

Impact analysis

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This page analyzes the impacts of the changes introduced in iteration 4 (during Sprint 3 & 4) on our development process. The new changes include gamification elements and outsourcing the development process to an external team.

Impact analysis of the changes in [Sprint 3](#) and [Sprint 4](#)

Including gamification features in the product app has several positive impacts, including enhanced user engagement, improved task completion rates, monetization opportunities, and an enriched user experience. However, they also brought many challenges, including development complexity and timeline adjustments. But, we believe that the overall benefits outweigh the potential drawbacks, making gamification a valuable addition to the app.

Positive impacts

- 1. Enhanced User Engagement:** The introduction of gamification features is expected to enhance user engagement with the application significantly. By incorporating achievements, points, and a virtual shop, users are incentivized to interact more frequently with the app, increasing overall user retention and satisfaction.
- 2. Increased App Stickiness:** Gamification elements such as achievements and points create a sense of progress and accomplishment, encouraging users to return to the app regularly to complete tasks and earn rewards. This increased user engagement contributes to higher app stickiness and prolonged usage over time.
- 3. Improved Task Completion Rates:** Gamification provides tangible rewards for completing tasks and goals within the app. This incentivizes users to stay organized and motivated, improving task completion rates. Users are more likely to set and achieve their goals within the app, resulting in a more satisfying user experience.
- 4. Monetization Opportunities:** Introducing a virtual shop where users can purchase items using earned points opens up monetization opportunities for the app. By offering virtual goods and premium features within the shop, the app can generate additional revenue through in-app purchases, subscriptions, or advertising partnerships.
- 5. User Experience Enhancement:** The addition of gamification elements enriches the overall user experience of the TimeCrafter app. By introducing interactive and rewarding features, the app becomes more engaging and enjoyable for users, fostering a sense of community and achievement within the user base.
- 6. Outsourcing Considerations:** Outsourcing the development of future releases allows the team to leverage specialized expertise and resources, potentially accelerating the development process. By clearly documenting the requirements and acceptance criteria, the team ensures effective communication with the external development team, mitigating risks associated with outsourcing.

Negative impacts

- 1. Development Complexity and Timeline:** Including gamification features adds complexity to the development process, particularly in implementation and testing. The team has adapted by reallocating resources and adjusting priorities within the 4th iteration to accommodate the integration of these features.
- 2. Heavier Workload and Adjustments in Scope:** Integrating gamification features introduces a heavier workload for the development team. Additional tasks such as designing and implementing achievements, points systems, and virtual shop functionalities require extra time and effort, potentially stretching team resources thin.
- 3. Modified Requirements and Acceptance Criteria:** Clear and comprehensive documentation is crucial when outsourcing development tasks. Rewriting requirements and acceptance criteria to ensure clarity for the outsourced team requires additional time and effort from the internal development team.
- 4. Communication Challenges:** Any ambiguities or inconsistencies in the requirements documentation can lead to misunderstandings or misinterpretations by the outsourced team, potentially resulting in delays or deviations from the intended product vision.
- 5. Risk of Rework:** Inadequate or unclear requirements may necessitate rework or revisions during the development process, leading to inefficiencies and delays in project delivery.

Comments