/24 2:00 PM	0 days	3/13/24 2:00 PM	3/4/24 2:00 PM	3/13/24 2:00 PM	3/13/24 2:00 PM
10	Create user personas	7 days	3/4/24 2:00 PM	8	3/4/24 2:00 PM	0 days	3/13/24 2:00 PM	3/4/24 2:00 PM	3/13/24 2:00 PM	3/13/24 2:00 PM
12	**Design**	35 days	3/13/24 2:00 PM	6	3/13/24 2:00 PM	0 days	5/1/24 2:00 PM	3/13/24 2:00 PM	5/1/24 2:00 PM	5/1/24 2:00 PM
13	Design validation with stak	14 days	3/13/24 2:00 PM		3/13/24 2:00 PM	0 days	4/2/24 2:00 PM	3/13/24 2:00 PM	4/2/24 2:00 PM	4/2/24 2:00 PM
14	User journey mapping	14 days	4/2/24 2:00 PM	13	4/2/24 2:00 PM	0 days	4/22/24 2:00 PM	4/2/24 2:00 PM	4/22/24 2:00 PM	4/22/24 2:00 PM
15	Design validation with stak	7 days	4/22/24 2:00 PM	14	4/22/24 2:00 PM	0 days	5/1/24 2:00 PM	4/22/24 2:00 PM	5/1/24 2:00 PM	5/1/24 2:00 PM
17	**Development**	35 days	5/1/24 2:00 PM	12	5/1/24 2:00 PM	0 days	6/19/24 2:00 PM	5/1/24 2:00 PM	6/19/24 2:00 PM	6/19/24 2:00 PM
18	Implement UI/UX enhancer	7 days	5/1/24 2:00 PM		5/1/24 2:00 PM	0 days	5/10/24 2:00 PM	5/1/24 2:00 PM	5/10/24 2:00 PM	5/10/24 2:00 PM
19	Develop new features base	14 days	5/10/24 2:00 PM	18	5/10/24 2:00 PM	0 days	5/30/24 2:00 PM	5/10/24 2:00 PM	5/30/24 2:00 PM	5/30/24 2:00 PM
20	Integration testing	14 days	5/30/24 2:00 PM	19	5/30/24 2:00 PM	0 days	6/19/24 2:00 PM	5/30/24 2:00 PM	6/19/24 2:00 PM	6/19/24 2:00 PM
22	**User Testing and Feedba**	21 days	6/19/24 2:00 PM	17	6/19/24 2:00 PM	0 days	7/18/24 2:00 PM	6/19/24 2:00 PM	7/18/24 2:00 PM	7/18/24 2:00 PM
23	Conduct user testing sessi	7 days	6/19/24 2:00 PM		6/19/24 2:00 PM	0 days	6/28/24 2:00 PM	6/19/24 2:00 PM	6/28/24 2:00 PM	6/28/24 2:00 PM
24	Collect and analyze user fe	7 days	6/28/24 2:00 PM	23	6/28/24 2:00 PM	0 days	7/9/24 2:00 PM	6/28/24 2:00 PM	7/9/24 2:00 PM	7/9/24 2:00 PM
25	Iterate based on feedback	7 days	7/9/24 2:00 PM	24	7/9/24 2:00 PM	0 days	7/18/24 2:00 PM	7/9/24 2:00 PM	7/18/24 2:00 PM	7/18/24 2:00 PM
27	**Finalization and Deployn**	21 days	7/18/24 2:00 PM	22	7/18/24 2:00 PM	0 days	8/16/24 2:00 PM	7/18/24 2:00 PM	8/16/24 2:00 PM	8/16/24 2:00 PM
28	Finalize UI/UX enhancemer	7 days	7/18/24 2:00 PM		7/18/24 2:00 PM	0 days	7/29/24 2:00 PM	7/18/24 2:00 PM	7/29/24 2:00 PM	7/29/24 2:00 PM
29	Deploy updates to Spotify	7 days	7/29/24 2:00 PM	28	7/29/24 2:00 PM	0 days	8/7/24 2:00 PM	7/29/24 2:00 PM	8/7/24 2:00 PM	8/7/24 2:00 PM
30	Monitor and evaluate user	7 days	8/7/24 2:00 PM	29	8/7/24 2:00 PM	0 days	8/16/24 2:00 PM	8/7/24 2:00 PM	8/16/24 2:00 PM	8/16/24 2:00 PM
32	**Project Closure**	11 days	8/16/24 2:00 PM	27	8/16/24 2:00 PM	0 days	9/2/24 2:00 PM	8/16/24 2:00 PM	9/2/24 2:00 PM	9/2/24 2:00 PM



	Name	Duration	Start	Predecessors	Early Start	Total Slack	Early Finish	Late Start	Late Finish	Finish
12	**Design**	35 days	3/13/24 2:00 PM	6	3/13/24 2:00 PM	0 days	5/1/24 2:00 PM	3/13/24 2:00 PM	5/1/24 2:00 PM	5/1/24 2:00 PM
13	Design validation with stak	14 days	3/13/24 2:00 PM		3/13/24 2:00 PM	0 days	4/2/24 2:00 PM	3/13/24 2:00 PM	4/2/24 2:00 PM	4/2/24 2:00 PM
14	User journey mapping	14 days	4/2/24 2:00 PM	13	4/2/24 2:00 PM	0 days	4/22/24 2:00 PM	4/2/24 2:00 PM	4/22/24 2:00 PM	4/22/24 2:00 PM
15	Design validation with stak	7 days	4/22/24 2:00 PM	14	4/22/24 2:00 PM	0 days	5/1/24 2:00 PM	4/22/24 2:00 PM	5/1/24 2:00 PM	5/1/24 2:00 PM
17	**Development**	35 days	5/1/24 2:00 PM	12	5/1/24 2:00 PM	0 days	6/19/24 2:00 PM	5/1/24 2:00 PM	6/19/24 2:00 PM	6/19/24 2:00 PM
18	Implement UI/UX enhancer	7 days	5/1/24 2:00 PM		5/1/24 2:00 PM	0 days	5/10/24 2:00 PM	5/1/24 2:00 PM	5/10/24 2:00 PM	5/10/24 2:00 PM
19	Develop new features base	14 days	5/10/24 2:00 PM	18	5/10/24 2:00 PM	0 days	5/30/24 2:00 PM	5/10/24 2:00 PM	5/30/24 2:00 PM	5/30/24 2:00 PM
20	Integration testing	14 days	5/30/24 2:00 PM	19	5/30/24 2:00 PM	0 days	6/19/24 2:00 PM	5/30/24 2:00 PM	6/19/24 2:00 PM	6/19/24 2:00 PM
22	**User Testing and Feedba**	21 days	6/19/24 2:00 PM	17	6/19/24 2:00 PM	0 days	7/18/24 2:00 PM	6/19/24 2:00 PM	7/18/24 2:00 PM	7/18/24 2:00 PM
23	Conduct user testing sessi	7 days	6/19/24 2:00 PM		6/19/24 2:00 PM	0 days	6/28/24 2:00 PM	6/19/24 2:00 PM	6/28/24 2:00 PM	6/28/24 2:00 PM
24	Collect and analyze user fe	7 days	6/28/24 2:00 PM	23	6/28/24 2:00 PM	0 days	7/9/24 2:00 PM	6/28/24 2:00 PM	7/9/24 2:00 PM	7/9/24 2:00 PM
25	Iterate based on feedback	7 days	7/9/24 2:00 PM	24	7/9/24 2:00 PM	0 days	7/18/24 2:00 PM	7/9/24 2:00 PM	7/18/24 2:00 PM	7/18/24 2:00 PM
27	**Finalization and Deployn**	21 days	7/18/24 2:00 PM	22	7/18/24 2:00 PM	0 days	8/16/24 2:00 PM	7/18/24 2:00 PM	8/16/24 2:00 PM	8/16/24 2:00 PM
28	Finalize UI/UX enhancemer	7 days	7/18/24 2:00 PM		7/18/24 2:00 PM	0 days	7/29/24 2:00 PM	7/18/24 2:00 PM	7/29/24 2:00 PM	7/29/24 2:00 PM
29	Deploy updates to Spotify	7 days	7/29/24 2:00 PM	28	7/29/24 2:00 PM	0 days	8/7/24 2:00 PM	7/29/24 2:00 PM	8/7/24 2:00 PM	8/7/24 2:00 PM
30	Monitor and evaluate user	7 days	8/7/24 2:00 PM	29	8/7/24 2:00 PM	0 days	8/16/24 2:00 PM	8/7/24 2:00 PM	8/16/24 2:00 PM	8/16/24 2:00 PM
32	**Project Closure**	11 days	8/16/24 2:00 PM	27	8/16/24 2:00 PM	0 days	9/2/24 2:00 PM	8/16/24 2:00 PM	9/2/24 2:00 PM	9/2/24 2:00 PM
33	Document lessons learned	7 days	8/16/24 2:00 PM		8/16/24 2:00 PM	4 days	8/27/24 2:00 PM	8/22/24 2:00 PM	9/2/24 2:00 PM	8/27/24 2:00 PM
34	Release project resources	7 days	8/16/24 2:00 PM		8/16/24 2:00 PM	0 days	8/27/24 2:00 PM	8/16/24 2:00 PM	8/27/24 2:00 PM	8/27/24 2:00 PM
35	Project closure report	4 days	8/27/24 2:00 PM	34	8/27/24 2:00 PM	0 days	9/2/24 2:00 PM	8/27/24 2:00 PM	9/2/24 2:00 PM	9/2/24 2:00 PM

Risk assessment form and risk register plan.

Risk Event	Likelihood	Impact	Detection difficulty	When
Changes in Spotify's API impacting integration	Medium	High	Medium	During development
User resistance to UI/UX changes	High	Medium	Low	After release
Overruns in project budget	Low	High	Medium	Throughout the project
Legal or compliance issues with user data	Low	High	High	Before release
Technical issues with new features or integrations	Medium	High	Low	During testing
Inadequate user engagement with new features	Medium	Medium	Low	After release
Inaccurate user persona development	Medium	High	Medium	During research
Failure to identify key user pain points	Medium	High	High	During research

Risk ID	Risk Description	Category	Probability	Impact	Severity	Mitigation Strategies	Contingency Plan	Owner	Status
R001	Changes in Spotify's API impacting integration	Technical	Medium	High	High	Regularly monitor API updates; Maintain flexible design	Develop alternative integration plans	Development Team	Monitoring
R002	User resistance to UI/UX changes	User	High	Medium	High	User testing and feedback loops; Incremental rollout	Rollback to previous version if needed	UX Team	In Action
R003	Overruns in project budget	Financial	Low	High	Medium	Detailed budget planning; Regular financial reviews	Identify additional funding sources	Project Manager	Planned
R004	Delays due to team availability or external vendors	Operational	Medium	Medium	Medium	Flexible scheduling; Identify critical path activities	Outsource tasks to external vendors	Project Manager	Monitoring
R005	Legal or compliance issues related to user data	Legal	Low	High	Medium	Consult with legal experts; Regular compliance audits	Adjust project scope to ensure compliance	Legal Team	In Action
R006	Technical issues with new features or integrations	Technical	Medium	High	High	Pilot testing; Code review sessions; Use of error tracking tools	Prioritize bug fixes and issue patches	Development Team	Monitoring

R007	Inadequate user engagement with new features	User	Medium	Medium	Medium	Market analysis; User engagement surveys	Pivot strategy based on user feedback	Marketing Team	Planned

Discussion about the expected challenges (managing team, relation with the stakeholders, uncertainties, risks, possible resource constraints, cost related problems)

In a UX research project aimed at improving the Spotify app user experience, several challenges are expected across different aspects of project management:

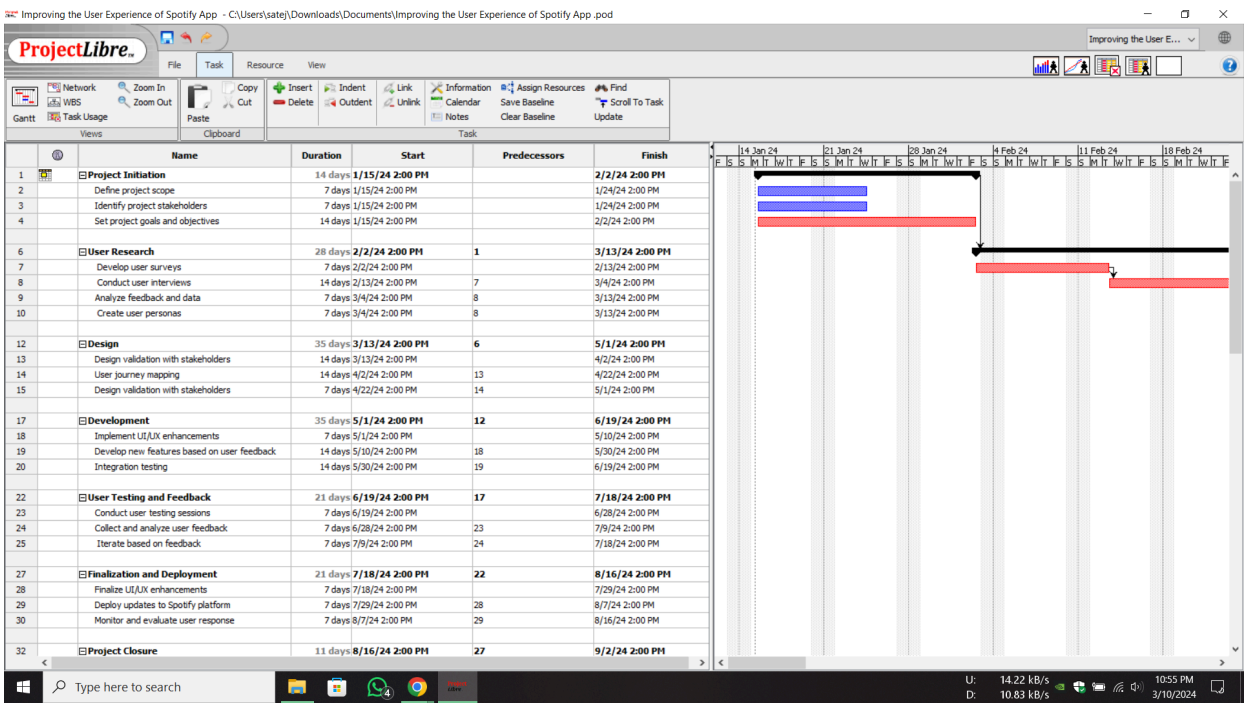
1. Managing Team: Ensuring cohesive teamwork across various specializations and maintaining effective communication can be challenging, especially in remote or hybrid working environments. Regular meetings and clear communication protocols are essential.

2. Relation with the Stakeholders: Balancing the diverse expectations and requirements of stakeholders while keeping the project aligned with its goals requires transparent and continuous engagement. Regular updates and feedback sessions can help in managing stakeholder relations effectively.

3. Uncertainties: Projects often face unforeseen changes, including shifts in user behavior, market trends, or technology. An agile and flexible project management approach can help in adapting to these uncertainties.

4. Risks: Identifying and mitigating risks early is crucial for project success. This involves regular risk assessments and having contingency plans in place for key risk areas, such as technical challenges or user adoption hurdles.

5. Possible Resource Constraints: Limited resources, whether it be time, budget, or personnel, can impact project progress. Efficient resource management, prioritization of tasks, and clear scoping can help mitigate the effects of resource constraints.

6. Cost-Related Problems: Keeping the project within budget while addressing all its requirements is a common challenge. Regular financial monitoring, cost-benefit analyses, and strategic allocation of funds are vital for managing cost-related issues.

Addressing these challenges requires a combination of strategic foresight, effective communication, and rigorous project management practices to ensure the project achieves its objectives within the set constraints.