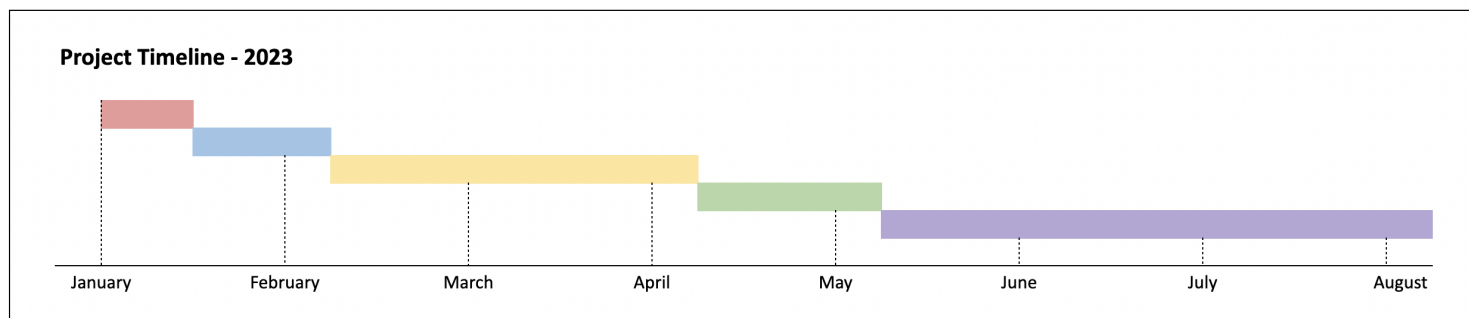


# Sizing and Phases

We planned the various phases of the 'Slack University' launch and assigned tasks to each of them. This allowed us to get more accurate estimates of the time and resources needed for each phase. Having all of the resource requirements on hand we calculated the cost and risk involved in each phase.



Phase	Project Task	Task Detail	Stakeholders Involved	Risk Level	Size
1	Idea and Analysis	<ul style="list-style-type: none"> <li>- Conducting <b>user research</b> to identify customer problems and key requirements of students and professors</li> <li>- Performing <b>market analysis</b> and <b>research</b> to compare existing products, such as canvas, that meet these requirements and determining whether there is a market for the new product</li> <li>- <b>Brainstorming</b> to come up with creative solutions resolving customer and creating a project charter to pitch the idea</li> </ul>	Product management, User research	Level 1 Less resources required	S
2	Planning and Designing	<ul style="list-style-type: none"> <li>- Project charter evaluation by upper management and heads of finance, legal, engineering, UI/UX, and project teams</li> <li>- Product team developing <b>go-to-market strategy, product roadmap</b>, detailed specifications, and product wireframes</li> <li>- Project management team <b>budgeting, forecasting, and resource planning</b> to create the final project plan</li> </ul>	Product management, Project management, Finance, Legal team, UI/UX team, Engineering team, Upper-level management	Level 2 Slightly critical, collaboration from other teams needed for technology, pricing, etc	M
3	Execution	<ul style="list-style-type: none"> <li>- Taking a <b>hybrid</b> approach, purchasing the majority of the features from 'Canvas' and creating a new interface to incorporate 'course workspaces' into the existing platform</li> <li>- Engineering team will design the database, build <b>APIs</b> and do application <b>testing</b></li> <li>- Obtaining <b>FERPA</b> compliance in order to make the product suitable for student and university use</li> </ul>	Product management, Project management, UI/UX team, Engineering team	Level 4 Shared risk for building the entire product with the vendor	L
4	Deployment	<ul style="list-style-type: none"> <li>- <b>Small scale deployment</b> of 'Slack University' for only three universities in the first phase</li> <li>- Gathering user feedback and fixing bugs to continuously improve the product</li> <li>- Analyzing and implementing the customer recommendations in the coming <b>MVP launches</b></li> </ul>	Product management, User research, Engineering team	Level 4 Will be crucial to make this successful, potential bugs to solve and test for	M
5	Validation and Expansion	<ul style="list-style-type: none"> <li>- <b>Marketing</b> the feature to potential customers via online channels</li> <li>- <b>Maintenance</b> and <b>support</b> will be provided by a dedicated team</li> <li>- Pitching the product to <b>enterprise clients</b> such as universities and schools, as well as actively participating in RFP processes</li> <li>- <b>Large-scale development</b> and deployment of 'Slack University' for all US institutions</li> </ul>	Marketing team, Sales team, Product management, Project management, Engineering team	Level 5 More resources required to scale to needs of the entire country	XL