



**PATHFINDER  
SOLUTIONS**

# **MAZARS' WEBSITE IMPROVEMENT**

*PLAN PROPOSAL*

*February 20, 2023*



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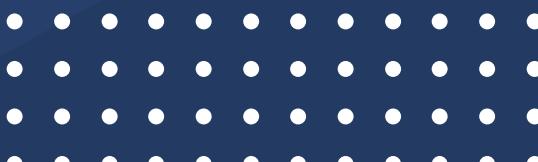
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01

# Pathfinder Solutions: Company Presentation



# **WHO ARE WE?**

## **Our Philosophy**

Pathfinder Solutions is dedicated to providing innovative solutions to complex business challenges. Our broad range of services includes strategy development, process optimization, and technology implementation. We partner with our clients to understand their unique needs and develop customized solutions that drive success.

### **DATA DRIVEN**

Based on sound data and evidence, which leads to more effective and efficient solutions.

### **DIVERSITY, & INCLUSION**

Everyone should have an equal opportunity to succeed, regardless of their background.

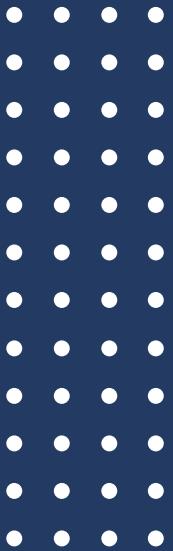
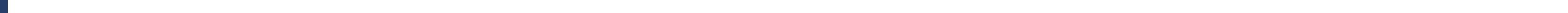
### **CSR**

Give back through individual efforts, community-based engagements, and large-scale initiatives.



02

## Mazars: Quick Website Review





# MAZARS PROFILE

*"Technical Excellence Is The Key To Success"*

**47,000**

professionals (with Mazars North America Alliance)

**+95**

countries & territories

**+75**

years in the market

## SERVICES

Audit & Assurance

Consulting

Doing Business Abroad

Financial Advisory

Legal Advisory

Outsourcing

Tax

Sustainability

0 0 0 0

# MAZARS PROFILE - WEBSITE

## TECH USED

	<p><u>HTML</u>: Website Creation</p>
	<p><u>Google Tag Manager</u>: Event Tracking</p>
	<p><u>Facebook Pixel</u>: Track: Page Views</p>
	<p><u>New Relic</u>: Build Better Software</p>
	<p><u>Google Analytics</u>:</p>

## KEY ANALYTICS

<b>97%</b>	Crawlability
<b>134.3 K</b>	Visits
<b>624</b>	Category Rank (Finance & Auditing)

## AUDIENCE INTEREST

Accounting and Auditing  
Financial Planning and Management  
Jobs and Career

# MAZARS WEBSITE PERFORMANCE & INSIGHTS

December '22 data - Source: Similar Web

## Total visits

134.3 K

**88% Increase**  
compared to Nov'22

## Avg visit duration

46 seconds

**88% Increase**  
compared to Nov'22

## Unique visitors

56.3 K

**147% Increase**  
compared to Nov'22

## Page per visit

1.60

**10% Decrease**  
compared to Nov'22

## Bounce rate

**75%**

Website visits have increased.

But audience is not engaging with content, resulting in:

- decrease in number of page visits, and
- increase in bounce rate

Search is used as the medium to drive the highest website traffic, but there are currently no paid keywords.

The organic keywords driving traffic to the site are brand keywords:

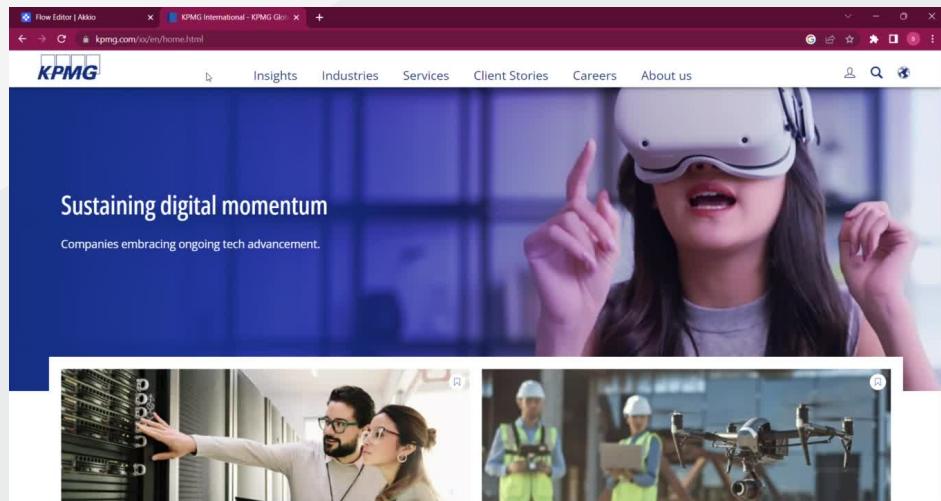
- Mazars
- mazzars
- mazers

Measurement	Mazars	EY	KPMG	Monthly visits (in K)	Oct	Nov	Dec
Visits	134.3 K	4.6 M	486.1 K	Mazars	77.3	71.6	134.3
Bounce Rate	75.19	55.88	38.27	EY	5700	5400	4600
Page Visits	1.6	3.9	5.87	KPMG	623.1	532.3	486.1
Avg Page Duration	00:00:46	00:02:13	00:09:23				

# WEBSITE COMPETITOR ANALYSIS

Parameters	Mazars	EY	KPMG
<b>Use of more than 1 CTA</b>	✗	✓	✗
<b>Newsletter</b>	✗	✓	✓
<b>Interactive/Engaging user</b>	✗	✓	✗
<b>Case studies</b>	✗	✓	✗
<b>Snippets from social media</b>	✓	✓	✗
<b>Annual report</b>	✓	✗	✗

Competitor's home page



Parameters	Mazars	EY	KPMG
<b>Featured insights by the company</b>	✗	✓	✓
<b>Featured press releases</b>	✗	✓	✓
<b>Effective use of sitemap</b>	✗	✓	✓
<b>Webcasts</b>	✗	✓	✗
<b>Podcasts</b>	✗	✗	✓
<b>Option to go to the required site vs. stay on global page (based on IP address)</b>	✗	✗	✓

## CTA Suggestion Tab

- Visit the newsroom   See more case studies
- Subscribe Now   Share your views



03

## Context and Background





# **UNDERSTAND YOUR CONTEXT AND BACKGROUND**

## **BACKGROUND**

- Improve the Mazars.com website

## **AVAILABLE DATA**

- Google Analytics Data of the last 5 years

## **OBJECTIVES**

- Attract new customers with easy to access information
- Competitive comparison analysis
- Improve load speed
- Increase customer engagement
- Create a model to analyze the website's performance and suggest improvements

## **SCOPE AND LIMITATIONS**

- Improve only the Mazars.com website and no other websites related to Mazars
- Focus on all elements affecting customer experience (disregard legal, etc)

## **WHY - PURPOSE OF THE PROJECT**

- Be the first choice for companies when it comes to consulting
- Be at least at the same level of performance as our competitor
- Have a good return in investment for our website
- Increase our revenues



# 04

**Global Methodology**  
**Global Project - Executive Summary**  
**Interview Process**  
**Google Analytics Review**  
**Global Insights (Tool Implementation)**



# METHODOLOGY

## *A combination of Critical Chain Project Management(CCPM) and Agile - Scrum*

“

By combining CCPM and Scrum, we aim to achieve the benefits of both methodologies, while mitigating their limitations.

We can provide better project control, faster time-to-market, and increased collaboration and transparency. This enables us to deliver **high-quality solutions** that meet our client's needs and expectations while ensuring that the project is completed **on time** and within **budget**.

- Better project control through the use of buffers and constraint management
- Faster time-to-market through iterative development and continuous delivery
- Increased collaboration and transparency through regular team meetings and feedback loops
- Improved flexibility and adaptability to changing requirements and priorities

In the case of the Mazars website redesign project, where the objective is to identify areas for improvement on the existing website rather than a complete redesign, an Agile methodology might be more appropriate.

This is because the Agile methodology is designed to be flexible and adaptable, with an emphasis on continuous improvement and frequent iteration.



# 04

**Global Methodology**  
**Global Project - Executive Summary**  
**Interview Process**  
**Google Analytics Review**  
**Global Insights (Tool Implementation)**



# GLOBAL PROJECT - EXECUTIVE SUMMARY

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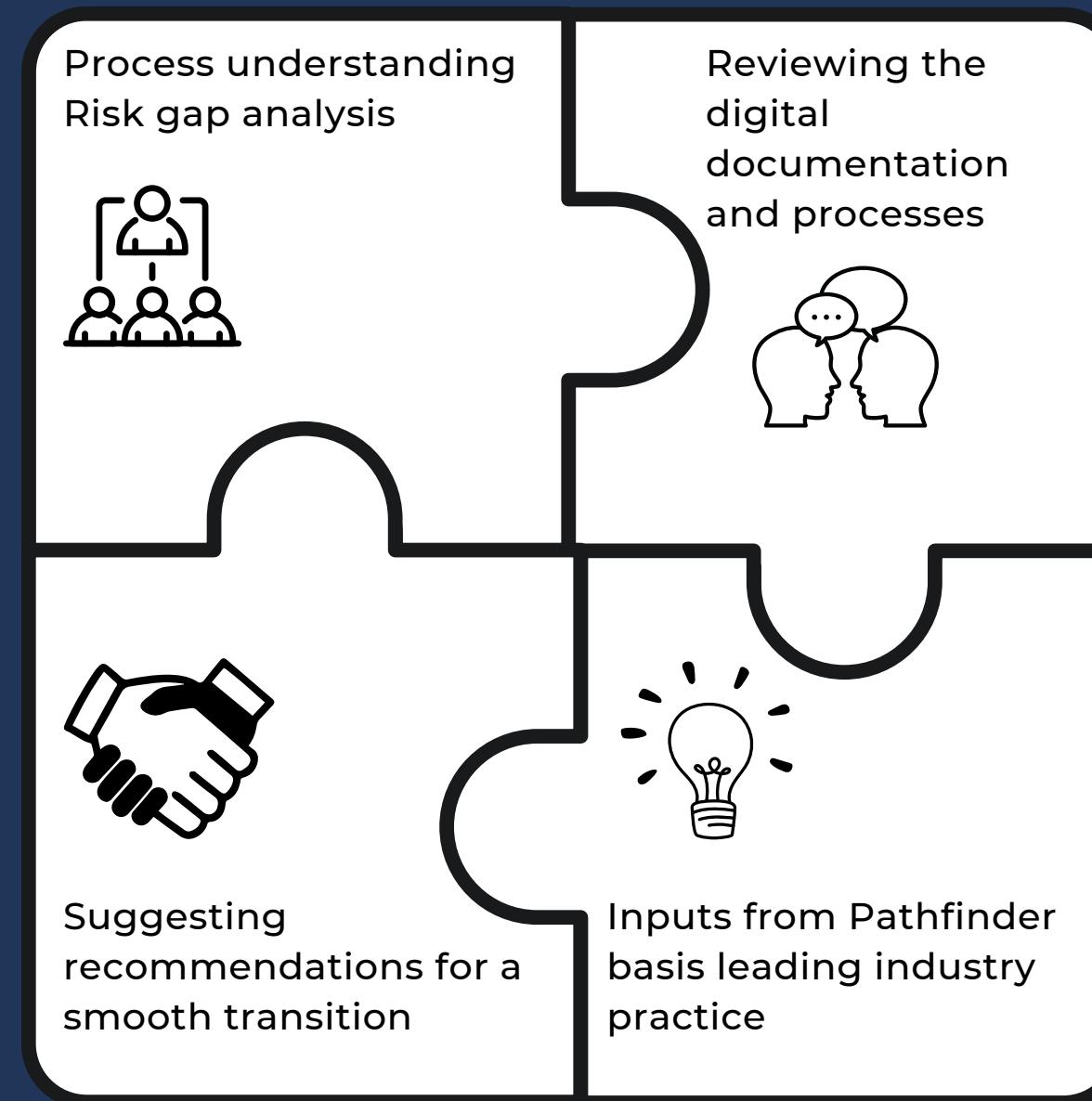
## SCOPE

- Review of the existing processes via interviews and existing documentation and understand current website performance of Mazars
- Conduct a risk gap analysis and benchmark practices against industry standards
- Analyse compete websites to avoid loss of potential opportunities to engage with customers
- Conduct integrity checks on data to ensure consistency in data
- Recommend tools and visualisation options to provide holistic data view and monitor website performance daily

## WHAT WILL WE DO

- Interviews with process owners and key personnel
- Dashboard and documentation review and testing
- Data analytics and technology driven procedures
- Significant focus on planning and continuous assessment of risks
- Active engagement with process owners, sponsors and stakeholders throughout the process
- Engagement with process owners to seek agreement on issues and discuss improvement measures

## THE JOURNEY



# GLOBAL PROJECT - EXECUTIVE SUMMARY

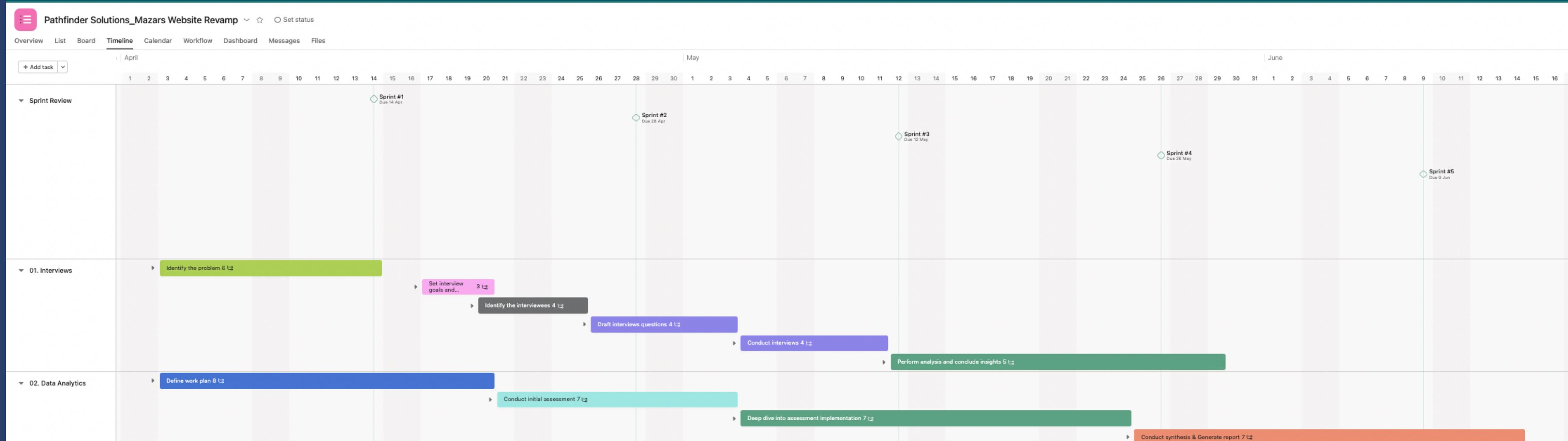
## TIMELINE - SORTED BY PROJECT

The project team task allocation sheet can be access [here](#).

Please note that almost all subtasks are concluded within a certain the 2-week time frame as seen below.

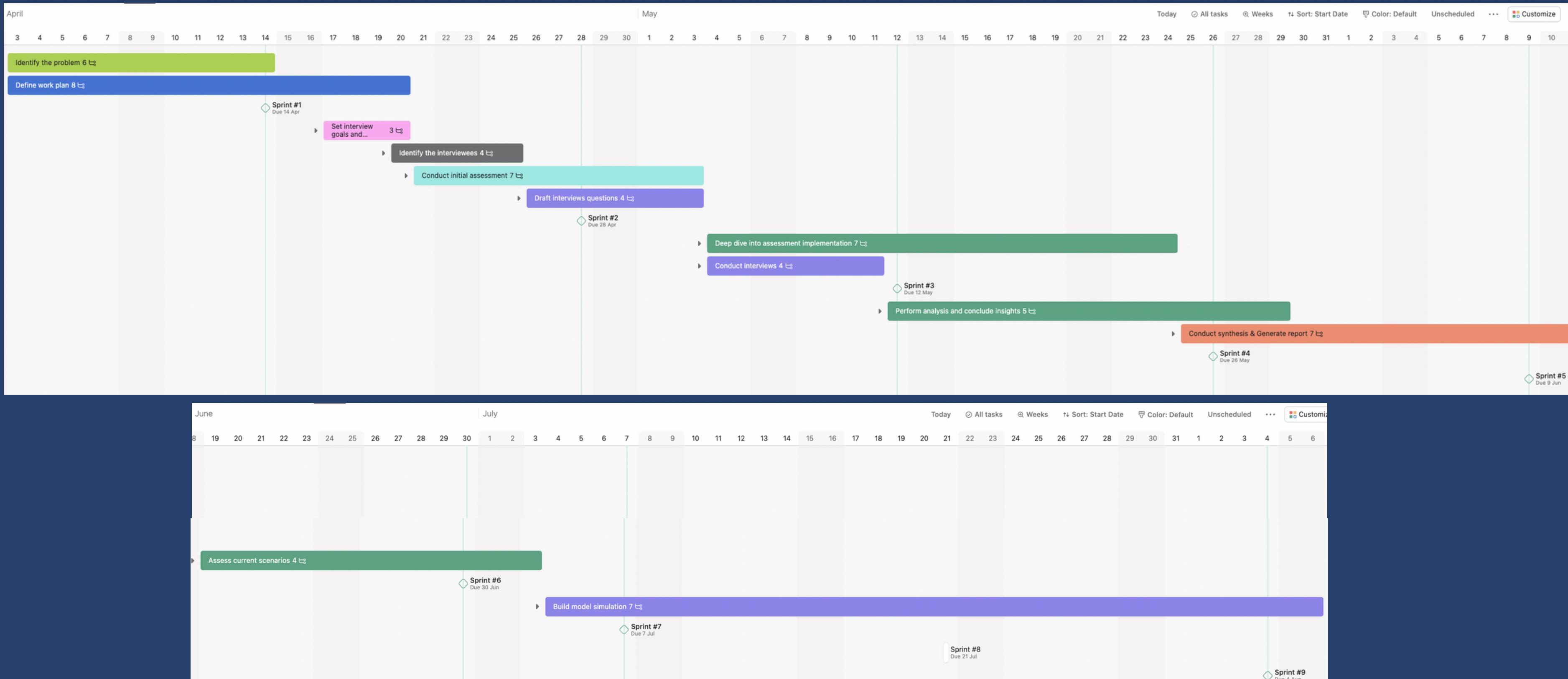
For some of the tasks that are concluded within 2-3 after the sprint, another team allocation exercise can be done to allocate these tasks to 2 human resources instead of 1, allowing for task completion within the sprint.

If task is not delaying the project, it can be reviewed and assessed in the next sprint.



# GLOBAL PROJECT - EXECUTIVE SUMMARY

## TIMELINE - SORTED BY DATE





# GLOBAL PROJECT - EXECUTIVE SUMMARY

## EFFORT BASED FEES

- Our professional fee for this assignment takes into consideration the scope of work involved, the consequent time that different team members would need to spend on the engagement and the seniority of team members involved. We are also conscious of the need to provide high quality of services and balancing that with a prospective long-term relationship with you and your company.
- Keeping in view the scope of work and our endeavor to foster a long term relationship with you, our proposed fees for the engagement will be as given below.

Phase	Estimated duration(months)	Commercials (USD)
Project 1 – Conduct interviews		\$128,000
Project 2 – Google analytics data review	2.5	
Project Management		\$58,600
Project 3 – Model simulation [Optional]	1.5	\$73,200
Contingency		\$12,800
Total without model simulation		\$199,380
Total with model simulation		\$272,600



04

**Global Methodology  
Global Project - Executive Summary  
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Global Insights (Tool Implementation)**





# INTERVIEWS EXECUTIVE SUMMARY

## SCOPE

Review period: January 2017 - December 2022

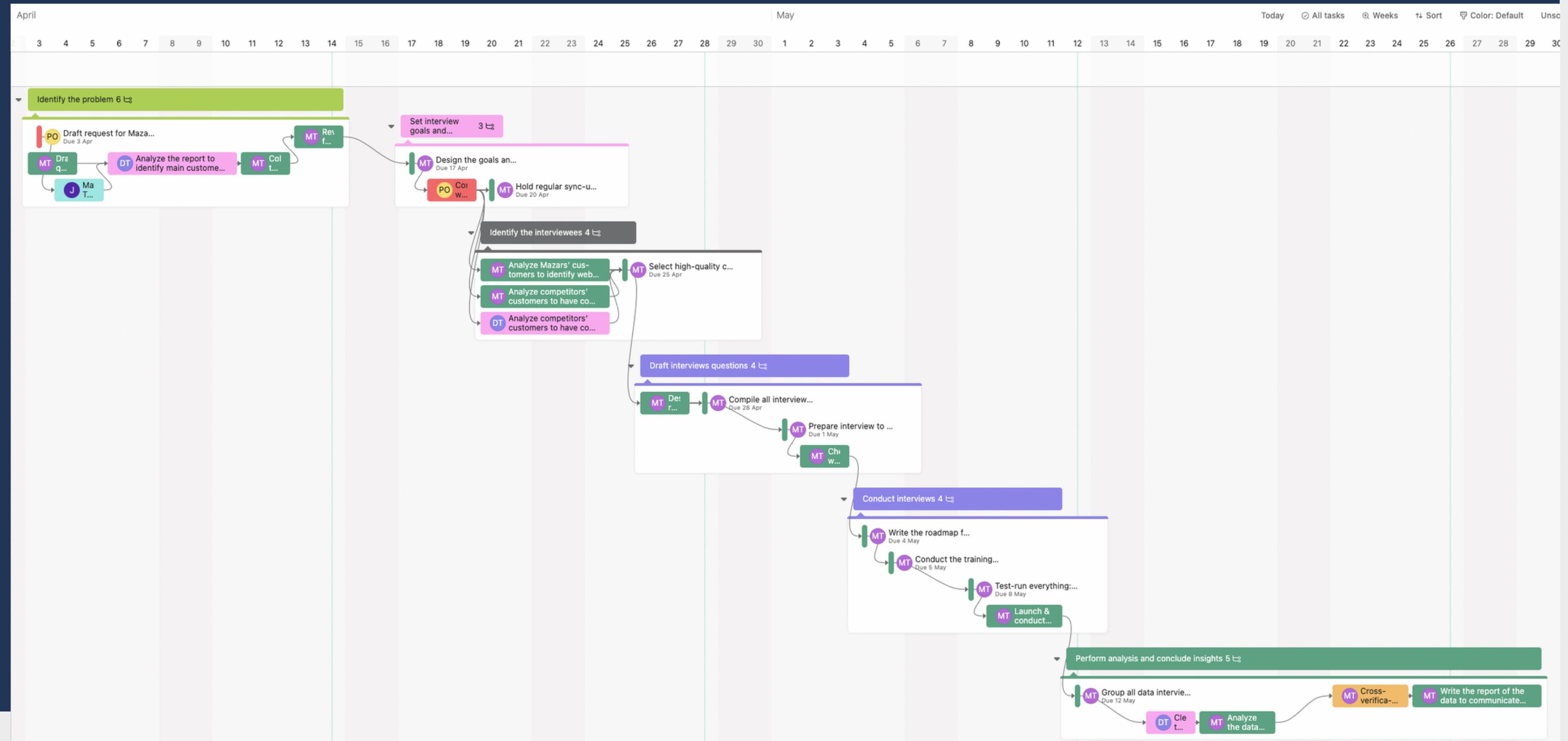
- Gather qualitative data as the support for future work
- Understand the overall situation from customer perspective and verify the hypothesized problems
- Clarify the priority jobs of the project based on the customer feedbacks

## MAIN TASKS

- Review existing documentation to understand website performance and bugs
- Dashboard and documentation review and testing
- Conduct customer analysis for existing customers of Mazars and customers of its competitors
- Formulate questionnaires based on target audience(internal & external stakeholders)
- Onboarding and training interview team
- Launch the interview
- Collect and process the data, hence provide definitive recommendations.



# INTERVIEWS EXECUTIVE SUMMARY



# INTERVIEWS

1. Identify problem

## OBJECTIVES

- Draw hypothesis about the situation
- Design relevant questions
- Give clear direction for the issue

## RISKS

- Reports of previous bugs and performance can be messy
- Feedbacks of the team can be biased and not representative

## TASKS

- Draft request for Mazars Tech Team to provide bugs & performance report of the website.
- Mazars Tech Team to generate report.
- Analyze the report to identify main customer issues.
- Draft questions to ask for Mazars internal team.
- Collect team feedback through interviewing developers (tech-wise) and customer success teams.
- Review feedback & generate reports on main takeaways.

## DELIVERABLES

- Report on the feedbacks that were given by the different teams and that were discovered during the analysis of data performance

2. Set interview goals and objectives

## OBJECTIVES

- Help focus on what is important
- Increase motivation in the team
- Emphasize interview purpose

## RISKS

- Can be complicated to hold regular meetings (time)

## TASKS

- Design the goals and the objectives based on the problems we have identified.
- Communicate with the Mazars project team to have their insights.
- Hold regular sync-up meetings to align goals with Mazars.

## DELIVERABLES

- Report on the goals and objectives to communicate to all the teams working on this project also use as a guideline when designing questionnaire

# INTERVIEWS

3. Identify the interviewees

## OBJECTIVES

- Make sure to interview relevant customers and the right target

## RISKS

- Data about competitors can be hard to collect
- Careful for the Social desirability bias for the focus group

## TASKS

- Analyze Mazars' customers to identify the website's target audience.
- Analyze competitors' customers to have comparative data performance (marketing-wise).
- Analyze competitors' customers to have comparative data performance (data-wise).
- Select high-quality customers that can help test the improvements through the different steps (focus groups).

## DELIVERABLES

- Report about the customer segments that have been identified
- Report on the feedback of focus group

4. Draft interviews questions

## OBJECTIVES

- Create proper interviews and structure them adequately
- Make sure the interviews are easy to answer and not too long for the interviewees

## RISKS

- Can be long to have the approval of team

## TASKS

- Design relevant questions following best practices.
- Compile all interview questions, order them, and input them in forms if needed.
- Prepare interviews to fit all formats (email skeleton, calls, etc).
- Check with the Mazars marketing team for design and relevancy.

## DELIVERABLES

- The final interview is sent by email and the email itself
- The final interview will be conducted by people on a phone

# INTERVIEWS

5. Conduct interviews

## OBJECTIVES

- Make sure all teams are able to conduct interviews by phone and answer potential questions from customers
- Collect interview data

## RISKS

- More trainings can be required
- IT issues related to the interviews

## TASKS

- Write the roadmap for training Pathfinders interview marketing team: - Answer inquiries, - Conduct follow-up calls, etc
- Conduct the training with the customer success team.
- Test-run everything: - Check email interview template and follow-up automation emails, - Conduct mockup follow-up calls
- Launch & conduct interviews.

## DELIVERABLES

- Roadmap of the training
- Small report on the interviews and FAQs

6. Perform analysis and conclude insights

## OBJECTIVES

- Make recommendations based on customer preferences
- Pinpoint the main information of the data

## RISKS

- No visibility on how many responses we will have
- Make sure the data quality is good to conduct analysis

## TASKS

- Group all data interviews from the different channels.
- Clean the data to work only on the relevant information.
- Analyze the data to have a first idea of what are the global insights.
- Cross-verification on the different reports to identify the main problem.
- Write the report of the data to communicate the insights to non-data experts.

## DELIVERABLES

- Data Dashboard for reporting
- Complete text report combining results from the different interviews



04

**Global Methodology  
Global Project Executive Summary  
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# GOOGLE ANALYTICS EXECUTIVE SUMMARY

## SCOPE

Review period: January 2017 - December 2022

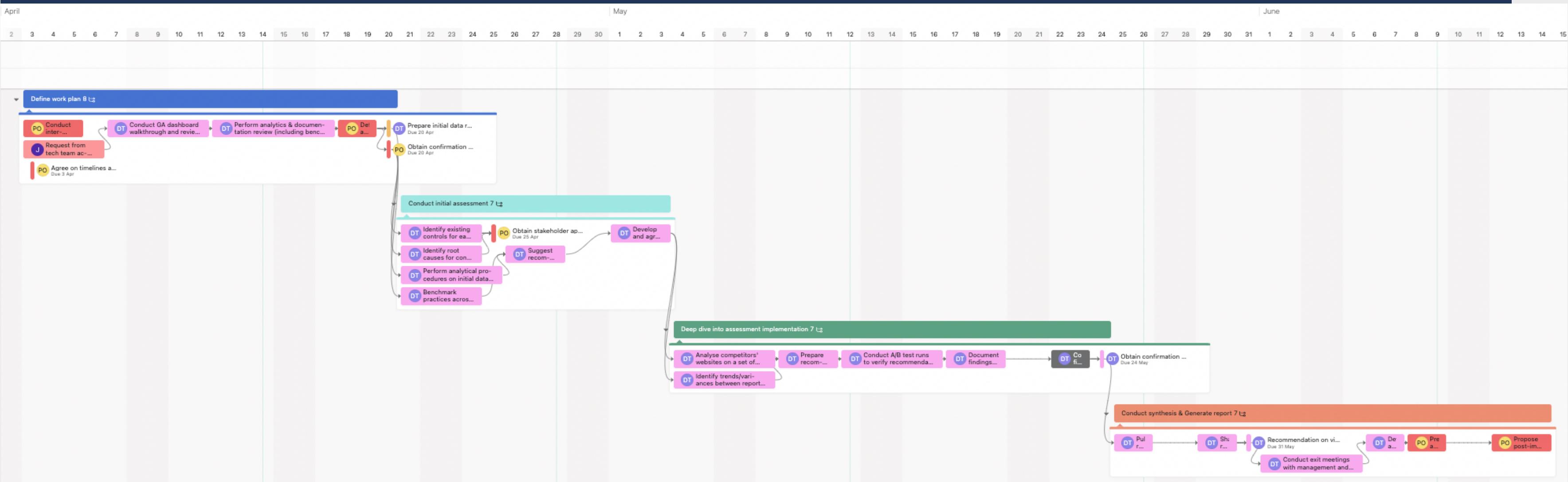
- Review of the existing processes and current website performance of Mazars
- Provide data driven and behavioural insights of dimensions such as: website visitors, demographic measures, identify trends, optimize presence
- Measure the effectiveness of the recommendation to make data driven decisions to improve the website performance and user experience

## MAIN TASKS

- Interviews with process owners and key personnel
- Dashboard and documentation review and testing
- Data assessment via process walk-throughs & observations highlighting key risks
- Application of PathFinder methodologies and knowledge sources
- Involvement of subject matter experts to plug in industry leading practices for the client
- Prioritised recommendations with root cause analysis

OOOO

# GOOGLE ANALYTICS EXECUTIVE SUMMARY



# GOOGLE ANALYTICS

1. Define work plan

## OBJECTIVES

- AS – IS process understanding
- Dashboard access request
- Dashboard walkthroughs
- Data assessment

## RISKS

- Delay in receipt of data
- Absence of permission for GA access

## TASKS

- Conduct interviews and workshops with process owners and key personnel.
- Request from tech team access to GA dashboard and any other potential reports that could be relevant.
- Conduct GA dashboard walkthrough and review of existing reports.
- Perform analytics & documentation review (including benchmarks figures & % deviation allowed in the achievement of KPIs).
- Define a review work program detailing risk ratings, frequency, and test plans.
- Agree on timelines and escalation matrix in case of delay.
- Prepare initial data requests (IDR) with process owners.
- Obtain confirmation on deliverables.

## DELIVERABLES

- Detailed work program.
- Documentation of the AS-IS process
- Initial data requirement

2. Conduct initial assessment

## OBJECTIVES

- Review data submission as per IDR
- Benchmarking exercise
- First-level testing on GA data submitted

## TASKS

- Identify existing controls for each of the risks identified in the approved AS-IS process
- Identify root causes for control breakdowns in discussion with the process owners.
- Obtain stakeholder approval on risk gap analysis.
- Perform analytical procedures on initial data received.
- Benchmark practices across industries' best practices.
- Suggest recommendations – Product Owner validation of gaps and recommendations.
- Develop and agree on action plans, timelines, and additional data requests (in coordination with PO).

## DELIVERABLES

- Updated work program
- As- is Process Issue listing
- Industry-leading practice report

# GOOGLE ANALYTICS

3. Deep dive into assessment implementation

## OBJECTIVES

- Compete website assessment
- Period wise report comparison
- A/B test
- Website test runs

## TASKS

- Analyze competitors' websites on a set of agreed parameters (like Bounce Rate, Keywords, Audience Interest, etc).
- Identify trends/variances between reports: GA report(2017-2022) v/s 2023.
- Prepare recommendations (metrics and dimensions) to be implemented on website.
- Conduct A/B test runs to verify recommendations and actual implementation.
- Document findings from A/B test runs.
- Consolidate final parameters and share for review.
- Obtain confirmation on deliverables.

## DELIVERABLES

- Competition analysis report
- A/B test parameters
- Live monitoring of website test runs

4. Conduct synthesis & Generate report

## OBJECTIVES

- Publish final report
- Management approval
- Working papers & RACM
- Agree on follow up review

## TASKS

- Publish reports online to allow visualization of results to all stakeholders.
- Share reporting templates for monitoring and tracking website performance.
- Recommendation on visualization tools for real-time monitoring of metrics and taking corrective actions.
- Conduct exit meetings with management and process owners and obtain approvals.
- Define and assign implementation timeline for recommendation based on rating for observations assigned.
- Prepare an executive summary to be shared with project sponsor and senior management, detailing the critical risks.
- Propose post-implementation review timeline to validate implementation of metrics.

## DELIVERABLES

- Executive Summary
- Detailed report
- Agreed action plan with timelines



# 04

**Global Methodology  
Global Project Executive Summary  
Interview Process  
Google Analytics Review  
Global Insights (Tool Implementation)**





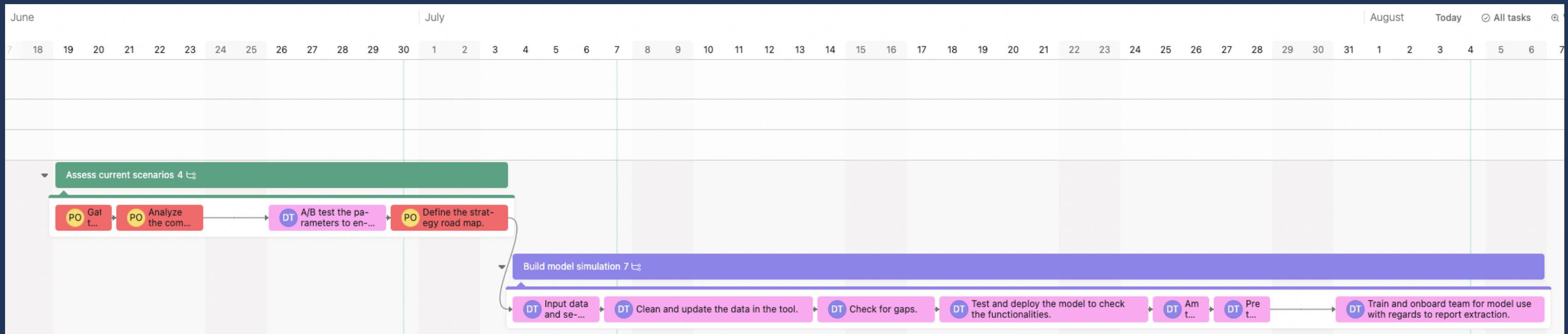
# GLOBAL INSIGHTS EXECUTIVE SUMMARY

## SCOPE

- Performance reporting on a regular basis
- Visualisation of website performance
- Team specific reporting access

## MAIN TASKS

- Data collation and analysis of the same to highlight similarities
- Address variances if any to ensure data consistency
- Finalize testing parameters and set up model
- Conduct simulation exercise for the model to output the results on a regular basis
- Agree on output frequency



# GLOBAL INSIGHTS - TOOL IMPLEMENTATION

1. Asses current scenarios

## OBJECTIVES

- Have one coherent report, highlighting optimization strategies
- Compare the commonalities
- Build a more UX friendly website

## RISKS

- Absence of consistency between 2 data points restricting data collation

## TASKS

- Gather the different reports from interviews and Google Analytics and validate discrepancies instances. The aim is to spot them, explain them and to have one coherent dataset in the end.
- Analyze the common insights
- A/B test the parameters to ensure copy, creative, CTA implemented improve performance leading to increase in traffic
- Define the strategy road map

## DELIVERABLES

- Final report

2. Build model simulation

## OBJECTIVES

- Have a real time reporting to highlight website improvements (quantitative and qualitative)
- Reducing cost and time re-doing the whole process
- Provide a holistic view of the website's performance (Dashboard)
- Accessibility to download team's specific reports

## TASKS

- Input data and secure file transfers.
- Clean and update the data in the tool.
- Check for gaps.
- Test and deploy the model to check the functionalities.
- Amend to a modified model based on results.
- Present the model to the team to have insights.
- Train and onboard team for model use with regards to report extraction.

## DELIVERABLES

- Proof of concept of the model
- Finalize tool implementation

# ILLUSTRATION OF THE MODEL

The below mentioned data is for the month of XX'23

## 🎯 Geography and country targeting

For the month of Sept'22 UK was the top country sending desktop traffic to Mazars.com

- UK accounted for 71.91% of the total desktop traffic contribution
- It increased by 730.7 % as compared to the month of Aug'22
- Germany accounted for 28.09% of the total desktop traffic contribution

## ⌚ Traffic & Engagement

Total visits	Pages per visit	Bounce rate	Category rank
13.6 K	1.74	52.03%	782

**Avg visit duration**  
00:00:56  
↓ by 15.88% as compared to Aug'22

### Gender distribution

Male	Female
56.67%	43.33%

### Traffic share

Organic	Paid
100%	0

### Top Keywords(KW)

Below is the list of KW driving organic traffic to the website

KW	% share
	77.67
	22.33
	<0.01
	<0.01
	<0.01

## Website performance checker

### Strategy

✓ No keyword cannibalization ✓ SEO strategy needs no improvements.

### Content

Use target keywords in <title> tag.  
Your <title> tag does not contain any of your target keywords. Try to add at least one of them to your <title> tag.

Show all

See detailed analysis

### Semantic

Enrich your page content.  
Compared to your rivals, some related words are not present in your page content. Try to enrich your page's content with the following semantically related

Show a

See detailed analysis

### Backlinks

Earn links from more sources.  
Try to acquire backlinks from the following domains:

Show all

See detailed analysis

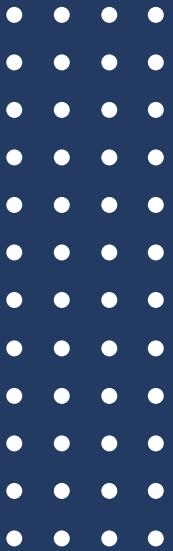
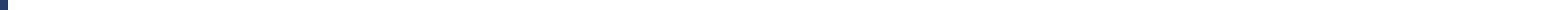
### Technical issues

✓ <title> tag is used. ✓ Internal links point to this page. ✓ No duplicated content is found. ✓ <meta> tag is used.



# 05

## Project Governance



# TEAM GOVERNANCE

## Pathfinder Team



### SCRUM MASTER Noé Lohan

Responsible for helping the team enhance and streamline the processes to achieve the goals



### PRODUCT OWNER Sinann Sandhya

Responsible for overseeing the project and ensuring that it is delivered on time and within budget.



### Marketing Team includes but not limited to:

- 1.UX Researcher - responsible for conducting user research, such as interviews, focus groups, and surveys, to understand user needs and pain points on the current website.
- 2.Marketing Analyst - responsible for analyzing marketing data to measure the effectiveness of current website and make data-driven recommendations for improvements.
- 3.CRM Expert - responsible for managing the customer relationship management system to ensure that customer interactions are tracked, analyzed, and optimized to improve customer satisfaction, retention, and loyalty.



### Data Team includes but not limited to:

- 1.Data Analyst - responsible for conducting a data analysis of the company's Google Analytics data to identify patterns, trends, and areas for improvement on the current website.
- 2.Web Analytics Expert - responsible for analyzing the data from Google Analytics and providing insights on user behavior, such as click-through rates, bounce rates, and time spent on site.
- 3.Information Architect - responsible for mapping out the website's content and structure to improve navigation and user experience.

## Mazars Team



### MARKETING TEAM



### DATA ANALYTICS TEAM



### CUSTOMER SERVICE TEAM



### TECH TEAM (FRONT/BACK-END)



### MANAGERS



### C-SUITE EXECUTIVES



# 06

## Budget



# FINANCIAL PROPOSAL

Our initial budget proposal. Detailed budget calculation following task allocation can be accessed [here](#).

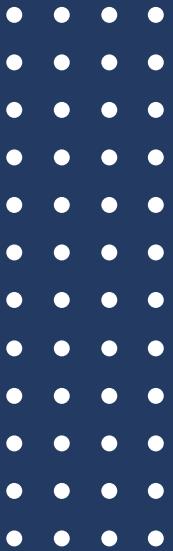
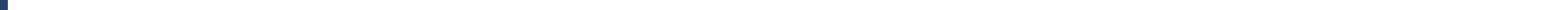
To be discussed together:

Project: Interview + Data Analytics				Project: Global Insights (Tool Implementation)			
	1 Man-Day Budget	Total Man-Days	Project %	Total Budget	Total Man-Days	Project %	Total Budget
<b>Marketing Team</b>	\$1,000	36.5	100%	\$36,500.00	0	100%	\$0.00
<b>Data Team</b>	\$1,200	57.5	100%	\$69,000.00	31	100%	\$37,200.00
<b>Product Owner</b>	\$1,500	15	100%	\$22,500.00	7	100%	\$10,500.00
		109		\$128,000.00	38		\$47,700.00
<b>SCRUM Master</b>	\$1,200		35%	\$45,800		35%	\$15,960.00
<b>Project Management</b>			10%	\$12,800.00		10%	\$4,770.00
<b>Contingency</b>			10%	\$12,800.00		10%	\$4,770.00
<b>Total Budget Per Project</b>				<b>\$199,400</b>	<b>\$73,200</b>		
<b>Total Budget</b>				<b>\$272,600</b>			



07

## References





# REFERENCES

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Our clients represent different industries:

Consumer Products, Finance, Health Care, Principal Investors and Private Equity, Retail, Technology Industries.

## 1 BCG

Pathfinder Solutions utilized a data-driven strategy to help with website overall performance result in 40% more website engagement.



## 2 Unilever

Pathfinder Solutions supported with retail Media infuses with Unilever's media, promotional and supply chain strategy, resulting in a 15% increase in sales.



# 08 Appendix



# TEMPLATES

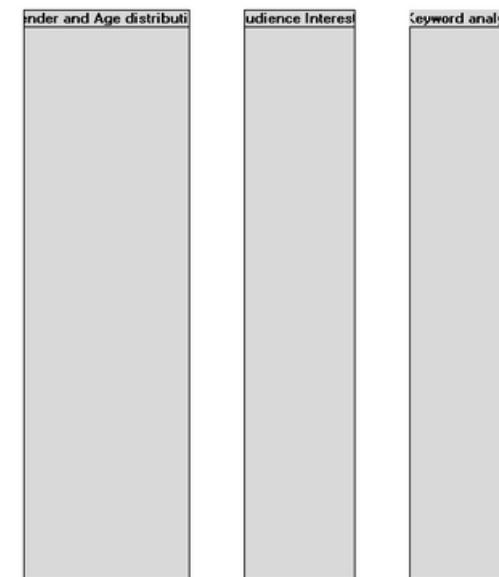
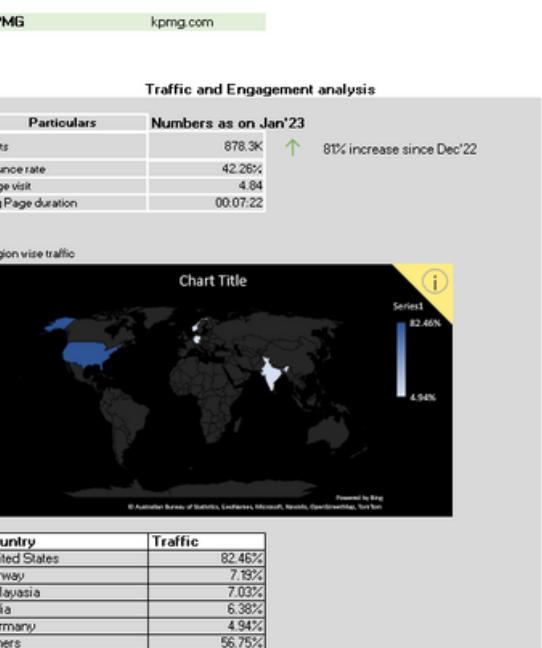
Click on any picture to see the whole template folder.



## Minutes of Meeting

	Team	Department	Name	Email
Attendees	Mazars			
	Pathfinder			
	Pathfinder			
	Mazars			
Meeting Date				
Meeting Time				
Meeting Location				
Meeting Purpose				
Agenda				
Discussion Points				
Action Items	Action	Due Date	Owner	

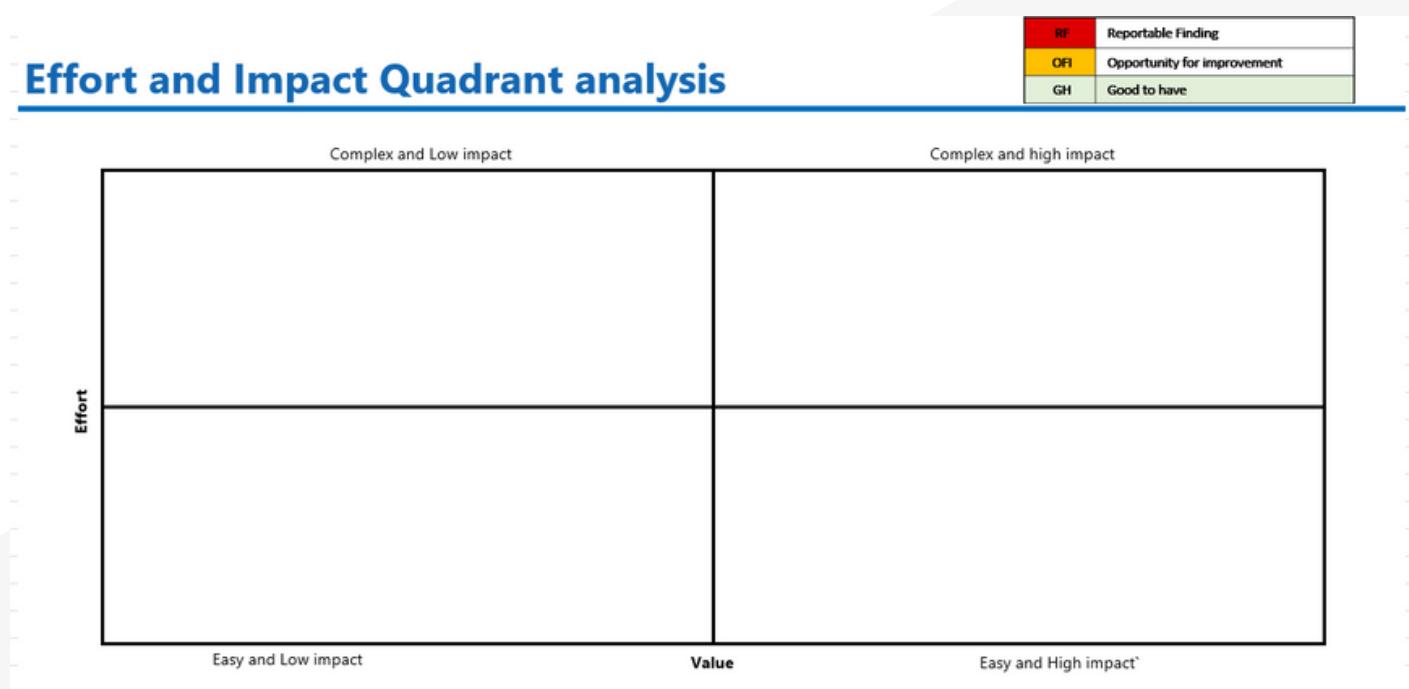
## Competitor Analysis



## Data Request Form

Data Request Form				
Date-xx/xx/xxxx				
Sr No	Dimensions	Period	Timeline	Personnel responsible
1	Number of users			
2	Average pages per session			
3	Ratio of returning to new visitors			
4	Organic v/s paid sessions			
5	Average time on page			
6	Top queries in search			
7	To landing pages			
8	Goal conversion rate- assuming our goal here is lead forms /Contact us form submissions			
9	Source/medium of traffic			

## Issue Analysis



## Working Papers

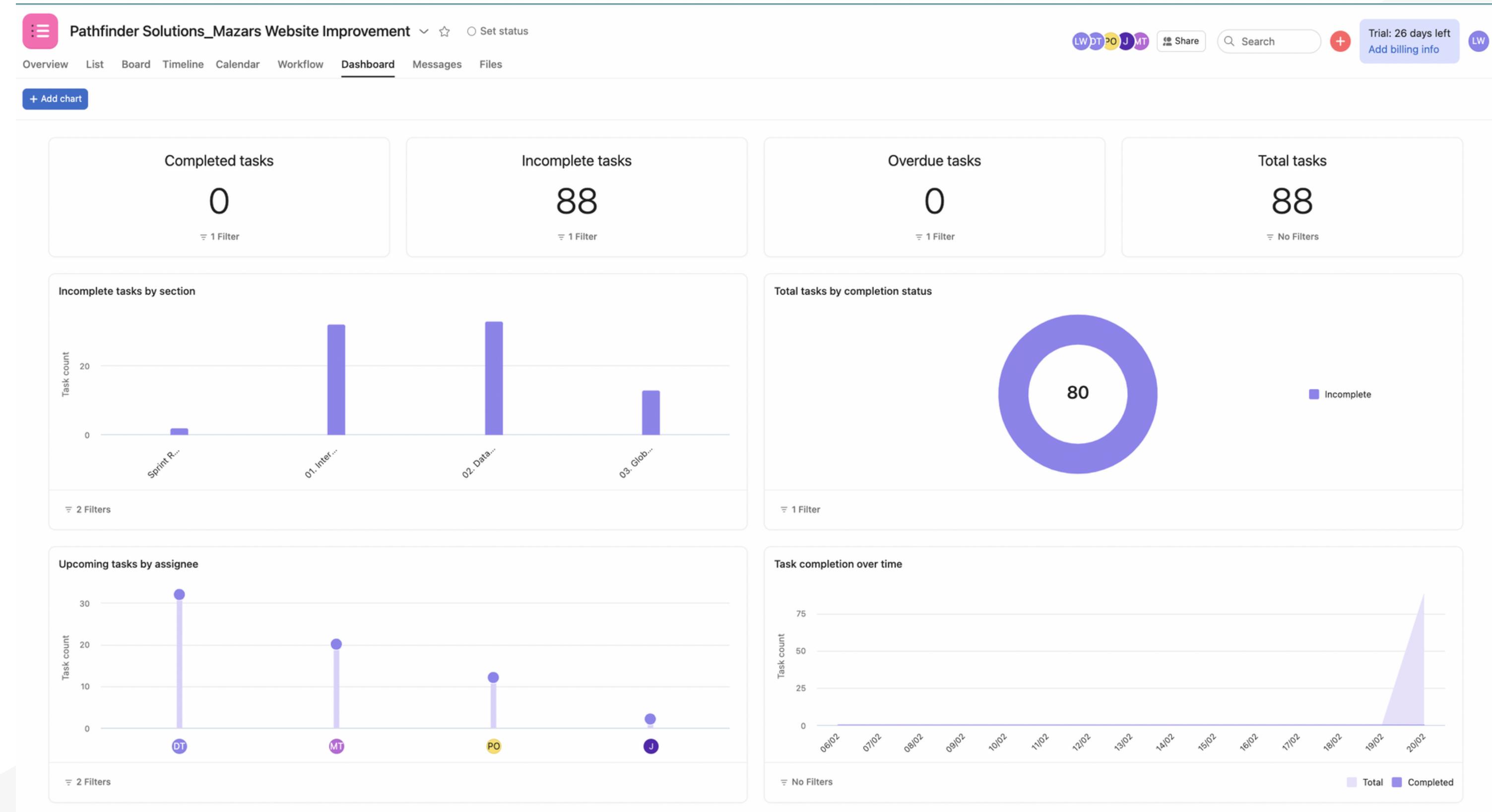
Sr No	Area	Particulars	Worksteps
1	Planning - Google analytics	Review the design of existing framework and guidelines Independent review to check the completeness of all activities	1) Review the approved SOP to check for any deviation from the same based on the documents/process walkthrough provided and highlight the same 2) Conduct interview with process owners and team members 3) Document the process 4) Compare step 3 with documentation provided 5) Highlight deviations 6) Initiate risk gap analysis
	Data required	Completed/WIP	Pending
	SOPs GA reports Any audit previously conducted		
	Issue	Audit Period	Next Steps
		Jan 2017- Dec 2022	
	Data/Reminder sent	Responsibility	Timeline

# TASK ALLOCATION

Can be accessed [here](#).

Project Start Date	April 03, 2023											Pathfinder Solution Team Salary	
Important Notes	<ul style="list-style-type: none"> <li>- If task has more than 1 dependency, take the End Date of the task that finishes last.</li> <li>- For Budget Duration, if Subtask is done by Mazars Team, Budget Duration = 0 (as it is not done by Pathfinder).</li> </ul> <p>We kept these tasks to account for total project duration and task dependencies.</p> <ul style="list-style-type: none"> <li>- We did 2 separate budget calculation - team can decide to proceed with it all or with only the necessary parts:</li> <ol style="list-style-type: none"> <li>1) Interview &amp; Data Analytics</li> <li>2) Tool Implementation (as it has been suggested by Pathfinder)</li> </ol> </ul>										1 MD Scrum Master = \$1,200		
Parameters	<ul style="list-style-type: none"> <li>- 1 Man-Day = 8 hours</li> <li>- Additional Time Resources: <ul style="list-style-type: none"> <li>-- Project Management - 10% of total project duration</li> <li>-- SCRM Master - 35% of total project duration</li> </ul> </li> </ul>										1 MD Product Owner = \$1,500		
Section	Task	Subtask	Subtask ID	Subtask Dependencies	Pathfinder Team	Mazars Team Involved	Subtask Duration (Hours)	Subtask Duration (Days)	Start Date	End Date	Budget (Days)	Budget (Total Cost)	
01. Interviews	Identify the problem	Draft request for Mazars Tech Team to provide bugs & performance report of the website.	IN-01a	-	Product Owner	Tech (Backend)	8	1	Apr 3, 2023	Apr 3, 2023	1	\$1,500.00	
01. Interviews	Identify the problem	Mazars Tech Team to generate report.	IN-01b	IN-01a	Mazars Team	Tech (Backend)	16	2	Apr 4, 2023	Apr 5, 2023	0	\$0.00	
01. Interviews	Identify the problem	Analyze the report to identify main customer issues.	IN-01c	IN-01b	Data Team		32	3	Apr 6, 2023	Apr 10, 2023	3	\$3,600.00	
01. Interviews	Identify the problem	Draft questions to ask for Mazars internal team.	IN-01d	-	Marketing Team		16	2	Apr 3, 2023	Apr 4, 2023	2	\$2,000.00	
01. Interviews	Identify the problem	Collect team feedback through interviewing developers (tech-wise) and customer success teams.	IN-01e	IN-01c, IN-01d	Marketing Team	Tech Customer Service	16	2	Apr 11, 2023	Apr 12, 2023	2	\$2,000.00	
01. Interviews	Identify the problem	Review feedback & generate reports on main takeaways	IN-01f	IN-01e	Marketing Team		16	2	Apr 13, 2023	Apr 14, 2023	2	\$2,000.00	

# ASANA DASHBOARD





# THANK YOU

*We look forward to working with you!*

Sheryl SEBASTIAN, Clara VERCHERE, Lia WADIH, Yu-Chieh YU, Jingqian ZHANG

**PATHFINDER SOLUTIONS**



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