



MoonPath

Project Idea

Team 8 | Apollo

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Change Directory

Version	Date	Changes	Initiators
1.0	14.03.2025	Initial draft created	Yeva Sokyruk
1.1	21.03.2025	Stakeholder matrix added, stakeholder details expanded	Anastasia Trofymenko
1.2	21.03.2025	Added engagement strategy table and reformatted section layout	Yeva Sokyruk
2.0	31.03.2025	Final version with justified text, formatting cleanup, and header/footer prep	Arina Lyzohub

1. Corporate mission statement**1.1. Company name**

Tranquility Base GmbH

1.2. Vision

We aspire to help our customers launch their successful career in IT. Our motto: "Crystal Clear IT Careers - Straight to the Moon!"

1.3. Goals

Our goal is to provide our users with career education platforms and make the learning process meaningful and enjoyable. We aim to include people from different backgrounds and experience levels, and make it possible for them to go for their dreams.

1.4. Strategy

Our strategy is to deliver cutting-edge technologies, combining AI agents and gamification elements. By collaborating with the experts in the IT-sphere, we constantly refine our projects and meet evolving market needs.

2. Project Description

2.1. Name of the project

Our platform is called MoonPath and it symbolizes the path to heights and dreamed achievements that we help our students take.

2.2. Name of the project team

We are a team of star conquerors, and we call ourselves Apollo after the first spaceflight to reach the moon. We pave the way for innovative shifts and breakthroughs.

2.3. Brief description

MoonPath is an interactive simulation platform that allows students to experience a full workday as an IT professional. It provides an immersive experience for individuals to try their best at solving realistic tasks, communicate with co-workers and receive constructive feedback at every step. MoonPath helps users develop essential skills and get a feeling of what their wished job truly means.

2.4. Reference to corporate goals

MoonPath is a fresh launch for Tranquility Base to develop meaningful projects for the society. MoonPath aligns with our long-term goals by integrating real-world tasks into an engaging simulation and enhancing career readiness in IT.

2.5. Project goals

1. Develop realistic workday simulations for various IT-professions.

We aim to create immersive, role-specific experiences that replicate actual IT workflows, tasks, and communication scenarios.

2. Enhance career readiness and equip the users with essential technical and soft skills.

MoonPath is intended to help users identify gaps in their abilities and strengthen their problem-solving, teamwork, and professional communication.

3. Bridge the gap between education and industry needs.

By aligning simulations with real employer expectations, we ensure users are better prepared for real-world job environments.

2.6. Collaboration

As a team of six, we have weekly online meetings to analyse the progress and set clear goals for the next week, as well as daily check-ups in our chat to keep up with the project.

As for the communication tools, Google Meet is used for online meetings, Asana - for progress-tracking, and Google Docs - for collaboration.

We have agreed to make efforts and contribute to our project equally, meet the deadlines and build a healthy work environment.

2.7. Stakeholder analysis

Employees: are indirectly involved in the project and may be affected by future company strategy shifts or technical requirements. Their interest lies in job stability and the overall success of the platform.

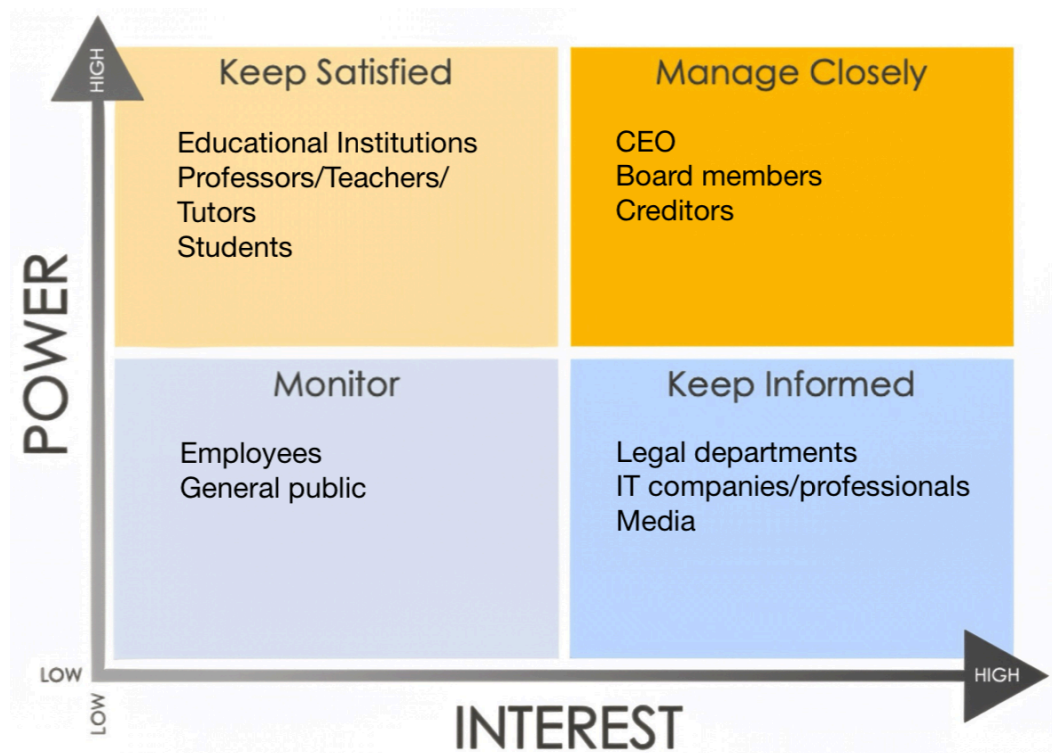
Team members: actively work on the development and success of the project. Their motivation, collaboration, and task completion are essential for meeting deadlines and achieving high-quality results.

Students: as the end-users, students are the main group of interest and need to be satisfied in order for our project to benefit from them.

Board Members: need very accurate and frequent reports on our project to ensure its success and the correctness of the project's path, as they take on a lot of responsibility for the project.

Sector	Example	Interest	Influence	Engagement Strategy
Monitor	Employees	p/n	low	Occasional updates via internal channels, feedback collection
Keep Informed	Team members	p	medium	Weekly team meetings, project board updates, task discussions
Keep Satisfied	Students	p	medium	Offer great UX, relevant tasks, AI feedback, motivational progress tracking
Manage Closely	Board Members	p	high	Weekly reporting, involve in key decisions, risk & milestone communication

*p - positive, n - negative



2.8. Team role distribution

Project Manager: Yeva Sokyruk

- I am responsible for tracking the progress of our project, keeping the project within the deadlines, sufficient distribution of the tasks, and monitoring of the team.

Business Analyst: Anastasia Trofymenko

- As a Business Analyst, I define and document clear project requirements, analyse potential areas for improvement, identify risks, and cooperate with our stakeholders.

Backend Developer: Nikita Shevchenko

- My primary task is building and maintaining the infrastructure of our platform to ensure its high performance, security, and functionality. I also work closely with the Data Engineer and AI Specialist to integrate their solutions effectively.

UX/UI Designer & Marketing Specialist: Arina Lyzohub

- My role combines two aspects: designing user-friendly interfaces and engaging simulation flow, while also leading the marketing efforts for MoonPath.

Data Engineer: Ulyana Korniyenko

- I am responsible for collecting, processing, and analysing the data, as well as building data pipelines.

AI Specialist: Ilia Grigorev

- To contribute to the project, I develop adaptive learning algorithms and personalized simulation scenarios for our users to make MoonPath as realistic and educational as possible.

2.9. Identified risks

AI Compliance: Problems with the control of AI may arise, leading to very strict usage permits.

Robotization: An extensive robotization of the workplace can take place, therefore a switch to another sphere might be needed to continue creating simulation for.

Financial risks: In case a stronger competitor suddenly appears on the market, there is a risk of losing potential customers and reducing expected profits.

2.10. Expected benefits

For the IT sphere: Higher flow into IT, HR quality improvement.

For the educational institutions: Students will be more eager to pursue the study program thanks to a better understanding of their future job.

For the individuals (customers): Immersive work experience, learning new skills and broadening the horizons.

For our company: Gaining recognition and valuable insights, setting a vector of our next projects.

References:

[Free Stakeholder Analysis & Matrix Templates: All Formats](#)

<https://asana.com/resources/project-proposal>

<https://www.productplan.com/glossary/stakeholder-analysis/>