



# **SLATE** **by Google Calendar**

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## Google SLATE - Solves the difficulty in finding a common meeting time

	MVP	MLP	Full-Implementation
Goal	Scheduler that allows users to share their meeting availability + suggest a common meeting time to the organizer based on availability, min participants	<b>MVP</b> + Automatically scheduling meeting based on earliest availability and reminders + Voice assistant	<b>MLP</b> + Fixing bugs Improvement based on user feedback, testing
How?	Released as a Beta testing phase	Implementation of additional capabilities	Final Product to be launched Globally
Who Uses it?	Early Adopters	Early Majority	Late Majority
When to use?	Q1'23	Q3'23	Q2'24
Cost to Users	Free	Free	Free

# SLATE - fulfilling users' scheduling needs all while ensuring market share dominance



## User Needs

- Fulfills the unmet scheduling needs of students
- Reduces dependencies on third party applications for finding common group meeting time
- SLATE is Google's attempt to revolutionize their user experience and increase user stickiness to the ecosystem



## Business Outcomes

- Enable Google Calendar to be the go-to Calendar choice for users
- Expand the current user base by 10%
- Improve user retention by 30% by EOY 2023
- Target niche competitors (doodle, when2meet etc.) to ensure continued dominance of market share of digital calendars

## What our project team is promising for MVP

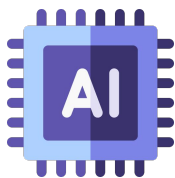
- 1. Requirement gathering** - Business analysis, customer research and user interviews
  - 2. Application Design & Development** - Software development of the automatic meeting scheduling system
  - 3. Q&A Testing**- Checking performance and compatibility with mobile and desktop applications
  - 4. Feature Enhancements**- Application maintenance and fixing existing bugs.
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# Investment of \$1.5M (MVP) in making Google Calendar the preferred digital calendar

	Timeline (weeks) →	Organization			Build		Implementation/ Release		Resources Needed
		Initial research	Project planning	Approval & revision	Design & Development	User testing	Dry Run	MVP Release & Hypercare	
		2	1	1	4	3	1	2	
Cost	Product Management	\$30,000	\$25,000	\$10,000	\$10,000	-	-	\$15,000	1 PM, 1 SM
	Software	-	-	\$80,000	\$380,000	\$340,000	\$50,000	\$150,000	8 SDE's
	Hardware (Servers)	\$10,000	\$5,000	\$5,000	\$20,000	\$15,000	\$10,000	\$10,000	60 Active VMs
	Licenses	\$10,000	\$5,000	\$5,000	\$30,000	\$20,000	\$15,000	\$20,000	GCP Premium
	Overhead Costs (20%)	\$8,000	\$9,000	\$20,000	\$80,000	\$67,000	\$15,000	\$51,000	-
Total Cost	\$1,500,000	\$58,000	\$44,000	\$120,000	\$520,000	\$362,000	\$90,000	\$306,000	

## Leveraging emerging technologies to deploy SLATE rapidly and securely

### DEVELOPMENT



### PROJECT MANAGEMENT



Google Slides



Google Docs

### CLOUD PLATFORM



Google Cloud

### OPERATIONS



GitHub



kubernetes



docker

## PROJECT STATUS REPORT

ACCOMPLISHMENTS, WHAT'S NEXT

PROJECT NAME	Google SLATE	PROJECT CODE	#294757E4
PROJECT MANAGER	Kayvon Tari	DATE OF STATUS ENTRY	12/05/2022
PERIOD COVERED	5 Weeks	PROJECTED DATE OF COMPLETION	02/13/2023

OVERALL PROJECT STATUS	POTENTIAL RISKS / DELAYS	SUMMARY	We are in the 2nd week of Design, and have completed research and approvals. We are anticipating <b>2 key risks</b> and <b>1 change request</b> for the upcoming weeks. Overall, we continue to target launch in Q1 2023.
MILESTONES ACHIEVED	Project Team was able to successfully deliver the pitch the idea for Google SLATE. <b>Executives have approved the budget and scoping for MVP.</b>		
	User research for Google SLATE's MVP was completed. Conclusion - <b>87% of users</b> expressed keen interest in Google SLATE's value proposition.		
UPCOMING MILESTONES	To mitigate all the predicted risks and incorporate the change request.		
	Successful development and testing completion of <b>all the features</b> in the user stories for the Google SLATE MVP.		
	Launch of Google SLATE MVP.		

## PROJECT COMPONENTS

SCOPE, SCHEDULE, BUDGET STATUS (RED & WHY?)

COMPONENT	STATUS	OWNER / TEAM	WHY?
BUDGET	UNDER	Office of PMO and Finance.	Expenses for the project are distributed as planned.
RESOURCES	POTENTIAL RISKS / DELAYS	Office of PMO and HR.	To raise requests for additional developers and UX designers to balance resource shortages during the holiday season without impacting timelines.
TIMELINE	ON TRACK	Project Team	On track to achieve agreed timelines for the Google SLATE Launch.
SCOPE	ROADBLOCK / OVERAGE	Project Team	Expecting increased complexity for design and development of Automatic meeting scheduler feature as part of the MVP.
CHANGE REQUEST(S)	ON TRACK	Project Team	The new change request for Google SLATE will allow users to have more control over the Automatic meeting scheduler (AMS) feature of Google SLATE.



## CHANGE REQUESTS AND RISKS

## CHANGE REQUESTS, MITIGATED RISKS, OPEN RISKS, PATHS FORWARD

S. No	DESCRIPTION	OWNER / TEAM	PLAN OF ACTION	STATUS
1	Previously AMS would auto-schedule the invite once availabilities are in.	Product Team	<b>New behavior</b> - AMS would suggest the best timings to the meeting owner and share invites only after approval.	Change Request Completed
2	UI designers had created screens that could be <b>confusing for the users</b> when trying to navigate how the feature operates.	Product Designers	1. Conducted internal testing and incorporated feedback on the intuitiveness of the feature 2. Implement changes to the screens to incorporate the feedback	Mitigated
3	<b>Communication gap in handing over wireframes to developers</b> , leading to feature going in a direction that was not how the designers envisioned	Product Designers/ Developers	1. Conducted Initial meeting between designers and developers for both teams to be on the same page about the structure of the feature 2. Initiated Daily status reports to ensure the feature is going in the planned direction of designers.	Mitigated
4	Depending upon factors like changing availability of users, minimum participation requirement, etc. the AMS feature algorithm has <b>increased complexity</b> than anticipated	Project Management	1. To develop a very robust initial model accounting for different scenarios individually. 2. Add training datasets with all possible variations at large-scale to train the model rigorously including all edge cases. 2. Add second degree test cases for each round of testing to develop an efficient and accurate algorithm with minimum to no deviations.	Open
5	In case many bugs are reported during the Beta testing phase or user research suggests many improvements - <b>launch deadline could be pushed</b>	Product Management	1. Set up milestones to check for progress 2. Prioritize the tasks and push the lower priority items to next launch phase to take care of immediate needs	Open

## TASKS DUE PREVIOUS WEEK...

## ACCOMPLISHMENTS, WHAT'S NEXT






S. NO	DESCRIPTION	TEAM	STATUS	TIMELINE
1	User stories for design were reviewed and approved for code development	Product	Completed	1 week
2	<b>Wireframes</b> for the meeting creation feature are completed and sent to development team for initial structure creation	Design	Completed	2 weeks
3	Enhanced collaboration between the product, design and development team to make the design wireframes more user-intuitive <b>(Risk resolution)</b>	Design	Completed	1 week
4	Changes for improved and simpler interface design for SLATE was completed <b>(Risk resolution)</b>	Design	Completed	2 weeks
5	The source of the bug was identified for in the code for meeting creation function and bug fixes were deployed.	Development	Completed	2 weeks
6	Project Charter to be sent for approval	Product	Delayed	1 week

## UPCOMING TASKS...

## ACCOMPLISHMENTS, WHAT'S NEXT

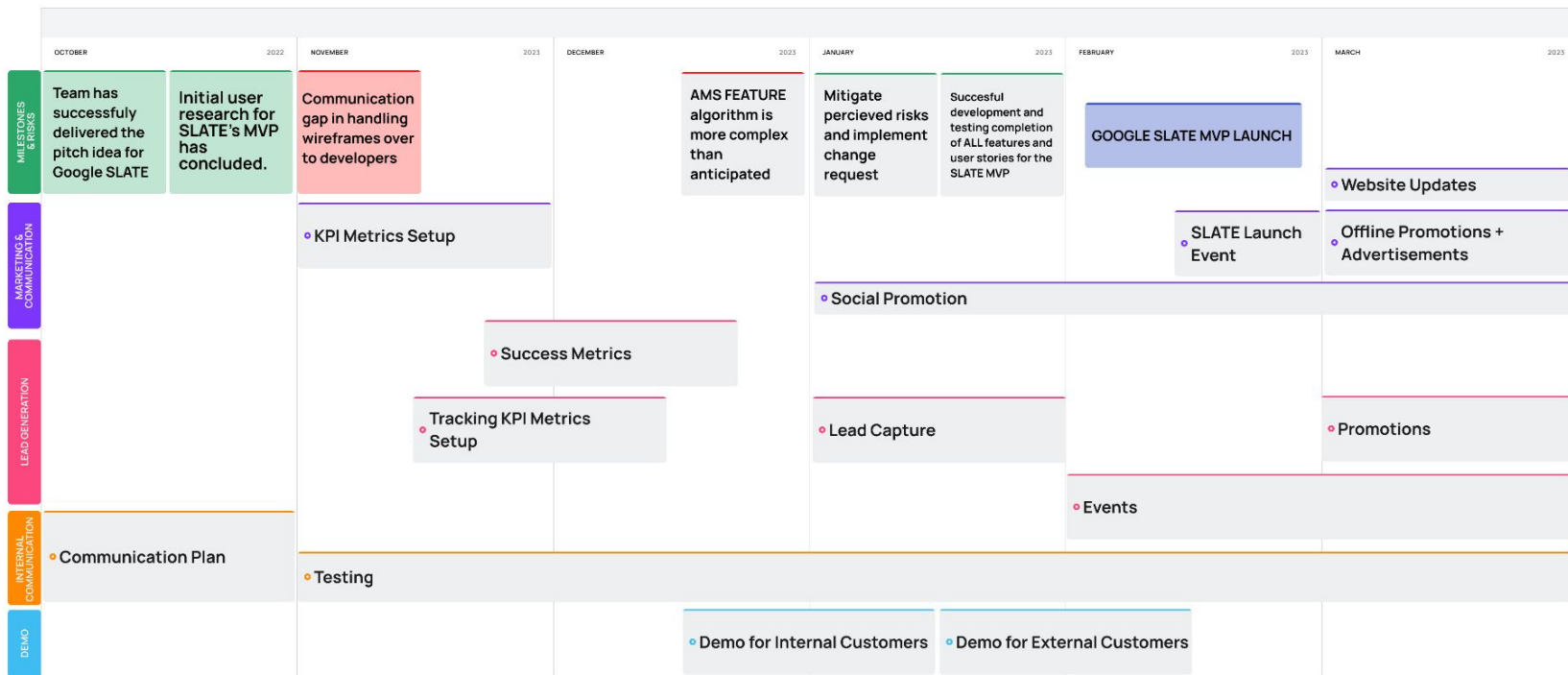
S. NO	DESCRIPTION	OWNER	DUE IN	PRIORITY	STATUS
1	Strategize execution plan for handling complexity for AMS algorithm	PM	2 weeks	Very High	In Progress
2	Create higher fidelity mockups for meeting creation function.	Product	1 week	High	In Progress
3	Wireframes for epic 2 to be initiated.	Design	3 weeks	Medium	New
4	Project Management team to prioritize incorporating change requests without impacting the current timelines	Project Team	3 weeks	Medium	In Progress
5	Initiate test scripts for the completed designs in parallel	Development and Testing	3 weeks	Low	New

## LAUNCH PLAN CHECKLIST

Marketing 	Marketing Communications 	Lead Generation 	Internal communication 	Demonstration 
Press release	Social promotion	Success metrics	Testing	Demo for internal customers
Hire PR agency	Website updates	Promotion	Communication Plan	Demo for external customers
	Offline promotions and advertisements	Lead Capture		
	Product Launch Event	Events		
	KPI metrics set up	Tracking KPI metric set up		

# TIMELINES

## SUMMARY



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# **THANK YOU!**

**- Team SuperNova**

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