

NORTHEASTERN UNIVERSITY



TECHNICAL PROJECT REFLECTION PAPER

PJM6205 Leading and Managing Technical Projects

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Abstract

Apple in 1997 vs Apple in 2013 was very totally different conditions. This case study is about 'Apple' which became the most valuable business in the world, with a market valuation exceeding \$450 billion in that time. Apple Computer had been in dire straits in 1997. The company's global sales and market share were dropping. But when the company's co-founder, Steve Jobs, returned as CEO after leaving in 1985, the situation started to change. In order to achieve his aims, he formulated and defined precise goals and objectives. Then, Steve invested all of his resources into to the visual identity, "Apple makes technologies so simple; anyone can participate in the future." He assured me that each of his upcoming merchandise was consistent with it. Apple differentiated itself from its opponents and created a durable comparative edge over time. Apple was able to develop a base of devoted customers by providing innovative and well-designed goods.

What makes this project "technical?"

A technical project concentrates on a technological facet of a set of features that performs a function or updates an existing model of something. Apple offers numerous products, however, this does not indicate that they're all offered in the same manner or in the same market. The PC market is distinct from the smartphone market, and more significantly, the marketing techniques for the two devices are significantly different. The Mac Pro was advertised on the basis of its value and aimed at seasoned users who need high bandwidth capabilities. Apple designed the Mp3 player for music enthusiasts who adored music but could not bear the inconvenience of carrying cd cassettes. The Mp3 player revolutionized the manner in which individuals listened to music.

Apple provides countless other products, like the iPad & Apple Watch; yet, simplicity and distinction remain constant across all of these items. The company's target demographic is made up of individuals who value simple, unique items of excellent quality. This generic approach to the market provides them a competitive edge over other companies, like Samsung.

Identify at least three major challenges that make it unique compared to a non-technical project.

- In a nontechnical project, a managing lead has to be there always looking after the progress of the project physically, for example in a construction project supervisor has to be there to check all the resources are available and the project is completed in its timeframe. However, in a technical project, it does not matter if the manager is physically available or not, they can even manage the project remotely.
- The technical project can follow agile methodologies in which multiple tasks can be executed at the same time no matter what the specifications are. Let's talk about upgrades in the iOS software in the iPhones, if there is one team that is integrating a new user interface, and another team working on new features of the camera, they can do these upgrades simultaneously.
- Technical projects are more flexible in nature, the project can be scheduled according to the resources availability. Even when the schedule is made in such a way that no two tasks intersect each other.
- The technical project does not have a fixed timeline to complete the project. Regular updates are made in the project for the benefit of the consumer. Like fixing the bugs in the software developers are made to work particularly for

making sure that their new software is free from any bugs which are not always true.

Briefly describe what management challenges you might expect compared to a non-technical project.

- In the present working environment as most of the technical project work is done remotely, it is a high possibility that the project get delayed. If the team manager is working remotely then it is possible that there is a communication barrier that will make this project suffer.
- In the technical project, constant testing and upgradation are needed. Which makes managing risk in the technical project super important. In technical organizations, all the data is stored on the cloud or say hard drives, and protecting all of this data is critically important. This must be supervised with extreme care by the technical project manager, otherwise, he or she will be held accountable. Such issues are uncommon in non-technical endeavors.
- A technical project manager should be aware of changing technology in the technical world. The expert project manager must really be capable of anticipating the need for updates, modifying existing versions, and addressing any faults or difficulties that may develop. A significant learning curve exists. A technical project manager's most crucial talents are mental acuity and awareness of technology developments. These abilities are unnecessary for a non-technical project leader.

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