**Software Engineering Project**

OPTIONAL ASSIGNMENT 2

Unit 3: Project Management and Leadership Processes

Students:

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Exercise II

#### *Applying a variant of the field observation technique to the set film, list the reasons why your business might fail. What measures would you take to prevent each of the mistakes from causing your business to fail?*

* Giving different contradictory ideas to the investors ⇒ make a meeting previously to agree on the ideas that will be presented on the meetings with investors
* Taking cash over the authority of the company ⇒ making sure that everyone on the team is on board with the company project and is in it for the project not the money only
* Not knowing the competition well ⇒ making a competitive analysis as thorough as possible
* Taking longer than expected to launch the product ⇒ making an accurate prediction of time that everything will take assuming there can be some problems and leaving some margin for them
* Not being prepared for security breaks ⇒ making sure everything is protected and have a copy of everything
* Not clarifying the positions and hierarchy on the company ⇒ Assigning a position and their duties from the start

1. *Shifting the focus of the film to software project definition and start-up, what problems might arise and how could they be solved if the customer, developer and user are all the same person and if they are different people? What are the potential advantages of the customer, developer and user being the same person?*

If the customer, developer, and user are all the same persona, the key issue is that the product will have the difficulties that this person wants. The correction would be more subjective than objective, which is why it is critical that different people execute the various tasks.

If the customer, developer, and user are all different people, the most important thing is for them to communicate and understand one another as this would be the major problem.

Understanding would be easier and decisions would be made faster if the customer, developer, and user were all the same.

1. *What qualities should or must a project leader have?*

* The main qualities of a leader (leadership)
* Eagerness to listen to different opinions
* Confidence
* He/She must be supportive with the work of others
* He/She should connect with coworkers, while being respected and respectful.
* Ability to identify issues objectively

1. *What project management and leadership activities are performed in*

*Startup.com?*

* Regular Balance Meetings are held throughout the movie. These are important to keep an updated view on the goals, milestones, and evaluate previous work.
* The project leader turns to consultancy when things seem cloudy. Asking for advice from professionals or coworkers is important when the business is unclear.
* During meetings, they perform brainstorming sessions to get fast, unfiltered ideas about something: e.g, when they are deciding the name of the business.

1. *List the steps to be taken to define and start up a software project.*
   1. Brainstorm for an idea until a feasible one with a big market of buyers is found.
   2. Name the company
   3. All team members need to have a cohesive vision of the idea.
   4. Be aware of all the legal procedures.
   5. Look for investors without letting them change the scope of the project.
   6. Look for a team to work on the startup.
   7. Manage the team correctly to improve teamwork.
   8. Stick to the main idea of the project.
   9. Make the company go public.
   10. Have a leader with high leadership ability.
   11. Pick the most talented person for each job.
   12. Hierarchically organized the team to evade leadership discussions.
   13. Success!