

# Answer Sheet

## Lab: Final Project

### Overview:

In this lab, you will review a scenario with the goal of assessing what went well, analyzing what you think could have gone better, and recommending how to improve product management in this company.

**Step 1:** Refer to the Reading – **Final Project Scenario** for completing this exercise.

**Step 2:** Make seven observations about what went well. These observations can be what you noticed about the right steps or the structure that the company put in place. Think about what strategy was used and how it contributed to the success of the company.

	Observations: What went well
1	<b>Cross-Functional Team Assembly:</b> The company formed a dedicated team with specialized roles (Product Manager, Project Manager, Marketing Manager), ensuring alignment of vision, execution, and outreach.
2	<b>Thorough Market Research:</b> Sarah's data collection from educators and parents ensured the product addressed real needs, reducing market-entry risks.
3	<b>Clear Product Vision:</b> Emily's innovative concept (magical math adventures + class competitions) created a unique selling proposition.
4	<b>Strong Project Management:</b> Michael's meticulous planning and coordination kept the project on track, avoiding delays and budget overruns.
5	<b>Targeted Marketing Strategy:</b> Leveraging educational conferences and influencers built credibility and awareness among key stakeholders (teachers/parents).
6	<b>Alignment With Educational Standards:</b> Collaboration with technical teams ensured the games were both fun and pedagogically valid.
7	<b>Leadership Commitment:</b> Claire's vision and Mark's team-building fostered a culture of innovation and focus on the mission.

**Step 3:** Make five observations about what you think could have gone better. This can be anything that you think was missing from the scenario or what you think should have gone better.

	Observations: What could have gone better
1	<b>No Post-Launch Feedback Loop:</b> The scenario lacks mention of post-launch user feedback collection to refine the product.
2	<b>Scalability Not Addressed:</b> Long-term plans for updates, expansions (e.g., new subjects), or technical scalability (e.g., server capacity for national competitions) were omitted.
3	<b>Limited Risk Mitigation:</b> Technical challenges (e.g., AI for adaptive learning) or competitor responses were not discussed during development.

## Answer Sheet

4	<b>Minimal Stakeholder Co-Creation:</b> Educators/parents were consulted in research but not directly involved in design iterations.
5	<b>Inadequate Post-Launch Support:</b> No details on training resources or customer support for educators/parents to troubleshoot or maximize game usage.

**Step 4:** Make five recommendations to improve product management in this company.

	Observations: What could be done to improve product management in this company
1	<b>Adopt Agile Practices:</b> Implement iterative development and continuous user feedback post-launch to adapt to evolving needs.
2	<b>Build a Product Roadmap:</b> Define phases for future updates (e.g., adding science modules) and scalability plans (e.g., cloud infrastructure for growing users).
3	<b>Enhance Stakeholder Collaboration:</b> Host co-creation workshops with educators, students, and parents during design to ensure usability and relevance.
4	<b>Develop a Risk Management Framework:</b> Proactively identify risks (e.g., technical debt, competitor mimicry) and create mitigation strategies.
5	<b>Invest in Post-Launch Support:</b> Create a knowledge base, tutorial videos, and a community forum to assist users and foster loyalty.

**Key Takeaway:** StreamLean Gaming succeeded through vision, teamwork, and research but needs to focus on sustainability, scalability, and ongoing user engagement to maintain its competitive edge.