

## Scenario: Building a Mobile Banking App

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### **Level 1: Initial (Ad Hoc)**

The company decides to build a banking app.

- Developers start coding without planning.
  - No timelines or quality checks.
  - Features change often; bugs appear late.
  - The project is delayed and over budget.
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### **Level 2: Repeatable (Basic Project Management)**

After struggling with the first version, the team creates a basic checklist.

- They use past project timelines to plan the next version.
  - Some steps (e.g., testing and deployment) are reused from previous success.
  - Delivery is more controlled, but only for similar projects.
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### **Level 3: Defined (Standardized Process)**

The company documents a full app development lifecycle.

- All teams use a defined process: planning → design → coding → testing → review.
  - Everyone follows the same process with some tailoring for specific needs.
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### **Level 4: Managed (Quantitative Control)**

The company now tracks key metrics:

- Bug count, response time, test coverage, customer feedback.
  - They set quality thresholds (e.g., < 5 bugs per release).
  - Deviations trigger corrective action before release.
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### **Level 5: Optimizing (Continuous Improvement)**

The team reviews all project data.

- They notice manual testing is slow → they test automated tools.
- A pilot project shows 30% faster testing and fewer bugs.

- Automation is adopted company-wide to optimize quality and speed.
  - They regularly experiment with new ideas based on data.
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