

# Digital Dining

## Done by Adarsh Kosuru

My role: Team leader

- a. Communicating effectively with all the members involved by coordinating with various departments at all stages in the project
- b. Resolving any conflicts that may arise due to any reason with any person or role or any technical, monetary, design reasons
- c. Playing a role in all sections of the project in a way that helps to enhance it in the right direction while thinking of the future of the product, revenue, financial profits to be generated and also making an impact in the current market.

Job roles

1. Chief Financial officer (CFO):
  - a. Estimating the budget of project which includes components, sales, marketing, manufacturing, advertising, research involved, design and anything else that has any relation with money by coordinating with all the people across the project and discussing all the costs involved with their part.
  - b. Making sure the project is running according to the plan in terms of budget needs and constantly updating any irregularities in the plan whilst keeping in mind the financial goals and revenue to be generated in the forthcoming years of trading.
2. Technical Director or CTO:
  - a. Effectively analysing the hardware and software required for the device. This will include taking care of costs vs functionality, user requirements, time requirements for writing the code and testing all the parts.
  - b. Future proof by thinking about upgradability of both hardware and software, enhancement in future versions of the product
3. Business, Marketing, Sales strategies: Marketing Manager
  - a. Implementing a business strategy that aims to sell the product to a wide audience by targeting and negotiating with the right people.
  - b. Making use of different resources to advertise the product

4. Design, aesthetics, ergonomics: Design Manager
  - a. Primary task is to design the product that is ergonomically viable by taking care of durability, sustainability and usability
  - b. Designing flyers, banners to help users understand in an easy manner
  - c. Testing the product in different environments, beta testing with first time users
5. Software Manager:
  - a. Offering required content to the user by integrating social applications in the product, making it interactive by targeting different age groups, audience and users
6. Research:
  - a. Researching the current trends of the market, needs of the consumers and also the competition
  - b. Continuously interacting with real users and learning how to differentiate our product from the competition
7. Documentation:
  - a. Communicating with all the people involved and collecting all the pieces of information.
  - b. Checking to see if everything is written in the report, all the bits of info are together