**Activity: Principle of Tailoring**

**Scenario:**

You are the project manager for a team tasked with developing a new mobile application at a retail e-commerce company. The app will allow customers to browse products, make purchases, and track their orders. The project has a fixed budget and a tight deadline of six months. The company strongly emphasizes delivering a high-quality user experience, which is critical for maintaining its competitive edge in the market. They also expect regular updates on the project’s progress to ensure it aligns with their strategic goals.

While the initial requirements are well-defined, they could change as market conditions evolve and customer feedback is received.

In this activity, your goal is to first choose a framework from which to manage this project. Then, you will consider tailoring your approach when a new team member joins. As a reminder, here are the different project management frameworks you’ve learned about so far:

* **Agile** focuses on flexibility, minimal documentation, and continuous feedback, making it ideal for projects with evolving requirements.
* **Waterfall** emphasizes sequential phases, comprehensive documentation, and fixed scope, providing a structured approach with well-defined requirements.
* **Hybrid Development** combines elements of both, balancing flexibility with structure and feedback with control, making it suitable for projects requiring flexibility and predictability.

**Step 1: Choose a project development approach**

Choose whether to use an Agile, Waterfall, or Hybrid approach for this project. Justify your decision in 2-3 sentences, considering the project's scenario, requirements, and constraints.

| Your choice: |  |
| --- | --- |
| Reason: |  |

**Step 2: Tailor your communication strategy**

A key developer on your team, essential for the app’s backend development, is in a different time zone, making it difficult to attend regular team meetings. In 2-3 sentences, explain how you would tailor your communication strategy to ensure this team member stays informed about the latest project developments and updates.

| Your response: |  |
| --- | --- |