

Notebook App Product Launch School Project

Introduction:

Joe Smith and Stefan Smolovic just sold their last company for \$25,000. They are two software engineers, who just recently graduated from the Lassonde school of Engineering. During their last year of school, they had worked on a web app that allowed students to connect with one another and create study groups. They sold this app to an up-and-coming social media company, NewTech.

They are now ready to begin their next venture. They want to stay within the realm of education-related tech, so Stefan came up with an idea to create a web app that provides University students with the tools they need to increase their productivity. They will call the app Notebook. Before starting to develop the app, Joe and Stefan know they have to plan everything out.

So, Stefan takes on the role of the project manager for this app and begins conducting the process he learned in school to plan and manage the project.

Business Case:

Business Case	
Project Name	Notebook Product Launch
Date Produced	September 26, 2022
Background	<p>Stefan, and Joe have just sold their last business venture and are ready to start their next project. Their last project was a website that allowed University students to connect with one another and create study groups. Wanting to stay within the education market, Stefan came up with the idea of creating a web app that provides students with the tools they need to increase their productivity. In order to make sure this next venture is more successful than their last, Stefan and Joe want to create a well thought out plan for this project.</p>
Business need/opportunity	<p>Stefan noticed that although there are lots of apps focussed on improving student productivity, there is not a single app which encapsulates all of these tools in a single place, making it easy to use multiple tools together. Noticing this, Stefan came up with the idea to pull ideas from the leading productivity apps, improve upon their functionality, and wrap them all up into a single streamlined experience so that a student would only need the “Notebook” app for all of their productivity needs. As former students themselves, they know exactly what students need and want to be more productive. Using their specialized skills, and the gap in the market they hope to capitalize on this and create something that will revolutionize student productivity.</p> <p>The last venture Joe and Stefan started was ended prematurely and sold to a larger company as they felt they wouldn’t be able to scale the app as much as they would have liked. With the experience gained from this past venture, they hope to have much more success this time around. An important target to be met for this project is for the company to have a million-dollar valuation in 6 months time, so that they can secure major funding during their seed round of fundraising.</p>

Options	<p>There are three decisions that have to be made prior to starting the development of the app. A platform for the application must be chosen, either making it a web or mobile app. Deciding whether to start with a handful of key features or creating the entire feature list before launching. And lastly the kind of launch that should be conducted, a soft, moderate or full product launch.</p> <p>Application platform:</p> <p><u>A. Web App:</u> A web app is a software application which is accessible through a web browser.</p> <p><u>B. Mobile App:</u> A mobile app is a software application which is accessible via smartphones, tablets, and other mobile devices.</p> <p>Range of features:</p> <p><u>A. 2-3 key features</u> Selecting 2-3 of the most important features to build the app around.</p> <p><u>B. All features (5+)</u> Developing all features of the app before launching. This would include upwards of 5 features.</p> <p>Type of launch</p> <p><u>A. Soft</u> The application would be released, and little to no marketing and advertising would be used to inform the public of the launch (you missed finishing this sentence). A landing page website would be made to guide people to the application.</p> <p><u>B. Moderate</u> This launch would include everything from the soft launch however, word-of-mouth would no longer be the only form of marketing. Advertising in the form of paid social media posts would be used to drive user acquisition.</p> <p><u>C. Full</u> This launch would include everything from the moderate launch but would also include additional forms of marketing. Paid partnerships with student-tech social media influencers would be used to access their large student-based audiences</p>
Cost-benefit analysis	<p>Application platform:</p> <p><u>A. Web App</u></p> <p>Costs:</p> <ul style="list-style-type: none"> • Lose out on mobile-only user market (People who rely on their mobile devices as their main machine) • \$250 yearly costs related maintaining website (server, web domain, etc.) <p>Benefits:</p>

- Both Joe and Stefan have extensive experience with web development and have a proven track record of success with web apps.
- Less registration, documentation, and paperwork needed to launch as web app
- Generally, students use their computers when studying, and thus will be more inclined to use the web app since they are already on their computers

B. Mobile App

Costs:

- Joe and Stefan have little to no experience in app development, which may lead to a worse product.
- The process of getting an app placed in the apple app store, and google play store is tedious and stringent, requires paperwork, and making sure that the app does not violate any guidelines and regulations.
- \$124 costs related to publishing and maintaining app on Apple, and Android app stores
 - \$99 (annually) to have app displayed in apple app store
 - \$25 (One-time fee) to have app displayed in Google app store

Benefits:

- Mobile-app market space is very large
- Slightly cheaper than maintaining a web app

Range of features:

A. 2-3 key features

Costs:

- The app would not stand out as much from competitors as it would not be the entire productivity solutions for students

Benefits:

- The software would be created faster, and each feature would be of higher quality due to more time and attention being put into them
- More time could be invested in the business development side of the project, rather than product development

B. All features (5+)

Costs:

- It would take a much longer time to release the app, which would risk competitors putting out a similar product before Notebook releases
- It would take away time from business development

Benefits:

- The app would be a complete solution for student productivity needs. It would render competing apps useless, and would have a large differentiating factor when compared to competitors

	<p>Type of launch</p> <p><u>A. Soft</u></p> <p>Costs:</p> <ul style="list-style-type: none"> • Would rely solely on word-of-mouth to grow user base, which does not maximize user acquisition • Possibility of delaying product launch date: 1% <p>Benefits:</p> <ul style="list-style-type: none"> • Very little costs, less than \$100 • Estimated user growth: +1,000 users <p><u>B. Moderate</u></p> <p>Costs:</p> <ul style="list-style-type: none"> • Some costs would be incurred, depending on the number of advertising posts created. • Budget: \$1,000 <p>Benefits:</p> <ul style="list-style-type: none"> • Estimated user growth: +10,000 users <p><u>C. Full</u></p> <p>Costs:</p> <ul style="list-style-type: none"> • Budget: \$10,000 <p>Benefits:</p> <ul style="list-style-type: none"> • Estimated user growth: +50,000 users • Use of social media influencer promotion will increase brand recognition and will act as a guarantee of quality
Recommendation	<p>After completing a thorough cost-benefit analysis, Stefan and Joe decided that going with a web application, with 2-3 key features, and a full product launch would be most beneficial for their goal of acquiring users and increasing their company valuation to obtain larger investments.</p>

Project Charter:

Project Charter	
Project Name	Notebook Product Launch
Date Produced	October 12, 2022
Project Goals	There are two major goals of this project. The first is to successfully complete the initial roll out of the Notebook app. The second is to acquire an initial minimum investment of \$100,000 into the company, so that the founders Stefan, and Joe can continue to fund the business and work on the business full time.
Project Objectives	The objectives that should be achieved by January 31, 2023, are: 1) Grow user base to 50,000 active users 2) Attain a valuation of 1 million dollars or more 3) Complete the project successfully within the \$25,000 budget
Project budget	\$25,000
Project Sponsor	Stefan Smolovic, and Joe Smith, co-founders of Notebook
Project Manager	Stefan Smolovic, co-founder of Notebook
Additional Key Project Stakeholders	1) Joe Smith, other co-founder 2) Potential, interested investors 3) Freelancers hired to help with the project 4) University students 5) Paid Influencers 6) Competitors of Notebook

Overall Project Milestones	Milestones: 1) Project starts 2) Planning Phase complete 3) Executing Phase complete 4) Project complete	Dates: 1) October 10, 2022 2) October 12, 2022 3) December 19, 2022 4) January 31, 2023
Overall Project Risks	1) Delays in creation of application 2) Unforeseen expenses being incurred 3) Lack of interest in product from market	

Stakeholder Register:

Stakeholder Register				
Project Name	Notebook Product Launch			
Name	Project Role	Level of Power	Level of Interest	Level of Support
Stefan Smolovic	Co-founder, Project manager, Sponsor, and Software developer	High	High	Very supportive
Joe Smith	Co-founder, Sponsor, and Software developer	High	High	Very supportive
Jacob Brock	Potential, interested investors	Low	High	Neutral
Lucy Johnson	Freelance designer	Low	Low	Supportive
University students	Users of app	High	High	Neutral
Ali Abdaal	Paid Influencers	High	Low	Low
Sticky note	Tech Competitors of Notebook	High	High	Unsupportive
Agenda/ planner makers	Non-tech Competitors of Notebook	Low	High	Unsupportive

Stakeholder Engagement Plan:

Stakeholder Engagement Plan		
Project Name	Notebook Product Launch	
Stefan Smolovic	Co-founder of Notebook. Aiming to successfully launch app and acquire investor funding to further scale the app. Works as the project manager, and also software developer for the app. Distributes time between developing the app and also developing the business side.	<p>Pay close attention/Meet Requirements</p> <p>Work closely with, and meet all requirements set out through constant communication, and execution of given instructions.</p>
Joe Smith	Co-founder of Notebook. Aiming to successfully launch app, and acquire investor funding to further scale the app. Works as the main developer of the app. Helps with decisions regarding business however, majority of his time is spent on developing the app.	<p>Pay close attention/Meet Requirements</p> <p>Work closely with, and meet all requirements set out through constant communication, and execution of given instructions.</p>
Jacob Brock	Interested Venture Capitalist investor. Jacob has been an investor for over 10 years. As a VC he focuses on smaller, high-growth potential companies. He has been looking to invest in the education tech sector and believe this app has potential to be very successful.	<p>Provide information</p> <p>Stay in contact regularly, while providing any and all major updates regarding app completion and user acquisition.</p>
Lucy Johnson	Freelance graphic designer hired to work on app. Has been a graphic designer for 3 years, and primarily works for tech start ups as she has a passion for tech herself.	<p>Monitor</p> <p>First, explain the company vision in order for the graphic designer to understand the style of graphics we are looking for, Then, provide detailed instructions regarding graphic design tasks which need to be completed. Check in and review work often, giving new instructions as needed.</p>
Ali Abdaal	Social media influencer in the education and productivity space. Has over 3 million subscribers on YouTube.	<p>Monitor</p> <p>First, explain the company vision in order for the influencer to understand how we are trying to promote the app. Prior to the release of the advertisement</p>

		discuss thoroughly the content of the ad as well as the delivery. After the ad release go over key performance metrics such as clickthrough rate and watch time.
University Students	Users of the app. General user persona is a student who is very dedicated to their studies and is always looking for ways to become more productive or increase their success in school.	<p>Meet Requirements</p> <p>Reach out and ask for what they would like to see in the app. Perform test runs of the app with groups of students, prior to launch in order to acquire feedback and improve upon the app. After launch continue to ask users for their thoughts on the app and continue to develop it around student's wants and needs.</p>
Sticky note	Competitor app company. Sticky note is an app within the school productivity niche. Unlike the Notebook app, they focus on a single feature which is reminders and notes.	<p>Monitor</p> <p>Have minimal contact with competitor. Reducing risk of leaking information about the app. Keep track of their released app, and make sure they are not releasing a similar product to ours, before us.</p>
Agenda/ planner makers	Non-tech competitor companies. Companies that sell hard copy planners, agendas, schedules, and other school productivity related supplies.	<p>Monitor</p> <p>Although they take away market share from the Notebook app, as they focus on hard copy productivity tools, they do not directly compete in the app space with the Notebook app. This means that minimal monitoring is required. Keeping track of their market shares and making sure there is room for school productivity apps.</p>

Project Requirements Document:

Project Requirements Document	
Project Name	Notebook Product Launch
Functional Requirements	
<p>Basic App functions:</p> <ol style="list-style-type: none">1) Account creation2) Log in/Sign up system3) Home page for directing users to different features <p>Functions of To-do list/Agenda feature:</p> <ol style="list-style-type: none">1) Ability to add/remove tasks2) Ability to arrange and organize tasks3) Ability to prioritize and highlight certain tasks <p>Functions of Habit tracker feature:</p> <ol style="list-style-type: none">1) Ability to add/remove habits2) Ability to set the frequency for the habit you are tracking (daily/weekly/monthly)3) Ability to see habit streaks, and other statistical information about your habits <p>Functions of study timer feature:</p> <ol style="list-style-type: none">1) Ability to set timer2) Ability to make timer repeat in time intervals (i.e. every hour) with breaks in between (i.e. hour of work, 15 minute break and then repeat)3) Ability to have warning notifications be displayed when certain amount of time is left <p>Business/Marketing functions:</p> <ol style="list-style-type: none">1) Promote app launch through social media content for YouTube, TikTok, and Instagram2) Have plan in place for posting schedule of advertisements across different social medias3) Social media influencer promotion of app launch	
Technical Requirements	
<p>App Technical requirements:</p> <ol style="list-style-type: none">1) Landing page to funnel users into web app<ol style="list-style-type: none">a. Information about appb. "Go to app" button to take users to app2) Sign-up page<ol style="list-style-type: none">a. Enter email boxb. Create password boxc. Create account button3) Log-in page<ol style="list-style-type: none">a. Enter email boxb. Enter password boxc. Log in button	

- 4) To-do list/Agenda page
 - a. Enter to-do list item box
 - b. Button to add to-do list item
 - c. Button to remove to-do list item
 - d. Button to highlight/set priority of a to-do list item
 - e. Button to sort items by date added or by priority
- 5) Habit tracker page
 - a. Enter habit box
 - b. Button to add habit
 - c. Button to remove habit
 - d. Button to set frequency for habit
 - e. Button to check off completion of habit
 - f. Display for statistics relating to habits
- 6) Study timer page
 - a. Enter study time amount box
 - b. Enter rest time amount box
 - c. Enter how many times timer should repeat box
 - d. Button to start timer
 - e. Button to end timer
- 7) Database to store users and user information
 - a. Encryption of user information

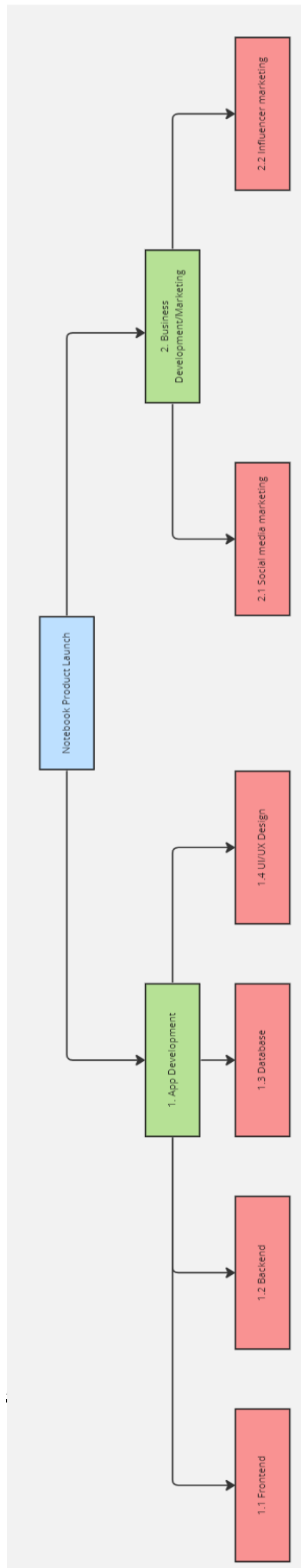
Business Technical requirements:

- 1) Promotional videos of varying lengths and styles for different kinds of social medias
- 2) Posting schedule as well as plan for posting advertisements on social media
- 3) Social media influencer video promoting app launch

Performance Requirements

- 1) Backend Infrastructure must be able to handle 50,000 or more users
- 2) 0 second latency switching between webpages of app
- 3) Database size must be large enough to handle information storage/retrieval for 50,000 or more users

Work Breakdown Structure:



Activity List			
Project Name	Notebook Product Launch		
1.1 Frontend	Create landing page	1 day	Stefan Smolovic, Co-founder/Web developer
1.1 Frontend	Create sign-up page	2 days	Joe Smith, Co-founder/Web developer
1.1 Frontend	Create log-in page	2 Days	Joe Smith, Co-founder/Web developer
1.1 Frontend	Create To-do list/Agenda page	6 days	Joe Smith, Co-founder/Web developer & Stefan Smolovic, Co-founder/Web developer
1.1 Frontend	Create Habit tracker page	3 days	Joe Smith, Co-founder/Web developer
1.1 Frontend	Create Study timer page	2 days	Stefan Smolovic, Co-founder/Web developer
1.2 Backend	Create user storage and tracking system	5 days	Joe Smith, Co-founder/Web developer
1.2 Backend	Create algorithm for sorting to-do list tasks	4 days	Stefan Smolovic, Co-founder/Web developer

1.2 Backend	Create Habit tracking statistics system	5 days	Joe Smith, Co-founder/Web developer
1.2 Backend	Encryption of user data	3 days	Joe Smith, Co-founder/Web developer
1.3 Database	Create database for user accounts	2 days	Joe Smith, Co-founder/Web developer
1.3 Database	Create database for user information (to-do list items, habits, etc.)	4 days	Joe Smith, Co-founder/Web developer
1.4 UI/UX Design	Discuss with founders about the app aesthetic	1 day	Lucy Johnson
1.4 UI/UX Design	Create wire-frame model for app	5 days	Lucy Johnson
1.4 UI/UX Design	Create graphics and icons for app	4 days	Lucy Johnson
2.1 Social media marketing	Create promotional content	7 days	Stefan Smolovic, Co-founder/Project manager
2.1 Social media marketing	Create posting schedule and plan	3 days	Stefan Smolovic, Co-founder/Project manager
2.2 Influencer marketing	Create promotional plan with influencer	3 days	Stefan Smolovic, Co-founder/Project manager

Milestone-Based Schedule:

Milestone-Based Schedule	
Project Name	Notebook Product Launch
Project Start	October 10, 2022
Planning Phase complete	October 12, 2022
Completion of UI components for app	October 24, 2022
Completion of Front-end of app	November 2, 2022
Completion of data base for app	November 10, 2022
Completion of Back-end of app	November 25, 2022
Completion of marketing plan	December 14, 2022
Executing Phase Complete	December 19, 2022

Project Complete	January 31, 2023
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Activity-Based Schedule:

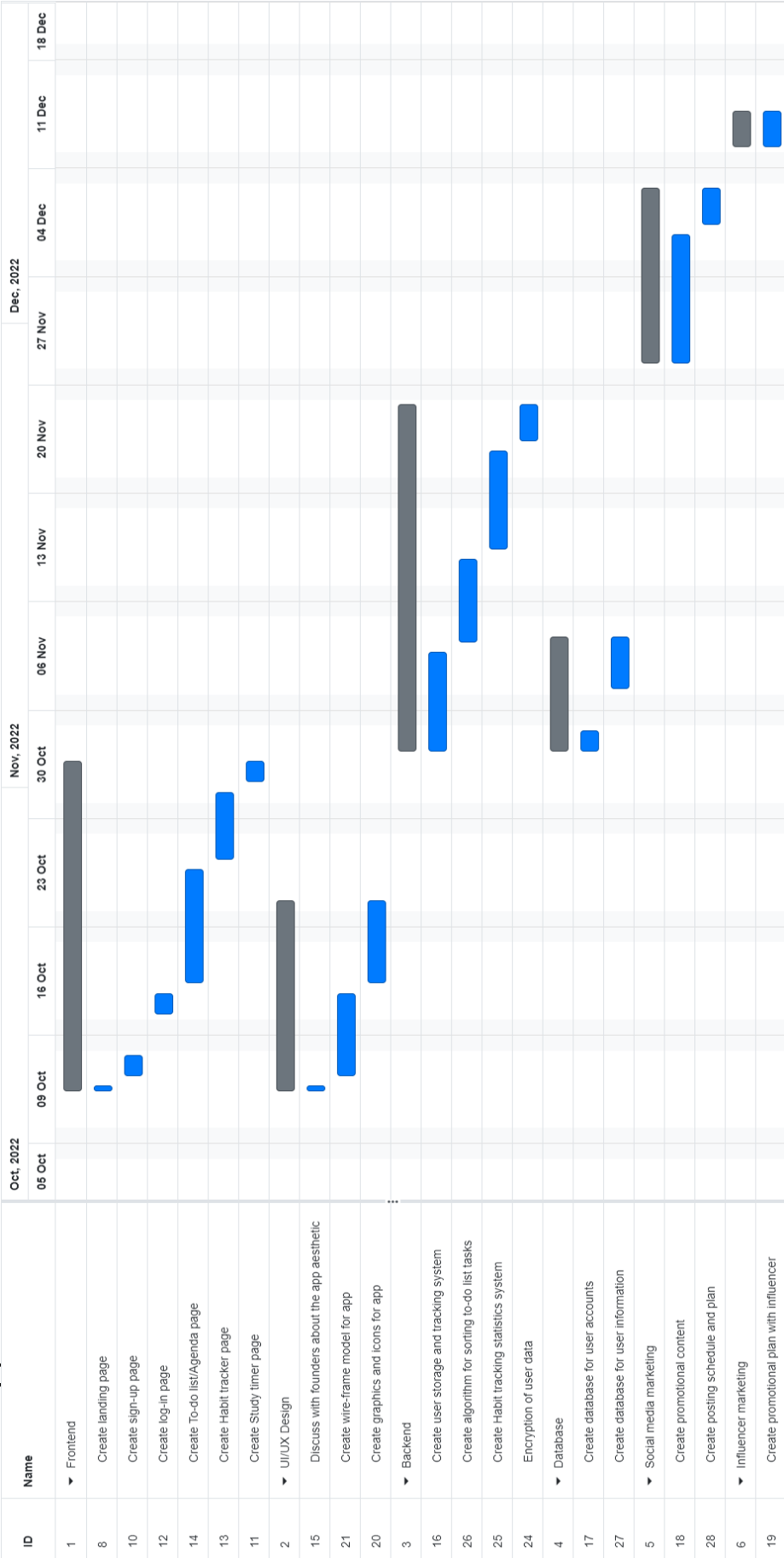
Activity-Based Schedule			
Project Name	Notebook Product Launch		
Frontend			
Create landing page	1 day	October 12, 2022	October 12, 2022
Create sign-up page	2 days	October 13, 2022	October 14, 2022
Create log-in page	2 days	October 17, 2022	October 18, 2022
Create To-do list/Agenda page	6 days	October 19, 2022	October 26, 2022
Create Habit tracker page	3 days	October 27, 2022	October 31, 2022
Create Study timer page	2 days	November 1, 2022	November 2, 2022
UI/UX Design			

Discuss with founders about the app aesthetic	1 day	October 12, 2022	October 12, 2022
Create wire-frame model for app	5 days	October 13, 2022	October 18, 2022
Create graphics and icons for app	4 days	October 19, 2022	October 24, 2022
Backend			
Create user storage and tracking system	5 days	November 3, 2022	November 9, 2022
Create algorithm for sorting to-do list tasks	4 days	November 10, 2022	November 15, 2022
Create Habit tracking statistics system	5 days	November 16, 2022	November 22, 2022
Encryption of user data	3 days	November 23, 2022	November 25, 2022
Database			
Create database for user accounts	2 days	November 3, 2022	November 4, 2022

Create database for user information (to-do list items, habits, etc.)	4 days	November 7, 2022	November 10, 2022
Social media marketing			
Create promotional content	7 days	November 28, 2022	December 6, 2022
Create posting schedule and plan	3 days	December 7, 2022	December 9, 2022
Influencer marketing			
Create promotional plan with influencer	3 days	December 12, 2022	December 14, 2022

Project H

Gantt Chart:



Project HR Requirements	
Project Name	Notebook Product Launch
Resource Type	<p>Positions required for completion of project:</p> <ol style="list-style-type: none"> 1) Project sponsor 2) Project manager 3) Full stack (Frontend and backend) web developers 4) UI/UX Designer 5) Business and marketing manager <p>[Period 1 – Project planning]</p> <ol style="list-style-type: none"> 1) Project sponsor (Used during first and last week of period) 2) Project manager (Used during entire period) <p>[Period 2 – Front end Development]</p> <ol style="list-style-type: none"> 1) Full stack (Frontend and backend) web developers (Used during entire period) 2) UI/UX Designer (Used during first half of period) <p>[Period 3 – Backend and Database Development]</p> <ol style="list-style-type: none"> 1) Full stack (Frontend and backend) web developers (Used during entire period) <p>[Period 4 – Business and Marketing development]</p> <ol style="list-style-type: none"> 1) Business and marketing manager (Used during entire period)
<p>Description of resources:</p> <p><u>Project sponsor:</u> Provides the funding for the project. Gives insight on direction project should take, and the goals that should be achieved in the process.</p> <p><u>Project manager:</u> Manages, organizes, and oversees the entirety of the project to ensure success throughout the project. Starts by creating all the necessary plans, and budgets for the project to be initiated. Throughout the execution of project monitors the progress and quality of project to ensure that outlined goals are reached.</p> <p><u>Full stack (Frontend and backend) web developers:</u> Responsible for the creation of the web application. The full stack developer acts as the front-end and back-end developer of this project. The front of the web application is any and all aspects of the app which the user interacts with. The backend of the app is all of code that</p>	

ensures the app is functioning properly, and that it is connected to the database and internet properly as well.

UI/UX Designer:

Designs the user-interface of the application. Creates a wireframe design on the app, which the web developer uses to create the frontend of the app.

Business and marketing manager:

Ensures that the business requirements of the application are being met. Creates and oversees the entire marketing plan including creation, roll-out, and review of all marketing materials such as Instagram posts, YouTube advertisements, etc.

Project Roles and Responsibilities:

Project Roles and Responsibilities		
Project Name	Notebook Product Launch	
Stefan Smolovic	Co-founder, project manager, sponsor, software developer, and business manager	Stefan is responsible for all facets of the project management. He will create, review, and present any and all project management documentation. He is also one of two sponsors for the Startup. He as well as Joe, are reinvesting all of their profits from the their last start up into this one. Stefan also contributes as a secondary software developer for the application. Although Joe is responsible for the majority of the programming, Stefan assists Joe with some of the frontend related activities (see Activity-Based Schedule). Finally, Stefan is also the business manager. As the business manager he is responsible for the entire marketing plan including creation, roll-out, and review of all marketing materials.
Joe Smith	Co-founder, sponsor, and software developer	Joe is the head software developer for Notebook. As the head developer he is responsible for the creation of the frontend, backend, and database of the Notebook app. He is also the other sponsor of the app. He is contributing half of the initial funding for the app. The other half is being funded by Stefan.
Lucy Johnson	Freelance UI/UX designer	Lucy is the UI/UX designer of the app. Her first responsibility is to figure out the aesthetic of the app after speaking with the cofounders about their vision for the app. Next, she is responsible for creating a wireframe of the app, which is a graphical representation of the application, without any of the functionality. Finally, she will assist the developers by creating the images and icons they will use in the development of the app.

RACI Chart:

	Stefan Smolovic	Joe Smith	Lucy Johnson
Create landing page	R/A/C/I	R/A/C/I	R/A/C/I
Create sign-up page	R/A/C/I	R/A/C/I	R/A/C/I
Create log-in page	R/A/C/I	R/A/C/I	R/A/C/I
Create To-do list/Agenda page	R/A/C/I	R/A/C/I	R/A/C/I
Create Habit tracker page	R/A/C/I	R/A/C/I	R/A/C/I
Create Study timer page	R/A/C/I	R/A/C/I	R/A/C/I
Discuss with founders about the app aesthetic	R/A/C/I	R/A/C/I	R/A/C/I
Create wire-frame model for app	R/A/C/I	R/A/C/I	R/A/C/I
Create graphics and icons for app	R/A/C/I	R/A/C/I	R/A/C/I

Create user storage and tracking system	R/A/C/I	R/A/C/I	R/A/C/I
Create algorithm for sorting to-do list tasks	R/A/C/I	R/A/C/I	R/A/C/I
Create Habit tracking statistics system	R/A/C/I	R/A/C/I	R/A/C/I
Encryption of user data	R/A/C/I	R/A/C/I	R/A/C/I
Create database for user accounts	R/A/C/I	R/A/C/I	R/A/C/I
Create database for user information (to-do list items, habits, etc.)	R/A/C/I	R/A/C/I	R/A/C/I
Create promotional content	R/A/C/I	R/A/C/I	R/A/C/I
Create posting schedule and plan	R/A/C/I	R/A/C/I	R/A/C/I
Create promotional plan with influencer	R/A/C/I	R/A/C/I	R/A/C/I
R- Responsible A- Accountable Informed C- Consulted I-			

Quality Management Plan:

Quality Management Plan	
Project Name	Notebook Product Launch
Quality Standards	
App development standards 1) All requirements, functional, technical, and performance have been met. 2) No bugs which may cause app to malfunction are found 3) App fulfills vision set out by cofounders	
Marketing plan standards 1) All requirements, functional, technical, and performance have been met. 2) All marketing materials meet the guidelines and policies of the platforms on which they will be placed	
Quality Assurance	
<u>App development standards:</u> App will be regularly tested by founders, and friends and family of founders in order to try to discover bugs in the app. Thorough planning will take place in the form of written plans, and meetings about app features, and how they should function so that the app meets all requirements. <u>Marketing plan standards:</u> Thorough planning will take place in the form of written plans, and meetings about the marketing plan so that the app meets all requirements. Review of similar Start-ups' marketing materials will be completed to see what sorts of advertisements work best. The advertisements will be shown to test groups of university students to verify the quality of the advertisements.	
Quality Control	
<u>App development standards:</u> Prior to the release of the app, a final check through will be conducted in order to verify that requirements have been made, and that the app is ready to be rolled out. Any and all bugs will be recorded during the development of the app, and once the app is completed the developers will make sure that all recorded bugs have been resolved. <u>Marketing plan standards:</u> All marketing materials will be proof-read thoroughly and will be examined for any possible violations to the policies and regulations of the social media platforms they will be advertised on such as Instagram, or YouTube.	

Quality Roles

1) Project manager - Stefan Smolovic

Is responsible for the creation of Quality Management Plan and the continued management of quality assurance of the project.

2) Full stack developers - Joe Smith, and Stefan Smolovic

Ensure that the quality standards of the app are met.

3) Business manager - Stefan Smolovic

Ensure that the quality standards of the marketing plan are met.

Risk Register:

Risk Register					
Project Name		Notebook Product Launch			
#	Risk	Risk Description	Probability Factor	Impact Factor	Risk Score
1	Delays in creation of application	The app development timeline is tight due to the app needing to be released urgently. Small delays could have large effects on timeline	0.5 - possible	8 – severe	4
Risk Response Type		Risk Response Plan		Contingency Plan	
Risk Mitigation		Close monitoring of activity completion will be conducted. Making sure focus on activity completion above other tasks.		If delays occur, least important activities will be removed first. If major delays occur, the entire least import feature will be removed from the project.	
2	Unforeseen expenses being incurred	The project may incur additional expenses not accounted for, causing expenses to surpass budget.	0.2 - Unlikely	5 - moderate	1
Risk Response Type		Risk Response Plan		Contingency Plan	

Risk acceptance		Due to the unlikelihood of expenses surpassing budget, we accept the risk.		If the expenses surpass the risk, there will be 2 possible actions. If the surplus expense is less than \$5,000 the cofounders will cover it out of their own individual savings. if the surplus expenses exceed \$5,000 the cofounders will look for investors prior to launching app and look into taking out a business loan from a bank.	
3	Lack of interest in product from market	The product could be launched and not be received as well as expected.	0.5 - possible	10 - critical	5
Risk Response Type		Risk Response Plan		Contingency Plan	
Risk Mitigation		In order to mitigate this risk user testing will occur prior to launch to test enjoyment and useability of app.		If the app is not as well received as hoped, the company will attempt to pivot, by either trying to enter a different marketplace with the same product, or by adjusting app to existing market place.	

Project Status Report:

Project Status Report	
Project Name	Notebook Product Launch
For Week ending	September 21, 2022 (Second week of execution phase)
Project Status	On track
Status Description	The project is currently on track. Last week, the execution phase began and the web developers and UI/UX designer began working on their assigned activities.
Activities – During the Past Week Create landing page – Completed by Stefan Smolovic Create sign-up page – Completed by Joe Smith Discuss with founders about the app aesthetic – Completed by Lucy Johnson Create wire-frame model for app – Completed by Lucy Johnson	
Activities – Planned for Next Week Create log-in page – To be completed by Joe Smith Create To-do list/Agenda page - Joe Smith and Stefan Smolovic Create graphics and icons for app - Lucy Johnson	
Project Issues	
As the project is on track, there have been no issues thus far. There is slight concern that freelancer may not complete graphics and icons by next week, which would slow down the project. This will be monitored.	
Project Changes	
No changes have been made to the project since previous report.	