Scenario brief: Project management tools for remote enterprise teams

# Step 1: Ideate using the design thinking canvas

Use this expanded brief as the foundation for your thinking. It provides the "empathy" and initial "problem definition" insights.

### Your role & goal

You're tasked with developing an *initial product concept* for a new PM tool. Your manager wants to see how you apply design thinking to tackle the unique needs of large, distributed teams working remotely. You'll use the Design Thinking Canvas provided to capture your ideas, sketch a key feature, and outline a brief presentation.

### Understanding the users: Remote enterprise teams

Think beyond small teams. MomentumSuite serves large organizations. Your potential users could be:

* **Cross-functional software development teams:** Geographically distributed engineers, designers, QA testers, and product managers working on complex product releases with tight deadlines and intricate dependencies.
* **Global marketing campaign teams:** Marketers, content creators, and analysts spread across different regions, coordinating large-scale campaigns that require alignment across time zones and markets.
* **Distributed research & development groups:** Scientists or researchers in different labs collaborating on long-term projects requiring secure data sharing and milestone tracking.

These teams operate within complex organizational structures and often rely heavily on digital tools to bridge distances.

### Common pain points & challenges

Based on initial internal research and market observations, MomentumSuite knows these remote enterprise teams often struggle with:

* **Communication overload & async gaps:** Balancing the need for real-time collaboration (video calls) with effective asynchronous communication (avoiding information silos or lost context in chat).
* **Tracking complex dependencies:** Visualizing and managing how tasks connect across different sub-teams or individuals when not co-located can be difficult, leading to delays.
* **Maintaining visibility & alignment:** Ensuring everyone, including leadership, has a clear, up-to-date view of project progress, priorities, and potential roadblocks without constant status meetings.
* **Integration headaches:** Connecting PM tools smoothly with other essential enterprise systems (like CRMs, ERPs, code repositories, single sign-on, HR systems) is often clunky or requires custom work.
* **Security & compliance:** Handling sensitive project data securely across distributed networks and ensuring compliance with industry regulations (like GDPR, HIPAA, SOC 2) is paramount and often restricts tool choices.
* **Tool fatigue & disjointed workflows:** Teams often use multiple specialized tools, leading to context switching, duplicate data entry, and a fragmented view of the overall project.

### Key enterprise considerations for your ideation

As you brainstorm solutions on your Design Thinking Canvas, keep these critical enterprise factors in mind:

* **Scalability:** How would your solution handle hundreds or thousands of users and extremely complex projects?
* **Security:** How would you incorporate robust security features, access controls, and data privacy?
* **Integration:** How could your solution connect easily with other standard enterprise software?
* **Compliance:** How might it help organizations meet regulatory requirements?

*Please return to Step 1 for further instructions.*