INFM612

Case 4 -: WillowTree: Project Driven with a Product Mindset

Team 2

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Impact of pandemic on Willow Tree

Business Model

- Unstable revenue streams
- Need to pivot the offered services
- Need for improved pricing model
- Need to adapt to remote hiring and onboarding

Organizational Structure

- Adoption of new work culture and implementation of new tech tools
- Need to restructure roles and responsibilities
    - Managers roles to be reinstated
    - New KPIs

Operating Model

- Implementation of safe working conditions
- Need for advanced IT infrastructure
- Need for new policies and governance
- Disturbed outsourced services

2. How might pandemic impact the conditions?

Compliance with health and safety guidelines may have led to remote work arrangements, disrupting co-located teams.

Remote Work Adoption

Remote work and team size changes may have altered face-to-face interaction and collaboration among team members.

Changes in Team Dynamics

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Flexibility and Adaptability

Adjustments to team size and remote work were necessary to accommodate pandemic realities.

Adapting to New Work Models

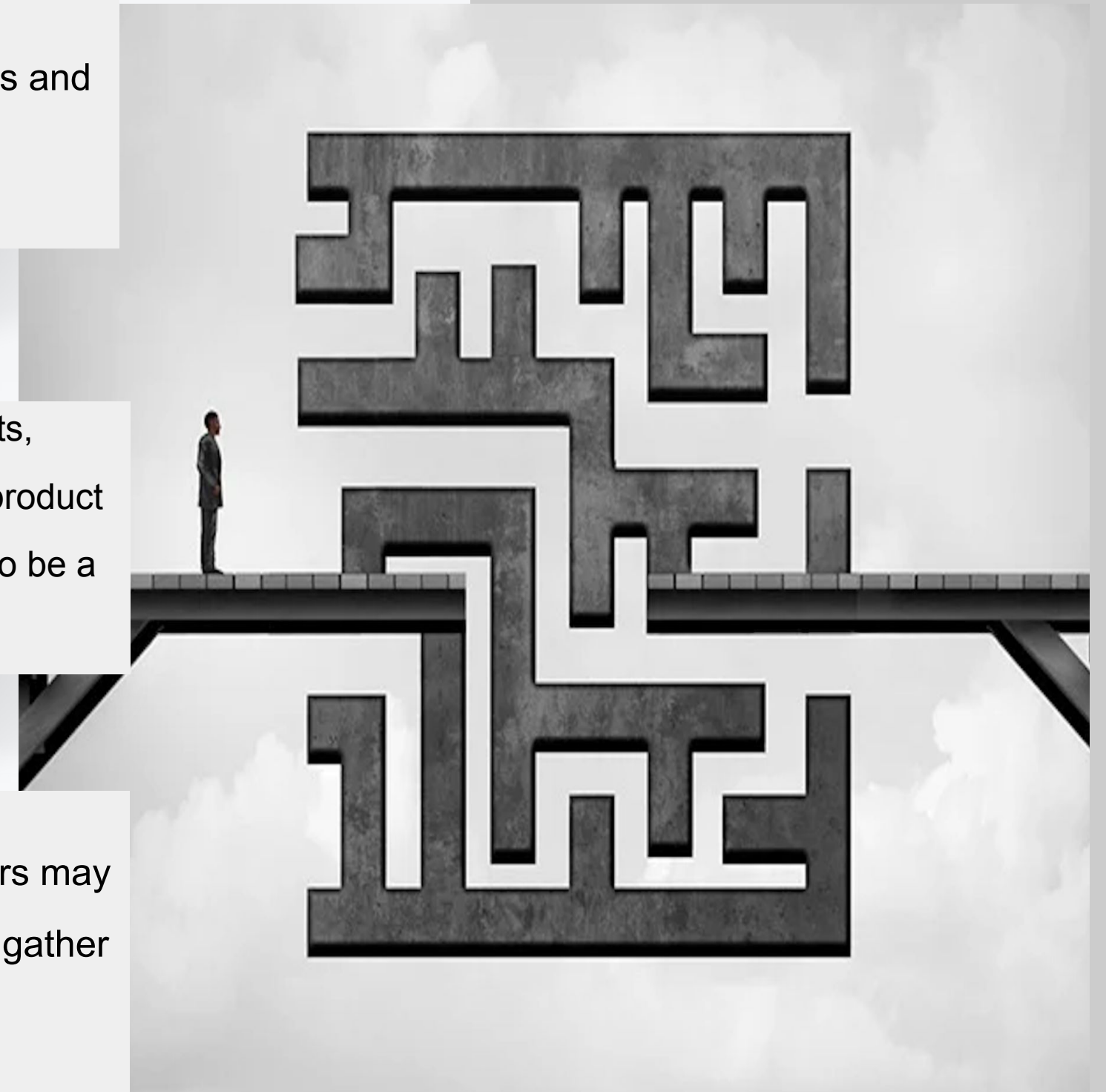Hybrid work arrangements may have impacted the traditional concept of co-located teams.

3. What challenges does this pose for digital product management?

Limited scope for innovation: Contract-based projects may have strict deadlines and budgets, which may limit the scope for innovation and experimentation.

Managing stakeholder expectations: When dealing with contract-based projects, WillowTree needs to effectively manage stakeholder expectations to ensure that the product meets their needs and is delivered on time and within budget (telecommuting can also be a challenge for this).

Adapting to changing market conditions: WillowTree's digital product managers may find it more challenging to keep up with the latest trends and technologies and to gather user feedback and adapt the product as needed.

PM Job description and eligibility

Job Description:

Entry-Level Project Manager position is currently open at WillowTree. The successful candidate will be accountable for managing projects from initiation to completion, ensuring that they are delivered on schedule, within budget, and meet client expectations. The PM will work closely with cross-functional teams, including designers, developers, and quality assurance analysts, to ensure project success.

Qualifications:

- Demonstrated problem-solving skills
- Strong organizational skills and attention to detail
- Bachelor's degree in a related field (e.g., business administration)
- Basic familiarity with software development processes and methodologies (e.g., Agile, Scrum)
- Excellent written and verbal communication skills
- Ability to work collaboratively in a team environment

Project Manager

PM Job description and eligibility

Responsibilities:

- Develop and maintain project plans

- Manage project timelines, budgets, and resources

- Ensure quality standards are met throughout the

  project lifecycle

- Identify and mitigate project risks

- Communicate project status updates to clients and

  internal stakeholders

- Foster positive relationships with clients

Project Manager

THANK YOU FOR WATCHING!!