**Exercise 3: Project success criteria**

*Read the project description* [*Capstone Project - Description*](https://usn.instructure.com/courses/31131/pages/capstone-project-description) *and the wishlist* [*Capstone Project - WishList*](https://usn.instructure.com/courses/31131/pages/capstone-project-wishlist) *and reflect on the following questions from a project manager perspective:*

* **Does this list reflect needs from all relevant stakeholders?**

If we assume that some of the stakeholders are VismaAI, YourCompanion, Revisorteam and GreenEnergy for example, the list reflects the basic needs that the Capstone project will contain and offer. It does not, however, reflect in detail what these stakeholders (or the students, or other entrepreneurs) may want or need, so it’s necessary to conduct interviews and gather feedback to this wishlist.

* **Are these "wishes" clear enough to guide the management and development of the project?**

The “wishlist” is not extensive enough to guide the management and development team. It’s a brief overview of the basics within office planning, which is well known (Google and Meta started this trend) everywhere. It has several elements that could be fixed or elaborated upon to make this project more interesting.

“Floor Plan” & Open Workspace: Here you need more data from future users - collect user stories, read scientific articles and debate why the management team wants an open workspace. The “wish” for an Open Workspace is not always thought through, and many studies from the last decade have shown that open floor spaces not necessarily create more collaborations, instead people tend to get enough of social interaction and do what they can to isolate[[1]](#footnote-1). A study from Bernstein and Turban found if that interaction between people was reduced as far as 70%, while screen time increased.[[2]](#footnote-2) Ask yourself as a student – did you enjoy sitting in a crowded library during exam times with people all around you? Or was it better to book a group room? And what about people who have Autism/Asperger, social anxiety or other related health challenges that makes it difficult to concentrate in open workspaces? Norway is also an introverted culture, which is important to remember when making architectural drawings or plans regarding open workspaces.

Amenities and Facilities: The Capstone project describes several elements like a kitchen, lounge, coffee/tea, high speed internet and other things that make the space unique. However, I believe one have to think even further and more detailed in order to attract customers and users. What about a proper cafe with chefs making healthy lunches and dinners after 16.00 o’clock? Bø is a small village that does not offer much interesting food, and neither does the existing cafeteria at the university campus. Make it unique by making a diner place where the users want to go and enjoy healthy food and a new menu every now and then.

Apart from this you also need a more detailed plan of the booking system, detailed floor plan drawings, and visual layouts of the facilities for example.

Not to mention an extensive plan for a marketing campaign, closer connections to Oslo StartupLab for example, transport offers for commute and especially alternatives if trains are not running (which often happens).

* **What can be the success criteria for this project?**
* Location information & booking: The booking system should be flawless and smooth to use – and easy to understand.
* Offer the students, entrepreneurs, professionals and businesses not only the facilities, but also a way to spend time in Bø after work for example by giving them offers on Lifjell Skisenter, hotels, outdoor acitivies, Bø Sommarland, family activities, etc. You want the professionals to spend more time and make Bø more attractive while it competes with cities like Oslo. So one of the criteria must be to utilize whatever Bø has to offer except the Capstone.
* Increase the web traffic on the landing page, utilize social media and professional drone videos, photography and graphic design.
* Good feedback from users on the usability and design of the website.
* Offers to visitors to create a higher conversion rate into membership.
* **What can be a timeframe for a team of three people including you ?**

The timeframe depends on the team's skill set and resources. Say there will be a skilled set of team members in each field, I can divide the timeframe into several parts after the Project Time Management:  
(this is calculated after the Capstone project is supposed to be done by this year-end).

Milestones:

* Project kickoff
* Complete the design
* Complete the development phase
* Test phase
* Launch

Critical path: Both development and testing phase is most likely to be in the critical path as it will affect the timeline if something goes wrong, and the probable revision and fixing that may follow.

Schedule

Project start and planning:

3-6 weeks, which includes stakeholders being interviewed, site visits to USN to understand design and planning. Figuring out a project plan for development, timelines, resources and milestones

Design and Development:

6-10 weeks which includes developing a landing page that includes membership plans, location info, testimonials, contact details, booking systems, information about the project and a high-quality visual layout of the interior plans. Keep in touch with stakeholders for feedback on the process.

Testing and revision:

3-5 weeks which includes comprehensive testing across technologies to ensure a good functionality. User testing with new members or a test panel to gather information on usability and experience.

Final review and launch

2-3 weeks that includes the final review with stakeholders to ensure the results aligns with the USNStart’s vision. Create a marketing launch strategy, create an opening event of the facility and make sure that the landing page works in the same time.

Post-launch review and going through what didn’t work and feedback.

**Literature list:**

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Brooks, David. (2022). *The Immortal Awfullness of Open Plan Workplaces.*

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1. Brooks, (2022), New York Times “The Immortal Awfullness of Open Plan Workspaces” <https://www.nytimes.com/2022/09/08/opinion/open-plan-office-awful.html> [↑](#footnote-ref-1)
2. Berstein, Turban, (2018) “Discussion”. <https://royalsocietypublishing.org/doi/10.1098/rstb.2017.0239#d1e1189> [↑](#footnote-ref-2)