

Risk Management

Project Scope & Stakeholder Risks

- **Risk:** Evolving project requirements, unclear expectations, or scope creep
- **Impact:** Delays, rework, and potential misalignment with client needs
- **Mitigation:**
 - Establish a clear project scope and timeline
 - Confirm essential features (student page, sponsorship terms, testimonials, chatbot space)
 - Regular weekly/biweekly meetings with Max and or Justin

Branding & Identity Risks

- **Risk:** Balancing UMD's branding with iConsultancy's desire for an independent identity
- **Impact:** Confusion in visual identity or inconsistent messaging
- **Mitigation:**
 - Use UMD branding elements (colors, typography) where appropriate
 - Highlight iConsultancy's unique mission through visuals, messaging, and content structure

User Experience Risks

- **Risk:** Designing for diverse user groups (students, faculty, partners) may complicate the user flow
- **Impact:** Users may struggle to find relevant information or take action
- **Mitigation:**
 - Prioritize user research and wireframing for each audience segment
 - Include onboarding flows and clear navigation tailored to students, companies, and faculty
 - Plan for future chatbot integration without disrupting current UX

Accessibility & Inclusivity Risks

- **Risk:** Not meeting accessibility or inclusivity needs (screen reader toggle, multilingual options, engaging visuals)
- **Impact:** Limited usability for key audiences, possible compliance issues
- **Mitigation:**
 - Implement WCAG accessibility standards
 - Design with inclusivity in mind (language options, accessible media, screen reader toggle)
 - Integrate engaging visuals and student work to broaden appeal

Content & Communication Risks

- **Risk:** Content may be too academic and not business-friendly
- **Impact:** Potential partners may misunderstand the value proposition
- **Mitigation:**
 - Rewrite content for clarity, focusing on partnerships and real-world impact
 - Feature sponsorship terms, testimonials, and success stories prominently
 - Create a dedicated student page to explain the program to future participants

Technical Risks

- **Risk:** Potential integration challenges, especially with the future chatbot
- **Impact:** Increased development complexity or technical debt
- **Mitigation:**
 - Plan site architecture to allow easy integration of chatbot features later
 - Document all integrations thoroughly for future developers

Maintenance & Sustainability Risks

- **Risk:** Unclear long-term maintenance responsibilities
- **Impact:** Site may become outdated or lose functionality
- **Mitigation:**
 - Define maintenance roles (content updates, technical support)
 - Provide documentation for future updates

Project risks

- Outdated/Incorrect information
- Unclear project scope
- Delay in feedback from stakeholders

Technical risks

- Accessibility issues (screen reader toggle, multilingual support, chatbot integration later)
- Difficulty in structuring content for different user groups (students, faculty, companies)
- Future chatbot integration may be complex

Branding and content risks

- Balancing independent identity with UMD branding
- Engaging visuals (need for more pictures, testimonials, student work showcase)
- Communicating iConsultancy's value in a business-friendly way

Logistical and maintenance risks

- Long-term website maintenance (updates, content refresh, chatbot addition)
- NDA & project timeline info clarity