**PROJECT EXECUTION PLAN**

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| PROJECT NAME | TaskMaster Pro |

PROJECT SCOPE

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| The growing demand for productivity tools in the collaborative workspace market has highlighted the need for TaskMaster Pro to differentiate itself through superior usability and innovative features. To ensure a successful launch, we will conduct a three-week beta test of the product in the Denver metropolitan area, engaging a targeted group of 200 users.  This beta test aims to evaluate the effectiveness and user satisfaction with TaskMaster Pro, while also identifying areas for improvement. The objectives include validating the product's viability, gathering valuable feedback, and ensuring it meets the high expectations of our target audience.  The deliverables for this project include a functional beta version of TaskMaster Pro accompanied by a comprehensive user guide, a structured feedback survey, and dedicated technical support for participants. The beta phase will commence on February 1st, with funding provided jointly by the product development and marketing departments.  The project operates under the assumption that the beta version will achieve an average customer satisfaction score of 4.0 or higher on a 5-point scale. Insights gathered during this phase will inform necessary improvements before the final product’s broader release on May 1st. |

PROJECT GOALS

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| The primary goal of the beta test is to refine TaskMaster Pro based on real-world user experiences. By testing its usability and gathering actionable feedback, we aim to deliver a product that aligns with the needs of modern teams. Achieving a high user satisfaction rating will confirm the product’s readiness for a successful market launch. |

QUALITY SPECIFICATIONS

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| To ensure the beta program's success, users will be asked to rate their experience on a scale of 1 to 5, with 5 representing complete satisfaction. Feedback will focus on the product's ease of use, functionality, and overall performance. QA personnel will closely monitor and document all reported issues, including any bugs or inconsistencies. This feedback will be shared with the development team, which will prioritize resolving these issues to deliver a polished final version of TaskMaster Pro. |

TECHNICAL SPECIFICATIONS

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| The beta version of TaskMaster Pro will feature seamless integration with widely used tools like Google Drive and Microsoft Teams, ensuring compatibility with major browsers and both iOS and Android platforms. Secure, cloud-based storage will provide users with real-time synchronization and peace of mind regarding data safety. Detailed technical specifications are available on the company intranet for internal reference. |

RESOURCE ALLOCATION

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| The beta test will require collaboration across several departments. The development team will allocate two developers to address any technical issues that arise. The marketing team will manage user communication and promotional activities, while the QA team will dedicate two testers to monitor product performance and gather feedback. Additionally, the product team will oversee onboarding and support for beta participants, ensuring their experience is smooth and productive. |

PROJECT SCHEDULE

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| EVENT | PROJECTED START | PROJECTED END |
| Beta Test of TaskMaster Pro in Denver | February 1st | February 21st |

COMMUNICATION PLAN

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| Clear and consistent communication is essential for the success of this beta program. The technical writing team has prepared a detailed user guide to assist participants during the test period. Marketing has developed targeted emails, social media content, and an informational landing page to engage participants and keep them informed. Weekly updates will be shared with beta users and internal stakeholders to ensure transparency and alignment throughout the project. |