Project Management Approach Proposal

SoliD Projects

Global Approvals Project

Project Needs

- Approvals must be acquired from various governmental entities

- Timelines are very tight

- Applications require subject matter experts and long lead time

- Costs could grow quickly if not controlled

- Rework and missed deadlines are costly and risky

Project Approach

- A **Plan-driven** project management approach is recommended.

- Plan-driven project management would better ensure the coordination of resources, scheduling and timing, cost management, and maintaining coordination. The scope of the approvals and the timelines are more predictive and well understood. Limiting change and rework are better done in a Plan-drive approach.

SoliD Mobile App Project

Project Needs

- Brand identity to be defined with user input

- Build brand awareness early

- Capture user information early and often

- Evolving the mobile app features and functions to enhance the user experience

- Experiment with strategies to appeal to the target demographic

Project Approach

- An **Agile** project management approach is ideal for this project.

- The ability for the development team and management to experiment with various ideas and features is key. Obtaining the input from real users better shapes the product as it evolves. Target market appreciates this engagement and is willing to be part of the journey to better accommodate their wants.

- Speed is also critical. Getting minimal features out to the users and attracting more users along the way is more powerful than delaying the launch until the full product is baked and complete.