**Project Name: Alfred! iOS Upgrade**

**Project Manager: Rachel Davis**

**Date: October 7, 2025**

**Project Owner/Client: Reed Massey**

| **Stakeholder Name** | **Organization Position** | **Responsibility** | **Authority** | **Project Interest** |
| --- | --- | --- | --- | --- |
| **Brad Anderson** | **Vice President, Product Development** | **Executive Sponsor** | **Control** | **Low** |
| **Peter Kennedy** | **Director, New Product Development** | **Product Sponsor** | **Ultimate** | **High** |
| **Jordan Doyle** | **Director, Engineering** | **Subject Matter Expert** | **Advisory** | **Low** |
| **Julie Ellsworth** | **Director, Product Alliances** | **Consultant** | **Advisory** | **High** |
| **Shannon Coleman** | **IT Business Analyst** | **Business Analyst** | **Control** | **High** |
| **Brandon Matthews** | **Software Architect** | **Technical Lead** | **Control** | **High** |
| **Darren Stokes** | **Senior Developer** | **Developer** | **Advisory** | **Medium** |
| **Casey Walters** | **Customer Service Manager** | **Subject Matter Expert** | **Advisory** | **Medium** |
| **Pranav Chowdury** | **Process Engineer** | **Developer, Quality Assurance** | **Advisory** | **Medium** |

What questions would you ask of each stakeholder?

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| Stakeholder Name | Responsibility | Questions |
| **Brad Anderson** | **Vice President, Product Development** | * What is your primary definition of success for this project? * If resources become constrained, what are your highest priorities for the project? * Are there risks related to budget or resource availability? |
| **Peter Kennedy** | **Director, New Product Development** | * What are, in your mind, the most prominent risks faced by this project? * What is the maximum tolerable delay in the event of technical roadblocks? |
| **Jordan Doyle** | **Director, Engineering** | * What are some common points of failure in an upgrade of this nature in light of the lack of backend updates? * How often do you hope to be updated regarding this project’s status? |
| **Julie Ellsworth** | **Director, Product Alliances** | * Are there any known external dependencies with partners or vendors that must be met by the release date? * What information does the team need to provide to support external partners/vendors and when? |
| **Shannon Coleman** | **IT Business Analyst** | * How and from whom will you elicit requirements? * How will user stories be prioritized? * What is the formal requirements approval process? |
| **Brandon Matthews** | **Software Architect** | * Do you foresee any architectural challenges relative to the upgraded version with the existing implementation of Alfred!? * Do you anticipate that the lack of back-end upgrades would conflict would new iOS code? * What is the code review and testing standard for this release? |
| **Darren Stokes** | **Senior Developer** | * Are there any technical resources lacking in the development environment that would impede the release? * What level and degree of testing do you anticipate performing before hand-off to QA? |
| **Casey Walters** | **Customer Service Manager** | * What is, to your knowledge, the highest priority defect that the development team needs to address? * What is the protocol for handling post-release issues? |
| **Pranav Chowdury** | **Process Engineer** | * What are the minimum accepted QA metrics for this update? * Whose approval is required for the test plans and text execution outcomes/observations? |

Notes:

The project charter did not name a project manager. Since the organization appears to have only one project manager I assigned her to this project, but I would anticipate that her involvement in developing an Agile practice might preclude her. As such, I may backfill her with the BA in a combined PM/BA role.  
  
There aren’t many identified subject matter experts. I’m imagining that most defects are reported by end users via customer input and feedback from business partners/vendors, so those are the only resources I identified with likely subject matter expertise.

There is no way of determining what the existing defect backlog looks like and, since there is no timeline, there is no way to know what might or might not be in scope. If the project is six weeks long, the number of defects that can be resolved will necessarily be fewer than if the project was six months long.