Stakeholders:

1. Owner of company

2. Me

3. Fellow Devs

4. consumer trade show

5. project manager

6. Consumer

Possible Actions:

1. Expand the dev team

2. Lowering testing and bug fixing time

3. Lower number of features

4. Have the team work even longer hours

5. Get a demo version working

Consequences:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Action | Owner | Me | Fellow Devs | Consumer Trade show | Project Manager | Consumer |
| Expand dev team | Lowers income % since profit must be split more ways | Lowers income % since profit must be split more ways | Lowers income % since profit must be split more ways | Able to see full product and gets a real understanding of what the product is | Lowers income % since profit must be split more ways | Able to buy the entire product as is on the spot |
| Lower testing and bug fixing time | Potentially less income once consumers figure out there are bugs | Less potential income but more time to get more features | Less potential income but more time to get more features | Sees an unfinished product, less likely to see full potential of product | Potentially less income once consumers figure out there are bugs | Sees an unfinished product, less likely to see full potential of product and less likely to buy product |
| Lower number of features | Not as functional and nice of a product and could lead to more competition from other companies | Less work to do so more likely to get everything done | Less work to do so more likely to get everything done | Sees less features so could lower interest | Less to manage and oversee but could lead to loss of income | Less features so potentially less buyers |
| Have the team work even longer hours | Has to deal with complaints from project manager about over worked team | Must work longer hours and deal with burnout | Must work longer hours and deal with burnout, could lead to some quitting because it’s becoming too much | Sees full product and get the best understanding of what the product can do | Has to deal with burnout and motivating devs to continue working | Gets a full product and could lead to more buyers |
| Get demo version working | Does not get what they wanted (full working product) | Less work but kicks amount of work down the road, leading to more work in the future | Lighter workload and must switch focus from making a functional product to making a demo of the product and what it could do in the future | Sees a demo and potentially unfinished product. Could lead to other competitors getting the same idea and racing with the company to release their version first | Must help the dev team pivot to producing a demo build instead of focusing on finishing the actual product | Sees a demo and has to wait to buy the product, could either lead to a build up of interest or a fizzing out of interesting depending on how interesting the demo is |

Preferred Action:  
Given that I am the lead programmer, if I was still fresh out of college and trying to make a name for myself; depending on the demographic of my team (if they are close to retirement or younger like me) I would have a discussion with them and lay out the options. My instinct is to work longer hours so we don’t have to split the profit with more people and if the other developers are okay with that, I would go the route of working even longer hours. But if there was enough pushback and fear of burnout, I would go the route of getting a bigger development team. The downside of a bigger team is that it takes time to find qualified people and get them up to speed on what is going on. But once they are up to speed, they would help increase the workflow and reduce the workload of the other developers. Another downside would be that the profit split would be greater so each person would make less.

Who pays the price:  
Going the route of working even longer hours, the development team and myself would pay the biggest price. There would be a high chance of burnout as well as unrest in the team because of the extreme hours required to finish the product in the given time. If moral falls low enough, then people will start to quite and look elsewhere for work. To counter this, the idea could be brought up to the owner and project manager that the dev team gets a bigger cut since they are having to work such extreme hours.

If the route of getting a bigger team happens instead then the current development team would still pay the price but instead of an increased workload it would be in a decrease of compensation once the project is finished and on the market to buy.